

THE SUNSET *HOTEL*



*Entitled
175-KEY HOTEL
DEVELOPMENT SITE*

6445 W. Sunset Boulevard
Los Angeles, California 90028

OFFERING MEMORANDUM

ONE WEST GROUP

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THE SUNSET HOTEL
6445 W. SUNSET BLVD., LOS ANGELES, CA 90028

TABLE OF CONTENTS

- 01 | Executive Summary
- 02 | Pricing & Investment Summary
- 03 | Investment Highlights
- 04 | Property Overview
- 05 | Entitlement Summary
- 06 | Project Program & Design
- 07 | Location & Submarket
- 08 | Hollywood Hotel Market



THE SUNSET HOTEL

6445 W. SUNSET BLVD., LOS ANGELES, CA 90028

EXECUTIVE
SUMMARY

OFFERING MEMORANDUM



01

EXECUTIVE SUMMARY

THE OPPORTUNITY

One West Group, a division of eXp Commercial, in association with eXp Realty, is pleased to present the exclusive offering of 6445 W. Sunset Boulevard, a fully entitled 175-key hotel development site located on one of the most iconic addresses in Hollywood, California.

The Property delivers an institutional-grade development opportunity at a basis substantially below comparable Hollywood and West Hollywood entitled hotel land trades. The offering combines a fully designed, entitled, and labor-cleared development position with a Sunset Boulevard address, immediate proximity to Hollywood’s principal demand drivers, and three executed labor peace agreements transferable to a buyer at close.

PROPERTY AT A GLANCE

ADDRESS	6445 W. SUNSET BOULEVARD, LOS ANGELES, CA 90028
APN	5546-013-012
LOT SIZE	9,945 SF (0.23 ACRES)
ZONING	C4-2D-SN (HOLLYWOOD SIGNAGE SUD)
FAR UTILIZE	6:1 (VS. 3:1 BASE)
TOTAL BUILDING AREA	124,141 SF
BUILDING HEIGHT	13 STORIES / 173 FEET
GUEST ROOMS	175 KEYS
F&B PROGRAM	12,500 SF (LOBBY, LOUNGE, ROOFTOP)
PARKING	72 STALLS (WITH CPC VARIANCE)
ARCHITECT	ARCHEON GROUP
OWNER ENTITY	6445 SUNSET, LLC AND NELA SUNSET, LLC
ENTITLEMENT STATUS	FULLY ENTITLED
LABOR PEACE	CWTA, LABORERS MOA, UNITE HERE LOCAL 11 — ALL EXECUTED



KEY PRICING METRICS

ASKING PRICE	\$9,500,000
PER BUILDABLE KEY	\$54,286
PER LAND SF	\$955
PER BUILDABLE SF (FAR)	\$159
PER GROSS BUILDING SF	\$77
COMPARABLE LA ENTITLED HOTEL RANGE	\$80,000 – \$150,000 / KEY

THE SUNSET HOTEL

6445 W. SUNSET BLVD., LOS ANGELES, CA 90028

OFFERING MEMORANDUM



PRICING & INVESTMENT SUMMARY

02

PRICING & INVESTMENT SUMMARY

ONE WEST GROUP

PER BUILDABLE KEY

\$54,286

$\$9,500,000 \div 175 \text{ keys}$

PER LAND SF

\$955

$\$9,500,000 \div 9,945 \text{ SF}$

PER BUILDABLE SF (FAR)

\$159

$\$9,500,000 \div 59,655 \text{ FAR SF}$

PER GROSS BUILDING SF

\$77

$\$9,500,000 \div 124,141 \text{ SF}$

**ENTITLED, SUBJECT
TO FINAL INTERIOR
DESIGN PLANS
175-KEY HOTEL
DEVELOPMENT SITE**

**OFFERED AT
\$9,500,000**



THE SUNSET HOTEL

6445 W. SUNSET BLVD., LOS ANGELES, CA 90028

INVESTMENT
HIGHLIGHTS

OFFERING MEMORANDUM



03

Hollywood and West Hollywood hotel land has traded in a range of \$80,000 to \$150,000 per buildable key on entitled sites in recent transaction cycles. The subject is positioned at \$54,286 per key — a meaningful discount to the comparable benchmark and a rational entry point for a developer or institutional buyer looking to deploy capital into Sunset Boulevard hospitality without the multi-year entitlement carrying cost.

