



CITY OF
HERMOSA BEACH



THE
**HERMOSA AVENUE
COLLECTION**

Rare Opportunity to Acquire 6,470 Square Feet of Street-Front Retail
along Hermosa Avenue in Downtown Hermosa Beach, California



[Link to Drone Video](#)

The Opportunity

Jones Lang LaSalle, as exclusive advisor, is pleased to present the opportunity to acquire The Hermosa Avenue Collection (the "Property"), a 6,470 square foot collection of four street-front retail suites located in Downtown Hermosa Beach, California. The Property is situated within the main retail trade area, along Hermosa Avenue (13,398 VPD) and just before Pier Avenue (15,526 VPD). The beach front streets are lined with a variety of retailers, high-quality dining options, and entertainment venues – earning the area a Walker's Paradise designation. The area provides an excellent environment for retailers with a combination of affluent residents and a consistent inflow of tourists each year. Average Household Income tops \$180,000 within a one-mile radius of the Property while the Hermosa Beach Boardwalk sees over 8 million visitors annually. With limited transaction volume and zero new retail developments, The Hermosa Avenue Collection grants an Investor the rare opportunity to benefit from Hermosa Beach's premium rental rates, affluent demographics, and high barriers to entry within a market where assets rarely trade hands.



Offering Overview

Price:	\$5,575,000 (\$862/SF)
Address:	1312-1320 Hermosa Avenue, Hermosa Beach California 90254
Going-In Cap Rate:	5.0%
Year 3 Cap Rate:	6.1%
GLA:	6,470
Site Size:	7,994
Year Built/Renovated:	1922/2012
Zoning:	HBC2YY
Frontage:	+/- 95 feet
Occupancy:	100%
Year One NOI:	\$280,268

Investment Highlights

IRREPLACEABLE REAL ESTATE

The Hermosa Avenue Collection boasts an unparalleled location in the heart of Hermosa Beach's prime retail strip, offering the rare advantage of immediate access to the iconic Hermosa Beach Pier, bustling Boardwalk, and the breathtaking expanse of the Pacific Ocean.

SIGNIFICANT FRONTAGE

The Property commands attention with its expansive 95-foot uninterrupted storefront stretching along the bustling Hermosa Avenue (13,398 VPD), ensuring maximum visibility for each tenant.

WALKER'S PARADISE

With dozens of beach-front amenities, proximity to the boardwalk, and costal access, the Property is ideally situated to benefit from the area's 8.1 million annual visitors.

PREMIUM RENTAL RATE

With steady fundamentals and consistent demand for retail, the submarket boasts a premium rental rate to that of greater Los Angeles. Hermosa Beach is poised to continue its upward trend in rental rates given the need and desire for high quality food & beverage establishments.



HIGH BARRIERS TO ENTRY

Due to development constraints, there are currently zero new retail developments within Hermosa Beach. Moreover, majority of owners hold assets for the long-term thereby limiting the number opportunities for new Investors to enter the market and speaks to the health of retail within the area.

AFFLUENT DEMOGRAPHICS

Hermosa Beach is located within the South Bay – one of the most sought after markets within Los Angeles. Within a three mile radius of the Property, Average Household Incomes top \$163,152 with a population of 159,151.

SOUTH BAY RENAISSANCE

The South Bay has become one of the main engines of Los Angeles County. The area provides a business friendly climate, with some of the world's largest companies such as: Sketchers, Space X, Chevron, Raytheon, Mattel, Lockheed Martin and Boeing all having a presence in the region. With the opening of Sofi Stadium and the Intuit Dome, the South Bay has begun to rival Downtown as LA's leading entertainment and sporting destination. Additionally, the South Bay provides many of the region's top cities to reside, with the likes of Palos Verdes, Torrance, Manhattan, Redondo, and Hermosa Beach all providing some of the nation's best qualities of life.

