



# FORMATION OF AN ICON

1202 3rd Street Promenade | Santa Monica

## UNCOVERING THE FUTURE EXPERIENCE

The opportunity presented by this space  
is a vivid reimagination of the retail and  
leisure experience



## A VISION PRESERVATION OF ICON

A space with celebrated past and historic  
designation holds a clear path for unique  
styles and stories



## WORLD-CLASS GLOBAL DESTINATION

Visitors come far and wide to explore Santa  
Monica and make their way to the promenade  
for California-style shopping and dining



JRE  
EXPERIENCE  
MODERN LEGE  
UNIQUE  
CELEBRAT  
SUCCESS  
VISION  
LEGEND  
STRATEG  
CLASS  
ICON  
HISTORIC  
WORLD-CLASS











### **Parking**

Ample public parking in the area



### **Anchor**

Major traffic at the corner of Wilshire



### **Transportation**

Just 5 blocks from the Metro Expo line

## 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.



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 PIER

COLORADO AVE.

BROADWAY AVE.

SANTA MONICA BLVD.

ARIZONA AVE.

2ND STREET

3RD STREET PROMENADE

4TH STREET

1202 3RD STREET PROMENADE

WILSHIRE BLVD.

METRO EXTENSION

SANTA MONICA PLACE SHOPPING CENTER



Santa Monica has over 100 miles of bikeways

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

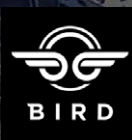


17% of Santa Monica residents use Metro transit service at least 3 times per week

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



Growing bicycle and electric scooter sharing programs



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





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*

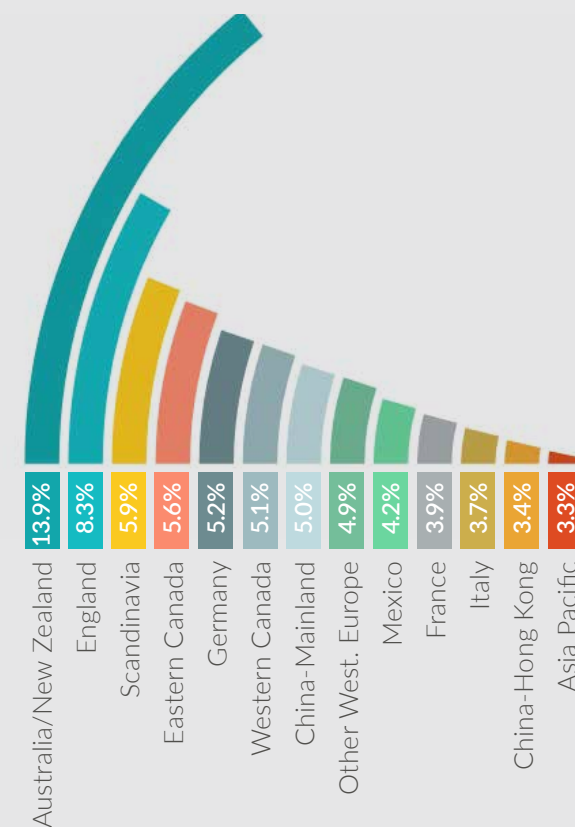


Santa Monica has  
**40 hotels**  
with over  
**3,500**  
hotel rooms

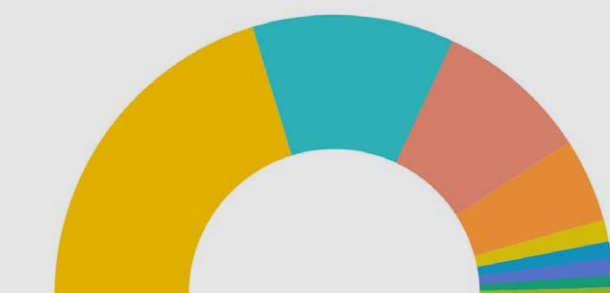
## SANTA MONICA TOURISM Reached Record Volume and Spending in 2017

