

THE AGENCY

1323 SOUTH PACIFIC STREET

PRESENTED BY BERRIS SIMPSON GROUP X SWELL PROPERTY

OCEANSIDE, CA | SINGLE-FAMILY OR MULTI-FAMILY

swell



EXECUTIVE SUMMARY

The Berris Simpson Group, in partnership with Swell Property, is pleased to present a rare, institutional-quality development opportunity at 1323 South Pacific Street, Oceanside, California. Positioned directly on the sand along one of Southern California's most rapidly appreciating coastal corridors, this premier, double-lot oceanfront asset represents an irreplaceable core development site. Featuring bespoke architecture and sweeping, unobstructed views, the project positions a developer to immediately capitalize on the insatiable demand for high-end coastal housing.

ARCHITECTURAL VISION & CURRENT ENTITLEMENT STATUS

The proposed project occupies a rare, double-lot beachfront site totaling approximately 9,747 square feet and zoned Residential Tourist / Coastal Zone (RT/CZ). Designed by the renowned Safdie Rabines Architects, the approved three-story building encompasses an approximate gross project size of 11,985 square feet. The design replaces an existing structure with a spectacular example of California.

Modern architecture, intentionally scaled to complement its coastal environment.
The floor plan features four expansive two-bedroom residences and a crowning two-bedroom penthouse, all optimized to maximize natural light and capture panoramic Pacific Ocean views. Emphasizing a seamless indoor-outdoor living experience, the residences incorporate extensive floor-to-ceiling glass and generous private terraces that directly overlook the sand.

On July 27, 2026, the final planning commission hearing will take place, and approval is highly anticipated by the design team. Oceanside has a unique arrangement with the Coastal Commission; when the City approves, the Coastal Commission typically follows suit. Following the July 27th hearing, a standard 30-day appeal period will open for the Coastal Commission and the general public. No appeals are expected, and final, unconditional approval is anticipated by September 1, 2026.



CAPITALIZING ON SCARCITY AND MARKET STRENGTH

Beachfront development opportunities in Southern California have reached a point of absolute scarcity. Due to stringent regulatory frameworks, high capital requirements, and an outright lack of vacant coastal land, the barriers to entry for competing projects are virtually insurmountable. This supply-insulated dynamic ensures long-term value preservation and places 1323 South Pacific Street in an exclusive asset class.

Concurrently, Oceanside has emerged as one of the region's premier coastal growth engines. The submarket is undergoing a profound economic renaissance driven by extensive public and private capital infusion, luxury hotel openings, and a burgeoning culinary scene. This transformation has attracted an affluent demographic of primary residents, bi-coastal second-home buyers, and wealthy retirees seeking an active, walkable, oceanfront lifestyle.

By delivering a boutique product characterized by architectural distinction and privacy, an incoming investor can target elite buyers willing to pay a premium for new, turnkey coastal construction. With all planning and entitlement risks completely mitigated, 1323 South Pacific Street stands as a derisked, high-margin development opportunity poised to capture the peak of the luxury coastal real estate market.



1323 SOUTH PACIFIC STREET

INVESTMENT LOCATION *ADVANTAGES*

IRREPLACEABLE FRONTLINE OCEANFRONT FOOTPRINT: 1323 SOUTH PACIFIC STREET COMMANDS A RARE LINEAR STRETCH OF ABSOLUTE OCEANFRONT SAND. TRUE OCEANFRONT PARCELS IN COASTAL CALIFORNIA ARE STRUCTURALLY INSULATED ASSETS, SHIELDED BY A COMPLETE LACK OF FUTURE INVENTORY CREATION.

ACUTE COASTAL STRUCTURAL SUPPLY CONSTRAINTS: THE COMBINATION OF STRICT GEOGRAPHIC LIMITS (THE PACIFIC OCEAN TO THE WEST AND CAMP PENDLETON TO THE NORTH) AND STRINGENT ENVIRONMENTAL REGULATIONS MEANS NEW COMPETITIVE INVENTORY CANNOT SCALE TO MEET DEMAND, CREATING AN STRUCTURAL FLOOR FOR PRICING.

PREMIER URBAN WALKABILITY PROFILE: BOASTING A WALK SCORE THAT BRIDGES PRIVATE RESIDENTIAL LUXURY WITH HIGH-END URBAN LIFESTYLE, FUTURE OWNERS CAN EASILY ACCESS ARTISANAL COFFEE HOUSES, UPSCALE DINING, AND LOCAL LIFESTYLE RETAIL ALONG SOUTH PACIFIC AND THE COAST HIGHWAY 101 CORRIDOR.

