



CUMULUS

DISTRICT

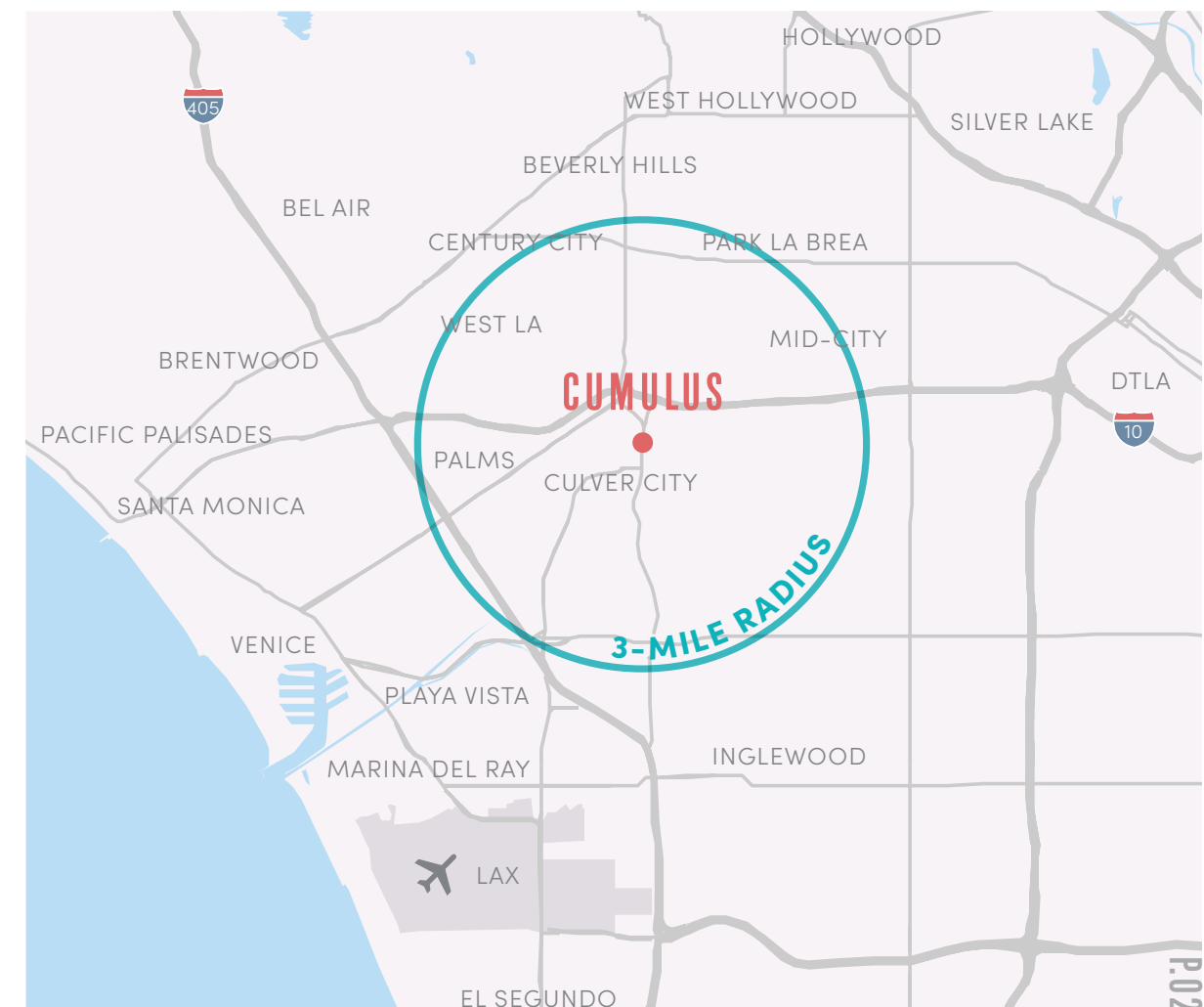
LOS ANGELES

