



# Signature Restaurant Opportunity

NEWPORT BEACH, CA



beta.



# Newport Beach: Harboring The Good Life

Newport Beach stands as one of Southern California's most coveted coastal destinations, defined by its pristine harbor, world-class beaches, and effortlessly refined lifestyle. Known for its balance of laid-back coastal living and elevated sophistication, the city attracts a highly affluent residential base alongside a steady stream of domestic and international visitors.

Anchored by iconic destinations such as Fashion Island, Balboa Island, Lido Marina Village, and the Newport Harbor, the market offers a dense concentration of upscale retail, yachting culture, five-star resorts, and acclaimed dining experiences. Newport Beach's culinary scene is both competitive and highly curated, rewarding operators who deliver exceptional quality, design, and hospitality with strong volumes and enduring brand loyalty.

With some of the highest household incomes in the region, a highly educated population, and a strong daytime presence driven by nearby business districts and John Wayne Airport, Newport Beach supports consistent year-round demand beyond seasonal tourism. Visitors range from leisure travelers and second-home owners to corporate executives and luxury consumers.

Beyond the numbers, Newport Beach embodies a lifestyle centered on social connection, outdoor living, and memorable dining moments. Waterfront views, open-air environments, and architecturally distinct spaces are not just amenities but expectations. For best-in-class restaurateurs, Newport Beach offers a rare opportunity to establish a landmark location in a market where quality, ambiance, and brand prestige translate directly into long-term success.

# Story



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## Where Coastal Sophistication Meets Culinary Innovation

Poised at the iconic corner of Back Bay Drive and Jamboree, this visionary restaurant concept redefines coastal dining in Orange County. Designed as a five-star destination from the ground up, it blends California elegance with cutting-edge culinary artistry—creating a refined yet welcoming atmosphere that reflects the spirit of Newport Beach.

Inspired by the natural beauty of the Back Bay, the architecture and interiors evoke a sense of effortless luxury, with open-air spaces, organic textures, and panoramic views. It is a landmark for connection, celebration, and elevated experiences.

This concept sets a new standard for design excellence and hospitality—bringing lasting value to the community and transforming the corner into a must-visit culinary destination.

# A Landmark Opportunity in Coastal Dining

Located at the gateway to Newport Beach where **Pacific Coast Highway meets Jamboree Road**, this rare standalone restaurant opportunity invites an iconic operator to define the next era of fine dining along the Southern California coast.

Planned as a **two-level flagship totaling approximately 11,800 square feet**, the concept includes **6,500 SF of interior space and 1,500 SF of exterior courtyard and entry** on the ground floor, plus **1,800 SF of interior dining and 2,000 SF of rooftop terrace above**. Designed by **Gensler**, the concept features multiple open-air spaces—including a second-level deck with water views—that merge architectural sophistication with the region's relaxed coastal spirit. Construction is projected to conclude in **2028**, allowing ample time for collaboration on design and brand integration.

Anchored by neighboring culinary destinations such as **Javier's, Nobu, Mastro's Ocean Club, Joey, and Ocean 48**, the site sits within one of the nation's **highest-grossing restaurant markets**, drawing affluent locals, global travelers, and daily resort visitors.

The ownership team seeks a **premier, high-volume restaurateur** capable of delivering an exceptional guest experience that complements the project's vision of **timeless design, refined hospitality, and lasting community impact**.



