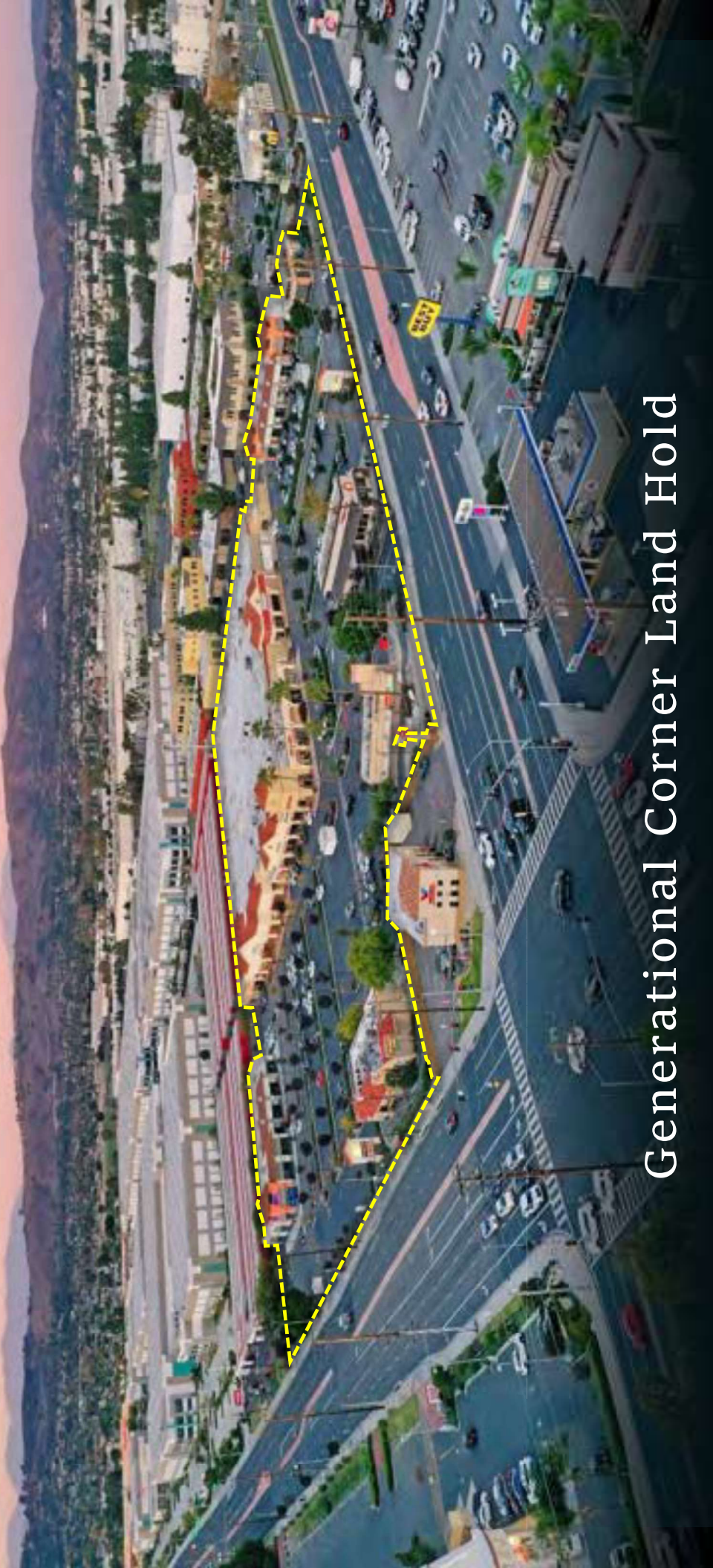


IMPERIAL MARKETPLACE

Fullerton, CA 92835

Development Opportunity | ±10.023 Acres | HI-OZ Overlay | Signalized Hard Corner



Generational Corner Land Hold



G & S GROUP



KW COMMERCIAL™

LOCATION SYNERGY

■ ANCHOR SYNERGY

■ SURROUNDING RETAILERS

■ EMPLOYMENT HUBS



COST LESS

AMKOTRON

AJ KIRKWOOD

Master Toddy Gym

AmericanFirst
Credit Union

CVS DISTRIBUTION CENTER

ONESOURCE

WETSET LOGISTICS

ACHEM INDUSTRY

MAD WOLF MONGOLIAN BBQ

Rami Pilates

CRAZY ROCK'N SUSHI
RESTAURANT

9 Lives 4 Mew Cafe and Lounge

Premium Suit Bespoke Tailors

WOK & ROLL

CLK | NAILS

Beauty Spa

THE PALEO LOGO

WALKERS
KOREAN FOOD

STARBUCKS
COFFEE

Banderito
Mexican Food

McDonald's

BEST BUY

24 FITNESS

ROBEKS

Valvoline



HARBOR BLVD
32,436 VPD

Imperial Highway
49,308 VPD

CVS pharmacy

Mobil

Property Summary

RETAIL REPOSITIONING

Property Type	Existing Retail Center with Value-Add Potential
Location	Signalized NEC of Imperial Hwy & Harbor Blvd, Fullerton
Total Site Area	±436,606 SF (±10.023 Acres)
Zoning	General Commercial (G-C)
Overlay	Portion within Housing Incentive Overlay Zone (HI-OZ)
Existing Tenancy	Multi-tenant retail center with QSR pads
Notable QSR Tenants	Carl's Jr., El Pollo Loco, Molcasalsa Mexican Restaurant, Starbucks
Vacancy	±87,000 SF Large Box Vacancy
Value-Add Strategy	Re-tenant anchor space, increase occupancy, enhance NOI
Investment Profile	Covered Land Play with Retail Upside
Pricing	Best Offer

DEVELOPMENT OPPORTUNITY

Property Type	High-Density Residential / Mixed-Use Development Site
Location	Signalized NEC of Imperial Hwy & Harbor Blvd, Fullerton
Total Site Area	±436,606 SF (±10.023 Acres)
APNs	296-201-012, 296-201-010, 296-201-011
Current Zoning	General Commercial (G-C)
Overlay Status	Portion within HI-OZ; City may consider expansion
Permitted Density	20–60 Dwelling Units per Acre
Potential Unit Count	±200–600 Units (Subject to Approval)
Density Bonus	Possible for Affordable Housing Component
Topography	Flat, Contiguous Development Site
Development Profile	Infill Orange County Redevelopment Opportunity
Pricing	Best Offer

Investment Overview

IMPERIAL MARKETPLACE

The offering consists of approximately ±10.023 acres (±436,606 square feet) of flat, contiguous land located at the signalized northeast corner of Imperial Highway and Harbor Boulevard in the City of Fullerton. The property is comprised of three separate parcels, each zoned General Commercial (G-C), with a portion currently situated within the City's Housing Incentive Overlay Zone (HI-OZ). The HI-OZ designation allows for high-density residential development ranging from 20 to 60 dwelling units per acre, with potential density bonuses available for projects incorporating affordable housing components, subject to City approval.

