

Investment Highlights:

- Owner-Occupied Ready
- Santa Monica Triplexes - Exempt From RSO

OFFERING MEMORANDUM

1836 EUCLID ST

SANTA MONICA, CA 90404 3 UNITS \$1,950,000

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PROPERTY INFORMATION

1836 Euclid St - Santa Monica, CA 90404

THE OFFERING



Owner-User Opportunity

Large 2,751 sqft Triplex on a full size 7,488 sqft lot. A vacant 2-Bedroom unit is available immediately for an owner-user to occupy, making this property completely exempt from Santa Monica Rent Control.

Not only can you make this your home and have no mortgage to pay, but a savvy investor can also add 2 ADU's here. Proposed plans have been submitted to the city and are preliminarily approved.

This property has the ideal unit mix of three 2-Bedroom + 1-Bath units. All Units have washer and dryer hookups. In addition, the property offers a Storage Space that generates an additional \$1,000 Per Month in Income.

The Property offers tandem parking in front of the building along with ample permitted street parking, while the front yard and courtyard provide inviting outdoor spaces for residents to relax, gather, or take in a bit of greenery right at home.

1836 Euclid Street also includes Proposed ADU Plans to build Two Townhouse-Style Units with 2-Beds and 2.5-Bath each, providing significant upside potential through increased rental income and property value once completed.

With its prime location near major streets, the neighborhood amenities, and transit options, **1836 Euclid Street** represents a compelling opportunity for any **investor or owner**.

PROPERTY INFORMATION

PROPERTY DETAILS

Address	1836 Euclid St Santa Monica, CA 90404
Total Units	3
Total Building Sqft.	2,751 SF
Total Lot Size	7,497 SF
Year Built	1938
Zoning	SMR2
APN	4283-028-015



INVESTMENT HIGHLIGHTS

- **3 Unit Apartment Building in Santa Monica**
- **1 Vacant Unit** | Perfect for Owner-User | **All Units** Include In-Unit Washer/Dryer
- **Spacious** Front Yard and Courtyard Style Provide an Enjoyable Space for Family Gathering, and Leisure
- **Proposed ADU Plans** | (2) 2+2.5 Townhouse Style
- **Owner-Occupied** Triplexes Qualify for a Temporary Use Exemption from Santa Monica Rent Control Law
- **Strong Rental Demand** With Lots Of Upside Up-To 92% with ADU Income
- **Collects Additional** \$1,000 per Month in Storage Income

PROPERTY PHOTOS



1836 Euclid St - Santa Monica, CA 90404

PROPERTY PHOTOS
PROPERTY PHOTOS

SAMIMI
INVESTMENTS



PROPERTY PHOTOS
PROPERTY PHOTOS





PROPERTY PHOTOS

MAIN FLOOR PLAN

1836 Euclid St

Santa Monica, CA 90404



FINANCIAL ANALYSIS

FINANCIAL ANALYSIS

RENT ROLL

UNIT	BEDROOMS	BATHROOMS	SIZE SF	RENT	RENT / SF	MARKET RENT
1	2	1	981 SF	\$3,600	\$3.67	\$3,600
2	2	1	994 SF	\$3,000	\$3.02	\$3,600
3	2	1	776 SF	\$2,665	\$3.43	\$3,600
Proposed ADU ; Townhouse-Style	2	2.5	997 SF	-	-	\$3,950
Proposed ADU ; Townhouse-Style	2	2.5	998 SF	-	-	\$3,950
TOTALS			4,746 SF	\$9,265	\$10.12	\$18,700

All dimensions, square footage, layouts, and features are approximate and not guaranteed. Information was provided through public sources.
Buyers should conduct their own due diligence, verify all information, and consult a qualified professional to confirm details important to them before making any offers.
ADU additions are meant for demonstration purposes only and are not included as part of the property. Proposed Plans will be provided with disclosures

Property Address			Annualized Operating Data		Current Rents		Market Rents	
List Price:		\$1,950,000	Scheduled Gross Income:		\$123,180		\$236,400	
Down Payment:	35.0%	\$682,500	Vacancy Rate Reserve:		\$3,695	3% *1	\$11,820	5% *1
Number of units:		3	Gross Operating Income:		\$119,485		\$224,580	
Cost per Unit:		\$650,000	Expenses:		\$33,589	27% *1	\$33,589	14% *1
Current GRM:		15.83	Net Operating Income:		\$85,896		\$190,991	
Market GRM:		8.25	Loan Payments:		\$91,192		\$91,192	
Current CAP:		4.40%	Pre Tax Cash Flows:		-\$5,296	-0.78% *2	\$99,800	14.62% *2
Market CAP:		9.79%	Principal Reduction:		\$15,565		\$15,565	
Year Built / Age:		1938	Total Return Before Taxes:		\$10,269	1.50% *2	\$115,365	16.90% *2
Approx. Lot Size:		7,488						
Approx. Gross RSF:		2,751	*1 As a percent of Scheduled Gross Income					
Cost per Net RSF:		\$708.83	*2 As a percent of Down Payment					

