

THE VIEW AT SEACOAST

UPG URBAN
PROPERTY
GROUP EST. 1989

ONE OF A KIND BEACH FRONT PROPERTY

Restaurant/Retail/Entertainment/Events/Office



[VIEW DRONE VIDEO](#)

951 Seacoast Dr

Imperial Beach

±1,586 - 8,263 RSF

IB PROJECTS UNDERWAY!

In April 2024, the Board of Port Commissioners approved the addition of a new project: the Splash Pad at Portwood Pier Plaza in Imperial Beach, with a budget of \$1.5 million. Construction is expected to begin in early 2026 following the completion of design and permitting, and wrap up by the end of that year. Separately, \$2.6 million has been allocated to preserve the pier's functionality and support ongoing maintenance efforts.

THE VIEW AT SEACOAST

Steps to the pier!



CHAMPION & FIELD

COW-A-BUNGA
BEST ICE CREAM AND COFFEE IN TOWN

QUIERO



SUBWAY

TOASTED

PIZZERIA
LUIGI



Project Details

SPLASH PAD INCOMING!

A brand-new \$1.5M Splash Pad at Portwood Pier Plaza is on the way — construction starts in 2026!

PIER PRESERVATION

\$2.6M in upgrades: new pilings, fresh deck boards, and water line already installed — full project wraps by summer 2025!

COLORFUL COASTAL VIBES

Phase 1 brought bold blue paint, mural makeovers, and 30 shiny fishing rod holders to the pier.

SHARK-INSPIRED SHADE & SURF SIGNS

Phase 2 delivered an artistic shark + water canopy, stylish railing, and fun surf arrows pointing to Mavericks & Pipeline!





SLEEK MODERN COASTAL ARCHITECTURE

Introducing **THE VIEW AT SEACOAST**, 951 Seacoast Drive, Imperial Beach—a premier coastal location combining modern architecture with unparalleled oceanfront suites. The newly constructed building features three levels with elevator access and open-air patios on every level. The property offers unobstructed Pacific Ocean views for a rare seaside experience in San Diego.



±1,586 - 8,263 SF

Rentable Square Feet



AVAILABLE NOW

Timing



**RESTAURANT/
RETAIL/OFFICE**

Space Type

CONTACT BROKER

Lease Rate

Ocean Views!



THE HIGHLIGHTS

MODERN ARCHITECTURE

Brand-new construction featuring fine lines, slatted walls, open spaces, convenient elevator access and outdoor patios on each floor.

TAILORED TENANT EXPERIENCE

With grease interceptors and exhaust shafts already installed, tenants have the opportunity to bring their unique vision to life.

SAN DIEGO'S SOUTH BAY PLAYGROUND

Imperial Beach features four miles of sandy beaches, big waves, and a stunning pier with views of downtown San Diego and the Coronado Islands, making it perfect destination for both residents and visitors.

UNBEATABLE LOCATION

Breathtaking unobstructed ocean views, perfectly positioned across from the Imperial Beach Pier and the Portwood Pier Plaza.

CONNECTIVITY

Situated on Imperial Beach's main coastal thoroughfare, Seacoast Drive, and just minutes from Interstate 5 and Coronado, this location offers easy access from every direction.

TOURISM & MILITARY HUB

Imperial Beach attracts over 440,000 visitors annually, generating \$2.5 million in revenue, with a vibrant community strengthened by the military presence from Coronado bases and the Imperial Beach Naval Base.



GROUND FLOOR

±1,586 RSF

- Restaurant ready suite
- Vertical shaft
- Grease interceptor installed
- Furnished patio area