Property Overview

1312-1320 HERMOSA AVENUE
HERMOSA BEACH, CA 90254

4183-013-068
APN

100%
OCCUPANCY

6,470 SF
GLA

7,994 SF
SITE SIZE

0.18
ACREAGE

1922/2012
YEAR BUILT/RENOVATED

HBC2YY
ZONING

±95 FEET
FRONTAGE

4
PARKING SPACES

800
AMPS



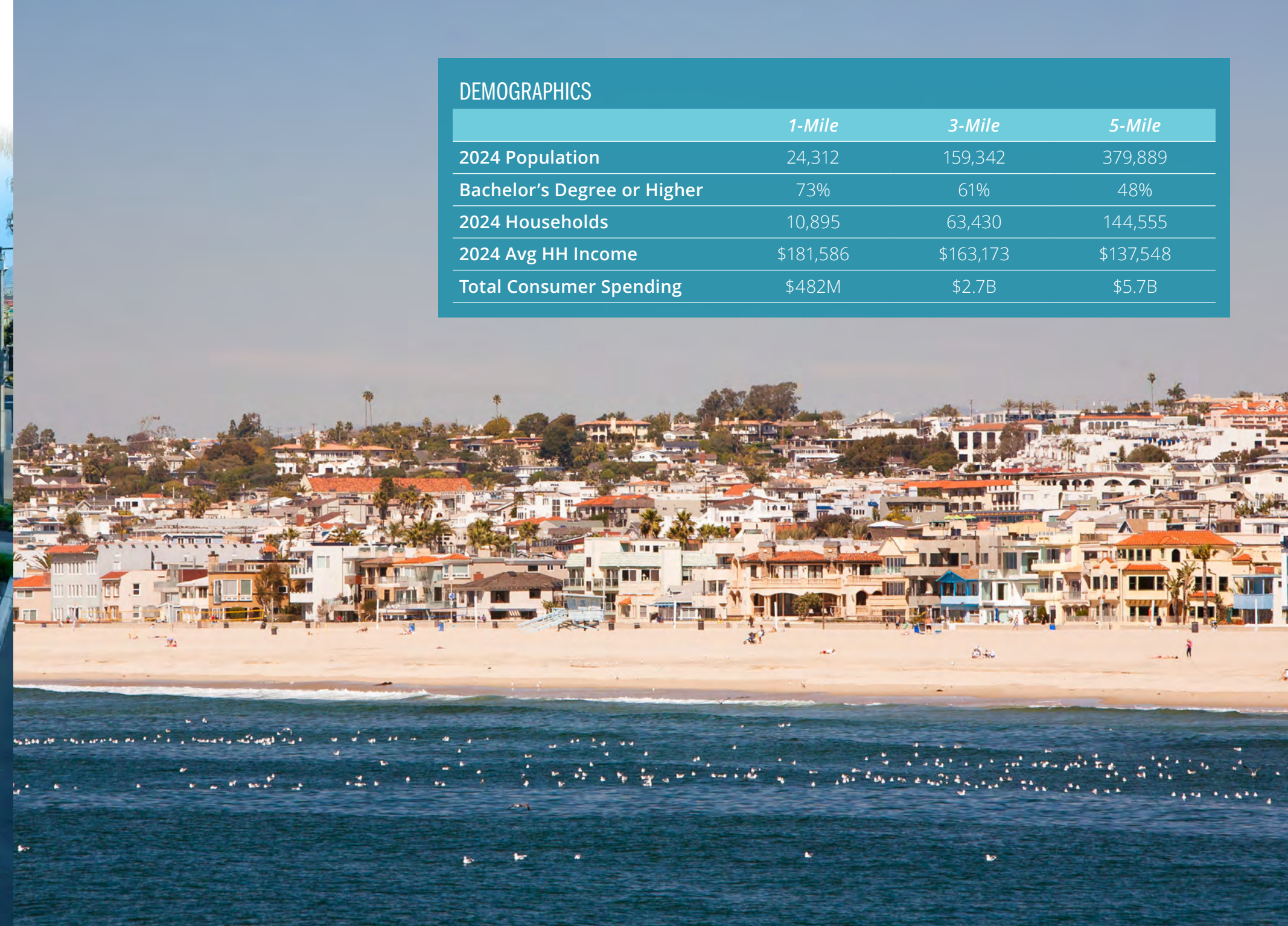
Tenant Roster



TENANT ROSTER			
Suite	Tenant	Sq. Ft.	% of GLA
1312	LaserAway	1,140	17.6%
1314	Japonica	1,000	15.5%
1316	BLND Public Relations	1,530	23.6%
1320	Tacos El Goloso	2,800	43.3%
Total Leased GLA		6,470	100.0%
Total Vacant		0	0.0%
Total Building Area		6,470	100.0%

