

**INVESTMENT/OWNER-USER/DEVELOPMENT  
OPPORTUNITY IN THE HEART  
OF DOWNTOWN SANTA MONICA  
FOR SALE OR LEASE**



**701**  
santa monica blvd  
SANTA MONICA, CA 90401

OFFERING MEMORANDUM

**CBRE**

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Your receipt of this Memorandum constitutes your acknowledgment that (i) it is a confidential Memorandum solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of the Property, (ii) you will hold it in the strictest confidence, (iii) you will not disclose it or its contents to any third party without the prior written authorization of the owner of the Property (“Owner”) or CBRE, Inc. (“CBRE”), and (iv) you will not use any part of this Memorandum in any manner detrimental to the Owner or CBRE. If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return it to CBRE.

## **Disclaimer**

This Memorandum contains select information pertaining to the Property and the Owner and does not purport to be all-inclusive or contain all or part of the information which prospective investors may require to evaluate a purchase of the Property. The information contained in this Memorandum has been obtained from sources believed to be reliable, but has not been verified for accuracy, completeness, or fitness for any particular purpose. All information is presented “as is” without representation or warranty of any kind. Such information includes estimates based on forward-looking assumptions relating to the general economy, market conditions, competition and other factors which are subject to uncertainty and may not represent the current or future performance of the Property. All references to acreages, square footages, and other measurements are approximations. This Memorandum describes certain documents, including leases and other materials, in summary form. These summaries may not be complete nor accurate descriptions of the full agreements referenced. Additional information and an opportunity to inspect the Property may be made available to qualified prospective purchasers. You are advised to independently verify the accuracy and completeness of all summaries and information contained herein, to consult with independent legal and financial advisors, and carefully investigate the economics of this transaction and Property’s suitability for your needs.

ANY RELIANCE ON THE CONTENT OF THIS MEMORANDUM IS SOLELY AT YOUR OWN RISK.

The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property, and/or to terminate discussions at any time with or without notice to you. All offers, counteroffers, and negotiations shall be non-binding and neither CBRE, Inc. nor the Owner shall have any legal commitment or obligation except as set forth in a fully executed, definitive purchase and sale agreement delivered by the Owner. CPM 701 Santa Monica\_OM2\_Pion\_v09\_GH 04/13/2026

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# 01

## EXECUTIVE SUMMARY

## Executive Summary

CBRE, Inc. has been retained on an exclusive basis to present the once-in-a-generation opportunity to acquire a trophy investment property in Southern California's premier beach community, Santa Monica. Located in the heart of downtown Santa Monica, 701 Santa Monica is perfectly situated in the epicenter of Southern California's premier dining, nightlife and shopping destinations.

## An Exceptional Opportunity

This trophy asset consists of an 18,450 RSF building (42,658 Gross SF) sitting on one of the most prized pieces of real estate in Los Angeles. In addition to the remarkable location, benefits include exceptional demographics, a signalized corner and the unique identity of downtown Santa Monica. Property can be delivered vacant at the close of escrow.

**AS A PART OF "SILICON BEACH," SANTA MONICA HAS BECOME A HOT SPOT FOR BOTH LOCAL AND NATIONAL BUSINESSES THAT ARE RESPONSIBLE FOR THE CREATIVE ECONOMY AND STARTUP SCENE.**



## A One-of-a-Kind Location

A beachside city of 8.5 square miles on the westside of Los Angeles County, Santa Monica offers an environment of unparalleled natural beauty. Home to a mix of residential communities, commercial districts, and recreational venues, Santa Monica was recently named by National Geographic as one of the Top "10 Beach Cities in the World" and by TIME as one of the "Best Places to Live." With three miles of Pacific beaches and the historic Pier, Santa Monica attracts over 16 million visitors annually.

