

PACIFIC COAST HIGHWAY MULTIFAMILY DEVELOPMENT OPPORTUNITY

OFFERING MEMORANDUM

Marcus & Millichap



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Marcus & Millichap



EXECUTIVE SUMMARY

Marcus & Millichap is pleased to present a rare and unique development opportunity in the heart of Pacifica, CA. This expansive 3-acre property is divided into two distinct parcels, each offering incredible potential for multifamily and commercial development.

The lower parcel is part of the Pacifica Housing Element and is newly zoned MU-60 allowing for 60 units per acre above ground floor retail. This parcel is ideal for developers looking to contribute to the community with housing options. The upper parcel is zoned "C2 Community Commercial District." Permitted uses are retail stores and shops, personal and business service establishments, restaurants and bars, fast food restaurants, etc. With a conditional use permit, you can add additional dwelling units on this parcel.

Located just minutes away from Pacifica's stunning beaches, this property offers a serene and scenic environment for future residents. It is conveniently situated near major employers in the San Francisco Bay Area, making it an attractive location for working professionals. With easy access to major highways, including Highway 1 and Interstate 280, the property ensures seamless connectivity to San Francisco, Silicon Valley, and beyond. The surrounding area boasts local schools, parks, shopping centers, and dining options, offering a well-rounded lifestyle for residents. Nestled in a picturesque coastal community known for its natural beauty, hiking trails, and outdoor recreational activities, this property provides an exceptional opportunity for developers to create a significant impact in a thriving community.



PROPERTY SUMMARY

PRICE



\$7,995,000

LOCATION (APN)

018-140-460: (In housing Element) (1.15 Acres)

018-140-470: (In housing Element) (.31 Acres)

These parcels are newly zoned "MU-60 Mixed Use District" allowing 60 units per acre for residential and a large variety of commercial uses for non-residential.

018-140-040: (Currently Zoned C2) (1.59 Acres)

This parcel is zoned "C2 Community Commercial District." Permitted uses are retail stores and shops, personal and business service establishments, restaurants and bars, fast food restaurants, etc.

With a conditional use permit, "One or more dwelling units in the same building as a commercial use when located entirely above the ground floor. Density shall be controlled by a minimum lot area per dwelling unit of two thousand (2,000) square feet"

INVESTMENT HIGHLIGHTS



HIGHLY DESIRED DEVELOPMENT PARCELS



EXCELLENT VIEWS ON PACIFIC COAST HIGHWAY



PREMIER MULTIFAMILY LOCATION

ARTICLE 62. – MU-60 MIXED USE DISTRICT

SEC. 9-4.6201. – PERMITTED AND CONDITIONAL USES

(a) General Use Provisions. All developments must be mixed-use residential and contain both

of the following, except as otherwise provided by state law:

- (1) *Minimum of 50 percent of gross square footage for residential use per Article 54; and*
- (2) *Non-residential uses meeting the minimum floor area ratio requirements.*

(b) *Permitted uses. The following uses shall be permitted in the MU-60 District:*

- (1) Duplexes and multiple-family dwellings;
- (2) Accessory buildings and uses;
- (3) Community care facilities for six (6) or fewer persons;
- (4) Indoor or outdoor cultivation of cannabis for personal use as an accessory use to a primary dwelling unit, subject to the standards contained in Article 48 of this chapter;
- (5) Accessory dwelling units and junior accessory dwelling units, subject to the standards of Article 4.5;
- (6) Retail stores, shops, and other uses, including, but not limited to, food markets, drug stores, liquor stores and retail restaurants, but excluding firearms sales and any marijuana operation as defined in Article 48 of this chapter;
- (7) Personal services, such as professional offices, shoe repair, barber and beauty shops, laundries and dry cleaning establishments, banks and financial institutions and massage establishments under six hundred forty (640) square feet of treatment floor space (see licensing requirements Title 5, Chapter 19);
- (8) Business and administrative offices when located entirely above the ground floor of any commercial structure;
- (9) Art galleries and instructional studios for dance and arts or crafts and craft production shops;
- (10) Personal and business service establishments, including financial institutions;
- (11) Offices;
- (12) Newspaper, printing, and lithography plants not exceeding five thousand (5,000) square feet in net usable area;
- (13) Retail restaurants, fast food restaurants, restaurants and bars;
- (14) Household appliance and furniture sales and service in conjunction with sales;
- (15) Veterinary hospitals and clinics; and
- (16) In the Coastal Zone, visitor-serving commercial uses, as defined in Section 9-4.4302(av) of Article 43 of this chapter.

