

PARKING AT THE HEART OF DOWNTOWN LA

AN OPEN SPACE OPPORTUNITY

An aerial photograph showing a narrow parking lot situated between several tall buildings in downtown Los Angeles. The parking lot is filled with cars parked in rows. The buildings have various architectural styles, including modern glass facades and older brick structures. A large tree is visible in the foreground, and a street with a crosswalk is at the bottom of the image.

637

S Olive Street

LOS ANGELES, CA 90014

637 S Olive Street

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THE OFFERING

637 S OLIVE STREET LOS ANGELES

Set in the vibrant core of **Downtown Los Angeles**, **637 S Olive St.** is currently a prime parking lot site perfectly positioned amid the city's most dynamic districts. Surrounded by the historic **Los Angeles Athletic Club**, the bustling **Jewelry District**, and a thriving mix of offices, hotels, and restaurants, the

property offers unmatched accessibility and visibility. Its central location makes it an ideal destination for daily commuters, visitors, and downtown residents alike — a rare open-space opportunity in the heart of one of L.A.'s most walkable, high-energy neighborhoods.



PROPERTY SUMMARY

637 S OLIVE ST, LOS ANGELES, CA 90014

Total Lot Size ±10,018 Sq. Ft. (0.229 AC)

APN 5144-004-021

Property Type Parking Lot

Zoning [HB5-SH1-5] [CX4-FA] [CPIO]

