

# *Iconic Coastal Orange County Development Site*

*3.18 Acre Beach Boulevard Site  
Huntington Beach, California*



**SCMHG**

SOUTHERN CALIFORNIA  
MULTI-HOUSING GROUP

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## Executive Summary



Huntington Beach

## Executive Summary

Southern California Multihousing Group are pleased to present a select group of developers the opportunity to enter into a ground lease with right of first offer for a unique hard corner property in Huntington Beach with over 700 feet of frontage on Beach Boulevard. This exceptional  $\pm 3.18$  parcel is identified in the Huntington Beach 6<sup>th</sup> Cycle Housing Element for development as part of the Beach Edinger Corridor Specific Plan.

## INVESTMENT HIGHLIGHTS

- The site's ideal location comes with the highly coveted Huntington Beach address -renowned for its wide sandy beaches, world-class surf and quintessential Southern California lifestyle.
- Boasting a Walk Score of 88 ("very walkable") that is 57% higher than the city average, the site is only eight minutes away from Bella Terra Lifestyle Center, featuring more than 70 retail stores, alfresco cafes and restaurants, a 20-screen Century theatre and Whole Foods Market.
- The site is only seven minutes from Five Points Plaza, a 90,000-square-foot, community center. The center is anchored by Trader Joe's and features tenants such as Big 5, Tilly's, Vans, and Bath & Body works complementing an array of restaurants and other retailers.
- Highly desirable residential development opportunity in a coveted high-barrier-to-entry coastal location
- Downtown Huntington Beach and Pacific City are only 15 minutes away with an eclectic array of upscale restaurants, bars, boutique shopping, and resort hotels, reflecting backdrop of the beautiful Pacific Ocean.
- Huntington Beach is "Surf City, USA" and an extremely popular tourist destination. 11 million visitors come annually to enjoy the Mediterranean climate, surfing championships, recreation options and beautiful coastline.
- Strategic Coastal Orange County location with immediate access to major arterials including Beach Boulevard, Interstate 405, Warner Avenue, and Slater Avenue. The site is only 9 miles from John Wayne Airport and the Irvine Business Complex and 15 miles from Downtown Long Beach.



## Opportunity Summary

Offering Price:	\$19,000,000 fee simple. Also open to JV or Ground Lease offers
Address:	17222-17342 Beach Boulevard
City, State, Zip	Huntington Beach, CA 92647
APN:	167-325-19, -20, -21 167-311-02, -03, -04
Land Area:	$\pm 3.18$ acres
Specific Plan:	Beach and Edinger Corridors Specific Plan
Specific Plan Segment:	2.1.7 Neighborhood Boulevard Segment

No.	Address	APN	Acres
1	17222 Beach Boulevard	167-325-20	0.24
2	17234 Beach Boulevard	167-325-19	0.22
3	N/A	167-325-21	0.15
4	17262 Beach Boulevard	167-311-02	1.05
5	17288 Beach Boulevard	167-311-03	1.18
6	17342 Beach Boulevard	167-311-04	0.34
Total			3.18



## Pricing, Bid Process, and Close of Escrow

The site is being offered unpriced. Lease terms including right of first offer, due diligence time frames, and non-refundable deposits will all be distinguishing factors in the selection of the winning bidder for the opportunity.

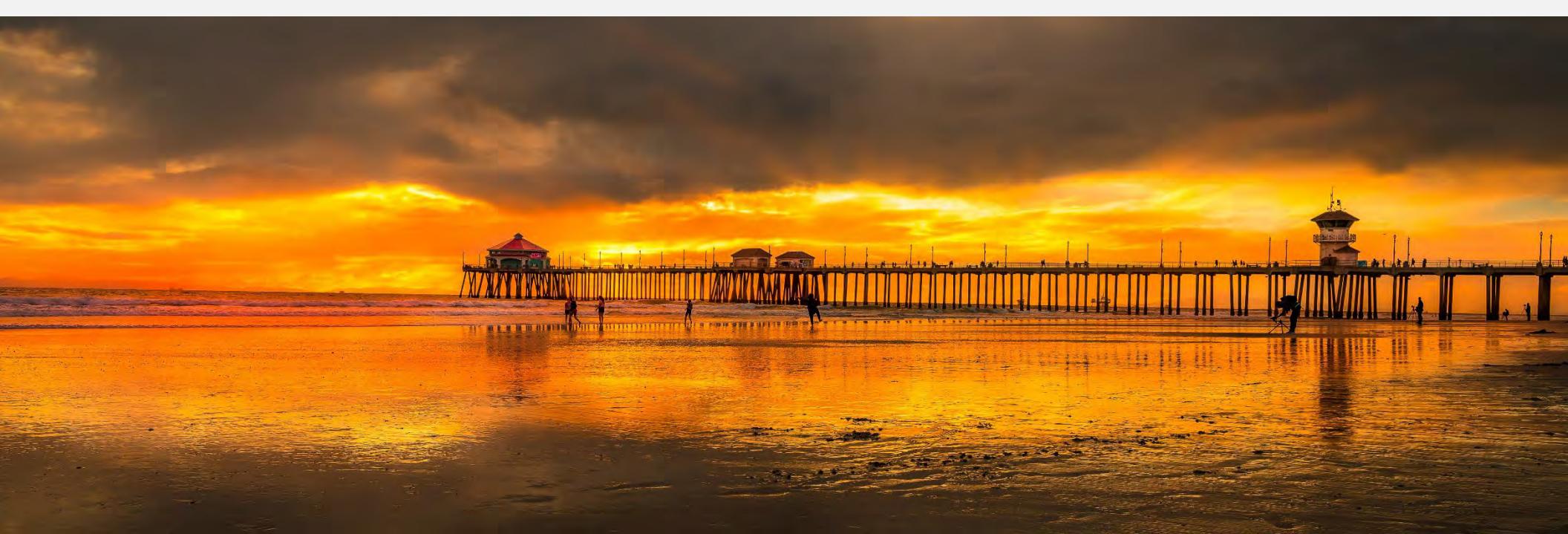
The marketing team has been working extensively with the City of Huntington Beach and Architects Orange regarding this site. **Per the Confidentiality Agreement, potential bidders are requested not to contact the City directly or speak with any existing tenants on the property.** Please direct all site and approvals related questions to Southern California Multi-housing Group.

## STREAMLINED APPROVAL PROCESS

The site is located within the Neighborhood Boulevard Segment of the Beach Edinger Corridors Specific Plan (BECSP) and two of the parcels are in the city's 6<sup>th</sup> cycle housing element. The corridors are envisioned as the retail and entertainment core for the Specific Plan. The Town Center designation permits all types of residential development except for detached single-family housing. Assuming that the winning bidder's proposed development complies with the development code and the Specific Plan Environmental Impact Report, the approval process can be dramatically expedient.

Upon completion of the current litigation between the City of Huntington Beach and State of and subsequent approval of the city's 6<sup>th</sup> Cycle Housing Element, approval of a development should be ministerial in nature if the selected developer complies with requirements outlined in the Housing Element and [Beach Edinger Corridors Specific Plan](#).

As an alternative to waiting for litigation between the City and State to be finalized a developer would be able to process approvals using either Builder's Remedy, SB330, AB2011, or SB6, all of which benefit developers.





**Bella Terra Lifestyle Center**  
Over 1 million SF  
70+ stores, cafes, & restaurants  
Century Theatres 20  
**REI**  
**Barnes & Noble**  
**Costco**  
**Whole Foods**

**SITE**

## PROPERTY HIGHLIGHTS

### IRREPLACEABLE HUNTINGTON BEACH LOCATION

The site offers a highly desirable and seldom available development opportunity in the vibrant coastal city of Huntington Beach in Orange County. Centrally located between the open-air lifestyle centers of Bella Terra and Pacific City, future residents will be a short distance from more than 1 million square feet of retail, dining and entertainment options including Costco, Whole Foods, REI, Barnes & Noble, Sephora, Cheesecake Factory, Cinemark, Urban Outfitters, Tommy Bahama, and J. Crew.

### PROXIMATE TO EMPLOYMENT HUBS

Huntington Beach is conveniently located nine miles north of Orange County John Wayne Airport. Major business centers within the commuter area include: The 20.8M SF Irvine Business Complex (also nine miles), the 37M SF Irvine Spectrum Business Center (16.9 miles), the 7.9M SF South Coast Metro Business Center (7.9 miles) and the 3M SF Newport Center (13.8 miles) providing greater Huntington Beach and residents of the future development with high-paying employment opportunities within a short commute from home.

### HIGH VISIBILITY LOCATION

The site occupies a premier location on Beach Boulevard with approximately 70,000 vehicles going past the site daily and is located immediately south of Warner Avenue and north of Slater Avenue, both major east-west thoroughfares in Huntington Beach. Residents of the proposed community will benefit from exceptionally convenient access to Interstate 405 and to every major employment center in Southern California, numerous recreational options including the Honda Center, Disneyland Resort, Anaheim Stadium, Segerstrom Center for the Arts, local beaches and luxury shopping at Fashion Island, or South Coast Plaza.

