

# 2926 MAIN STREET

SANTA MONICA, CALIFORNIA 90405

OFFERING MEMORANDUM

Marcus & Millichap  
BRANDON MICHAELS  
GROUP



# 2926 MAIN STREET

SANTA MONICA, CALIFORNIA 90405

EXCLUSIVELY LISTED BY

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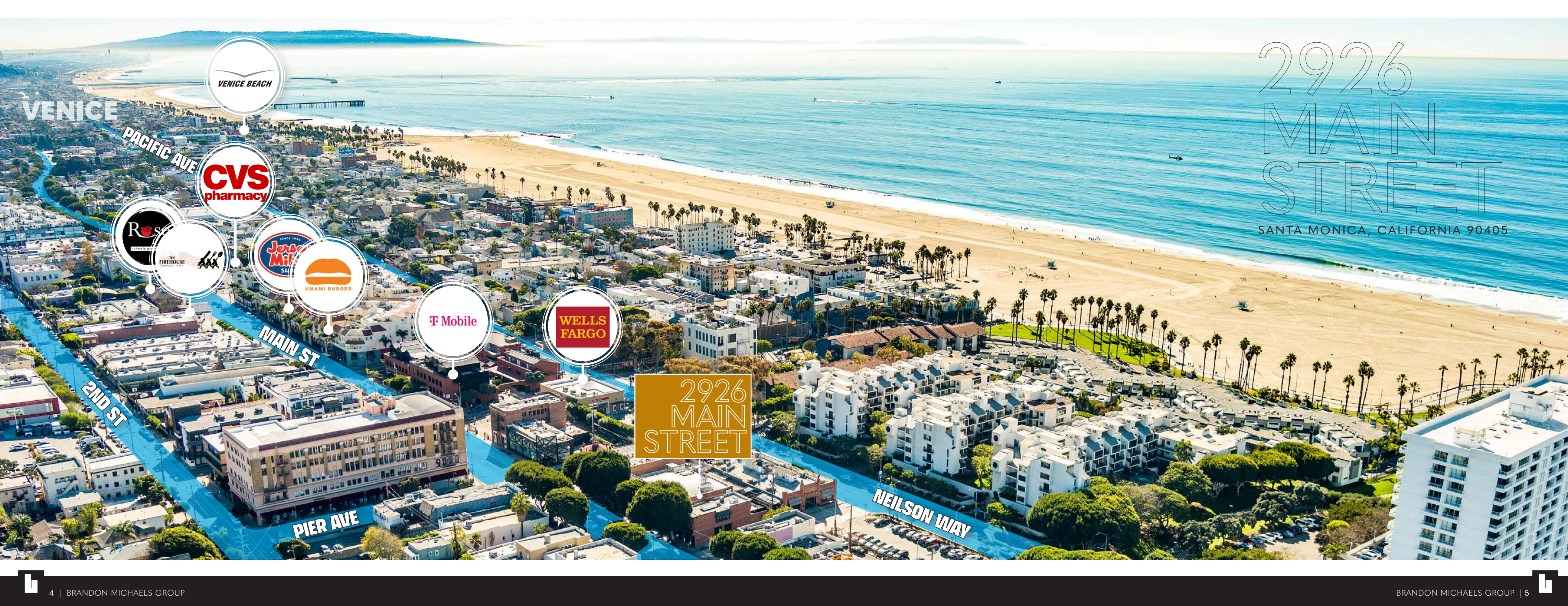
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VENICE

PACIFIC AVE

VENICE BEACH

CVS  
pharmacy

Rosé

THE FIREHOUSE

Jersey Mike's

UMAMI BURGER

T Mobile

WELLS  
FARGO

2926  
MAIN  
STREET

MAIN ST

2ND ST

PIER AVE

NEILSON WAY

2926  
MAIN  
STREET

SANTA MONICA, CALIFORNIA 90405



# EXECUTIVE SUMMARY

The Brandon Michaels Group of Marcus & Millichap, as exclusive advisor, is pleased to present the opportunity to acquire 2926 Main Street, a 1,700-square-foot single-tenant bar situated on a 1,957-square-foot parcel (0.04 acres) in the heart of Santa Monica’s dynamic Main Street corridor. Ideally located just one parcel southeast of the signalized intersection at Main Street and Kinney Street, and only one block from the beach, this property offers a rare opportunity to own along one of the most desirable and supply-constrained retail corridors on the Westside.


Previously home to the iconic Circle Bar, the property will be delivered completely vacant, offering immediate potential for value-add repositioning or owner-user occupancy. For those interested in preserving the legacy, the Seller is open to transferring the Circle Bar name, allowing a new operator to continue operations under the well-established and recognizable brand.

While the site once accommodated a 97-seat capacity, a change in emergency access has reduced the allowable occupancy to 49 seats. Nevertheless, the location, branding potential, and existing infrastructure still make it an ideal setting for a boutique bar, lounge, or experiential retail concept.

