



**1231/1233**

Third Street Promenade

MODERN  
RESTAURANT/RETAIL  
OPPORTUNITY



## PROPERTY HIGHLIGHTS

- Great restaurant or retail opportunity with a potential back patio
- High ceilings, approximately 15' clearance on the ground floor
- Up to 65' of frontage on the Promenade
- Parking lot located directly behind building
- Approximately **25,621 pedestrian** views per day on the Promenade

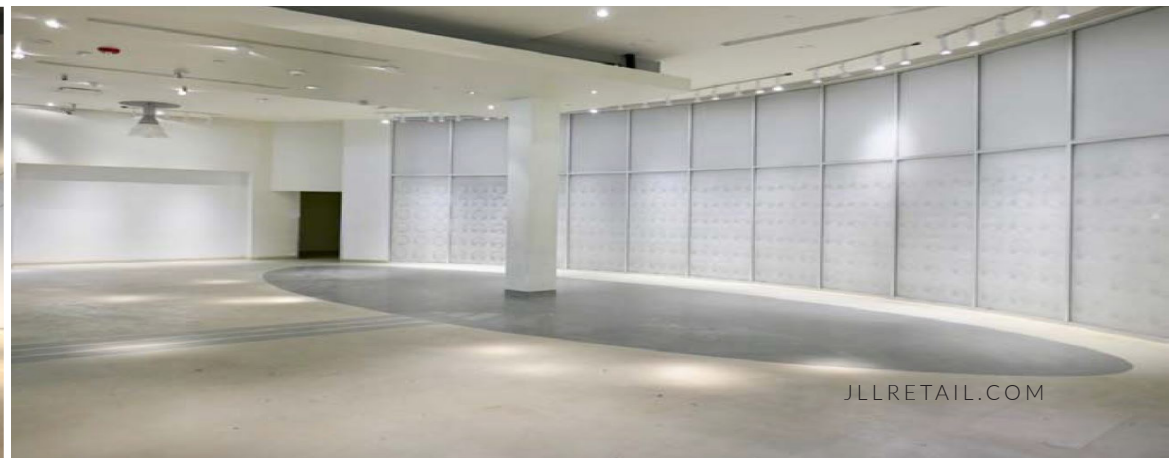
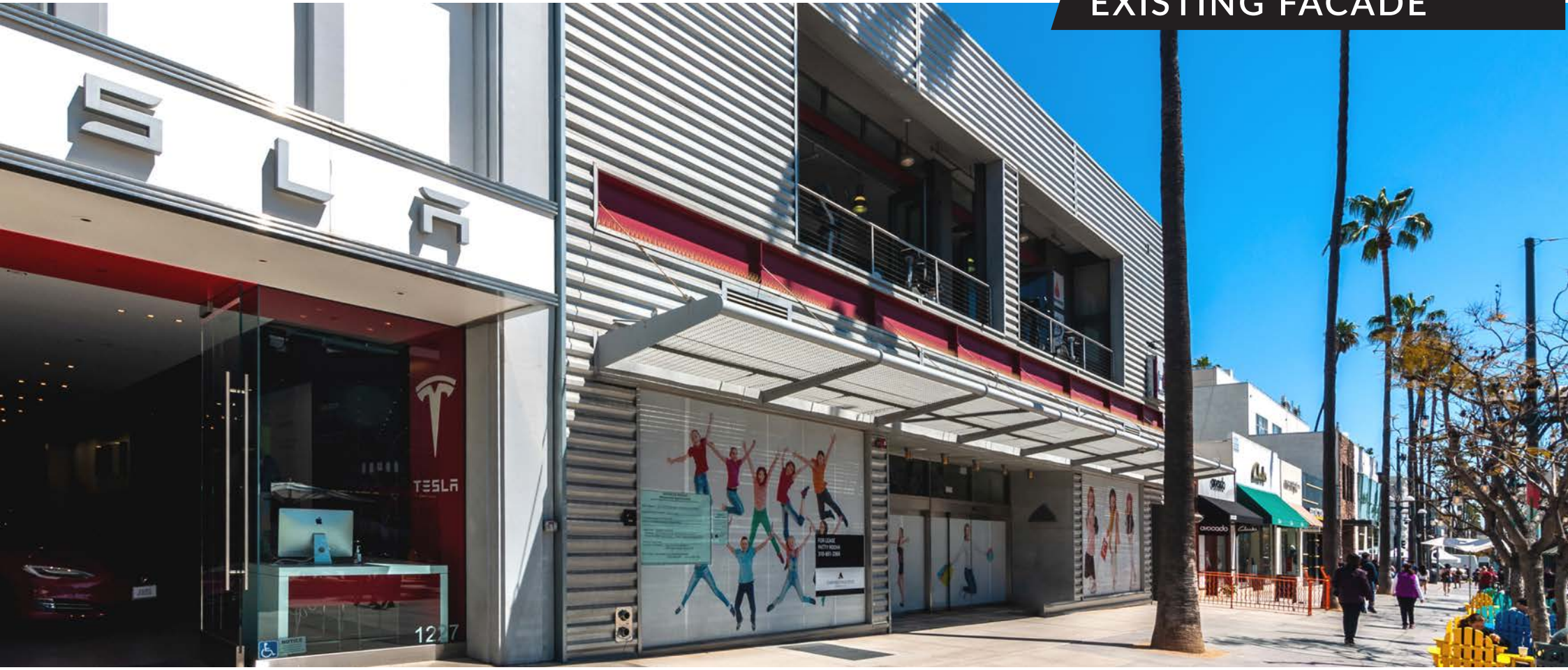
### RENT

