



ZACUTO GROUP
COMMERCIAL REAL ESTATE

**REAL ESTATE
+ BUSINESS
FOR SALE**

2020

**E ARTESIA BLVD
LONG BEACH, CALIFORNIA**

2020 E. ARTESIA BOULEVARD, LONG BEACH, CA 90805

EXECUTIVE SUMMARY

Matthew Luchs and Matt Ambrose of Zacuto Group are pleased to exclusively present 2020 E Artesia Boulevard, a fully improved ±1,200 square foot retail bar building situated on a ±3,148 square foot parcel in North Long Beach. This offering includes both the real estate and the operating business, Falcon North, a sibling venue to the iconic World Famous Falcon in Downtown Long Beach. Known for its loyal following, strong local reputation, and cross-promotion with its downtown counterpart, Falcon North is a cornerstone of the LGBTQ+ nightlife scene in North Long Beach.

PROPERTY INFORMATION

PRICE	\$825,000 <i>(includes real estate + business)</i>
BUILDING SF	1,200 SF
LOT SIZE	3,148 SF
YEAR BUILT/ RENOVATED	1965/2017
ZONING	LBCCA

Originally opened in 1965, it gained recognition over the decades under several iconic names, including Mike’s Coral, Pistons, and Eagle 562. Since 2021, it has proudly operated as Falcon North, uniting it under the well-known Falcon brand. While the name has changed, the venue continues to retain its signature Eagle aesthetic and community-driven energy with themed nights and rotating entertainment that keep the space highly active. Falcon North operates under a rare and valuable Type 48 liquor license permitting full alcohol service without the requirement of food and is further entitled for live entertainment and off-site catering. The property also features a ±1,800 square foot fenced patio allowing for seamless indoor-outdoor programming. Regular events include bookings by nationally recognized promoters who frequently rent the space for LGBTQ+ nightlife activations, bringing additional brand equity and audience reach to the venue.



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LISTING TEAM



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EXECUTIVE SUMMARY

The current lease is structured as triple net, minimizing landlord obligations, with pro-forma market rents estimated at \$2.50 per square foot for the bar and \$1.00 per square foot for the patio. The building has undergone more than \$200,000 in recent improvements, including a new HVAC system, electrical and plumbing upgrades, a 12-tap custom bar, walk-in cooler, DJ booth, ADA-compliant restrooms, polished concrete floors, new paint, and a high-end lighting and sound system both indoors and on the patio.

Situated along E Artesia Boulevard with exposure to nearly 20,000 vehicles per day, Falcon North enjoys strong visibility and walk-up potential. The surrounding area includes over 311,000 residents and average household incomes exceeding \$85,000 within a five-mile radius. With limited local nightlife competition, deep community roots, and strong demographic fundamentals, 2020 E Artesia Boulevard presents a rare opportunity to acquire a highly improved, license-rich hospitality asset with both cultural significance and long-term upside.