Centrally located within the Main Street Business Improvement District, the property sits at the core of one of Santa Monica’s most walkable and energetic neighborhoods. Main Street is known for its blend of established and emerging retail, upscale dining, and boutique fitness and lifestyle offerings. The area experiences high daily traffic counts—over 21,000 vehicles per day—and attracts a steady stream of foot traffic from both locals and beachgoers. Like most properties along Main Street, 2926 Main is supported by ample public parking, including a nearby lot off Neilson Way and convenient street parking along Main and the adjacent side streets.


This is a unique chance to acquire a legacy address on Main Street, in one of Southern California’s most iconic coastal communities.

# PROPERTY HIGHLIGHTS




\$2,200,000

PRICE




1,700 SF

BUILDING SF




1,957 SF

LOT SIZE




1948

YEAR BUILT




5.56%

PROFORMA CAP RATE




\$1,294

PRICE/SF (BLDG)




\$1,124

PRICE/SF (LAND)




VACANT

OCCUPANCY




21,918 VPD

TRAFFIC COUNTS




NEIGHBORHOOD COMMERCIAL

ZONING



AMPLE STREET AND PUBLIC PARKING

PARKING

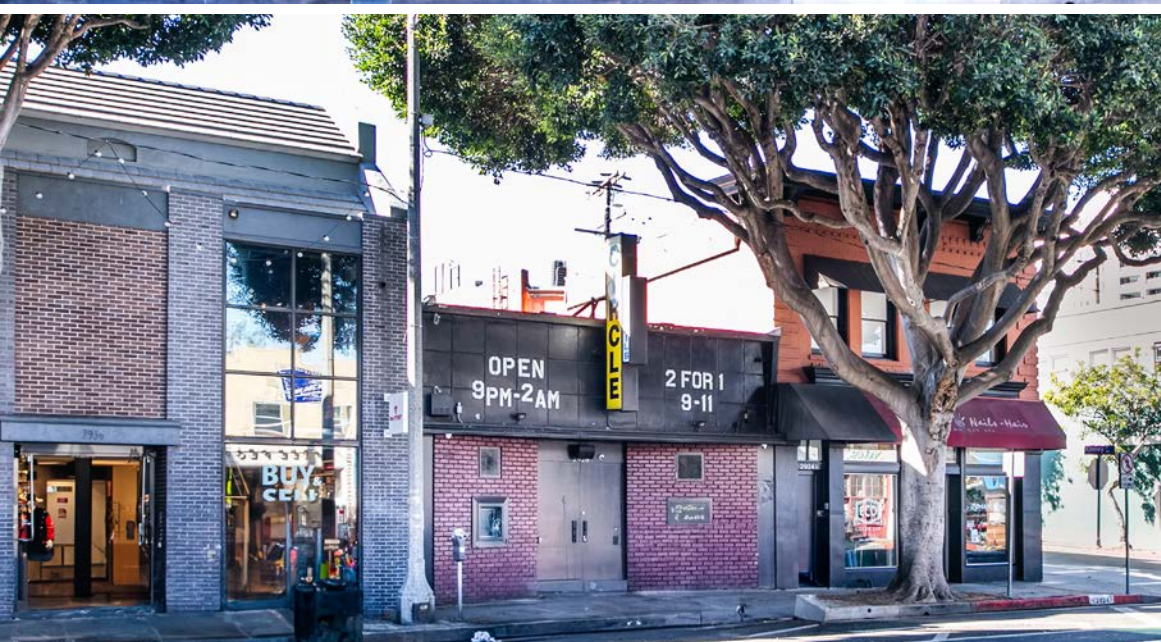
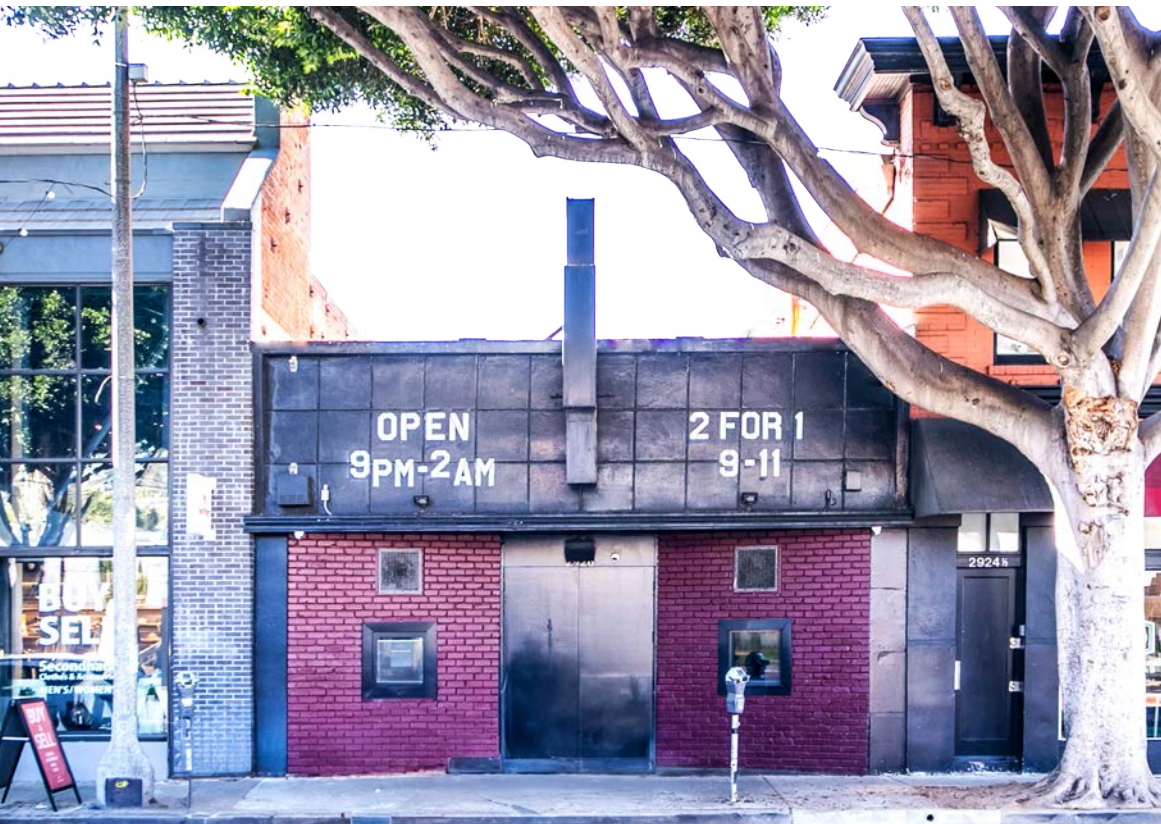