### DYNAMIC, REVITALIZING CITY

Residents of Huntington Beach have benefitted from tremendous private and public investment to improve the quality of life in the city. The city has invested extensively in public parks and recreation areas such as the 45-acre Sports Complex and 343-acre Central Park, Shipley Nature Center, and the iconic Huntington Beach Pier and surrounding miles of wide beaches. These investments are complemented by private investment in new for-sale and rental communities, the Pacific City outdoor lifestyle hub, reimagining of the Bella Terra Mall, and development of The Strand downtown.

### Huntington Beach New Construction

Year Built	New Buildings	New Units
Pre-1970	9	6,747
1970's	15	13,459
1980's	4	2,958
1990's	1	616
2000's	1	700
2010's	6	5,731
2020's	0	0

### HIGH BARRIER-TO-ENTRY SUBMARKET

Huntington Beach is a high barrier to entry market, with few readily developable sites in the city and even fewer with locations of institutional scale and quality. The median site size in the city's 6th cycle housing element is under one-half acre and the median proposed development is only 26 units.

### DYNAMIC, RESILIENT MULTIFAMILY MARKET

Rents for Class "A" projects have increased by over 19% (\$538) since their Covid-era bottom in 2Q2020. CoStar forecasts continued rent growth for the remainder of 2023 and 1Q2024, with year-over-year growth rates of 5.3% to 7.9%. Similarly, Class "A" vacancy has been consistently exceptional, averaging 3.5% since the third quarter of 2020.



## Rental Market Overview



# Huntington Beach

## RENTAL MARKET OVERVIEW

While portions of Orange County have seen significant multifamily development over the past decade, Huntington Beach and its surrounding communities have been islands with minimal new development, driving rents and allowing developers to capitalize on highly desirable locations.

## TOP PERFORMING

### MULTIFAMILY MARKETPLACE

Orange County's multi-family market is experiencing strong rental growth, with extraordinary strength in leasing traffic and rental rates. As a result of outstanding fundamentals and high barriers-to-entry, Orange County has established itself as one of the nation's top performing multifamily markets. Countywide current occupancy for Class "A" product averages 95.5% and occupancies are forecast to maintain in the 95% range for the coming years. Orange County's average Class "A" rent per square foot has increased by \$0.62 per square foot (26%) since 1Q2020.

### SUBMARKET SUMMARY

The site's premier coastal location enjoys a position in one of the strongest rental markets in Orange County. Newer developments in Huntington Beach are achieving among the highest rents in Orange County and experiencing double-digit rent growth while occupancies consistently maintained 96% or higher. Huntington Beach's Class "A" rent per square foot has grown \$0.70 (24%) since 1Q2020.

Review of the city's housing element and the Beach and Edinger Corridors Specific Plan shows that most sites are too small for institutional-scale development, are occupied by tenants with long-term leases, or are held by long-term ownership not interested in redevelopment.

In addition to its coastal orientation, Huntington Beach directly benefits from a dense population (nearly 7,200 people per square mile) and a young, affluent, professional demographic profile. With regional economic expansion continuing to drive employment—Orange County's unemployment rate has averaged 3.1% for the past 12 months—a severe housing demand/supply imbalance and low housing affordability, Orange County, along with the City of Huntington Beach, will continue to be distinguished as one of the most dynamic for-rent multifamily and for-sale housing markets in the nation.

## HUNTINGTON BEACH

### OVERVIEW

Huntington Beach is characterized by nearly ten miles of wide sandy beaches, mild climate, and excellent surfing and beach culture. Located in Orange County, California, Huntington Beach is approximately half way between Los Angeles and San Diego.

Often referred to as "Surf City, USA," Huntington Beach's excellent surf conditions and well-known beaches attract more than 11 million visitors annually from around the world. The city also serves as host to the annual U.S. Open of Surfing, which attracts the world's top-ranked professional surfers and a large audience. Huntington Beach is widely recognized for its world-class recreational amenities. In addition, Huntington Beach benefits from two public marinas (3,000 slips) only 5 miles from The site.

Southern California's bosses added 52,100 workers in April — a hiring pace more than double the region's pre-pandemic job growth for the month.

My trusty spreadsheet, filled with state job figures released Friday, May 19, found 8.02 million at work in Los Angeles, Orange, Riverside and San Bernardino counties in April. The job count, not adjusted for seasonal variations, was up 52,100 in a month and up 160,100 in 12 months.

-- Orange County Register, May 19, 2023



Huntington Beach offers its residents a highly desirable upscale living environment. The city, Orange County's 3rd largest with a population of 199,046, provides many major employment centers offering residents the convenience of living, working and entertaining within the same community. Huntington Beach has extremely high barriers-to-entry with very limited availability for future multi-family construction.

The affluent coastal community boasts an average household income of \$104,728 (2020 census) and a median single family home sale price of \$1,324,000.

#### BARRIERS TO HOME OWNERSHIP

Huntington Beach has maintained a position as one of Orange County's highest barrier to entry cities for decades. With a population density exceeding 7,100 people per square mile, land for development is in short supply and home prices and rents reflect that reality. The current median single-family sale price in the city is \$1,324,000, a figure reduced only by 5.8% compared to last year.

Meritage's Regatta townhome development offers homes priced from \$1,150,000 to \$1,372,790 while single family homes at Lennar's Seemark development are priced from \$2,049,000 to \$2,209,990. In the current pricing environment and with interest rates that have dramatically increased, homeownership is not an option for many residents, making well-amenitized, Class "A" apartments a highly desirable option.



## Market Rent Survey



# Huntington Beach

Catalina Island

Huntington Beach  
Central Park  
343 acres

TRADER JOE'S

Walmart

Slater Avenue

SITE

Single family Homes  
Up to \$1.4MM

Beach Boulevard

Point Break Tower  
213,388SF RBA

Warner Avenue

CVS

Ocean View  
High School

SPROUTS  
FARMERS MARKET

HOME  
DEPOT

Meadowlark  
Golf Club

amazon  
fresh

GATEWAY  
BROKERS

CVS

	Comparable # 1	Comparable # 2	Comparable # 3	Comparable # 4	Comparable # 5	Comparable # 6	Comparable # 7	
Community	Paxton	Beach & Ocean	Avalon Huntington Beach	Residences at Bella Terra	Luce	Boardwalk by Windsor	Pacific City	
Address City	18750 Delaware St. Huntington Beach	19891 Beach Blvd. Huntington Beach	7400 Center Dr. Huntington Beach	7521 Edinger Ave. Huntington Beach	7290 Edinger Ave. Huntington Beach	7441-7461 Edinger Ave. Huntington Beach	21040 Pacific City Circle Huntington Beach	
Total # Homes	346	173	378	483	510	487	516	
Year Built	2025	2014	2017	2013	2018	2015	2018	
Occupancy	25%	91%	98%	94%	95%	97%	97%	
Legend								
Averages	SF/Home Rent/Month Rent/SF	1,120 \$4,852 \$4.33	768 \$3,058 \$3.98	895 \$3,098 \$3.46	938 \$3,024 \$3.22	934 \$3,110 \$3.33	951 \$3,036 \$3.19	1,210 \$4,994 \$4.13
Studio	No. Each Rental Range Square Feet Rent/SF	45 \$2,555 - \$2,798 489 - 563 \$4.97 - \$5.22	28 \$2,418 608 \$3.98	62 \$2,133 - \$3,460 512 - 1,160 \$2.98 - \$4.42	58 \$2,102 - \$2,510 509 - 652 \$3.55 - \$4.78	26 \$2,265 - \$4,348 613 - 747 \$3.69 - \$5.82	48 \$2,300 - \$2,820 615 - 802 \$3.52 - \$3.74	N/A
One Bedroom	No. Each Rental Range Square Feet Rent/SF	121 \$3,249 - \$3,825 742 - 894 \$4.11 - \$4.69	90 \$2,937 - \$3,152 654 - 713 \$4.13 - \$4.61	196 \$2,557 - \$3,178 682 - 892 \$3.41 - \$3.97	200 \$2,397 - \$2,852 719 - 837 \$3.17 - \$3.89	245 \$2,334 - \$3,152 693 - 939 \$2.94 - \$3.68	242 \$2,610 - \$3,275 743 - 963 \$3.21 - \$3.57	216 \$3,620 - \$4,682 676 - 1,171 \$3.60 - \$5.59
Two Bedroom	No. Each Rental Range Square Feet Rent/SF	101 \$4,204 - \$6,058 996 - 1,817 \$3.18 - \$4.29	55 \$3,370 - \$3,484 937 - 1,161 \$3.00 - \$3.71	120 \$2,695 - \$4,314 985 - 1,469 \$2.21 - \$3.62	185 \$2,980 - \$3,495 1,029 - 1,338 \$2.61 - \$3.21	219 \$3,280 - \$4,277 1,028 - 1,309 \$2.96 - \$3.27	197 \$3,187 - \$4,402 1,040 - 1,447 \$2.57 - \$3.13	180 \$4,303 - \$7,159 910 - 1,472 \$3.70 - \$5.55
Three Bedroom	No. Each Rental Range Square Feet Rent/SF	79 \$5,732 - \$8,775 1,283 - 1,915 \$4.12 - \$4.95	N/A	N/A	40 \$4,101 - \$4,299 1,393 - 1,551 \$2.72 - \$3.07	20 \$4,183 - \$4,705 1,388 - 1,517 \$2.76 - \$3.39	N/A	120 \$5,641 - \$7,636 1,423 - 1,761 \$3.23 - \$4.63
Rent Concessions	Lease-up. Up to 8 weeks on 24- Holland Partners / NASH	None UDR	Select apartments only AvalonBay Communities	None UDR	None Greystar	None GID	None UDR	
Owner	Holland Partners / NASH	UDR	AvalonBay Communities	UDR	Greystar	GID	UDR	
Manager	Holland Partners	UDR	AvalonBay Communities	UDR	Greystar	Windsor Communities	UDR	
Asset Rating	A	A	A	B	A	A	A	

Note: Rent per square foot ranges reflect the highest & lowest price derived from all individual floor plans within the stated range. Thus, figures quoted may not necessarily be calculated from the two numbers shown. Live/work units at Avalon Huntington Beach included.



