

For Sale

1512

EUCLID STREET



SANTA MONICA, CA 90404

**CBRE**  
Boyett Team





# 1512

EUCLID STREET

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1512  
EUCLID STREET

01 EXECUTIVE  
SUMMARY



## THE OFFERING

*The Boyett Team proudly introduces a distinguished development opportunity:*

A (RTI) development site, presenting a rare opportunity to develop a Mixed-Use property with 10 Large Luxury One-Bedroom One-Bathroom Units as well as 1,600 square feet of Ground Floor Retail/Office space. This property presents a pristine canvas for development with the ability to avoid the entitlement process by pursuing existing plans or Investors can view the land through their own creative lens and develop a trophy asset in Mid City Santa Monica.

Project Description-RTI-ready to issue permits to build a Three Story mixed-use project. The ground level designated for 1,600 Square Feet of Retail/Office space and the 2nd and 3rd floors containing 10 residential units. Lastly the current plans provide Subterranean Parking with a total of 20 parking spaces. Existing plans will be provided upon request.

Zoned as Mixed-Use Boulevard Low (MUBL) - This Zoning District is intended to facilitate the transformation of sections of boulevards into vibrant, highly walkable areas with broad, pedestrian-friendly sidewalks, trees, landscaping, and local-serving uses with new buildings that step down in relationship to the scale and character of adjacent low-density neighborhoods.

Allowable ground floor uses include active, local-serving retail, open spaces such as plazas, service-oriented commercial uses, residential, and hotel uses in limited areas. Residential development for all income levels is the predominant use above the first floor. Don't miss out on this exceptional opportunity to make your mark on Santa Monica's real estate landscape.