# Initial Renderings





NEWPORT  
BEACH

ORANGE  
COUNTY

89K  
TOTAL  
POPULATION

3.19M  
TOTAL  
POPULATION

47.8  
MEDIAN  
AGE

39.0  
MEDIAN  
AGE

\$3.85M  
MEDIAN HOME  
VALUE

\$959K  
MEDIAN HOME  
VALUE

69.5%  
COLLEGE ED.  
OR HIGHER

44.5%  
COLLEGE ED.  
OR HIGHER

\$263K  
AVERAGE HH  
INCOME

\$161K  
AVERAGE HH  
INCOME

# Market Aerial & Key Demographics

# Immediate Area



Newport Aquatic Center



Big Canyon Country Club

Newport Dunes Marina



Palisades Tennis Club

nēso's  
newport beach



Jamboree Rd - 44,174 CPD

Fashion Island

NORDSTROM bloomingdales  
Neiman Marcus JOEY RED O  
RESTAURANTS  
Fleming's RH RH Ocean 48

Newport Beach Country Club

Pacific Coast Hwy - 51,141 CPD

Bayside Shopping Center

PAVILIONS Saponi Ristorante  
CLUB PILATES Bayside

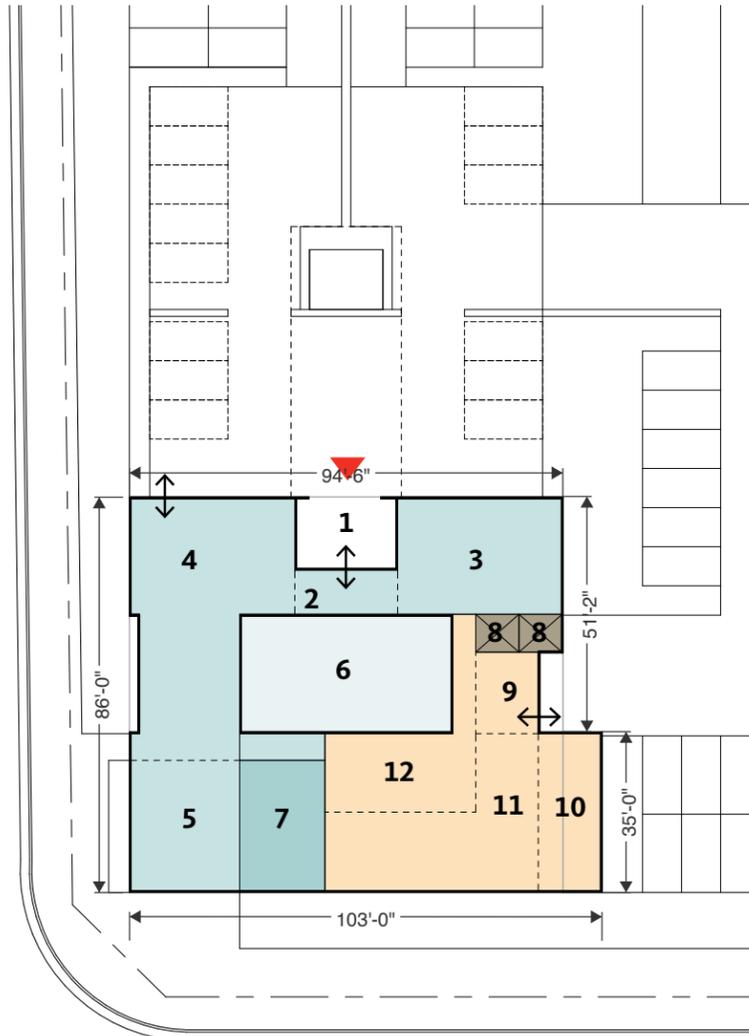
THE TENNIS & PICKLEBALL CLUB AT NEWPORT BEACH

Gelson's

GULFSTREAM Tommy Bahama SUGARFISH BY SUSHI NOZAWA

Balboa Island  
7M VISITORS ANNUALLY

# Inspirational Floor Plan

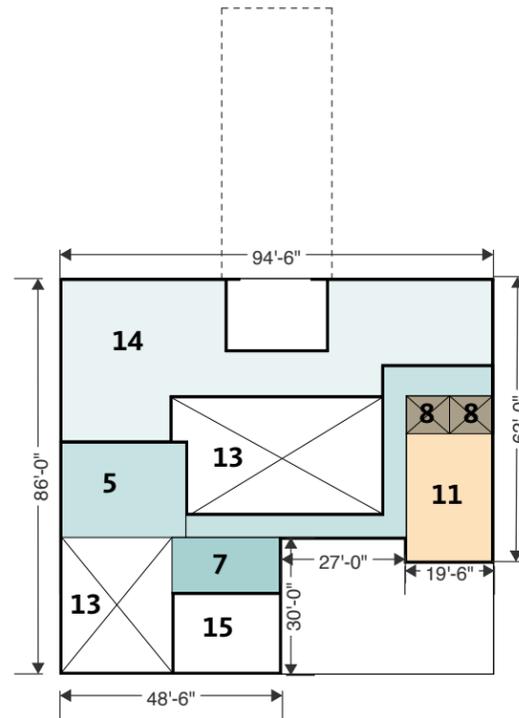


## GROUND FLOOR

INTERIOR: 6,500 SF

EXTERIOR: 1,500 SF (COURTYARD + ENTRY)

- 1 Entrance
- 2 Reception
- 3 Bar
- 4 Dining
- 5 Private Dining
- 6 Courtyard
- 7 Restroom
- 8 Elevator
- 9 Loading Area
- 10 Trash Room
- 11 Kitchen
- 12 Show Kitchen
- 13 Open To Below
- 14 Rooftop
- 15 Mechanical



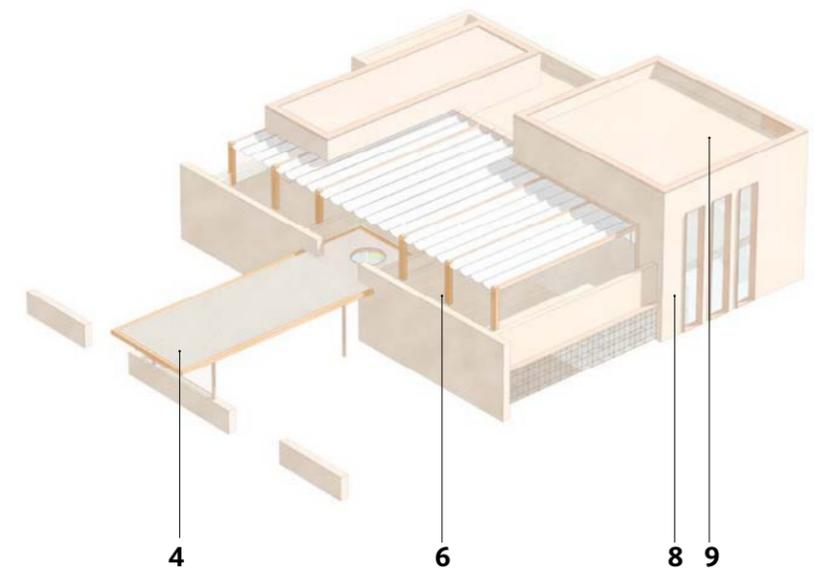
## SECOND FLOOR

INTERIOR: 1,800 SF

EXTERIOR: 2,000 SF (ROOFTOP)



- 1 Driveway
- 2 Valet Car Display
- 3 Water Feature Artwork
- 4 Porte Cochere
- 5 Reception
- 6 Rooftop
- 7 Courtyard
- 8 Private Dining
- 9 Mechanical
- 10 Jamboree Rd