The site presents a rare opportunity to acquire a large-scale infill land position in an established Orange County corridor. In addition to its development potential, the property benefits from existing retail improvements, including established quick-service restaurant operators such as Carl's Jr., El Pollo Loco, Molcasalsa Mexican Restaurant, and Starbucks, which contribute to consistent daily consumer traffic. The property also offers approximately ±87,000 square feet of vacancy, creating an immediate value-add opportunity through lease-up and re-tenanting while preserving long-term redevelopment flexibility.

Strategically positioned at a major signalized intersection with strong visibility and access, the property offers multiple exit strategies, including high-density residential development, mixed-use repositioning, retail stabilization, or long-term land banking at a generational Orange County corner.



Investment Highlights

±10.023 Acres of Prime Orange County Land: Rare opportunity to acquire ±436,606 square feet (±10.023 acres) of flat, contiguous land at a signalized hard corner in the City of Fullerton — one of North Orange County's most established and supply-constrained submarkets.

Flexible General Commercial (G-C) Zoning Across Three

APNs: The offering consists of three separate parcels totaling ±436,606 SF, all zoned General Commercial (G-C), providing optionality for:

- ❖ High-density multifamily development
- ❖ Mixed-use concepts
- ❖ Retail repositioning
- ❖ Long-term land banking

The City may consider expanding the HI-OZ overlay to additional parcels.

Covered Land Play with Retail Value-Add Upside: The

property presents an opportunity to create additional value through the lease-up of approximately ±87,000 square feet of large-box vacancy. Re-tenanting with anchor users could significantly enhance in-place income while preserving long-term redevelopment flexibility.

Located Within the Housing Incentive Overlay Zone (HI-OZ): Portions of the property are currently within the HI-OZ overlay, allowing for high-density residential development ranging from 20 to 60 dwelling units per acre, with potential density bonuses for affordable housing components.

Signalized Corner at Major Thoroughfare: Situated at the heavily trafficked northeast corner of Imperial Highway and Harbor Boulevard, the property benefits from strong daily vehicle counts, excellent visibility, and multiple points of ingress and egress.

