

A Rare Beverly Hills Street Retail Opportunity

In the Golden Triangle

Marcus & Millichap
MOSSANEN COMMERCIAL REAL ESTATE

9775-9777
SANTA MONICA BLVD
BEVERLY HILLS, CA 90210

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MULTI-TENANT STOREFRONT RETAIL

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EXECUTIVE SUMMARY

9775-9777 Santa Monica Boulevard presents the opportunity to acquire a highly visible Beverly Hills retail asset positioned along one of the city's most established commercial corridors. Located just east of Wilshire Boulevard and immediately adjacent to the Beverly Hills Golden Triangle, the property combines prestige, boulevard frontage, daily visibility, and leasing flexibility in one of the most supply-constrained luxury retail markets in the country. The offering consists of approximately 1,700 square feet in a two-suite configuration, including a 950-square-foot restaurant suite occupied by Tempura Endo and a 750-square-foot second suite now to be shown as vacant, creating immediate merchandising optionality for the next owner.

ADDRESS	9775-9777 Santa Monica Blvd, Beverly Hills, CA 90210
BUILDING SIZE	1,700 SF
LAND AREA	1,769 SF
STORIES	1
FRONTAGE	50' on Santa Monica Boulevard
YEAR BUILT	1960
CONFIGURATION	Two Suites
WALK SCORE	96
PARKING	Nearby Public Parking / Santa Monica 5 Structures
PRICE	\$3,495,000

PROPERTY OVERVIEW

The subject property is a single-story, multi-tenant street retail building with direct Santa Monica Boulevard frontage in Beverly Hills. Its compact scale is one of its strengths: in this market, boutique-format spaces with prominent boulevard exposure remain highly functional for restaurant, luxury-adjacent retail,

showroom, beauty, wellness, and service uses. CoStar describes the property as a 1,700-square-foot multi-tenant storefront building with 48 feet of frontage, signage exposure, restaurant capability, and a prime Beverly Hills location just east of Wilshire Boulevard.



INVESTMENT HIGHLIGHTS

Prestige Beverly Hills Address

Positioned on Santa Monica Boulevard immediately adjacent to the Golden Triangle and within close proximity to Rodeo Drive, Wilshire Boulevard, and the city's premier hotels, residences, and luxury retail.

Irreplaceable Small-Format Retail

Approximately 1,700 square feet with 48 feet of frontage in one of the most supply-constrained retail corridors in Southern California.

In-Place Income with Immediate Optionality

Tempura Endo occupies the 950 SF restaurant suite under a lease running through 5/31/2035 with one 5-year option, while the second 750 SF suite is now to be presented as vacant.

Strong Visibility & Traffic Exposure

CoStar traffic counts near the property show Santa Monica Boulevard volumes in the approximately 43,329 to 49,478 vehicles-per-day range.

Walkable, Parking-Supported Convenience

CoStar notes adjacency to large city parking lots and monthly parking availability nearby, and the City of Beverly Hills identifies the Santa Monica 5 parking structures — including SM-5 at 485 N Roxbury Drive — as part of its public parking network.

Luxury Ecosystem Momentum

The surrounding district continues to benefit from flagship-level luxury investment, new hospitality, and ultra-luxury residential development.

At the Edge of the Beverly Hills Golden Triangle

The property occupies a strategic position along Santa Monica Boulevard just east of Wilshire Boulevard, linking the Golden Triangle to the broader Westside. Unlike interior boutique locations that rely more heavily on destination traffic alone, this stretch benefits from both prestige and

circulation — capturing visibility from Beverly Hills residents, hotel guests, Century City employees, luxury shoppers, and regional visitors moving between Wilshire, Rodeo Drive, and Century City. CoStar specifically notes the property's prime Beverly Hills location, Santa Monica Boulevard frontage, and strong visibility.



Visibility, Access & Daily Convenience

The subject benefits from one of the most practical combinations in Beverly Hills retail: boulevard frontage, strong daily traffic exposure, immediate nearby public parking, and excellent accessibility to the city's core luxury district. CoStar highlights the property's signage exposure, freeway accessibility, adjacency to Century City and West Hollywood, and proximity to large city parking lots with monthly parking available nearby. The City of Beverly Hills' Santa Monica 5 public parking structures reinforce this

convenience, with SM-5 located at 485 N Roxbury Drive directly relevant to the subject's immediate trade area.

For broader mobility context, Metro states that the D Line Extension's Section 2 — including the Beverly Drive station serving the Beverly Hills Golden Triangle and Century City — is expected to open in spring 2027, further strengthening the district's long-term connectivity.