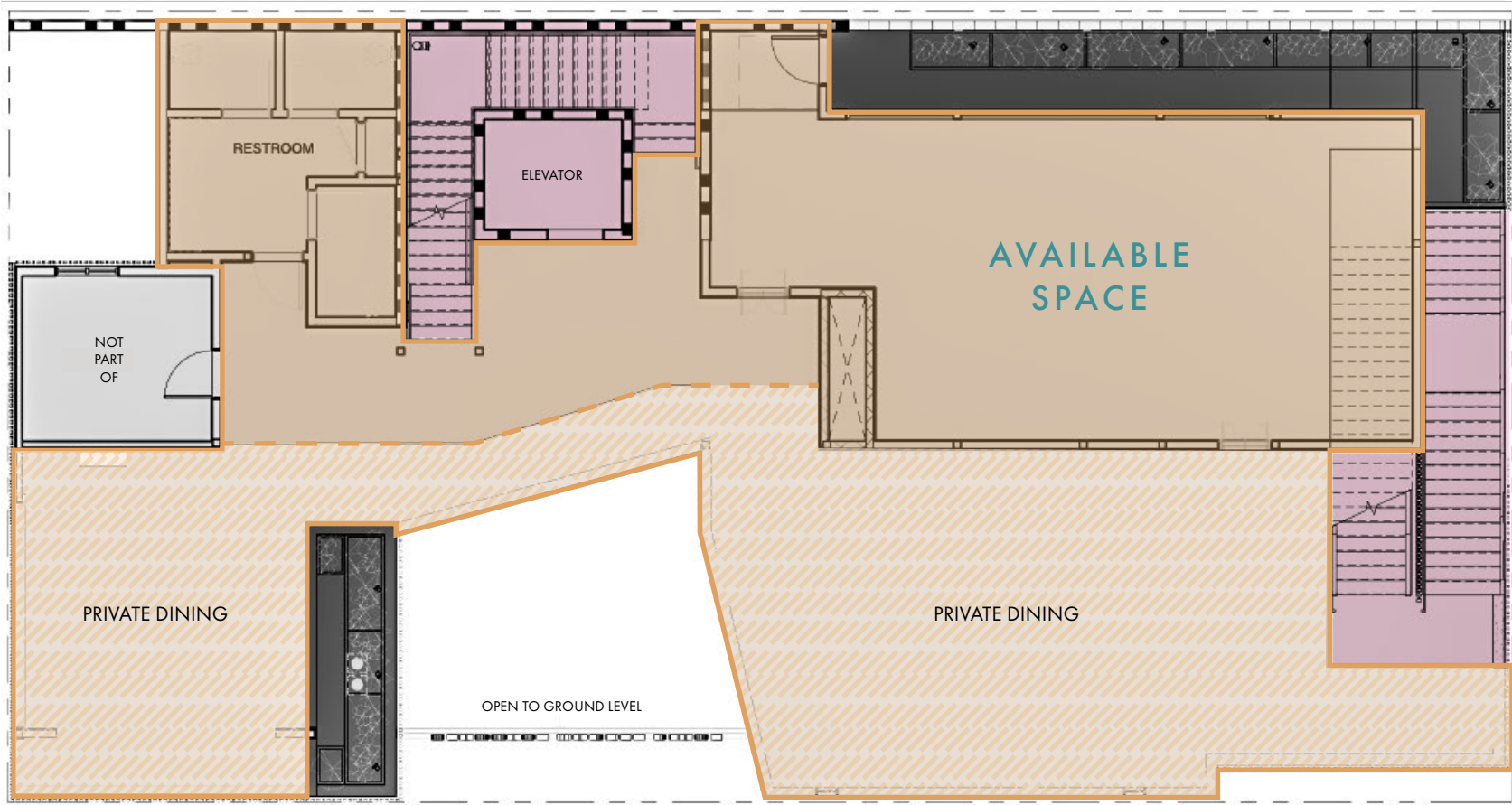
Common Area



SECOND FLOOR

±4,235 RSF

- Restaurant ready shell
- Prepped for MEP installation
- Vertical shaft
- Grease interceptor installed
- Dedicated covered patio