01 | FULLY ENTITLED, DESIGN-COMPLETE POSITION

The Property is fully entitled for a 175-key, 13-story, 124,141 SF hotel with a 12,500 SF F&B program. Architect of record Archeon Group has produced a complete design package (Sept 2020, revised Oct 2022) including site plans, all floor plans, elevations, sections, renderings, materials palette, and landscape plans. A buyer steps into a construction-ready position rather than a multi-year entitlement process.

02 | THREE EXECUTED LABOR PEACE AGREEMENTS

Ownership has executed three separate labor peace agreements covering both the construction phase and the operating workforce. The CWTA covers the skilled construction trades. The Laborers MOA (executed August 2023) covers concrete, masonry, wet utilities, and prevailing-wage scope. The UNITE HERE Local 11 MOA (executed September 2022) covers the operating hotel workforce post-opening. All three are transferable and run with the project. Comparable LA hotel projects routinely spend 12 to 36 months negotiating these agreements post-acquisition. That risk is closed. See Section 09 for full detail.

03 | ICONIC SUNSET BOULEVARD ADDRESS

The Property occupies a corner position on Sunset Boulevard at Cahuenga, within the Hollywood Signage Supplemental Use District. The location offers immediate proximity to Hollywood's principal demand drivers — the Hollywood Walk of Fame, Capitol Records Tower, ArcLight/AMC Theatres, Sunset Bronson Studios, the Pantages Theatre, and the Hollywood/Vine Metro station two blocks east. The Sunset Boulevard frontage delivers signage rights, brand visibility, and rooftop views toward the Hollywood Sign and the Hills.

04 | PRICING BELOW REPLACEMENT COST BENCHMARKS

At \$9,500,000, the offering prices to \$57,029 per buildable key — a basis well below the \$80,000 to \$150,000 per key range observed on comparable LA entitled hotel land trades. Stabilized residual land value math (see Section 02) supports a positive development spread across base-case build cost and Hollywood Class A operating assumptions.

05 | HOLLYWOOD HOSPITALITY DEMAND TAILWINDS

Hollywood and the broader Los Angeles hospitality market continue to benefit from production industry resurgence, Walk of Fame tourism, music and theater anchors, and the LA28 Olympic Games. The Hollywood/Highland corridor has demonstrated sustained Class A rate growth, and the Hollywood/Vine submarket shows multi-year RevPAR and ADR strength among lifestyle and full-service hotels.

06 | OPERATOR AND BRAND OPTIONALITY

The 175-key program is sized for boutique-lifestyle, soft-branded, or independent operating models. The room mix (six unit types, 171 SF to 345 SF) provides flexibility to align with a brand standard or to operate as a positioned independent. The 12,500 SF F&B program (lobby, lounge, rooftop) supports a destination beverage and dining position.



COMPARABLE SUNSET CORRIDOR HOTEL SITES

Hollywood and West Hollywood hotel land has traded in a range of \$80,000 to \$150,000 per buildable key on entitled sites in recent transaction cycles. The subject is positioned at \$57,029 per key — a meaningful discount to the comparable benchmark and a rational entry point for a developer or institutional buyer looking to deploy capital into Sunset Boulevard hospitality without the multi-year entitlement carrying cost.

Project / Site	Keys	\$/Key	Status	Notes
Subject — 6445 W. Sunset	175	\$54,286	FULLY ENTITLED	3 LABOR AGREEMENTS EXECUTED
6800 Sunset (Galaxy Comm.)	115	Withheld	APPROVED 2026	MIXED-USE, 42-STORY
Crossroads Hollywood (Harridge)	308	Withheld	APPROVED	\$485M LOAN IN PLACE
Hollywood / WeHo entitled (range)	100–300	\$80K–\$150K	VARIOUS	LA HOTEL LAND TRADE BENCHMARK