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

### TOP INTERNATIONAL Visitor Markets (over 3%)

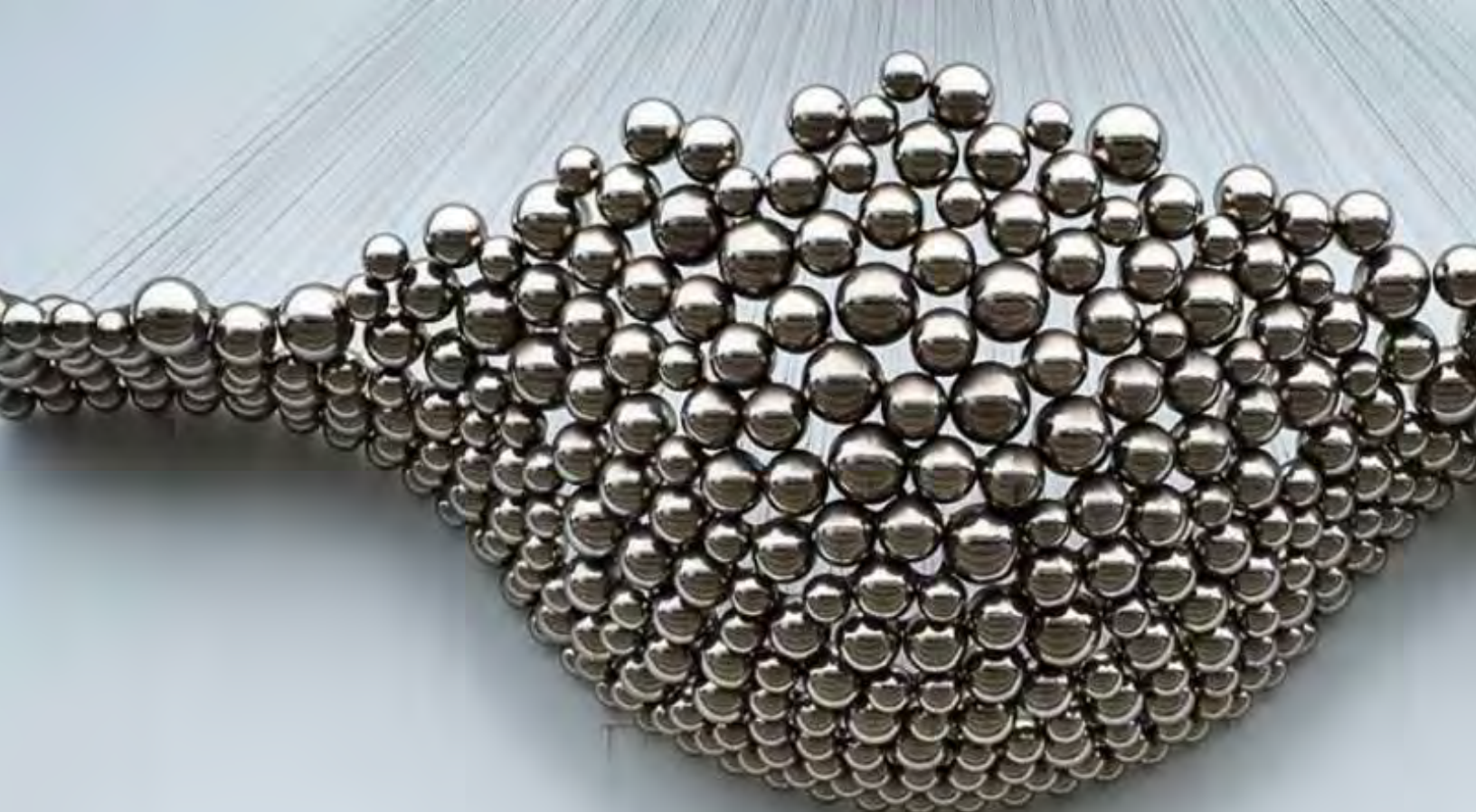


1.96 BILLION  
IN VISITOR SPENDING



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%)