Proposed Financing				Scheduled Income						
First Loan Amount:	\$1,267,500	Amort:	30	# of Units	Bdrms/ Baths	Notes	Current Income		Market Income	
Terms:	6.00%	Fixed:	5				Monthly Rent/Average	Total Monthly Income	Monthly Rent/Unit	Total Income
Payment:	\$7,599	DCR:	0.94							
Annualized Expenses				1	2+1		\$3,600	\$3,600	\$3,600	\$3,600
				1	2+1		\$3,000	\$3,000	\$3,600	\$3,600
*Estimated				1	2+1		\$2,665	\$2,665	\$3,600	\$3,600
New Taxes (New Estimated):			\$23,400	2	2+2.5	Proposed ADUs ; Townhouse	\$0	\$0	\$3,950	\$7,900
Repairs & Maintenance (\$650/unit):			\$1,950							
Insurance (\$1.25/SF):			\$3,439							
Utilities (\$250/unit/year):			\$3,000							
Landscaping (\$150/mo):			\$1,800							

FINANCIAL ANALYSIS

ANALYSIS W/ ADUS

Property Address				Annualized Operating Data		Current Rents		Market Rents			
List Price:		\$1,950,000		Scheduled Gross Income:		\$205,980		\$224,400			
ADU Construction (\$/SF):	\$250	\$498,750		Vacancy Rate Reserve:		\$6,179	3%	*1	\$11,220	5%	*1
All in Costs:		\$2,448,750		Gross Operating Income:		\$199,801		\$213,180			
Down Payment:	35.0%	\$682,500		Expenses:		\$50,822	25%	*1	\$50,822	23%	*1
Total Cash Needed:		\$1,181,250		Net operaating Income		\$148,979		\$162,359			
Number of units:		5		Loan Payments		\$91,192		\$91,192			
Cost per Unit:		\$390,000		Pre Tax cash Flow		\$57,787	4.89%	*2	\$71,167	6.02%	*2
Current GRM:		11.89		Principal Reduction		\$15,565		\$15,565			
Market GRM:		10.91		Total Returns Before Taxes		\$42,222	6.19%	*2	\$54,681	8.01%	*2
Current CAP After Construction:		6.08%									
Market CAP:		6.63%									
Year Built / Age:		1938									
Approx. Lot Size:		7,488									
Approx. Gross RSF Before Construction:		2,751									
Approx. Gross RSF After Construction:		4,746		*1 As a percent of Scheduled Gross Income							
Cost per Net RSF:		\$708.83		*2 As a percent of Down Payment							
Proposed Financing				Scheduled Income							
First Loan Amount:	\$1,267,500	Amort:	30	# of Units	Bdrms/ Baths	Notes	Current Income		Market Income		
Terms:	6.00%	Fixed:	5				Monthly Rent/Average	Total Monthly Income	Monthly Rent/Unit	Total Income	
Payment:	\$8,011	DCR:	1.63								
Annualized Expenses				1	2+1		\$3,600	\$3,600	\$3,600	\$3,600	
				1	2+1		\$3,000	\$3,000	\$3,600	\$3,600	
*Estimated				1	2+1		\$2,665	\$2,665	\$3,600	\$3,600	
New Taxes (New Estimated):		\$23,400		1	2+3	Townhouse-Style	\$3,950	\$3,950	\$3,950	\$3,950	
Maintenance (\$650/unit):		\$3,250		1	2+3	Townhouse-Style	\$3,950	\$3,950	\$3,950	\$3,950	
Insurance (\$1.25/SF):		\$5,933									
Utilities (\$1,300/unit/year):		\$6,500									
Landscaping (\$120/mo):		\$1,440									
Property Management (5%):		\$10,299									
				Proposed Construction:							
				2+2.5	997 SF						
				2+2.5	998 SF						
				Total Scheduled Rent:					\$17,165	\$18,700	
				Storage:					\$0	\$0	
				Garages					\$0	\$0	
Total Expenses:									\$17,165	\$18,700	
Expenses as %/SGI									\$205,980	\$224,400	
Per Net Sq. Ft:											
Per Unit											
				Utilities Paid by Tenant:					Gas & Electric	9% Rental Upside	