## Executive Summary

OFFERING PRICE	\$9,995,000
APN	4291-004-015
	±18,450 RSF
BUILDING SIZE	±42,618 Gross SF <i>*includes all the ground and subterranean levels of parking</i> One level of parking on grade One level of subterranean parking Building lobby on grade and 2 floors of office above
YEAR BUILT	1983
CURRENT OFFICE OCCUPANCY:	5% (Tenant is M-T-M)
# OF TENANTS	3
LAND SIZE	±15,006 SF
PARKING	56 spaces (3:1,000)

# INVESTMENT HIGHLIGHTS

## TROPHY ASSET FOR THE UNIQUE INVESTOR

- Excellent opportunity to purchase a trophy pride of ownership asset in Santa Monica
- Unique opportunity to own and occupy the entire building.
- All tenant leases expire in the next 2 years allowing for an owner to escalate the rents from their current sub market rates or to occupy.
- Office Tenant is currently Month to Month.

## LOCATED IN SANTA MONICA'S BAYSIDE DISTRICT

- Benefits from ample nearby city parking
- 3 blocks from Santa Monica's Third Street Promenade and Santa Monica Place Mall

## HIGH INCOME, HIGH GROWTH DEMOGRAPHICS

- Over 163,783 people in a 3-mile radius with an Average Household Income exceeding \$133,511
- Santa Monica serves as the epicenter of Southern California's tourism industry
- Surrounded by the affluent neighborhoods of Pacific Palisades and Brentwood – with a median housing price of \$983,782 in a 1-mile radius

## STRONG CORNER PRESENCE

- Situated on the corner of Santa Monica Blvd and 7th St, in Downtown Santa Monica
- Over 42,912 cars per day
- Heavy foot traffic, Walk Score: 94, Walkers Paradise
- Low Vacancy - high barriers to entry in Downtown Santa Monica
- Historically high market rents in the area



02

PROPERTY  
DETAILS



# PROPERTY DETAILS

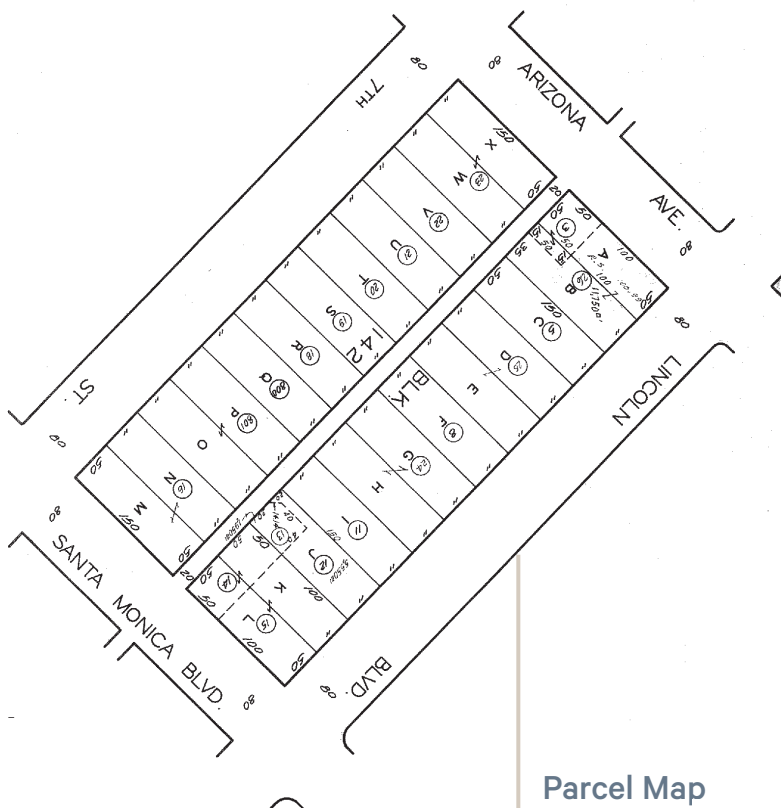
Located on the North East corner of Santa Monica Boulevard and 7th Street in Santa Monica.

