

PREMIER COASTAL DEVELOPMENT OPPORTUNITY ±23,134 SQUARE FOOT SITE



**1637-1651** STANFORD STREET  
SANTA MONICA, CA

# PREMIER COASTAL DEVELOPMENT OPPORTUNITY

1637-1651 STANFORD STREET SANTA MONICA, CA 90404

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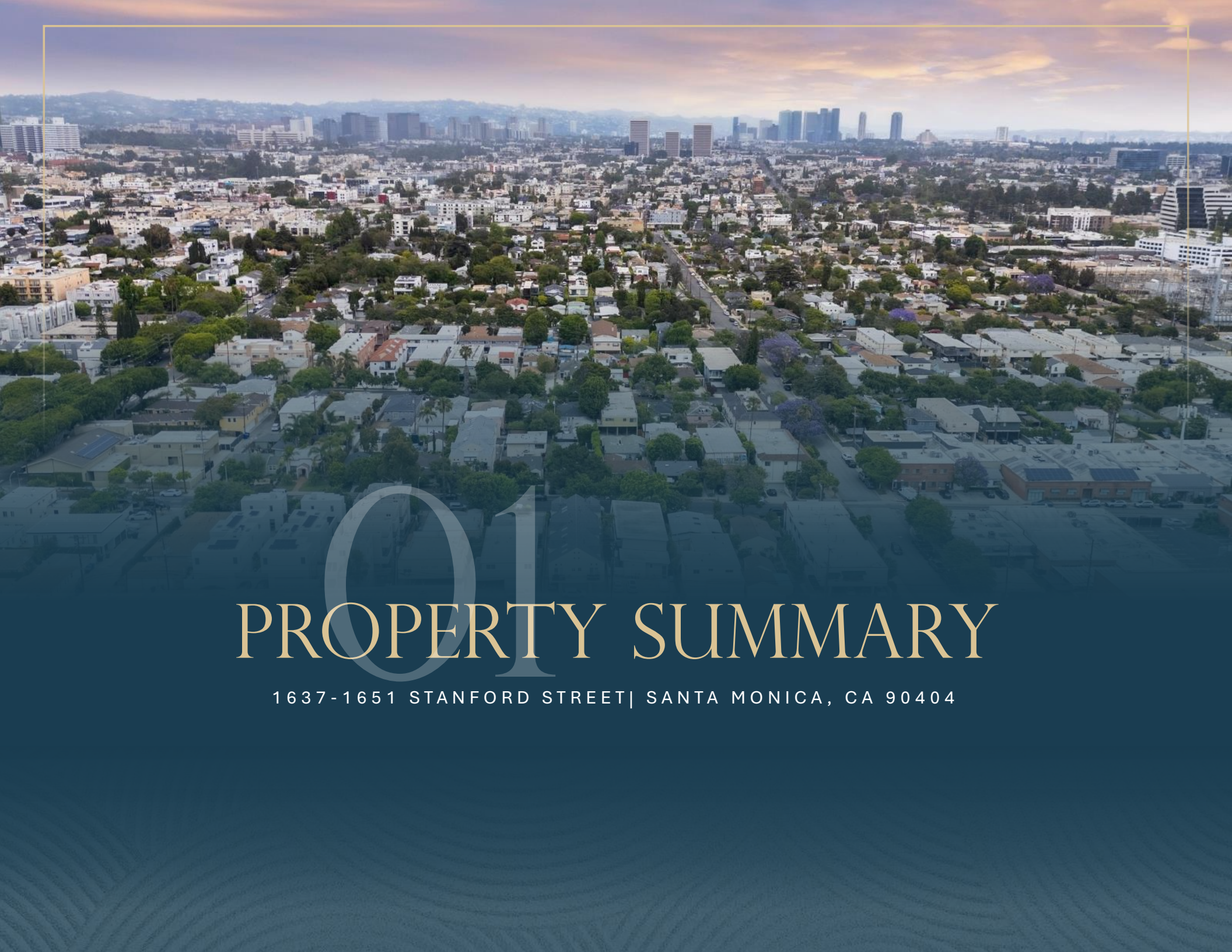
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# 01 PROPERTY SUMMARY

1637-1651 STANFORD STREET | SANTA MONICA, CA 90404

# PROPERTY SUMMARY

<b>Address</b>	1637-1651 Stanford St., Santa Monica, CA
<b>Offering Price</b>	\$6,000,000
<b>Total Lot Size</b>	±23,134 SF
<b>Zoning</b>	SMLMSD (Conservation: Creative Sector)
<b>Current Plans</b>	Preliminary plans for 71-unit, 100% affordable housing development
<b>Market-Rate Potential</b>	Multifamily development opportunity
<b>FAR (Floor Area Ratio)</b>	2.5
<b>Height Limit</b>	55 feet



## WALKSCORE®



**81**  
Very Walkable

Most errands can be accomplished on foot.



