

THE CREST

ON PIER PLAZA

*Step into the Spotlight on Pier Ave — the
Gateway to Pier Plaza in Hermosa Beach*

HIGH STREET RESTAURANT & RETAIL FOR LEASE
90 PIER AVE, HERMOSA BEACH, CA



KIDDER.COM

km Kidder
Mathews



HERMOSA PIER

Note: photo taken during
hometown fair street closures

*Located in the heart of Hermosa Beach,
The Crest is more than just a property—it's an
opportunity to **position your business in one of
SoCal's most sought-after destinations.** With a
dynamic mix of high visibility, prime location,
and an unparalleled stream of visitors, this space
is **tailored to make your business thrive.***

5,897 SF
GROSS LEASABLE AREA

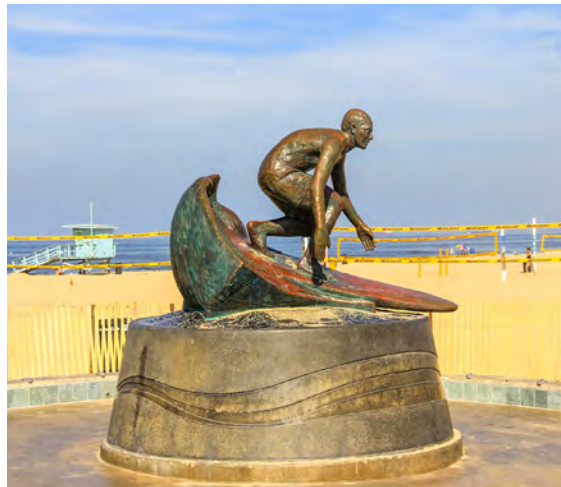


1,022 - 5,897 SF
AVAILABLE FOR LEASE

Property Highlights

The Crest serves as the gateway to the Hermosa Beach Pier Plaza as the first building visitors see as they turn the corner down Pier Avenue toward the beach, making it a prime location in an area that attracts over 4.6 million visits annually.

- Pier Plaza endcap building
- Best visibility and signage
- Large store front windows and high ceilings
- Only roof top monument sign in downtown Hermosa Beach
- 435 public parking spots within 1 block in lots 1-3
- Negotiable lease rate



Visibility & Branding ~~~ *Stand Out Where it Matters*

At The Crest, your business will benefit from unmatched exposure in Hermosa Beach's vibrant downtown district.

This Pier Plaza end-cap is the first store front that visitors see as they turn the corner coming down Pier Avenue towards the beach while offering the best visibility and signage opportunities in the area, **featuring a prominent rooftop monument sign that ensures your brand makes a bold and lasting impression.** Store fronts facing both Hermosa Avenue and Pier Plaza provide further branding opportunities, while the potential for a Pier Plaza patio creates an inviting and versatile space.



