

1415 4th Street



## Flagship Retail / Downtown Santa Monica

1415 4th Street, Santa Monica CA 90401

### **Evan Pozarny**

Executive Vice-President

310-458-4100 ext: 221

[epozarny@muselli.net](mailto:epozarny@muselli.net)

DRE# 01304769

### **Laura Pozarny**

Executive Vice-President

(310) 458-4100 ext: 222

[lpozarny@muselli.net](mailto:lpozarny@muselli.net)

DRE# 02129230

### **Vince Muselli**

President

310-458-4100 ext. 204

[muselli@muselli.net](mailto:muselli@muselli.net)

DRE# 00825237



Muselli Commercial Realtors, as exclusive advisor to the ownership at 1415 4th Street, Santa Monica CA, is pleased to present the opportunity to lease approximately 17,033 Square Feet of flagship retail space divided over 2 floors plus a mezzanine in the heart of downtown Santa Monica.

The space is currently occupied by Pottery Barn, but can be delivered by September 2025. This prominent building was constructed in 1995 and is ideal for any number of uses including retail, recreation and entertainment, restaurant and more.

<p><b>Size</b></p>	<p>Approximately 17,033 SF.          1st Floor is 8,580 SF.          2nd Floor is 7,860 SF.          Mezzanine is approximately 650 SF.          The space can be combined with 402 Santa Monica Blvd for an additional 32,930 SF. CAD's available upon request.</p>
<p><b>Lease Rate</b></p>	<p>\$4.15 per SF per month + NNN of \$1.28/SF.</p>
<p><b>Term</b></p>	<p>10 year minimum term with options.</p>
<p><b>Highlights</b></p>	<p>80 feet of windowed frontage on 4th Street.          Polished concrete floors.          Exposed beams and creative style.          Dramatic center staircase leading to mezzanine and second floor.          Wide open, bright skylights, lots of natural light.          Backroom storage on each floor.          1 customer elevator and 1 freight elevator.          Loading dock.</p>
<p><b>Parking</b></p>	<p>Ample city parking! 600 parking spaces in Santa Monica Public Parking Structure #4. 10 additional public parking structures within walking distance to the building. Metro rail station within walking distance as well as Big Blue Bus line stops on both corners of the property.</p>





## About Downtown Santa Monica

Downtown Santa Monica is equal parts shopping haven and street performer stage.

Just east of the Santa Monica Pier, the 3rd Street Promenade consists of three open-air, car-free blocks that are anchored by upscale Santa Monica Place, home to more than 80 retailers.

With everything from fresh farmers market produce to designer fashions, it's a shopper's nirvana. Likewise, foodies rejoice in the numerous restaurants and bars, featuring locally sourced ingredients and craft cocktails.

There's excitement around every corner as street performers, tourists, locals, diners, moviegoers, and more flock to the area. Additionally, it's the terminus of the Metro E Line, which ferries riders by light rail between Santa Monica, CA and Downtown Los Angeles.

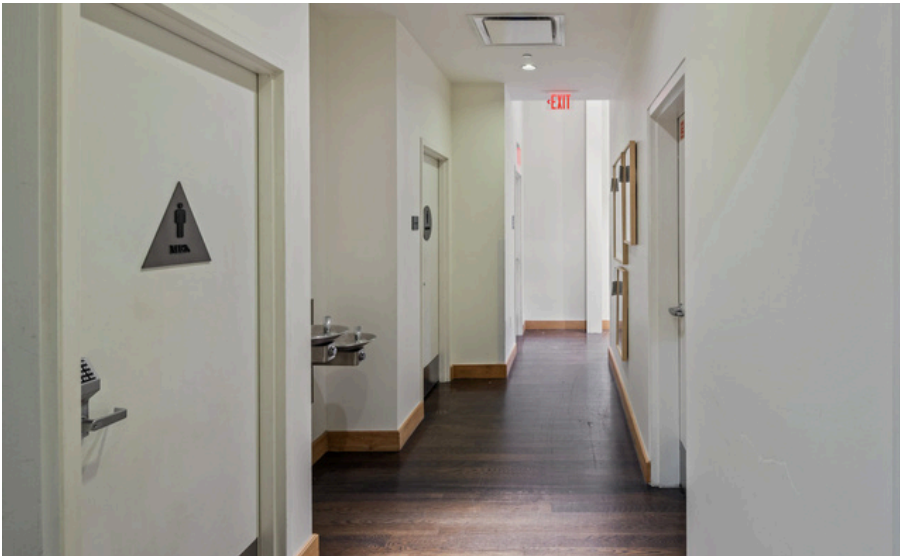
**1415 4th Street** is situated on a highly trafficked and visible corner of Downtown Santa Monica at Santa Monica Boulevard and 4th Street. Within walking distance to Santa Monica Beach, 3rd Street Promenade, Santa Monica Pier, Santa Monica Place Shopping Mall, and a short walk to Main Street and Montana Ave Shopping Districts. Immediately adjacent to a high income neighborhood.