DEMOGRAPHICS

	1-Mile	3-Mile	5-Mile
2024 Population	24,312	159,342	379,889
Bachelor's Degree or Higher	73%	61%	48%
2024 Households	10,895	63,430	144,555
2024 Avg HH Income	\$181,586	\$163,173	\$137,548
Total Consumer Spending	\$482M	\$2.7B	\$5.7B



Area Overview

HERMOSA BEACH

Hermosa Beach is a quintessential Southern California Beach City offering two miles of coastline between Redondo Beach and Manhattan Beach. Much like its neighbors, the city is home to some of the LA's most affluent individuals, offering its residents and visitors pristine beaches and a variety of sporting tournaments, art festivals, and concerts. Hermosa Beach Pier serves as the city's focal point with a variety of high-end shopping and quality cuisine lining the beach front streets.

SOUTH BAY

Los Angeles County's South Bay communities offer an outstanding quality of life amidst a thriving economic engine. The area hosts some of the biggest names in the region's key industries along with some of the most prestigious residential addresses in the southland of Los Angeles. Blessed with a temperate coastal climate, and beautiful beaches, the allure of the pacific has brought many visitors and residents to the area, while an attractive business climate has brought dozens of global corporations to the South Bay. The region hosts American Headquarters for Honda, as well as key divisional or headquarters for Raytheon, Lockheed Martin, Computer Sciences Corporation, Boeing, Chevron, British Petroleum, Mattel, Northrop Gruman, Xerox, and many more.

Industries such as aerospace, technology, global communications, medicine, military, and business applications are key areas of excellence in the South Bay. El Segundo is home to Los Angeles Air Force Base. Its Space and Missile Systems Center is responsible for creating much of the nation's preeminent global space platform and over 60,000 jobs in L.A. County. Hawthorne is home to SpaceX, which has become a major employer in space commercialization and a leader in innovation. Other areas of specialization include global telecommunications, media production, advanced manufacturing, financial services, biomedical research, and international trade.





INVESTMENT ADVISORY

Tim Kuruzar

424.901.8206

tim.kuruzar@jll.com

CA DRE #01778384

Tess Berghoff

424.294.3448

tess.berghoff@jll.com

CA DRE #02064313

Bryan Ley

310.407.2120

bryan.ley@jll.com

CA DRE #014558927



[Link to Drone Video](#)

ANALYTICAL SUPPORT

Jack Dockham

310.595.3615

jack.dockham@jll.com

CA DRE #02178143

Justin Stephen

310.595.3837

justin.stephen@jll.com

CA DRE #02202215

LEASING ADVISOR

Devin Klein

310.595.3641

devin.klein@jll.com

CA DRE #01471525

Jones Lang LaSalle Americas, Inc. or its state-licensed affiliate ("JLL") has been engaged by the owner of the property to market it for sale. Information concerning the property described herein has been obtained from sources other than JLL, and neither Owner nor JLL, nor their respective equity holders, officers, directors, employees and agents makes any representations or warranties, express or implied, as to the accuracy or completeness of such information. Any and all reference to age, square footage, income, expenses and any other property specific information are approximate. Any opinions, assumptions, or estimates contained herein are projections only and used for illustrative purposes and may be based on assumptions or due diligence criteria different from that used by a purchaser. JLL and owner disclaim any liability that may be based upon or related to the information contained herein. Prospective purchasers should conduct their own independent investigation and rely on those results. The information contained herein is subject to change. The Property may be withdrawn without notice. If the recipient of this information has signed a confidentiality agreement regarding this matter, this information is subject to the terms of that agreement. ©2024 Jones Lang LaSalle IP, Inc. All rights reserved.

Jones Lang LaSalle Americas, Inc. ("JLL"), Real Estate License #01223413.