## IMPROVEMENTS

Class	B
Number of Floors	3
Building Size	±18,450 RSF ±42,618 Gross SF One level of parking on grade One level of subterranean parking Building lobby on grade and 2 floors of office above
Year Built	1983
Parking	56 spaces

## SITE

APN	4291-008-016
Parcel size	15,006 square feet
Zoning	SMC3
Tenants	Oceanside MH
Rooftop Tenants:	AT&T Verizon Wireless



Parcel Map

Lease Opportunities



MAGNETIC™



701 Santa Monica Current Lease Availabilities

SUITE #	RENTABLE SQUARE FOOTAGE	
200	5,580 SF	(These 2 suites contiguous 8,414 SF)
250	2,834 SF	
240 (*Suite is on 3rd Floor)	840 SF	(These 2 suites contiguous 9,260 SF)
3RD FLOOR	8,420 SF	

\* Full building can be delivered upon the close of escrow.



03

AREA  
OVERVIEW

## A Thriving Community

The Property is located in Santa Monica, Southern California's premier coastal destination for entertainment, shopping and business. Consisting of 8.5 square miles, Santa Monica is bordered by the Pacific Ocean to the west, the Pacific Palisades to the north, Brentwood and West Los Angeles to the east and Venice to the South and features three miles of spectacular coastline along Santa Monica Bay. As one of the oldest cities in Los Angeles County, Santa Monica has become a major business center, luxury retail locale and popular entertainment district.

Over the years, Santa Monica has experienced significant growth as a dining and entertainment center serving the greater Los Angeles area. The downtown Santa Monica area has seen a wave of redevelopment - historic and functionally outdated buildings have been transformed into trendy retail and entertainment venues including a \$50 million dollar restoration of the iconic City Hall building, a \$55 million seven acre redesign of Palisades Park and the \$265 million renovation of the Santa Monica Place mall. Adjacent to Santa Monica Place lies the Third Street Promenade, Santa Monica's premier tourist attraction and the center of the city's retail and entertainment.

**OVER THE YEARS, SANTA MONICA HAS EXPERIENCED SIGNIFICANT GROWTH AS A DINING AND ENTERTAINMENT CENTER SERVING THE GREATER LOS ANGELES AREA.**