**64**  
Good Transit

Many nearby public transportation options



**91**  
Biker's Paradise

Daily errands can be accomplished on a bike

**ALLEY ACCESS**

**4268-004-024**

**4268-004-023**

**4268-004-022**

**4268-004-021**

**STANFORD ST**

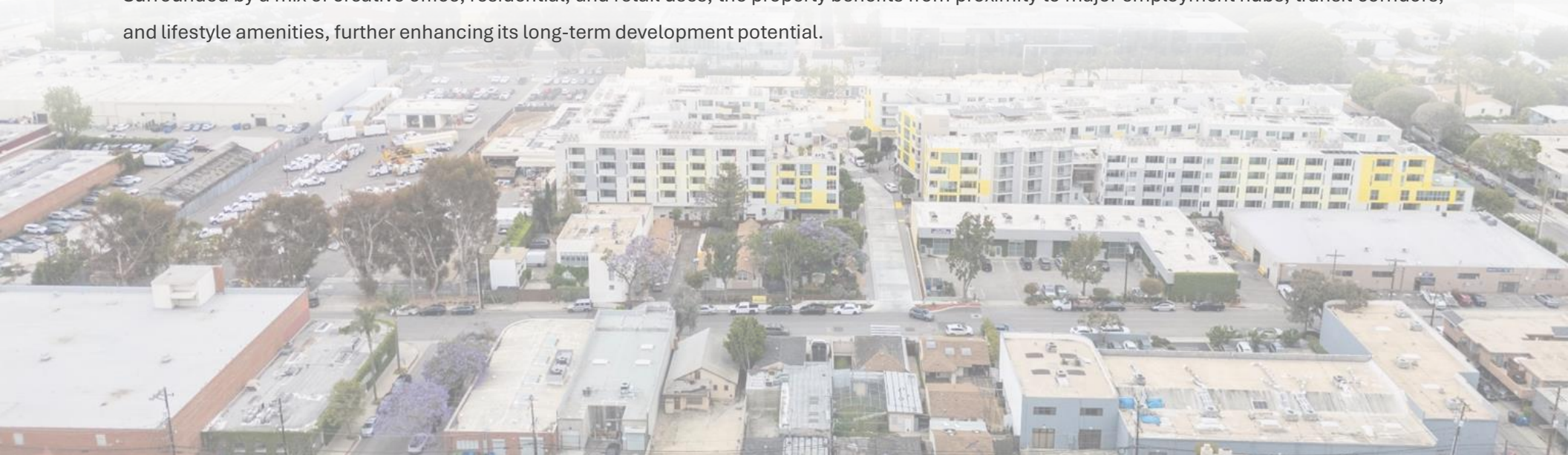
# Property Overview

Located in a highly desirable pocket of Santa Monica, 1637–1651 Stanford Street presents a rare large-scale development opportunity in one of Los Angeles' most supply-constrained coastal markets. The ±23,134 square foot site is positioned within the SMLMSD (Conservation: Creative Sector) zoning designation, offering flexibility for a range of residential development strategies.