What the \$9,500,000 Basis Delivers

- Full entitlement package. 175-key, 13-story, 124,141 SF design-complete project. Architect of record: Archeon Group (full Sept 2020 / Oct 2022 set in the data room).
- FAR 6:1 utilization. Confirmed against C4-2D-SN base zoning within the Hollywood Signage Supplemental Use District.
- Three executed labor peace agreements. CWTA (skilled trades), Laborers MOA (Aug 2023), and UNITE HERE Local 11 MOA (Sept 2022). Construction-phase and operating-phase labor peace, both transferable at close. See Section 09.
- Documented avoided cost. Comparable LA hotel projects spend 12 to 36 months and seven figures in legal, political, and consulting cost negotiating these agreements post-acquisition. That work is done.
- Operating program. 175 keys across three room types, plus a 12,500 SF F&B program — ground floor lobby, 2nd floor lounge with outdoor deck, and rooftop covered bar/deck with Sunset views.
- Topographic survey. Carl Betz & Associates, October 2018, in the data room.

THE SUNSET HOTEL

6445 W. SUNSET BLVD., LOS ANGELES, CA 90028

PROPERTY
OVERVIEW

OFFERING MEMORANDUM



04

The Property is a corner development site on Sunset Boulevard in the heart of Hollywood, consolidated from contiguous parcels at 6437, 6443, and 6445 W. Sunset Boulevard into a single 9,945 SF lot. The site sits within the Hollywood Signage Supplemental Use District (SN), an overlay that supports significant signage and brand visibility for hospitality and retail uses on Sunset Boulevard.

PROPERTY AT A GLANCE

ADDRESS	6445 W. SUNSET BOULEVARD, LOS ANGELES, CA 90028
APN	5546-013-012
LOT SIZE	9,945 SF (8,341.5 SF + 1,603.5 SF CONSOLIDATED)
LOT ACREAGE	0.23 ACRES
FRONTAGE	SUNSET BOULEVARD
CROSS STREET	CAHUENGA BOULEVARD
HISTORICAL ADDRESSES	6437, 6443, 6445 W. SUNSET BOULEVARD
TOPOGRAPHIC SURVEY	CARL BETZ & ASSOCIATES, OCTOBER 2018
EASEMENTS	PRIVATE EASEMENT ALONG NORTH PROPERTY LINE (PER ARCHEON SET)
COUNCIL DISTRICT	LOS ANGELES CITY COUNCIL DISTRICT 13
COMMUNITY PLAN AREA	HOLLYWOOD



ZONING & LAND USE

ZONING	C4-2D-SN
ZONING DESIGNATION	REGIONAL CENTER COMMERCIAL
HEIGHT DISTRICT	2D
OVERLAY	SN — HOLLYWOOD SIGNAGE SUPPLEMENTAL USE DISTRICT
BASE FAR	3:1 PER ORD-165660
PROJECT FAR	6:1 (UTILIZING DENSITY BONUS / DEVELOPMENT INCENTIVE)
FAR UTILIZATION	99.97% OF APPROVED 6:1 ENVELOPE
PERMITTED USES	HOTEL, RESTAURANT, RETAIL, MIXED-USE