Available  
Upon Request

### SIZE

**+/- 9,160 SF Divisible**  
Ground Floor

EXISTING FACADE

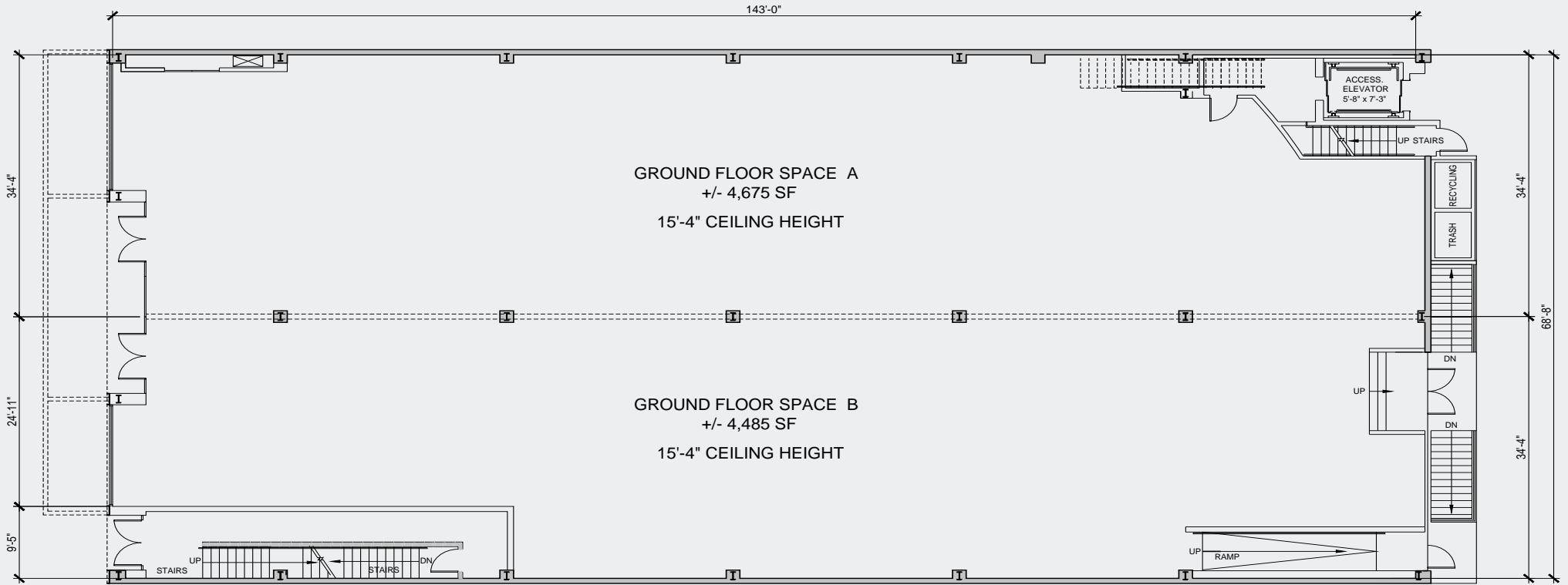


retail floor interior



PROPOSED FACADE





# GROUND FLOOR PLAN



POTTERY BARN



HILLSTONE RESTAURANT GROUP

CLUB MONACO

J.CREW



ATHLETA

SEPHORA

Dr. Martens



ANTHROPOLOGIE

Superdry. 極度乾燥(しなさい)

Sur la table

TESLA

HOUSE OF HOOPS by Foot Locker

Wally's

alo yoga

ALDO

Brookstone

west elm

TOP NEIGHBORING tenants

# SANTA MONICA'S Accessibility

The Metro Expo Line connects Santa Monica by rail to Downtown LA, Pasadena, San Fernando Valley, South Bay, Long Beach and dozens of points in between. Seven new stations were completed