

# 104 EAST 4TH STREET

Santa Ana, CA

OFFERING MEMORANDUM



## EXECUTIVE SUMMARY

104 East 4th Street & 315 Main Street presents a premier owner-user opportunity to acquire a historic two-story building in the heart of Downtown Santa Ana. This property allows a business owner to establish a flagship presence while benefiting from supplemental rental income.

The building is ideal for a restaurant, sports bar, or brewery, featuring a strategic corner location with heavy pedestrian traffic and a vibrant nightlife scene. The upper level is currently occupied by OC Beauty Lounge, a stable tenant since 2002, providing immediate cash flow to offset debt service and operating costs.

This property has undergone a \$600,000 earthquake retrofit, ensuring the building meets modern safety standards while preserving its 1890 architectural character.

The immediate area is undergoing a massive transformation with projects like The Rafferty and the \$509M OC Streetcar, which will further enhance regional connectivity. This is a rare chance to own a piece of a revitalizing urban center anchored by major corporate headquarters and a growing residential population.

**\$3,000,000**

LIST PRICE

**7,500 SF**

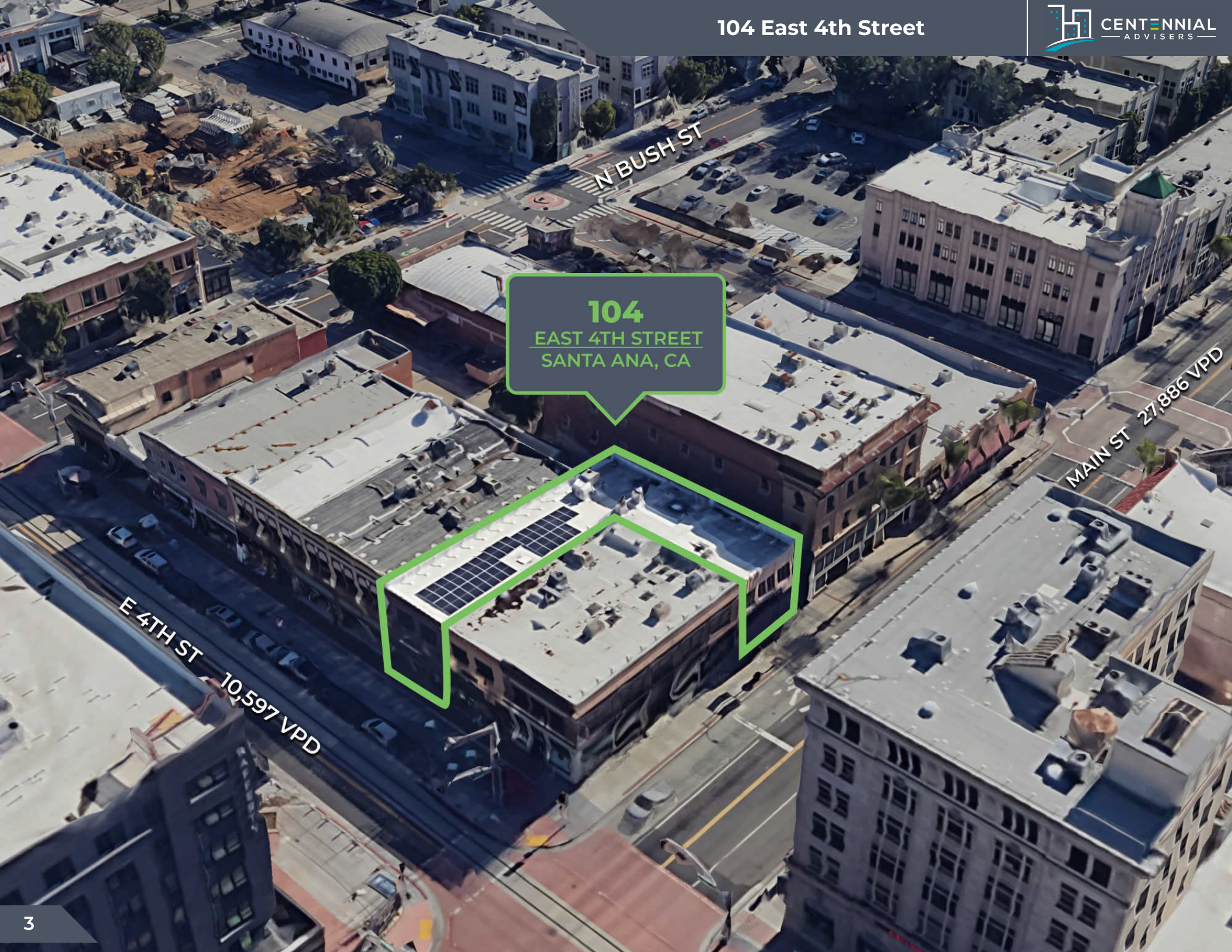
GROSS RSF

**\$400/SF**

PRICE PER SF

**1890/2020**

YEAR BUILT



**104**  
EAST 4TH STREET  
SANTA ANA, CA

N BUSH ST

MAIN ST 27,886 VPD

E 4TH ST 10,597 VPD

# PROPERTY OVERVIEW

## PROPERTY INFORMATION

Property Address

104 East 4th Street &  
315 North Main Street, Santa Ana, CA

Property Type