INSTITUTIONAL PROXIMITY TO LUXURY HOSPITALITY ANCHORS: THE PROPERTY CAPITALIZES ON MILLIONS OF DOLLARS OF NEARBY INSTITUTIONAL INVESTMENT, LOCATED JUST A FEW MINUTES FROM THE HIGHLY SUCCESSFUL MISSION PACIFIC HOTEL AND THE SEABIRD RESORT. THESE ASSETS HAVE STRUCTURALLY RESET LOCAL TOURISM AND REAL ESTATE DYNAMICS.

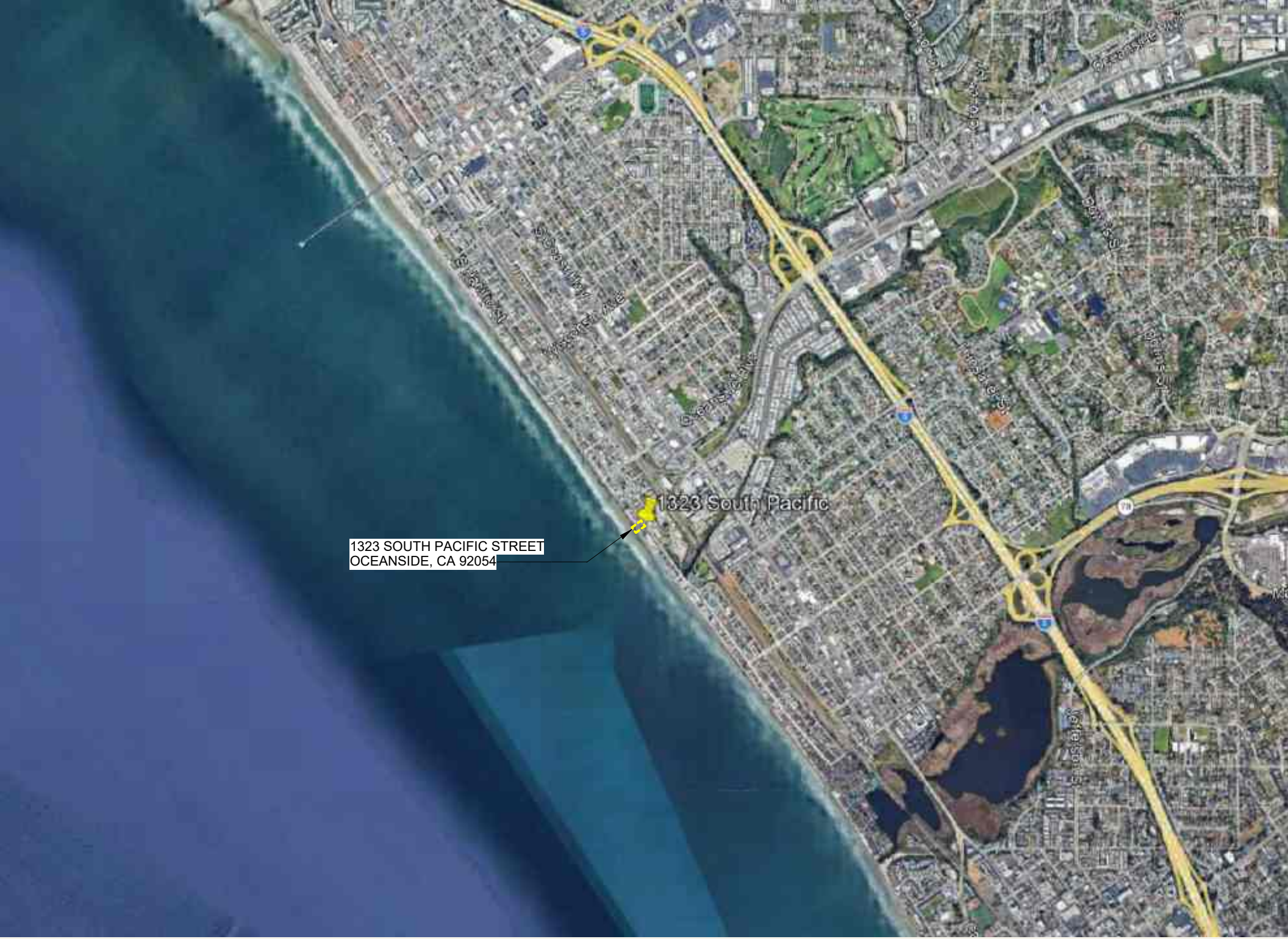
INVESTMENT LOCATION *ADVANTAGES*

AFFLUENT OUT-OF-MARKET DEMOGRAPHIC CAPTURE: OCEANSIDE HAS BECOME A PRIME DESTINATION FOR MOBILE HIGH-NET-WORTH CAPITAL, DRAWING PRIMARY AND SECONDARY LUXURY BUYERS OUT OF DENSER MARKETS LIKE LOS ANGELES, ORANGE COUNTY, SILICON VALLEY, AND PHOENIX WHO ARE LOOKING FOR AUTHENTIC, WALKABLE COASTAL REAL ESTATE.