in 2016, serving diverse LA neighborhoods such as Century City, West Los Angeles, and Santa Monica, the Metro Rail System now connects to 87 stations and over 93 miles of rail to destinations across Los Angeles County.



Santa Monica has over 100 miles of bikeways

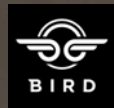
#1 bike-friendly city in California (#7 nationwide)



Growing bicycle and electric scooter sharing programs

17% of Santa Monica residents use Metro transit service at least 3 times per week

Expo line: weekday ridership average 60,927 weekend ridership average 34,230



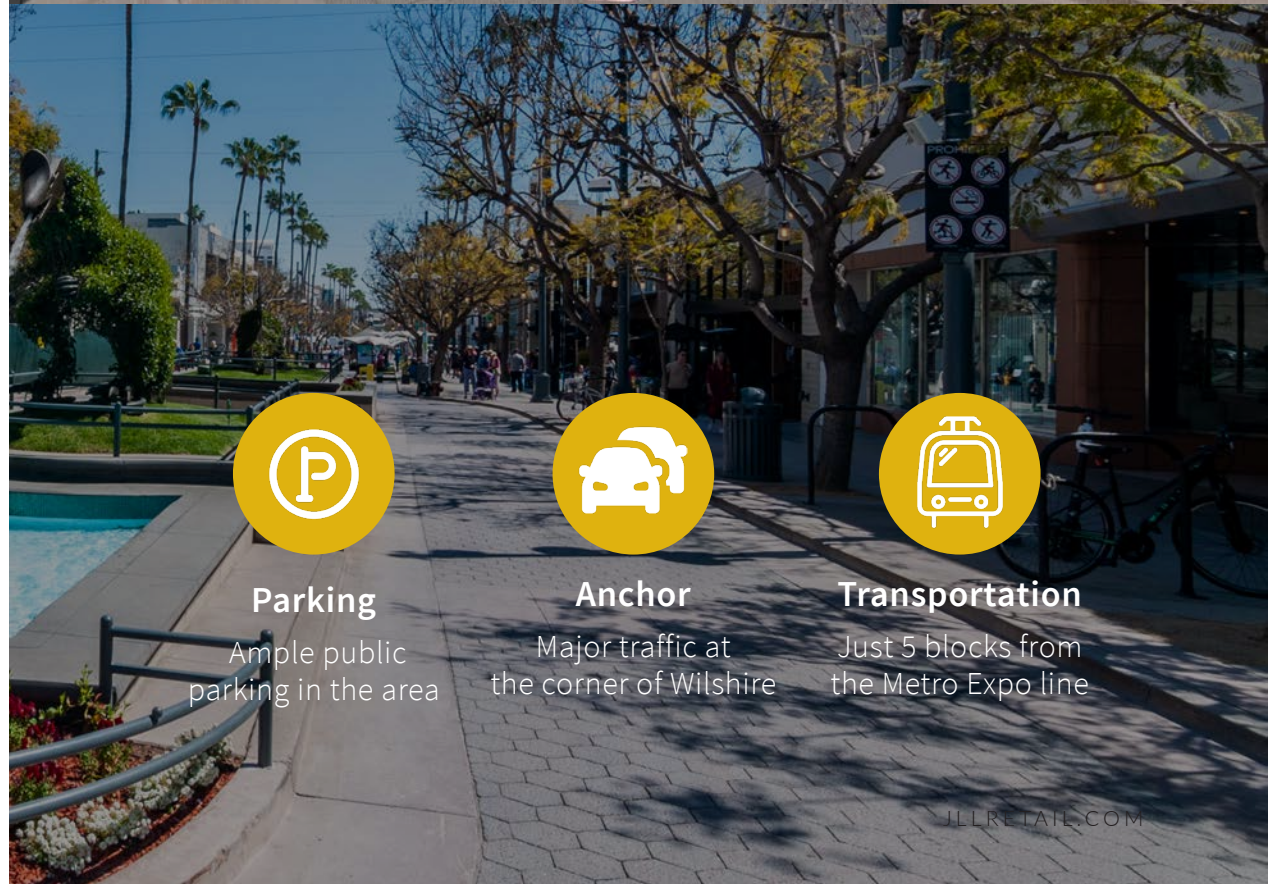
83% of hotel visitors go carless once they arrive in Santa Monica