WELCOME TO THE DISTRICT

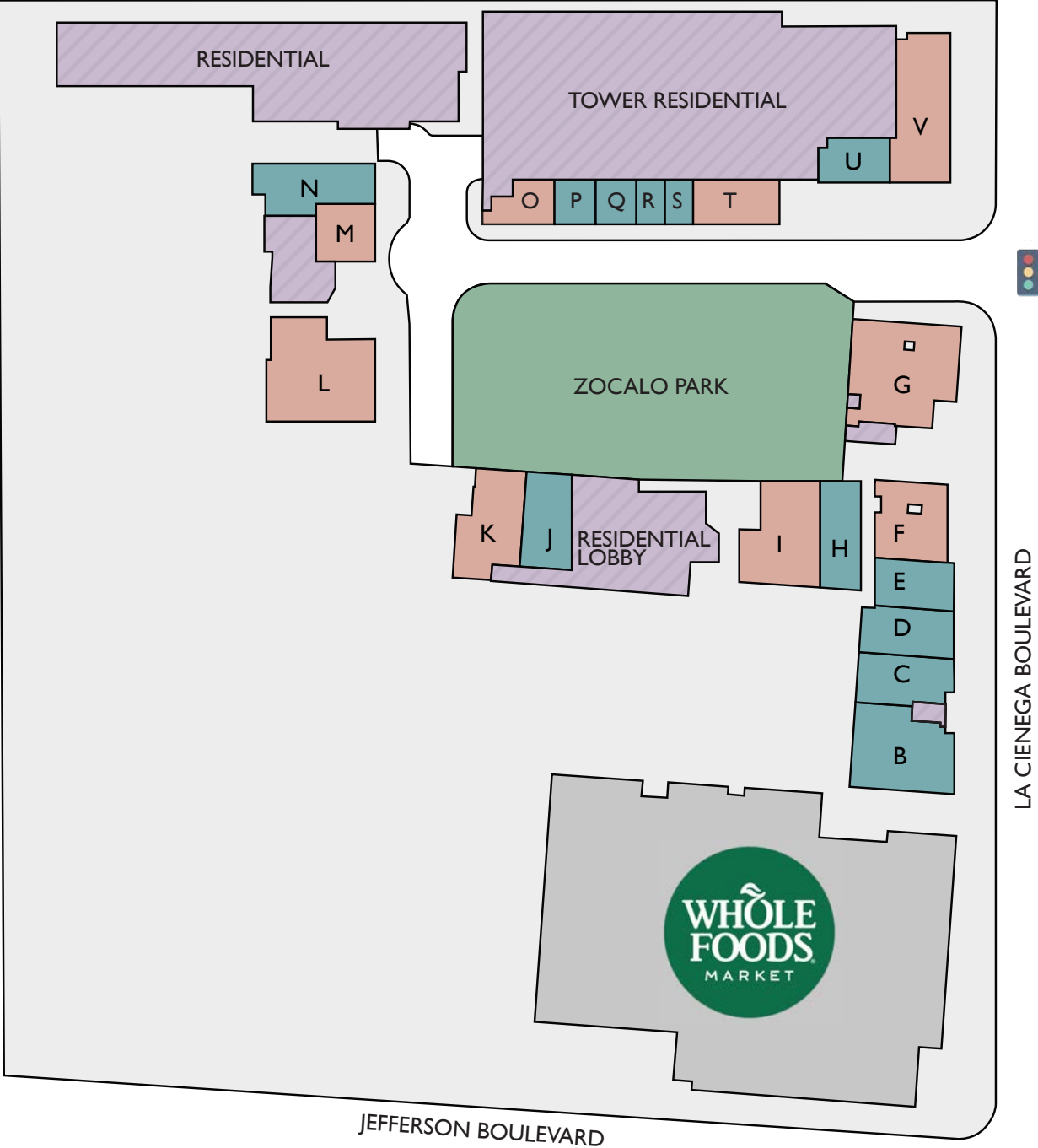
3321 S LA CIENEGA BLVD.