# 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*

Within a 10-minute bike or scooter ride   
Near 1202 Third Street Promenade 



POPULATION

30,504  
1 mile

159,944  
3 miles

388,025  
5 miles



MEDIAN AGE

39.6  
1 mile

39.6  
3 miles

38.1  
5 miles



AVE. HOUSEHOLD  
INCOME

\$120,014  
1 mile

\$153,243  
3 miles

\$145,596  
5 miles



MEDIAN  
HOME VALUE

\$734,150  
1 mile

\$827,926  
3 miles

\$783,427  
5 miles



111,023  
Daytime Office  
Population



34.8%  
Ages 25-44  
Years Old



57,374  
Housing Units

102,787  
Residents

1.88  
Average Household Size

69.4%  
Renter Occupied



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

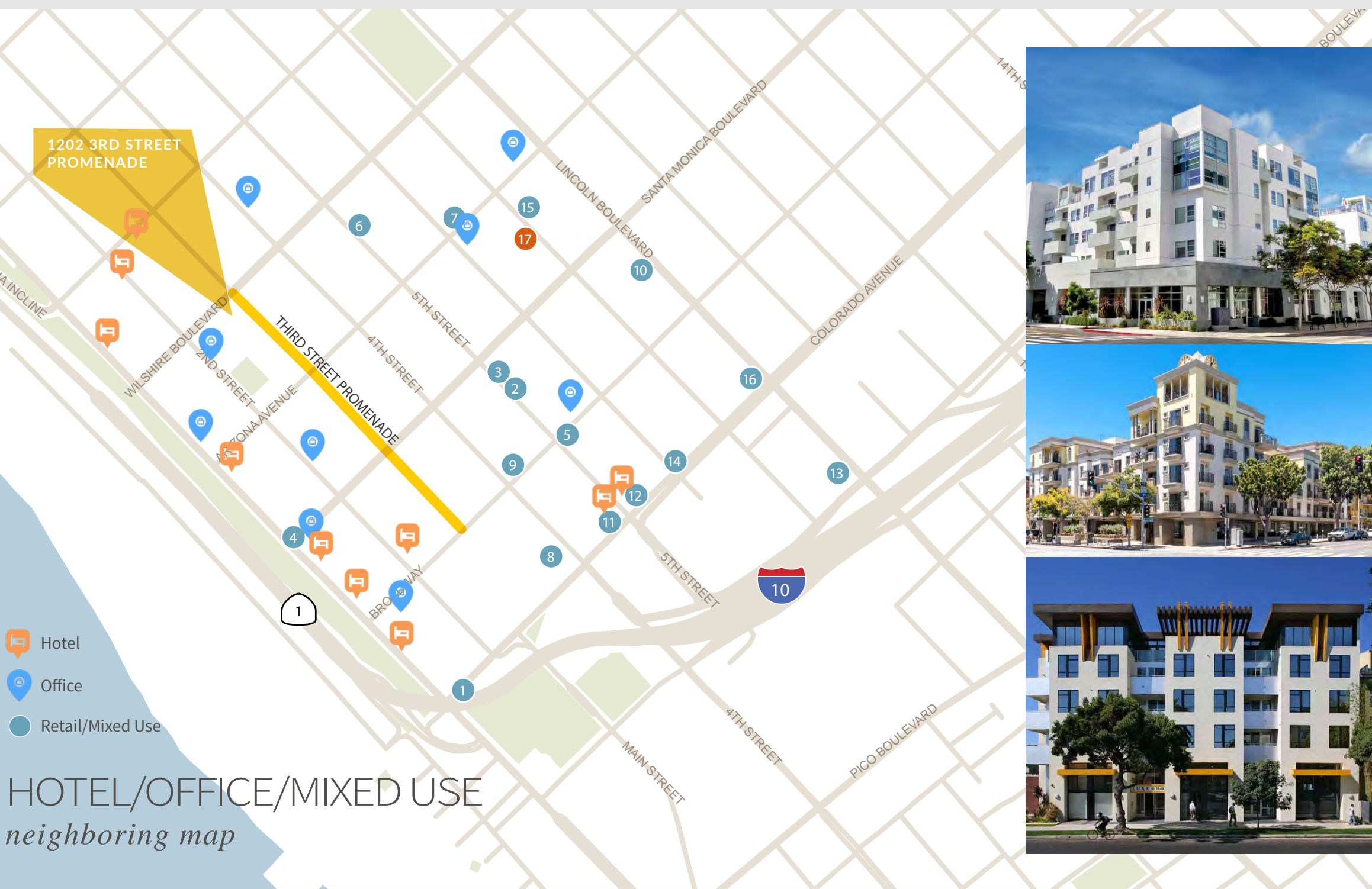
NON-RETAIL USE

- 17 1337 7TH STREET  
26,720 total SF

-  Hotel
-  Office
-  Retail/Mixed Use

HOTEL/OFFICE/MIXED USE  
*neighboring map*

1202 3RD STREET  
PROMENADE





## TOP NEIGHBORING *tenants*



POTTERY  
BARN

west elm

RESTORATION  
HARDWARE

CLUB MONACO

J.CREW

MAXSTUDIO

Clarks

DIESEL



VICTORIA'S  
SECRET



GAP

ALDO

Sur la table

ANTHROPOLOGIE

TESLA

Brookstone

ATHLETA

SEPHORA



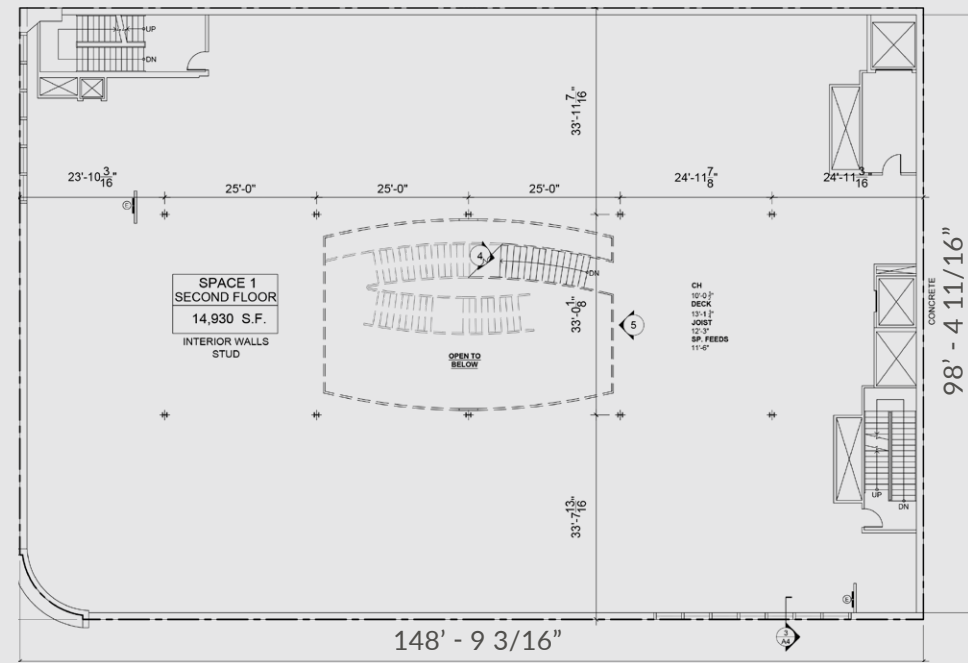




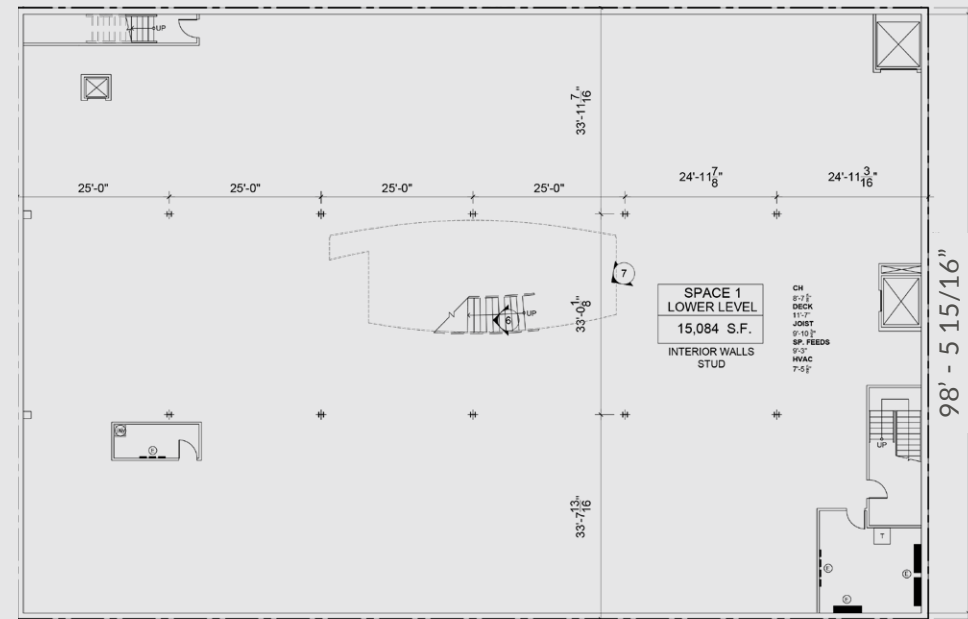








BASEMENT FLOOR | 14,980 SF



SECOND FLOOR | 14,980 SF







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