



ZACUTO GROUP
COMMERCIAL REAL ESTATE

7748

SANTA MONICA BLVD
WEST HOLLYWOOD, CALIFORNIA

7748

THE
BARBER

FOR SALE

**RETAIL + RESIDENTIAL UNIT
OWNER-USER | INVESTMENT**

EXECUTIVE SUMMARY

7748 SANTA MONICA BLVD, WEST HOLLYWOOD, CA 90046

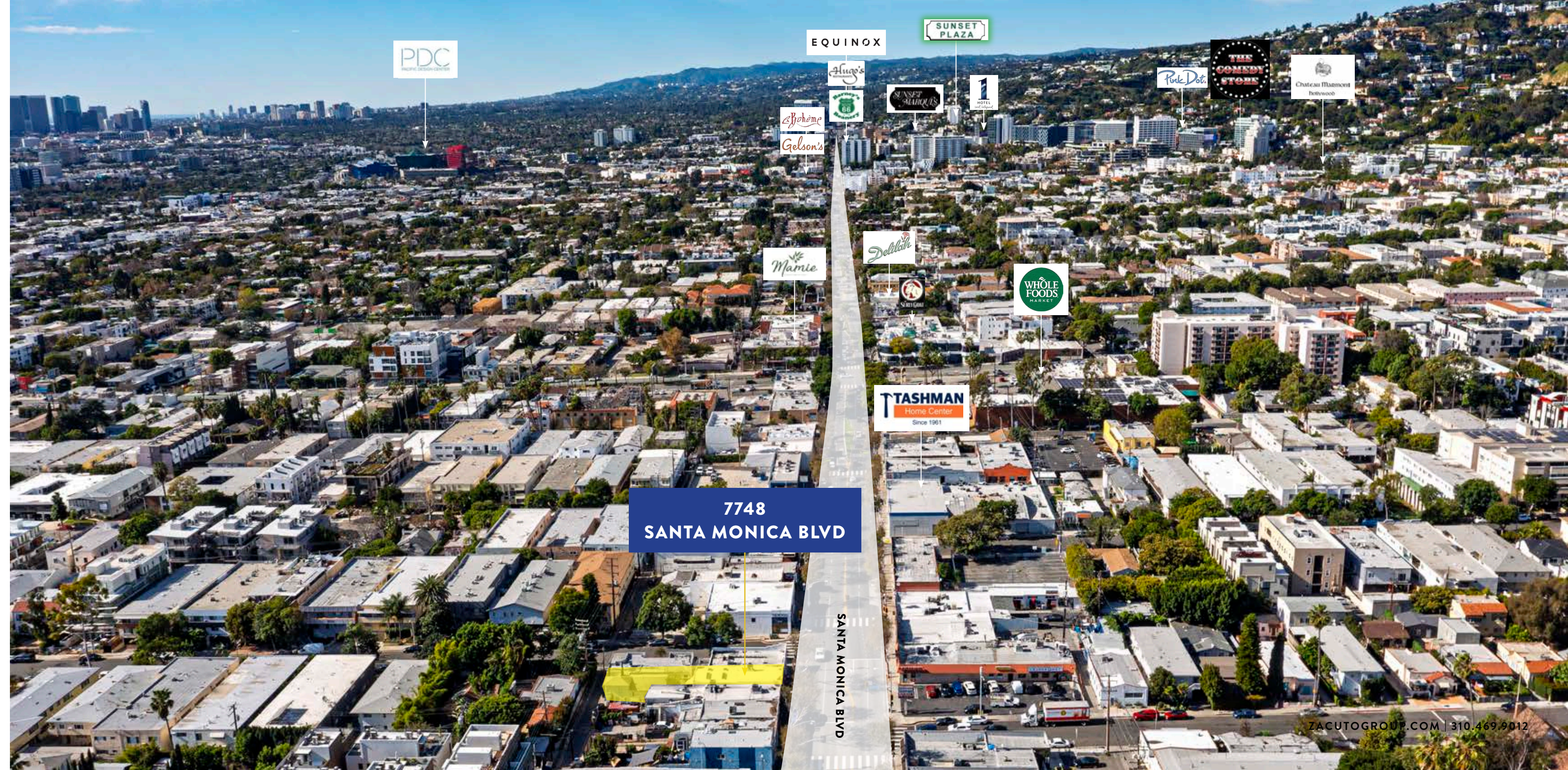
Matthew Luchs and John Lally of Zacuto Group are pleased to exclusively present 7748 Santa Monica Boulevard, a 64% occupied $\pm 2,247$ square foot mixed-use commercial property situated on $\pm 3,095$ square feet of land, just blocks from the signalized intersection of N Fairfax Avenue and Santa Monica Boulevard in West Hollywood, California.