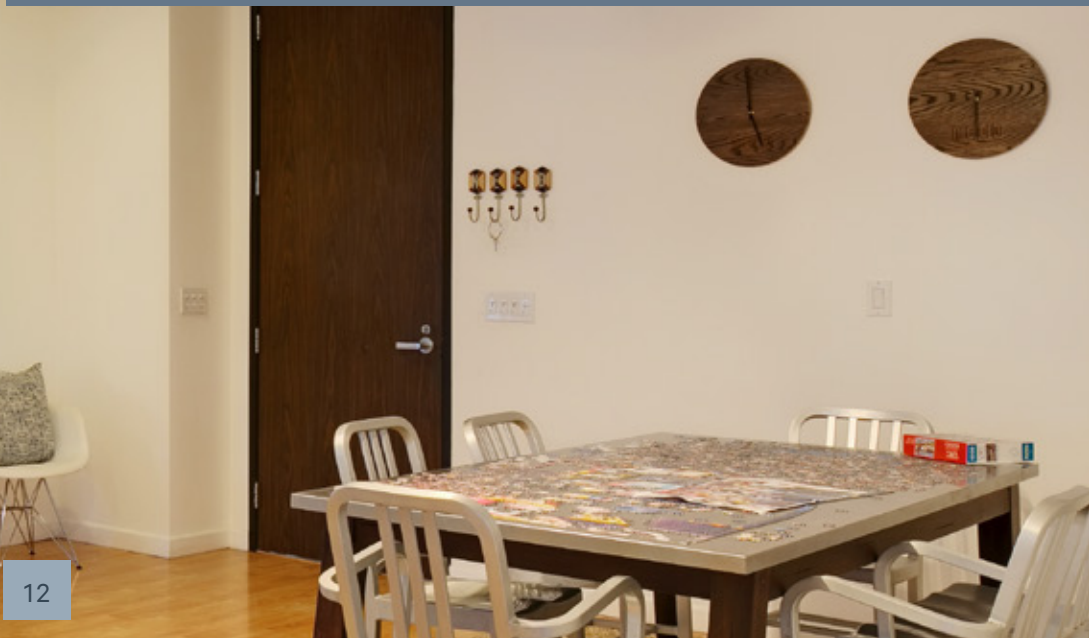




## PREMIER 'SILICON BEACH' COASTAL LOCATION WITH ABUNDANT AMENITIES

Priceless cachet of an exclusive 'Silicon Beach' address in Santa Monica, down the street from Santa Monica College and abundant world-class amenities that include acclaimed restaurants, world-class resorts, venerable shopping and entertainment centers, and unlimited fair-weather recreational activities. Walking distance to **Third Street Promenade, Santa Monica Place, and Santa Monica Pier.**

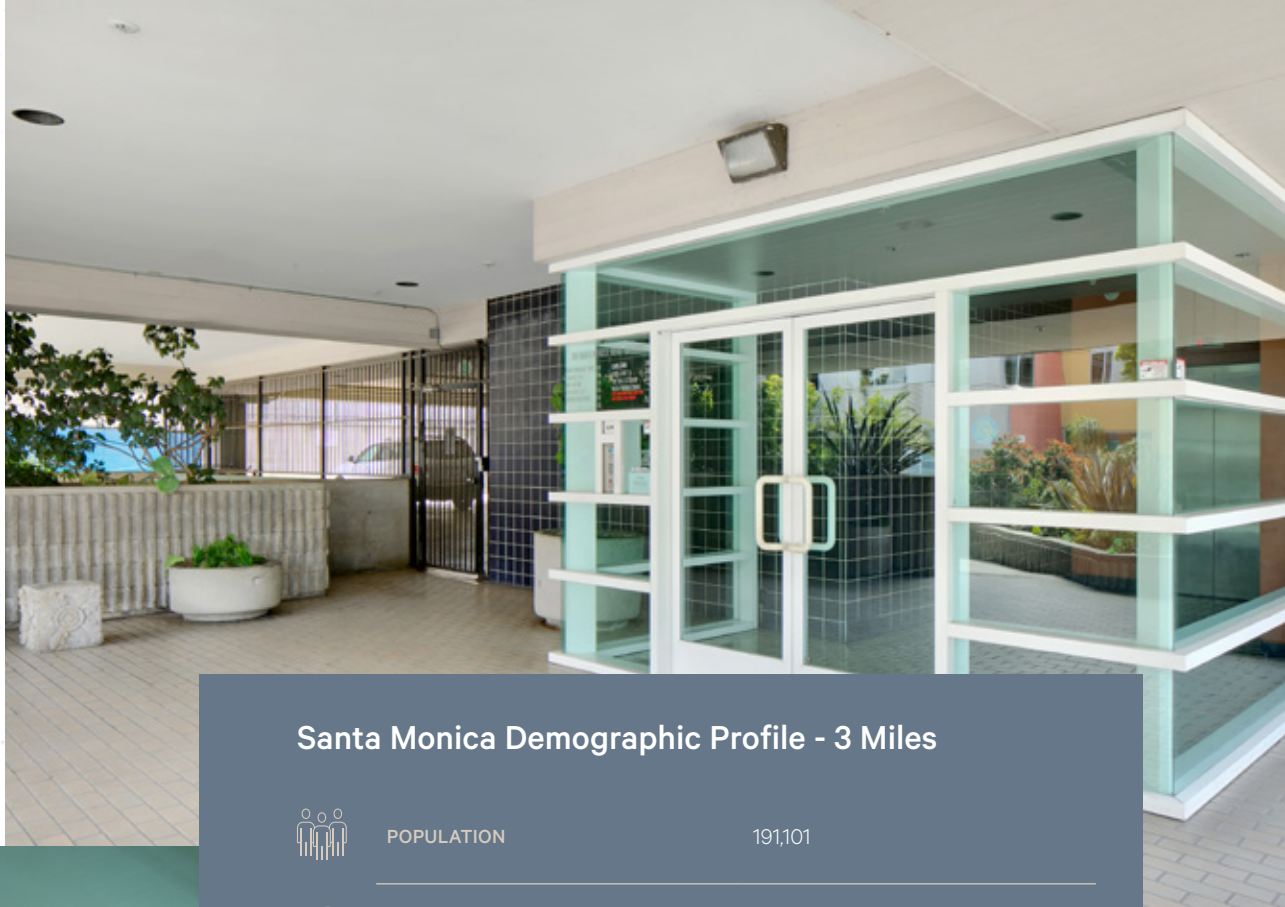
- Adjacency to some of the most affluent communities in the United States, providing proximity to executive housing and abundant high-skilled workforce. Nearby several new high density "live-work-play" residential developments.
- Significant development activity along Colorado Avenue, enhancing downtown Santa Monica's appeal as a global recreation destination and a preferred business district for media companies.