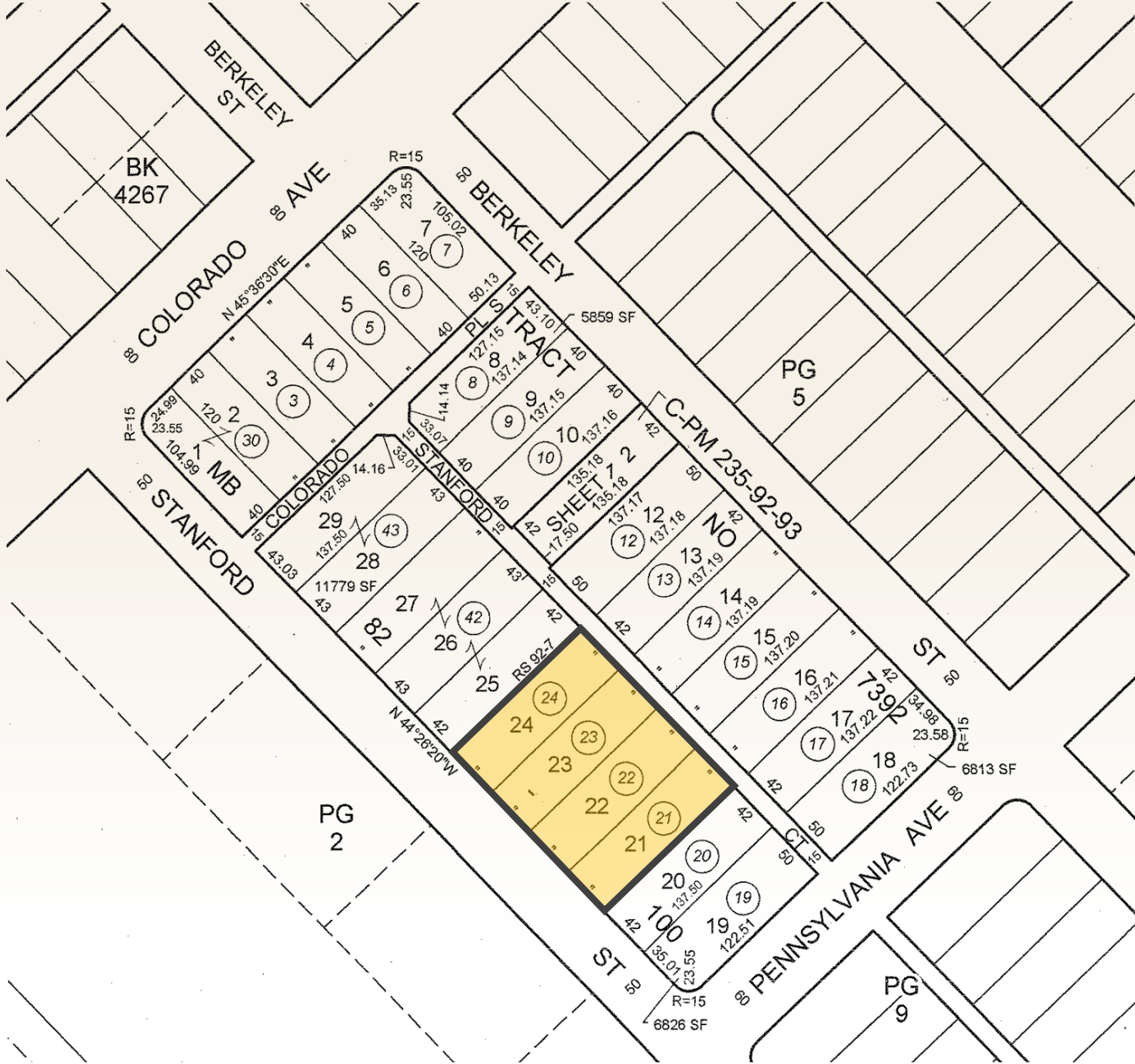
The property is currently being advanced with preliminary plans for a 71-unit, 100% affordable housing project, catering to the strong and growing demand for workforce and subsidized housing in the region. This positioning aligns with local housing initiatives and may benefit from streamlined approvals and potential incentives.

For developers seeking a market-rate alternative, the site also offers compelling upside. With a Floor Area Ratio (FAR) of 2.5 and a height limit of 55 feet, the property supports a dense multifamily configuration in a premier coastal location. The combination of scale, zoning flexibility, and strong underlying market fundamentals makes this an attractive opportunity to capitalize on Santa Monica's high barriers to entry and sustained housing demand.

Surrounded by a mix of creative office, residential, and retail uses, the property benefits from proximity to major employment hubs, transit corridors, and lifestyle amenities, further enhancing its long-term development potential.