SALE COMPARABLES

1836 Euclid St - Santa Monica, CA 90404

SALE COMPARABLES

SALE COMPS

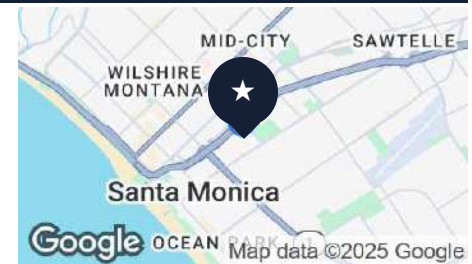


1836 EUCLID ST

1836 Euclid St, Santa Monica, CA 90404

Subject Property

Price: \$1,950,000 Bldg Size: 2,751 SF
Lot Size: 7,497 SF No. Units: 3

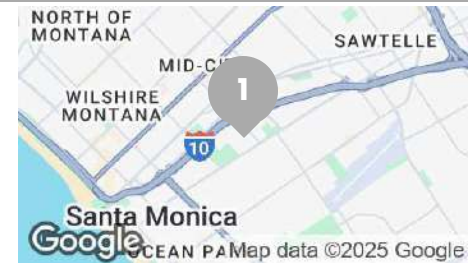


1925 19TH ST

Santa Monica, CA 90404

Sold 7/22/2025

Price: \$1,850,000 Bldg Size: 2,957 SF
Lot Size: 8,006 SF No. Units: 3



1618 BERKELEY ST

Santa Monica, CA 90404

Sold 4/23/2025

Price: \$1,600,000 Bldg Size: 1,862 SF
Lot Size: 5,861 SF No. Units: 3

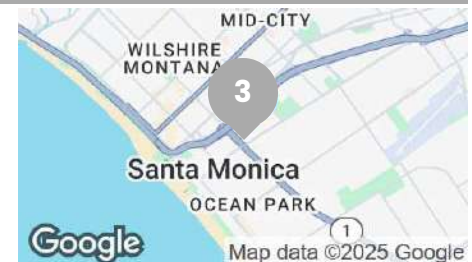


1850 9TH ST

Santa Monica, CA 90404

Sold 2/28/2025

Price: \$1,350,000 Bldg Size: 1,686 SF
Lot Size: 7,232 SF No. Units: 3



SALE COMPARABLES

SALE COMPS

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4

726 PIER AVE
Santa Monica, CA 90405

Sold 10/2/2024

Price: \$1,420,000 Bldg Size: 1,623 SF
Lot Size: 4,995 SF No. Units: 3

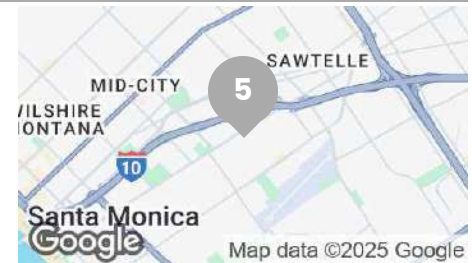


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2242 28TH ST
Santa Monica, CA 90405

Sold 9/23/2024

Price: \$1,252,000 Bldg Size: 2,145 SF
Lot Size: 5,999 SF No. Units: 3

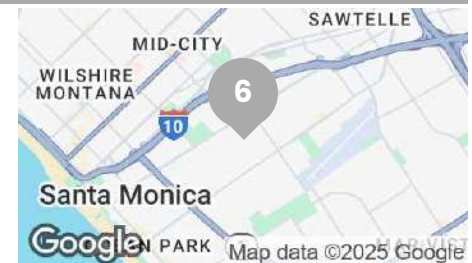


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2252 20TH ST
Santa Monica, CA 90405

Sold 7/2/2024

Price: \$2,023,413 Bldg Size: 2,590 SF
Lot Size: 7,189 SF No. Units: 3

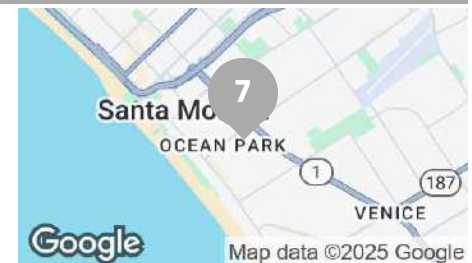


7

2639 HIGHLAND AVE
Santa Monica, CA 90405

Sold 6/21/2024

Price: \$1,588,000 Bldg Size: 1,647 SF
Lot Size: 4,288 SF No. Units: 3



SALE COMPARABLES

SALE COMPS



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2505 14TH ST
Santa Monica, CA 90405