## Demographics

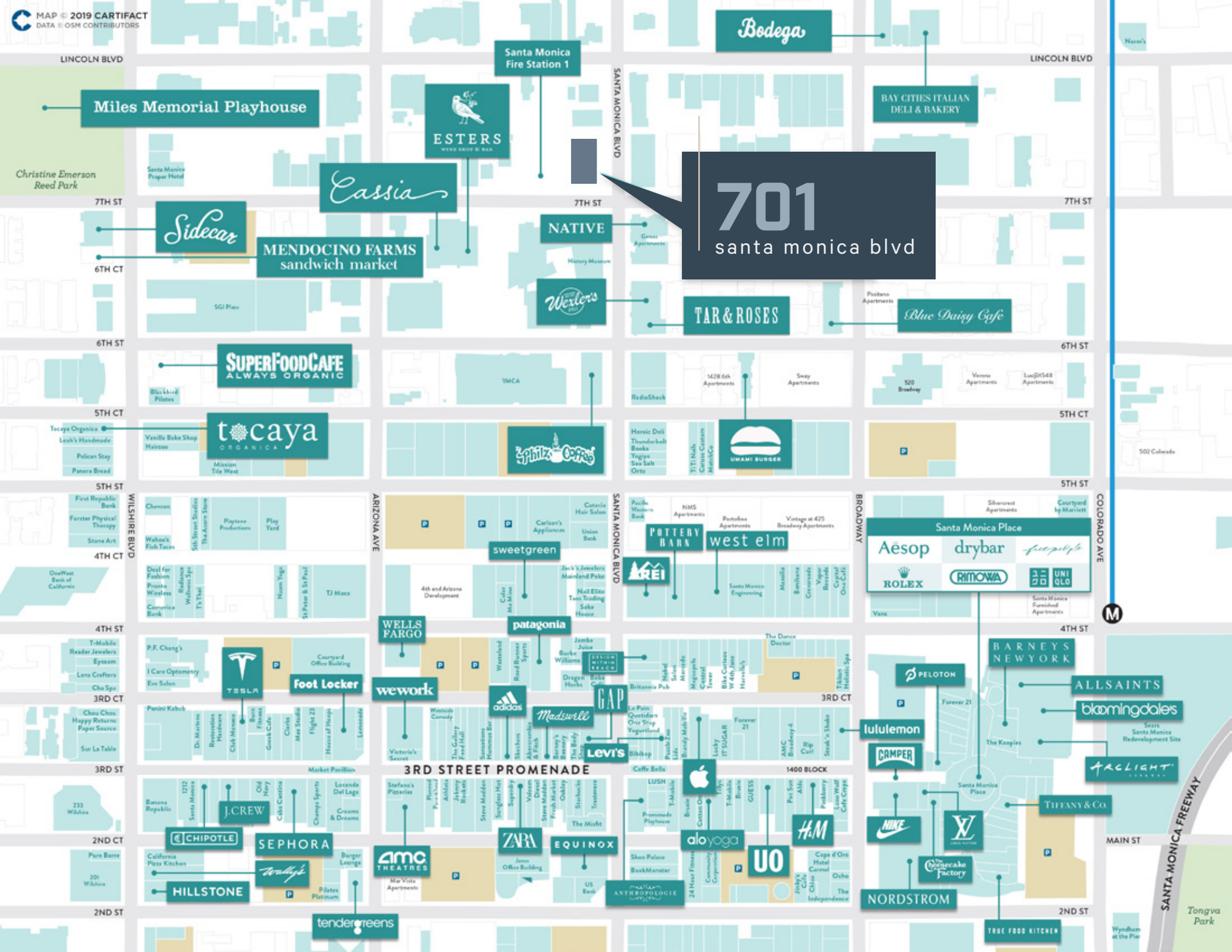
Approximately 440,862 people reside within a five-mile radius of the Property. Within a five mile radius of the Property, more than 65% of residents have earned a bachelor's degree or higher, one of the highest percentages in the country.