Multi Tenant Retail Building

Zoning

3-COM - Commercial

Lot Size

3,103 SF

Building Size

7,500 SF

Year Built

1890/2020

Number of Units

3

Tenancy

El Rincon Mexican Restaurant  
OC Beauty Lounge | operating since  
2002

# PROPERTY HIGHLIGHTS



## STRATEGIC OWNER-USER OPPORTUNITY

This offering provides a rare chance for a business owner to acquire a prominent building in a high-growth market and establish a flagship restaurant, sports bar, or brewery.



## SURROUNDED BY MASSIVE DEVELOPMENT

The property is positioned to benefit from significant local investment, including the \$509M OC Streetcar project and the nearby Rafferty, a new 218-unit luxury mixed-use development



## PRIME CORNER LOCATION & FOOT TRAFFIC

Situated at the iconic intersection of 4th Street and Main Street, the property sits at the epicenter of Downtown Santa Ana's thriving food, culture, and nightlife scene.



## SUPPLEMENTAL INCOME STREAM

The owner can benefit from immediate cash flow and tenant stability via **OC Beauty Lounge**, a long-term tenant that has been successfully operating at this location since 2002.



## EXTENSIVE EARTHQUAKE RETROFIT

The building has received a **\$600,000 investment** in recent earthquake retrofitting to ensure modern safety compliance and enhance long-term structural value.



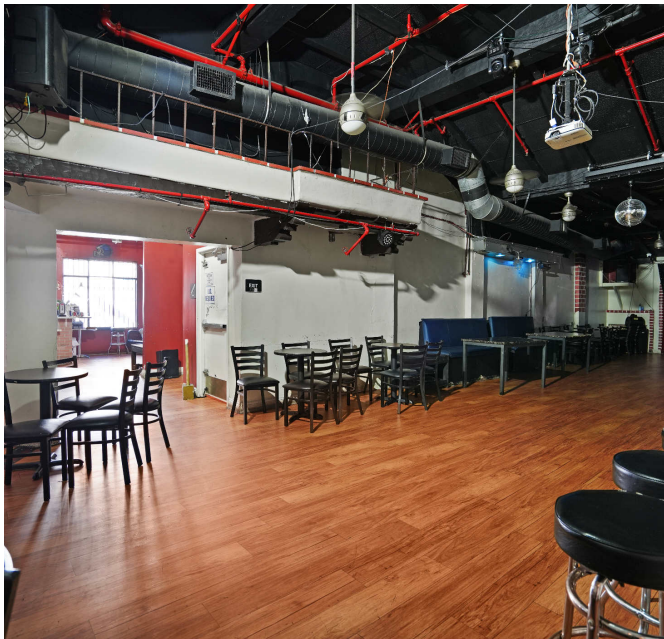
## ATTRACTIVE SELLER FINANCING

Benefit from seller financing with **only \$500,000 down**, allowing an owner-user or investor to maximize leveraged returns while preserving capital.