Traffic Counts 20,369 Cars/Day

5-MILES CONSUMER HOUSEHOLD EXPENDITURES SNAP SHOT



FOOD & ALCOHOL
\$4,662,580,988



HOME EXPENDITURES
\$14,722,758,216



APPAREL
\$951,349,001



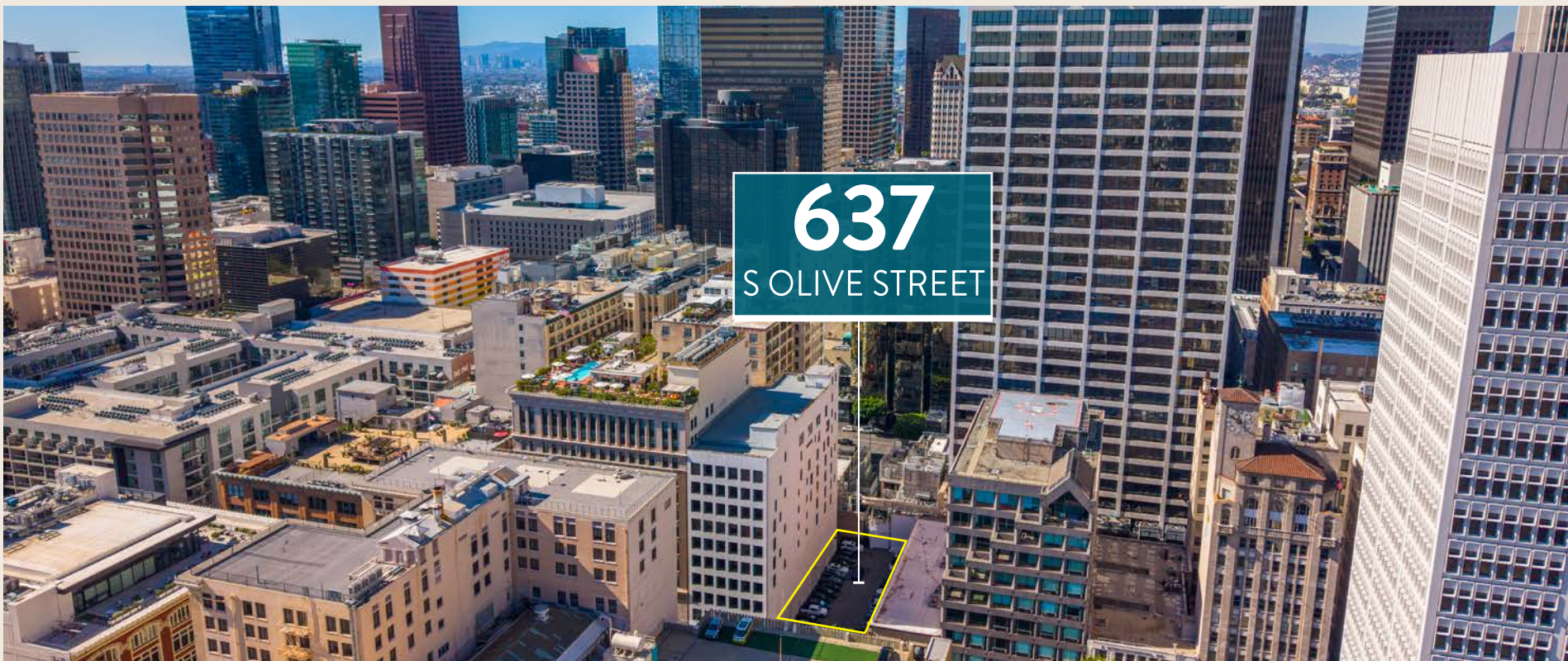
TRANSPORTATION
\$3,856,888,584



HEALTH CARE
\$2,351,750,960



ENTERTAINMENT
\$2,661,772,161



637
S OLIVE STREET

5



SURROUNDING AREA

Situated at **637 S Olive St.**, you're in the very pulse of **Downtown Los Angeles** — where commerce, culture, and craftsmanship converge. Just steps away lies the venerable Los Angeles Athletic Club, founded in 1880 as the city's first private club and housed in a majestic Beaux-Arts landmark at 7th & Olive. There, members and guests alike enjoy world-class fitness, dining, social lounges, and a storied setting that's long been a backdrop for L.A. history. In the opposite direction lies the Los Angeles Jewelry District, one of America's largest concentrations of gem, diamond, and

fine jewelry trade. Stretching roughly between 5th and 8th Streets (with Olive, Broadway, and Hill often serving as its borders), the district is steeped in early 20th-century architecture — elegant, art deco–inflected buildings originally built for offices with street-level retail. Today, it pulses with energy as a global hub for bridal, wholesale, custom, and high-end jewelry commerce. It's an address that marries legacy and luxury — ideal for those who appreciate that every block in this part of DTLA has a story to tell.



INVESTMENT HIGHLIGHTS



AMENITIES AND ATTRACTIONS

LA LIVE: A 4.8 million SF entertainment complex featuring a hotel, restaurants, bars, and a live music venue.

CONVENTION CENTER: A 1.2 million SF convention center that hosts various events and conferences throughout the year.

METRO EXPO LINE: A light rail line that connects the area to other parts of Los Angeles, including the Westside and the San Fernando Valley.

THE BROAD: A contemporary art museum that features rotating exhibitions and a unique architecture.

GRAND PARK: A 12-acre public park that offers a variety of recreational activities, including a lake, walking paths, and public art installations.

ECONOMIC TRENDS

POPULATION GROWTH: The South Park neighborhood has experienced significant population growth in recent years between 2020 and 2024.

