



THIRD STREET
promenade

Federal Realty
INVESTMENT TRUST
NYSE: FRT



SANTA MONICA, *a premier location*

Santa Monica isn't your ordinary sun-soaked beachside city. The shopping options in the city rival cosmopolitan destinations like Manhattan and nearby Beverly Hills and other shopping meccas on the West Coast. With an array of offerings ranging from one-of-a-kind artwork and eco-inspired housewares to iconic skater labels and straight-from-the-runway styles...this walkable locale that's around 8.3 square miles truly has it all.

Strong demographics support this ideal locale as well as a bustling tourism market. It's no secret that tourism is a key component of a sustainable economy in Santa Monica. Thousands of our jobs and our schools, parks, libraries, police, and fire are all supported by revenue from tourism.



THE OPPORTUNITY

third street promenade

The world-famous alfresco Third Street Promenade shopping experience extends from Wilshire Boulevard to Broadway in the heart of downtown Santa Monica and includes national stores, name brand clothing, and boutiques, all in the heart of Downtown Santa Monica. All while basking in breezes from the nearby ocean and soaking up a colorful, upbeat scene filled with musicians and entertainers.





AN URBAN COASTAL *attraction*

Just east of the Pier, the Third 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 numerous restaurants featuring locally sourced ingredients and craft cocktails. Life pulses around each corner with hotel guests, street performers, shoppers, office workers, diners, barflies, and moviegoers. Additionally, it's the terminus of the Metro Expo Line, which ferries riders by light rail between Santa Monica and Downtown Los Angeles.



NEARBY RETAILERS (PARTIAL LIST)

 **lululemon**



Madewell



ANTHROPOLOGIE

MUJI
無印良品

innisfree



TESLA

AN IDEAL *customer*

1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
population		
31,661	160,712	390,286

1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
daytime population		
60,566	221,825	534,816

1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
households		
18,548	79,758	182,564

1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
avg. hh income (\$)		
122,993	143,270	142,338

1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
med. hh income (\$)		
82,342	96,062	94,734

1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
median age		
42.2	41.5	38.7

8.4 million visitors came to Santa Monica.*

4.4 million visitors came to Santa Monica from outside of the United States.*

1.93 billion dollars generated by tourism to our local economy.*

12,600 jobs supported by tourism in Santa Monica.*



THE *people*

Laptops and Lattes

Median Age: 37.4



- Predominantly single, well-educated professionals.
- Affluent and partial to city living.
- Environmentally and image-conscious.
- Listen to classic rock and alternative music.
- The highest proportion of same-sex couples.
- Cosmopolitan and connected, technologically savvy consumers.

Trendsetters

Median Age: 36.3



- Well paid, with little financial responsibility, these consumers are spenders rather than savers.
- Socially and environmentally conscious, they are willing to pay more for products that support their causes.
- Spend freely on fashionable and branded clothing.
- Seek out new adventures—explore local arts and culture.