The property has high income demographics as it is located near West Los Angeles, Beverly Hills, Brentwood, Pacific Palisades, Westwood, Century City, Mar Vista, Culver City, Venice & Marina Del Rey. Easy access to the property via the Santa Monica Freeway - Interstate 10.

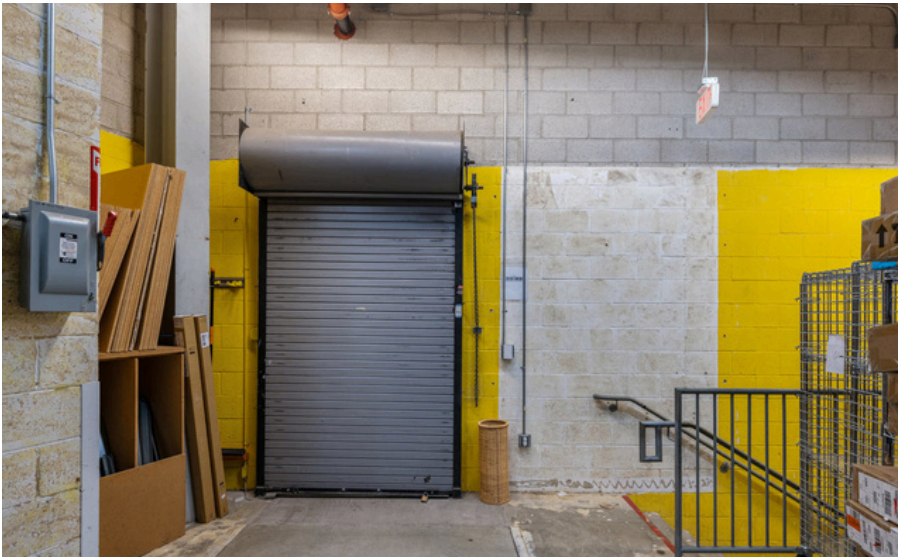
## Interior Showroom Space



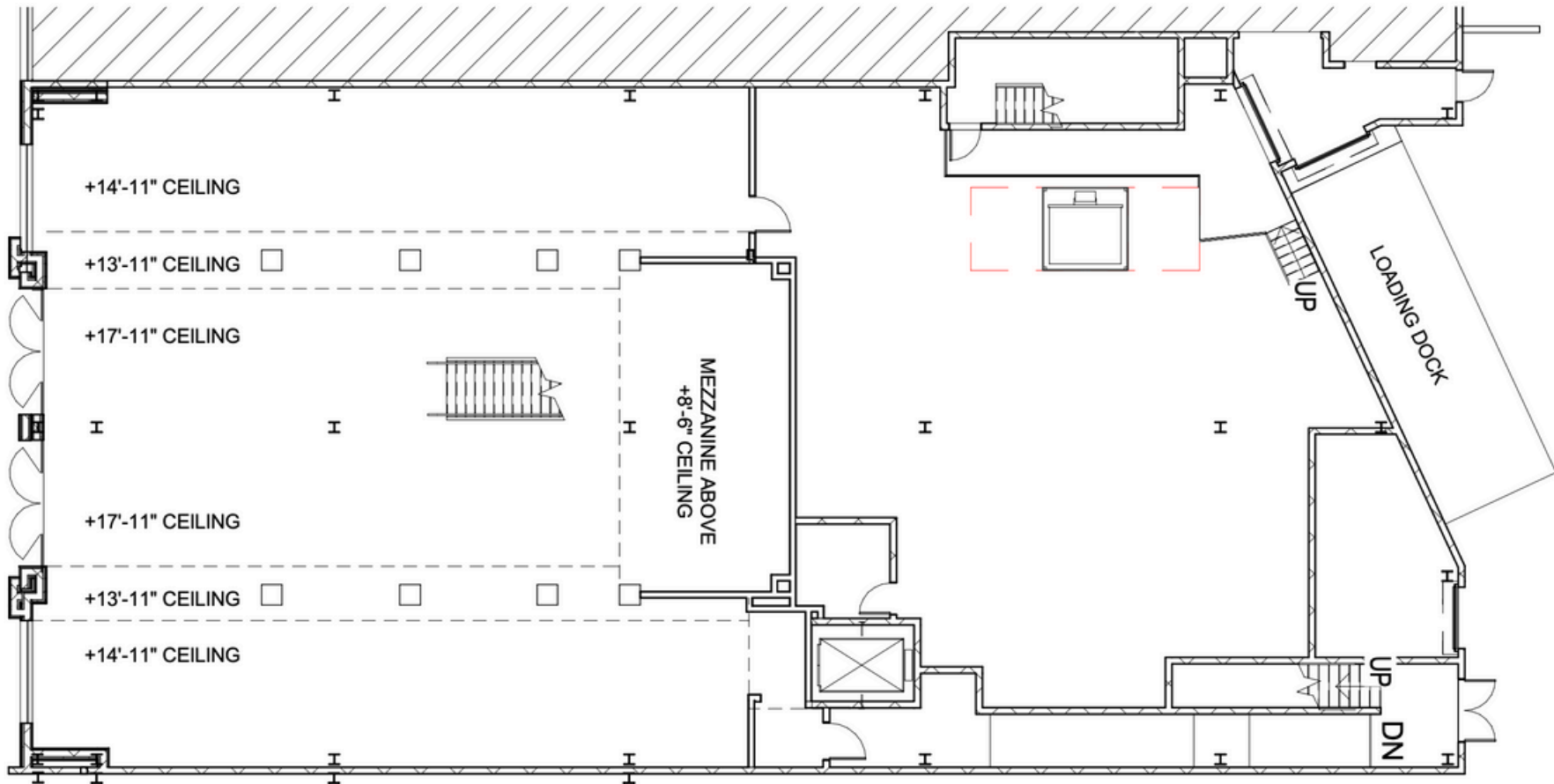
## Back of the House / Storage



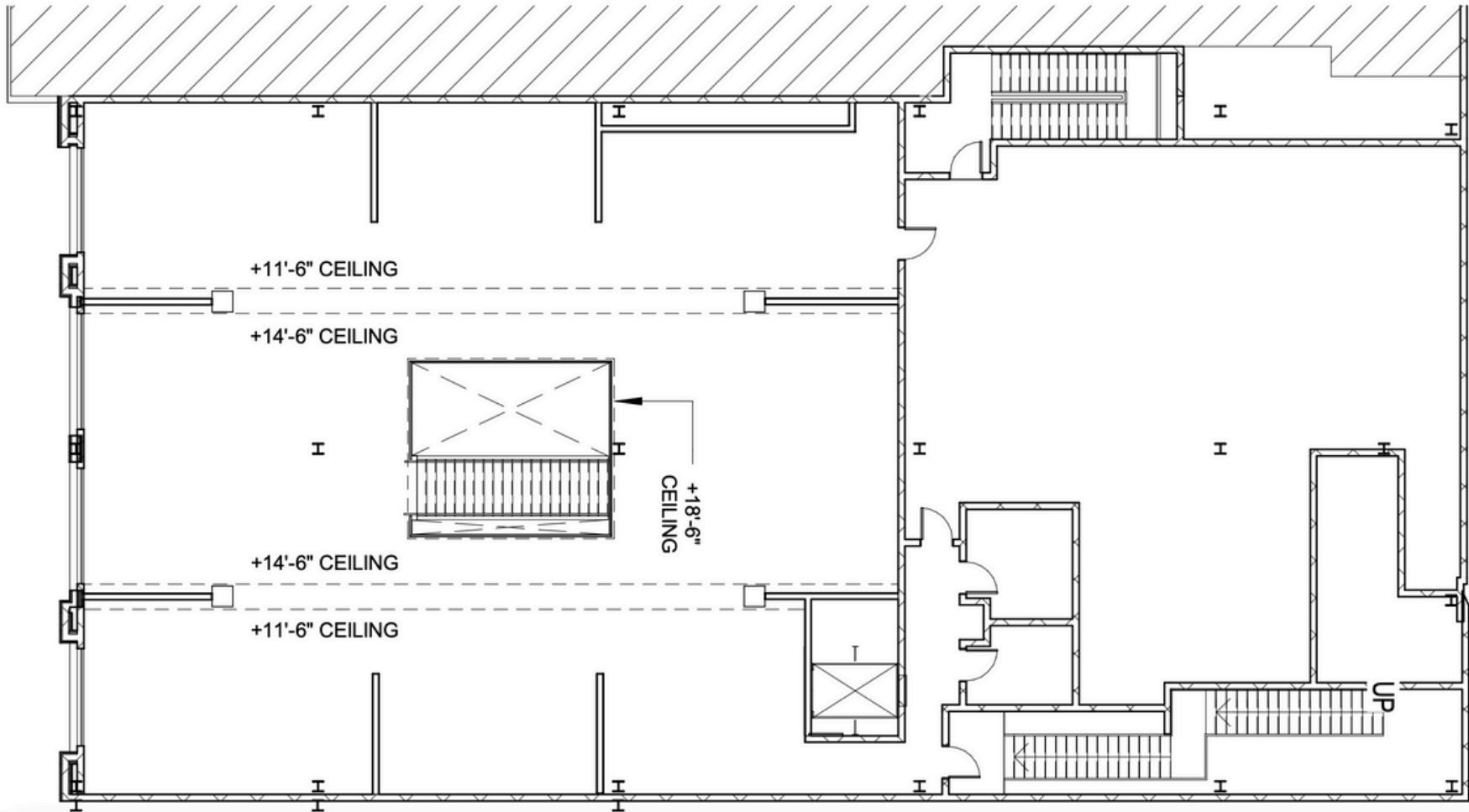
## Exterior



## Floor Plan First Floor - 8,580 SF

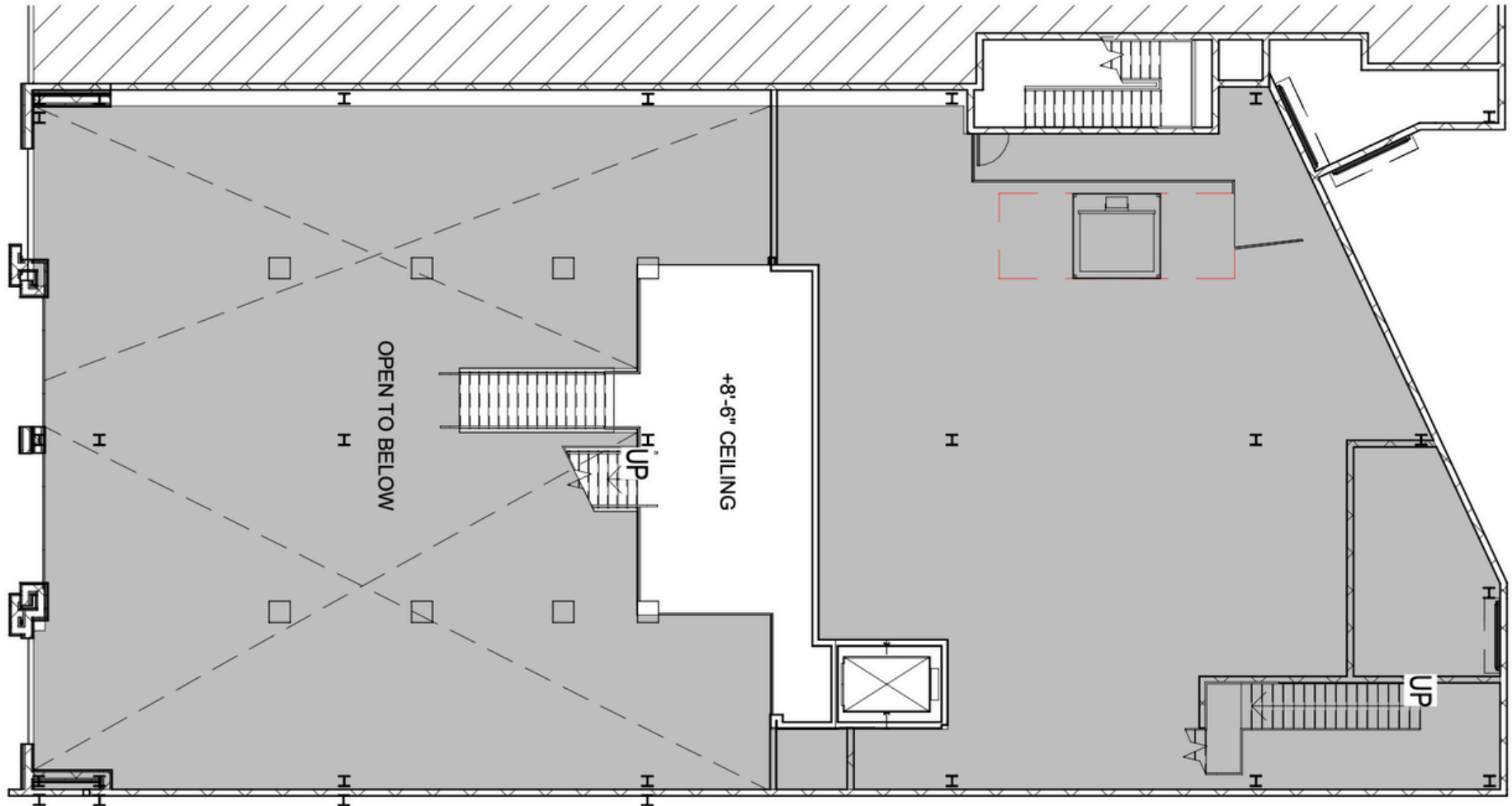