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PROPERTY DETAILS

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LOT SIZE: 3,148 SF

YEAR BUILT/RENOVATED: 1965/2017

ZONING: LBCCA

APN: 7119-001-012

STRUCTURES: 1

CROSS STREETS: E. Artesia Blvd + Cherry Ave

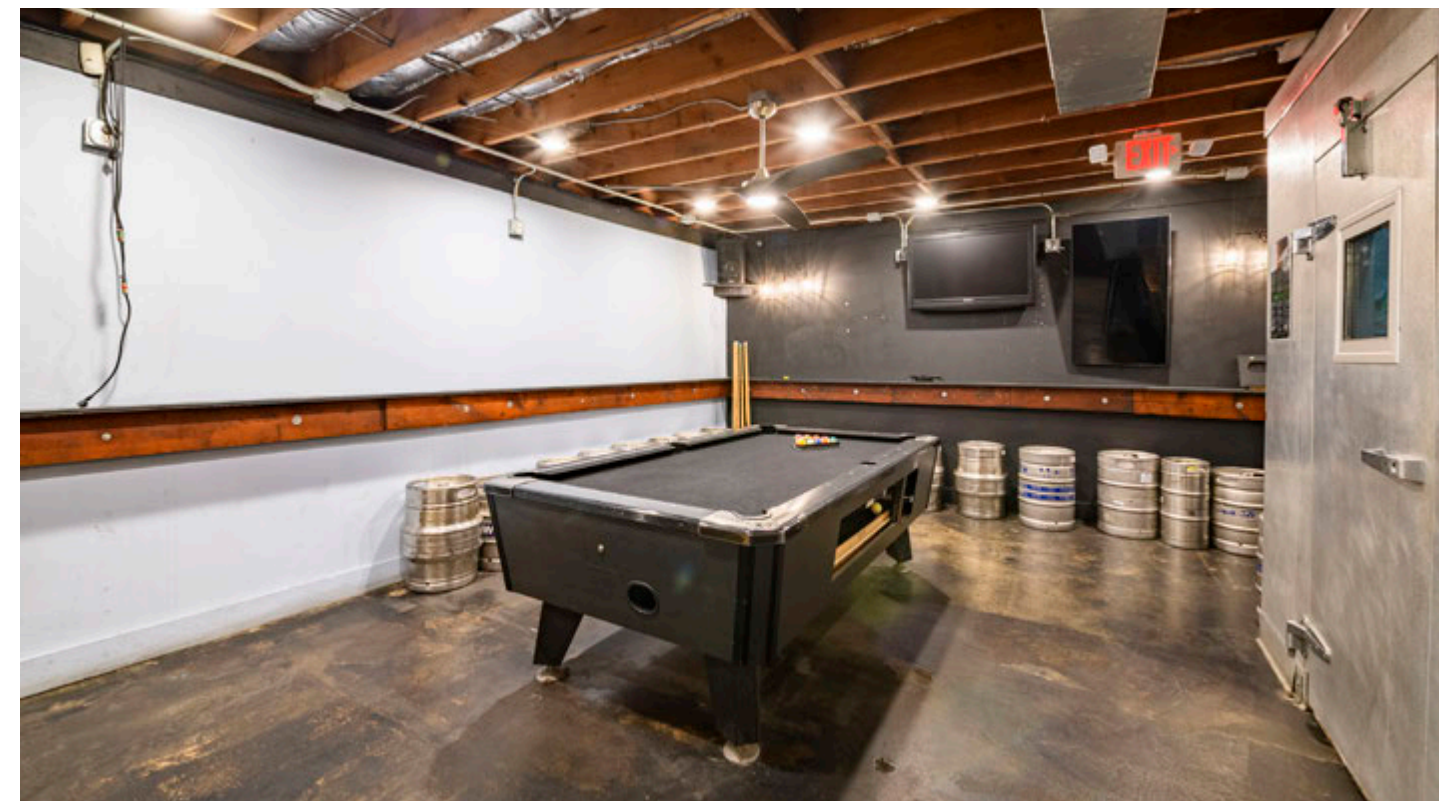
OCCUPANCY: 100% Leased

PARKING SPACES: Ample Public Parking

ABC LICENSES Type 48, 58 and 77







INVESTMENT HIGHLIGHTS

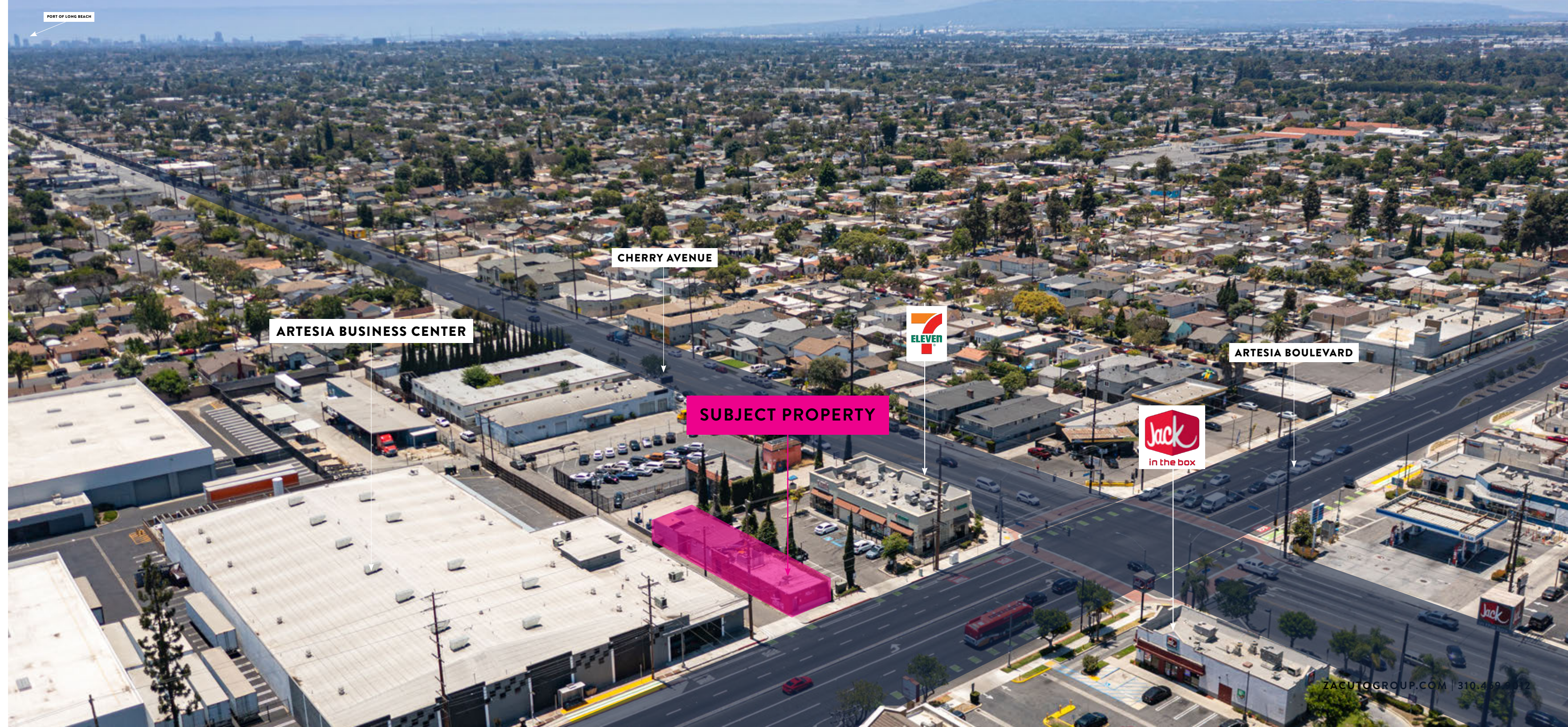
- **Rare and Valuable Type 48 Liquor License:**
Includes a hard-to-obtain license allowing for full alcohol service without the requirement of food, providing operational freedom for a variety of bar and entertainment concepts.
- **Extensive Recent Capital Improvements:** Over \$200,000 invested in critical infrastructure upgrades including new HVAC system with exposed stainless steel ducting, upgraded electrical and plumbing, custom 12-tap bar, ADA-compliant restrooms, walk-in cooler, DJ booth, and integrated indoor/outdoor sound and lighting systems.
- **Indoor-Outdoor Entertainment Venue:**
Approximately 1,200 SF of interior space + a large, fully fenced 1,800 SF patio offering versatile programming potential and year-round activation for live events, performances, or hospitality-driven experiences. Occupancy of up to 382 people.
- **Established Neighborhood Legacy:** Operating since 1965, the venue holds strong cultural significance and brand equity within the Long Beach community, supporting customer loyalty and a foundation for continued success.



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INVESTMENT HIGHLIGHTS

- **Flexible Entitlements and Programming:** Live entertainment rights and an off-site catering permit enable multiple concept possibilities, from nightlife and LGBTQ+ venues, to community-focused social and event spaces.
- **Prime Location with Strong Visibility:** Located on E Artesia Boulevard with exposure to $\pm 20,000$ vehicles per day and consistent visibility in a dense, underserved nightlife market.
- **Underserved Local Market:** Nestled in a dense residential and commercial neighborhood with limited direct competition for nightlife venues, offering a competitive advantage to new operators.
- **Attractive Demographics:** Surrounded by over 311,000 residents with average household incomes exceeding \$85,000 within five miles—strong fundamentals for long-term operator success.
- **Opportunity for Value Creation:** Ideal for operators or investors looking to reposition or expand a hospitality brand in a well-established venue with significant infrastructure already in place.