RODEO DRIVE

A FOUR SEASONS
HOTEL

NEIMAN MARCUS

9775-9777
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96

WALK SCORE

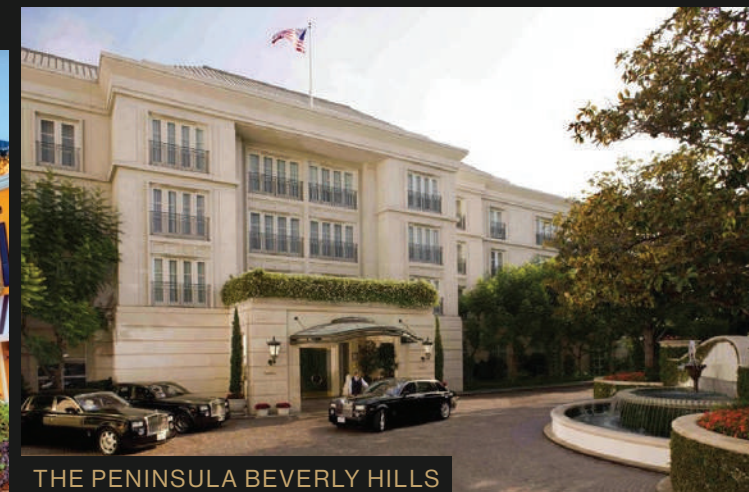
44,000 VPD

DAILY TRAFFIC COUNT

Located in the Prime Beverly Hills Golden Triangle

Beverly Hills remains one of the most recognizable luxury retail environments in the world, defined by flagship fashion houses, exceptional barriers to new supply, luxury hospitality, and a concentration of wealth rarely matched in Southern California. The sample Beverly Hills materials you uploaded consistently position the city around sophistication, luxury

shopping, tourism, and five-star hotels — and that framing is right for this offering. Beverly Hills has been described in your comparable marketing materials as a premier global destination for shopping, dining, art, and culture, with the Golden Triangle specifically highlighted as one of the world's most prestigious luxury retail districts.

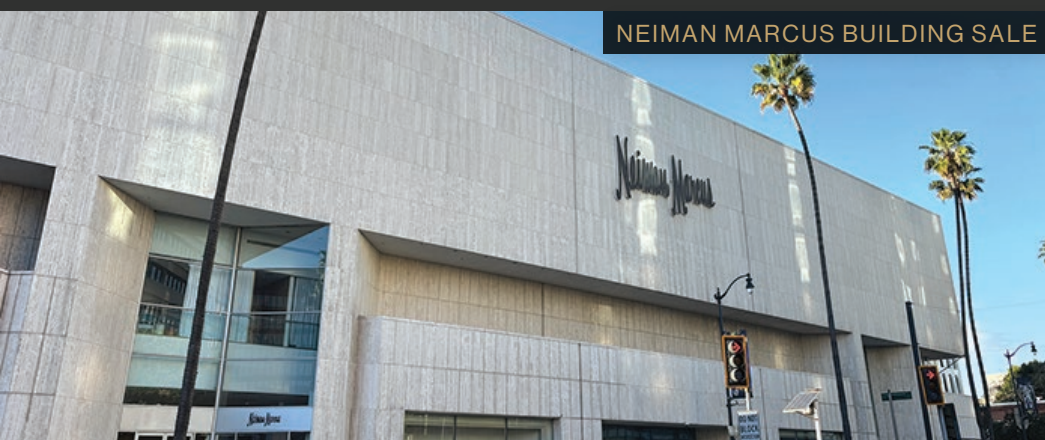


A District Defined by Reinvestment

The broader district surrounding the property continues to attract meaningful luxury, hospitality, and mixed-use investment, reinforcing Beverly Hills as an actively evolving global destination rather than a purely legacy retail enclave. The City of Beverly Hills states that One Beverly Hills is under construction adjacent to the Beverly Hilton and will include condominium towers, an Aman hotel, residences, restaurant and retail space, and publicly accessible landscaped open space, with full completion anticipated in 2028. Aman's official site separately confirms Aman Beverly Hills as a forthcoming hotel and residences project. Rosewood Residences

Beverly Hills has also advanced on Santa Monica Boulevard, with City records and project materials indicating a boutique 17-residence luxury development.

Luxury brand investment has also intensified. The Hollywood Reporter reported in February 2026 that Hermès was the buyer behind a roughly \$400 million Rodeo Drive acquisition, described as a record-setting Beverly Hills retail real estate deal. Recent reporting also confirms the land beneath the Beverly Hills Neiman Marcus store changed hands in late 2025, with the store remaining in place as tenant under a long-term lease.