OWNERSHIP STRUCTURE

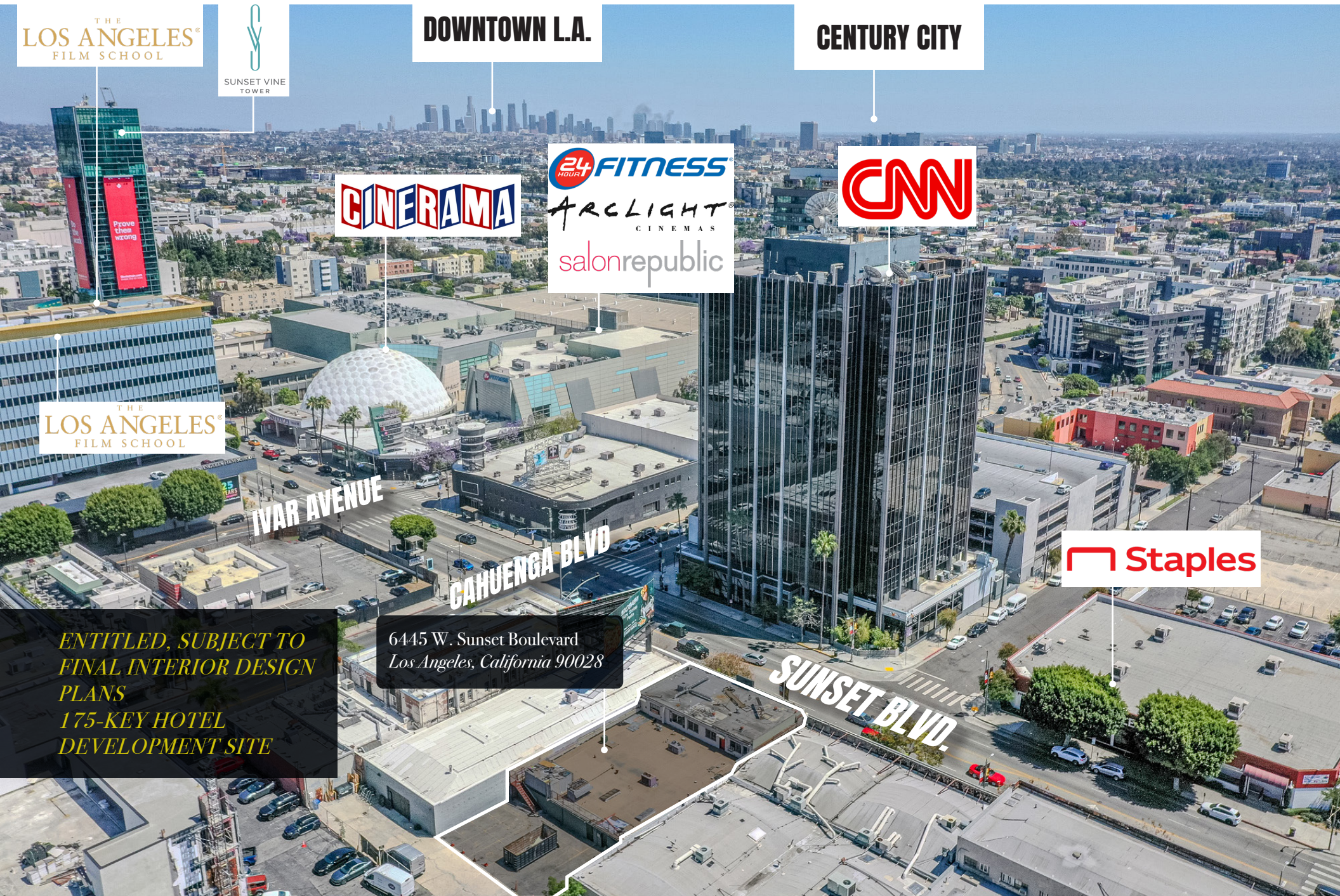
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SURROUNDING USES

The Property is surrounded by a dense mix of entertainment, hospitality, retail, and office uses that define the Hollywood/Vine corridor:

- Capitol Records Tower (immediately east) – iconic 1956 Welton Becket landmark
- ArcLight Hollywood / AMC Sunset 14 (one block east) – flagship cinema complex
- Sunset Bronson Studios (two blocks east) – major production studio campus
- Hollywood Walk of Fame (two blocks south on Hollywood Blvd)
- Pantages Theatre (three blocks east) – Broadway anchor
- Hollywood Roosevelt Hotel, Thompson Hollywood, Dream Hollywood – adjacent unionized hospitality comps
- Crossroads Hollywood (Harridge, three blocks west) – 1.4M SF approved mixed-use including 308-key hotel
- 6800 Sunset (Galaxy Commercial, two blocks west) – approved 42-story, 304 apt + 115-key hotel + 23,000 SF retail





THE
LOS ANGELES[®]
FILM SCHOOL

SUNSET VINE
TOWER

DOWNTOWN L.A.