## Floor Plan Second Floor - 7,860 SF





## Floor Plan Mezzanine - 650 SF



# Foot Traffic and Demographic Data for Intersection of 4th Street & Santa Monica Boulevard

In 2023, the intersection of 4th Street and Santa Monica Boulevard recorded 294,175 visits, indicating a 7.4% increase compared to the previous year.

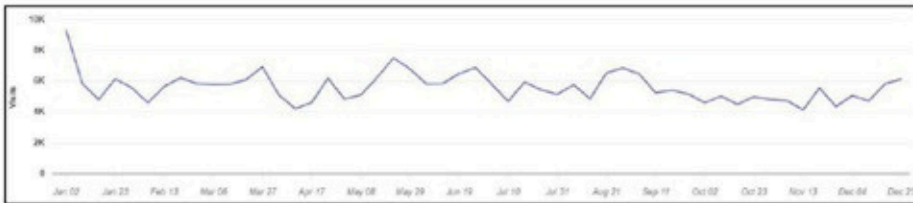


Figure 1. Weekly Visits (January 1, 2023 – December 31, 2023)  
Source: Placer.ai.

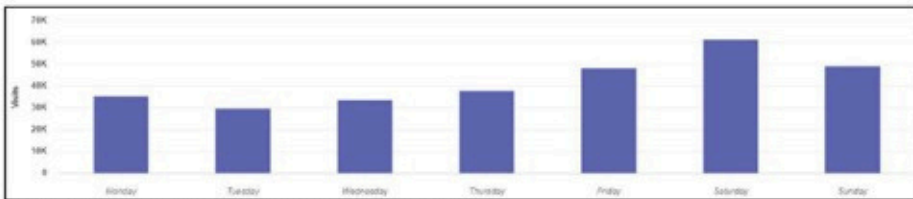


Figure 2. Daily Visits (January 1, 2023 – December 31, 2023)  
Source: Placer.ai.