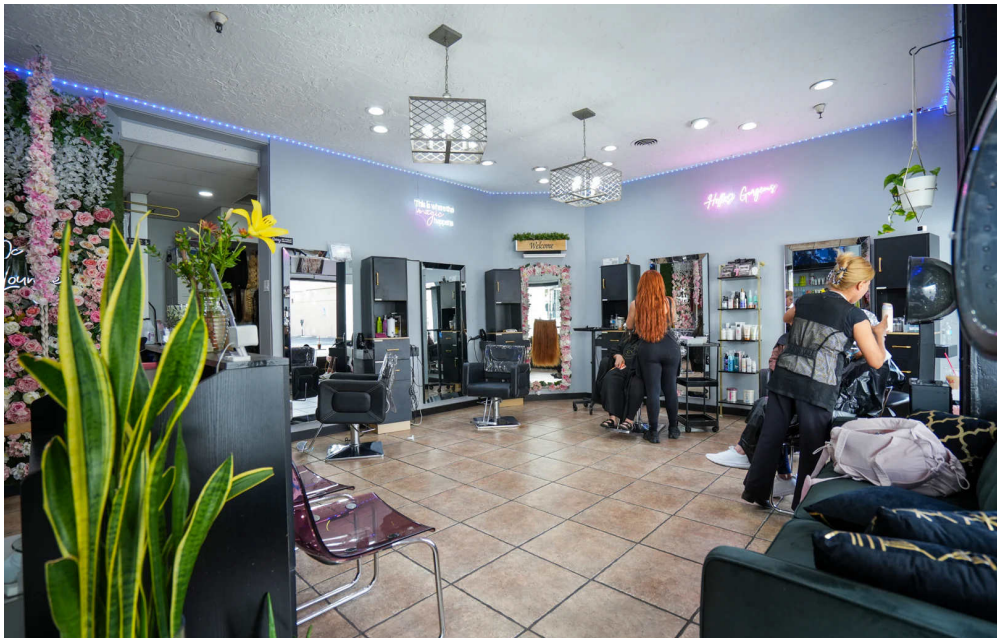
# PHOTOS



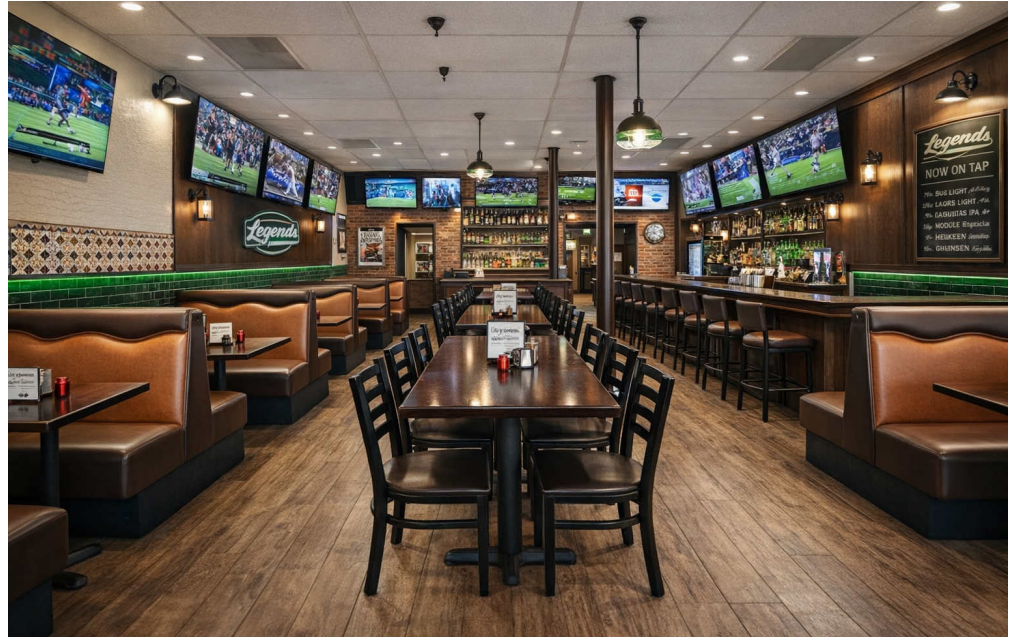
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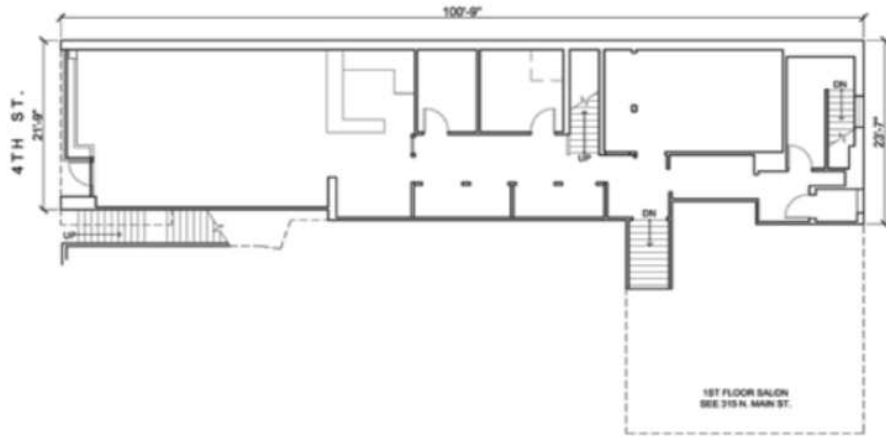