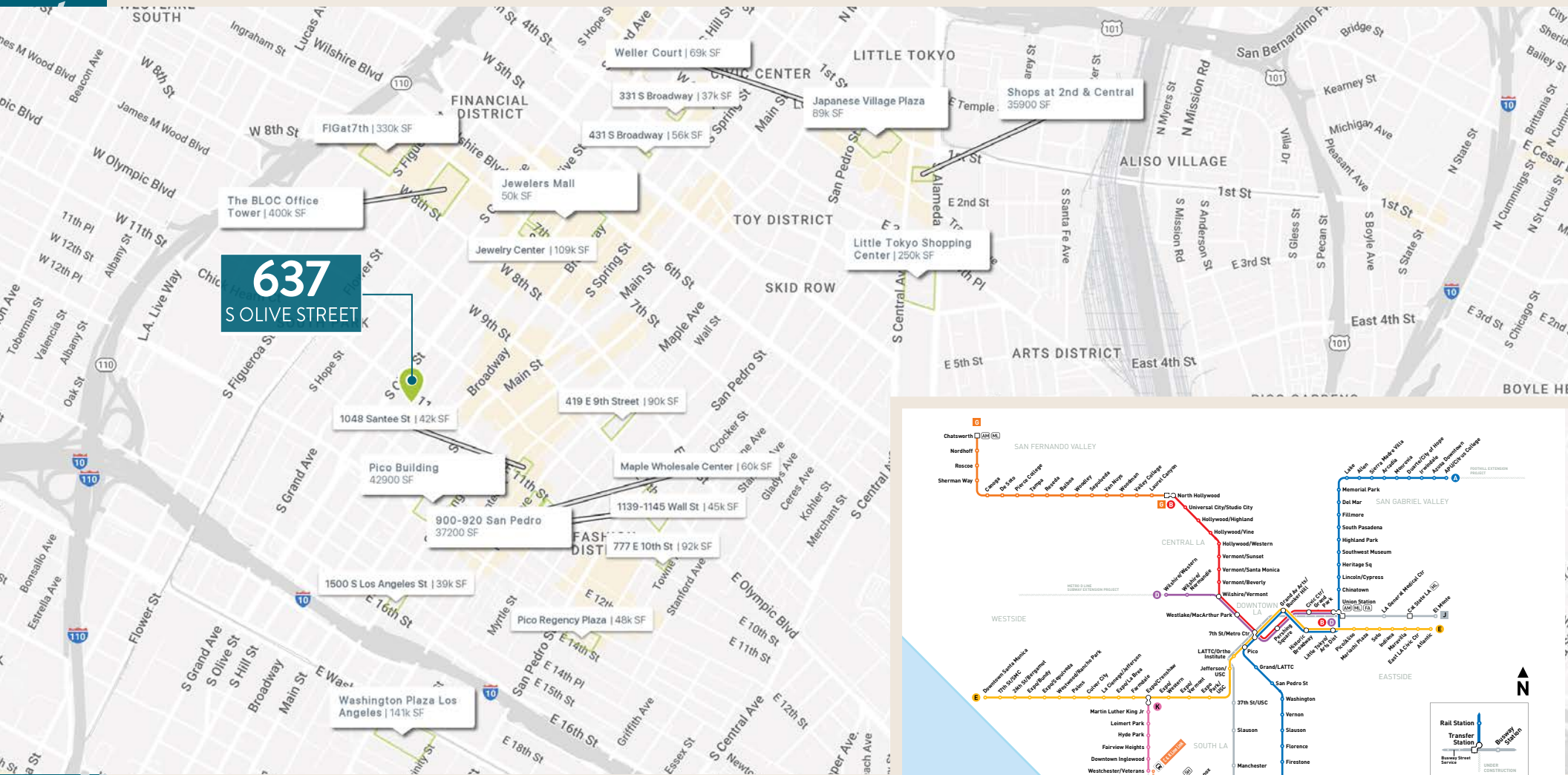
JOB MARKET: The area is home to a diverse range of industries, including technology, healthcare, finance, and entertainment.

TOURISM: The area attracts a large number of tourists, with over 50 million visitors to the LA Live complex and Convention Center each year.

ENTERTAINMENT AND LIFESTYLE AMENITIES: The area is ripe for new entertainment and lifestyle amenities, including restaurants, bars, and live music venues.