Sold 5/28/2024

Price:	\$1,720,000	Bldg Size:	1,807 SF
Lot Size:	6,431 SF	No. Units:	3

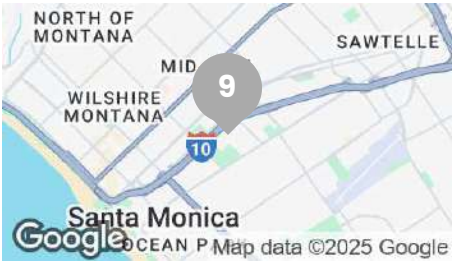


9

1814 18TH ST
Santa Monica, CA 90404

Sold 3/7/2024

Price:	\$1,760,000	Bldg Size:	2,449 SF
Lot Size:	7,747 SF	No. Units:	3



SALE COMPARABLES

SALE COMPS ANALYSIS

Address	Price	Units	Yr. Built	RSF	Lot SF	GRM	CAP	\$/SF	UNIT MIX	COE
1925 19th St	\$1,850,000	3	1959	2,957	8,009	N/A	N/A	\$626	(2) 3+1, (1) 1+1	7/22/25
1618 Berkeley St	\$1,600,000	3	1953	1,823	5,861	16.34	3.98%	\$878	(1) 2+1, (2) 1+1	4/23/2025
1850 9th St	\$1,350,000	3	1928	1,686	7,232	19.19	2.90%	\$801	(3) 1+1	2/28/2025
726 Pier Ave	\$1,420,000	3	1920	1,623	4,995	N/A	N/A	\$875	(3) 1+1	10/2/2024
2242 28th St	\$1,252,000	3	1937	2,145	5,999	21.11	3.08%	\$584	(1) 3+1, (2) 1+1	9/23/2024
2252 20th St	\$2,023,413	3	1936	2,590	7,189	N/A	N/A	\$781	(1) 2+1, (2) 1+1	7/2/2024
2639 Highland Ave	\$1,588,000	3	1913	1,647	4,288	14.43	4.25%	\$964	(2) 2+1, (1) 1+1	6/21/2024
2505 14th St	\$1,720,000	3	1940	1,807	6,431	16.52	3.93%	\$952	(3) 1+1	5/28/2024
1814 18th St	\$1,760,000	3	1945	2,449	7,747	19.73	3.29%	\$719	(2) 1+1, (1) 2+1	3/7/2024
Average				2,081	6,417	17.89	3.57%	\$798		
1836 Euclid St, Santa Monica, CA	\$1,950,000	3	1938	2,751	7,488	15.83	4.40%	\$709	(3) 2+1	N/A