# SANTA MONICA'S

## Accessibility

Santa Monica, one of Los Angeles' prime retail markets, continues to thrive as a popular beachfront neighborhood for residents, workers and tourists alike. Located just below multiple state parks and stretching 3.5 miles along the Pacific coastline, Santa Monica, home to Third Street Promenade, Santa Monica Place, Santa Monica Pier and its carnival attractions, and the 10-block shopping district of Montana Ave, is not surprisingly one of the top tourist destinations within Los Angeles County. Santa Monica balances an exciting urban environment with recreational offerings like hiking in the Topanga Canyon trails or surfing in the Pacific.

Consistently one of the highest performing streets in Los Angeles County in terms of number of sales and transactions, Third Street Promenade cannot be ignored as a major economic driver for Santa Monica and the overall Los Angeles region by drawing crowds to its premier pedestrian paseo. After its redevelopment in the 1980s, Third Street Promenade has transformed Downtown Santa Monica and has become the heart of activity within the city.



### Parking

Ample public parking in the area



### Anchor

Major traffic at the corner of Wilshire



### Transportation

Just 5 blocks from the Metro Expo line





Less than 1 mile to  
*Santa Monica Pier*

Just 2 miles to  
*Venice Beach*



8.7  
million total visitors

4.2  
million of which  
were visitors from outside  
of the United States



Santa Monica ranked  
as one of the  
*"Top Ten Beach Cities  
in the World"*  
- *National Geographic*



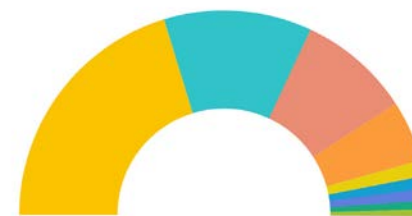
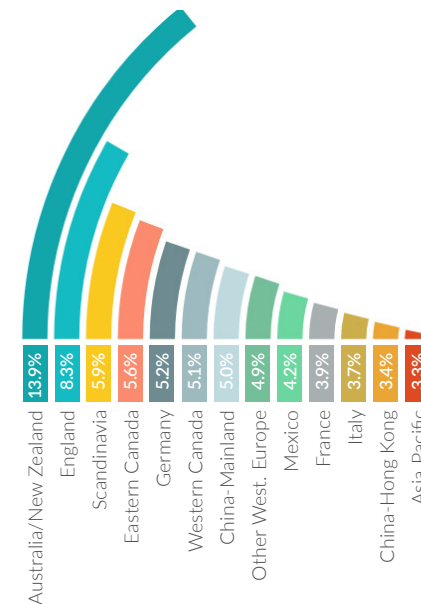
Santa Monica has  
*40 hotels*  
with over  
*3,500*  
hotel rooms