## INVESTMENT HIGHLIGHTS



**RARE OPPORTUNITY TO ACQUIRE LAND IN SANTA MONICA.**



**MIXED USE BOULEVARD LOW ZONING (MUBL).**



**RTI (READY TO ISSUE) PERMITTED MIXED-USE DEVELOPMENT SITE.**



**LOCATED ADJACENT TO 20+ ELECTRIC VEHICLE CHARGING STATIONS.**



**10 LARGE LUXURY UNITS WITH 1,600 SQUARE FEET OF GROUND FLOOR RETAIL/OFFICE SPACE.**



**DESIGNED BY GLOBAL ARCHITECTURAL FIRM HLW INTERNATIONAL.**







# 02

## PROPERTY DESCRIPTION





## PROPERTY OVERVIEW

**Address** 1512 Euclid St, Santa Monica, CA 90404

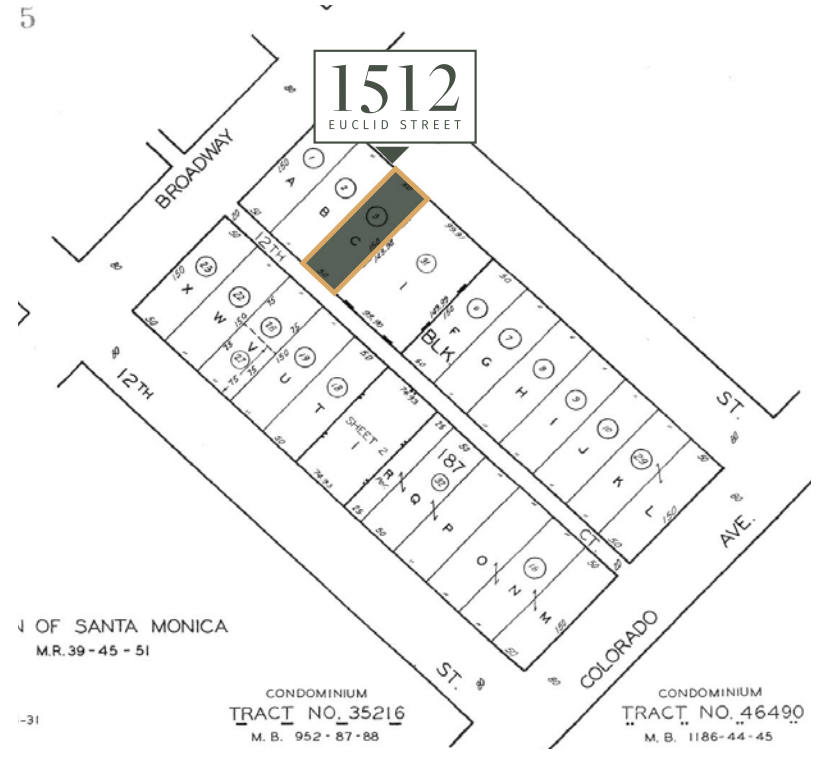
**Market** Santa Monica

**Lot Size (SF)** 7,500 SF

**Lot Size (AC)** 0.17 AC

**Zoning** CMBCD / MUBL

**APN** 4282-032-003





# SANTA MONICA DEVELOPMENT PIPELINE

	CONSTR STATUS	PROPERTY NAME	PROPERTY ADDRESS	PROPERTY TYPE	NUMBER OF UNITS	NUMBER OF STORIES	CONSTRUCTION BEGIN	YEAR BUILT
1	Proposed	Miramar - Affordable	1127-1129 2nd St	Multi-Family	48	7	Mar 2026	2028
2	Proposed	-	1415 5th St	Multi-Family	134	8	Jun 2025	2026
3	Proposed	-	1338 Fifth St	Multi-Family	120	6	Mar 2025	2026
4	Proposed	1318 Lincoln	1318 Lincoln Blvd	Multi-Family	43	5	Mar 2025	2027
5	Proposed	-	1443 Lincoln Blvd	Multi-Family	40	6	Dec 2024	2026
6	Proposed	-	2601-2645 Lincoln Blvd	Multi-Family	521	5	Jan 2025	2026
7	Proposed	Fairmont Miramar	1133 Ocean Ave	Multi-Family	60	21	Jun 2025	2026
8	Proposed	Ocean Avenue	1828 Ocean Ave	Multi-Family	83	3	Jun 2025	2025
9	Proposed	Ocean Front Walk	1921 Ocean Front Walk	Multi-Family	23	4	Jan 2025	2025
10	Proposed	-	234 Pico Blvd	Multi-Family	186	3	Oct 2025	2026
11	Proposed	Ocean Avenue Project Hotel	101 Santa Monica Blvd	Hospitality		12	Jun 2025	2027
12	Proposed	Ocean Avenue Project	101 Santa Monica Blvd	Multi-Family	79	22	Jan 2025	2026
13	Proposed	-	1318 4th St	Multi-Family	172	6	Dec 2027	2029
14	Proposed	-	1323 5th St	Multi-Family	52	6	Oct 2024	2026
1	Final Planning	Colorado Avenue Boutique Hotel	516 Colorado Ave	Hospitality		8	Mar 2025	2026
1	Under Construction	-	601 Wilshire Blvd	Multi-Family	40	4	May 2022	2024
2	Under Construction	-	1404-1408 3rd Street Promenade	Retail		4	Dec 2023	2024
3	Under Construction	-	1437 5th St	Multi-Family	44	6	Jun 2023	2024
4	Under Construction	90 units/ Affordable	1634 20th St	Multi-Family	90	6	Jul 2023	2025