SALE COMPARABLES

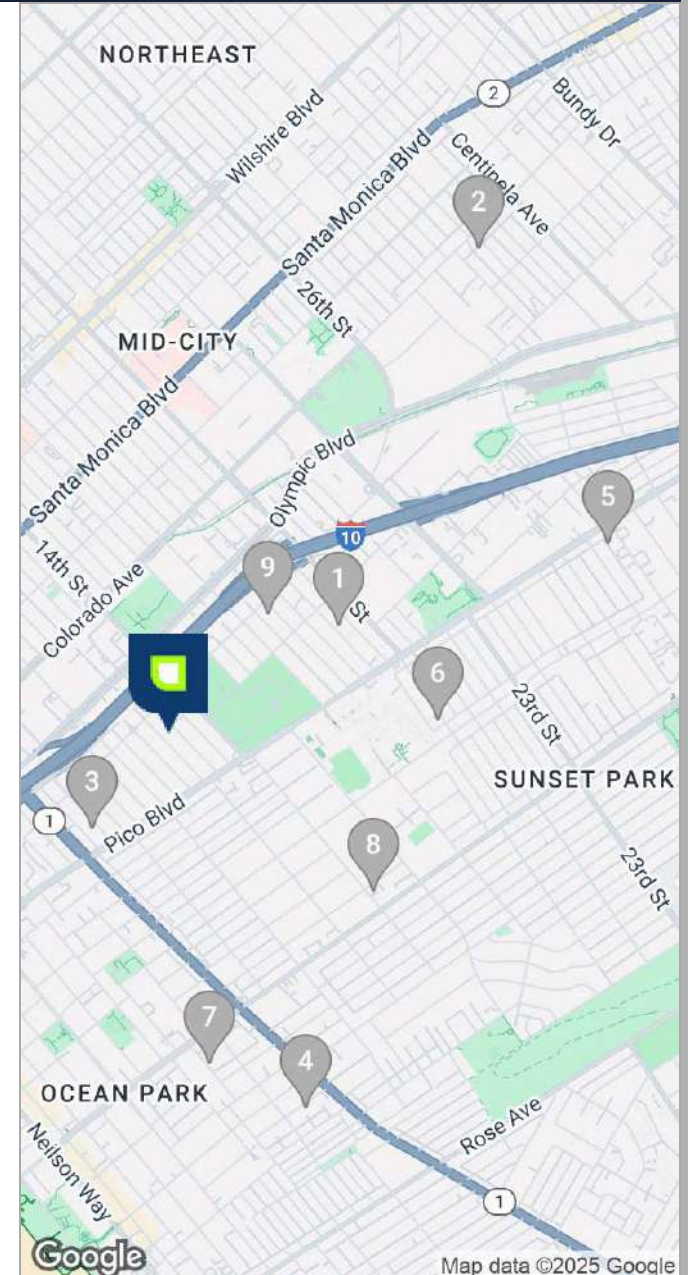
SALE COMPS MAP & SUMMARY

★ 1836 EUCLID ST

1836 Euclid St
Santa Monica, CA

Price	\$1,950,000
Lot Size	7,497 SF
No. Units	3
Cap Rate	4.40%
Price/SF	\$708.83

	NAME/ADDRESS	PRICE	LOT SIZE	NO. UNITS	CAP RATE	PRICE/SF
1	1925 19th St Santa Monica, CA	\$1,850,000	8,006 SF	3	-	\$625.63
2	1618 Berkeley St Santa Monica, CA	\$1,600,000	5,861 SF	3	3.98%	\$859.29
3	1850 9th St Santa Monica, CA	\$1,350,000	7,232 SF	3	2.90%	\$800.71
4	726 Pier Ave Santa Monica, CA	\$1,420,000	4,995 SF	3	-	\$874.92
5	2242 28th St Santa Monica, CA	\$1,252,000	5,999 SF	3	3.08%	\$583.68
6	2252 20th St Santa Monica, CA	\$2,023,413	7,189 SF	3	4.25%	\$781.24
7	2639 Highland Ave Santa Monica, CA	\$1,588,000	4,288 SF	3	4.53%	\$964.18
8	2505 14th St Santa Monica, CA	\$1,720,000	6,431 SF	3	3.93%	\$951.85
9	1814 18th St Santa Monica, CA	\$1,760,000	7,747 SF	3	3.29%	\$718.66
AVERAGES		\$1,618,157	6,416 SF	3	3.71%	\$795.57



LEASE COMPARABLES

LEASE COMPARABLES

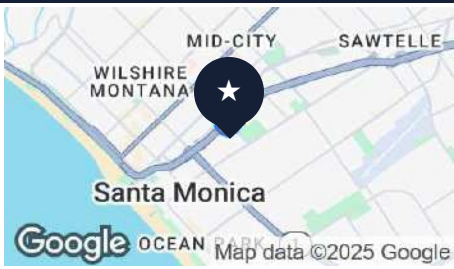
LEASE COMPS



★ 1836 EUCLID ST
1836 Euclid St, Santa Monica, CA 90404

Subject Property

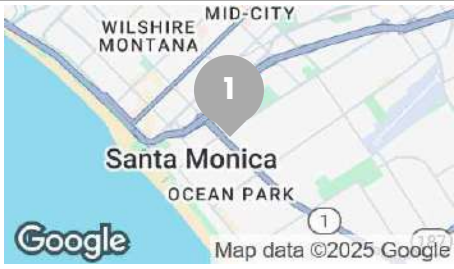
UNIT TYPE:	RENT:	SIZE SF:	RENT/SF:
2 br / 1 ba	\$3,088	917 SF	\$3.37



1 827 BAY ST #5
Santa Monica, CA 90404

Leased

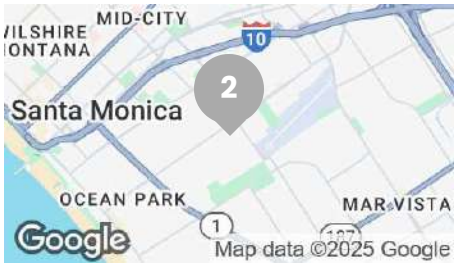
RENT:	SIZE SF:	RENT/SF:
\$3,695	975 SF	\$3.79



2 2026 OAK ST #4
Santa Monica, CA 90404

Leased

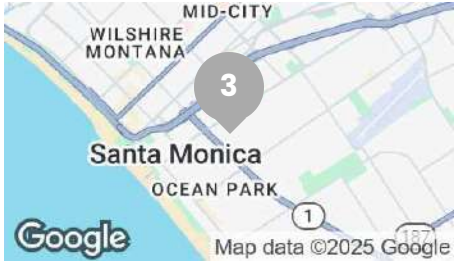
RENT:	SIZE SF:	RENT/SF:
\$3,556	1,050 SF	\$3.39



3 1022 GRANT ST #B
Santa Monica, CA 90404

Leased

RENT:	SIZE SF:	RENT/SF:
\$3,695	975 SF	\$3.79



LEASE COMPARABLES

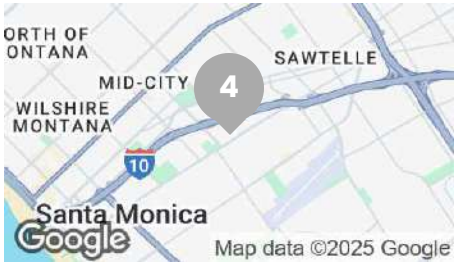
LEASE COMPS



2428 KANSAS AVE #C
Santa Monica, CA 90404

Leased

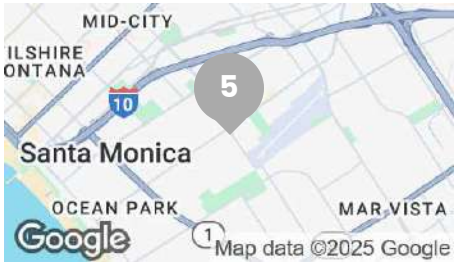
RENT:	SIZE SF:	RENT/SF:
\$3,695	975 SF	\$3.79