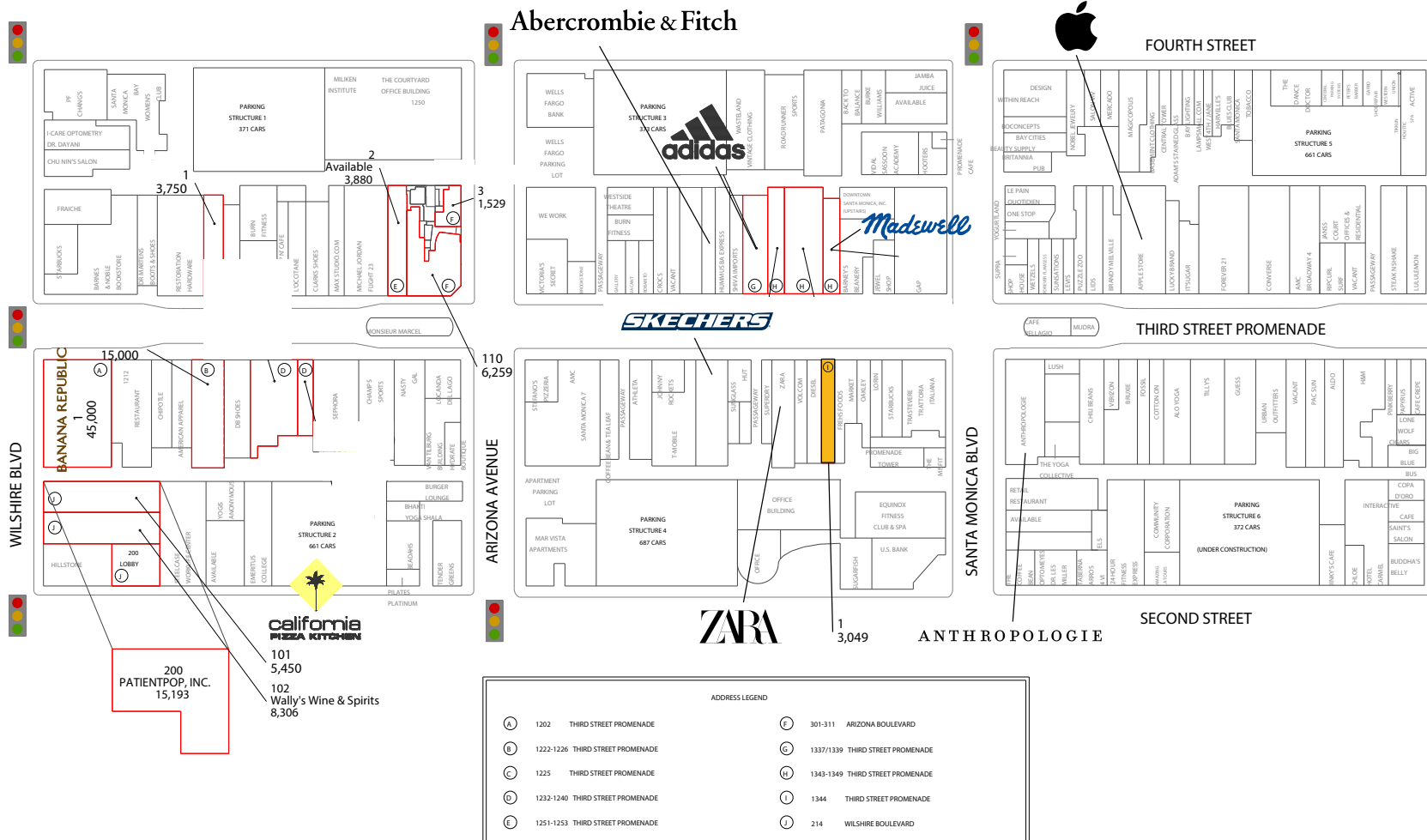
Metro Renters

Median Age: 32.5



- Well-educated consumers, many currently enrolled in college.
- Very interested in the fine arts and strive to be sophisticated; value education and creativity.
- Prefer environmentally safe products.
- Enjoy wine at bars and restaurants.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