CENTURY CITY

CINERAMA

24
HOUR FITNESS
ARCLIGHT
CINEMAS
salonrepublic

CNN

THE
LOS ANGELES[®]
FILM SCHOOL

IVAR AVENUE

CAHUENGA BLVD

6445 W. Sunset Boulevard
Los Angeles, California 90028

Staples

SUNSET BLVD.

ENTITLED, SUBJECT TO
FINAL INTERIOR DESIGN
PLANS
175-KEY HOTEL
DEVELOPMENT SITE

THE SUNSET HOTEL

6445 W. SUNSET BLVD., LOS ANGELES, CA 90028

ENTITLEMENT
SUMMARY

05

ENTITLEMENT SUMMARY



The Property is fully entitled for the construction of a 13-story, 173-foot, 175-key hotel with a 12,500 SF F&B program and 72 stalls of structured parking. Discretionary approvals are in place. Architect of record Archeon Group has delivered a complete design and entitlement package; the project is positioned for plan check submission and construction document development.

APPROVED BUILDING PROGRAM

APPROVED USE	HOTEL WITH GROUND-FLOOR LOBBY, F&B, AND ROOFTOP BAR
STORIES	13 (ABOVE GRADE) PLUS 3 LEVELS PARKING + BASEMENT
BUILDING HEIGHT	173 FEET
TOTAL BUILDING AREA	124,141 SF
FAR BUILDING AREA	59,655 SF
NON-FAR AREA	64,486 SF (PARKING, BOH, DECKS)
FAR UTILIZATION	99.97% OF APPROVED 6:1 ENVELOPE
GUEST ROOMS	175 KEYS (FLOORS 6-12, 25 KEYS PER FLOOR)
GUEST ROOM SIZES	171 SF TO 345 SF (SIX UNIT TYPES)
F&B (L2 LOUNGE)	4,100 SF (273-SEAT CAPACITY)
F&B (L2 OUTDOOR DECK)	1,252 SF (83-SEAT CAPACITY)
F&B (ROOF COVERED)	4,180 SF (258-SEAT CAPACITY)
F&B (ROOF OPEN DECK)	720 SF (48-SEAT CAPACITY)
TOTAL F&B SEATS	683 SEATS ACROSS L2 AND ROOFTOP
PARKING STALLS	72 (VS. 108 BASE REQUIREMENT)
PARKING REDUCTIONS	15-STALL BIKE REPLACEMENT + 21-STALL CPC DISCRETIONARY
BIKE PARKING	35 LONG-TERM + 25 SHORT-TERM



ENTITLEMENT VARIANCES & APPROVALS

The approved project leverages several discretionary entitlements characteristic of dense Hollywood SUD development:

- Density / FAR. 6:1 FAR vs. 3:1 base under ORD-165660.
- Parking. 72 stalls vs. 108 required (33% reduction); achieved via bike replacement (15 stalls) and CPC discretionary reduction (21 stalls).
- Side yard setback. 0' vs. 16' required at 13-story height.
- Rear yard setback. 0' vs. 20' required.
- Hollywood Signage SUD. The SN overlay supports signage and identity for the hospitality use, materially enhancing brand value.



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PROJECT
PROGRAM & DESIGN

OFFERING MEMORANDUM



The approved design by Archeon Group is a contemporary hotel composition that reads as a sculpted vertical mass on Sunset Boulevard. Material strategy combines a glass curtain wall at the guest room and lobby levels, a woven metal fabric screen at the parking-level facades, aluminum composite panel at the roof feature, painted stucco for the sculptural massing, and a green wall integrated into the lower facade. The architectural language references Hollywood’s Art Deco heritage while presenting a clearly contemporary form.