NEIMAN MARCUS BUILDING SALE



ROSEWOOD RESIDENCES BEVERLY HILLS

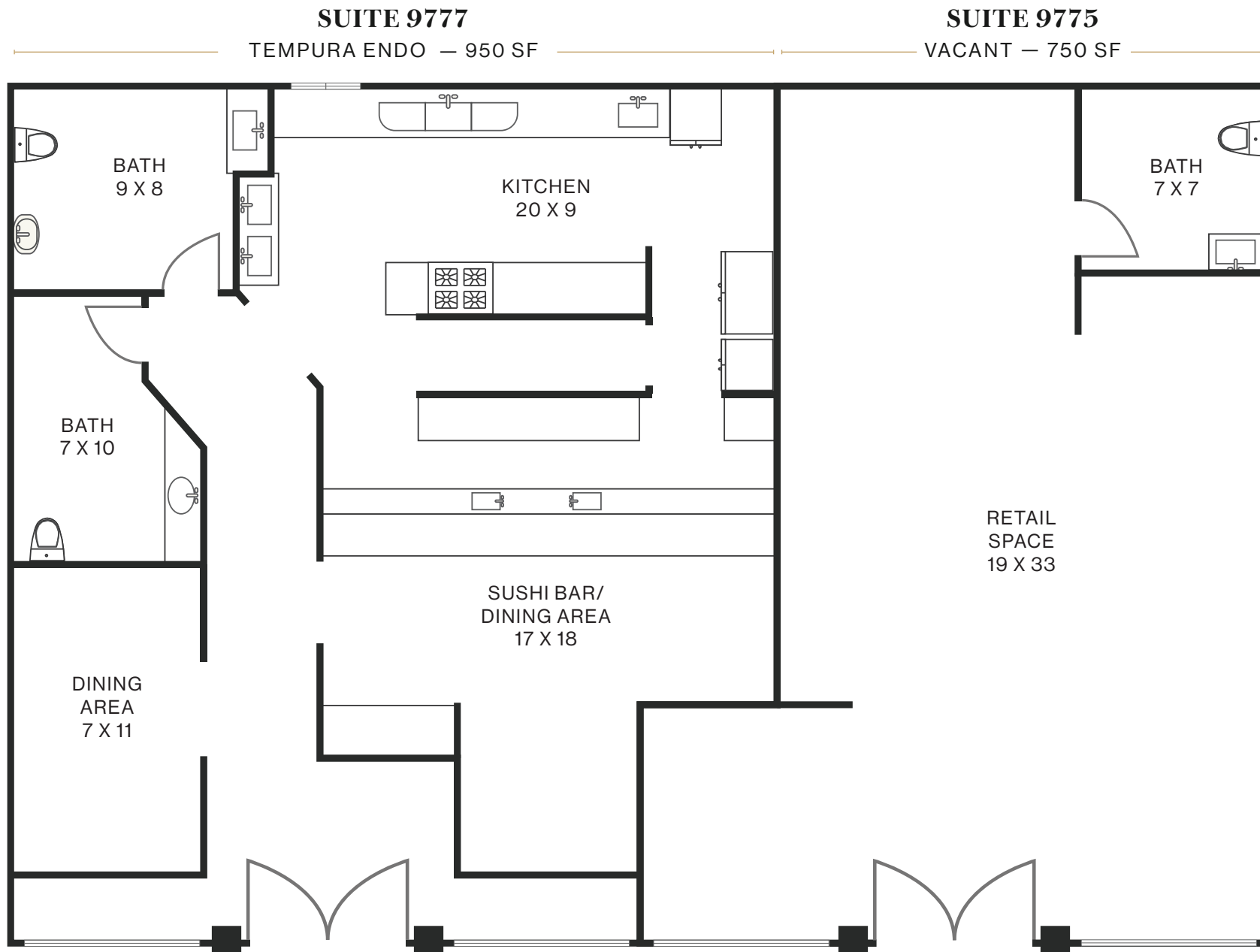


HERMÈS RODEO ACQUISITION



BROADER WILSHIRE / GOLDEN TRIANGLE REINVESTMENT

FLOOR PLAN



LEASE ABSTRACT



SUITE 9777 TEMPURA ENDO

SUITE SIZE:	950 SF
PERCENT OF BUILDING:	55.90%
LEASE TERM COMMENCEMENT:	June 1, 2025
LEASE EXPIRATION:	May 31, 2035
CURRENT MONTHLY RENT:	\$11,500
CURRENT ANNUAL RENT:	\$138,000
CURRENT RENT PSF:	\$145.26 Annual / \$12.11 Monthly
OPTION:	1 × 5-Year Option
LEASE NOTE:	Modified gross lease. Tenant pays electricity, gas, and trash. Landlord pays property taxes, insurance, water, and sewer.
TENANT SINCE:	June 1, 2015
TENANT TENURE:	~11 Years, 1 Month

SUITE 9775 VACANT

SUITE SIZE:	750 SF
PERCENT OF BUILDING:	44.1%
CURRENT STATUS:	Vacant



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