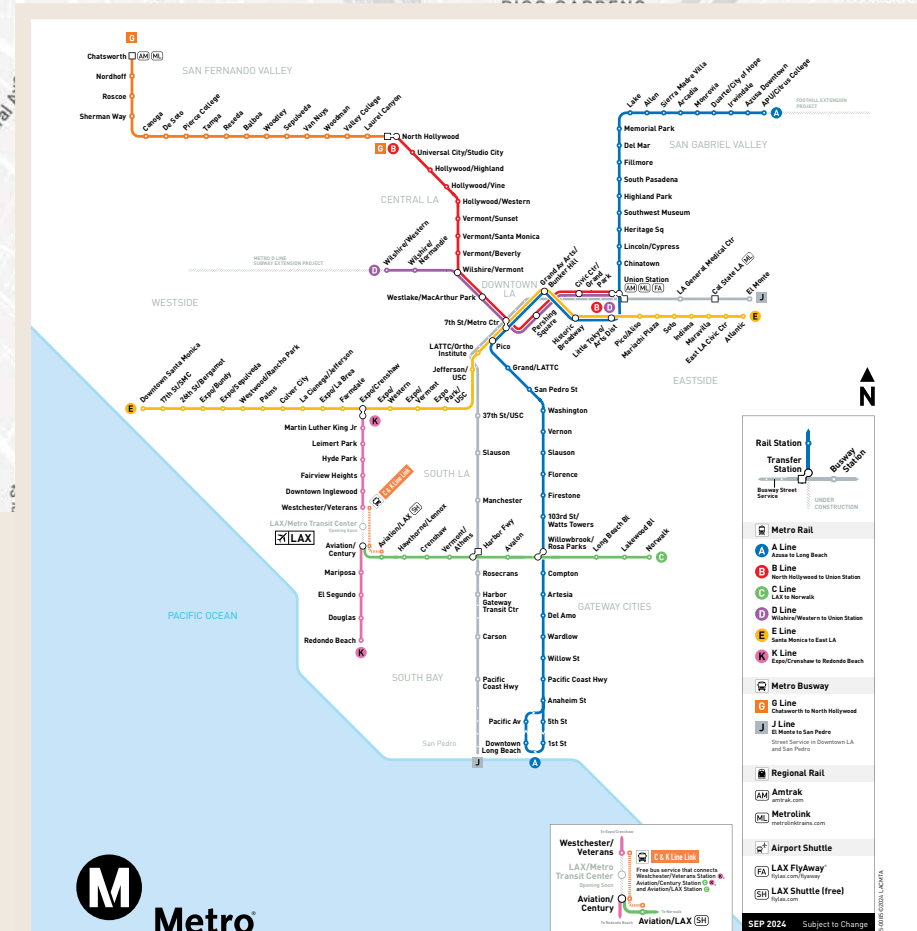


REGIONAL MAP



LA METRO: A Comprehensive Transportation System

The Los Angeles County Metropolitan Transportation Authority (Metro) is a unique and comprehensive transportation agency that serves as the transportation planner and coordinator, designer, builder, and operator for one of the country's largest and most populous counties.



AREA DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES
POPULATION			
2024 Population - Current Year Estimate	79,151	508,032	1,183,106
2029 Population - Five Year Projection	82,745	521,119	1,191,602
2020 Population - Census	71,395	505,908	1,204,255
2010 Population - Census	51,552	489,469	1,209,900
2020-2024 Annual Population Growth Rate	1.98%	0.08%	-0.34%
2024-2029 Annual Population Growth Rate	0.89%	0.51%	0.14%
HOUSEHOLD INCOME			
2024 Average Household Income	\$99,719	\$84,847	\$95,552
2029 Average Household Income	\$110,536	\$95,362	\$107,168
2024 Median Household Income	\$64,468	\$58,508	\$64,603
2029 Median Household Income	\$74,918	\$66,591	\$73,813
2024 Per Capita Income	\$55,867	\$33,428	\$35,200
2029 Per Capita Income	\$63,559	\$38,825	\$40,773
HOUSEHOLDS			
2024 Households - Current Year Estimate	43,908	197,872	433,813
2029 Households - Five Year Projection	47,223	210,159	451,608
2020 Households - Census	37,901	186,231	419,345
2010 Households - Census	25,776	161,163	383,971
2020-2024 Compound Annual HH Growth	2.84%	1.16%	0.65%
2024-2029 Annual Household Growth Rate	1.47%	1.21%	0.81%
2024 Average Household Size	1.58	2.38	2.62

	1 MILE	3 MILES	5 MILES
PLACE OF WORK			
2024 Businesses	14,961	35,719	57,334
2024 Employees	155,270	355,118	552,349
HOUSING UNITS			
2018-2022 Housing Units	46,712	209,348	461,182
1 Unit -Detached	740	26,258	112,447
1 Unit -Attached	228	9,317	33,538
2 Units	250	7,037	22,146
3-4 Units	439	16,029	41,747
5-9 Units	817	16,871	42,849
10-19 Units	1,148	21,266	46,660
20-49 Units	5,544	38,130	66,364
50 and Over	37,484	73,829	93,996
Mobile Home	61	481	1,175
Other Units	0	130	260
DAYTIME POPULATION			
2024 Daytime Population	209,732	645,304	1,228,895
Daytime Workers	173,444	394,164	633,327
Daytime Residents	36,288	251,140	595,568

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