LISTING CONTACT



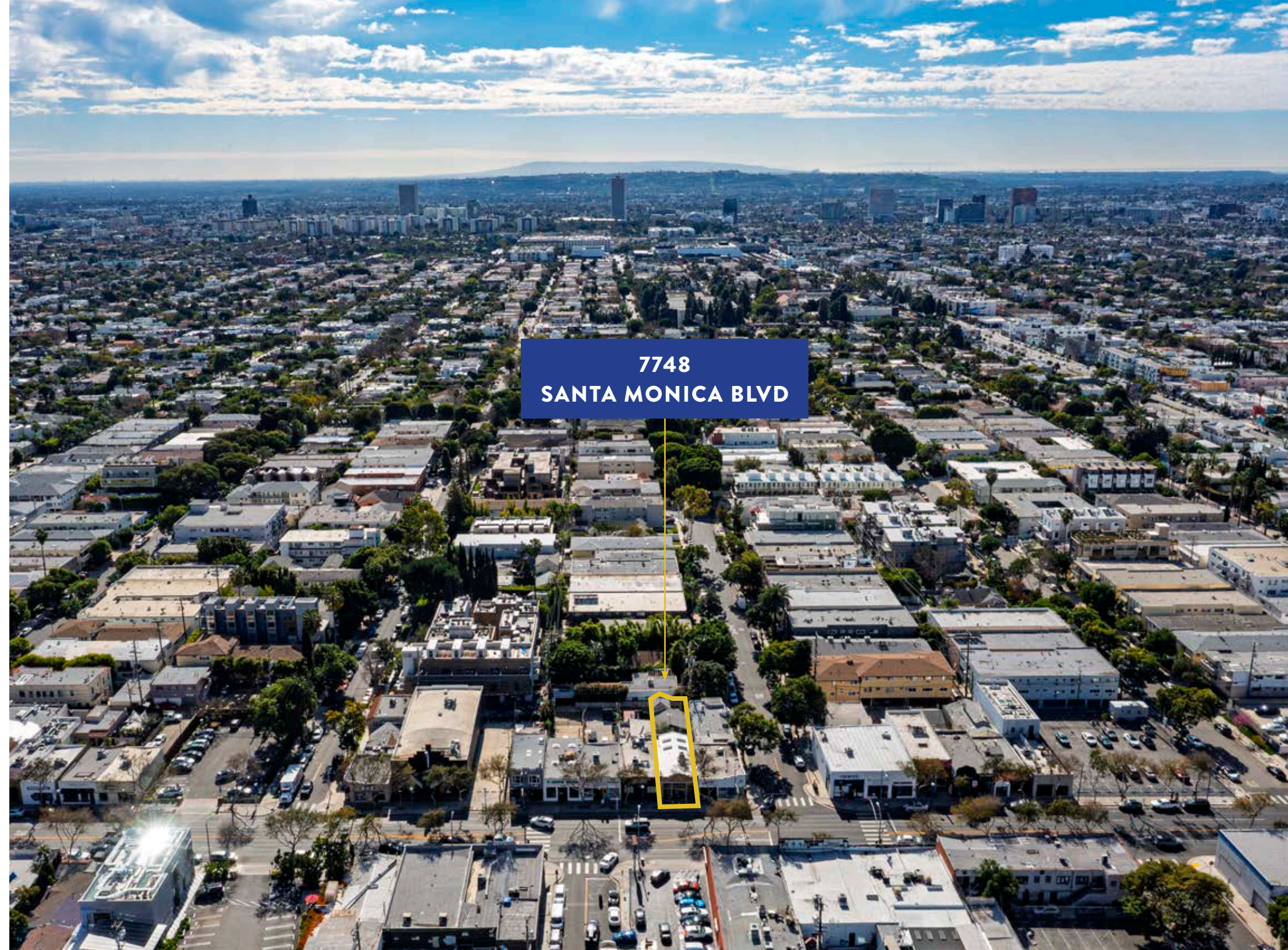
MATTHEW LUCHS
Senior Vice President
310.469.9398
matthew@zacutogroup.com
DRE #01948233