2648 23RD ST # 2660
Santa Monica, CA 90404

Leased

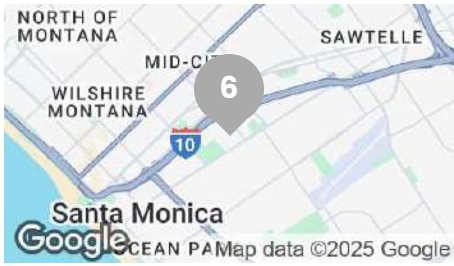
RENT:	SIZE SF:	RENT/SF:
\$3,400	770 SF	\$4.42



1938 19TH ST #2
Santa Monica, CA 90404

Leased

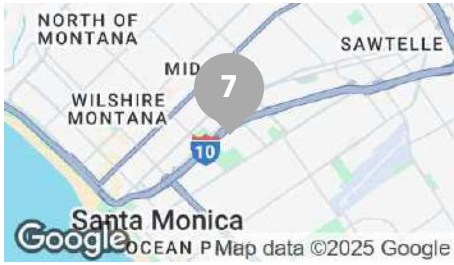
RENT:	SIZE SF:	RENT/SF:
\$3,200	975 SF	\$3.28



1760 18TH ST # APT C
Santa Monica, CA 90404

Leased

RENT:	SIZE SF:	RENT/SF:
\$3,495	800 SF	\$4.37



LEASE COMPARABLES

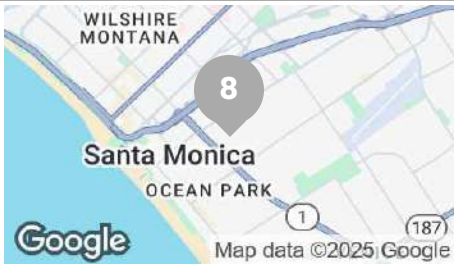
LEASE COMPS



1044 PACIFIC ST # 4
Santa Monica, CA 90404

Leased

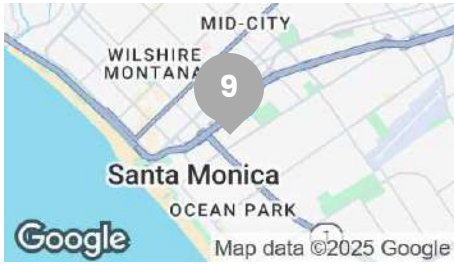
RENT:	SIZE SF:	RENT/SF:
\$3,100	850 SF	\$3.65



1827 10TH ST # 4
Santa Monica, CA 90404

Leased

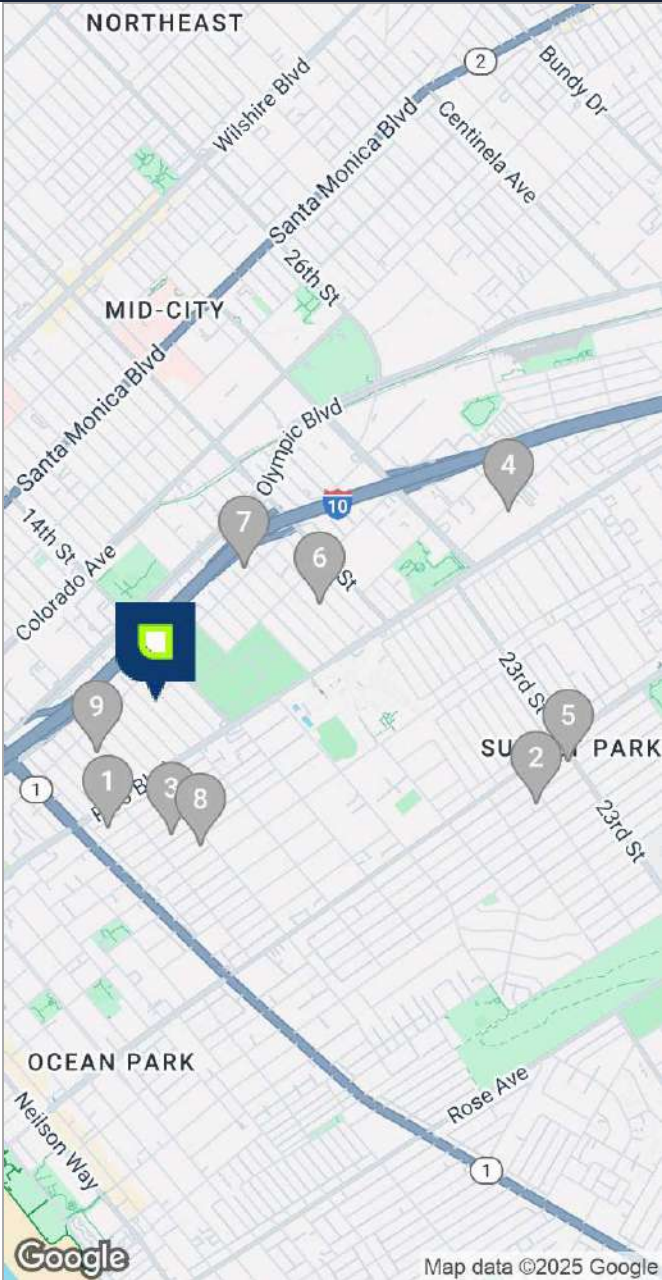
RENT:	SIZE SF:	RENT/SF:
\$3,600	850 SF	\$4.24