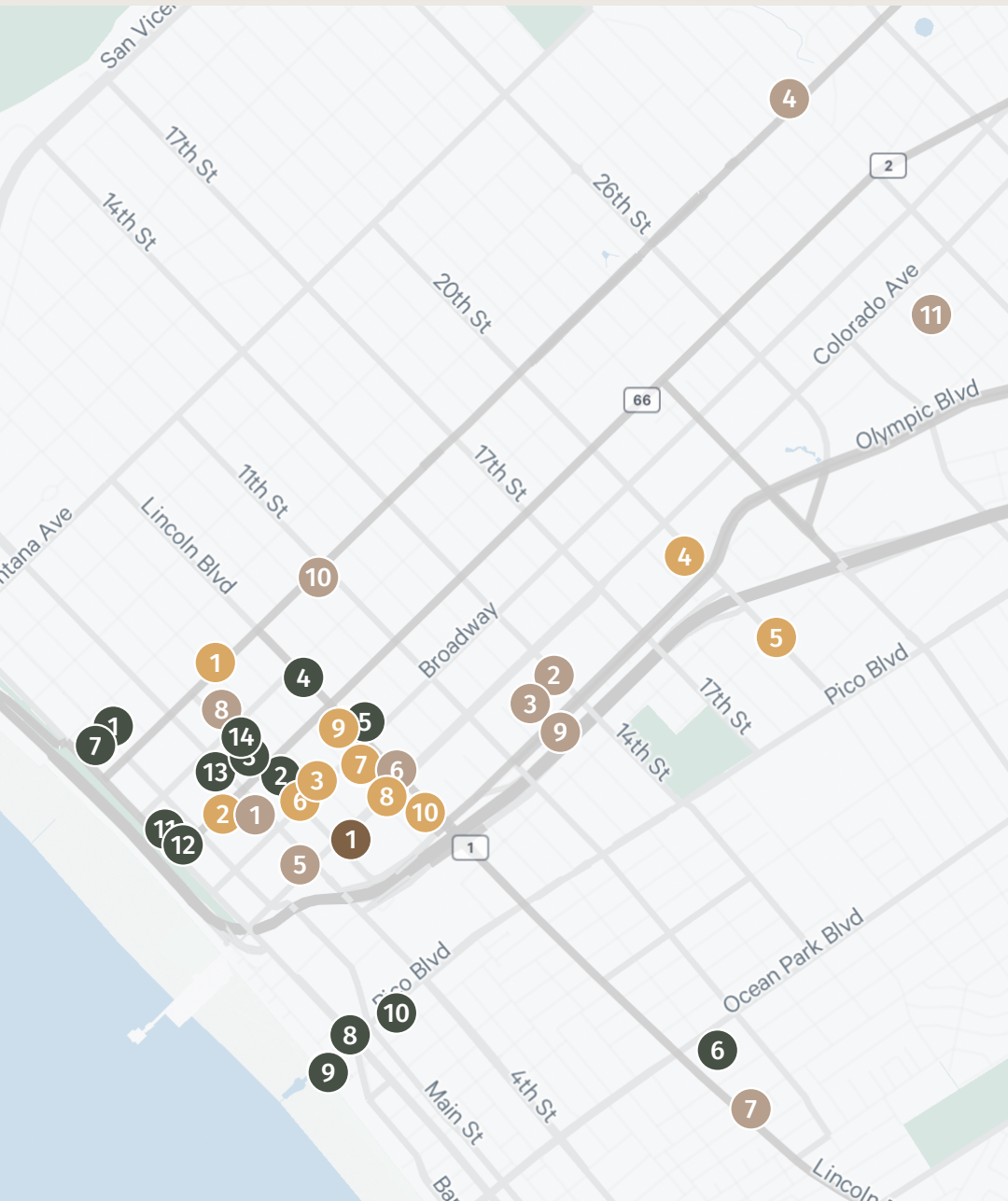


# SANTA MONICA DEVELOPMENT PIPELINE

	CONSTR STATUS	PROPERTY NAME	PROPERTY ADDRESS	PROPERTY TYPE	NUMBER OF UNITS	NUMBER OF STORIES	CONSTRUCTION BEGIN	YEAR BUILT
5	Under Construction	-	1900 20th St	Multi-Family	3	2	Apr 2022	2024
6	Under Construction	501 Broadway DA	501 Broadway	Multi-Family	94	8	Mar 2023	2025
7	Under Construction	-	710 Broadway	Multi-Family	280	5	Aug 2024	2025
8	Under Construction	Santa Monica Collection Phase 1	711 Colorado Ave	Multi-Family	56	7	Mar 2023	2024
9	Under Construction	Santa Monica Collection Phase 1	1430 Lincoln Blvd	Multi-Family	100	4	Mar 2023	2025
10	Under Construction	Santa Monica Collection Phase 1	1650 Lincoln Blvd	Multi-Family	98	6	Mar 2023	2025
1	Existing	-	1424 4th St	Retail		2		2023
2	Existing	-	1640 14th St	Office		2	Jul 2022	2024
3	Existing	-	1650 Euclid St	Office		3	Aug 2022	2024
4	Existing	Evani 3223 Wilshire	3223 Wilshire Blvd	Multi-Family	53	4	Jun 2022	2024
5	Existing	-	315 Colorado Ave	Office (Regional Mall)		2	Sep 2021	2024
6	Existing	1550 Lincoln	1550 Lincoln Blvd	Multi-Family	100	5	Oct 2018	2023
7	Existing	The Wilson	2903 Lincoln Blvd	Multi-Family	47	4	Jan 2021	2023
8	Existing	The Alon Santa Monica	1235 5th St	Multi-Family	23	5	Jun 2021	2024
9	Existing	-	1720 Euclid St	Office		1	Oct 2022	2023
10	Existing	-	1018-1020 Wilshire Blvd	Retail		1		2023
11	Existing	-	1646 Berkeley St	Multi-Family	5			2024