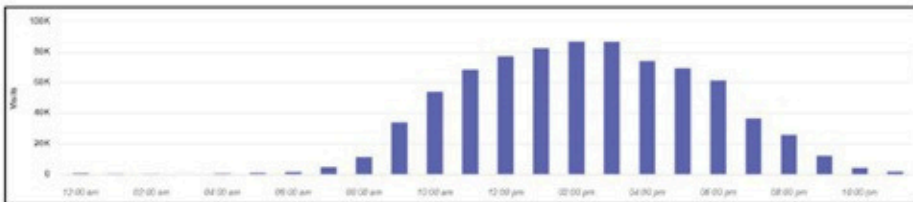


Figure 3. Hourly Visits (January 1, 2023 – December 31, 2023)  
Source: Placer.ai.

The average time of stay is 94 minutes.

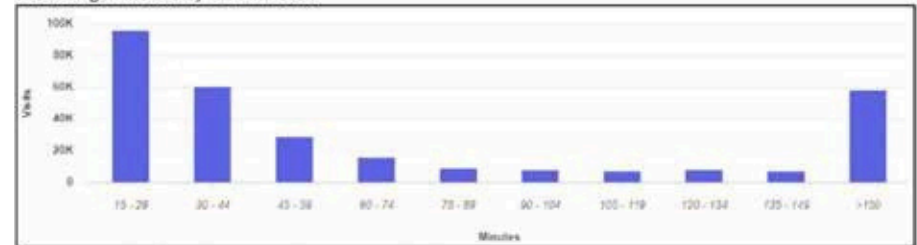


Figure 4. Length of Stay (January 1, 2023 – December 31, 2023)  
Source: Placer.ai.

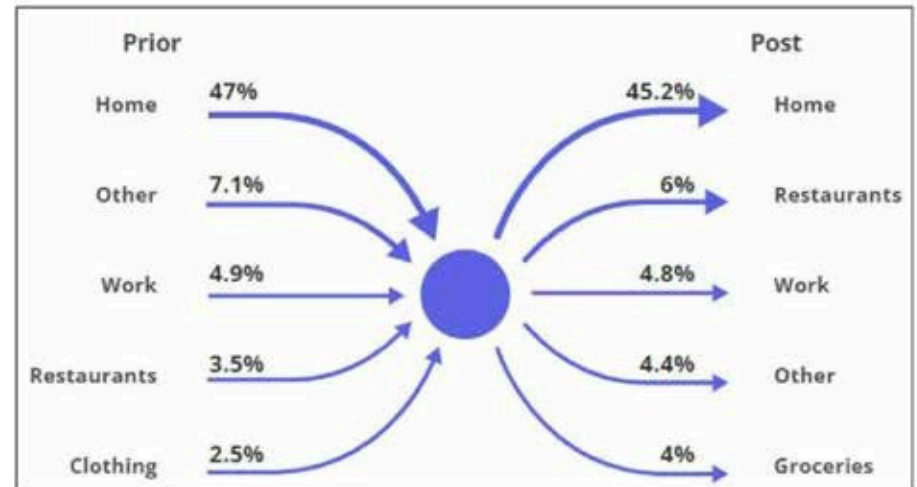


Figure 5. Visitor Journey  
Source: Placer.ai.

Table 1. Demographic Profile

		1 Mile	3 Mile	5 Mile
Population (2023)		35,860	165,687	389,541
Race	White	28,476 (79.4%)	130,834 (79.0%)	286,769 (73.6%)
	Black	1,811 (5.1%)	6,511 (3.9%)	15,392 (4.0%)
	Asian	3,727 (10.4%)	19,192 (11.6%)	64,953 (16.7%)
Ethnicity	Non-Hispanic Origin	31,305 (87.3%)	139,780 (84.4%)	322,290 (82.7%)
Population Growth Projection (2023-2028)		-0.74%	-1.89%	-1.54%
Median Age (2023)		44.0	43.8	42.3
Households (2023)		20,939	82,641	186,216
Married Households		4,223	24,325	59,609
Married Households (No Children)		2,839	14,673	36,256
Married Households (With Children)		1,384	9,652	23,353
Renter Occupied Households		17,862 (85.3%)	55,930 (67.7%)	120,979 (65.0%)
Households by Income (\$200,000+)		4,399 (21.0%)	21,093 (25.5%)	44,393 (23.8%)
Households by Income (<\$25,000)		4,201 (19.2%)	11,795 (14.3%)	26,979 (14.5%)
Median Household Income		\$104,257	\$113,522	\$107,280
Average Household Size (2023)		1.6	1.9	2.0
Population with Advanced Degree (2023)		8,281 (27.2%)	36,458 (26.5%)	86,853 (27.2%)
Population with Bachelor's degree (2023)		11,535 (37.9%)	50,506 (36.7%)	110,748 (34.7%)
Daytime Employment		42,659	NA	NA
Consumer Spending (\$000s) (2023)		\$688,211	\$3,070,815	\$6,881,416