# SANTA MONICA TOURISM

Reached Record Volume  
and Spending in 2017

*right next door to the area's top tourist attractions*

## TOP INTERNATIONAL Visitor Markets (over 3%)



- Shopping/gifts (40.30%)
- Lodging (23.50%)
- Meals (17.70%)
- Beverages (9.70%)
- Daily Transport/Parking (2.50%)
- Spa/Beauty/Health Club (2%)
- Groceries/other (2%)
- Admissions fees (1.20%)
- Admissions fees (1.10%)

Source: Santa Monica Travel & Tourism

## SALES LEVEL Visitor Spending

**\$140M**  
sales in Q3 2018  
in the Promenade

**\$102M**  
sales in Q2 2018  
in the Promenade

**\$105M**  
sales in Q1 2018  
in the Promenade

**1.96 BILLION  
IN VISITOR SPENDING**

# SANTA MONICA LOCAL Resident Profile

Residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city-living and its amenities. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders and roommates technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples.

Residents are well-educated; they are more interested in the stock market than the housing market. These residents are cosmopolitan and connected-technologically savvy consumers who value both education and creativity. Their income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. They are active and health conscious, exercising regularly and paying attention to their nutrition. Environmentally conscientious but also image-conscious, both impact their purchasing.

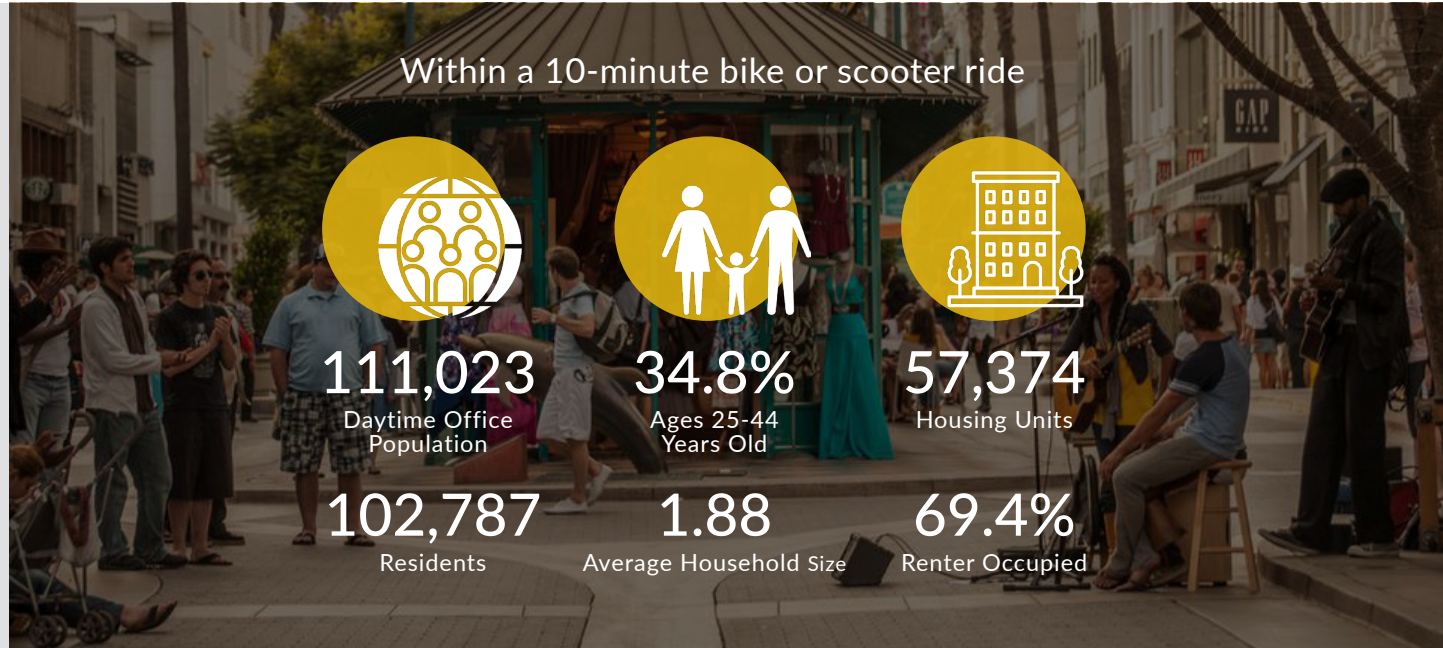
# SILICON BEACH Profile

Within one mile from site:  
1.8m SF of office space  
185k SF of coworking space

Santa Monica currently holds the title for highest asking rents per square foot across the Los Angeles office sector, bringing stampedes of bright and savvy professionals into the city every day. Nationwide, Los Angeles ranks third in the country in terms of total inventory occupied by co-working companies. Co-working