(c) *Conditional uses. Conditional uses allowed in the MU-60 District, subject to obtaining a use permit, shall be as follows:*

- (1) Coastal access
- (2) Service stations;
- (3) Retail alcohol sales in conjunction with service stations;
- (4) Mini-markets and similar retail uses in conjunction with services stations;
- (5) Conversion of service stations from full service to self-service;
- (6) Motels and drive-in restaurants;
- (7) Veterinary hospitals and clinics (small animals);
- (8) Special care and child care facilities;
- (9) Business and administrative offices, if located on the ground floor;
- (10) Amusement machine arcades as a new or a part of an existing use;
- (11) Massage establishments with six hundred forty (640) square feet or larger of treatment floor space;
- (12) Restaurants and fast food restaurants;
- (13) Pet care and sales establishments, including boarding and grooming;
- (14) Health/fitness clubs;
- (15) Social halls, clubs, theaters, and nightclubs;
- (16) Vehicle and boat sales and service in conjunction with sales;
- (17) Plumbing, heating, electrical, and appliance repair, service, and supply shops;
- (18) Specialty auto service, such as oil changing facilities, not in conjunction with service stations;
- (19) Car washes;
- (20) Community care facilities for more than six persons.

ARTICLE 62. – MU-60 MIXED USE DISTRICT

SEC. 9-4.6202. – DEVELOPMENT REGULATIONS

- (a) Basic Regulations: See Table 9-4.6202: MU-60 Development Regulations.
 (b) Supplemental Regulations: See Section 9.4-5403 (Higher Density Residential and Mixed-Use Districts Development Standards).
 (c) Multiple-Family Housing Combining District Development Regulations: See Article 67.

TABLE 9-4.6202: MU-50 DEVELOPMENT REGULATIONS

Regulations		Notes
Density		
Minimum	40 du/ac	Rounding subject to the provisions of Article 23
Maximum	60 du/ac	
Setbacks (Minimum)		
Front Setback	5 feet (10 feet maximum)	
Side Setback	5 feet	
Rear Setback	10 feet	
Additional Setbacks	A minimum 30-foot setback shall be required from any property line abutting a single-family zone.	
Height (Average)	55 feet	For those portions of a site within 50 feet of a property located in a single-family residential district: 40 feet.
Lot Coverage (Maximum)	70%	
Floor Area Ratio (FAR) (non-residential uses)		
Minimum	0.1 FAR	There is no minimum or maximum FAR for Residential component of development.
Maximum	3.0 FAR	
Open Space		
Usable Open Space (Minimum)	200 sf/unit; If private, 6 feet by 10 feet minimum dimension.	
Parking	Subject to the provisions of Article 28	
Permits for Site Development	Subject to the provisions of Article 32	
Accessory Dwelling Unit Regulations	Subject to the provisions of Article 5 and compliance with State law	

LOCATION HIGHLIGHTS



20 MINUTES FROM SAN FRANCISCO

San Francisco, renowned for its iconic Golden Gate Bridge, historic cable cars, and vibrant cultural scene, is a dynamic city on the edge of the Pacific. Known for its diverse neighborhoods, tech innovation, and picturesque bay views, it attracts millions of visitors and residents alike. The city's unique blend of natural beauty, rich history, and modern urban sophistication make it a captivating destination.



30 MINUTES FROM SILICON VALLEY

Silicon Valley is a global center for technology and innovation. Home to many of the world's largest tech companies and startups, it is renowned for its entrepreneurial spirit, venture capital investment, and cutting-edge research. Silicon Valley's dynamic ecosystem continues to drive advancements in technology, making it a pivotal hub for the digital economy.



1 HOUR FROM SANTA CRUZ

Santa Cruz, a coastal city in California, is known for its stunning beaches, redwood forests, and vibrant surf culture. With a laid-back atmosphere, it offers a mix of outdoor adventures, including hiking, surfing, and biking. Santa Cruz is also home to the University of California, Santa Cruz, contributing to its dynamic cultural and intellectual scene. Its scenic beauty and eclectic community make it a charming and unique destination.