MAIN ST & KINNEY ST

CROSS STREETS









# OWNER-USER OR VALUE-ADD OPPORTUNITY

Of the Former Circle Bar

## Owner-User or Value-Add

The property will be delivered vacant allowing for an immediate owner-user or value-add opportunity

## Former Circle Bar Location

The property was most recently the site of Circle Bar, a famous bar and lounge established in 1949 well regarded in the community with a dedicated customer base

## Adjacent Major Signalized Corner

Just one parcel southeast of the SE corner of Main Street and Kinney Street

## Revised Occupancy Limits

As a result of the loss of emergency access, the maximum capacity at this site has been reduced from a 97-seat capacity to a 49-seat capacity

## Circle Bar Name

For those interested in preserving the legacy, the Seller is open to transferring the Circle Bar name, allowing a new operator to continue operations under the well-established and recognizable brand.



# HIGH BARRIER TO ENTRY

Main Street, Santa Monica Location

- Dense Commercial Corridor**  
Main Street is densely populated with a myriad of retailers both trendy and established as well as some of the region's most desirable bars and restaurants
- Highly Trafficked**  
The corridor benefits from high traffic counts in excess of 21,000 vehicles per day
- Pedestrian Oriented**  
Main Street is a highly walkable thoroughfare, featuring tree-lined streets, numerous crosswalks, and a vibrant atmosphere where converted street parking spaces now host outdoor restaurant patios and seating areas
- Highly Trafficked Garvey Avenue**  
Garvey Avenue is one of Rosemead's primary east-west commercial thoroughfares with traffic counts in excess of 27,000 VPD
- Ample Nearby Parking**  
Ample parking off Neilson Way to the south and street parking along Main Street and nearby side streets









# PRIME SANTA MONICA LOCATION

Proximate to Amenities and Major Employers

**“Silicon Beach”, a Major Employment Hub**  
Santa Monica is a noteworthy Southern California employment center with major companies with regional offices or headquarters including Lionsgate, Amazon, Riot Games, Activision, and Snapchat

**Growing Nearby Development**  
More than 1,200 units have been delivered within a 2-mile radius of the subject property in the last 5 years with an additional 2,400 units proposed or under construction set to deliver by year end 2026. The city of Santa Monica made recent revisions to their housing element in an effort to stimulate greater housing production throughout the city

**Considerable Tourist Economy**  
Santa Monica’s economy is substantially contributed to by more than 5.3 million annual tourists (2022) spending more than \$1 billion (2022)

**Access to Desirable Amenities**  
Beside the beach, less than 0.2 miles away, the property is proximate to popular attractions like the Santa Monica Pier (1.4 miles), Downtown Santa Monica (1.7 miles), the Abbott Kinney (1.3 miles), and the Venice Boardwalk (0.8 miles)