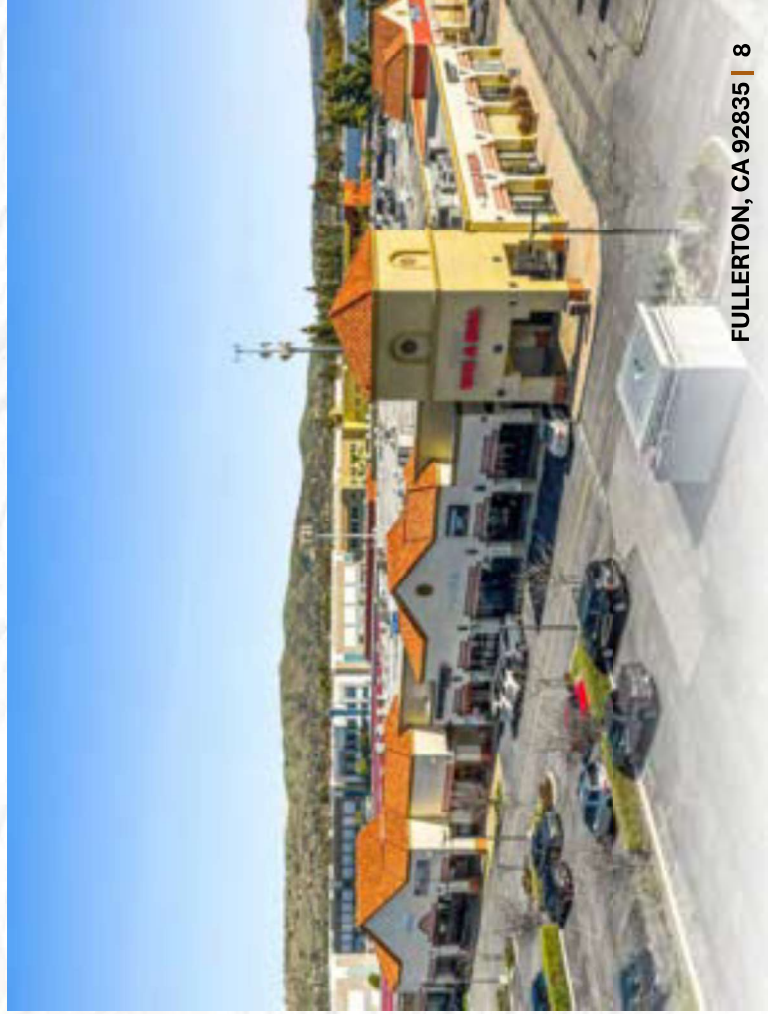
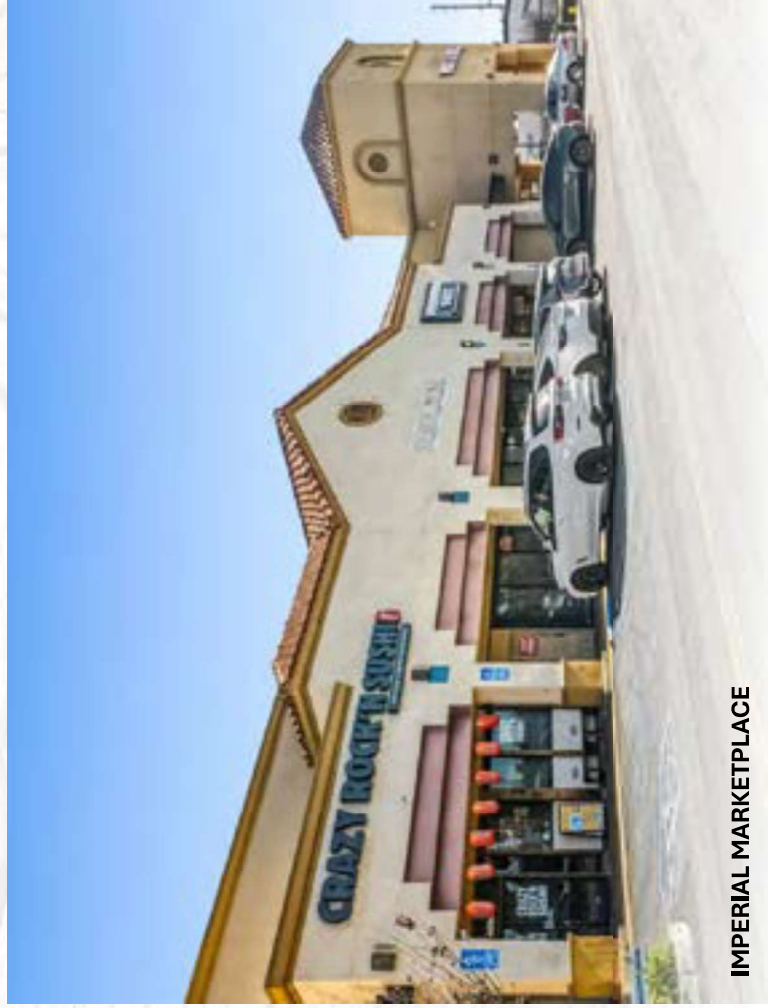
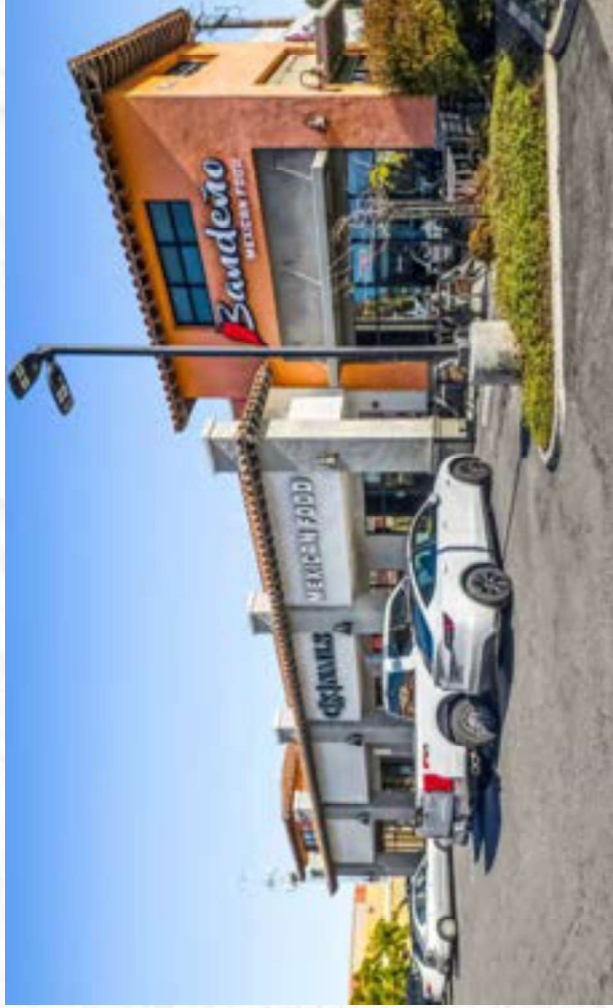
Established QSR Presence Driving Daily Traffic: The site is supported by national and regional quick-service restaurant operators including:

