

# THE ICONIC CRYSTAL CUBE

433 NORTH CAMDEN DRIVE BEVERLY HILLS GOLDEN TRIANGLE

A Modern Classic. Compelling. Charismatic. Magnetic.



Coupling innovative design with modern elements, the proposed Crystal Cube will be an iconic destination located in the heart of Beverly Hills, California. A build-to-suit, the two-story retail building will feature captivating walls made of fully-glazed glass with a design echoing the clarity of crystals to convey a space of sophistication.

A location recognized for class to match the image of the brand. Favorably located in one of the world's most renowned shopping areas, only a block from the famous Rodeo Dr, The Crystal Cube will have direct access to the daily influx of visitors and locals that fill the streets of Beverly Hills.

- The Golden Triangle of Beverly Hills | A location know for luxury and sophistication to match the brand
- Value Capture | World-class architecture and breath-taking design to supplement the brand
- Exclusive Access | Amongst the finest retailers in the world to promote the brand



The Iconic Crystal Cube located at 433 North Camden Drive, Beverly Hills, California 90210

## Iconic Architecture. A Sophisticated Customer Experience.



A custom-designed, captivating building unlike any other.

Uniquely featuring:

- 30-inch glass walls with approximately 5,000 SF of ground level retail and 2,200 SF of mezzanine space
- Access to an on-site 5-level parking garage featuring white-glove valet service with 497 parking spots
- Two public parking garages on Camden Drive featuring 469 parking spots offering 2 hours free parking
- Incorporating elements of nature and biophilic design, The Crystal Cube blends indoor and outdoor spaces
- Capturing design that speaks to the modern millennial and communicates the necessity of design and function



On the intersection of Santa Monica Blvd and Camden Dr



Glistening glass walls and featuring modern design incorporating biophilic elements