**Proximate to Freeways**  
Well-connected via major freeways including the I-405 and I-10

# AFFLUENT SUBMARKET

With Dense Surrounding Population

**Dense Nearby Population**  
Population of more than 29,600 people within one mile of the subject property, 186,00 people within three miles, and 450,300 people within five miles

**Average Household Incomes**  
Immediate submarket boasts a strong average household income within one, three, and five miles is \$129,700, \$142,400, and \$139,700, respectively

**Median Household Incomes**  
Median income within one, three, and five miles \$95,800, \$111,400, and \$108,500, respectively

## Within a 5-Mile Radius



**450,300**  
Population



**\$139,700**  
Avg HH Income



**\$108,500**  
Median HH Income

## Household Density

**15,600 HH**  
1-Mile

**93,800 HH**  
3-Mile



**\$522 MIL**  
Annual Spending of 2,400 Businesses Within 1-Mile Radius



**\$1,120,000**  
Median Home Value





# SANTA MONICA, CALIFORNIA

Santa Monica, CA, is a vibrant coastal city located on the western edge of Los Angeles County, known for its picturesque beach, iconic pier, and bustling Third Street Promenade. Characterized by a blend of laid-back beach culture and urban sophistication, Santa Monica offers a dynamic atmosphere with diverse dining, shopping, and entertainment options. The city’s well-developed public transit system, including the Metro Expo Line, connects residents and visitors to downtown Los Angeles and other parts of the region, while major freeways like the I-10 and Pacific Coast Highway provide easy access by car.

Tourism is a cornerstone of Santa Monica’s economy, attracting millions of visitors each year. The Santa Monica Pier, a historic landmark, is home to Pacific Park, an amusement park with a solar-powered Ferris wheel, an aquarium, and various dining and entertainment venues. The expansive Santa Monica State Beach offers opportunities for sunbathing, swimming, and beach volleyball, while the Marvin Braude Bike Trail provides a scenic route for cyclists and joggers along the coast. The Third Street Promenade, a lively pedestrian street, is renowned for its street performers, shops, restaurants, and weekly farmers’ markets.

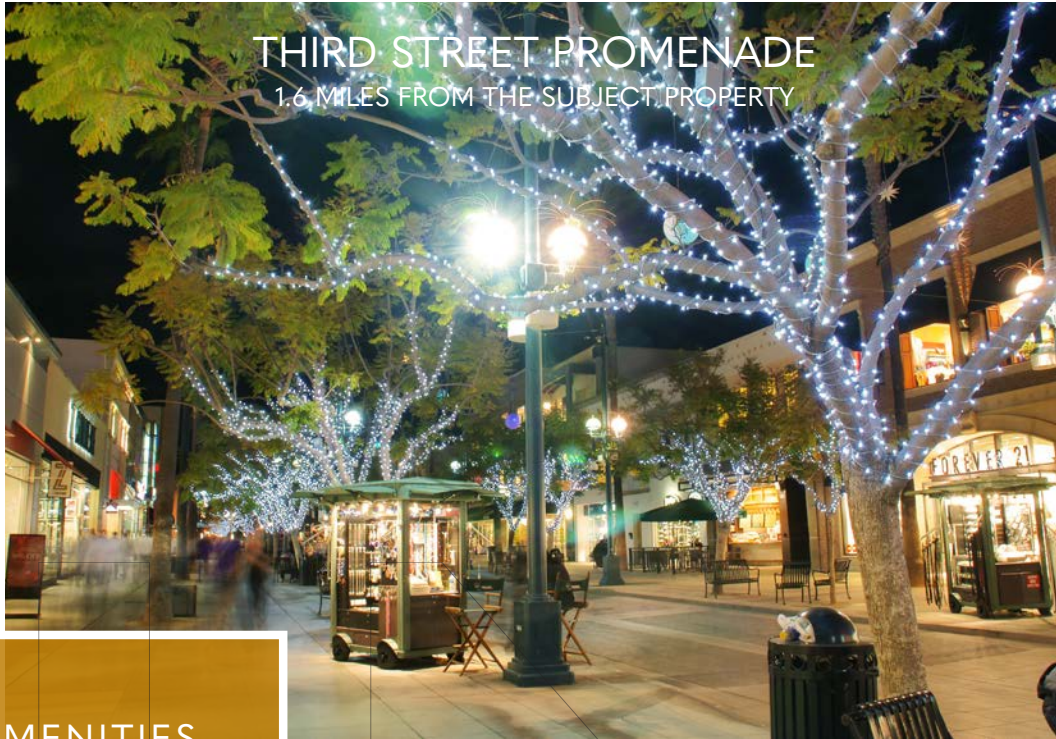
Employment in Santa Monica spans various sectors, with a notable presence in technology, entertainment, healthcare, and retail. The city’s burgeoning tech industry has earned it the nickname “Silicon Beach,”

attracting startups and established companies alike. Major employers include the RAND Corporation, Universal Music Group, and the Santa Monica–UCLA Medical Center. The local economy is also supported by a robust service industry, catering to both residents and the steady stream of tourists.