- ❖ Carl's Jr.
- ❖ El Pollo Loco
- ❖ Molcasalsa Mexican Restaurant
- ❖ Starbucks
- ❖ These established operators reinforce the location's strong consumer demand and retail viability.

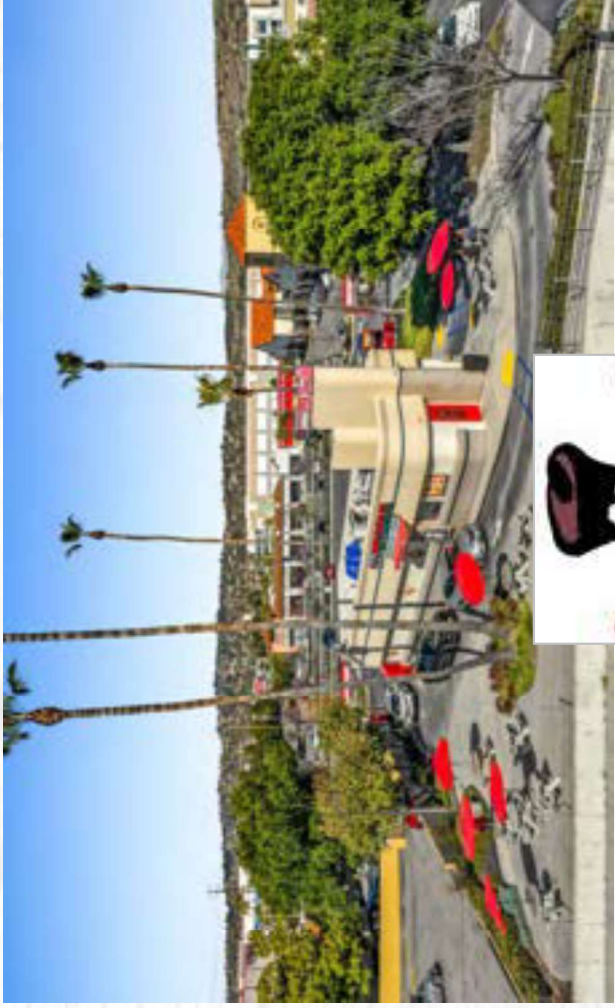
HIOZ ZONING



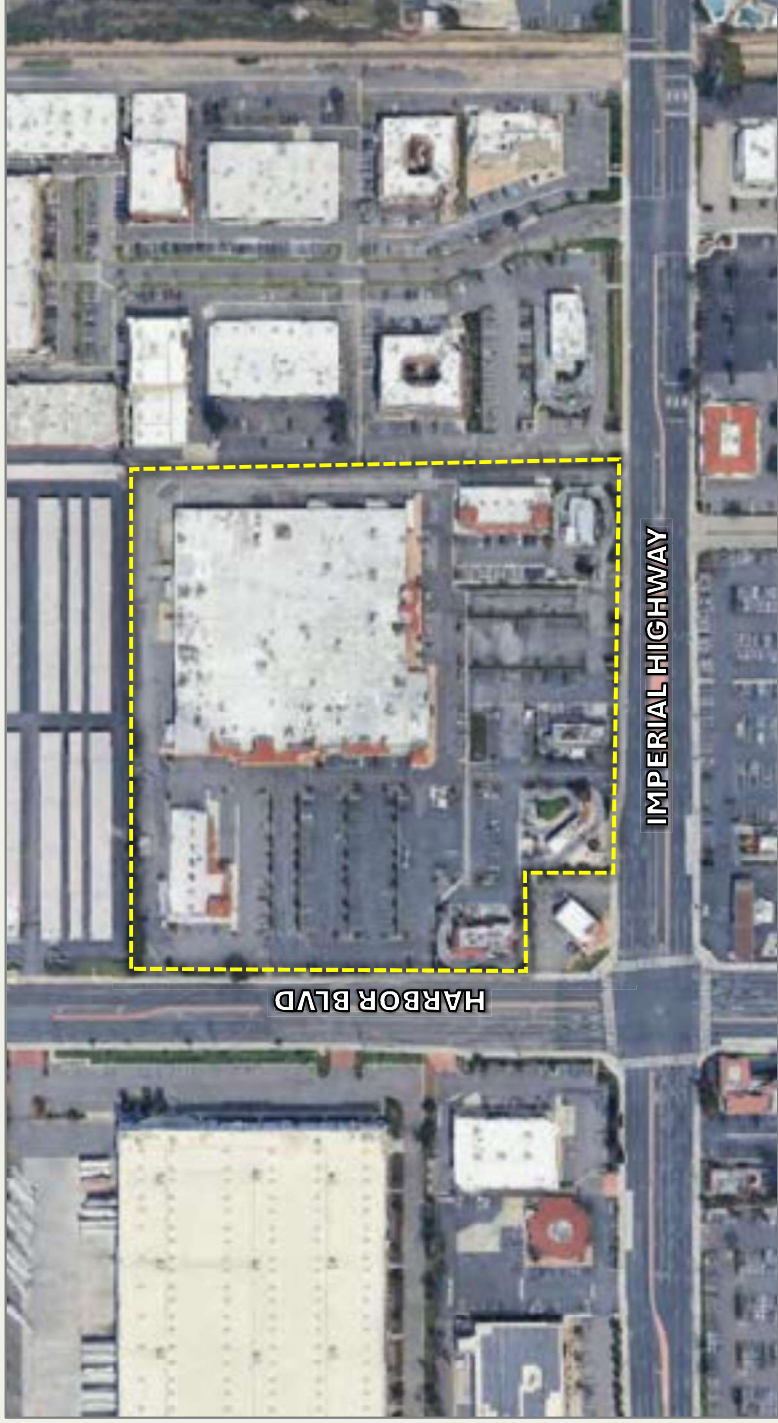
Property Layout



Existing QSR Outparcel Tenants



PROPERTY BREAKDOWN



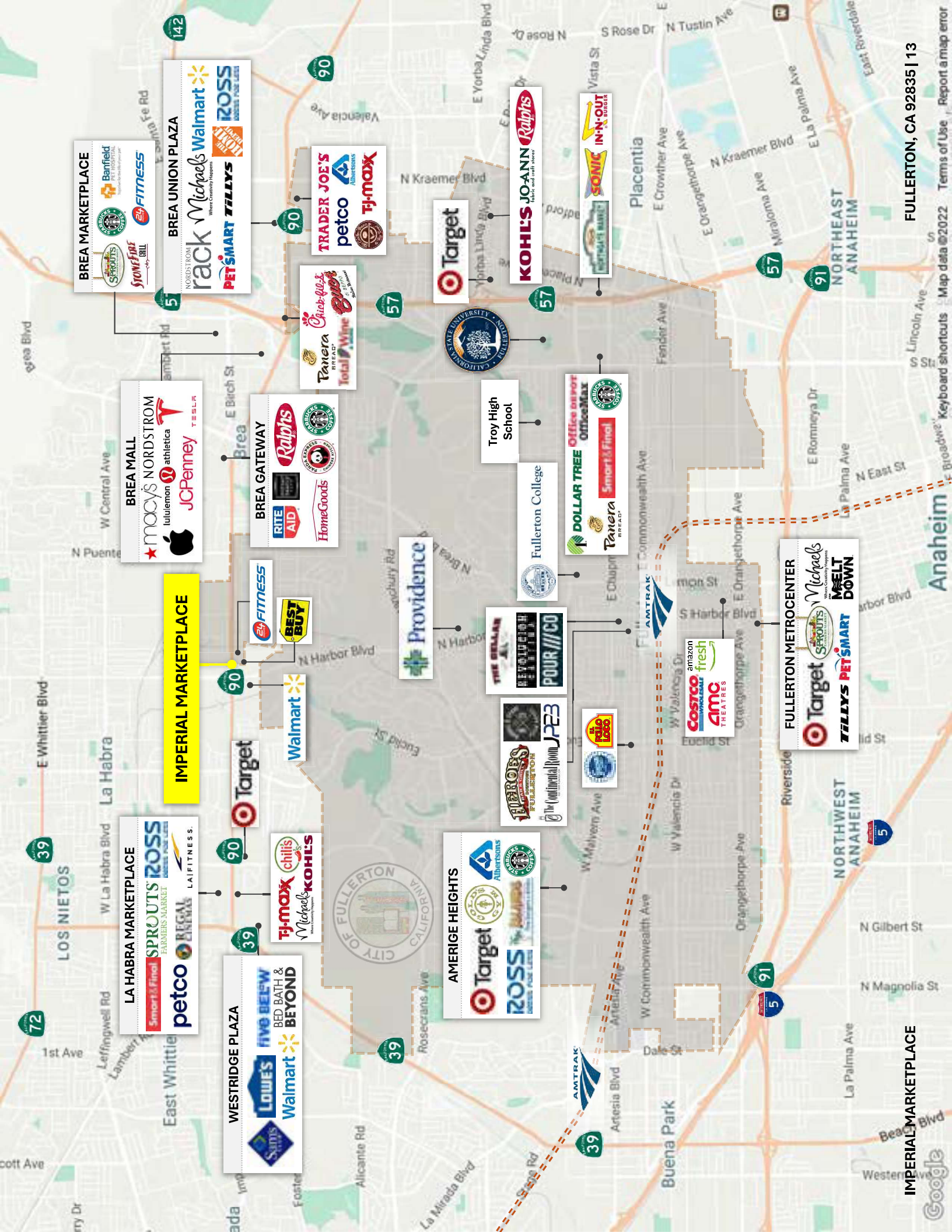
APN	Zoning	Overlay Status	SF
296-201-012	G-C	Within HI-OZ	201,269 SF
296-201-010	G-C	City may consider HI-OZ	231,717 SF
296-201-011	G-C	City may consider HI-OZ	3,620 SF
Total			436,606 SF (±10.023 AC)

Fullerton, CA

The property is strategically located at the signalized northeast corner of Imperial Highway and Harbor Boulevard in the City of Fullerton, one of North Orange County's most established and desirable communities. This highly visible intersection serves as a major commercial corridor connecting Fullerton to surrounding cities including Anaheim, Brea, and La Habra, providing strong regional accessibility and daily commuter traffic.