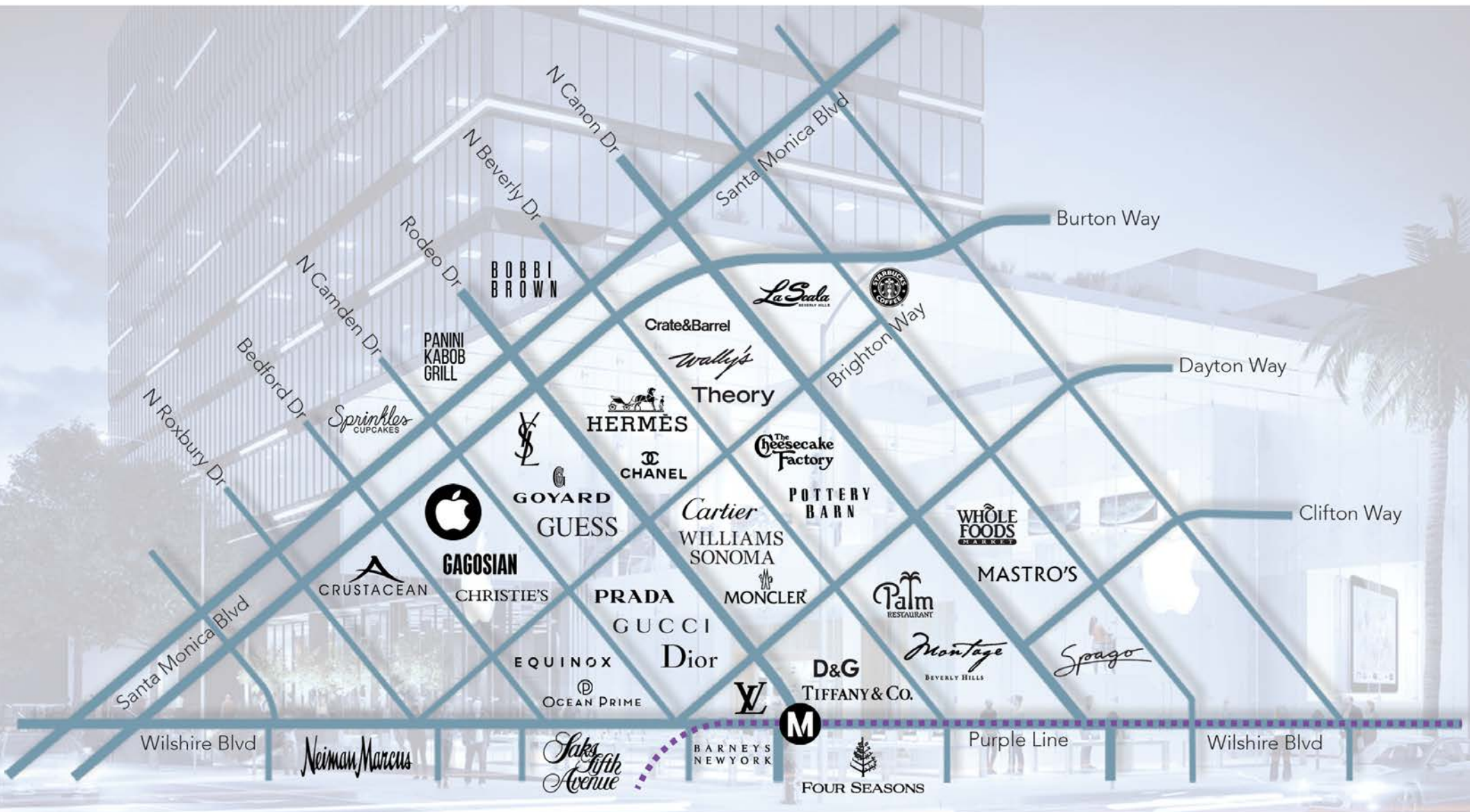
## Beverly Hills



A mecca for luxury shopping, Beverly Hills is home to one of the largest collections of high-end retailers in the world with names like Chanel, Cartier, Hermes and Saint Laurent lining the streets. The Golden Triangle features Whole Foods, Equinox, and Barney's New York, catering to the high-end demographic of the area.

A world-wide destination, the Golden Triangle is hugged numerous 5-star hotels – the Four Seasons, the Montage, the Peninsula, and the Waldorf Astoria.

The Metro Purple Line Extension located Wilshire/Rodeo is projected to open in 2025, estimated to increase Beverly Hill's daily visitor count.



N Canon Dr

N Beverly Dr

Santa Monica Blvd

Burton Way

Rodeo Dr

BOBBI BROWN

La Scala



N Camden Dr

PANINI KABOB GRILL

Crate&Barrel

Walley's Theory

Brighton Way

Dayton Way

Bedford Dr

Sprinkles CUPCAKES



HERMES

CHANEL

The Cheesecake Factory

N Roxbury Dr



Goyard GUESS

Cartier WILLIAMS SONOMA

POTTERY BARN

Clifton Way

CRUSTACEAN

GAGOSIAN

CHRISTIE'S

PRADA

MONCLER

WHOLE FOODS MARKET

MASTRO'S

Santa Monica Blvd

CRUSTACEAN

CHRISTIE'S

PRADA

MONCLER

Palm RESTAURANT

Wilshire Blvd

Neiman Marcus

Saks Fifth Avenue

GUCCI Dior

D&G

TIFFANY & CO.

