



**FOR SALE**  
\$3,495,000

# DOWNTOWN OCEANSIDE RETAIL/ RESTAURANT INVESTMENT PROPERTY

300-308 PIER VIEW WAY  
OCEANSIDE, CA 92054





INVESTMENT SUMMARY

\$3,495,000

OFFERING PRICE

6,667 SF

TOTAL BUILDING AREA

\$524

PRICE PER SQUARE FT

5,007 SF

TOTAL LAND FOOTAGE

RETAIL/RESTAURANT

CURRENT USE

100%

LEASED TO 4 TENANTS

FEE SIMPLE

OWNERSHIP

147-088-03-00

APN

D1A

ZONING

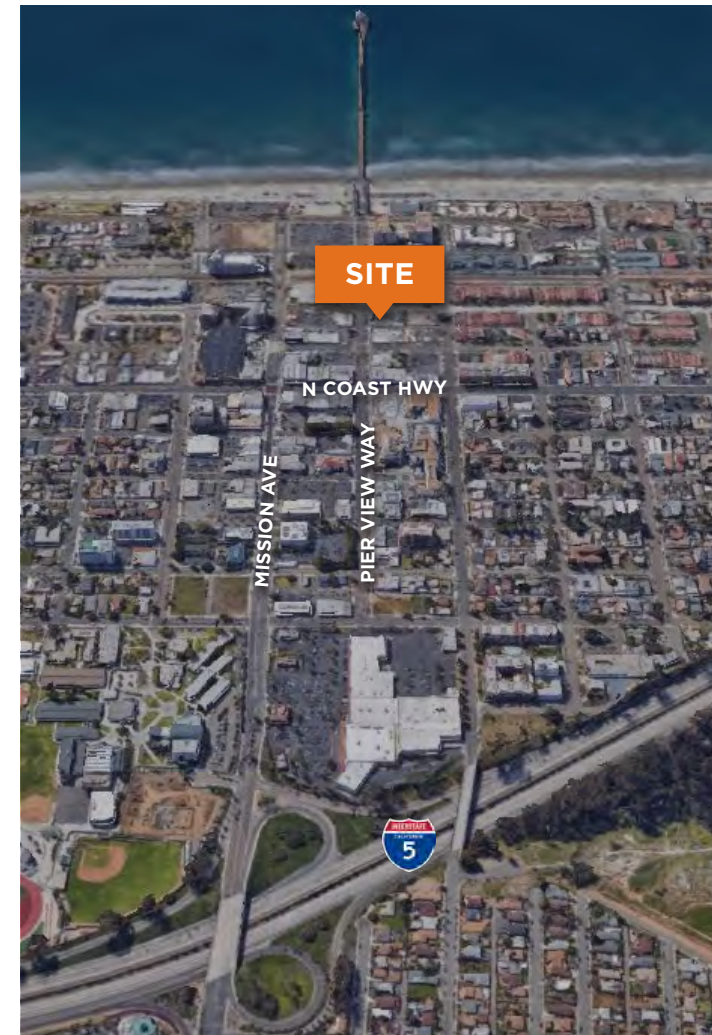
THE OFFERING





## INVESTMENT HIGHLIGHTS

### THE OFFERING



The information contained herein has been given to us by the owner of the property or other sources we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to purchase.

- Pride of ownership asset, situated on a prime Downtown Oceanside corner, just 3 blocks from the beach & pier.
- Highly visible street retail location on Pier View Way, the main pedestrian thoroughway to Oceanside's pier.