Common Area

VIRTUAL TOUR

COVERED PATIO

TURN THIS

INTO THIS

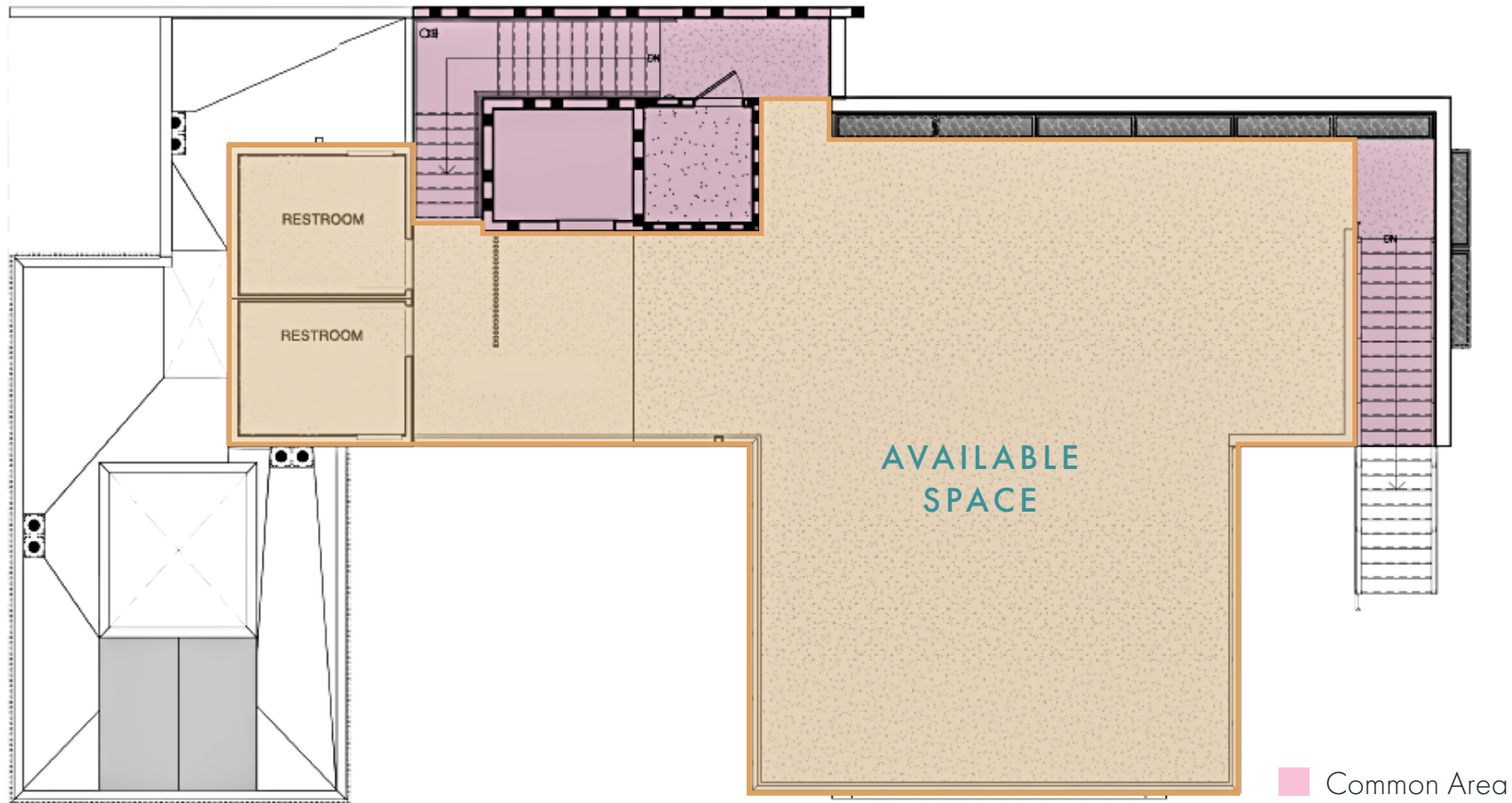
UNDER ROOF

RENDERING

ROOFTOP DECK

±2,442 RSF

- Plug and play event space
- Fully fixturized ADA restrooms
- Plumbing for catering hookups
- Unobstructed ocean views



- ## 30 Baskin Robins

IMPERIAL BEACH PIER

2

TIJUANA RIVER ESTUARY

3

DUNES PARK



IN THE PATH OF DEVELOPMENT

Imperial Beach is undergoing significant development focused on improving infrastructure and boosting economic growth. Notable initiatives include the Bayshore Bikeway Resiliency Project, which aims to enhance accessibility and encourage walkability. Additionally, a mixed-use project is set to feature residential units alongside Mediterranean dining options. The iconic Imperial Beach Pier is also being renovated to improve safety and functionality.