# RENDERINGS

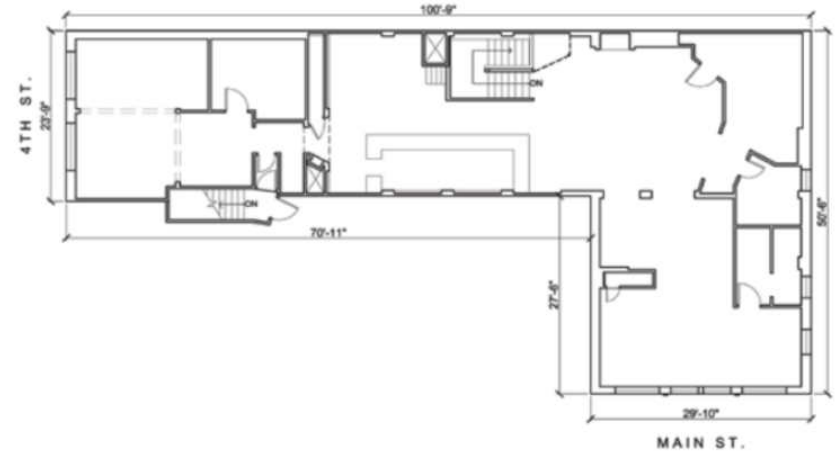


# FLOOR PLAN

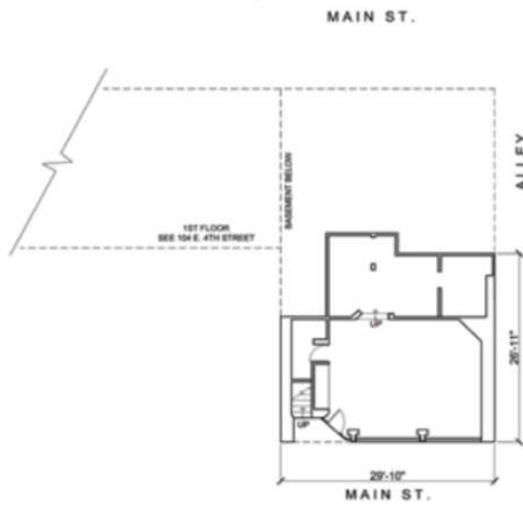
## FIRST FLOOR - 2,217 SF



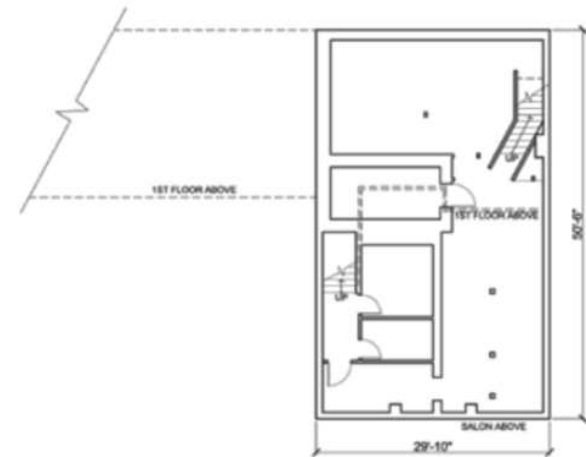
## SECOND FLOOR - 3,600 SF



## SALON - 724 SF



## BASEMENT - 1,505 SF



# 104 East 4th Street

Santa Ana | CA



LOCATION INFORMATION

## LOCATION HIGHLIGHTS



### CENTRAL HUB OF ORANGE COUNTY

Santa Ana is centrally located within Orange County, making it a key economic and cultural hub. The city offers easy access to major employment centers, retail, entertainment, and educational institutions.



### STRONG ECONOMIC GROWTH

Santa Ana is one of the fastest-growing cities in Orange County, with a strong economy driven by sectors such as retail, healthcare, manufacturing, and professional services. The city is home to several Fortune 500 companies and a thriving local business scene.



### REVITALIZED DOWNTOWN

The Downtown Santa Ana area has experienced significant revitalization in recent years, attracting a diverse mix of restaurants, boutique retailers, arts and culture venues, and entertainment options. The area is recognized for its historic charm, walkability, and vibrant atmosphere.



### CLOSE TO MAJOR EMPLOYMENT CENTERS

Santa Ana is strategically located near key employment centers such as Irvine, Costa Mesa, and Tustin. The city also has a large base of small businesses and retail establishments, creating numerous job opportunities for its residents.