The average age is 38, exemplifying the young educated labor pool available. More than 68% of household incomes within a five-mile radius of the Property are \$50,000 or greater, with an average household income of over \$132,287. Approximately 60% of Santa Monica residents work in managerial, professional, and related occupations. Over 11,000 jobs are in the tourist industry – all which generate a combined payroll of approximately \$3 billion.



### Santa Monica Demographic Profile - 3 Miles

	POPULATION	191,101
	AVERAGE HOUSEHOLD INCOME	\$141,733
	BACHELOR'S DEGREE HIGHER	65%
	MEDIAN AGE	41
	MEDIAN HOME VALUE	\$1,115,984
	DAYTIME EMPLOYMENT	152,197
	NUMBER OF PARKING SPACES	56 spaces (3:1,000)



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Miles Memorial Playhouse

Santa Monica Fire Station 1

Bodega

BAY CITIES ITALIAN DELI & BAKERY

ESTERS  
WINE SHOP & BAR

Cassia

NATIVE

Sidecar

MENDOCINO FARMS sandwich market

Wester's

TAR & ROSES

Blue Daisy Cafe

SUPERFOODCAFE  
ALWAYS ORGANIC

tocaya  
ORGANICA

Spiz & Coors

UMAMI BURGER

tocaya

POTTERY BARN

REI

west elm

Santa Monica Place  
Aesop drybar  
ROLEX RIMOWA UNIQLO

WELLS FARGO

patagonia

wework

adidas

Madswell

Levi's

GAP

lululemon

GAMPER

NIKE

NORDSTROM

TRUE FOOD KITCHEN

J.CREW

SEPHORA

HILLSTONE

AMC THEATRES

ZARA

EQUINOX

alo yoga

UO

H&M

TIFFANY & CO.

ALLSAINTS

bloomingdale's

ACLIGHT

NORDSTROM

TRUE FOOD KITCHEN

SANTA MONICA FREEWAY

Tongva Park

## Downtown Santa Monica Retail Overview

Santa Monica is the quintessential Southern California city, mixing its iconic beach lifestyle with hip urban restaurants and shopping. Affluent residents mingle with global jet-setting tourists daily at the eclectic shops and restaurants that line the 3rd Street Promenade. This unique space is an opportunity to join the culture and feel the energy of Southern California's most celebrated shopping destination. The 3rd Street Promenade boasts more than 200 shops, with a bevy of well-known brands, from Apple to Zara. The recently renovated Santa Monica Place Mall is ground zero with nearly 100 retailers including department stores like Nordstrom and Bloomingdale's as well as popular boutiques like Tory Burch and Michael Kors.



**THE 3RD STREET PROMENADE BOASTS MORE THAN 200 SHOPS, WITH A BEVY OF WELL-KNOWN BRANDS, FROM APPLE TO ZARA.**



The Third Street Promenade is one of the most popular shopping, dining and entertainment districts in all of Los Angeles. The Promenade is comprised of 3 full city blocks, starting at Broadway Avenue on the south, and reaching to Wilshire Boulevard on the north, with Santa Monica Boulevard and Arizona Avenue bisecting the blocks. Vehicular traffic on 3rd Street is prohibited, making the street a lively location for shopping, socializing and entertainment. Street performers regularly attract large crowds.