PACIFICA INFORMATION

Pacifica, nestled between the rolling hills and the Pacific Ocean just south of San Francisco, offers residents and visitors a serene coastal retreat with the convenience of urban proximity. This charming city is renowned for its breathtaking ocean views, expansive beaches, and a tranquil atmosphere that provides a stark contrast to the bustling city life.

Located just 15 miles from the heart of San Francisco and within a short drive of Silicon Valley, Pacifica is perfectly positioned for those seeking a peaceful residential enclave with easy access to some of the world's leading tech hubs and cultural landmarks. This accessibility makes Pacifica an ideal spot for professionals who desire a quiet home environment while maintaining a close connection to dynamic job markets and innovative centers.

The city's stunning natural landscapes are marked by scenic hiking trails, such as those at Mori Point, and the famous Pacifica State Beach—a favorite for surfers and outdoor enthusiasts. The local climate, characterized by mild temperatures and refreshing ocean breezes, enhances outdoor activities year-round.

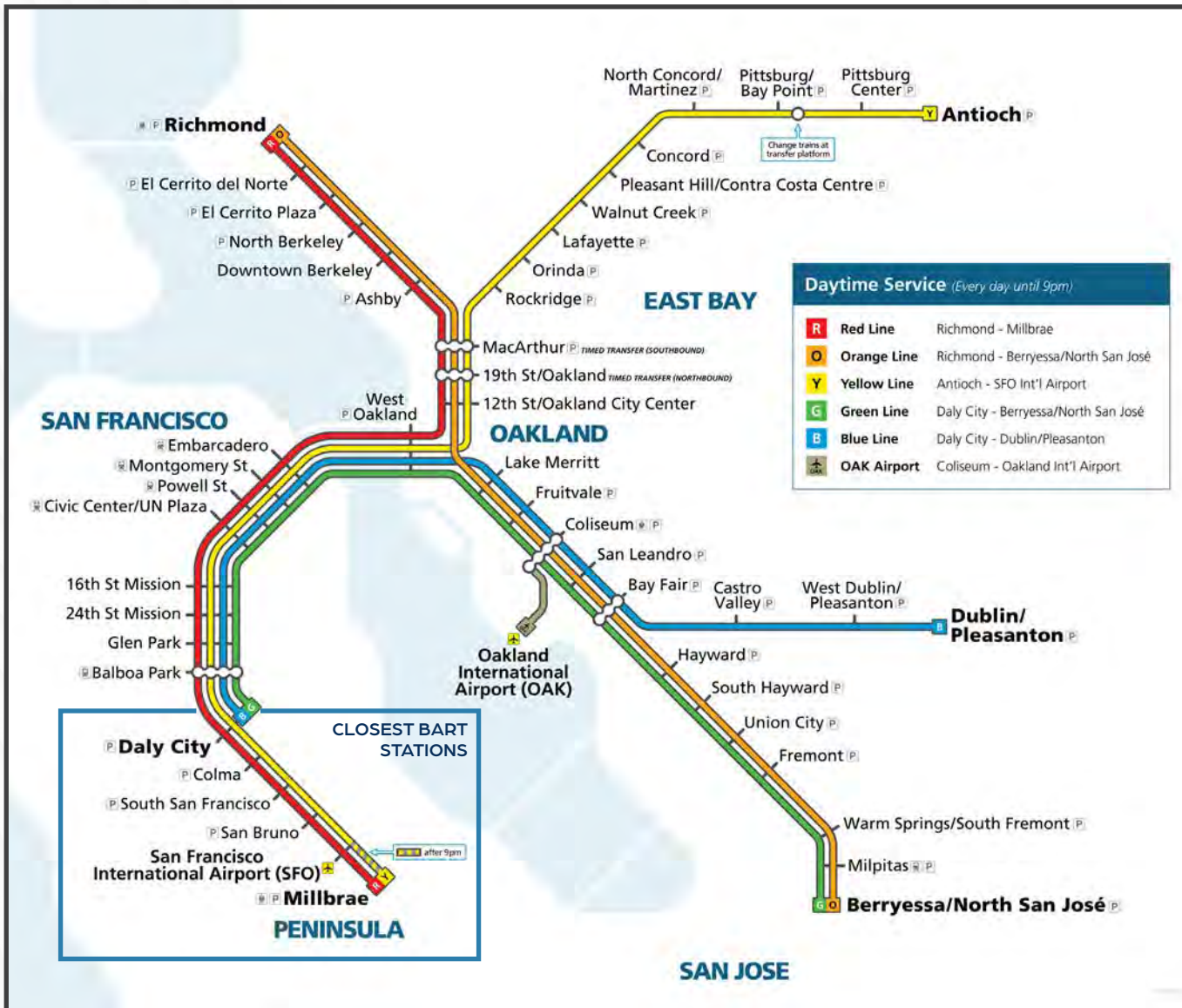
Community life in Pacifica is enriched by a variety of local events, markets, and festivals, which foster a strong sense of belonging and community pride. The educational system is robust, with well-regarded schools that make the city a desirable place for families.