### DIVERSE POPULATION

Santa Ana is one of the most ethnically diverse cities in the region, fostering a vibrant community. Its diversity enriches the local culture and economy, adding to its appeal as a dynamic, multicultural urban center.



### PROXIMITY TO MAJOR FREEWAYS

Santa Ana is conveniently connected to major freeways, including Interstate 5 (I-5), Interstate 55 (I-55), and State Route 22. These highways provide quick access to neighboring cities, John Wayne Airport, and the larger Southern California region.

# SANTA ANA DEVELOPMENTS & PROJECTS

## The Rafferty

- Seven story, 218-unit mixed-use project with ~12,000 SF ground-floor retail
- Developed by Toll Brothers Apartment Living, designed by MVE + Partners
- Just blocks from 4<sup>th</sup> and Main, sets a new standard for DTSA living



## Downtown Revitalization & Complete Streets Program

- City's multi-year plan to transform 4<sup>th</sup> St and Main St corridors into walkable, bike-friendly districts
- Includes façade grants, streetscape upgrades, and expanded outdoor dining zones



## Flats @ CityLine Santa Ana

- 196-unit mid-rise multifamily by Fairfield Residential (approved 2024)
- Adds density and high-end housing along Main Street corridor



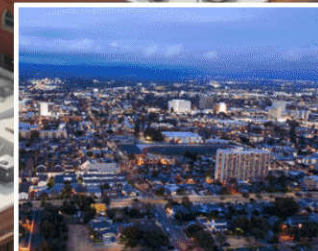
## OC Streetcar Project

- \$509M infrastructure project connecting Downtown to regional transit hub
- 4.15mi modern streetcar to enhance connectivity and foot traffic