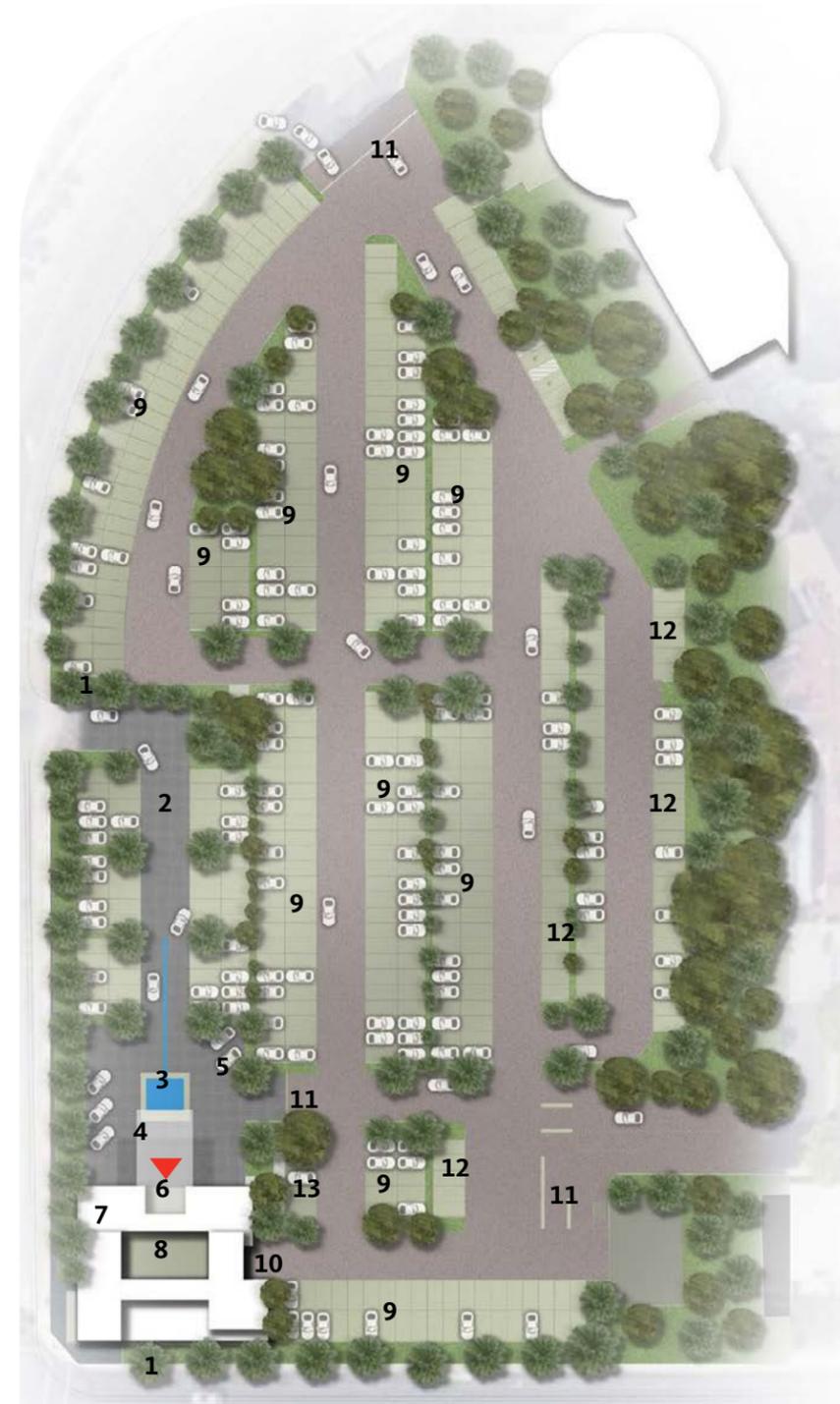


# Proposed Site Plan



**PARKING**  
 Total provided: 556  
 Surplus: 10

JAMBOREE RD - 44,174 CPD



- 1 Signage
- 2 Restaurant Driveway
- 3 Water feature
- 4 Porte Cochere
- 5 Car Display
- 6 Restaurant Entrance
- 7 Restaurant
- 8 Restaurant Courtyard
- 9 Valet Parking
- 10 Loading Area
- 11 Parking Kiosk
- 12 Employee Parking
- 13 Accessible Parking

JAMBOREE RD - 44,174 CPD

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