SPRING 2021
DELIVERY

FALL 2021
OPENING



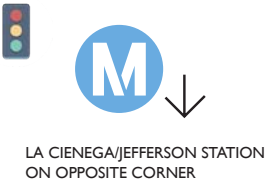
RETAIL FOR LEASE



KEY

- RESTAURANT
- RETAIL
- WHOLE FOODS

B	3,580 SF	I	3,000 SF	P	829 SF
C	2,070 SF	J	2,060 SF	Q	829 SF
D	2,001 SF	K	2,800 SF	R	572 SF
E	1,711 SF	L	4,550 SF	S	572 SF
F	2,499 SF	M	1,773 SF	T	1,743 SF
G	4,679 SF	N	2,200 SF	U	1,300 SF
H	2,278 SF	O	1,173 SF	V	3,816 SF



50,000 SF RETAIL FOR LEASE

restaurant / retail / fitness / fashion

WHOLE FOODS MARKET

anchored by 50,000 SF gourmet grocer

1,210 APARTMENTS

curated high-rise & mid-rise residences
ranging from studios to penthouses

383 PARKING SPACES

designated for retail

1 ACRE ZOCALO PARK

activated public park with retail



1 ACRE PUBLIC PARK

Grounded by a dynamic all-day park and gathering place, Cumulus District brings sustainable living, open space, and community events and activation to its urban neighborhood.



VIBRANT ZOCALO



URBAN CHIC

Residents in the Urban Chic segment are busy, tech-savvy, well-educated consumers. They travel extensively, love books and movies, and shop and eat at upscale establishments.



INTERNATIONAL MARKETPLACE

The Culver City corridor reflects the rich cultural fabric of Los Angeles. Striving to get ahead, the International Marketplace segment cares about style, and values being in tune with nature.



TRENDSETTERS

Nearly one third of area residents qualify as Trendsetters. These single high earners spend their disposable income on upscale city living — fashion, dining out, and entertainment.



CITY LIGHTS

The area's diverse, dynamic character shines through in City Lights — health-conscious residents with a passion for social justice. They are willing to pay for natural products and brands they trust.