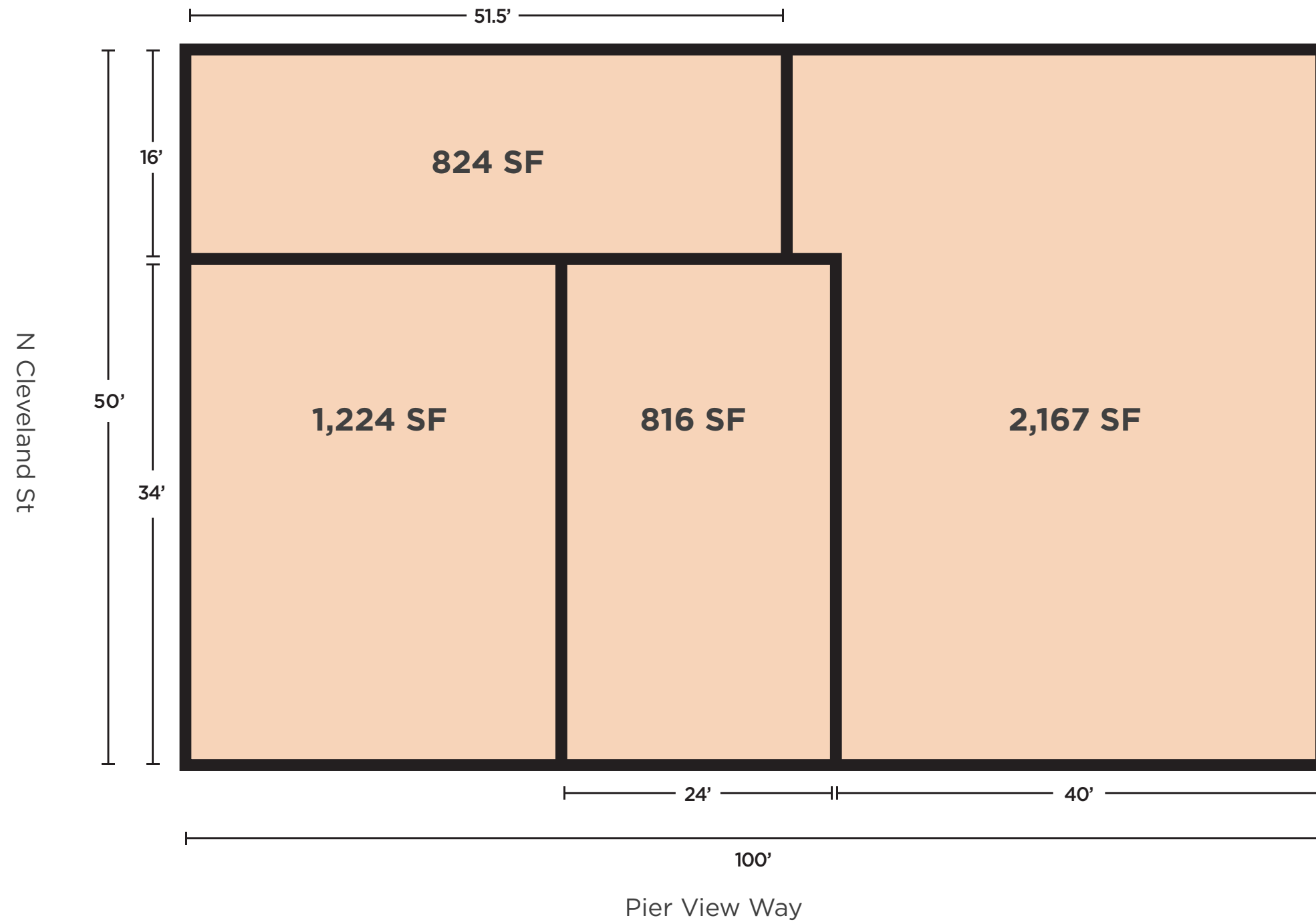
- Suitable for an Investor looking to add value with very strong upside potential.
- Ideally located across from two brand new mixed-use developments, SALT and Pierside.
- Tenants cater to tourists, locals, professionals and residents nearby.

