



## Palm Tree Plaza - Rare Coastal San Clemente

- Investment / Owner User, Retail & Restaurant
- Development Opportunity, Walking Distance to the Beach

**BLVD** Real Estate  
Investment  
Co. \_\_\_\_\_







## PALM TREE PLAZA

1640 N. El Camino Real San Clemente, CA 92672

### EXCLUSIVE LISTING AGENTS:

**Ayda Kach**

Managing Director

ayda@blvdreic.com

(949) 391-5670

License No 01945763

**Riley Hanson**

Director

riley@BLVDreic.com

(714) 906-5950

License No 02160473

**Tom Chichester**

Partner & Co-Founder

tom@BLVDreic.com

(714) 318-3955

License No 01915137

**Nick D'Argenzio, MRED**

Partner & Co-Founder

nick@BLVDreic.com

(818) 281-7893

License No 01434304



130 Pine Avenue, Suite 203

Long Beach, CA 90802

[www.BLVDreic.com](http://www.BLVDreic.com)



# PROPERTY OVERVIEW

## PRICING

**Asking Price:** \$3,500,000

## PROPERTY SPECIFICATIONS

**Address:** 1640 N El Camino Real San Clemente, CA 92672

**Building Size:** 3,150 square feet

**Land Size:** 0.17 acres (7,405 square feet)

**Year Built:** 1975

**APN:** 692-371-04

**Traffic Counts:** N. El Camino Real: 14,403 VPD

**Zoning:** MU-1 - Mixed Use 1

**Zoning Description:** A Vertical or Horizontal mix of Neighborhood Serving Commercial (NC) and Community Serving Commercial (CC), and multifamily housing on the second floor or higher. The North Beach area includes this zone to provide for a mix of uses and development standards similar to those within the Downtown transition area, while excluding stand-alone residential Development

## DEMOGRAPHICS

Source: Costar 2024	1 Mile	3 Miles	5 Miles
Population	34,303	165,652	391,119
Average Household Income:	\$130,886	\$140,637	\$136,035
Employees	12,378	130,920	373,529





## Rare Coastal Southern California Investment Opportunity

- The subject property is located in the exclusive and affluent area of San Clemente, less than .25 miles from the beach
- In August 2024, the median listing price for a home in San Clemente, California was \$1.735 million.

## Highly Trafficked Thoroughfare - A+ Location

- The subject property features excellent street frontage and visibility along North El Camino Real Blvd (14,403 VPD).
- Additionally, the property benefits from its close proximity to the 5 Freeway (215,565 VPD), which is the longest interstate in CA. SR-1 Pacific Coast Highway southern terminus runs concurrent to 5 Freeway.
- Metrolink Train, with a Route starting in Ventura and ending in Oceanside, has a San Clemente Station 0.3 miles away from subject property on the coastline.
- San Clemente's location near major freeways (I-5) allows residents to easily commute to employment hubs in Orange County and San Diego, making it an attractive place to live while maintaining access to job opportunities
- Ease of Access from nearby freeway on & off ramps - would make an ideal office or destination location (ie. surf shop, doctor office, dental shop, cannabis, etc).
- Property is approximately one block away from the historical Ole Hanson Beach Club (est. 1927), the Casino San Clemente (est. 1937), The San Clemente Theatre (est.1937) which is currently under renovations to become an outdoor Theatre and Foodhall, and the Aquarium Cafe (est. 1931) The North Beach Area is filled with Historical Sites (all recognized by the National Register of Historical Places acknowledged by the U.S. National Parks Service) all walking distance from subject property.
- Close Proximity to The Outlets at San Clemente, Orange County's first and only coastal outlet shopping experience.

## Development and/or Owner/User Opportunity

- Property is ready for Development / Redevelopment or an Owner User to occupy.
- Existing Outdoor Patio Space to maximize seating capacity for any tenant type. Four Patio areas totaling 1800 sf of outdoor commercially usable space.

## Strong Demographics - Highly Affluent Area

- There are over 165,652 permanent residents living within a 5-mile radius of the subject property, with an average household income of around \$140,000.