JOHN LALLY
Senior Director
949.280.6535
jlally@zacutogroup.com
DRE #01940040



EXECUTIVE SUMMARY

The property consists of a highly visible single-story retail building along Santa Monica Boulevard with a separate two-story residential unit located at the rear of the parcel. The front retail space is occupied by Farm Coffee Cup, a popular neighborhood café known for organic single-origin coffee, ceremonial matcha, and fresh pastries. The space also features curated merchandise including P.F. Candle Co. and products from local LGBTQ+ makers. This location was home to Farm Coffee Cup's original 1964 Citroën HY Van prior to the brand's expansion into a brick-and-mortar presence, further reinforcing its strong local following and brand identity.



PROPERTY INFORMATION

ADDRESS:	7748 Santa Monica Boulevard West Hollywood, CA 90046
PRICE:	\$1,900,000
CURRENT CAP RATE:	6.24%
PROFORMA CAP RATE:	6.97%
BUILDING SF:	2,247 SF
LOT SF:	3,095 SF
PPSF (BUILDING):	\$846
PPSF (LOT):	\$614
YEAR BUILT:	1924
ZONING	WDC2A*

7748
SANTA MONICA BLVD
WEST HOLLYWOOD, CALIFORNIA



EXECUTIVE SUMMARY

7748
SANTA MONICA BLVD
WEST HOLLYWOOD, CALIFORNIA

The retail component is structured on an NNN lease, shifting operating expenses to the tenant and providing predictable, low-management cash flow. Between the retail and residential components is a state-of-the-art creative office and patio area, offering an inspiring and flexible environment for an owner-user or tenant seeking a boutique workspace.

At the rear of the parcel is a detached two-story apartment unit consisting of a two-bedroom, one-bath layout. The unit is currently leased on a month-to-month basis and can be delivered vacant at closing, creating meaningful upside through renovation and repositioning to market rents.