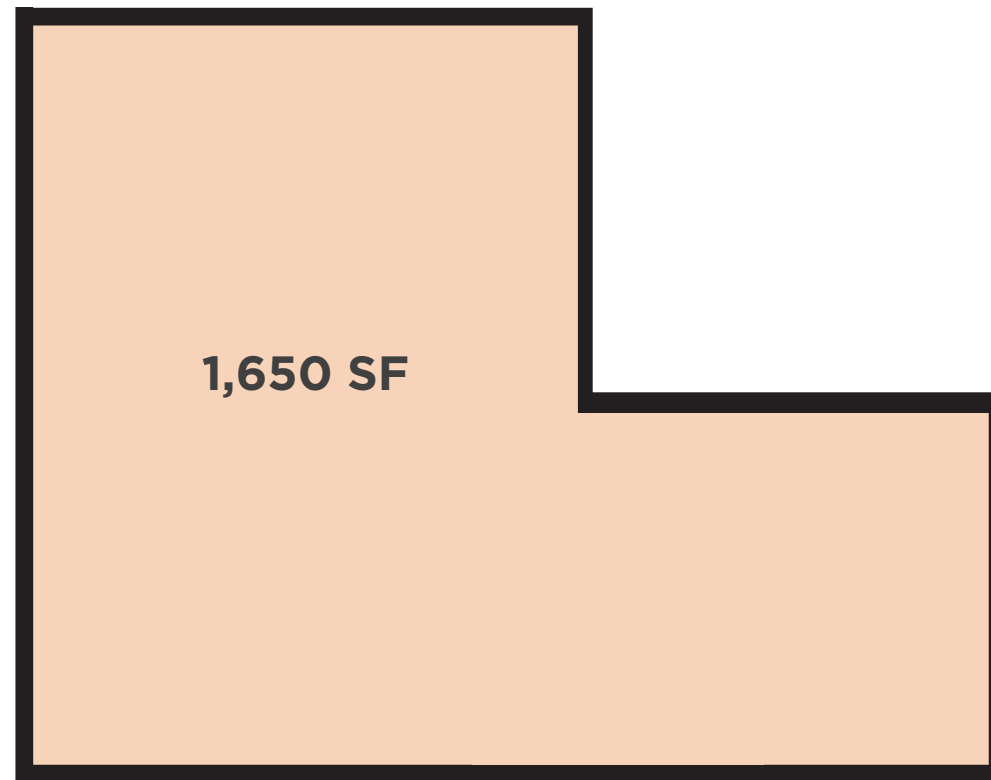
- Excellent opportunity to take advantage of the tremendous multi-family density from Oceanside's 9 Block Master Plan.
- Steps away from renowned restaurant & retail tenants such as Hello Betty, Orfilia Tasting Room, Stone Brewing, Regal Cinemas & more.



# GROUND FLOOR PLAN

THE PROPERTY







RENT ROLL						
IN-PLACE (NNN)						
TENANT	SQ FT.	MONTHLY RENT	NNNs <sup>1</sup>	BASE RENT PSF	EXPIRATION	OPTIONS
Pier View Properties	810	\$883	\$0	\$1.09	MTM	None
Pier View Coffee	1,224	\$2,650	\$759	\$2.17	12/5/23	1 Five (5) Year Option
Colimas	2,983	\$4,266	\$1,849	\$1.43	3/1/21	None
Cameron Fitness	1,650	\$2,013	\$0	\$1.22	7/1/20	None
<b>TOTAL</b>	<b>6,667</b>	<b>\$9,812</b>	<b>\$2,608</b>	<b>\$1.48</b>	<b>-</b>	<b>-</b>
MARKET PROFORMA (NNN)						
TENANT	SQ FT.	MONTHLY RENT	NNNs <sup>1</sup>	BASE RENT PSF	EXPIRATION	OPTIONS
Pier View Properties	810	\$2,025	\$502	\$2.50	MTM	None
Pier View Coffee	1,224	\$2,650	\$759	\$2.17	12/5/23	1 Five (5) Year Option
Colimas	2,167	\$5,959	\$1,344	\$2.75	3/1/21	None
Cameron Fitness	1,650	\$3,713	\$1,023	\$2.25	7/1/20	None
Vacancy	816	\$2,244	\$506	\$2.75	-	-
<b>TOTAL</b>	<b>6,667</b>	<b>\$16,591</b>	<b>\$4,134</b>	<b>\$2.48</b>	<b>-</b>	<b>-</b>