LEASE COMPARABLES

LEASE COMPS MAP & SUMMARY

★	1836 EUCLID ST			
	1836 Euclid St Santa Monica, CA			
	Avg Rent/SF	\$1.95		
	Avg Size	949 SF		
	Avg Rent	\$1,853		
NAME/ADDRESS		AVG RENT/SF	AVG SIZE	AVG RENT
1	827 Bay St #5 Santa Monica, CA	\$3.79	975 SF	\$3,695
2	2026 Oak St #4 Santa Monica, CA	\$3.39	1,050 SF	\$3,556
3	1022 Grant St #B Santa Monica, CA	\$3.79	975 SF	\$3,695
4	2428 Kansas Ave #C Santa Monica, CA	\$3.79	975 SF	\$3,695
5	2648 23rd St # 2660 Santa Monica, CA	\$4.42	770 SF	\$3,400
6	1938 19th St #2 Santa Monica, CA	\$3.28	975 SF	\$3,200
7	1760 18th St # Apt C Santa Monica, CA	\$4.37	800 SF	\$3,495
8	1044 Pacific St # 4 Santa Monica, CA	\$3.65	850 SF	\$3,100
9	1827 10th St # 4 Santa Monica, CA	\$4.24	850 SF	\$3,600
AVERAGES		\$3.86	913 SF	\$3,493



LOCATION OVERVIEW

1836 Euclid St - Santa Monica, CA 90404

SANTA MONICA

Santa Monica (Spanish for 'Saint Monica') is a beachfront city in western Los Angeles County, California, United States. Situated on Santa Monica Bay, it is bordered on five sides by different neighborhoods of the city of Los Angeles: Pacific Palisades to the north, Brentwood on the northeast, West Los Angeles on the east, Mar Vista on the southeast, and Venice on the south. The 2010 U.S. Census population was 89,736. Due to a favorable climate and close proximity to Los Angeles, Santa Monica became a famed resort town by the early 20th century attracting many celebrities, like Marion Davies, to build magnificent beach front homes on Pacific Coast Highway (PCH).

The city has experienced a boom since the late 1980s through the revitalization of its downtown core, significant job growth and increased tourism. Popular tourists sites include Pacific Park on the Santa Monica Pier[12] and Palisades Park atop a bluff over the Pacific Ocean.

Like other coastal beach communities, coastal erosion due to coastal infrastructure and high human usage is an increasing challenge, and will become worse due to sea level rise. Santa Monica has a history of developing environmental and sustainability strategies, with the most recent focus on community-wide carbon neutrality by 2050 or sooner.





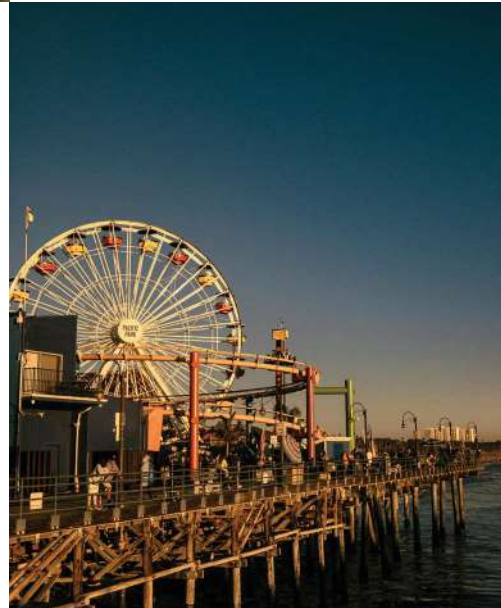
2028 LOS ANGELES OLYMPICS

Prime rental opportunity with high demand expected for short- and mid-term rentals as visitors, athletes, and media descend on the area. Santa Monica's proximity to Olympic venues and world-class attractions makes this a strategic investment ahead of the games.