operators account for almost 2.8 million square feet of office space in the Los Angeles metro market. While co-working operations can be found across the metro area, over 1.2 million square feet is located within the tech-heavy and venture-capital rich Westside submarket, including Santa Monica.



# MARKET Overview



Near 1231-1233 Third Street Promenade ▶

	Population	<b>30,504</b> 1 mile	<b>159,944</b> 3 miles	<b>388,025</b> 5 miles
	Median Age	<b>39.6</b> 1 mile	<b>39.6</b> 3 miles	<b>38.1</b> 5 miles
	Avg. Household Income	<b>\$120,014</b> 1 mile	<b>\$153,243</b> 3 miles	<b>\$145,596</b> 5 miles
	Median Home Value	<b>\$734,150</b> 1 mile	<b>\$827,926</b> 3 miles	<b>\$783,427</b> 5 miles

# HOTEL/OFFICE/MIXED USE




## Neighboring Map

### RETAIL/MIXED USE PROJECTS

- 1 120 COLORADO AVENUE  
25 residential units | 221 hotel units | 17,284 commercial SF
- 2 1437 5TH STREET  
44 residential units | 1,010 commercial SF
- 3 1415 5TH STREET  
60 residential units | 41,865 commercial SF
- 4 101 SANTA MONICA BLVD  
46 residential units | 125 hotel units | 33,146 commercial SF
- 5 500 BROADWAY  
262 residential units | 65,200 commercial SF
- 6 1235 5TH STREET  
27 residential units | 1,360 commercial SF
- 7 603 ARIZONA AVENUE  
63 hotel units | 23,625 total SF
- 8 315 COLORADO AVENUE  
44,247 commercial SF
- 9 401 BROADWAY  
5,217 commercial SF
- 10 1430 LINCOLN BOULEVARD  
100 residential units | 5,910 commercial SF
- 11 1554 5TH STREET  
136 hotel units | 78,750 commercial SF
- 12 501 COLORADO AVENUE  
143 hotel units | 78,750 commercial SF
- 13 1660 LINCOLN BOULEVARD  
77 residential units | 1,527 commercial SF
- 14 601 COLORADO AVENUE  
73 residential units | 8,753 commercial SF
- 15 1317 7TH STREET  
57 residential units | 2,929 commercial SF
- 16 1560 LINCOLN BOULEVARD  
100 residential units | 13,800 commercial SF