COMPELLING LUXURY CONDOMINIUM PRICING POWER: RECENT SALES DATA FOR PREMIUM OCEANFRONT ASSETS IN NORTH COUNTY SAN DIEGO DEMONSTRATE EXCEPTIONALLY TIGHT INVENTORY LEVELS AND HIGH PRICE-PER-SQUARE-FOOT METRICS, HIGHLIGHTING STRONG BUYER DEMAND FOR LOW-MAINTENANCE, SECURE LUXURY RESIDENCES.

UNRIVALED REGIONAL TRANSIT CONNECTIVITY: POSITIONED NEAR THE MULTI- MODAL OCEANSIDE TRANSIT CENTER, THE SITE OFFERS RESIDENTS AN EASY COMMUTE VIA THE COASTER, METROLINK, AND AMTRAK TO MAJOR EMPLOYMENT AND LIFESTYLE HUBS IN SAN DIEGO, ORANGE COUNTY, AND LOS ANGELES.

GENERATIONAL CAPITAL APPRECIATION POTENTIAL: BACKED BY STRUCTURAL SUPPLY LIMITS AND ITS PREMIUM OCEANFRONT LOCATION, THIS ASSET IS POSITIONED TO DELIVER EXCELLENT LONG-TERM CAPITAL PRESERVATION AND OUTSIZED APPRECIATION ACROSS MULTIPLE ECONOMIC CYCLES.


1323 South Pacific
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LOCATION HIGHLIGHTS & *TRANSIT PROXIMITY*

THE FOLLOWING MILEAGE AND TRANSIT MATRICES DEFINE THE PROPERTY'S CENTRAL POSITIONING WITHIN THE REGIONAL INFRASTRUCTURE AND LOCAL LIFESTYLE NODES:

Destination	Mileage from Site
Oceanside Beach & The Strand	0
Oceanside Pier	1.3
Downtown Oceanside	1.1
Coast Highway Corridor (South O)	0.4
Oceanside Harbor & Marina	2.5
Carlsbad Village	2.8
Interstate 5 (I-5) Freeway Access	1.5
Camp Pendleton (Main Gate)	3.2
McClellan-Palomar Airport (Carlsbad)	8.5
San Diego International Airport (SAN)	37.2
John Wayne Airport (SNA)	52.1



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DETAILED PROJECT *SUMMARY*

EXISTING & PROPOSED USE AND OCCUPANCY
(E) SINGLE FAM. D.U. (B.1942), R-3 (PER CBC 310.4)
(P) MULTI-FAMILY RESIDENCE, R-2 (PER CBC 310.3)

DENSITY
MIN. UNIT AREA 1000 SF / UNIT
LOT AREA 9,747.15 SF
MAX. UNITS 9.47 UNITS
PROPOSED UNITS 5 UNITS (1,949.43 SF / UNIT)

MAXIMUM LOT COVERAGE N/A
PROPOSED LOT COVERAGE: 47.94%

PROJECT GROSS SQUARE FOOTAGE AREAS
BASEMENT AREA (STORAGE): 1,839.22 SF
LEVEL 1 AREA (RESIDENTIAL): 3,924.70 SF
LEVEL 2 AREA (RESIDENTIAL): 3,637.99 SF
LEVEL 3 AREA (RESIDENTIAL): 2,583.46 SF
TOTAL GSF 11,985.37 SF

NUMBER OF STORIES & MAX. BLDG HEIGHT
MAX. BLDG. HEIGHT 35 FEET
EXISTING: 2 STORIES
ALLOWED 3 STORIES
PROPOSED: 3 STORIES + BASEMENT

NUMBER OF STORIES & MAX. BLDG HEIGHT
MAX. BLDG. HEIGHT 35 FEET
EXISTING: 2 STORIES
ALLOWED 3 STORIES
PROPOSED: 3 STORIES + BASEMENT

PARKING
REQUIRED 1 PER 1 & 2 BED UNITS
PROPOSED 5 SPACES (1 PER 2-BED)





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GET *in* TOUCH

BILL SIMPSON

BILL.SIMPSON@THEAGENCYRE.COM

310.994.0455 | LIC. #01176003

JEFF BERRIS

JEFF.BERRIS@THEAGENCYRE.COM

310.623.0927 | LIC. #01249839

DAVID MILLER

THEMILLERGROUPRE@GMAIL.COM

760.822.1755 | LIC. #01389997

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