Overall, Pacifica offers a unique blend of tranquility, natural beauty, and accessibility, making it not just a place to live, but a place to be truly alive. Whether one is looking to unwind by the seaside or explore vibrant city life, Pacifica provides an idyllic base with all the benefits of a major metropolitan area just a stone's throw away.



BART MAP

NEARBY STATIONS



FROM SUBJECT PROPERTY
TO BART STATION



STATION
DALY CITY
10 MIN DRIVE



STATION
COLMA
9 MIN DRIVE



STATION
SOUTH SAN FRANCISCO
13 MIN DRIVE



STATION
SAN BRUNO
15 MIN DRIVE



STATION
MILLBRAE
17 MIN DRIVE

NEARBY POINTS OF INTEREST

2 MIN DRIVE FROM SUBJECT PROPERTY



SHARP PARK GOLF COURSE

9 MIN DRIVE FROM SUBJECT PROPERTY



SERRAMONTE CENTER

9 MIN DRIVE FROM SUBJECT PROPERTY



DALY CITY BART STATION

13 MIN DRIVE FROM SUBJECT PROPERTY



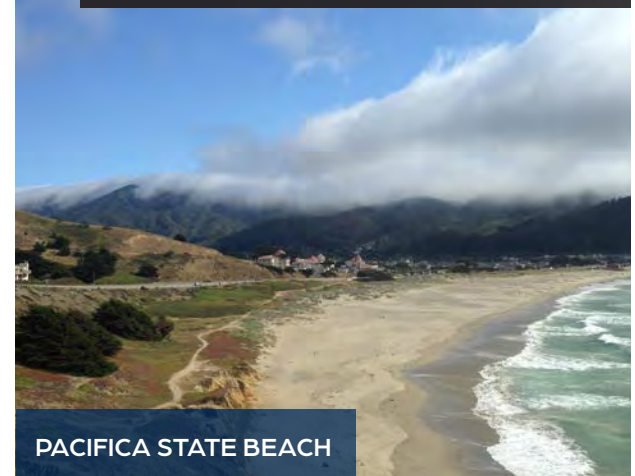
SAN FRANCISCO INTERNATIONAL AIRPORT

5 MIN DRIVE FROM SUBJECT PROPERTY



SKYLINE COLLEGE

5 MIN DRIVE FROM SUBJECT PROPERTY



PACIFICA STATE BEACH

AERIAL MAP



AERIAL PHOTO



DEMOGRAPHICS

POPULATION	1 Mile	3 Miles	5 Miles
2028 Projection			
Total Population	4,929	78,200	204,816
2023 Estimate			
Total Population	4,891	77,234	201,874
2020 Census			
Total Population	5,123	80,928	211,518
2010 Census			
Total Population	4,905	78,124	201,507
Daytime Population			
2023 Estimate	3,418	46,935	193,042
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2028 Projection			
Total Households	2,125	28,031	73,859
2023 Estimate			
Total Households	2,105	27,586	72,549
Average (Mean) Household Size	2.4	2.8	2.8
2020 Census			
Total Households	2,094	27,332	71,750
2010 Census			
Total Households	2,061	26,718	68,908