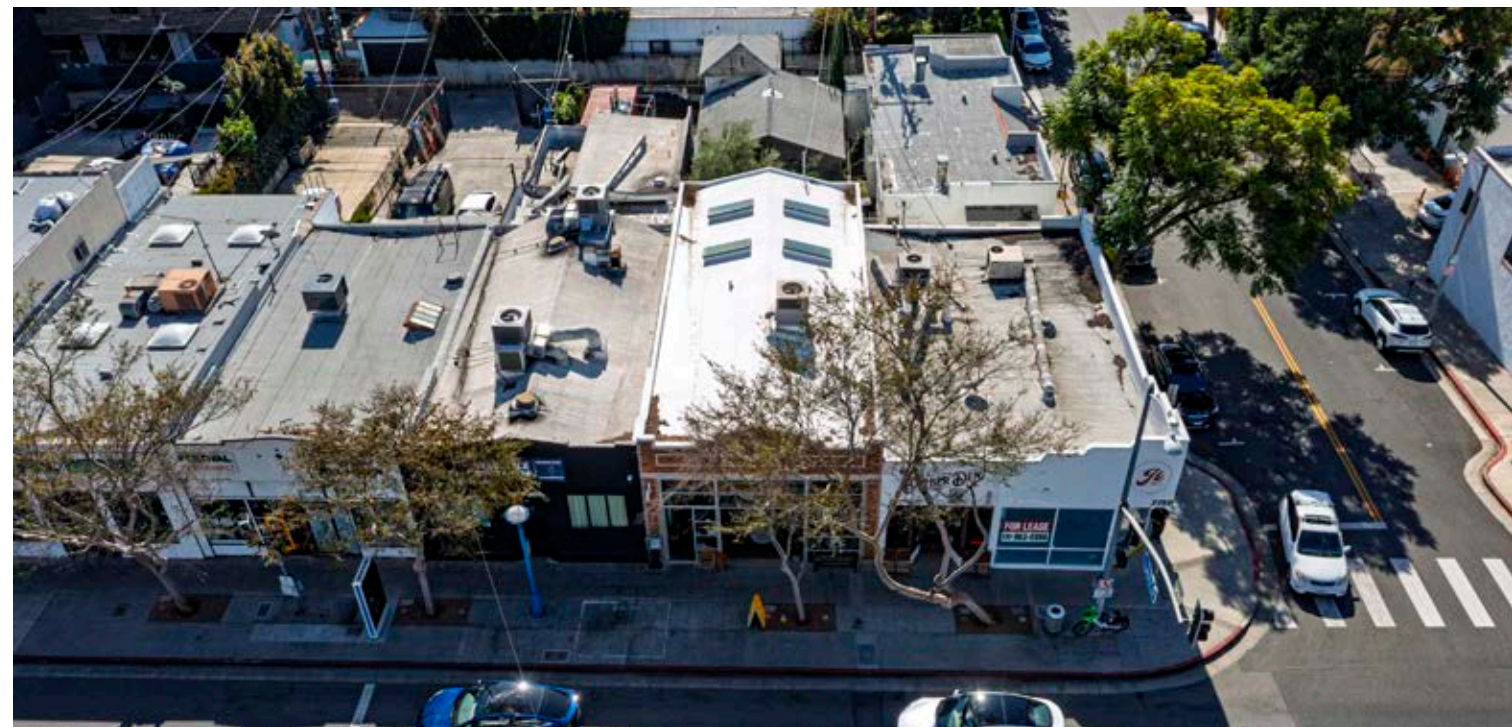
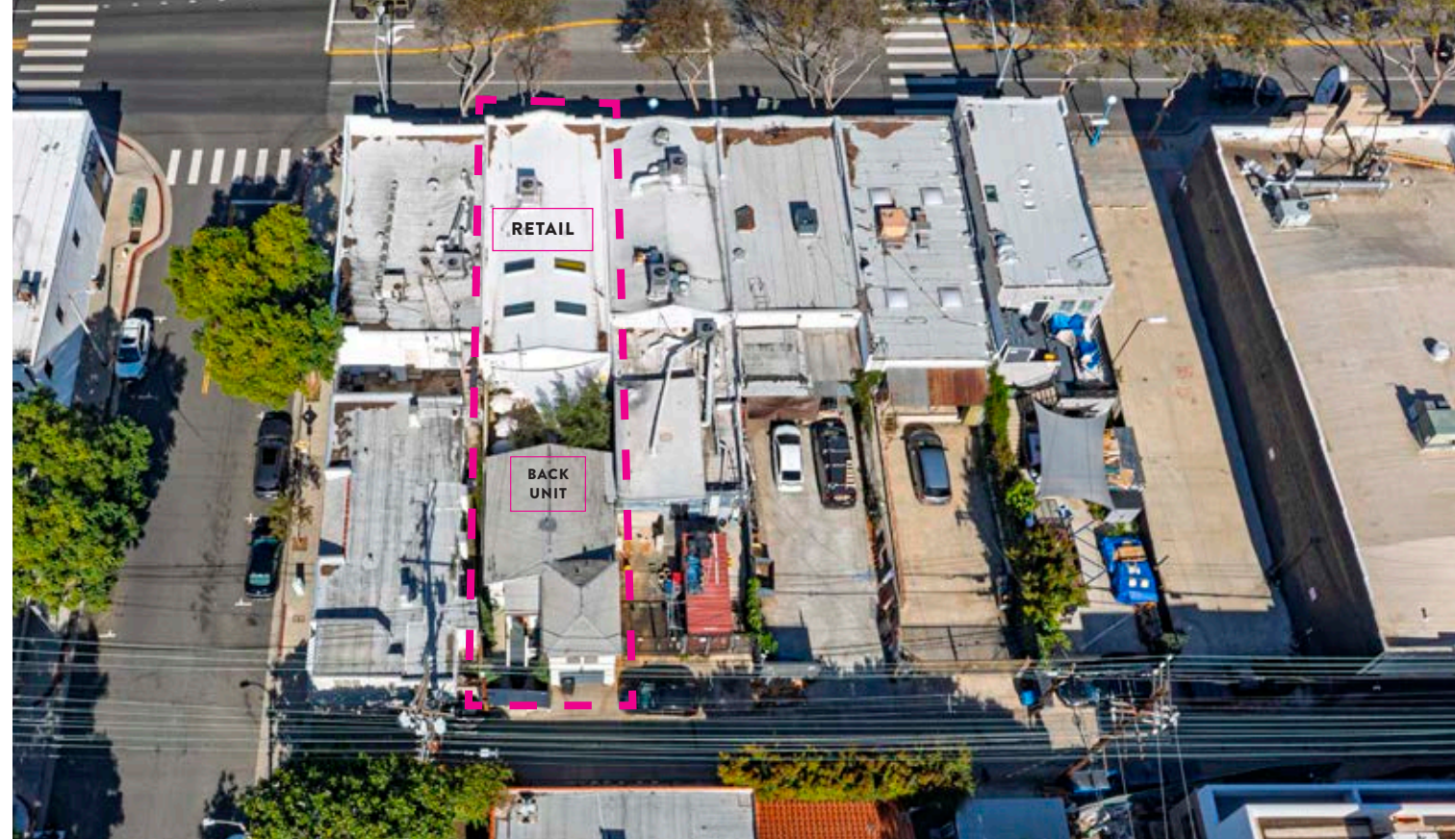
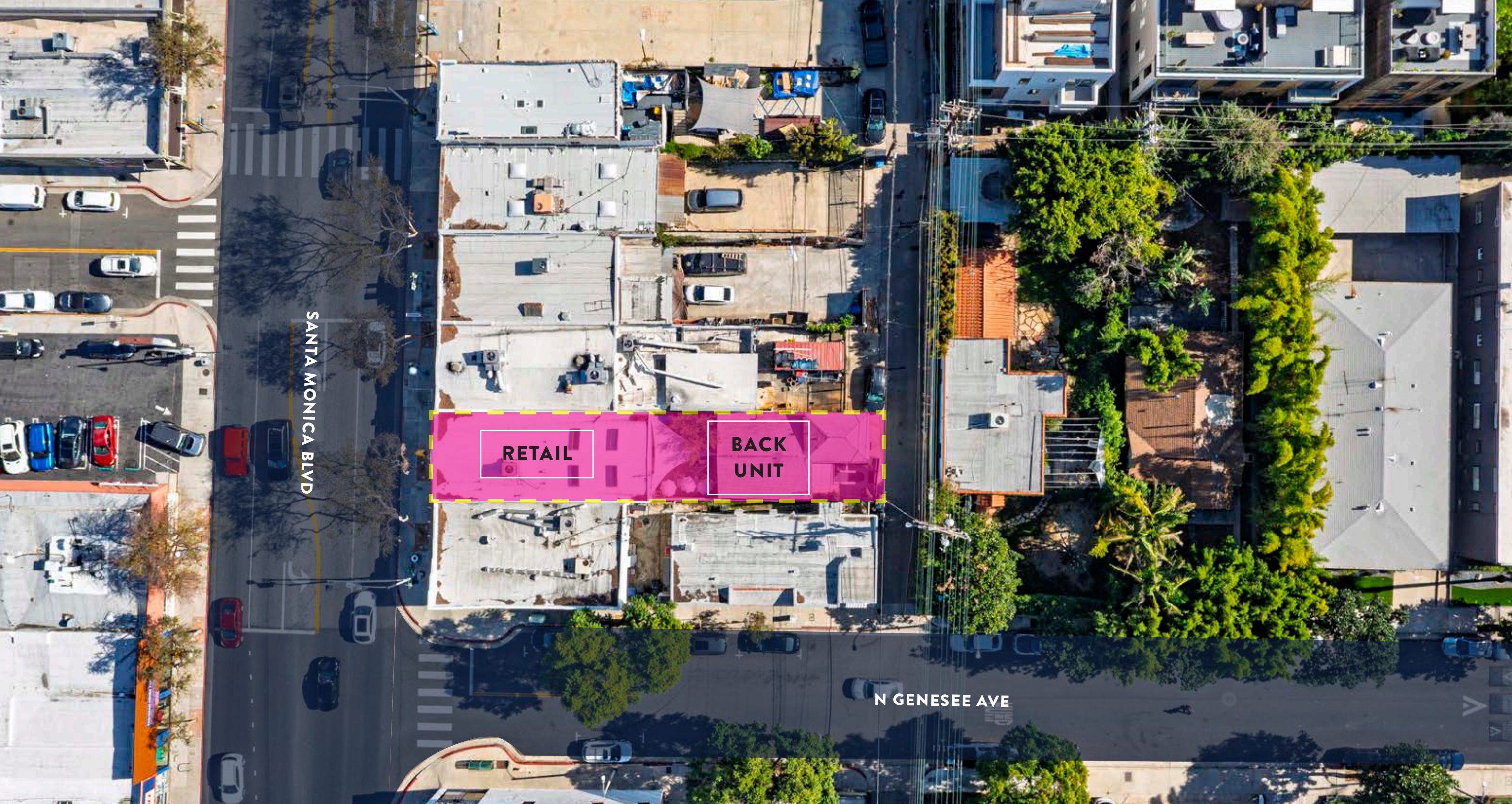
The property is projected to generate \$153,132 in annual scheduled base rent, with average rents of approximately \$5.14 per square foot per month. The retail lease has approximately 6.66 years remaining, positioning the asset as a stable long-term investment with built-in income security and future growth potential.