SANTA MONICA AIRPORT REDEVELOPMENT

Close to the upcoming transformation of the Santa Monica Airport into a world-class recreational and green space hub, which will further enhance property values and community appeal.



MINUTES TO THE BEACH & PIER

Highly desirable for tenants seeking the Southern California lifestyle.

LOCATION OVERVIEW
SANTA MONICA

SAMIMI
INVESTMENTS

SANTA
MONICA



**CENTRAL SANTA
MONICA LOCATION**

Close to Santa Monica College, Expo/Metro line, and major freeways for easy access across the city.



**SHOPS, DINING &
ENTERTAINMENT**

Surrounded by restaurants, cafés, and retail — a walkable, vibrant neighborhood.



**STRONG RENTAL
MARKET**

Santa Monica continues to attract high-income renters, making this ideal for long-term cash flow and appreciation.



3RD STREET PROMENADE 3.0

The Third Street Promenade is Santa Monica's premier pedestrian shopping and entertainment district, spanning three blocks in Downtown Santa Monica and anchored by Santa Monica Place. Known for its mix of retail, dining, and entertainment, the Promenade attracts millions of annual visitors and serves as a cornerstone of the city's cultural and economic vitality.

The Promenade 3.0 initiative is driving renewal through expanded tenant uses, enhanced event programming, and public realm improvements. Recent investor confidence is demonstrated by Federal Realty's \$103 million portfolio sale and new mixed-use projects such as 1404-1408 Third Street, which are introducing modern retail and creative office space.

A new "Entertainment Zone" allows outdoor alcohol service along key blocks, positioning the Promenade as a leading dining and nightlife destination. Combined with over \$1 billion in downtown investment and approximately 2,300 housing units in the pipeline, the district is well-positioned for long-term growth.

Located just minutes from the Promenade, the property is poised to benefit from the district's revitalization, offering tenants unmatched access to world-class retail, dining, and entertainment. This proximity enhances both rental demand and long-term investment value.



MIRAMAR HOTEL REDEVELOPMENT

The Miramar Hotel Redevelopment is a transformative project located at 1133 Ocean Avenue in Santa Monica. Spanning approximately 4.5 acres at the corner of Ocean Avenue and Wilshire Boulevard, this project reimagines one of the city's most historic hospitality destinations into a modern, world-class mixed-use property.

The approved redevelopment plan includes 312 luxury hotel rooms, 60 high-end condominiums, and new restaurant and retail space, complemented by publicly accessible gardens and open space. The project preserves key historic elements, including the iconic Palisades Building and the landmark Moreton Bay Fig Tree, ensuring a balance between heritage and modern design.

Just minutes from Downtown Santa Monica and the coastline, 1836 Euclid Street is strategically positioned to benefit from the renewed tourism, hospitality, and residential demand that the Miramar redevelopment will drive. This project enhances the overall appeal of Santa Monica as a premium lifestyle and investment destination.

SANTA MONICA AIRPORT

Conversion / Re-use Plans

The City Council approved in Jan 2023 a process to reimagine the 227-acre Airport site for non-aviation uses after operations end Dec 31, 2028.

The site is expected to become largely public open space, recreational amenities, cultural uses, maybe some housing or commercial at the edges, depending on which scenario the City adopts.

Several design scenarios are under public review (“Reuse, Restoration & Resilience”; “Weaving Park & Community”; “Growing Park, Growing Community”). Each scenario varies in the balance among park/open space, recreation, housing/commercial development, and reuse of existing structures.

As part of the airport re-use, there is a project to expand Airport Park by about 12 acres of non-aviation land: adding sports fields (synthetic turf), a large multi-purpose lawn area, fitness amenities, children’s play areas, community gardens, walking loops, etc.

The expansion is positioned at the corner of Bundy Drive and Airport Avenue.



LOCATION OVERVIEW

AMENITIES



LOCATION OVERVIEW

LOCAL DEVELOPMENTS



1

2

4

3

5

1836 EUCLID ST

1

Miramar Hotel Redevelopment

312 hotel rooms, 60 condominiums

2

501 Broadway Mixed-use Development

8-story mixed-use building | 89 apartments

3

Santa Monica Collection / 711 Colorado Ave

340 rental units

4

1437 6th Street 18-Story Residential Tower

172 residential units

5

Southeast High-Rise Proposal

Proposed 33-story building | 482 units

Lincoln Blvd Bike Lanes & Corridor Transformation



Location: Lincoln Blvd

(Fiji Way to Jefferson Blvd,
Ballona Creek Bridge)

\$89M multi-modal upgrade

Protected bike lanes:

New sidewalks, street
lighting, landscaping,
traffic signals

Ballona Bridge Replacement

and center median for future
transit

Transfunction:

Transforming the corridor
for safety, mobility, and
active lifestyles

Developer:

Designed by Cal-trans in
partnership with
City of Los Angeles

-Projected completion by 2027 to 2029

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