# SANTA MONICA DEVELOPMENT PIPELINE MAP



## PROPOSED

- 1 1127 2nd St
- 2 1415 5th St
- 3 1338 5th St
- 4 1318 Lincoln Blvd
- 5 1443 Lincoln Blvd
- 6 2601 Lincoln Blvd
- 7 1133 Ocean Ave
- 8 1828 Ocean Ave
- 9 1921 Ocean Front Walk
- 10 234 Pico Blvd
- 11 101 Santa Monica Blvd
- 12 101 Santa Monica Blvd
- 13 1318 4th St
- 14 1323 5th St

## FINAL PLANNING

- 1 516 Colorado Ave

## UNDER CONSTRUCTION

- 1 601 Wilshire Blvd
- 2 1404 3rd Street

- 3 1437 5th St
- 4 1634 20th St
- 5 1900 20th St
- 6 501 Broadway
- 7 710 Broadway
- 8 711 Colorado Ave
- 9 1430 Lincoln Blvd
- 10 1650 Lincoln Blvd

## EXISTING

- 1 1424 4th St
- 2 1640 14th St
- 3 1650 Euclid St
- 4 3223 Wilshire Blvd
- 5 315 Colorado Ave
- 6 1550 Lincoln Blvd
- 7 2903 Lincoln Blvd
- 8 1235 5th St
- 9 1720 Euclid St
- 10 1018 Wilshire Blvd
- 11 1646 Berkeley St





03

SANTA MONICA  
OVERVIEW



## KEY LOCATION BENEFIT

Santa Monica is widely regarded as one of the nation's most sought-after beach neighborhoods. The vast employment opportunities make Santa Monica an ideal live-work-play neighborhood for residents to establish roots. Such strong demand has fueled the city's exceedingly high cost of living. The continual influx of tenants willing to pay a premium for location shows promise that property pricing will remain robust. While multifamily properties are rarely traded in Santa Monica, those fortunate enough to invest will reap the benefits of steady long-term growth and appreciation.

The city of Santa Monica offers more than just a sunny beach and year-round warm weather. It is a large employment hub because of "Silicon Beach" with employment opportunities to more than 500 technology companies. Also, home of the 3rd Street Promenade which provides a perfect blend of entertainment, fine dining, and shopping.







04

LOS ANGELES  
MARKET OVERVIEW



## LOS ANGELES MARKET OVERVIEW

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Los Angeles, is the second-most populous city in the United States, following New York City. Situated in Southern California, it sprawls across a broad coastal plain nestled between the San Gabriel Mountains and the Pacific Ocean. As of 2020, Los Angeles boasts approximately 3.9 million residents within its city limits. The city's landscape is diverse, ranging from the urban sprawl to the nearby beaches. It encompasses more than 900 square miles of desert, 75 miles of seacoast, and iconic landmarks like the Hollywood Hills and the Santa Monica Mountains.