THE neighbors

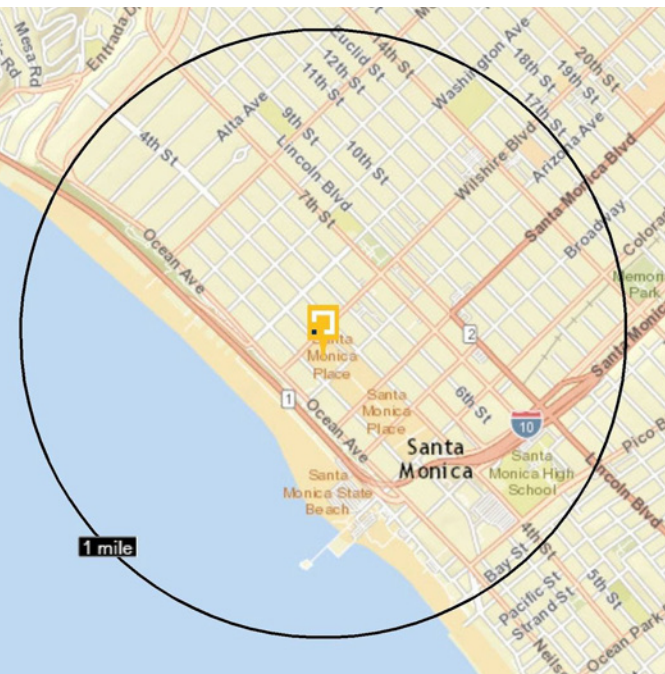


200 PATIENTPOP, INC. 15,193

101 5,450

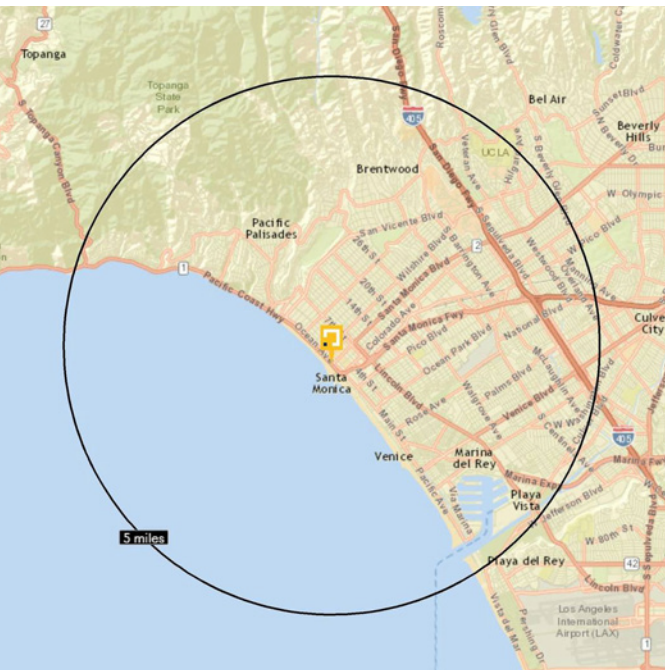
102 Wally's Wine & Spirits 8,306

ADDRESS LEGEND		
A	1202	THIRD STREET PROMENADE
B	1222-1226	THIRD STREET PROMENADE
C	1225	THIRD STREET PROMENADE
D	1232-1240	THIRD STREET PROMENADE
E	1251-1253	THIRD STREET PROMENADE
F	301-311	ARIZONA BOULEVARD
G	1337/1339	THIRD STREET PROMENADE
H	1343-1349	THIRD STREET PROMENADE
I	1344	THIRD STREET PROMENADE
J	214	WILSHIRE BOULEVARD



TRADE AREA *overview*

Federal Realty's holdings on The Promenade comprise of nine separate buildings, two of which house office tenants above retailers.



GLA | 209,000 sq ft
County | Los Angeles
Parking Spaces | 42
Acres | 2
Type | Street Retail

SANTA MONICA

major employers

Largely known for its tourist activities, beachside shops, bars and restaurants, Santa Monica has long been a popular locale. With its beautiful backdrop and proximity to LAX and downtown Los Angeles, it's no wonder many tech companies and startups of all sizes call it home.

Santa Monica has emerged as the center of the Los Angeles region called Silicon Beach and serves as the home of hundreds of venture capital-funded startup companies, company headquarters, and offices.

Unlike the traditional definition of Silicon Valley where the economy is overwhelmingly technology geared, Silicon Beach tends to have a more diversified economy whereby tourism, finance, and other industries also play a major role.

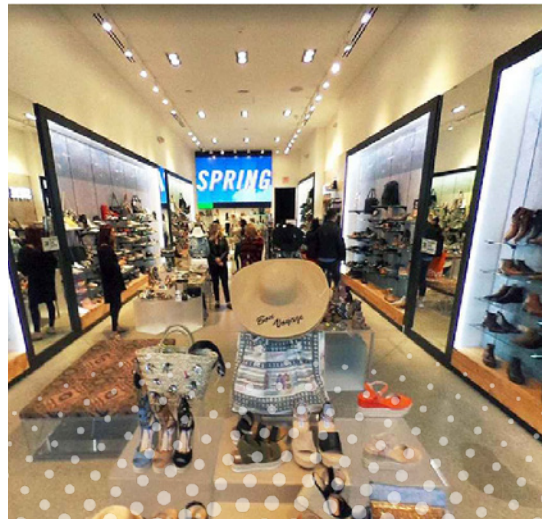
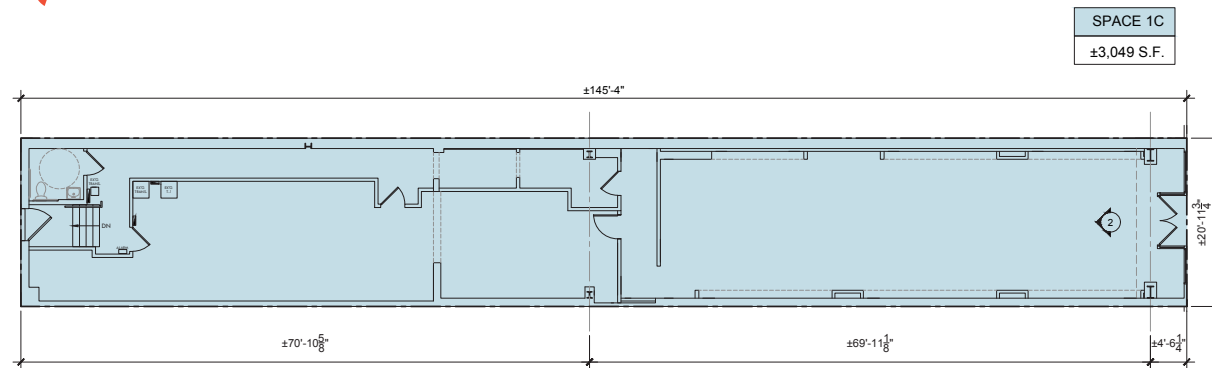
HEADQUARTERS IN SANTA MONICA

Hulu
Lionsgate
RedBull
Activision Blizzard
RAND
Universal Music Group
TrueCar
ZipRecruiter
The Honest Company
Beachbody

OFFICES IN SANTA MONICA

Apple (flagship store)
Google
Amazon Studios
Salesforce
Volkswagen
Oracle
Yahoo
HBO
Riot Games

AVAILABLE
space



INTERIOR



STORE FRONT



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