DEMOGRAPHIC SNAPSHOT

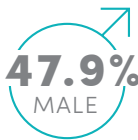
3-MILE RADIUS



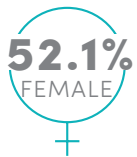
324,337
POPULATION



37.8
MEDIAN AGE



47.9%
MALE



52.1%
FEMALE



54.4%
COMPLETED
4+ YEARS OF
COLLEGE



\$102,760
AVERAGE
HOUSEHOLD INCOME

69%
RENT



31%
OWN



94.7%
POPULATION
EMPLOYED



70.1%
WHITE
COLLAR



11%
BLUE COLLAR



18.9%
SERVICES

RETAIL SPENDING



\$491MM
ENTERTAINMENT



\$353MM
TRAVEL



\$585MM
DINING OUT

BREAKFAST: \$60.4MM
LUNCH: \$175.2MM
DINNER: \$279.1MM
ALCOHOL: \$100.7MM



\$87MM
PET EXPENSES



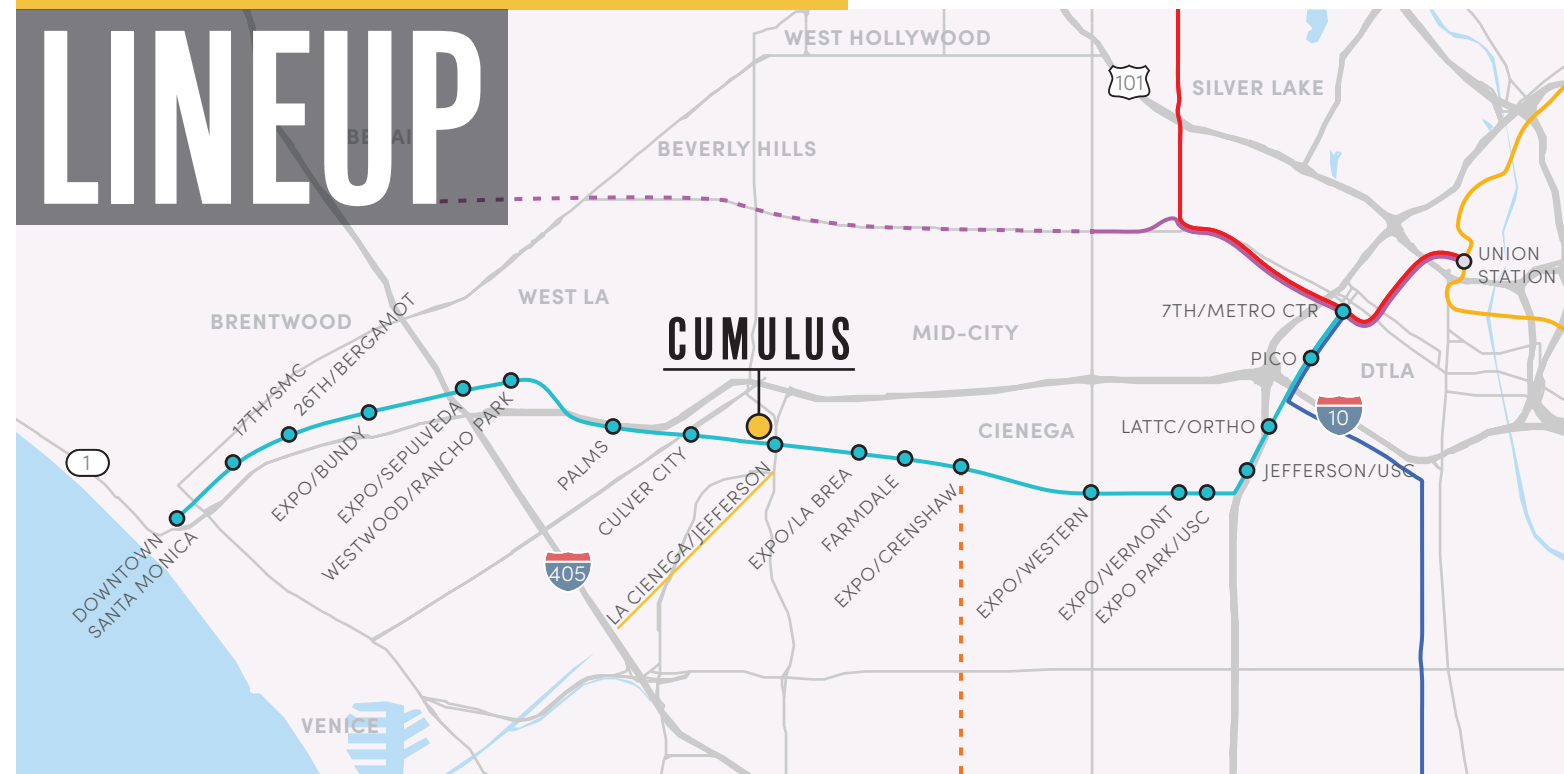
\$133MM
PERSONAL CARE
PRODUCTS & SERVICES



\$348MM
APPAREL

WOMEN'S: \$118.6MM
MEN'S: \$68.2MM
CHILDREN'S: \$48.5MM
FOOTWEAR: \$81MM

THE PERFECT LINEUP



Transit-oriented and perfectly positioned between the beach and DTLA, Cumulus District is a stop on the Expo Line and near commuter routes to local destinations.