FLOOR-BY-FLOOR PROGRAM

BASEMENT	BACK-OF-HOUSE, MEP, SERVICES
GROUND FLOOR	HOTEL LOBBY, VALET MOTOR COURT, LOBBY F&B, RETAIL FRONTAGE
LEVEL 2	PUBLIC LOUNGE, BAR, KITCHEN, OUTDOOR DECK (4,100 SF + 1,252 SF DECK)
LEVELS 3–5	STRUCTURED PARKING (3 LEVELS)
LEVEL 6	GUEST ROOM TRANSITION FLOOR (25 KEYS)
LEVELS 7–12	TYPICAL GUEST ROOM FLOORS (25 KEYS PER FLOOR × 6 FLOORS)
ROOF LEVEL	COVERED BAR/LOUNGE (4,180 SF) + OPEN DECK (720 SF)

GUEST ROOM MIX

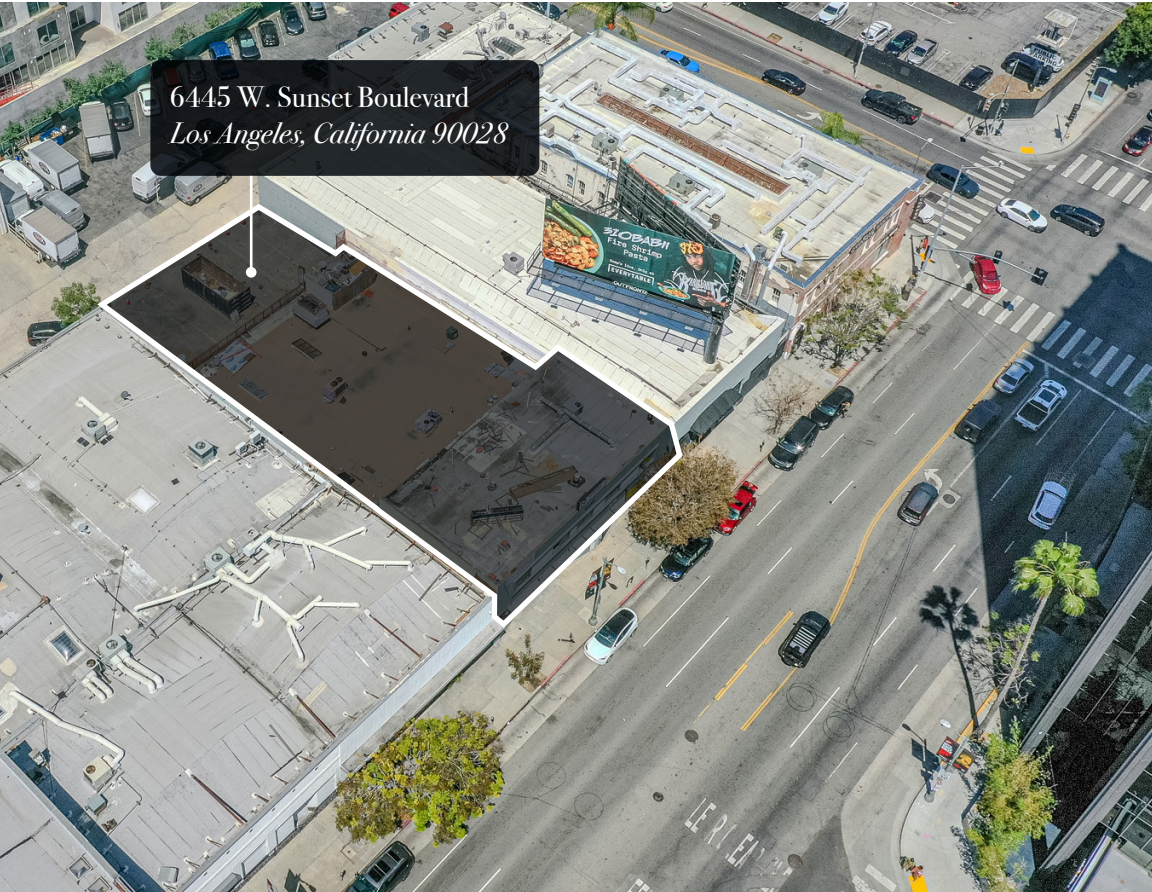
TOTAL KEYS	175 ACROSS FLOORS 6–12
KEYS PER FLOOR	25 (TYPICAL)
UNIT TYPE SET 1	268 SF / 302 SF / 345 SF
UNIT TYPE SET 2	220 SF / 171 SF / 265 SF
BOUTIQUE / LIFESTYLE SUIT-ABILITY	SIX-TYPE MIX SUPPORTS BRAND STANDARD OR INDEPENDENT OPERATION

MATERIALS PALETTE

- **CURTAIN WALL.** Clear and tinted glass at guest room and lobby levels.
- **WOVEN METAL FABRIC SCREEN.** Decorative parking-level screen and accent element.
- **ALUMINUM COMPOSITE PANEL.** Roof feature element.
- **PAINTED STUCCO.** Off-white and dark stucco for sculptural massing.
- **GREEN WALL.** Living planter wall integrated into the lower facade, planted with drought-tolerant succulent species.