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2023 Estimate			
\$250,000 or More	17.2%	15.9%	13.0%
\$200,000-\$249,999	11.6%	9.9%	7.6%
\$150,000-\$199,999	13.2%	16.6%	13.9%
\$125,000-\$149,999	13.2%	10.8%	9.6%
\$100,000-\$124,999	8.3%	10.2%	10.6%
\$75,000-\$99,999	8.0%	10.8%	12.1%
\$50,000-\$74,999	12.6%	10.8%	12.4%
\$35,000-\$49,999	4.3%	5.0%	7.0%
\$25,000-\$34,999	5.3%	3.3%	4.3%
\$15,000-\$24,999	2.7%	2.8%	4.2%
Under \$15,000	3.6%	3.8%	5.3%
Average Household Income	\$187,551	\$180,911	\$157,185
Median Household Income	\$135,052	\$132,515	\$110,735
Per Capita Income	\$80,795	\$64,784	\$56,655

DEMOGRAPHICS

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2023 Estimate	4,891	77,234	201,874
0 to 4 Years	4.9%	4.5%	4.7%
5 to 14 Years	10.3%	9.9%	10.0%
15 to 17 Years	3.1%	3.3%	3.3%
18 to 19 Years	1.9%	2.0%	2.0%
20 to 24 Years	4.7%	5.3%	5.6%
25 to 29 Years	5.5%	6.7%	7.2%
30 to 34 Years	6.4%	7.3%	8.1%
35 to 39 Years	6.5%	6.9%	7.3%
40 to 49 Years	14.5%	12.7%	12.9%
50 to 59 Years	17.0%	14.6%	13.9%
60 to 64 Years	8.8%	7.5%	6.8%
65 to 69 Years	6.7%	6.6%	5.8%
70 to 74 Years	4.2%	5.2%	4.7%
75 to 79 Years	2.4%	3.4%	3.2%
80 to 84 Years	1.7%	2.2%	2.2%
Age 85+	1.3%	1.9%	2.2%
Median Age	44.6	43.1	41.3

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population 25+ by Education Level			
2023 Estimate Population Age 25+	3,672	57,944	150,114
Elementary (0-8)	1.8%	3.3%	5.7%
Some High School (9-11)	3.0%	3.4%	4.5%
High School Graduate (12)	15.3%	17.3%	19.2%
Some College (13-15)	20.6%	21.5%	20.7%
Associate Degree Only	9.3%	9.9%	9.6%
Bachelor's Degree Only	27.3%	30.5%	28.4%
Graduate Degree	22.6%	14.0%	11.9%
HOUSING UNITS			
Occupied Units			
2028 Projection	2,209	28,991	76,977
2023 Estimate	2,188	28,559	75,623
Owner Occupied	1,365	19,993	45,045
Renter Occupied	741	7,594	27,503
Vacant	83	973	3,074
Persons in Units			
2023 Estimate Total Occupied Units	2,105	27,586	72,549
1 Person Units	27.3%	20.7%	23.3%
2 Person Units	37.0%	32.0%	30.2%
3 Person Units	16.2%	18.6%	17.6%
4 Person Units	13.7%	16.0%	15.3%
5 Person Units	3.8%	6.7%	7.0%
6+ Person Units	1.9%	6.0%	6.6%

DEMOGRAPHICS



POPULATION

In 2023, the population in your selected geography is 201,874. The population has changed by 0.18 since 2010. It is estimated that the population in your area will be 204,816 five years from now, which represents a change of 1.5 percent from the current year. The current population is 49.6 percent male and 50.4 percent female. The median age of the population in your area is 41.3, compared with the U.S. average, which is 38.7. The population density in your area is 2,568 people per square mile.



HOUSEHOLDS

There are currently 72,549 households in your selected geography. The number of households has changed by 5.28 since 2010. It is estimated that the number of households in your area will be 73,859 five years from now, which represents a change of 1.8 percent from the current year. The average household size in your area is 2.8 people.



INCOME

In 2023, the median household income for your selected geography is \$110,735, compared with the U.S. average, which is currently \$68,480. The median household income for your area has changed by 40.68 since 2010. It is estimated that the median household income in your area will be \$128,072 five years from now, which represents a change of 15.7 percent from the current year.

The current year per capita income in your area is \$56,655, compared with the U.S. average, which is \$39,249. The current year's average household income in your area is \$157,185, compared with the U.S. average, which is \$100,106.



EMPLOYMENT

In 2023, 122,594 people in your selected area were employed. The 2010 Census revealed that 65.9 percent of employees are in white-collar occupations in this geography, and 15.8 percent are in blue-collar occupations. In 2023, unemployment in this area was 3.0 percent. In 2010, the average time traveled to work was 28.00 minutes.