Radius	Population	Avg HH Income
2 Miles	77,265	\$119,614
3 Miles	141,894	\$130,138
5 Miles	416,734	\$120,330
10 Miles	1.73+ Million	\$114,939





BREA MARKETPLACE

- Sprouts
- Starbucks
- banfield
- STONE FIRE GRILL
- FITNESS

BREA UNION PLAZA

- rack
- Michaels
- Walmart
- PETSMART
- TILLYS
- ROSS

TRADER JOE'S

- petco
- TJ-MAXX

Target

KOHL'S JO-ANN

- JO-ANN
- Ralphs

IN-N-OUT

- SONIC
- RESTAURANT MART

BREA MALL

- macy's
- NORDSTROM
- athletica
- JCPenney
- Apple
- TESSER

BREA GATEWAY

- RITE AID
- Ralphs
- HomeGoods
- FITNESS
- Starbucks

Tanera

- Chick-fil-ee's
- Total Wine



Troy High School

Fullerton College

DOLLAR TREE

- Office depot
- OfficeMax
- Smart & Final
- Panera
- Starbucks

IMPERIAL MARKETPLACE

Target

Walmart

FITNESS

BEST BUY

Providence

THE BELLINI

- REVOLUTION
- POUR // CO

THE BELLINI

- REVOLUTION
- POUR // CO

THE BELLINI

- REVOLUTION
- POUR // CO

amazon fresh

- COSTCO
- SIMC THEATRES

FULLERTON METROCENTER

- Target
- Michaels
- TILLYS
- PETSMART
- MELT DOWN

LA HABRA MARKETPLACE

- Smart & Final
- SPROUTS
- FARMERS MARKET
- ROSS
- LA FITNESS
- petco
- REGAL
- LA FITNESS

WESTRIDGE PLAZA

- LOUIE'S
- FIVE BELOW
- BED BATH & BEYOND
- Walmart
- Sainsbury

TJ-MAXX

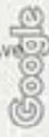
- chili's
- Michaels
- KOHL'S

AMERIGE HEIGHTS

- Target
- ROSS

AMTRAK

Buena Park



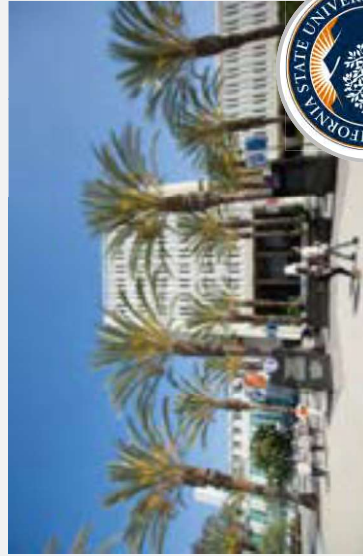
HISTORIC DOWNTOWN

Fullerton's historic Downtown District hosts numerous restaurants and clubs ranging from fast-food favorites to five-star gourmet establishments. The Downtown, which has won several awards, also hosts a variety of unique stores, such as gift and antique shops, clothing stores and more. Fullerton's offerings are not just confined to the Downtown. Other popular destinations are the award-winning Fullerton Museum Center, home of the Leo Fender Gallery; the Muckenthaler Cultural Center, which offers fine art exhibitions; the Fullerton Arboretum, on campus of California State University at Fullerton, which presents a stunning array of plant and garden ideas, plus is home to Heritage House, a beautifully restored Victorian residence; two championship golf courses and a driving range; an Olympic-sized swim complex; and more than 40 parks, plus recreation and equestrian trails.

TOP EMPLOYERS

1	California State University, Fullerton	3,821
2	St. Jude Medical Center	2,928
3	Raytheon	1,446
4	Fullerton School District	1,286
5	Fullerton College	1,094
6	Fullerton Joint Union High School District	1,078
7	Alcoa Fastening Systems	975
8	Albertsons	800
9	City of Fullerton	631
10	Kraft Foods	550