GUEST EXPERIENCE

- **GROUND FLOOR.** Hotel lobby lounge, valet drop-off motor court with focal lighting and decorative paving, check-in.
- **SECOND FLOOR.** Public lounge, bar, and outdoor deck programming with kitchen for full F&B service.
- **ROOF LEVEL.** Signature rooftop bar and lounge with covered and open deck zones, panoramic views toward the Hollywood Sign and Hollywood Hills.
- **GUEST ROOMS.** Six unit types ranging from 171 SF to 345 SF, providing flexibility for boutique, lifestyle, or branded operator positioning.



THE SUNSET HOTEL

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LOCATION
OVERVIEW

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HOLLYWOOD

IN TODAY'S TRANSFORMING MARKET

Hollywood continues to stand as one of the world's most iconic entertainment destinations and remains deeply rooted in the film, television, music, and media industries. The area is home to major studios, television networks, independent production companies, radio broadcasters, music labels, and post-production facilities, while also benefiting from its central position between the Westside and the San Fernando Valley entertainment corridors.

Today, Hollywood has evolved far beyond its traditional entertainment identity. The neighborhood is experiencing extensive redevelopment, with major investments in residential communities, retail centers, hotels, dining, entertainment venues, and public transportation infrastructure. This ongoing growth has positioned Hollywood as one of the nation's most active urban redevelopment markets.

Generally bordered by Melrose Avenue to the south, West Hollywood to the west, the Hollywood Hills to the north, and Silver Lake to the east, the district currently features more than 60 planned and under-construction developments. Hollywood's prime location, enhanced transit connectivity, vibrant nightlife, renowned entertainment scene, and continued business expansion continue to fuel strong demand for new development and investment opportunities.



HOLLYWOOD OVERVIEW

Hollywood continues to experience one of the most significant urban redevelopment cycles in Los Angeles, with billions of dollars in public and private investment reshaping the market across residential, office, hospitality, retail, and mixed-use sectors. Ongoing development activity throughout the Hollywood submarket includes thousands of new residential units, creative office campuses, hotel developments, retail destinations, and large-scale mixed-use projects that continue to transform the area's skyline and economic landscape.

The market currently features substantial development volume both under construction and within the entitlement pipeline, including approximately 8,000 new residential units, millions of square feet of office and retail space, and over 1,000 hotel rooms planned or underway throughout the district. These projects continue to attract institutional capital, developers, entertainment companies, technology firms, and hospitality operators seeking long-term investment opportunities within one of Los Angeles' most recognizable urban markets.

Major redevelopment projects throughout Hollywood continue to introduce new housing, modern creative office environments, entertainment venues, restaurants, hotels, and pedestrian-oriented public spaces designed to support the area's growing residential and business population. Continued investment along key corridors such as Sunset Boulevard, Hollywood Boulevard, and Vine Street further reinforces Hollywood's position as a premier mixed-use and transit-oriented development market.

Hollywood's redevelopment momentum is supported by strong regional connectivity, expanding Metro infrastructure, increasing housing demand, tourism, and the continued growth of entertainment, media, technology, and digital content industries throughout Los Angeles. The combination of large-scale development activity, economic diversification, and global brand recognition continues to position Hollywood as one of Southern California's most active and evolving commercial real estate markets.



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LOCATION
OVERVIEW

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08

The Los Angeles hotel market — and Hollywood specifically — has shown sustained operating strength through 2025 and into 2026. CoStar’s most recent Los Angeles hospitality data (February 2026) reports continued ADR growth across the metro and outperformance among Hollywood Class A and lifestyle properties relative to the broader regional set.