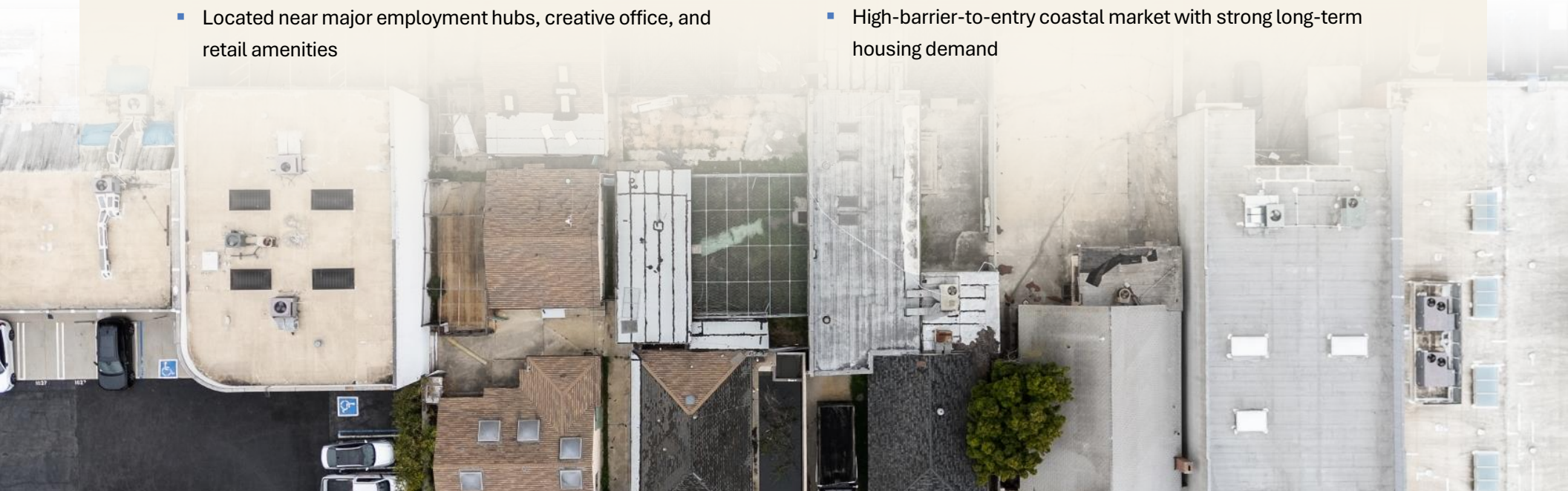
# Parcel Map



# Property Highlights

## 1637-1651 STANFORD STREET

- Rare ±23,134 SF development site in prime Santa Monica location
- Preliminary plans for a 71-unit, 100% affordable housing project
- Market-rate multifamily upside with 2.5 FAR
- Located near major employment hubs, creative office, and retail amenities
- Zoned SMLMSD (Conservation: Creative Sector) allowing flexible development strategies
- Potential to leverage affordable housing incentives and expedited approvals
- 55-foot height limit enables efficient, high-density design
- High-barrier-to-entry coastal market with strong long-term housing demand



# Vicinity Map



EL CHOLO  
Huckleberry CITRIN  
ROCK N PIZZA  
RUSTIC CANYON  
SANTA MONICA SEAFOOD

LIONSGATE Red Bull OCBS  
hulu amazonstudios ENERGY DRINK  
ORACLE ACTIVISION BILZARD

WHOLE FOODS MARKET Gilbert's El Indio  
LUNETTA LO/CAL COFFEE & MARKET

1637-1651 STANFORD ST

SKYDANCE

SMBP



Snap Inc.

neudesic  
an IBM Company

SANTA MONICA AIRPORT

SANTA MONICA place NIKE  
NORDSTROM BOSS HUGO BOSS  
COACH TIFFANY & CO.