OPERATING STATEMENT		
	IN PLACE	MARKET PROFORMA
Base Rent	\$117,744	\$199,092
<b>Total Gross Income</b>	<b>\$117,744</b>	<b>\$199,092</b>
<b>Expenses</b>		
Property Taxes <sup>1</sup>	\$12,210	NNN
Insurance	\$1,924	NNN
Utilities & Maintenance	\$4,292	NNN
<b>Total Expenses<sup>2</sup></b>	<b>\$18,426</b>	<b>NNN</b>
<b>Net Operating Income</b>	<b>\$99,318</b>	<b>\$199,092</b>
<b>Asking Price</b>	<b>\$3,495,000</b>	
<b>Cap Rate</b>	<b>2.8%</b>	<b>5.7%</b>

<sup>1</sup> Based on a reassessed value upon sale.   <sup>2</sup> Based on landlord’s expenses after tenant’s reimbursement



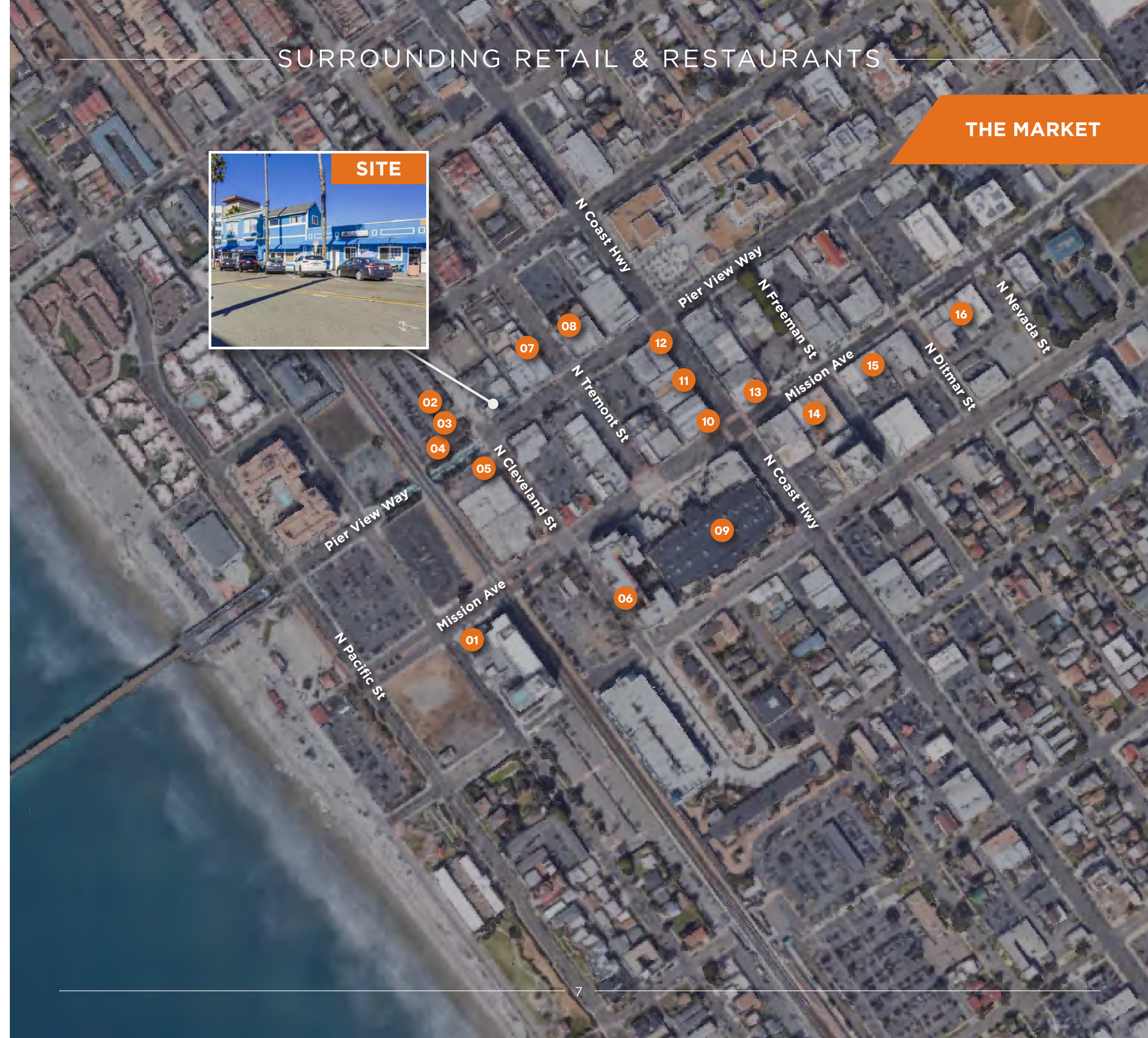
THE PROPERTY



SURROUNDING RETAIL & RESTAURANTS

THE MARKET

- |    |   |    |   |
|----|---|----|---|
| 01 |    | 02 |    |
| 03 |    | 04 |    |
| 05 |    | 06 |    |
| 07 |    | 08 |    |
| 09 |  | 10 |  |
| 11 |  | 12 |  |
| 13 |  | 14 |  |
| 15 |  | 16 |  |





## THE 9 BLOCK MASTER PLAN

### THE MARKET

- The 9 Block Master Plan comprises 5 mixed-use projects, 2 operating hotels & 2 new hotel developments.
- The Plan adds 283 luxury condominiums units, boosting density and providing year-round built-in-clientele.
- Best in class hotel brands, Destination Hotel Resorts & Joie Vivre Boutique Hotels, will add 384 resort hotel rooms (completion scheduled for Q3 2020).







**HISTORY**

Dating back to the 1800's, Oceanside was nearly just a small coastal town near Mission San Luis Rey. Slowly but surely people started laying down roots and growing small businesses. Today visitors still see the original buildings from the 1880's alongside the newer developments, where modern & unique meets traditional Downtown Oceanside.