LA METRO HOSPITALITY PERFORMANCE

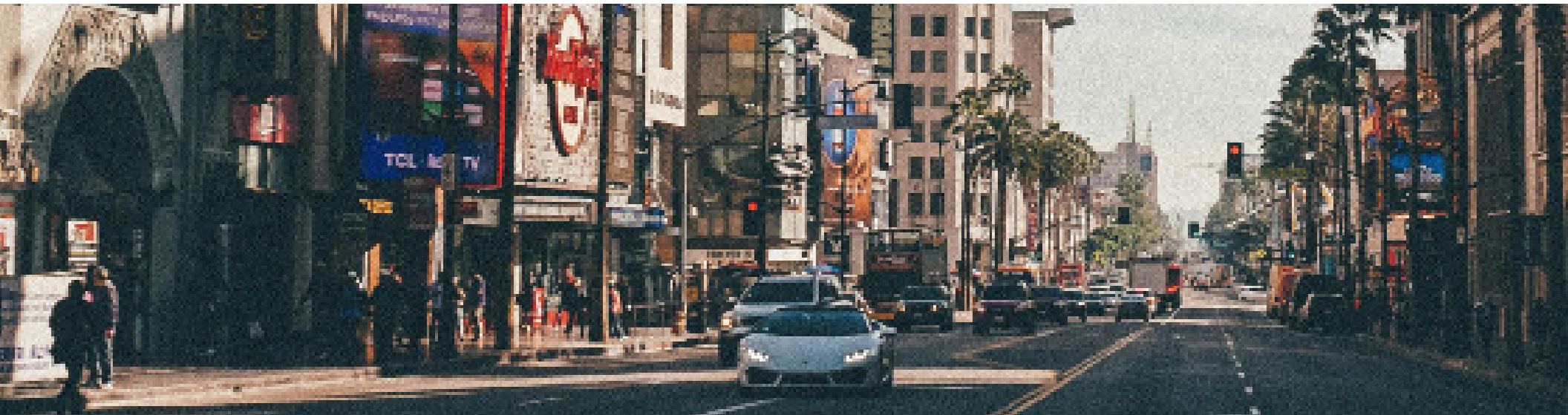
METRO OCCUPANCY (LTM)	MID-70S PERCENT RANGE, RECOVERING TOWARD PRE-PANDEMIC PEAKS
METRO ADR GROWTH (FEB 2026)	+18.2% YEAR-OVER-YEAR (PER COSTAR)
HOLLYWOOD CLASS A ADR	OUTPERFORMING METRO AVERAGE
HOLLYWOOD REVPAR TREND	MULTI-YEAR SUSTAINED GROWTH
PRODUCTION INDUSTRY DEMAND	RESURGENT WITH 2024 CONTRACT RESOLUTION
TOURISM DEMAND	RECORD INTERNATIONAL VISITATION PROJECTED THROUGH LA28

SUBMARKET HOSPITALITY SET

The Hollywood/Vine and Sunset Boulevard submarket supports a deep lineup of comparable Class A and lifestyle hotels, providing both a competitive context and a benchmarking set for any new operator entering the market. The unionized labor environment is consistent across the submarket — operating cost models for a Class A Hollywood hotel are well established.

DEMAND CATALYSTS 2026 - 2028

- LA28 Olympic Games (July 2028). Hollywood is a designated lodging cluster; Olympic Wage Ordinance and broader event infrastructure already shaping operator planning.
- FIFA World Cup 2026. LA host city for multiple matches at SoFi Stadium; meaningful inbound visitation.
- Super Bowl LXI (2027). SoFi Stadium hosts Super Bowl 61, generating high-rate weekend demand metro-wide.
- Production Industry Stabilization. Post-strike normalization and continued AVOD/SVOD content production support extended-stay and full-service demand.
- Tourism Recovery. International arrivals, Walk of Fame attendance, and theme park visitation all on multi-year recovery trajectory.





HOLLYWOOD SIGN

101 - HOLLYWOOD FWY



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175-KEY HOTEL
DEVELOPMENT
SITE***

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