greenleaf gourmet chopshop  
SHAKE SHACK  
greenleaf  
apple  
BERBERE

John Adams Middle School

GELSON'S THE SUPER MARKET

PENMAR GOLF COURSE

PACIFIC PARK SANTA MONICA PIER

SANTA MONICA PIER

manchego  
RABANO  
THE GALLEY RESTAURANT

WHOLE FOODS

Ralphs

ROSS DRESS FOR LESS

JAMESON'S PUB LULA CUCINA MEXICANA sunnyblue

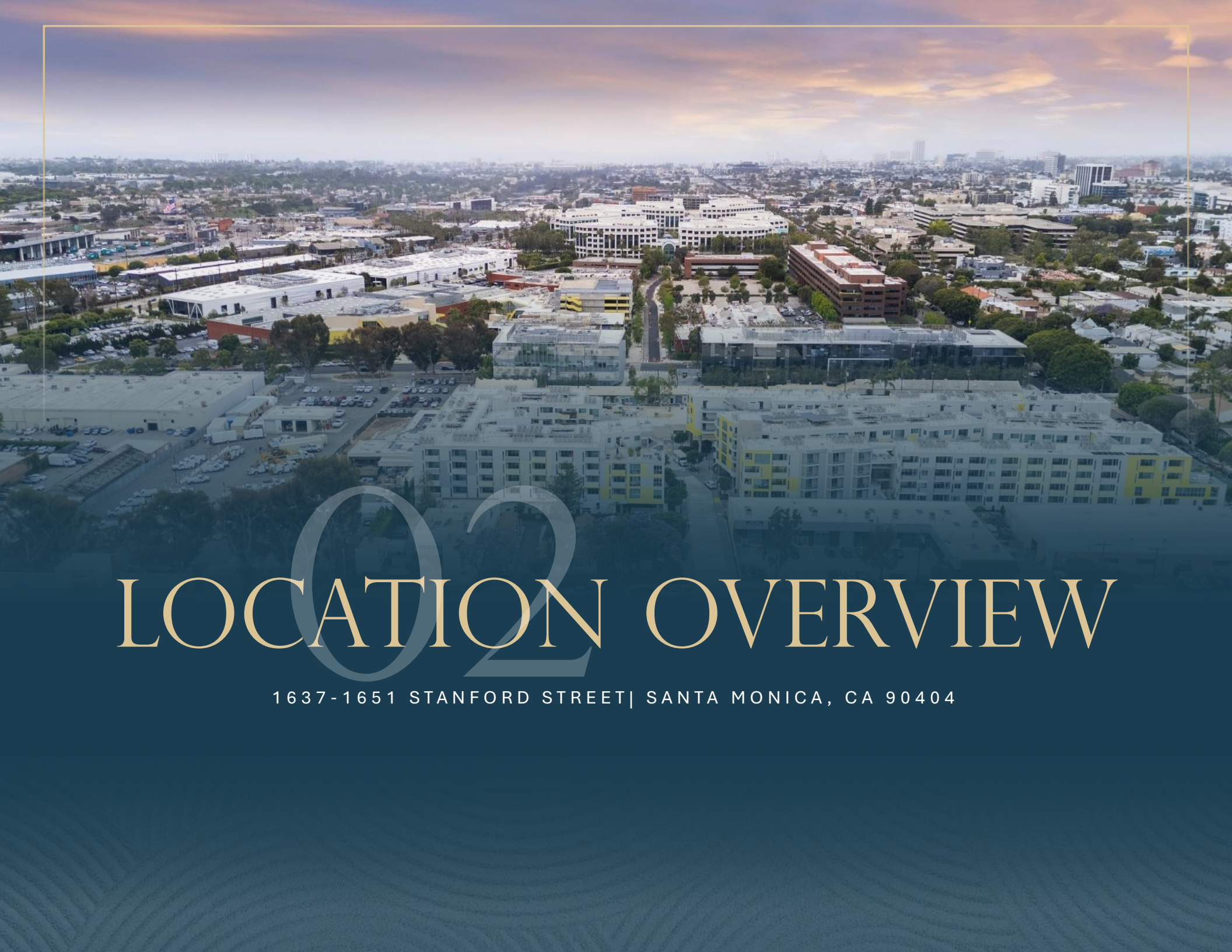
Google

OCEAN VIEW PARK

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# LOCATION OVERVIEW

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# Santa Monica

## CALIFORNIA



**92,828**  
POPULATION



**\$1.48M**  
MEDIAN HOME PRICE



**\$106,123**  
AVG HH INCOME

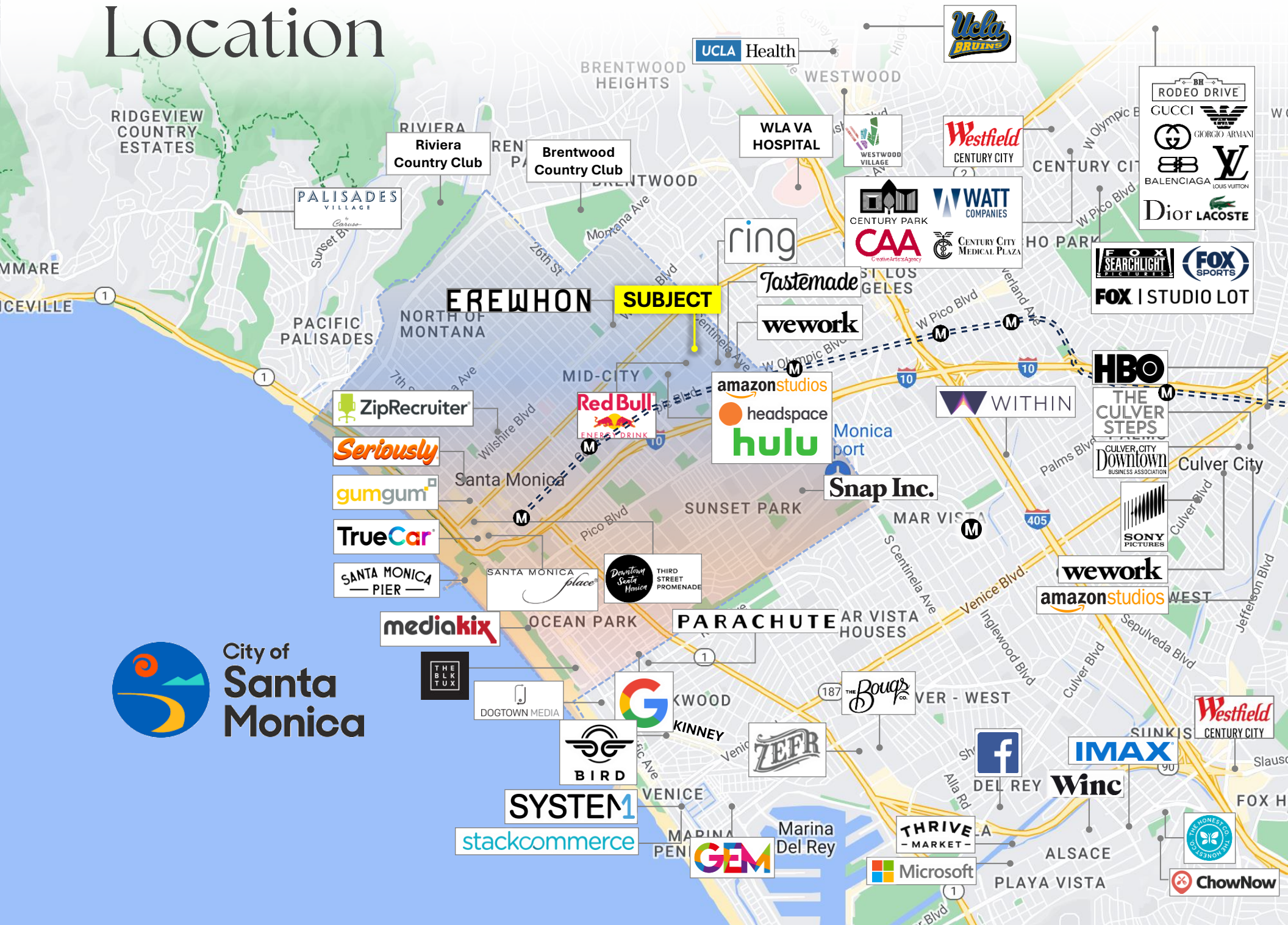
### **Situated in the heart of Santa Monica, 1637-1651**

**STANFORD STREET offers an exceptional location in one of the most desirable coastal markets in the world.** Just minutes from Santa Monica Beach, the 3rd Street Promenade, and the Expo Line Metro station, the Property provides unparalleled access to the vibrant lifestyle, amenities, and workforce that define this premier Westside submarket. Santa Monica is home to a thriving blend of Fortune 500 companies, leading tech and media firms, creative agencies, and boutique retailers. Often referred to as “Silicon Beach,” the area has rapidly become a hub for innovation, attracting tenants such as Google, Hulu, and Snap, as well as countless startups. The Property benefits from this expanding business ecosystem, offering owner-users and investors alike a prestigious address that resonates with clients, employees, and tenants.