### NON-RETAIL USE

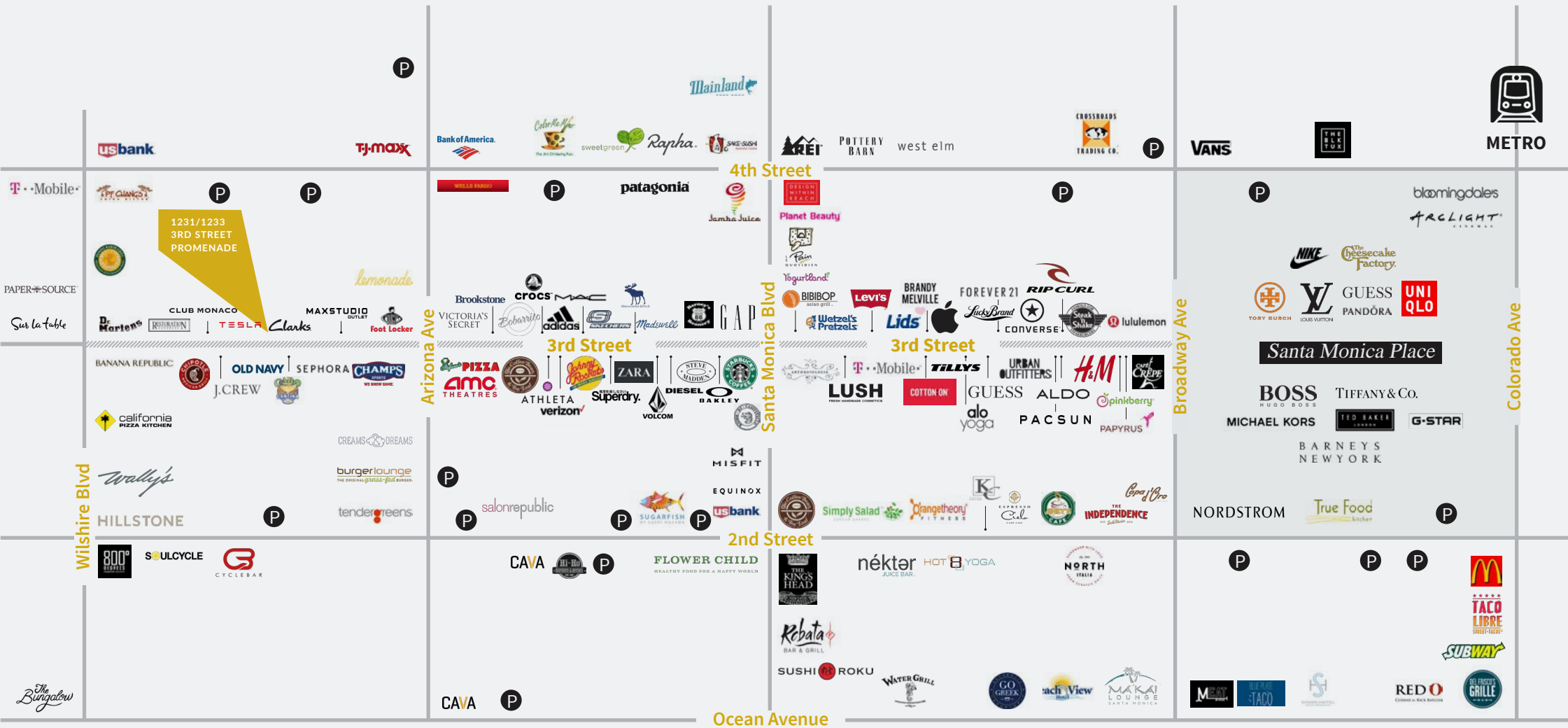
- 17 1337 7TH STREET  
26,720 total SF

-  Hotel
-  Office
-  Retail/Mixed Use



# AREA RETAILERS

map





**DEVIN KLEIN | JLL**

JLL Americas, Retail  
License #01471525  
Tel: 1 310 595 3641  
Devin.Klein@am.jll.com

**GREG BRIEST | JLL**

Vice President, Retail  
License #01949565  
Tel: 1 310 595 3623  
Greg.Briest@am.jll.com

**Houman Mahboubi | JLL**

Executive Vice President, Retail  
License #01450237  
Tel: 1 310 595 3621  
Houman.Mahboubi@am.jll.com