## Opportunity Zone Designation

- Subject Property (104 E 4<sup>th</sup> St/315 Main St) is located within a federal Opportunity Zone
- Provides investors with major capital gains tax deferral and potential exclusion benefits



## Related Bristol Mixed-Use Village










- \$2.9B master plan by Related California on 41 acres
- Up to 3,750 residential units, 350,000 SF retail/restaurant space, hotel component and open parks



# SANTA ANA RESTAURANTS & ENTERTAINMENT



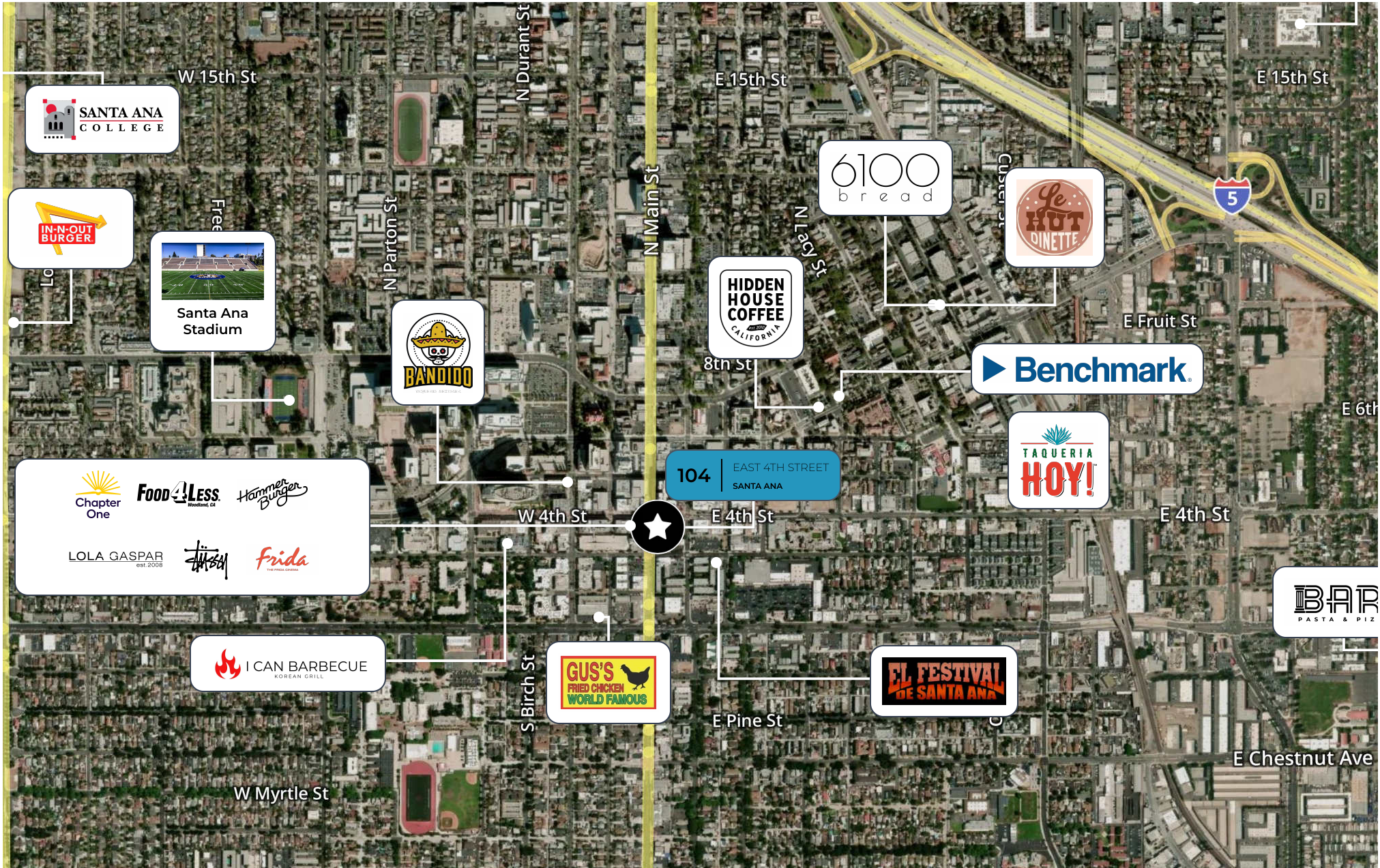
## DINING & NIGHTLIFE

- 1  4th Street Market
- 2  Chapter One: The Modern Local
- 3  Lola Gaspar
- 4  Mix Mix Kitchen Bar
- 5  PlayTacos D TSA
- 6  Burrito Blvd Mexican Grill
- 7  El Indio Botanero
- 8  Vacation Bar
- 9  Mission Bar
- 10  Native Sons Ales
- 11  D TSA Café
- 12  Perla
- 13  Alta Baja Market

## ENTERTAINMENT & CULTURE

- 14  The Frida Cinema
- 15  The Yost Theater
- 16  Grand Central Art Center
- 17  2nd & Broadway Events

# SANTA ANA AMENITIES MAP



# 104 East 4th Street

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FINANCIAL ANALYSIS

# PROFORMA RENT ROLL

Unit Type or Tenant Name	SF	Market Rent	Total
El Rincon/ Restaurant Space	2,217	\$3.50	\$7,760
Speakeasy / Bar Concept	3,000	\$2.00	\$6,000
OC Beauty Lounge	724	\$4.14	\$3,000
Basement	1,559	.50	779.5
<b>Totals/Averages</b>	<b>7,500</b>	<b>\$3.21</b>	<b>\$17,539.5</b>

## MEET YOUR AGENT



Investment Adviser

(714) 866-9262

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# MINA ALDAYYAT

Mina Aldayyat is an Orange County native with deep roots in the community. He graduated from Mater Dei High School in Santa Ana and went on to earn his Bachelor's degree in Business Administration with a concentration in Operations and Supply Chain Management from California State University, Long Beach.

Mina's professional background is rooted in the fast-paced world of food service and real estate. From a young age, he was involved in managing and operating quick-service restaurant (QSR) franchises – most notably Popeyes Louisiana Kitchen – across various cities in Orange County. His responsibilities included everything from site selection and hiring to financial oversight and operational efficiency, providing him with a hands-on understanding of what makes retail real estate perform.