HOUSING

The median housing value in your area was \$900,561 in 2023, compared with the U.S. median of \$268,796. In 2010, there were 42,757.00 owner-occupied housing units and 26,155.00 renter-occupied housing units in your area.



EDUCATION

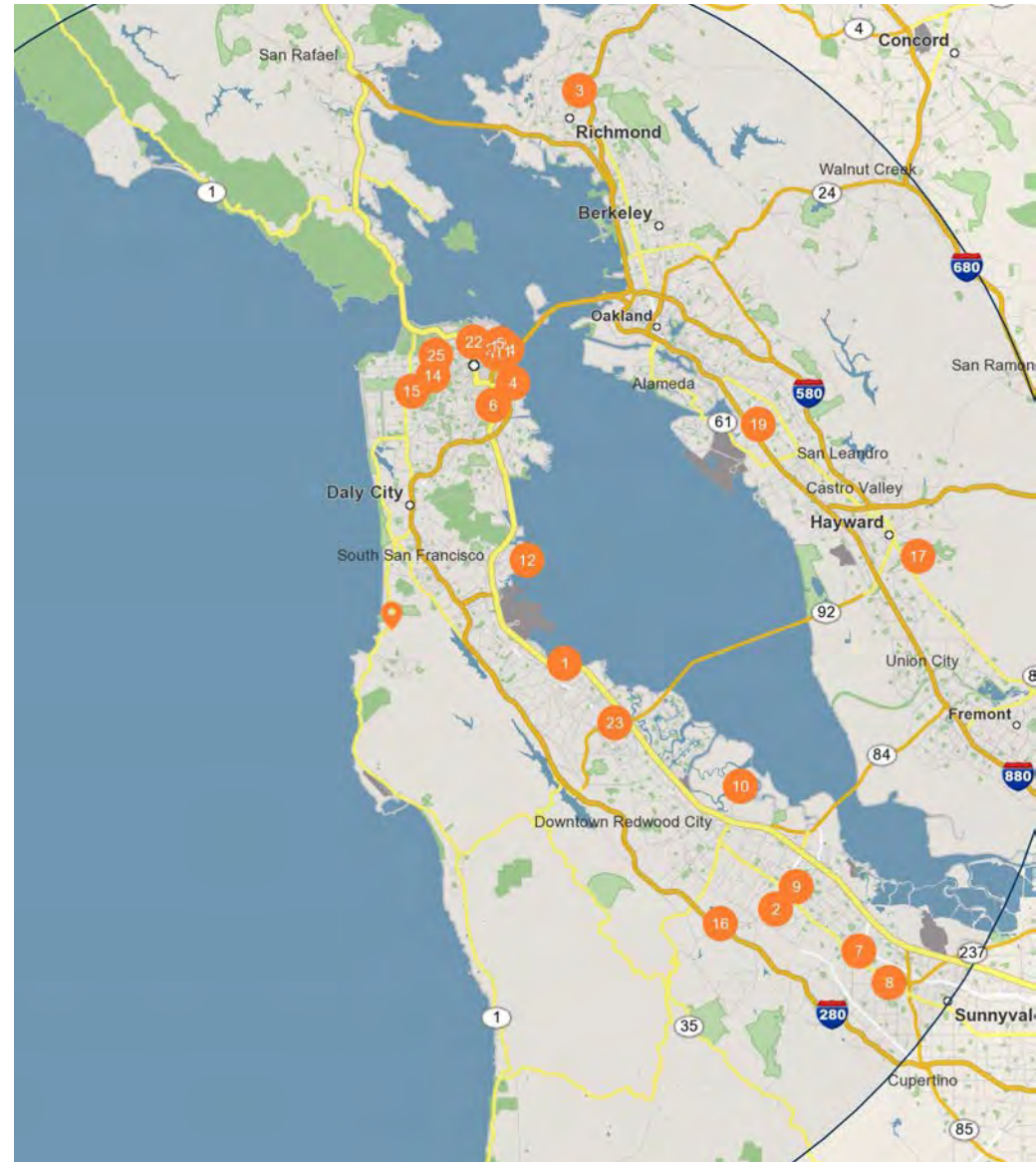
The selected area in 2023 had a higher level of educational attainment when compared with the U.S. averages. Only 11.9 percent of the selected area's residents had earned a graduate degree compared with the national average of 12.7 percent, and 28.4 percent completed a bachelor's degree, compared with the national average of 20.2 percent.