Convenient freeway access to the I-10 and Pacific Coast Highway ensures direct connectivity to neighboring West Los Angeles, Downtown LA, and the greater Southern California region. Additionally, the Property’s pedestrian-friendly setting allows easy access to local cafes, restaurants, and retail shops, enhancing both tenant desirability and long-term value.

1637-1651 STANFORD STREET is strategically positioned to capture the ongoing growth of Santa Monica’s commercial core while providing the unique advantage of a fully renovated, modern office environment within a timeless coastal setting.

# Location



# Fortune 500

SANTA MONICA, CA



# Silicon Beach Synergy

**3,122**

Area Business

**29,241**

People Employed

**\$6.3B**

Annual Payroll

**Job Creation:** Silicon Beach has become a major source of job creation in the Los Angeles area. Tech companies, startups, and digital media firms in the region employ thousands of people across various roles, including software development, marketing, design, and business operations.

**Innovation and Entrepreneurship:** The ecosystem fosters innovation and entrepreneurship, leading to the development of new technologies, products, and services. Entrepreneurs and innovators in Silicon Beach work on cutting-edge projects, contributing to the overall technological advancement.

**Real Estate Development:** The growth of Silicon Beach has driven significant real estate development, including the construction of modern office spaces, co-working facilities, and residential complexes. This development helps to draw high profile companies and top talent to the area.