**OCEANSIDE FARMER'S MARKET**

Oceanside represents the only City in the county to have a Pier, Harbor, and Amphitheatre. Stretching out at about 1954 feet, Oceanside's pier is the longest wooden over-water pier on the west coast of the United States. Walk the length of the pier for some truly awe-inspiring views of the downtown coastline.

**OCEANSIDE PIER**

Oceanside represents the only City in the county to have a Pier, Harbor, and Amphitheatre. Stretching out at about 1954 feet, Oceanside's pier is the longest wooden over-water pier on the west coast of the United States. Walk the length of the pier for some truly awe-inspiring views of the downtown coastline.

**SUNSET MARKET**

This event has been a bright spot in downtown Oceanside since August 2007 and is so much more than a Farmers Market. Thousands of residents and visitors alike gather each week to enjoy the varied hot food offerings, the eclectic merchandise selections, the gourmet packaged food section and the live entertainment.

**OCEANSIDE HARBOR**

A little bit of paradise. 950 pleasure boat slips, quaint village shopping at resort-style boutiques, top-name restaurants, cafes al fresco, congenial people, picnicking in mini-parks overlooking the harbor, and strolling or jogging around this idyllic setting.



## DEMOGRAPHICS

### 5 MINUTES



**Population**

16,872



**Daytime Population**

5,766



**Average Household Income**

\$66,333

### 10 MINUTES



**Population**

67,319



**Daytime Population**

28,335



**Average Household Income**

\$79,114

### 15 MINUTES



**Population**

205,764



**Daytime Population**

66,053



**Average Household Income**

\$89,391

## THE MARKET

5 MINUTES 10 MINUTES 15 MINUTES



302-308 PIER VIEW WAY, OCEANSIDE, CA 92054

**FOR SALE**  
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## SALES INQUIRIES



**MARC KARRER**

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**LOCATION  
MATTERS**

[LOCATIONMATTERS.COM](https://locationmatters.com)