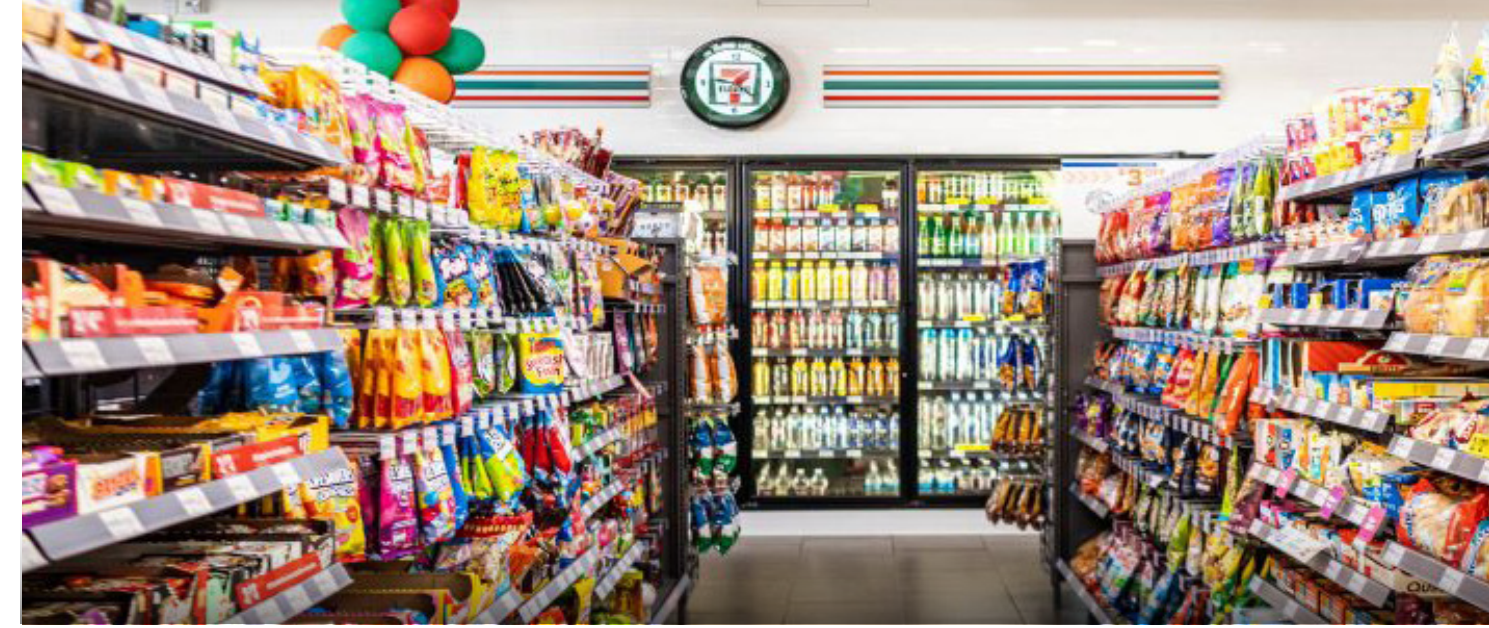
LOCATION OVERVIEW

2020 E Artesia Boulevard is strategically positioned along one of North Long Beach's most visible and active commercial corridors. Artesia Boulevard functions as a key east-west arterial, connecting the 710 and 91 Freeways, and serving as a retail spine for the surrounding trade area. The property benefits from signalized corner exposure and direct visibility to nearly 20,000 vehicles per day, with steady foot traffic from the surrounding residential and small-business communities.

This stretch of Artesia is anchored by a growing mix of national retailers, local operators, and neighborhood-serving businesses, including 7-Eleven, In-n-Out, Dunkin' Donuts, CVS, Walgreens, McDonalds, Planet Fitness, Starbucks, and Dollar Tree. Just blocks from Jordan High School, the Michelle Obama Neighborhood Library, and the 60-acre DeForest Wetlands Park, the area sees consistent daytime and evening traffic from students, families, and working professionals. The recent addition of Long Beach City College's North Campus annex further supports local foot traffic and neighborhood activation.

While nightlife in North Long Beach remains limited, that scarcity has created opportunity. Unlike the hyper-competitive corridors of Broadway or Downtown Long Beach, Artesia Boulevard offers an insulated submarket with less saturation and stronger community loyalty. Venues like Falcon North thrive on their local identity and legacy appeal, attracting a stable base of repeat patrons while benefiting from minimal direct competition.

Long Beach as a whole is experiencing major investment tailwinds, from the Downtown waterfront redevelopment to infrastructure upgrades along Atlantic Avenue and Artesia Boulevard. North Long Beach is uniquely positioned to capture overflow demand from the city's core, with affordability, accessibility, and demographic strength. As a result, North Long Beach is increasingly on the radar of both neighborhood entrepreneurs and regional operators seeking authentic community engagement and long-term growth.





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