## *Santa Monica Based-Silicon Beach*

### **Snap Inc.**

Snap Inc., the company responsible for Snapchat, is straddling multiple California locations at the moment. The social media company once boasted a spread of offices throughout Venice but has since made moves to a space near the Santa Monica airport.

### **hulu**

Hulu's streaming platform features a wide array of popular television shows just hours after they air live. The company occupies a 90,000-square-foot, fully customized space in the mid-city neighborhood of Santa Monica.

### **ACTIVISION BLIZZARD**

Activision Blizzard is a major video game publisher and developer known for popular franchises such as Call of Duty, World of Warcraft, Overwatch, and more. The company has multiple offices and development studios, and its Santa Monica location was one of its key offices.

# Iconic Landmarks



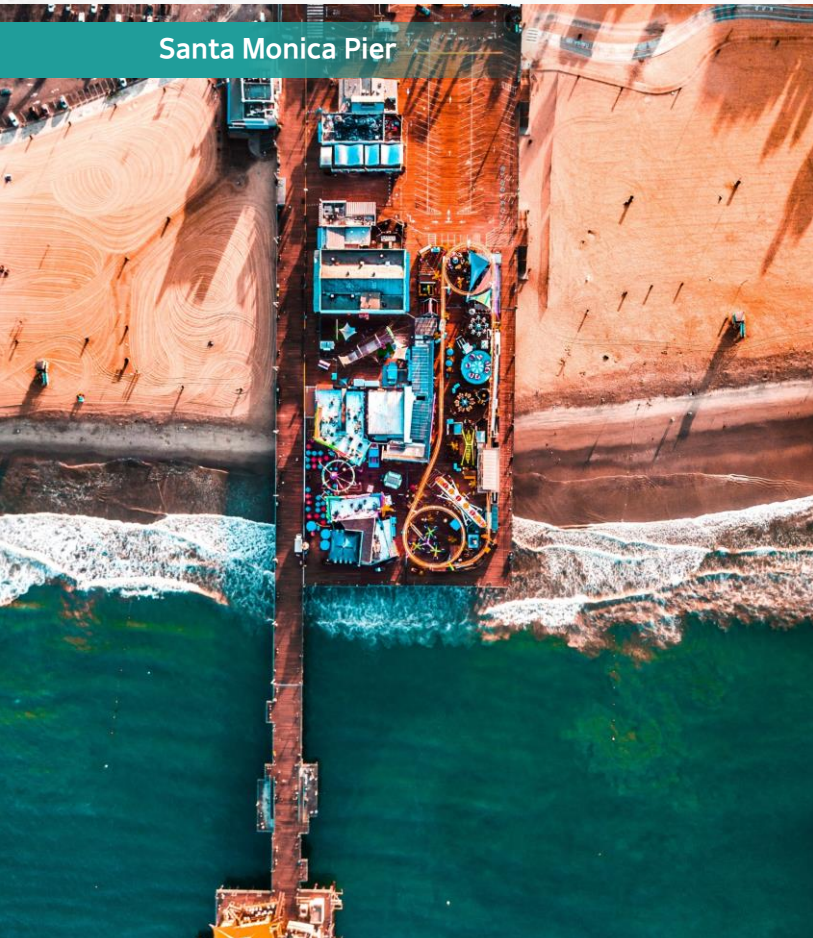
3rd Street Promenade



Santa Monica State Beach



Santa Monica Pier



Hotel Casa Del Mar



An aerial photograph of Santa Monica, California, during sunset. The sky is a mix of orange, pink, and purple, with soft clouds. The city is densely packed with residential buildings, many with flat roofs, interspersed with green trees. In the distance, the city skyline is visible with several tall skyscrapers. The overall scene is a panoramic view of the city from an elevated perspective.