**PAXTON**  
 18750 Delaware St.  
 Huntington Beach, CA 92648  
 (888) 295-5221

Total Apartment Homes: 346  
 Year Built/Renovated: 2025  
 Occupied %: 25%  
 Leased %: 0%  
 Owner: Holland Partners / NASH  
 Manager: Holland Partners  
 Concessions: Lease-up. Up to 8 weeks on 24-month lease

Asset Grade (Market): A

#### MARKET RATE UNIT MIX

Unit Type	Floor Plan Count	Average SF	Average Market Rent	Market Rent/SF
Studio	13	489	\$2,555	\$5.22
Studio	32	563	\$2,798	\$4.97
One Bedroom/One Bath	31	742	\$3,477	\$4.69
One Bedroom/One Bath	45	764	\$3,249	\$4.25
One Bedroom/One Bath	25	792	\$3,399	\$4.29
One Bedroom/One Bath	12	866	\$3,557	\$4.11
One Bedroom/One Bath	8	894	\$3,825	\$4.28
Two Bedroom/Two Bath	1	996	\$4,274	\$4.29
Two Bedroom/Two Bath	33	1,055	\$4,204	\$3.98
Two Bedroom/Two Bath	3	1,111	\$4,372	\$3.94
Two Bedroom/Two Bath	11	1,131	\$4,476	\$3.96
Two Bedroom/Two Bath	4	1,165	\$4,480	\$3.85
Two Bedroom/Two Bath	26	1,187	\$4,433	\$3.73
Two Bedroom/Two Bath	10	1,403	\$5,845	\$4.17
Two Bedroom/Two Bath	1	1,420	\$5,639	\$3.97
Two Bedroom/Two Bath	3	1,430	\$4,962	\$3.47
Two Bedroom/Two Bath	2	1,491	\$5,764	\$3.87
Two Bedroom/Two Bath	6	1,564	\$6,058	\$3.87
Two Bedroom/Two Bath	1	1,817	\$5,771	\$3.18
Three Bedroom/Two Bath	2	1,283	\$5,849	\$4.56
Three Bedroom/Two Bath	2	1,334	\$5,732	\$4.30
Three Bedroom/Two Bath	1	1,411	\$5,926	\$4.20
Three Bedroom/Two Bath	2	1,445	\$5,949	\$4.12
Three Bedroom/Two Bath	1	1751	\$8,665	\$4.95
Three Bedroom/Two Bath	71	1915	\$8,775	\$4.58
<b>TOTAL/AVERAGE</b>	<b>346</b>	<b>1,120</b>	<b>\$4,852</b>	<b>\$4.33</b>



#### MARKET RATE UNIT MIX

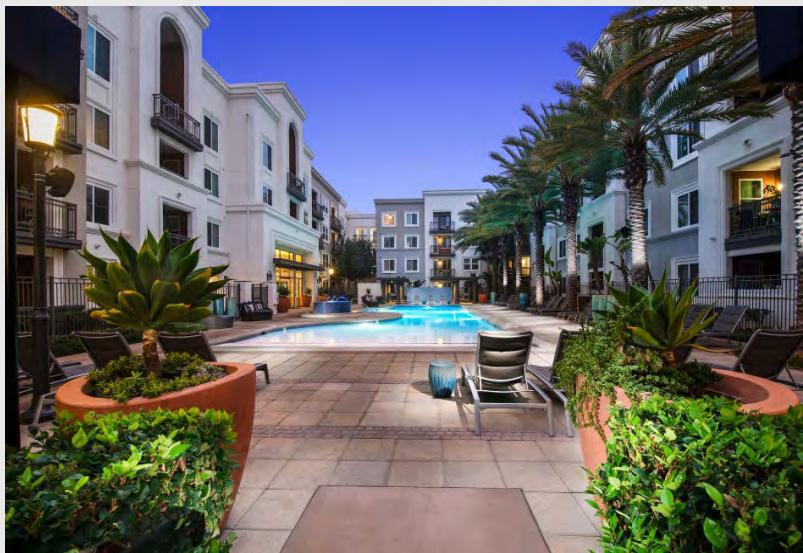
Unit Type	Floor Plan		Average Market Rent	Market Rent/SF
	Count	Average SF		
Studio	28	608	\$2,418	\$3.98
Studio w/Loft	38	654	\$3,016	\$4.61
One Bedroom	32	712	\$2,937	\$4.13
One Bedroom Loft	20	713	\$3,152	\$4.42
One Bedroom	31	937	\$3,473	\$3.71
One Bedroom	3	961	\$3,433	\$3.57
One Bedroom	13	973	\$3,370	\$3.46
One Bedroom	8	1,161	\$3,484	\$3.00
<b>TOTAL/AVERAGE</b>	<b>173</b>	<b>768</b>	<b>\$3,058</b>	<b>\$3.98</b>

#### BEACH & OCEAN

19891 Beach Blvd.  
Huntington Beach, CA 92648  
(714) 831-3885

Asset Grade (Market): A

Total Apartment Homes:	173
Year Built/Renovated:	2014
Occupied %:	91%
Leased %:	0%
Owner:	UDR
Manager:	UDR
Concessions:	None



### AVALON HUNTINGTON BEACH

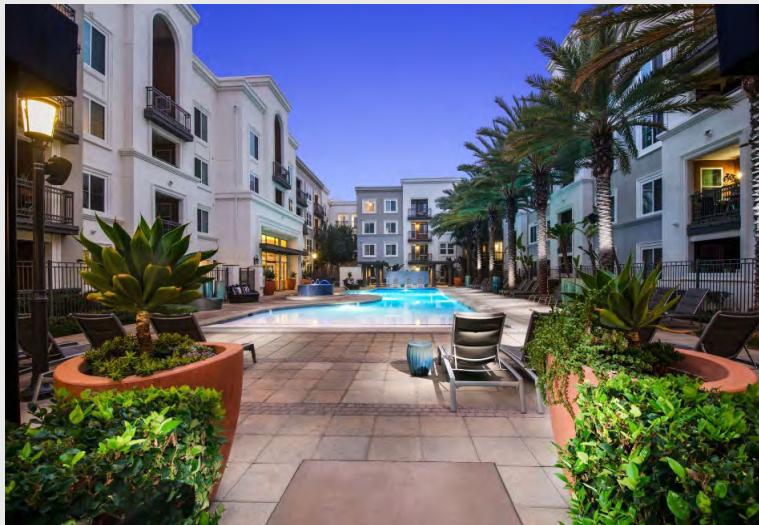
7400 Center Dr.  
Huntington Beach, CA 92647  
(657) 255-8492

Total Apartment Homes: 378  
Year Built/Renovated: 2017  
Occupied %: 98%  
Leased %: 0%  
Owner: AvalonBay Communities  
Manager: AvalonBay Communities  
Concessions: Select apartments only  
Asking Rent Growth (12 months) 0.00%

### Asset Grade (Market): A

#### MARKET RATE UNIT MIX

Unit Type	Floor Plan Count	Average SF	Average Market Rent	Market Rent/SF
Studio	11	509	\$2,166	\$4.26
Studio	29	583	\$2,259	\$3.87
Studio	1	592	\$1,974	\$3.33
Studio	10	600	\$2,325	\$3.88
Studio	7	652	\$2,253	\$3.46
One Bedroom	3	719	\$2,399	\$3.34
One Bedroom	2	724	\$2,835	\$3.92
One Bedroom	37	745	\$2,500	\$3.36
One Bedroom	7	755	\$2,517	\$3.33
One Bedroom	30	760	\$2,699	\$3.55
One Bedroom	7	775	\$2,401	\$3.10
One Bedroom	4	781	\$2,299	\$2.94
One Bedroom	44	788	\$2,695	\$3.42
One Bedroom	31	793	\$2,786	\$3.51
One Bedroom	35	837	\$3,090	\$3.69
Two Bedroom/Two Bath	56	1,029	\$2,819	\$2.74
Two Bedroom/Two Bath	29	1,055	\$3,099	\$2.94
Two Bedroom/Two Bath	4	1,083	\$2,632	\$2.43
Two Bedroom/Two Bath	7	1,132	\$3,101	\$2.74
Two Bedroom/Two Bath	78	1,143	\$3,199	\$2.80
Two Bedroom/Two Bath	11	1,338	\$3,469	\$2.59
Three Bedroom/Two Bath	8	1,393	\$4,242	\$3.05
Three Bedroom/Two Bath	12	1,411	\$4,267	\$3.02
Three Bedroom/Two Bath	1	1,485	\$3,981	\$2.68
Three Bedroom/Two Bath	6	1,486	\$4,527	\$3.05
Three Bedroom/Two Bath	1	1,531	\$4,104	\$2.68
Three Bedroom/Two Bath	12	1,551	\$4,099	\$2.64
<b>TOTAL/AVERAGE</b>	<b>483</b>	<b>938</b>	<b>\$2,921</b>	<b>\$3.11</b>