With its perfect blend of natural beauty, cultural richness, and economic vitality, Santa Monica stands out as a premier destination on the Southern California coast. Its commitment to sustainability, evidenced by numerous green initiatives and an extensive network of parks and open spaces, further enhances its appeal as a desirable place to live, work, and visit.



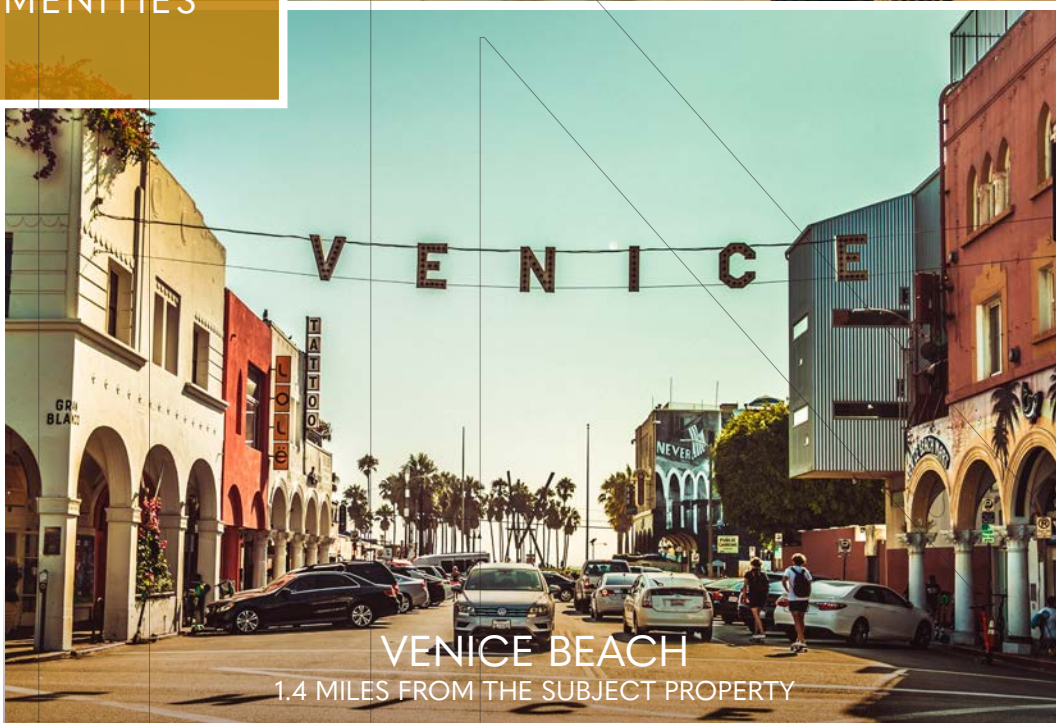
SANTA MONICA PIER  
1.3 MILES FROM THE SUBJECT PROPERTY



THIRD STREET PROMENADE  
1.6 MILES FROM THE SUBJECT PROPERTY



LAX AIRPORT  
1.0 MILES FROM THE SUBJECT PROPERTY



VENICE BEACH  
1.4 MILES FROM THE SUBJECT PROPERTY