The number of area residents with an associate degree was higher than the nation's at 9.6 percent vs. 8.5 percent, respectively.

The area had fewer high-school graduates, 19.2 percent vs. 26.9 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 20.7 percent in the selected area compared with the 20.1 percent in the U.S.

NEARBY EMPLOYERS

EMPLOYERS	EMPLOYEES
1 Transportation Security ADM	50,000
2 Essence Healthcare Cal Inc-Stanford Health Care Advantage	13,810
3 Vale Operating Company LP-Vale Healthcare Center	13,480
4 Uber Technologies Inc-Uber	9,000
5 Ggc Administration LLC-Golden Gate Capital	8,590
6 City & County San Francisco-San Francisco General Hospital	8,000
7 Greystar LP	5,843
8 Greystar LP	5,843
9 Symphony Technology Group LLC	5,775
10 Informatica Inc-Informatica	5,249
11 Okta Inc-Okta	5,137
12 Genentech Usa Inc	5,123
13 Tarrant Capital Ip LLC-Tpg Growth	5,040
14 St Marys Medical Center Inc-Surgery Department	5,032
15 Safeway Inc-Safeway	5,021
16 Oak Hill Capital MGT LLC-Oak Hill Capital Partners	5,020
17 Compass Group USA Investments-Jamba Juice	5,013
18 General Wireless Operations Inc-Radioshack	5,003
19 Krispy Kreme Holdco Inc	5,002
20 Informatica Holdco Inc	4,897
21 Pacific Bell Telephone Company-AT&T California	4,444
22 Pacific Bell Telephone Company	4,444
23 Pacific Bell Telephone Company	4,444
24 Facebook Park Tower	4,000
25 1life Healthcare Inc-1 Life Healthcare	3,522



MARKET OVERVIEW

SAN FRANCISCO

The Bay Area is the birthplace and center of innovation and advancement in technology in the United States. Some of the largest technology firms, financial companies and educational institutions are located here. The San Francisco metro consists of San Francisco, San Mateo and Marin counties, and contains a population of 1.84 million people. The city of San Francisco accounts for all of San Francisco County, and contains nearly 860,000 residents. Marin County is located to the north of the city and has 252,000 residents, while San Mateo County is south of San Francisco and has a population above 730,000 people. While the metro represented one of the later-recovering markets from the pandemic, the area's population is slated to expand by just over 30,000 residents over the next five years.



WORLD-CLASS INSTITUTIONS

The Bay Area is home to top-ranked educational and research institutions, including one campus of the University of California system, along with the University of San Francisco.



EDUCATED WORKFORCE

The metro has one of the most skilled labor forces in the nation. Approximately 50 percent of residents ages 25 and older have obtained a bachelor's degree, well above the national rate.



HIGH-INCOME EARNERS

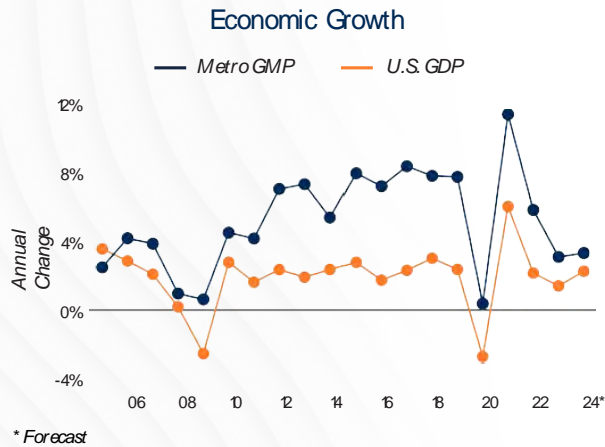
The still large tech and financial sectors contribute to a median household income that is almost double that of the nation.



MARKET OVERVIEW

ECONOMY

- The metro is home to 16 Fortune 500 companies that span a diverse range of sectors. Firms include Wells Fargo, Meta, Salesforce, Gilead Sciences, Inc. and PG&E Corp.
- Tourism is a strong economic driver, drawing more than 20 million visitors annually prior to the pandemic. The sector has shown continuous improvement in the wake of the health crisis, with the expected return of international travel boosting the outlook.