DRIVE TIMES

10 MINS

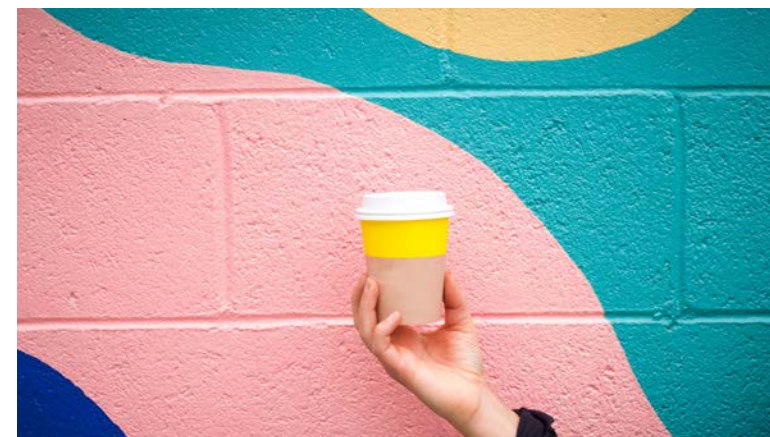
Beverly Hills
Santa Monica
West LA
Marina Del Rey
Playa Vista

20 MINS

DTLA
West Hollywood
Venice
Silver Lake
Hollywood
LAX

30 MINS

Manhattan Beach
Pasadena
Studio City
Glendale
Calabasas



64K +

riders per
day on the
Expo Line

130K +

cars per day passing
through intersection at
Jefferson and La Cienega



THE NEW LA SCENE



ATTRACTIONS

- Arclight Theater
- Baldwin Hills Scenic Overlook
- Ballona Creek Bike Path
- Culver City Farmers Market
- Culver Hotel
- Ivy Station Hotel
- Kirk Douglas Theater
- Museum Of Jurassic Technology

COFFEE

- Adams Coffee Shop
- Bar Nine
- Boba Guys
- Cjs Café
- Cognoscenti Coffee
- Conservatory For Coffee & Tea
- Highly Likely

DAILY

- Co-Opportunity Natural Foods
- CVS
- Ralphs
- Sprouts
- Superior Grocers
- Trader Joes

DRINKS

- Blind Barber
- Brunello Trattoria
- City Tavern Culver City
- Industry Cafe & Jazz
- Mandrake Bar
- Public School 310
- Seventy7 Lounge
- The Velvet Lounge

FITNESS

- Cliffs Of Id
- Equinox
- Orange Theory Fitness
- Shanti Yoga
- Soul Cycle
- Sweat Pilates

RETAIL

- Helm's Bakery District (150,000 SF)
- Culver Steps (35,000 SF)
- Hi-Lo Liquor Market
- Ivy Station (47,000 SF)
- Midland Shop
- Platform (50,000 SF)
- Rolling Greens

RESTAURANTS

- Alta
- Akasha
- Amacita
- Coolhaus
- Delicious Pizza
- Destroyer
- Fathers Office
- JR's Barbeque
- Loqui
- Lukshon
- Margot
- Mian
- Mizlada
- Open Face Food Shop
- Roberta's
- Tender Greens
- Vespertine



IMAGINE THE POSSIBILITIES

Cumulus District is a cultural placemaker like no other, shifting the paradigm for LA living with a dynamic, amenity-rich community in an unmatched location.



SPRING 2021
DELIVERY

FALL 2021
OPENING

CARMEL
PARTNERS

CBRE



LEASING TEAM

TIMOTHY L. BOWER

Senior Vice President
Lic. 00864693
+1 310 550 2521
tim.bower@cbre.com

ZACHARY CARD

Vice President
Lic. 01717802
+1 310 550 2542
zachary.card@cbre.com

ERIK KRASNEY

Lic. 01970585
+1 310 550 2680
erik.krasney@cbre.com

JENSEN TONER

Lic. 02059080
+1 310 550 2605
jensen.toner@cbre.com



NEW HORIZONS



CUMULUS

DISTRICT

LOS ANGELES

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