

RETAIL OPPORTUNITY ON THE ICONIC ROSE AVENUE



402 ROSE AVENUE

VENICE, CA 90291 | LEASING BROCHURE

MATTHEWS™



402 ROSE AVE

SPACE DETAILS

- ±2,219 SF
- \$7.50 PSF + NNN
- Available Now

Iconic Rose Avenue Address

Situated on one of Venice's most celebrated and high-energy retail corridors, consistently ranked among LA's top dining and lifestyle destinations.

Freestanding Corner Building with Maximum Exposure

Rare opportunity to occupy a fully detached structure with visibility from multiple street angles and no shared walls.

43' of Prime Street Frontage

Exceptional canvas for outdoor dining, covered patio seating, or a bold branded fitness entrance that commands attention.

End-Cap Positioning

The most coveted retail position, offering 270° exposure and unmatched foot traffic capture from multiple directions.

Dominant Signage Opportunity

Large-format exterior signage potential to establish a landmark presence on one of Venice's busiest pedestrian corridors.

Flexible Floor Plate | ±700 - 2,219 SF

Highly adaptable layout that can accommodate everything from an intimate chef-driven concept to a full-service restaurant or a flagship boutique fitness studio.

Exceptional Pedestrian, Cyclist & Beach Traffic

Just blocks from Venice Beach, the iconic Venice Boardwalk, and the Rose Avenue dining and wellness corridor that draws locals and tourists alike year-round.

Built-In, Affluent Customer Base

Surrounded by one of LA's most desirable and high-income residential communities with strong day, evening, and weekend traffic patterns.

Outstanding Co-Tenancy

Neighbor to established and acclaimed food & beverage, wellness, and lifestyle operators that drive consistent, high-quality foot traffic.

Strong Outdoor Lifestyle Alignment

Venice's health-conscious, active demographic is a natural fit for both restaurant and fitness concepts, creating built-in demand from day one



OUTDOOR PATIO POTENTIAL

ON-SITE PARKING





Cinque Terre
WEST

GROUNDWORK

CHULITA
BOTANAS Y MIZCALES

壁花
wallflower

la Cabaña

FLAKE

VIN ON
ROSE



OLDBROTHER

THE
win-dow

RUDY JUDE

GIGI MOLL

Saint Maxime

Dayglow

ROSE
COLLECTIVE

Rose Ave

STRETCH LAB

CAFÉ GRATITUDE

Subject Property

KUOSE

VENICE BEACH CLUB





Venice Beach
±49,000 VPD



Lincoln Blvd
±42,000 VPD



Rose Ave
±18,800 VPD



Abbot Kinney Blvd
±14,600 VPD

Main St
±26,000 VPD

ROSE AVENUE CORRIDOR

Located in the heart of Venice's **highly sought-after Rose Avenue corridor**, 402 Rose Avenue benefits from **exceptional visibility, strong pedestrian traffic**, and proximity to some of Los Angeles' most affluent coastal neighborhoods. The property is situated **less than a half-mile from Venice Beach, which attracts approximately 10 million visitors annually**, and is surrounded by a dynamic mix of nationally recognized retailers, destination dining, fitness, and wellness concepts including Whole Foods Market, The Rose Venice, Café Gratitude, and Jeni's Ice Cream. Rose Avenue has emerged as **one of the Westside's premier retail and lifestyle destinations**, driven by affluent residents, a large daytime workforce, and significant tourism activity. The property's walkable location, limited retail supply, and exposure to both local consumers and visitors position it as a highly desirable opportunity within one of Southern California's strongest retail submarkets.

196,220

2025 POPULATION

98,278

2025 HOUSEHOLDS

\$150,093

HOUSEHOLD INCOME

10.2M

ANNUAL VISITORS

\$40B

VISITOR SPENDING

\$3.4B

CONSUMER SPENDING



402 ROSE AVENUE

VENICE, CA 90291 | FOR LEASE

EXCLUSIVELY LISTED BY

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