Imperial Beach, A Community on the Rise

ECONOMIC DEVELOPMENT AND INFRASTRUCTURE

Imperial beach is actively enhancing its infrastructure with notable projects like the Bayshore Bikeway Resiliency Project, which focuses on improving accessibility and connectivity. This project is part of a broader effort to foster a more pedestrian-friendly environment, incorporating significant street upgrades. This development aims to promote walking and biking, aligning with the city's vision of creating a vibrant and interconnected community.

MIXED-USE DEVELOPMENTS

Imperial Beach is seeing a surge in mixed-use developments that combine residential and commercial spaces, attracting significant interest from developers. Notable projects include the Bernardo Shores, which offers condominiums and single-family homes, and The Post. In addition, the Breakwater shopping center will enhance the area's retail offerings. The city's proactive approach development encourages a vibrant community atmosphere, making it an appealing destination for families and businesses.

A BRIGHT FUTURE AHEAD

Imperial Beach is poised for a promising future, embracing mixed-use developments and infrastructure enhancements that elevate residents' quality of life. By prioritizing sustainable growth, the city attracts families and businesses alike, bolstered by proactive government initiatives. These efforts enrich the local economy and foster a vibrant community, all while maintaining the coastal charm that makes Imperial Beach unique.



SAN DIEGO'S SOUTH BAY PLAYGROUND

Imperial Beach, San Diego's southernmost beach town, offers a 4-mile stretch of coastline perfect for surfing, sport fishing, beach volleyball, and horseback riding. The Imperial Beach Pier provides stunning views of Los Coronados Islands and is a popular spot for pier fishing and sunsets. Connected to Coronado by the scenic Silver Strand, a 7-mile causeway ideal for camping, bird watching, and biking, Imperial Beach is also home to the Tijuana River National Estuary, a vast saltwater marsh and top birding location in San Diego. Local attractions include the family-friendly Living Coast Discovery Center and annual events like the Sun & Sea Festival, fish derbies, and triathlons.

DINE

Imperial Beach's waterfront restaurants deliver a mix of laid-back and upscale dining, from fresh seafood and tacos to international flavors, all served with a side of ocean views. Enjoy outdoor seating by the beach or dine at the pier for an unforgettable seaside meal.

PLAY

Imperial Beach is an adventure playground with activities like surfing, pier fishing, beach volleyball, and scenic coastal biking along the Silver Strand. Nature lovers can explore the Tijuana River Estuary, a top birding spot, or stroll along the pier to take in stunning sunsets.

SHOP

Explore unique shops, local art galleries, and surf-inspired boutiques that reflect Imperial Beach's laid-back coastal vibe. From beachwear and surfboards to handmade crafts, there's plenty to discover along the main streets and pier-adjacent areas.

EVENTS

Imperial Beach hosts several notable annual events that reflect its vibrant beach culture and community spirit. Highlights include the Sun & Sea Festival with its renowned sandcastle competition, Symphony by the Sea featuring live orchestral music at the beach, and the festive Holiday Tree Lighting at Pier Plaza.

Population
171,300

Total Consumer Spending
\$1.6B

Entertainment
\$217K

Food and Beverage
\$468K

**Within 5 mi of site*



WHO LIVES HERE?

Imperial Beach has a diverse, close-knit community with a relaxed coastal vibe that attracts people from all walks of life. It's a mix of families, surfers, artists, military, and outdoor enthusiasts, all drawn to the area's scenic oceanfront, cultural events, and beach-town lifestyle. Residents enjoy a blend of traditional California beach culture and a vibrant arts scene, creating a unique blend of old and new. Its proximity to both San Diego and natural reserves adds to the appeal, making it an ideal spot for those seeking a laid-back but active lifestyle by the sea.



51,355

Total Households

36.5

Median Age

2,537

U.S. Armed Forces

3.1

Avg. Household Size

43,127

Total Employees

**Demographics within 0.5 mi. of Site*

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