**RESIDENCES AT BELLA TERRA**

7521 Edinger Ave.  
Huntington Beach, CA 92647  
(714) 782-9331

Asset Grade (Market): B

Total Apartment Homes: 483  
Year Built/Renovated: 2013  
Occupied %: 94%  
Leased %: 0%  
Owner: UDR  
Manager: UDR  
Concessions: None  
Asking Rent Growth (12 months) 0.00%

**MARKET RATE UNIT MIX**

Unit Type	Floor Plan		Average Market Rent	Market Rent/SF
	Count	Average SF		
Studio	11	509	\$2,433	\$4.78
Studio	29	583	\$2,262	\$3.88
Studio	1	592	\$2,102	\$3.55
Studio	10	600	\$2,510	\$4.18
Studio	7	652	\$2,472	\$3.79
Two Bedroom/Two Bath	3	719	\$2,798	\$3.89
Two Bedroom/Two Bath	2	724	\$2,397	\$3.31
Two Bedroom/Two Bath	37	745	\$2,773	\$3.72
Two Bedroom/Two Bath	7	755	\$2,693	\$3.57
Two Bedroom/Two Bath	30	760	\$2,770	\$3.64
Two Bedroom/Two Bath	7	775	\$2,455	\$3.17
Two Bedroom/Two Bath	4	781	\$2,630	\$3.37
Two Bedroom/Two Bath	44	788	\$2,852	\$3.62
Two Bedroom/Two Bath	31	793	\$2,815	\$3.55
Two Bedroom/Two Bath	35	837	\$2,678	\$3.20
Two Bedroom/Two Bath	56	1,029	\$2,980	\$2.90
Two Bedroom/Two Bath	29	1,055	\$3,385	\$3.21
Two Bedroom/Two Bath	4	1,083	\$3,433	\$3.17
Two Bedroom/Two Bath	7	1,132	\$3,000	\$2.65
Two Bedroom/Two Bath	78	1,143	\$3,385	\$2.96
Two Bedroom/Two Bath	11	1,338	\$3,495	\$2.61
Two Bedroom/Two Bath	8	1,393	\$4,275	\$3.07
Three Bedroom/Two Bath	12	1,411	\$4,299	\$3.05
Three Bedroom/Two Bath	1	1,485	\$4,101	\$2.76
Three Bedroom/Two Bath	6	1,486	\$4,178	\$2.81
Three Bedroom/Two Bath	1	1,531	\$4,228	\$2.76
Three Bedroom/Two Bath	12	1,551	\$4,212	\$2.72
<b>TOTAL/AVERAGE</b>		<b>483</b>	<b>938</b>	<b>\$3,024</b>
				<b>\$3.22</b>



**LUCE**  
 7290 Edinger Ave.  
 Huntington Beach, CA 92647  
 (714) 465-4139

Total Apartment Homes: 510  
 Year Built/Renovated: 2018  
 Occupied %: 95%  
 Leased %: 0%  
 Owner: Greystar  
 Manager: Greystar  
 Concessions: None

#### MARKET RATE UNIT MIX

Unit Type	Floor Plan Count	Average SF	Average Market Rent	Market Rent/SF
Studio	15	613	\$2,265	\$3.69
Studio	11	747	\$4,348	\$5.82
One Bedroom/One Bath	2	693	\$2,334	\$3.37
One Bedroom/One Bath	90	708	\$2,479	\$3.50
One Bedroom/One Bath	8	721	\$2,477	\$3.44
One Bedroom/One Bath	92	760	\$2,793	\$3.68
One Bedroom/One Bath	7	809	\$2,448	\$3.03
One Bedroom/One Bath	20	825	\$3,017	\$3.66
One Bedroom/One Bath	4	857	\$2,522	\$2.94
One Bedroom/One Bath	2	866	\$3,070	\$3.55
Two Bedroom/Two Bath	18	893	\$3,064	\$3.43
Two Bedroom/Two Bath	2	939	\$3,152	\$3.36
Two Bedroom/Two Bath	38	1,028	\$3,280	\$3.19
Two Bedroom/Two Bath	54	1,042	\$3,411	\$3.27
Two Bedroom/Two Bath	76	1,136	\$3,435	\$3.02
Two Bedroom/Two Bath	14	1,158	\$3,710	\$3.20
Two Bedroom/Two Bath	9	1,159	\$3,780	\$3.26
Two Bedroom/Two Bath	14	1,174	\$3,479	\$2.96
Two Bedroom/Two Bath	13	1,292	\$3,870	\$3.00
Two Bedroom/Two Bath	1	1,309	\$4,277	\$3.27
Three Bedroom/Two Bath	3	1,388	\$4,705	\$3.39
Three Bedroom/Two Bath	17	1,517	\$4,183	\$2.76
<b>TOTAL/AVERAGE</b>	<b>510</b>	<b>934</b>	<b>\$3,110</b>	<b>\$3.33</b>



**BOARDWALK BY WINDSOR**  
 7441-7461 Edinger Ave.  
 Huntington Beach, CA 92647  
 (714) 903-7461

Total Apartment Homes:	487
Year Built/Renovated:	2015
Occupied %:	97%
Leased %:	0%
Owner:	GID
Manager:	Windsor Communities
Concessions:	None

#### MARKET RATE UNIT MIX

Unit Type	Floor Plan Count	Average SF	Average Market Rent	Market Rent/SF
	32	615	\$2,300	\$3.74
	16	802	\$2,820	\$3.52
	18	743	\$2,610	\$3.51
	48	788	\$2,769	\$3.51
	64	799	\$2,856	\$3.57
	14	823	\$2,780	\$3.38
	72	825	\$2,648	\$3.21
	2	881	\$3,005	\$3.41
	24	963	\$3,275	\$3.40
	32	1,040	\$3,245	\$3.12
	49	1,070	\$3,303	\$3.09
	8	1,158	\$3,446	\$2.98
	16	1,217	\$3,691	\$3.03
	24	1,239	\$3,725	\$3.01
	45	1,240	\$3,187	\$2.57
	3	1,395	\$4,347	\$3.12
	4	1,408	\$4,402	\$3.13
	8	1,415	\$4,086	\$2.89
	8	1,447	\$4,311	\$2.98
	487	951	\$3,036	\$3.19


**PACIFIC CITY**

21040 Pacific City Circle  
 Huntington Beach, CA 92648  
 (657) 845-8739

Asset Grade (Market): A

Total Apartment Homes:

516

Year Built/Renovated:

2018

Occupied %:

97%

Leased %:

0%

Owner:

UDR

Manager:

UDR

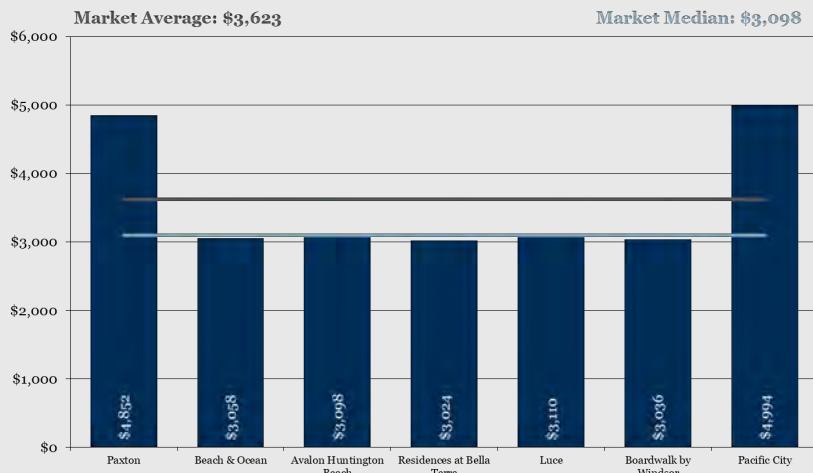
Concessions:

None

**MARKET RATE UNIT MIX**

Unit Type	Floor Plan		Average Market Rent	Market Rent/SF
	Count	Average SF		
One Bedroom	38	676	3,781	\$5.59
One Bedroom	4	856	4,365	\$5.10
One Bedroom	1	899	3,885	\$4.32
One Bedroom	6	900	4,202	\$4.67
One Bedroom	106	928	4,230	\$4.56
One Bedroom	2	959	3,984	\$4.15
One Bedroom	3	963	4,270	\$4.43
One Bedroom	3	1,004	4,383	\$4.37
One Bedroom	30	1,006	3,620	\$3.60
One Bedroom	3	1,030	4,353	\$4.23
One Bedroom	1	1,043	4,395	\$4.21
One Bedroom	2	1,046	3,981	\$3.81
One Bedroom	5	1,058	4,398	\$4.16
One Bedroom	4	1,091	4,682	\$4.29
One Bedroom	8	1,171	4,647	\$3.97
Two Bedroom/Two Bath	1	910	4,303	\$4.73
Two Bedroom/Two Bath	37	1,218	4,690	\$3.85
Two Bedroom/Two Bath	2	1,243	6,811	\$5.48
Two Bedroom/Two Bath	11	1,251	5,974	\$4.78
Two Bedroom/Two Bath	99	1,272	4,703	\$3.70
Two Bedroom/Two Bath	8	1,278	5,820	\$4.55
Two Bedroom/Two Bath	2	1,291	7,159	\$5.55
Two Bedroom/Two Bath	4	1,334	5,466	\$4.10
Two Bedroom/Two Bath	16	1,472	5,855	\$3.98
Three Bedroom/Two Bath	4	1,754	5,670	\$3.23
Three Bedroom/Two & one-half Bath	4	1,423	5,641	\$3.96
Three Bedroom/Two & one-half Bath	3	1,563	5,819	\$3.72
Three Bedroom/Two & one-half Bath	3	1,582	5,767	\$3.65
Three Bedroom/Two & one-half Bath	23	1,590	5,918	\$3.72
Three Bedroom/Two & one-half Bath	22	1,635	7,565	\$4.63
Three Bedroom/Two & one-half Bath	16	1,665	6,081	\$3.65
Three Bedroom/Two & one-half Bath	28	1,681	7,636	\$4.54
Three Bedroom/Two & one-half Bath	13	1,761	5,795	\$3.29
	516	1,210	4,994	\$4.13

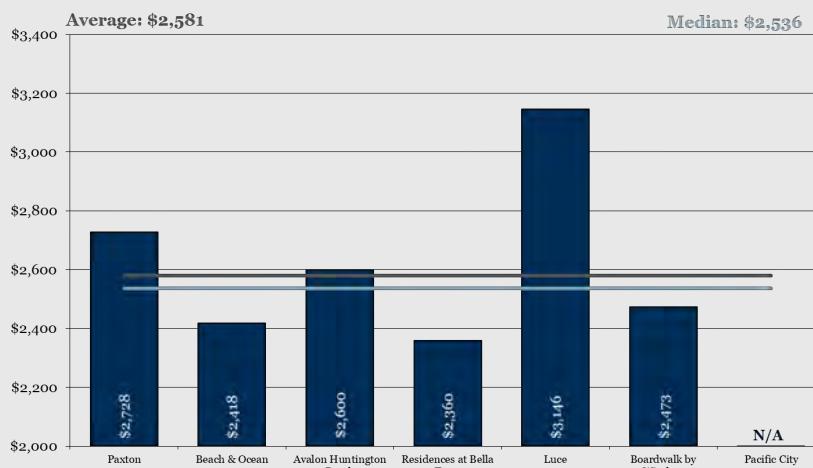
## Average Rent per Month



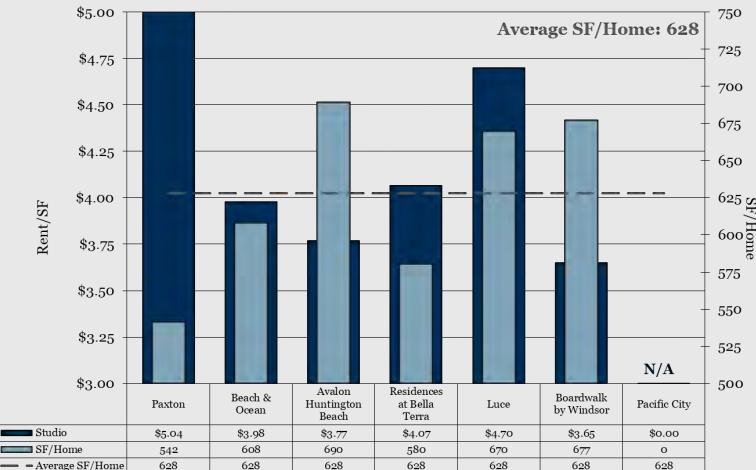
## Average Rent per SF & Average SF per Home



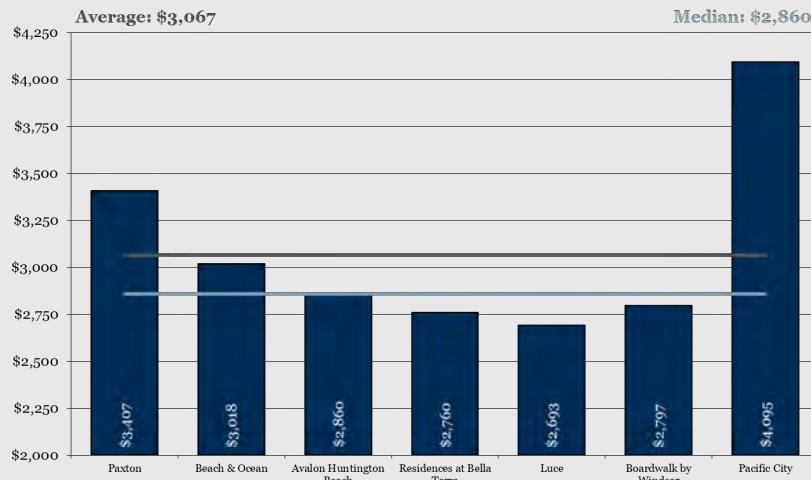
## Rent per Home per Month - Studio



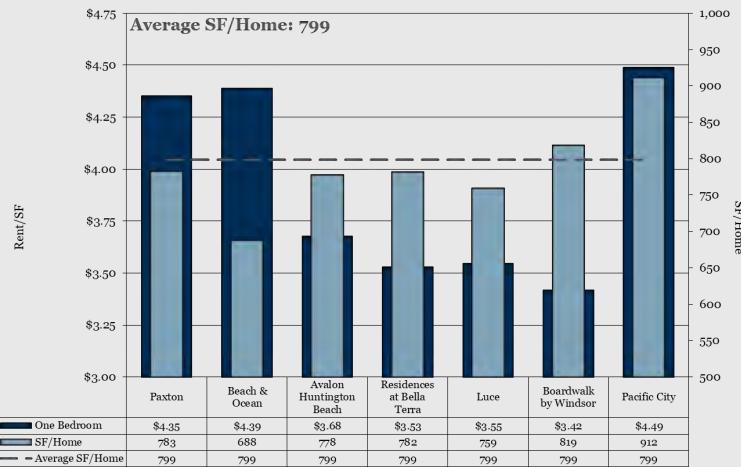
## Rent per Home per Month per Square Foot - Studio



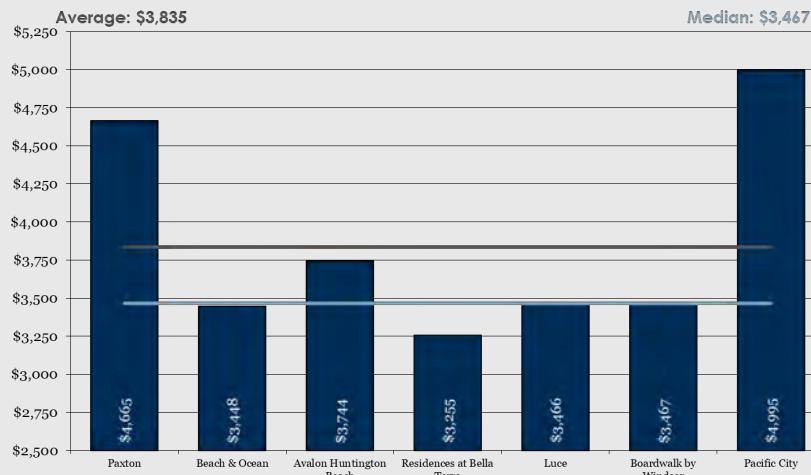
## Rent per Home per Month - 1BR Floor Plans



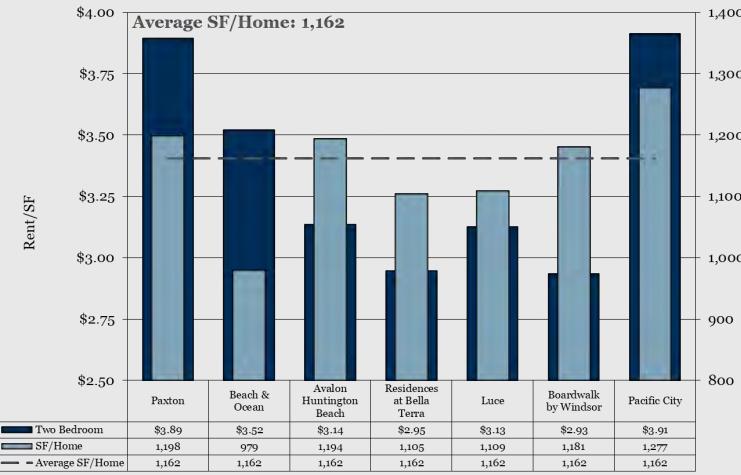
## Rent per Home per Month PSF 1BR Floor Plans