## NEARBY AMENITIES





CENTURY CITY

8.1

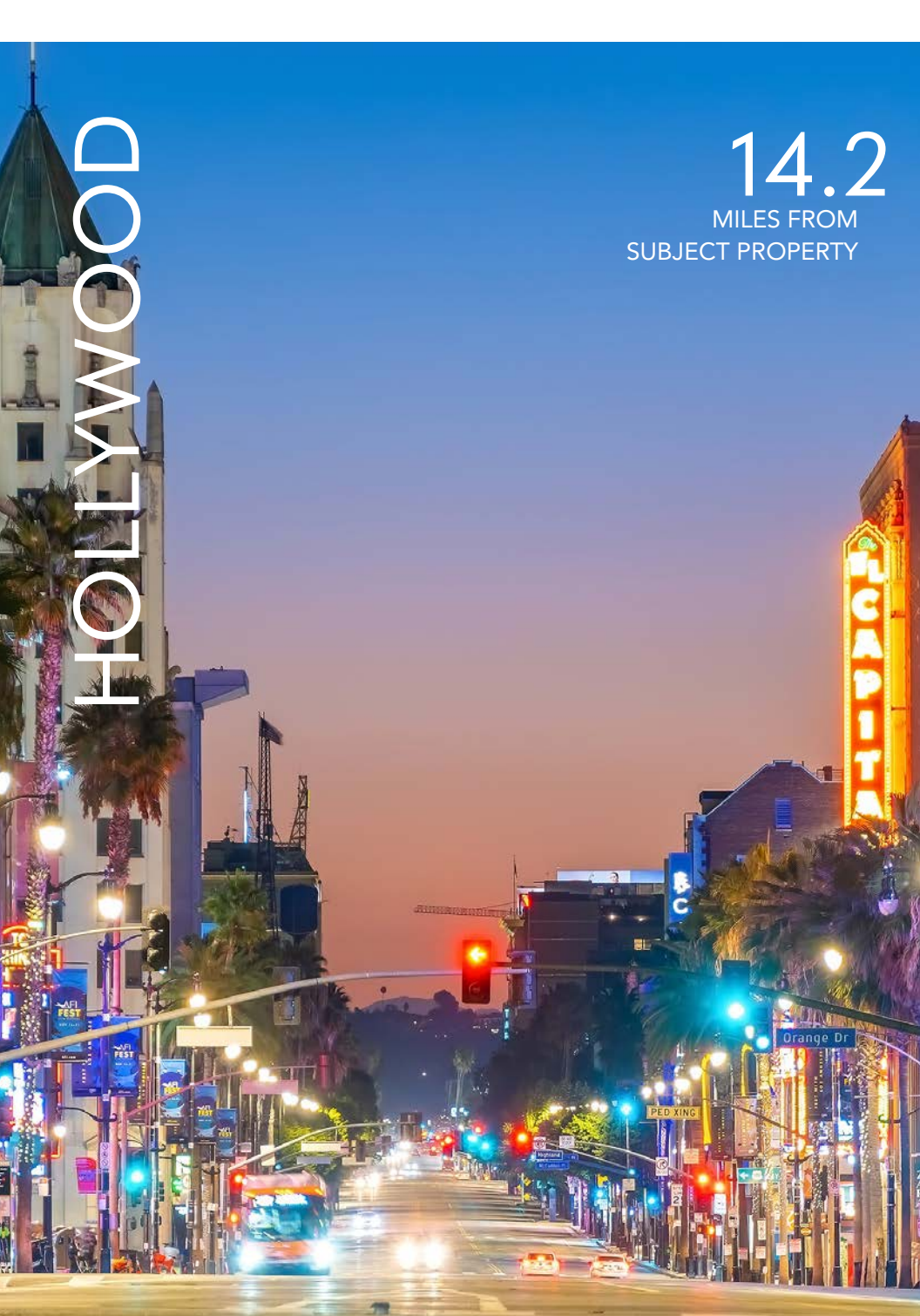
MILES FROM  
SUBJECT PROPERTY



BEVERLY HILLS

8.2

MILES FROM  
SUBJECT PROPERTY



HOLLYWOOD

14.2

MILES FROM  
SUBJECT PROPERTY



DTLA

16.6

MILES FROM  
SUBJECT PROPERTY



# DEMOGRAPHICS SANTA MONICA, CA



## DEMOGRAPHICS

1 MILE

3 MILE

5 MILE

Population

29,600

186,000

450,300



Households

15,600

93,800

211,600



Average Household Income

\$129,700

\$142,400

\$139,700



Median Household Income

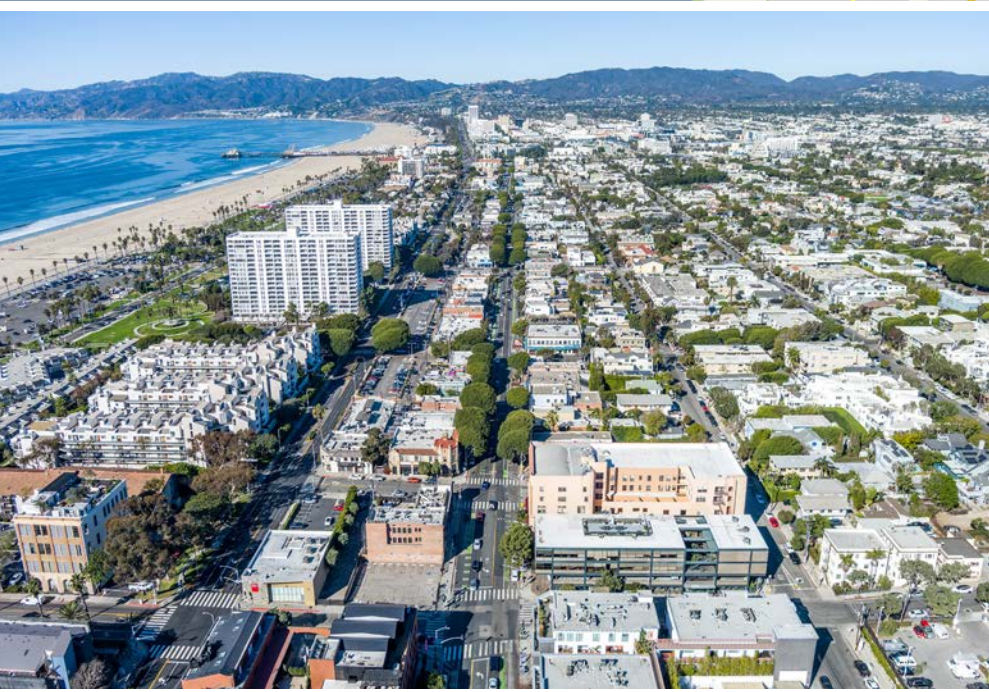
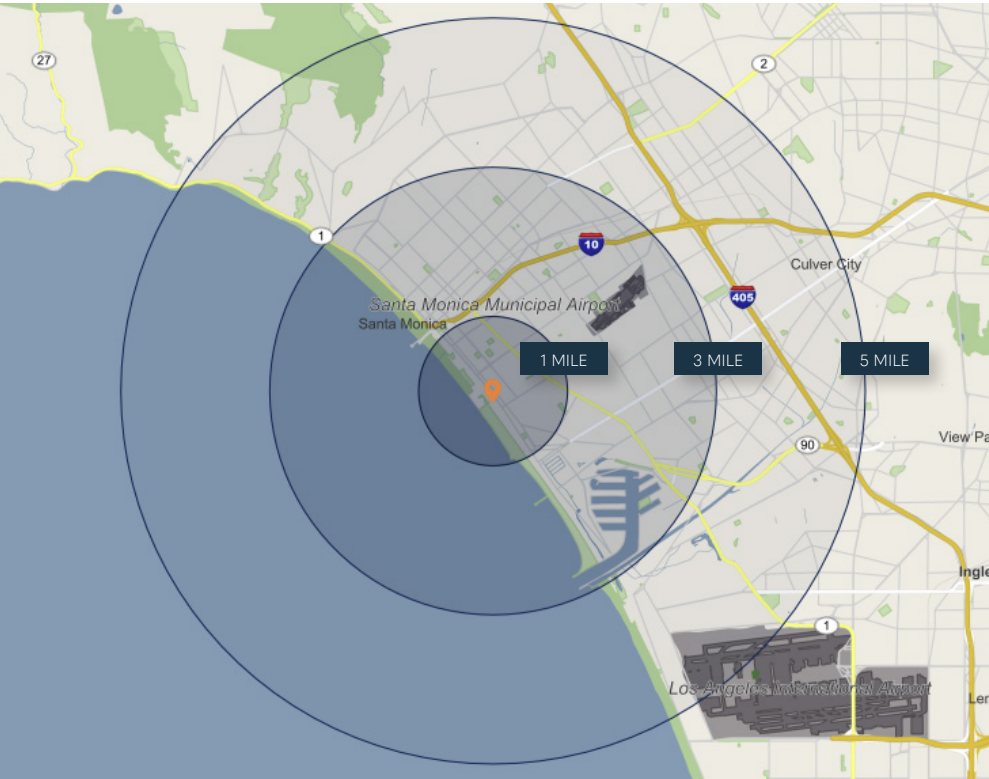
\$95,800

\$111,400

\$108,500

## DEMOGRAPHICS BY RADIUS

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
Population	29,600	186,000	450,300
Households	15,600	93,800	211,600
Average Household Size	1.8	1.9	2
Median Age	41.7	42	39.3
Owner Occupied Households	3,600	27,600	67,200
Renter Occupied Households	11,700	64,300	140,100
Average Household Income	\$129,700	\$142,400	\$139,700
Median Household Income	\$95,800	\$111,400	\$108,500
Businesses	2,400	19,900	40,500





# RENT ROLL

## TENANT INFORMATION

TENANT	SF	FLOOR	%	PF RENT	PF RENT/SF	PF LEASE TYPE
Vacant	1,700	1	100.00%	\$10,200.00	\$6.00	NNN
	1,700		100%	\$10,200.00	\$6.00	