Conceptual *Renderings*

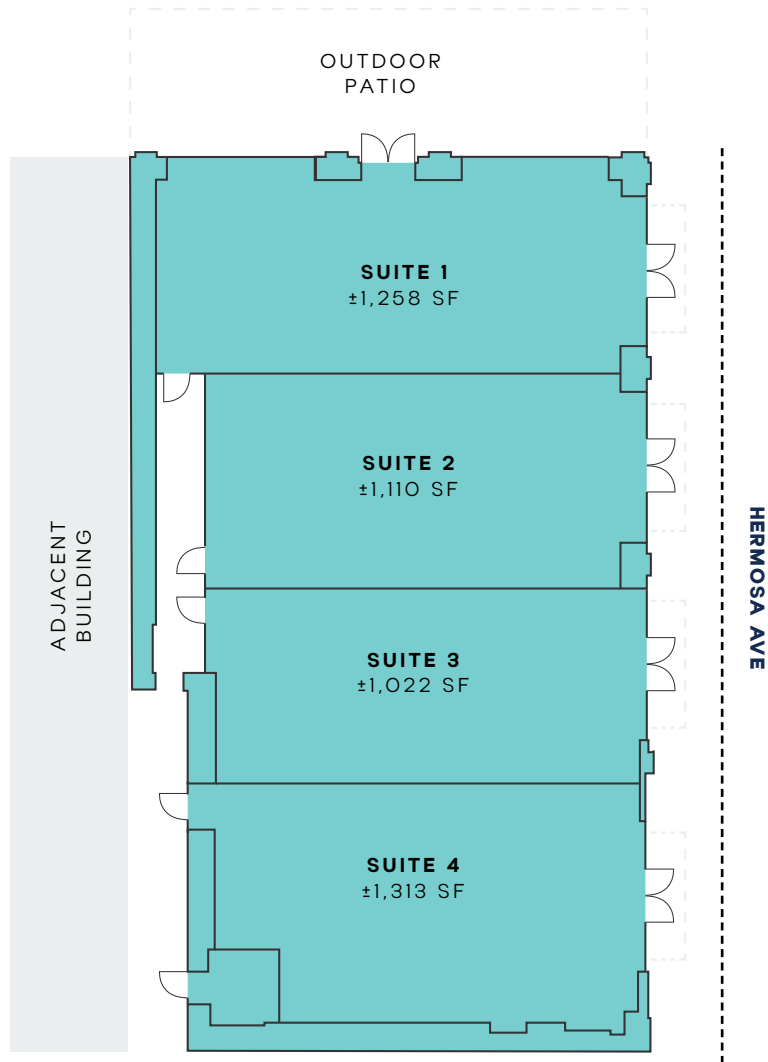


Conceptual *Renderings*

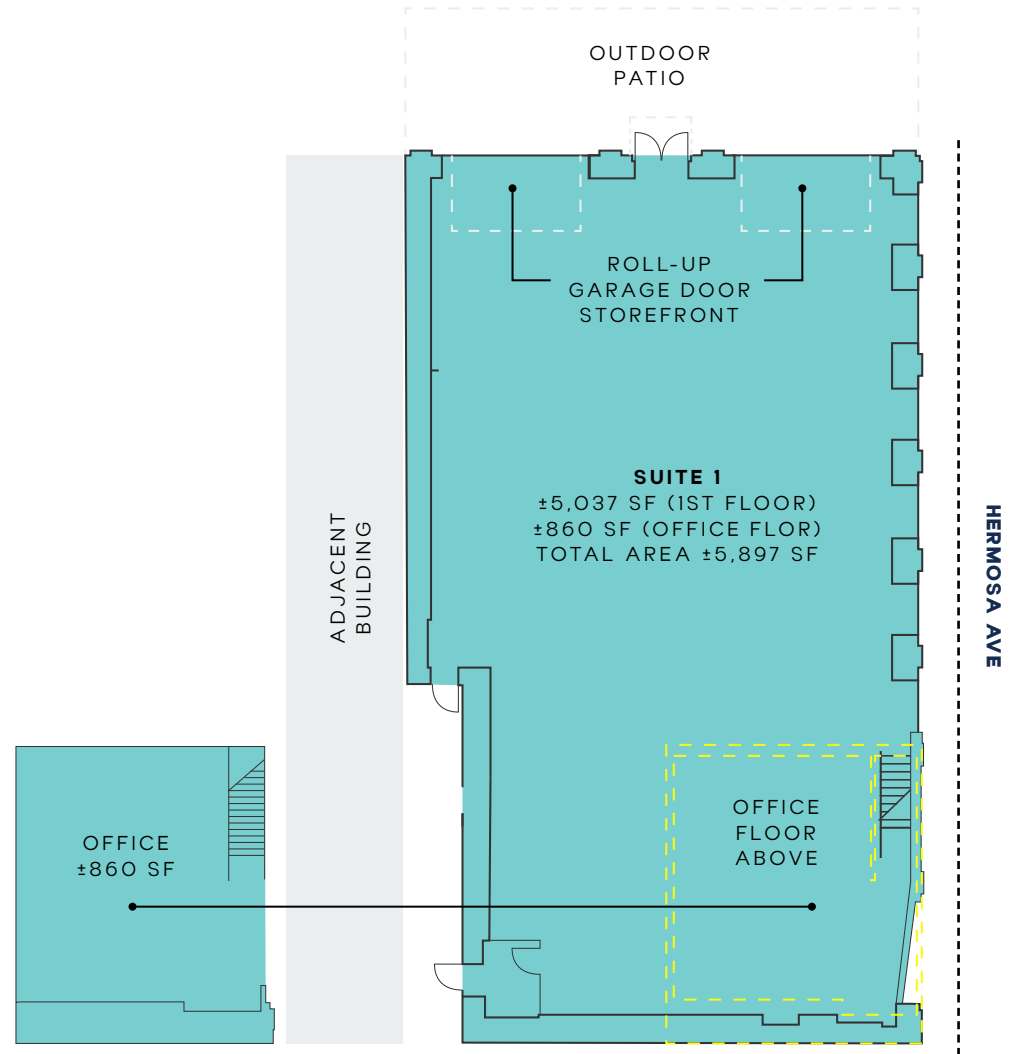


Floor Plans

FOUR-SUITE TENANT OPTION



SINGLE-TENANT OPTION





Prime Access to a Coastal Lifestyle



95

WALK SCORE
WALKER'S PARADISE



76

BIKE SCORE
VERY BIKEABLE



143 spaces

AVAILABLE WITHIN ONE
BLOCK IN LOTS 1-3

Set at the entrance of Pier Plaza, a pedestrian-only gateway connecting downtown Hermosa Beach to the iconic Pier, Strand, and sandy beaches, The Crest places your business at the epicenter of charm and activity. **Hermosa Beach, known as "the best little beach city," attracts millions of visitors annually with its sunny weather, world-renowned surfing conditions, and lively community.** The property also boasts convenient access to four public parking lots, including a 141-space lot adjacent to the building.

The Southern California Coastline *A Magnet for Tourism*

Hermosa Beach is a quintessential gem of the Southern California coastline, boasting constant sunshine, golden sandy beaches, and world-renowned surfing conditions that draw enthusiasts from across the globe. As the host of AVP Beach Volleyball tournaments, Hermosa Beach serves as a stage for thrilling sports and entertainment, further elevating its status as a premier tourist destination. Millions of visitors flock to this lively coastal paradise each year, adding to the unique energy and opportunity that surrounds The Crest.



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Hermosa Beach

Hermosa Beach is the ultimate Southern California beach side destination, boasting two stunning miles of coastline nestled between Redondo Beach and Manhattan Beach.

A magnet for LA's most affluent residents and visitors, Hermosa Beach offers pristine shores, world-class sporting tournaments, vibrant art festivals, and live music that energize the community year-round. At its heart lies the iconic Hermosa Beach Pier, surrounded by high-end boutiques and gourmet dining options that create a thriving hub for business and leisure alike.