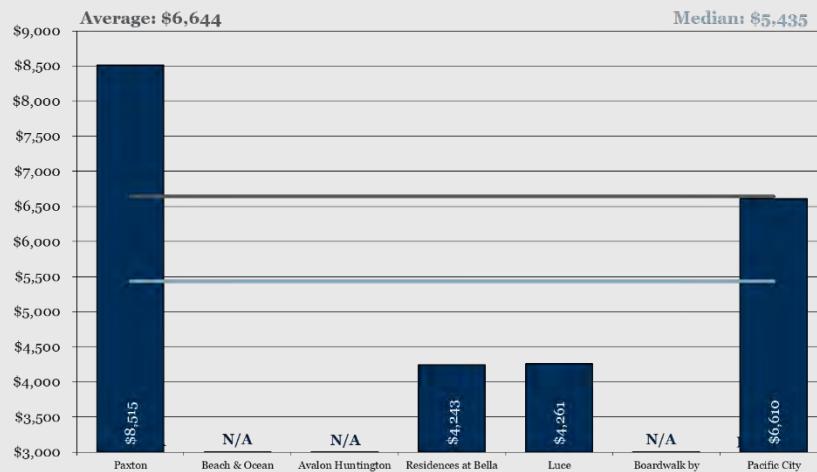
## Rent per Home per Month - 2BR Floor Plans



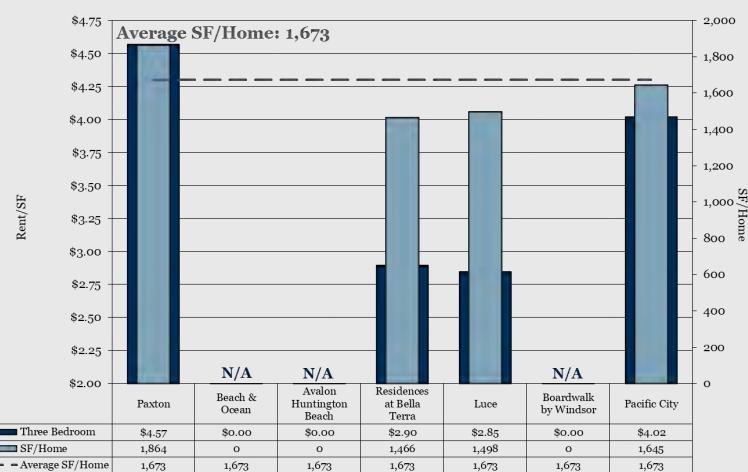
## Rent per Home per Month PSF- 2BR Floor Plans

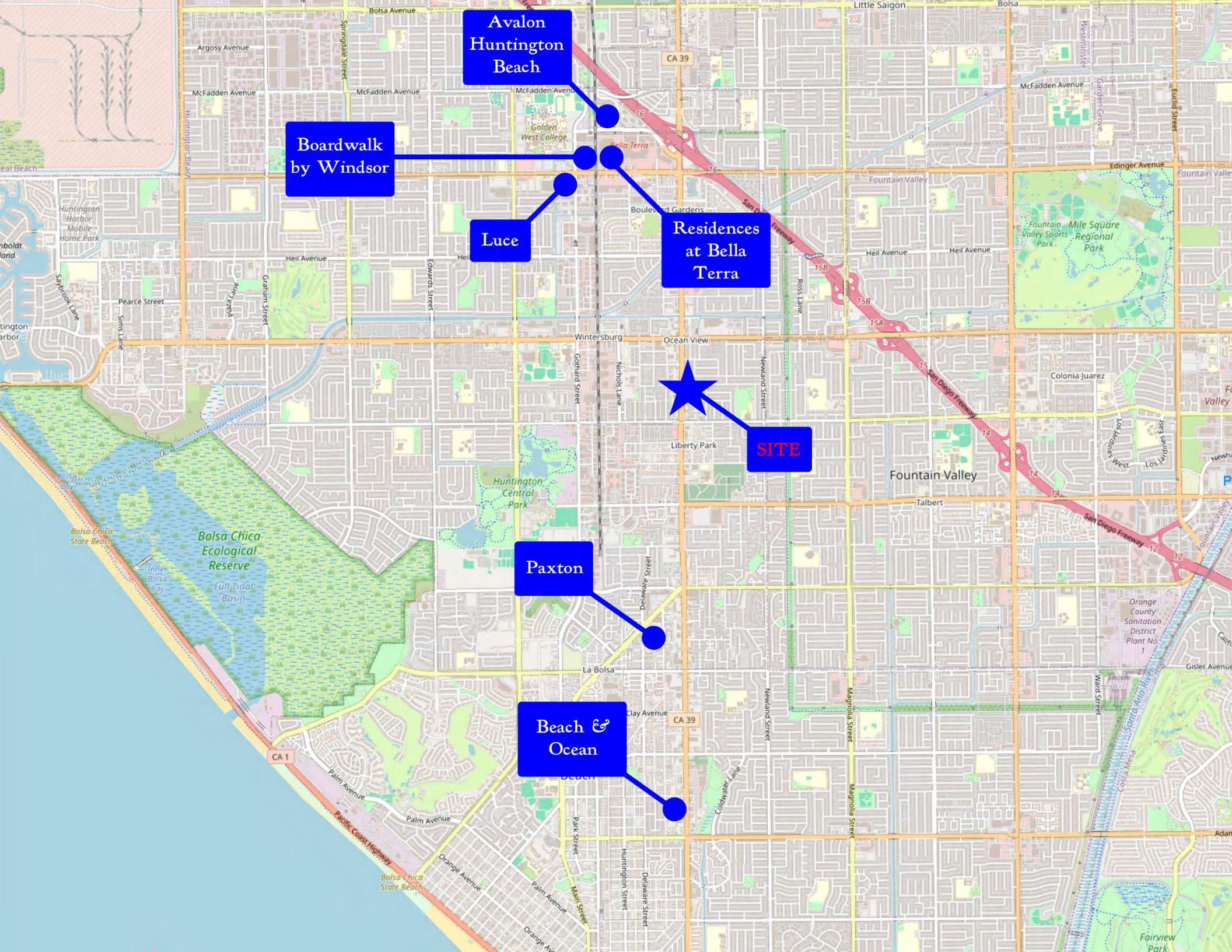


## Rent per Home per Month - 3+2



## Rent per Home per Month per Square Foot - 3+2





## Conceptual Yield Study

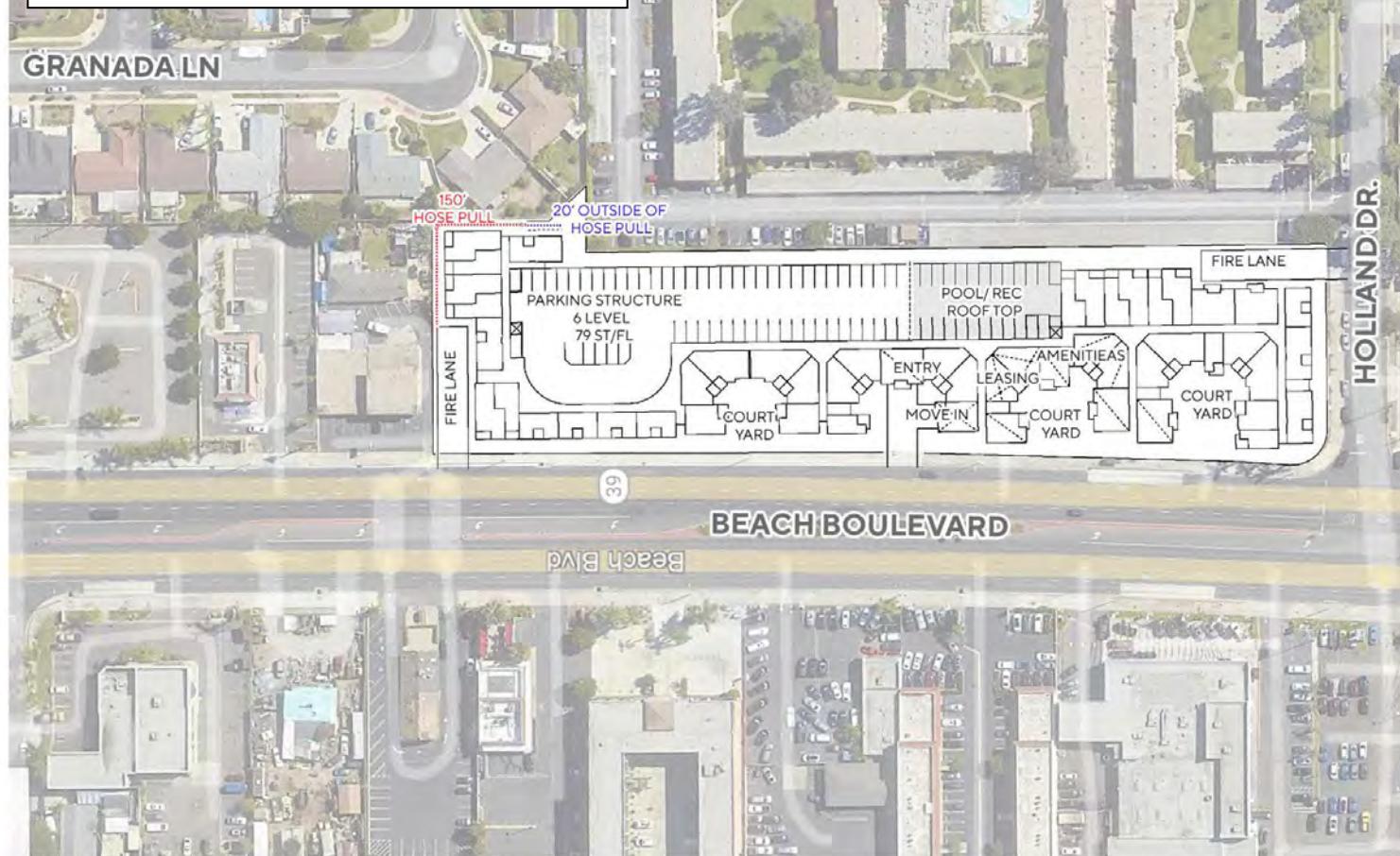


Huntington Beach

This conceptual yield study was provided by AO. For additional information or to discuss alternative designs, please contact AO directly:

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Nakisa Heshmati  
[nakisa@aoarchitects.com](mailto:nakisa@aoarchitects.com)



## Beach & Holland Apartment

Huntington, CA

So Cal Multi

### PROJECT DESCRIPTION

5 STORY WRAP BUILDING

TOTAL UNITS	240
SITE AREA (AC)	3.17
DENSITY	76

### UNIT COUNT

UNIT TYPE	DU	SF -/+	NRSF -/+	DU RATIO
STUDIO	15	600	9,000	6%
J 1 BR UNITS	30	670	20,100	13%
1 BR	108	750	81,000	45%
J 2 BR UNITS	30	915	27,450	13%
2 BR	57	1,040	59,280	24%
<b>TOTAL</b>	<b>240</b>	<b>820</b>	<b>196,830</b>	<b>100%</b>

### PARKING PROVIDED

UNIT TYPE	UNITS	RATIO	QTY.
STUDIO	15	1.00	15
1 BR UNITS	138	1.50	207
2 BR UNITS	87	2.00	174
GUEST PARKING	240	0.10	24
<b>TOTAL RESIDENTIAL PARKING</b>	<b>240</b>	<b>1.75</b>	<b>420</b>

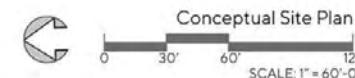
### PARKING TYPE

PARKING TYPE	PCT
STRUCTURE	418

**TOTAL RESIDENTIAL PARKING** 418 100%

### NOTE:

Assumed based on the density bonus law, we can reduce the parking ratio and request for incentives and waivers to revise the requirements of the Beach and Edinger Corridors Specific Plan such as setbacks, upper level step backs and open space ....



**AO** Architecture.  
Design.  
Relationships.

01

Job No.  
Date  
09-23-2023

## Entitlement Process



Huntington Beach

## History

In 1990, California passed the [Housing Accountability Act](#) (HAA) which codified California's builder's remedy process. Under the HAA, municipalities which are not in compliance with California's housing development goals, developers are authorized to bypass that municipality's zoning laws so long as the new housing development contains at least 20% low-income housing or 100% middle-income housing.

Recently, developers began using builder's remedy to seek approval of numerous new housing developments. In Santa Monica failed to pass a compliant housing development plan, developers submitted plans for the construction of approximately 4,000 new housing units spread across 12 new development sites. Other cities facing builder's remedy have seen similar filings.

In the current 6<sup>th</sup> housing cycle, many California municipalities, Huntington Beach among them, find themselves out of compliance with California's housing development goals.

### **Newsom, Bonta strike back at Huntington Beach decisions to reject housing plan**

### **State leaders seek to suspend city's permitting authority for refusing to comply with state housing laws.**

Huntington Beach's previous city council opted not to approve the city's housing element which successfully found locations for the city's entire 13,000+ unit RHNA allocation.

The current city council has gone even farther, drawing a bullseye on the city by opting to litigate against the state regarding housing policy. There is little doubt in the legal community or among developers that the city will lose their efforts to overrule state housing law. As a recent Orange County Register article stated, "Huntington Beach is 1 for 7 in charter city fights."

Whether the city opts to approve their updated housing element which includes the Beach Edinger Corridors Specific Plan and this site or if developers opt to file builder's remedy applications, it is likely that this site will be redeveloped in the near future.

In the map on page five of this offering memorandum, lots five and six are included in the city's yet-to-be-approved housing element with allowable density up to 100 units per acre.

### **Court issues major builder's remedy ruling on La Cañada Flintridge**

The ruling will have serious implications for California cities fighting the legal provision

In a ruling that's likely to reverberate around California, a Los Angeles County judge ruled this week that La Cañada Flintridge — a wealthy L.A. County city that's been embroiled for months in an escalating dispute over the development provision known as builder's remedy — did in fact miss a critical deadline for reaching state compliance on its housing element, implying the city is eligible for builder's remedy projects.

--The Real Deal, July 13, 2023



## Potential Entitlement Strategy

Currently approval of a mixed-use project under the BECSP (Beach Edinger Corridor Specific Plan) is discretionary and requires a CUP, however, part of the site (numbers 5 and 6 in the map on page 5 of the OM) is included in the city's as-yet-unapproved housing element. One option for entitlement would be to have the city add the remaining parcels to the housing element.

Other options would be to amend the Specific Plan or pursue a Builder's Remedy application as the city is out of compliance.

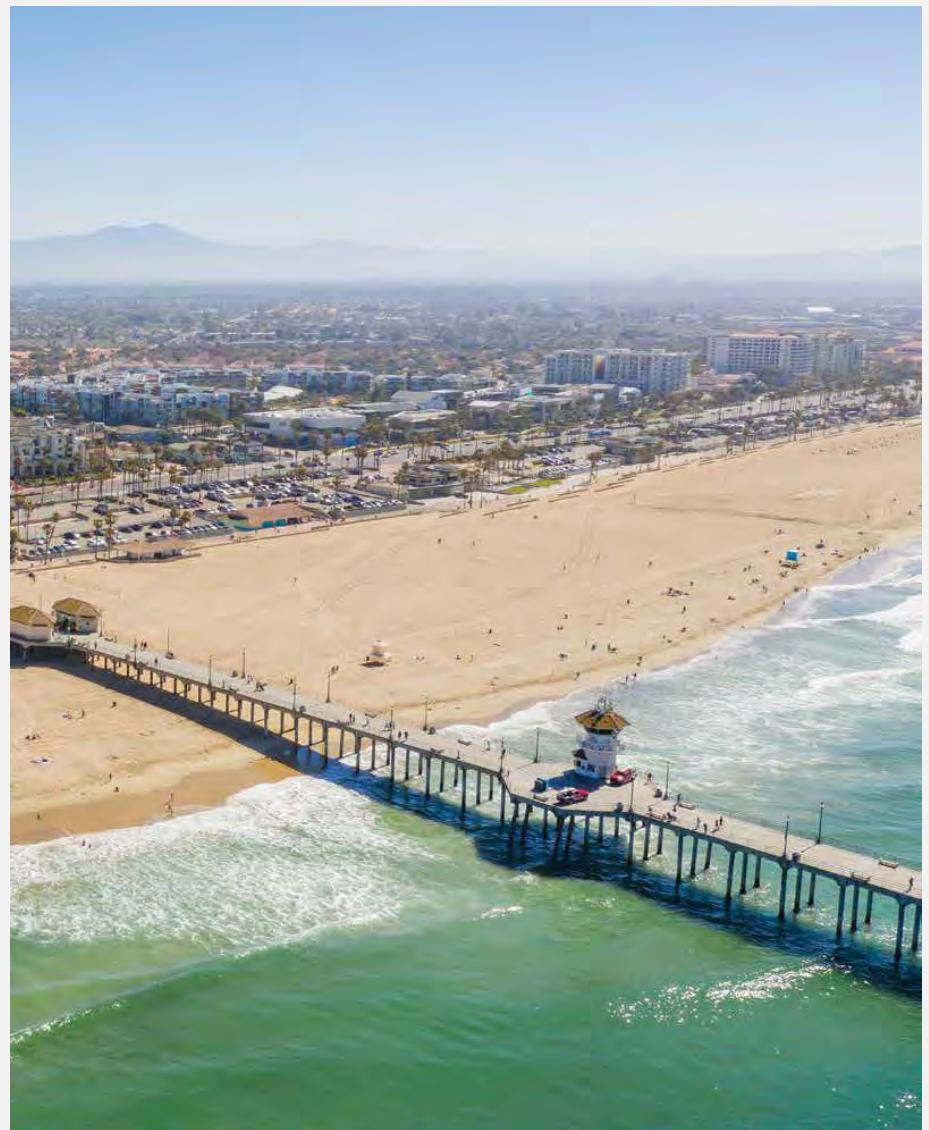
In 2020, the City Council approved amendments to the BECSP to add an Affordable Housing Overlay ("AHO") and exempt projects within the AHO from the residential unit maximum. If falling within the AHO, a project must provide a minimum of 20% affordable units to be eligible. Currently, the site is not in the AHO. The City proposed expanding the AHO area within the BECSP as part of its Housing Element package in March, but it was never approved. That failure to adopt the HE and associated amendments is the subject of the AG's suit against the City.

There are a number of potentially feasible options, each of which would require detailed site and project analysis to determine value. The Builder's Remedy, or at least the threat, could be an interesting play, but the City is likely to push back hard on any state-law based option. If we wanted to proceed under the standards of the BECSP, I think we could also assert that the residential cap is unenforceable under SB 330.