The property benefits from prominent frontage along Santa Monica Boulevard with exposure to approximately 45,000 vehicles per day, as well as strong pedestrian traffic driven by the surrounding dense and affluent residential neighborhoods. Within a two-mile radius, average household income exceeds \$111,000, the population surpasses 164,000, and median home values exceed \$1.1 million. Within a five-mile radius, the population approaches 875,000 with similarly strong income demographics. The asset is further supported by a public parking lot located one block east of the property.

West Hollywood's retail and multifamily markets are characterized by high barriers to entry, strict zoning and development constraints, and consistently strong tenant demand, resulting in historically low vacancy rates. The Santa Monica Boulevard corridor in particular benefits from steady local spending, strong daytime traffic from commuters, and resilient retail fundamentals that continue to outperform broader Los Angeles market trends.

With its prime West Hollywood location, NNN retail income, creative office and patio component, and clear value-add opportunity through residential rent growth, 7748 Santa Monica Boulevard offers investors and users a rare opportunity to acquire a durable income-producing asset with upside in one of Southern California's most competitive and desirable retail corridors.

“**The retail is on a NNN lease structure, shifting operating expenses to the tenant and creating predictable cash flow with minimal landlord management.**”



INVESTMENT HIGHLIGHTS

■ **Ideal Owner-User Opportunity :**

Perfectly suited for an owner-user seeking a live-work environment. Currently positioned for a user to occupy over 51% of the property; allowing attractive SBA financing that offers as little as 10% down and increased purchasing power.

■ **Prime West Hollywood Location:**

Exceptional frontage along Santa Monica Boulevard, one of West Hollywood's primary commercial corridors connecting the city to Hollywood, Beverly Hills, Larchmont, Hancock Park, Melrose, Fairfax, and Century City. The property benefits from exposure to approximately 45,000 vehicles per day, strong pedestrian traffic, and excellent walkability to surrounding residential neighborhoods.



■ **Mixed-Use Asset with Diverse Income Streams:** ±2,247 SF mixed-use retail and residential building leased to Farm Coffee Cup and a residential tenant on a month-to-month basis. Farm Coffee Cup has occupied the retail space for over four years and has just under seven years remaining on its lease, demonstrating long-term commitment to the location. The property also features a centrally located creative office and patio space that has recently undergone a premier, innovative renovation. The apartment unit will be delivered vacant at the close of escrow.

■ **Destination Retail Tenant:** Farm Coffee Cup is a well-known neighborhood destination that attracts consistent daily traffic and strong weekend demand. Its established brand presence enhances the property's visibility and reinforces the corridor's retail appeal.

■ **NNN Retail Lease with Minimal Landlord Management:** The retail tenant operates under a NNN lease structure and is responsible for property taxes, insurance, and maintenance, providing predictable cash flow with limited management responsibilities for ownership.

■ **Immediate Residential Rental Upside:** The estimated market rent for the residential unit is approximately \$4.15 per square foot per month on a modified gross basis. With the unit leased month-to-month and deliverable vacant, a buyer has near-term lease rollover and clear upside through repositioning to market rents.

■ **Affluent & Dense Trade Area:** Within a two-mile radius, the property is supported by approximately 164,000 residents with average household incomes exceeding \$111,000 and median home values above \$1.1 million. The five-mile radius population approaches 875,000, with similarly strong income levels and consumer spending power.

■ **High-Barrier-to-Entry West Hollywood Market:** West Hollywood's strict zoning regulations, limited commercial land availability, and sustained tenant demand have historically produced low vacancy rates, above-market rental levels, and strong long-term appreciation.







FINANCIALS

FARM CUP COFFEE & APARTMENT																
Unit #	TENANT	SF	FLOOR	%	LEASE START	LEASE EXPIRATION	INCREASES	OPTIONS	RENT	RENT/SF	TIME AT CENTER	TERM REMAINING	LEASE TYPE	PF RENT	PF RENT/SF	PF LEASE TYPE
Retail (Front Space)	Farm Cup Coffee	741	1	32.98%	10/1/21	10/1/32	3%	None	\$3,755.38	\$5.07	4.35 Year(s)	6.66 Year(s)	NNN	\$4,817.48	\$6.50	NNN
Retail (Middle Space + Patio)	Farm Cup Coffee	699	1	31.11%	6/18/25	9/30/27	3%	None	\$4,400.00	\$6.29	0.71 Year(s)	1.58 Year(s)	NNN	\$4,543.50	\$6.50	NNN
1054 Genessee - Apartment 2+1 with Garage & Patio	Vacant	807	1 & 2	35.91%	-	-	-	-	\$3,400.00	\$4.21	-	-	Apartment	\$3,400.00	\$4.21	Gross
		2,247		100%					\$11,555.38	\$5.14	2.56 Year(s)	4.08 Year(s)		\$12,760.98	\$5.68	



OPERATING DATA		
	CURRENT	PRO-FORMA
Monthly Rent:	\$11,555	\$12,761
Annual Rent:	\$138,665	\$153,132
Scheduled Lease Income:	\$138,665	\$153,132
CAM Reimbursement:	\$21,521	\$21,521
Additional Income:	\$0	\$0
Effective Gross Income:	\$160,186	\$174,653
Vacancy:	\$8,009	\$8,733
Expenses:	\$33,581	\$33,581
Net Operating Income:	\$118,596	\$132,339