Montage BEVERLY HILLS

Spago



Purple Line

Wilshire Blvd

BARNEYS NEW YORK

FOUR SEASONS



## Area Sales

**\$2.4 billion**

in retail sales in 2015

**\$3.4 billion**

projected retail sales in 2019

## Taxable Sales

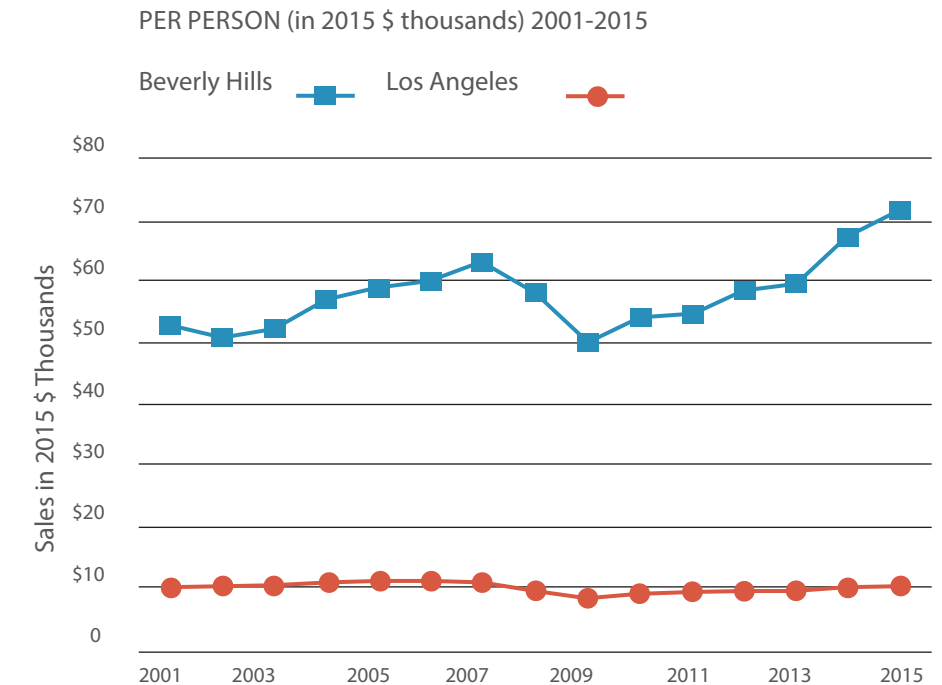
IN BEVERLY HILLS IN BILLIONS

		Retail Sales
Actual	2010	\$1,844
Actual	2011	\$1,880
Actual	2012	\$2,005
Actual	2013	\$2,068
Actual	2014	\$2,339
Actual	2015	\$2,469
Projected	2016	\$2,633
Projected	2017	\$2,716
Projected	2018	\$3,072
Projected	2019	\$3,243
Projected	2020	\$3,458

Source: <https://www.scag.ca.gov/Documents/BeverlyHills.pdf>

With over \$3 billion in retail sales for 2018, Beverly Hills ranks 6th in total retail sales out of all eighty-eight cities within the County of LA. Notably, Beverly Hills even edges out another commercial and tourist hotspot of LA, Santa Monica, even though the City of Santa Monica is approximately 150% the geographic size of Beverly Hills.

## Retail Sales



Between 2001 and 2015 Retail Sales per person for the city increased from \$52,900. to \$71,327, one of the highest in the country. Source: California Board of Equalization, 2001-2015

## Area Population and Traffic Count

**\$742,000**

average household income  
in Beverly Hills

The commercial district of Beverly Hills ranks as one of the most walkable areas in all of LA and enjoys heavy pedestrian traffic.

## Population

POPULATION	1 Mile	2 Mile	3 Mile
2018 Population	23,240	274,107	695,885

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HOUSEHOLD	1 Mile	2 Mile	3 Mile
2018 Households	10,987	126,870	314,842

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HOUSING	1 Mile	2 Mile	3 Mile
Median Home Value	\$988,417.	\$993,587	\$970,179.

## Daily Traffic Count (Cars)

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Santa Monica Blvd.	49,000
Wilshire Blvd.	46,300
Little Santa Monica	26,200

Source: [www.beverlyhills.org/cbhfiles/storage/files/filebank/2574--GP-TBR-Chp-3-8](http://www.beverlyhills.org/cbhfiles/storage/files/filebank/2574--GP-TBR-Chp-3-8)

## Daily Traffic Count (Pedestrian)

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26,934	4 Hr Total Pedestrian Count
8,558	Peak 1 Hr Pedestrian Count
2,354	Peak 15 Min Pedestrian Count

Source: Evan Brooks & Associates 2014 Pedestrian Research on behalf of the City of Beverly Hills, 7/26/14 Saturday 12pm-4pm  
[walkscore.com/CA/Beverly\\_Hills](http://walkscore.com/CA/Beverly_Hills)

## Area Tourism

# \$2.8 billion

revenue from visitors in 2016

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The current study reveals record visitor volume and spending levels with strong tourism growth in Beverly Hills — In fact, more than 7.4 million visitors ventured to Beverly Hills in 2016, versus the 6 million visitors in 2014, an increase of nearly 23 percent.

Of visitors' major spending categories, retail totaled \$1.3 billion, accounting for a 61 percent share of total visitor spend.

### Sources

[iltm.com/\\_\\_novadocuments/445988?](http://iltm.com/__novadocuments/445988?)

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[2015/citytable\\_2015.pdf](http://2015/citytable_2015.pdf)



# THE ICONIC CRYSTAL CUBE

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