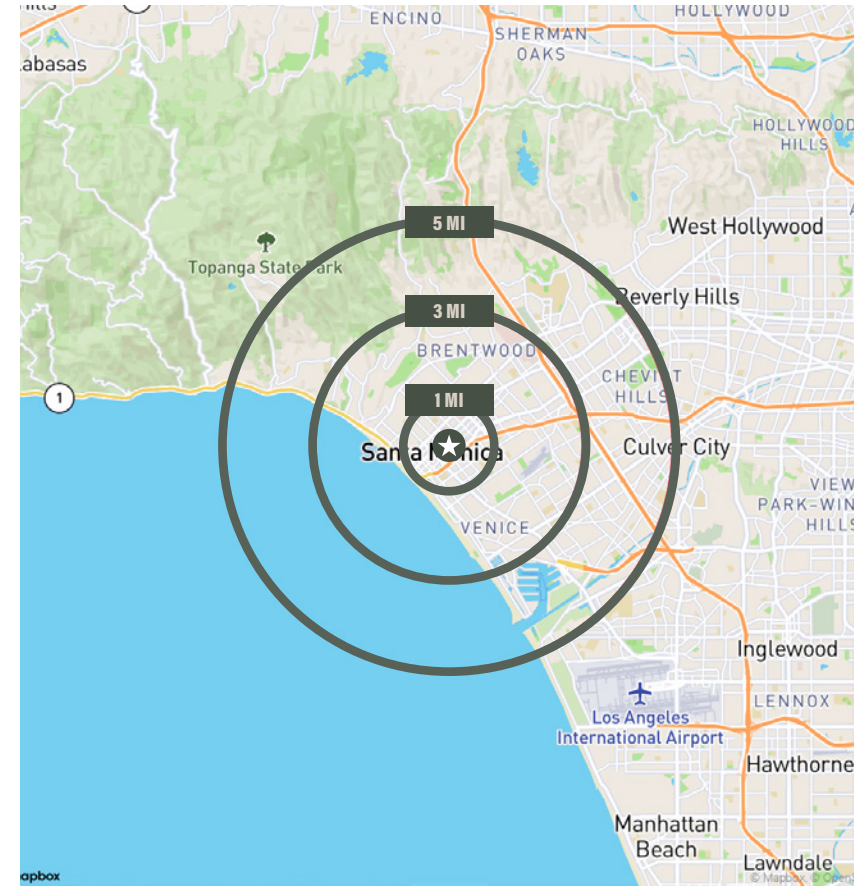
LA is renowned as the entertainment capital of the world. It houses the American film industry, making it a hub for movie studios, theaters, and creative talent. The city's cultural scene is rich and varied, with museums, art galleries, music venues, and theaters. The pleasant Mediterranean climate, characterized by mild winters and warm, sunny summers, attracts residents and tourists alike. Whether you're exploring the iconic Hollywood Walk of Fame, relaxing on Santa Monica Beach, or attending a concert at the Crypto Arena, LA has something for everyone.





# DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES			
<b>POPULATION</b>						
2024 Population - Current Year Estimate	42,439	203,292	451,308			
2029 Population - Five Year Projection	42,112	202,214	448,864			
2020 Population - Census	42,774	207,022	458,557			
2010 Population - Census	40,656	197,744	431,280			
2020-2024 Annual Population Growth Rate	-0.18%	-0.43%	-0.37%			
2024-2029 Annual Population Growth Rate	-0.15%	-0.11%	-0.11%			
<b>HOUSEHOLDS</b>						
2024 Households - Current Year Estimate	22,912	103,109	212,342			
2029 Households - Five Year Projection	23,379	105,433	217,001			
2010 Households - Census	22,140	99,296	202,654			
2020 Households - Census	22,778	89.8%	102,226	90.7%	209,768	90.8%
2020-2024 Compound Annual Household Growth Rate	0.14%	0.20%	0.29%			
2024-2029 Annual Household Growth Rate	0.40%	0.45%	0.44%			
2024 Average Household Size	1.78	1.93	2.00			
<b>HOUSEHOLD INCOME</b>						
2024 Average Household Income	\$163,255	\$183,011	\$179,613			
2029 Average Household Income	\$187,830	\$209,652	\$205,190			
2024 Median Household Income	\$112,105	\$124,815	\$120,937			
2029 Median Household Income	\$133,312	\$149,394	\$141,882			
2024 Per Capita Income	\$88,366	\$92,801	\$85,209			
2029 Per Capita Income	\$104,529	\$109,271	\$99,912			
<b>HOUSING UNITS</b>						
2024 Housing Units	25,732	115,046	236,186			
2024 Vacant Housing Units	2,820	11.0%	11,937	10.4%	23,844	10.1%
2024 Occupied Housing Units	22,912	89.0%	103,109	89.6%	212,342	89.9%
2024 Owner Occupied Housing Units	4,049	15.7%	32,171	28.0%	71,434	30.2%
2024 Renter Occupied Housing Units	18,863	73.3%	70,938	61.7%	140,908	59.7%
<b>EDUCATION</b>						
2024 Population 25 and Over	34,863	163,432	342,575			
HS and Associates Degrees	9,348	26.8%	38,289	23.4%	81,318	23.7%
Bachelor's Degree or Higher	23,641	67.8%	118,825	72.7%	246,181	71.9%
<b>PLACE OF WORK</b>						
2024 Businesses	7,252	23,010	42,107			
2024 Employees	67,248	180,812	403,699			



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# 1512

## EUCLID STREET

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