FULLERTON TOP EMPLOYERS



California State University, Fullerton

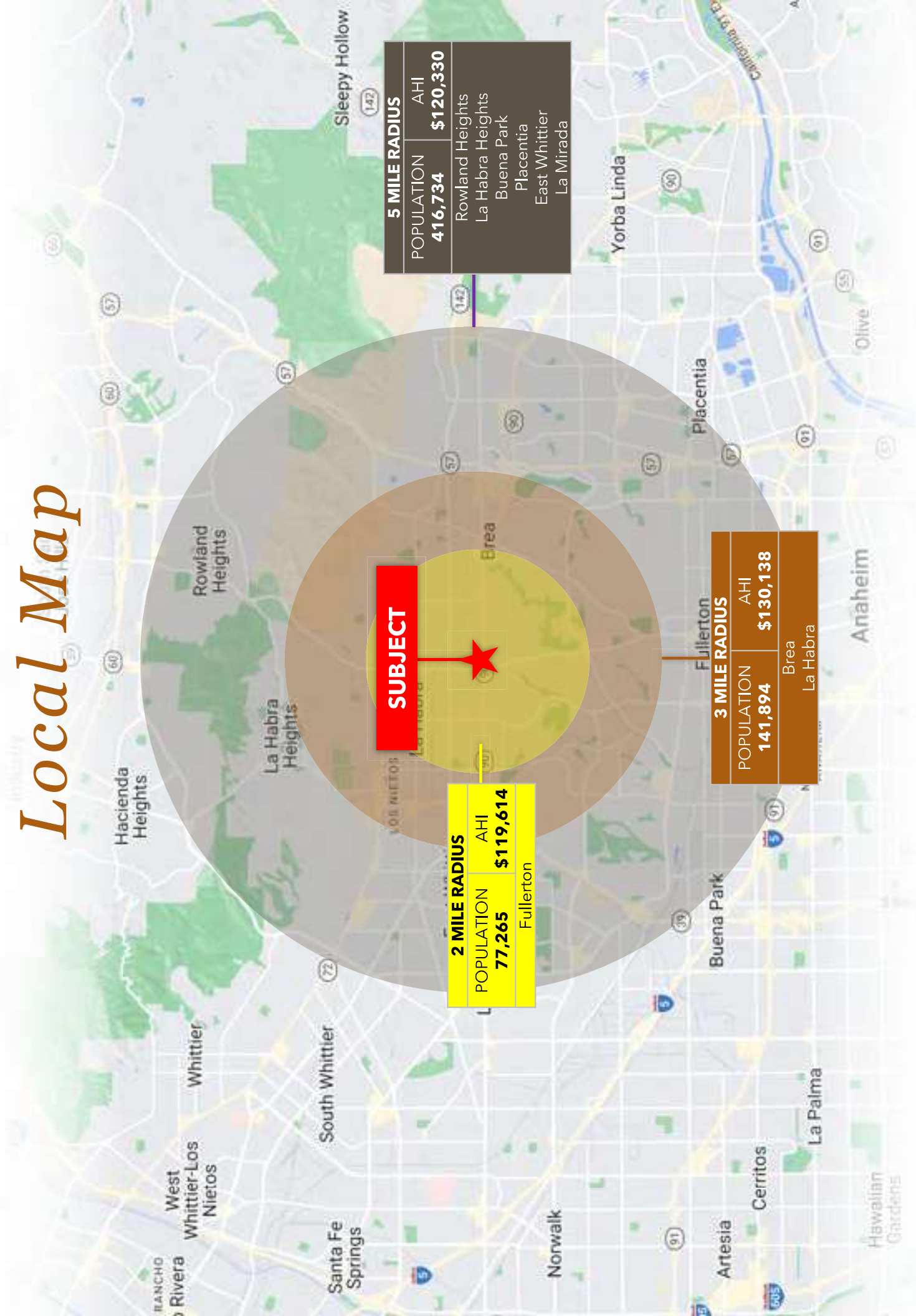


St. Jude Medical Center, Fullerton



Raytheon, Fullerton

Local Map



SUBJECT

2 MILE RADIUS
POPULATION
77,265
AHI
\$119,614
Fullerton

3 MILE RADIUS
POPULATION
141,894
AHI
\$130,138
Brea La Habra

5 MILE RADIUS
POPULATION
416,734
AHI
\$120,330
Rowland Heights La Habra Heights Buena Park Placentia East Whittier La Mirada

IMPERIAL MARKETPLACE

FULLERTON, CA 92835

PATRICK SHARPLES
714.293.2792
psharples@kwcommercial.com

Director | Lic # 01245463
G & S Group | KW Commercial

CHRISTINE SUNG
714-240-3270
christinesunghomes@gmail.com

Agent | Lic # 01966331
Keller Williams

CONFIDENTIALITY & DISCLAIMER

The information contained in the following Marketing Brochure is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Realty Investment Advisors and should not be made available to any other person or entity without the written consent of Realty Investment Advisors. This Marketing Brochure has been prepared to provide summary, unverified information to prospective purchasers, and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation. Realty Investment Advisors has not made any investigation, and makes no warranty or representation, with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCB's or asbestos, the compliance with State and Federal regulations, the physical condition of the improvements thereon, or the financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property. The information contained in this Marketing Brochure has been obtained from sources we believe to be reliable; however, Realty Investment Advisors has not verified, and will not verify, any of the information contained herein, nor has Realty Investment Advisors conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Any rent or income information in this offering memorandum, with the exception of actual, historical rent collections, represent good faith projections of potential future rent only, and Realty Investment Advisors makes no representations as to whether such rent may actually be attainable. Local, state, and federal laws regarding restrictions on rent increases may make these projections impossible, and Buyer and its advisors should conduct their own investigation to determine whether such rent increases are legally permitted and reasonably attainable.



G & S GROUP



KW COMMERCIAL™