Source: CoStar.

Notes:

1. The center of these radii is the property at **1415 4th Street, Santa Monica CA 90401**.
2. If time is not specified, the data is based on the information pulled on January 19, 2024.
3. The calculations of the population with advanced and bachelor's degrees are not based on the total number of populations reported in row 1. The total number of populations by education for the three radii are 30427, 137628, and 318828, respectively.

## Surrounding Retailers and Landmarks



### Parking Information

For real-time parking information, visit our website:  
[www.smgov.net/parking](http://www.smgov.net/parking)

Or, contact the City's Parking Office at:  
1717 4th Street, Suite 150  
Santa Monica, CA 90401  
Phone: (310) 458-8295  
E-mail: [parking.office@smgov.net](mailto:parking.office@smgov.net)

**Central Parking**  
*(For information about parking structures and lots, including rates and hours)*  
1444 4th Street  
Santa Monica, CA 90401  
Phone: (310) 576-4743

For parking citations/enforcement call:  
(310) 458-8466

### Los Angeles Area

### Parking Lots & Structures

**Main Street Parking**  
Lot 9 110 Hill St.  
Lot 10 111 Hill St.  
Lot 11 170 Hollister Ave.  
Lot 26 150 Strand St.

**Downtown Parking**  
Structure 1 1234 4th St.  
Structure 2 1235 2nd St.  
Structure 3 1320 4th St.  
Structure 4 1321 2nd St.  
Structure 5 1440 4th St.  
Structure 6 1433 2nd St.  
Structure 7 320 Broadway  
Structure 8 1571 2nd St.  
Structure 9 1136 4th St.  
Structure 10 1125 Third St.  
KEC 1527 4th St. (Ken Edwards Center)  
Lot 27 1320 5th St.  
Lot 28 1323 5th St.  
Lot 29 1636 5th St.  
Lot 30 1665 Ocean Ave.  
Library 601 Santa Monica Blvd.  
Civic Lot 1855 Main St.  
Civic Structure 333 Civic Center Drive

**Beach & Pier Parking**  
**Annenberg Beach House**  
Lot 9 North 445 Pacific Coast Hwy.  
Lot 8 North 530 Pacific Coast Hwy.  
Lot 7 North 810 Pacific Coast Hwy.  
Lot 6 North 930 Pacific Coast Hwy.  
Lot 5A North 950 Pacific Coast Hwy.  
Lot 5 North 1018 Pacific Coast Hwy.  
Lot 4 North 1030 Pacific Coast Hwy.  
Lot 3 North 1060 Pacific Coast Hwy.  
Lot 2 North 1150 Pacific Coast Hwy.  
Lot 1 North 1550 Pacific Coast Hwy.

*To reach Lot 1 North, use Ocean Avenue to access Seaside Terrace and follow green dotted line on map to enter via Appian Way.*

**Pier Deck** West end of Colorado Ave. on the Pier  
Lot 1 South 1640 Appian Way  
Lot 2 South 1670 Appian Way  
Lot 3 South 1750 Appian Way  
Lot 4 South 2030 Ocean Avenue  
Lot 5 South 2600 Barnard Way

**Mid-City Parking**  
Lot 7 1217 Euclid St.  
Lot 8 1146 16th St.  
Lot 12 1211 14th St.

SANTA MONICA PUBLIC PARKING

All information current as of March 2015, subject to change without notice.

**DRE BROKER # 00825237**

1513 6th Street, Suite 201 A • Santa Monica, CA 90401 • (310) 458-4100 • FAX (310) 458-4100