## San Clemente - Prime Coastal Location

- San Clemente's location along the Pacific Ocean, with pristine beaches like Trestles and San Clemente State Beach, attracts residents and tourists seeking a laid-back yet luxurious coastal lifestyle.
- Midway Between Major Cities: Positioned between Los Angeles and San Diego, San Clemente offers easy access to these urban centers while maintaining a quieter, small-town charm, increasing its appeal as a residential and business destination.
- The city's mild Mediterranean climate supports year-round outdoor activities such as surfing, hiking, and biking, attracting active individuals and families. Parks, golf courses, and coastal trails further enhance the lifestyle.

## Favorable Zoning - Mixed Use 1

- A vertical or horizontal mix of Neighborhood Serving Commercial (NC) and Community Serving Commercial (CC), and multifamily housing on the second floor or higher. The North Beach area includes this zone to provide for a mix of uses and development standards similar to those within the Downtown transition area, while excluding stand-alone residential development.



**AERIAL (FACING SOUTH)**



**SAN CLEMENTE PIER**

**Palm Tree Plaza**

**N. EL CAMINO REAL (14,403 VPD)**



AERIAL - PARCEL LINES



\*\*Outdoor Patio Space to maximize seating capacity for any tenant type\*\*



**AERIAL (FACING NORTH)**



**OUTLETS AT SAN CLEMENTE**

**E. AVENIDA PICO (11,200 VPD)**

**Palm Tree Plaza**

**N. EL CAMINO REAL (14,403 VPD)**



# INTERIOR PHOTOS





## Why Orange County Is a Good Place to Invest

Orange County is widely regarded as a desirable location for real estate investment. With a strong real estate market and consistent appreciation rates over the years, Orange County has proven to be an excellent choice for real estate investors seeking long-term gains.

## High Demand

Orange County real estate is in high demand for several reasons. The region offers an exceptional quality of life with its picturesque beaches, pleasant climate, and abundant recreational activities. Additionally, Orange County boasts a strong economy with various industries, such as technology, healthcare, finance, education, and tourism, driving job growth.

The proximity to Los Angeles also significantly influences the demand for Orange County real estate. Many people are drawn to the county's more suburban lifestyle than the hustle and bustle of neighboring cities like LA while enjoying convenient access to urban amenities.

Furthermore, Orange County has well-regarded school districts that make it highly attractive for families looking for excellent educational opportunities for their children. The county is home to top-rated public schools as well as renowned private institutions.

## Beautiful Location

Its beautiful location along the Southern California coastline makes it an attractive destination for both residents and tourists alike. This natural beauty contributes to an ever-increasing demand for housing and commercial properties in the area, ensuring a consistent market for investors.

## Variety of Neighborhoods

From upscale communities like San Clemente, Laguna Beach, Newport Beach and Irvine to more affordable options in cities like Santa Ana or Anaheim, there is something for everyone seeking to invest in this region. This diversity allows investors to choose properties that align with their financial goals while also meeting the demands of prospective tenants or buyers.

## Great Place to Become a Landlord

Orange County has proven itself as a great place to become a landlord. The strong rental market offers opportunities for steady cash flow through leasing out properties. With an abundance of business centers and educational institutions in the area contributing to job growth and population influxes, including university students, there is always robust demand for rental properties.

In summary, Orange County's appealing location, high demand driven by tourism and population growth, diverse neighborhoods accommodating various budgets, and potential returns from becoming a landlord make it an attractive place to invest in real estate.





**EXCLUSIVE LISTING AGENTS:**

**Ayda Kach**  
Managing Director  
ayda@BLVDreic.com  
(949) 391-5670  
License No 01945763

**Riley Hanson**  
Director  
riley@BLVDreic.com  
(714) 906-5950  
License No 02160473

**Tom Chichester**  
Partner & Co-Founder  
tom@BLVDreic.com  
(714) 318-3955  
R.E. License No 01915137

**Nick D'Argenzio, MRED**  
Partner & Co-Founder  
nick@BLVDreic.com  
(818) 281-7893  
License No 01434304

**BLVD** Real Estate  
Investment  
Co. \_\_\_\_\_

[www.BLVDreic.com](http://www.BLVDreic.com)