South Bay

The South Bay region of Los Angeles County delivers an unbeatable combination of a high quality of life and a robust, innovative economy.

Known for its temperate coastal climate and scenic beaches, the South Bay not only attracts residents seeking luxury living but also businesses aiming for success. It's the headquarters for industry giants such as Honda, SpaceX, Chevron, and Raytheon, as well as home to thriving sectors like aerospace, technology, and global communications. From Hawthorne's groundbreaking advancements in space exploration to El Segundo's pivotal role in national defense, the South Bay is a dynamic epicenter of opportunity. With its prestigious reputation and vibrant commercial scene, the area offers an unparalleled environment for businesses to flourish.

HONDA

SPACEX



Raytheon
Technologies



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Hermosa Beach *Key Demographics*



4.6M

VISITORS EACH YEAR



\$2.3M

MEDIAN PROPERTY VALUE



40.2

MEDIAN AGE



100K+

AVERAGE WEEKEND VISITORS



\$149,463

MEDIAN INCOME



78.3%

BACHELOR'S DEGREE OR HIGHER

POPULATION

	1 Mile	3 Miles	5 Miles
2010 CENSUS	23,494	153,001	369,196
2020 CENSUS	23,715	158,218	378,601
2024 ESTIMATED	23,668	154,998	367,747
2029 PROJECTED	22,411	146,792	348,540

HOUSEHOLD INCOME

	1 Mile	3 Miles	5 Miles
2024 MEDIAN	\$171,716	\$155,213	\$130,812
2029 MEDIAN PROJECTED	\$178,669	\$161,452	\$135,773
2024 AVERAGE	\$263,943	\$227,149	\$185,208
2029 AVG PROJECTED	\$279,450	\$240,501	\$195,645



5.8 Miles

(LAX) LOS ANGELES
INTERNATIONAL AIRPORT

3.7 miles

DEL AMO FASHION CENTER

2.7 miles

MANHATTAN VILLAGE
& THE POINT

10 miles

SOFI STADIUM, INTUIT
DOME, & KIA FORUM

1.8 miles

MANHATTAN BEACH PIER

2.1 miles

REDONDO BEACH PIER

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90 PIER AVE
HERMOSA BEACH, CA

Leasing by

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