In addition to his restaurant operations experience, Mina served as the property manager of a multi-tenant NNN strip center, where he handled leasing, CAM reconciliations, tenant relations, and capital improvement projects. That role gave him a front-row seat to the challenges and opportunities facing both landlords and tenants, solidifying his desire to focus on commercial real estate full-time.

At Centennial, Mina specializes in retail investment sales, with a focus on the central Orange County markets of Santa Ana, Orange, and Tustin. He works closely with owner-users, investors, and developers to identify strategic retail properties, particularly those with value-add potential. His knowledge of operations, leasing, and property performance helps him advise clients with a long-term, growth-oriented mindset.

## MEET YOUR AGENT



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CaIDRE 02042230

# MIKE ALPER

As Centennial Advisers' top multifamily broker in Orange County, Mike's success has been built on helping clients achieve their specific investment goals. Since joining the firm in 2017, Mike has been involved in high-profile investment transactions in Orange, San Diego, and Los Angeles Counties, including acquisitions, dispositions, 1031 Exchanges, and value-add repositioning.

The total consideration of Mike's commercial multifamily transactions with Centennial is in excess of \$200 million. Through comprehensive financial modeling and a detailed understanding of the 1031 Exchange process, Mike has helped numerous clients improve their portfolios. His track record showcases clients who have successfully exchanged into newer buildings, in better locations, that provide increased cash flow, as well as long-term appreciation potential.

Before joining Centennial, Mike earned an undergraduate degree in Business Administration with an emphasis in Marketing from Cal Poly San Luis Obispo. He went on to earn an MBA from Chapman University in Orange County. In his free time, Mike enjoys reading, going to the gym, surfing, and spending time outdoors. He has been a resident of Newport Beach since 2013.



**Mina Aldayyat**

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