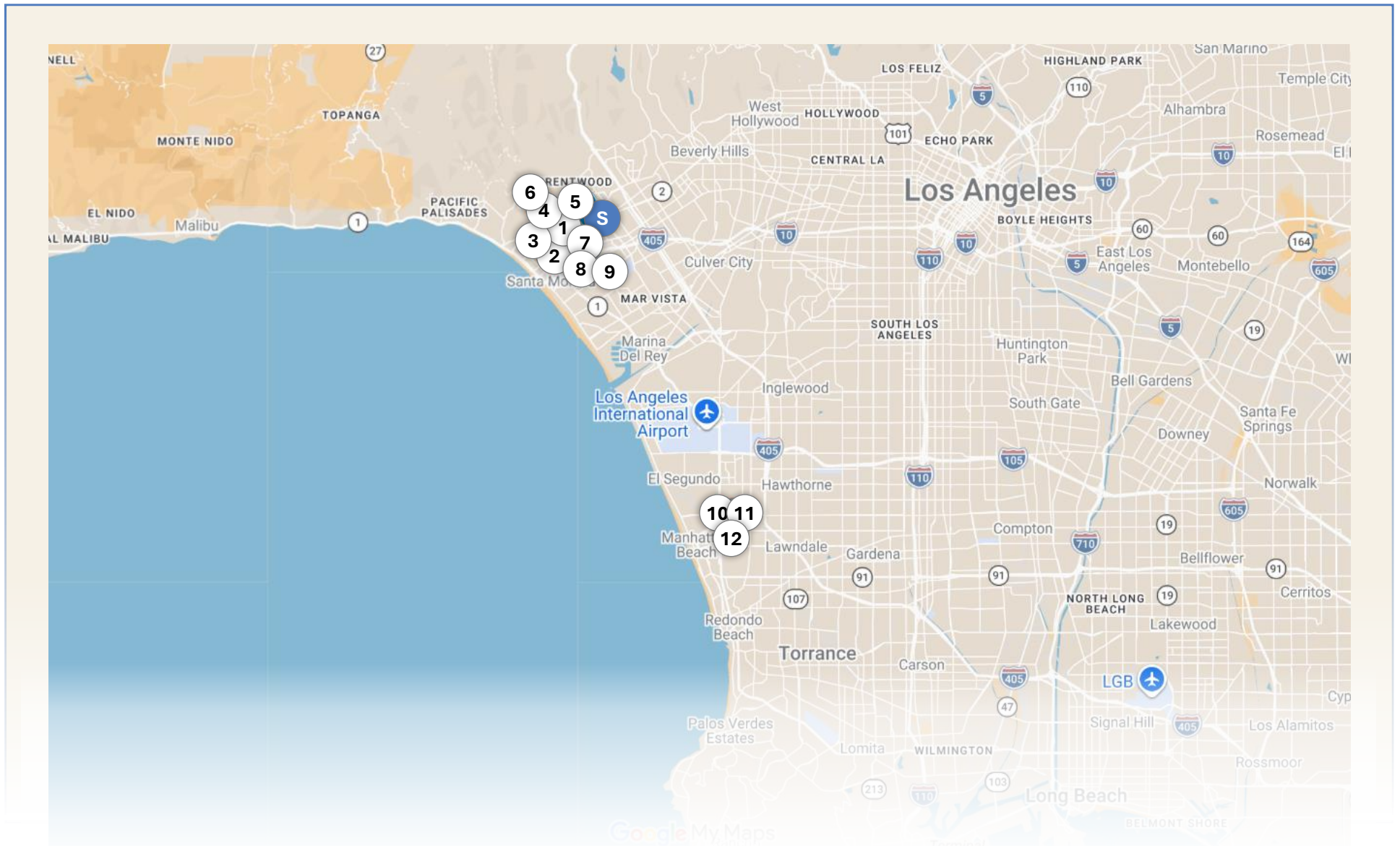
# COMPARABLES

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# Land Sales Comparables

	Address	Sale Date / Status	Price	Land Area (SF)	Land Price (PSF)
1	1511 Wilshire Blvd	4/7/2026	\$4,154,404	4,792 SF	\$867.02
2	1546 9th St	12/1/2025	\$2,600,000	7,405 SF	\$351.11
3	330 16th St	12/27/2024	\$3,700,000	7,492 SF	\$493.86
4	1302 Yale St	6/25/2024	\$1,800,000	6,185 SF	\$291.03
5	2031–2037 Wilshire Blvd	4/17/2024	\$7,000,000	6,970 SF	\$1,004.36
6	520 Arizona Ave	4/24/2023	\$4,999,990	3,920 SF	\$1,275.38
7	1543–1557 7th St	Under Contract	\$12,000,000 (Asking)	22,216 SF	\$540.16
8	1003–1007 Olympic Blvd	8/30/2022	\$10,375,000	16,588 SF	\$625.45
9	1430 Lincoln Blvd	1/26/2023	\$3,222,840	30,056 SF	\$974.79
10	1457 19th St	12/16/2022	\$7,618,488	11,552 SF	\$659.49
11	1411 17th St	10/25/2022	\$2,200,000	7,501 SF	\$293.29
12	1443 18th St	2/18/2022	\$2,500,000	7,500 SF	\$333.33

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