# 701

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**IS SURROUNDED BY MANY OF SANTA MONICA'S MOST FASHIONABLE RETAILERS, HIP RESTAURANTS AND SWANK HOTELS.**

It's no secret that Santa Monica is a top shopping destination of Los Angeles, thanks to both the Third Street Promenade and Santa Monica Place. At the north end of the Promenade is Wilshire Boulevard, a street that boasts block after block of great stores. Retailers here range from brand names like Sur La Table, to Whole Foods and popular eatery and lounge The Bungalow at Fairmont Miramar Hotel.



## RETAIL

- |               |                |              |
|---------------|----------------|--------------|
| Apple         | Nordstrom      | Tesla        |
| Anthropologie | Beyond Yoga    | Coach        |
| Alo           | Barnes & Noble | Google Store |
| Louis Vuitton | Free People    | Lululemon    |
| Nike          | Uniqlo         |              |

## Restaurant / Nightlife

- Blue Plate Oysterette
- Blue Plate Taco
- Boa Steakhouse
- Din Tai Fung
- Elephante
- FIG
- Ivy at the Shore
- Hillstones
- Meat on Ocean
- Pacific Catch
- Sushi Roku
- Sugardfish by Sushi Nozawa
- The Lobster
- The Bungalow
- The Misfit Restaurant & Bar
- Uovo
- Water Grill



## Santa Monica Tourism

The 3rd Street Promenade is a tourist hot spot that accounts for \$517 million in retail sales annually. The street's countless international retail tenants generate remarkable foot traffic, estimated to be in excess of 43,000 people per day and 16 million people a year. Tourism is a key component to the economy and lifestyle of the city. Specialized retail destinations, clean beaches, restaurants and entertainment venues consistently draw vacationers and day-trippers alike to this beach-front destination. The recently opened Exposition Line has already exceeded projected ridership and connects Santa Monica with Downtown Los Angeles and beyond.



While Hollywood and Beverly Hills are known for their glitz and glamour, luxury too, abounds at Santa Monica hotels, but with the added value of being at the beach. One of the many things that set Santa Monica apart from other cities is the number of hotels that are located either directly on the beach, or just off of it, perched on Ocean Avenue overlooking the Santa Monica Pier and Pacific Ocean.

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7TH STREET

SANTA MONICA BLVD

street name

street name

## Metro Expo Line

The Metro Expo Line connects Los Angeles' Westside by rail with Downtown Los Angeles, Hollywood, the South Bay, Long Beach, Pasadena and the Valley. With 10 new stations serving Santa Monica, Culver City, USC, and Downtown LA, the Metro Rail system will expand to 80 stations over 87 miles of rail to destinations across LA County. Average daily ridership has reached 62,492, and is expected to surpass 64,000 by 2030.



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04

FINANCIALS

# Rent Roll

Suite #	Tenant	Usable/Rentable Square Footage	Lease Term	Parking Stalls	Rent/Sf	Monthly Parking	Total Monthly Owed (Rent + Parking)
200	VACANT	5,580 SF	VACANT	VACANT	VACANT	VACANT	VACANT
230	Oceanside MH	776 SF	MTM	\$4.01/SF	\$300.00	\$3,411.76	\$3,411.76
250	VACANT	2,834 SF	VACANT	VACANT	VACANT	VACANT	VACANT
240 <i>(*Suite is on 3rd Floor)</i>	VACANT	840 SF	VACANT	VACANT	VACANT	VACANT	VACANT
300	VACANT	8,420 SF	VACANT	VACANT	VACANT	VACANT	VACANT
Other (Roof)	AT&T Wireless		3/31/2030 (4) additional Five Year extensions			\$4,305.92 (2% increase every April 1st)	\$4,305.92 (2% increase every April 1st)
Other (Roof)	Verizon Wireless		2/11/2028 (3) additional Five Year extensions			\$3,880.67 (3% increase every April 1st)	\$3,880.67 (3% increase every April 1st)
<b>Totals</b>		<b>18,450 SF</b>				<b>\$10,181.68</b>	<b>\$10,181.68</b>

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