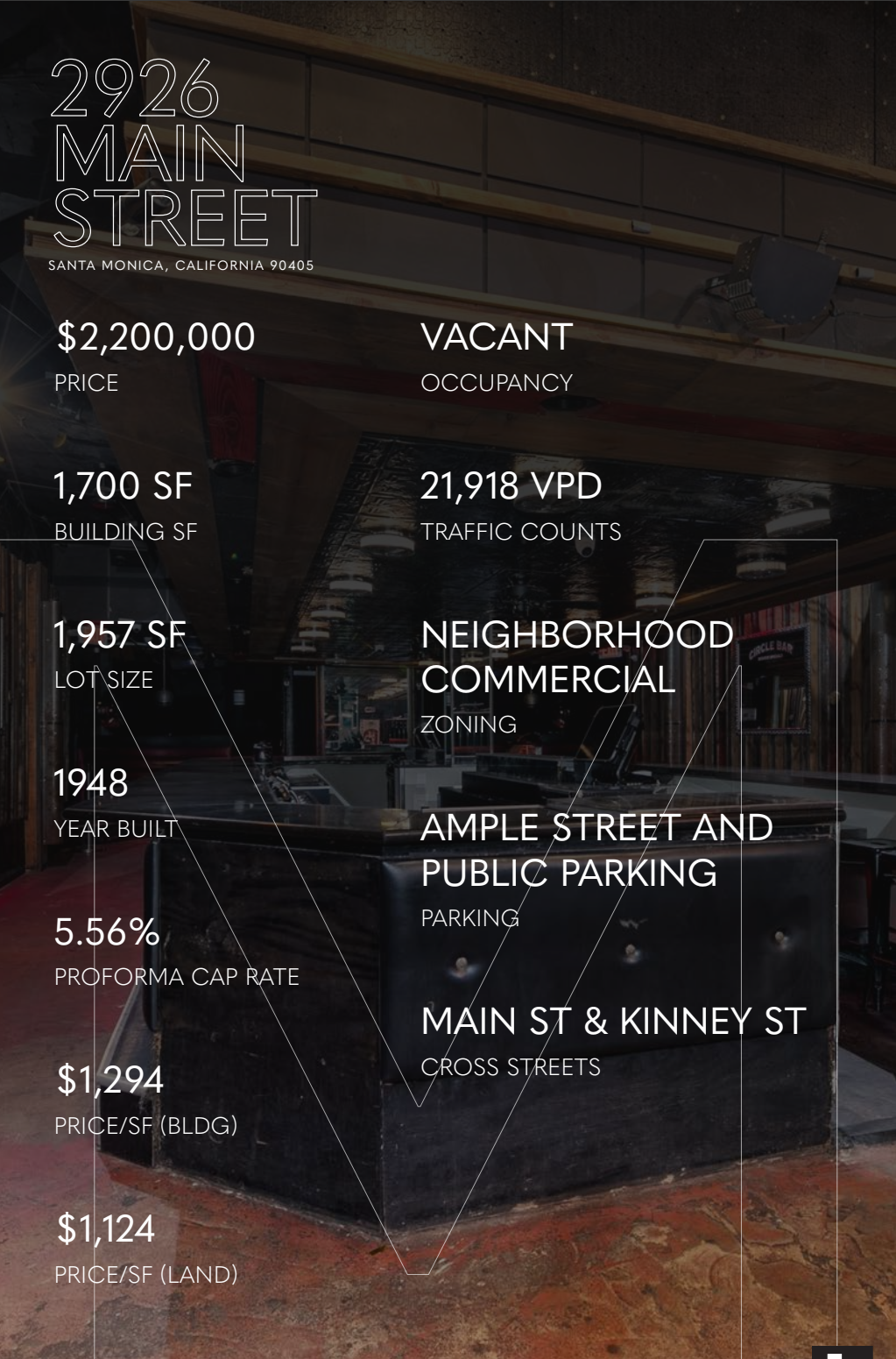
# OPERATING EXPENSES

OPERATING EXPENSES*	PROFORMA	PER SF
Property Taxes @ 1.25%	\$27,500	\$16.18/SF
Management	\$4,896	\$2.88/SF
Insurance	\$1,360	\$0.80/SF
Utilities	\$595	\$0.35/SF
Trash Removal	\$595	\$0.35/SF
Grounds Maintenance	\$425	\$0.25/SF
Repairs & Maintenance	\$1,445	\$0.85/SF
TOTAL EXPENSES	\$36,816	\$21.66
EXPENSES/SF/MONTH		\$1.80

\*Not actual operating expenses. Expenses are based off industry standard averages.

## OPERATING DATA

	PROFORMA
Scheduled Lease Income:	\$122,400
CAM Reimbursement:	\$36,816
Additional Income:	\$0
Effective Gross Income:	\$159,216
Vacancy:	\$0
Expenses:	\$36,816
NET OPERATING INCOME:	\$122,400



2926  
MAIN  
STREET  
SANTA MONICA, CALIFORNIA 90405

**\$2,200,000**  
PRICE

**VACANT**  
OCCUPANCY

**1,700 SF**  
BUILDING SF

**21,918 VPD**  
TRAFFIC COUNTS

**1,957 SF**  
LOT SIZE

**NEIGHBORHOOD  
COMMERCIAL**  
ZONING

**1948**  
YEAR BUILT

**AMPLE STREET AND  
PUBLIC PARKING**  
PARKING

**5.56%**  
PROFORMA CAP RATE

**MAIN ST & KINNEY ST**  
CROSS STREETS

**\$1,294**  
PRICE/SF (BLDG)

**\$1,124**  
PRICE/SF (LAND)



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