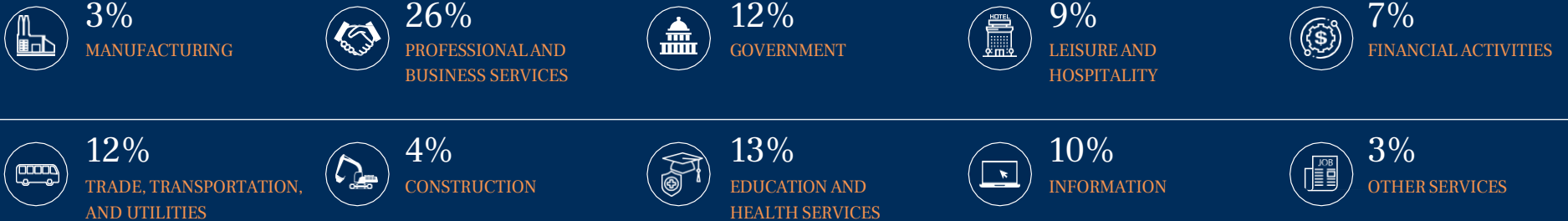


MAJOR AREA EMPLOYERS

- Sutter Health
- Wells Fargo & Co.
- Uber Technologies, Inc.
- Pacific Gas & Electric
- Salesforce
- Genentech
- Amazon
- Visa
- Gilead Sciences
- Deloitte



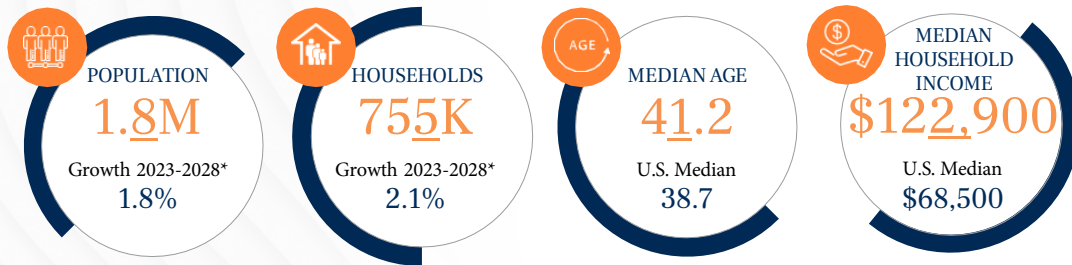
SHARE OF 2023 TOTAL EMPLOYMENT



Note: Figures are rounded to nearest whole percentage point

MARKET OVERVIEW

- The metro's populace is slated to expand by 1.8 percent through 2028. In the same period, roughly 16,000 households will be formed, generating demand for housing.
- Home prices significantly above the U.S. median result in a homeownership rate of 46 percent, which is well below the national rate, providing a strong rental market.
- Roughly 50 percent of the local population over the age of 25 holds a graduate or professional degree, well above the national rate of 29 percent.



2023 POPULATION BY AGE



QUALITY OF LIFE

San Francisco is recognized worldwide for its spectacular physical beauty, culture, business opportunities and professional sports teams. It also acts as the administrative, financial, cultural and services hub for the West Coast. San Francisco's cost-of-living, however, is one of the most expensive in the nation, due in part to the tight housing market and elevated cost of goods and services. The metro also has one of the highest discretionary income levels in the U.S., as a result of the area's educated workers and its large concentration of jobs in well-paying industries. Cultural and recreational opportunities abound, including a theater district, symphony, opera and more than 20 museums.



SPORTS

BASEBALL | MLB | SAN FRANCISCO GIANTS
 BASKETBALL | NBA | GOLDEN STATE WARRIORS



EDUCATION

SAN FRANCISCO STATE UNIVERSITY
 UNIVERSITY OF SAN FRANCISCO
 UNIVERSITY OF CALIFORNIA, SAN FRANCISCO
 CITY COLLEGE OF SAN FRANCISCO



ARTS & ENTERTAINMENT

GOLDEN GATE PARK
 THE WALT DISNEY FAMILY MUSEUM
 EXPLORATORIUM
 SAN FRANCISCO MUSEUM OF MODERN ART

* Forecast
 Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

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