ANNUAL OPERATING EXPENSES		
	Per Year	Per SF
Property Taxes @ 1.18%	\$22,420	\$9.98/SF
Insurance	\$8,553	\$3.81/SF
Utilities	\$1,108	\$0.49/SF
Repairs & Maintenance	\$1,500	\$0.67/SF
% of PF Gross Rent	21.9%	
Total Expenses	\$33,581	\$14.94
Expenses/SF/Month		\$1.25

LOCATION OVERVIEW

The property is located along Santa Monica Boulevard, one of Los Angeles' most historic and dynamic corridors, extending from Beverly Hills through West Hollywood and Hollywood. As a major east-west thoroughfare, the boulevard benefits from approximately 45,000 vehicles per day and strong pedestrian activity, providing consistent visibility and exposure for ground-floor retail and service uses.

This segment of Santa Monica Boulevard is characterized by a diverse mix of cultural, entertainment, retail, and dining destinations that reflect West Hollywood's vibrant identity. World-class nightlife, LGBTQ+ culture, international dining, boutique retail, and neighborhood-serving amenities drive year-round activity supported by residents, employees, and visitors. West Hollywood's compact, walkable urban form, combined with pedestrian-oriented streetscape improvements, further enhances the corridor's appeal as a shopping, dining, and entertainment destination.

The corridor supports a broad tenant mix ranging from national retailers and restaurants to local boutiques and nightlife venues, reinforced by ongoing leasing activity and the presence of high-profile lifestyle brands. Santa Monica Boulevard also serves as a historic social and cultural spine for the city, hosting major community events such as annual Pride and holiday celebrations. The surrounding trade area captures an affluent and diverse population with strong spending power, benefiting from local residents as well as employees, tourists, and creative professionals active throughout West Hollywood and nearby neighborhoods.



LAUREL HARDWARE
7984 SANTA MONICA BLVD

TOWER BAR
8358 SUNSET BLVD



CHATEAU MARMONT
8221 SUNSET BOULEVARD

COMMUNITY GOODS
710 N EDINBURGH AVE



LAUREL HARDWARE. TOWER BAR. CHATEAU MARMONT. WHOLE FOODS. BAR LUBITSCH. COMMUNITY GOODS. THE GROVE. GGIATA. YSABEL. MAMIE. DELILAH LOS ANGELES.



LAUREL HARDWARE

7984 SANTA MONICA BLVD



TOWER BAR

8358 SUNSET BLVD



CHATEAU MARMONT

8221 SUNSET BOULEVARD



COMMUNITY GOODS

710 N EDINBURGH AVE



PACIFIC DESIGN CENTER



YSABEL

945 N FAIRFAX AVE



ESTIVAL
OOD MARKET

PETE
THE
PLUMBER

AVAILABLE
310-734-7772

BRANDON PLUTA
ELAN KERNAM

APT 200

746

THE
BARBER
SALON & SPA

7750

FOR LEASE
310-963-6866

Genesee Av



MATTHEW LUCHS

Senior Vice President

310.469.9398

matthew@zacutogroup.com

DRE #01948233

JOHN LALLY

Senior Director

949.280.6535

jlally@zacutogroup.com

DRE #01940040

7748
SANTA MONICA BLVD
WEST HOLLYWOOD, CALIFORNIA

No warranty, express or implied, is made as to the accuracy of the information contained herein. This information is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice. All parties who receive this material should not rely on it, but should use it as a starting point of analysis, and should independently confirm the accuracy of the information contained herein through a due diligence review of the books, records, files and documents that constitute reliable sources of the information described herein. Logos and images are for identification purposes only and may be trademarks of their respective companies. All terms provided are approximate. 2/2026