The property is in the *Neighborhood Boulevard Segment* district of the BECSP. There is no maximum FAR or density, although other development standards control intensity. The *Neighborhood Boulevard Segment* district permits office and (certain) retail uses by-right without the need for a CUP. That means that office and retail are "principally permitted" for purposes of AB 2011. A 100% affordable project that met all of the AB 2011 would not be subject to the residential cap. (Govt. Code 65912.113(g) ["a development shall be deemed consistent with objective zoning standards related to housing density ... notwithstanding any specified maximum unit allocation that may result in fewer units of housing being permitted."].) That same language does not appear in the AB 2011 provisions regarding non-100% affordable projects. However, for such projects, AB 2011 specifies that a project must comply with the objective standards for the closest zone that "allows multifamily residential use at the residential density" permitted under AB 2011. *Therefore, it could be argued that the cap cannot apply if it would not permit the density allowed under AB 2011.* As discussed above, the BECSP does not appear to include a maximum density. Under AB 2011, the density for the site would be the greater

of (1) 60 units per acre (because the site abuts a commercial corridor greater than 100 feet in width) or (2) the maximum allowed by the local government.

Note that under AB 2011 prevailing wage and skilled and trained workforce may be required. Architects Orange has been working on modular designs which would be constructed off-site and assembled on-site, significantly reducing the impact of a prevailing wage requirement.



## Area Amenities



# Huntington Beach

## **“Beach City” with Urban Access**

Given Huntington Beach’s ideal Mediterranean climate and 10 miles of pristine coastline, it is easy to see why the city draws young executives, upscale renters and homeowners seeking the quintessential beach town lifestyle.

Huntington Beach is highly sought after due to its unique combination of coastal location, walkability, and proximity to executive-level employment. Huntington Beach is renowned for attracting a young affluent hipster demographic, drawn to the city’s picturesque coastline, numerous maritime activities, upscale alfresco dining, boutique shopping and active night life.

Huntington Beach is located in the north coastal portion of Orange County, bordered by Seal Beach to the north and Newport Beach to the southeast.

Access to Huntington Beach from the greater Orange County region is provided by numerous thoroughfares including Interstate 405, with multiple on-and offramps conveniently proximate to the site and Beach Boulevard (State Route 39) which runs from Los Angeles County through Huntington Beach all the way to Pacific Coast Highway.



## **Recreation and Entertainment**

Residents in Huntington Beach have numerous recreational opportunities very close to home including **Bella Terra Lifestyle Center** which is located

less than two miles north of the site. This shopping and dining destination is a draw for locals, as well as residents of greater Orange County.

With its 20-theater Century Cinema, Whole Foods Market, REI, Costco and more than 70 retail stores and restaurants, Bella Terra has become an entertainment destination of choice.

In addition to Bella Terra, the site is approximately 10 minutes from **Pacific City**, Huntington Beach’s newest surfside lifestyle destination. With nearly 200,000 square feet of offerings, locals and tourists alike enjoy fashion retailers such as Tommy Bahama and Urban Outfitters, unique restaurants including Old Crow Smokehouse and Ola Mexican Kitchen, and cocktail establishments such as The Bungalow and The Dude’s Brewing Company all in a venue with expansive views of the Pacific Ocean breakers.



**Main Street** in Downtown Huntington Beach stretches from the Huntington Beach Pier to Beach Boulevard and is lined with alfresco dining restaurants, numerous boutique shops, surf stores and various water sport related retailers. This vibrant area is constantly bustling with beachgoers, locals and tourists and offers some of the city’s best dining and nightlife.

The **Huntington Beach Pier** is a perfect venue for watching surfers, fishing or to take in the beautiful scenery. Adjacent to the pier is Pier Plaza, an outdoor

amphitheater with seating that looks out to the Pacific Ocean. Pier Plaza features a farmer's market each week, as well as art shows and concerts throughout the year.

Huntington Beach is home to 10 miles of **pristine coastline** – perfect for swimming, jogging, a leisurely bike ride or a relaxing seat on the sand while watching the bodyboarders, surfers and boats in the water. Every year, Huntington Beach hosts the **U.S. Open of Surfing** – the most prestigious surf competition in the world that draws the best surfers worldwide, as well as



thousands of spectators.

Located just 4-miles from the site is **MILE SQUARE PARK**, a 640-acre urban park in Fountain Valley. The park encompasses two golf courses, two soccer fields, baseball/softball diamonds, basketball, tennis, and racquetball courts, a gymnasium, the Kingston Boys & Girls Club, an archery range, a wilderness hiking area, community center, a fishing lake stocked with trout, and numerous picnic areas.

**Newport Harbor**, located just 10 miles south of the site, is a pristine waterway with over 9,000 boat slips and six yacht clubs. Kayaking, stand-up paddle boarding, sailing, windsurfing and chartered boat cruises are all popular in the harbor.

Orange County is home to some of California's most challenging and beautiful **Golf Courses**. In addition to Huntington Beach's public Meadowlark Golf Club and private Huntington Golf Club (formerly Seacliff) and the aforementioned Mile Square courses, the site is proximate to Newport Beach Golf Course, the renowned Pelican Hill Resort Golf Course, Newport Beach Country Club and Mesa Verde Country Club in Costa Mesa.

The site is also just 7.5 miles from Orange County's performing arts center (**OCPAC**) with such notable venues as The Segerstrom Center for the Arts, South Coast Repertory, Segerstrom Concert Hall and the Samueli Theatre.

The site is also just 12 miles from the Disneyland Resort, the Honda Center and Angel's Stadium all offering numerous recreational amusement.

### Transportation Matrix

The new community's residents will enjoy outstanding freeway accessibility. Slater Avenue, Warner Avenue, and Beach Boulevard all offer easy 405 freeway access, providing convenient drive times to greater Orange County, as well as Los Angeles County. The site is also less than nine miles from the 605 Freeway, twelve miles from the 5 Freeway, four miles from the 22 Freeway and seven miles from the 55 Freeway and the Orange County Toll Road system providing convenient access to greater Southern California.

Located just nine miles from the site, John Wayne Airport (SNA) serves over 7 million passengers every year on its 12 airlines connecting to every major American city. John Wayne is the sole commercial airport within Orange County and is serviced by commercial carriers such as United Airlines, American, Southwest and Delta. Residents are also just fourteen miles from Long Beach Airport, and thirty-four miles from Los Angeles International Airport which offers flights to over 156 destinations worldwide including 87 domestic and 69 international destinations in North America, Latin America, Europe, the Middle East, Asia, and Oceania.

### Higher Education

Located just eleven miles from the site is **The University of California, Irvine**. This prestigious four-year college is a public research university located in Irvine, California, and one of the 10 general campuses in the University of California (UC) system. UCI's Orange County campus is the fifth largest in the UC system, with over 37,000 students, 2,800 faculty members and 16,000 staff. Times Higher Education in 2013 ranked UC Irvine 1st among all US universities and 5th among the top 100 global universities under 50 years old. The university also administers the UC Irvine Medical Center, a large

teaching hospital; the UC Irvine Health Sciences system in the City of Orange; the University of California, Irvine, Arboretum; and a portion of the University of California Natural Reserve System.

**Golden West College**, located just 2.3 miles from the site, is a public, 2-year community college offering associate of arts degrees and lower-division classes transferable to other colleges and universities. Situated on a 122-acre campus, the college enrolls more than 11,000 students and employs over 600 faculty and staff.

**Chapman University** is located just 13 miles from the site and is the largest private university in Orange County, enrolling more than 10,000 students.

Located just 17 miles from the site is **California State University, Fullerton**. Established in 1957, CSUF is the largest California State University campus by enrollment, and the second largest campus of any university in California- trailing only UCLA. Cal-State Fullerton offers its 40,000+ students undergraduate and graduate programs within eight colleges. The university has garnered accolades for its renowned Mihaylo College of Business and Economics as well as an exceptional engineering program. Money Magazine ranked the university in the top 1% of Best Colleges in America for 2023.

## Retail Options

In addition to an abundance of shopping available at **Bella Terra and Pacific City**, community residents will enjoy an easy commute to nearby world-class shopping destinations that include South Coast Plaza, trademarked “the Ultimate Shopping Resort,” is the largest mall on the West Coast. South Coast Plaza is also the highest grossing mall in the United States with yearly sales of over \$2.0 billion.

This upscale mall features more than 250 retailers that represent the highest concentration of high-end design fashion retail in the U.S. Anchored by Macy’s, Nordstrom, Bloomingdales, and Saks Fifth Avenue, South Coast Plaza also offers such luxury retailers as Hermes, Tiffany, Prada, Gucci, Tod’s, and Balenciaga to name a few.

The **Westminster Mall**, located less than four miles from the site, is a 1.1 million square foot mall featuring 180 specialty stores and is anchored by Macy’s, JC Penney, and Target.

**Fashion Island**, the upscale outdoor lifestyle center in Newport Beach is located less than twelve miles from the proposed community. This outdoor mall is anchored by Nordstrom, Macy’s, Bloomingdales, and Neiman Marcus and features more than 150 luxury boutique shops, as well as numerous alfresco and fine dining establishments.

The **Irvine Spectrum** located 16 miles south of the site, just off the 405 freeway, features more than 2 million square feet of retail space. Anchored by Nordstrom, Bristol Farms, and Target this outdoor lifestyle center offers visitors a multitude of shopping and dining establishments, a 21-theatre movie cinema and an Improv Comedy Club.

For additional information please contact:

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Southern California Multihousing Group

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