

# 21010

VANOWEN STREET

CANOGA PARK, CA



**Multi-Family Development  
Opportunity in the Warner Center**

**CBRE**





# 21010

VANOWEN STREET

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# 01 EXECUTIVE SUMMARY



## THE OFFERING

CBRE proudly introduces a distinguished development opportunity: A 2.14 Acre site, featuring an existing 24,411 SF vacant office building located in the prestigious Warner Center. This property presents a pristine canvas for innovative development, offering the chance to construct something extraordinary for the community while generating substantial returns. Zoning (WC) NorthVillage-SN-RIO allows for an array of development options with no height limit and substantial density bonus potential.

The buyer of this land has the freedom to create their dream project. Whether its a boutique housing development, or a sustainable and/or affordable community. The possibilities are endless. Don't miss out on this exceptional opportunity to make your mark on Warner Center's real estate landscape.



21010  
VANOWEN STREET

## INVESTMENT HIGHLIGHTS



### LOT SIZE

2.14 ACRES/  
93,210 SQUARE FEET



### ZONING

(WC)NORTH  
VILLAGE-SN-RIO



### CROSS STREETS

VANOWEN ST &  
INDEPENDENCE AVE



### HIGH-DENSITY RESIDENTIAL DEVELOPMENT ZONE

NO HEIGHT RESTRICTION AND MAJOR  
DENSITY BONUS POTENTIAL



### PRIME LOCATION

LOCATED IN THE  
WARNER CENTER



### HIGH TRAFFIC COUNT

27,571 VEHICLES PER  
DAY ON VANOWEN ST



### COVERED LAND PLAY POTENTIAL

EXISTING +/- 24,422 SF OFFICE BUILDING  
CAN BE LEASED TO OFFSET CARRYING COSTS





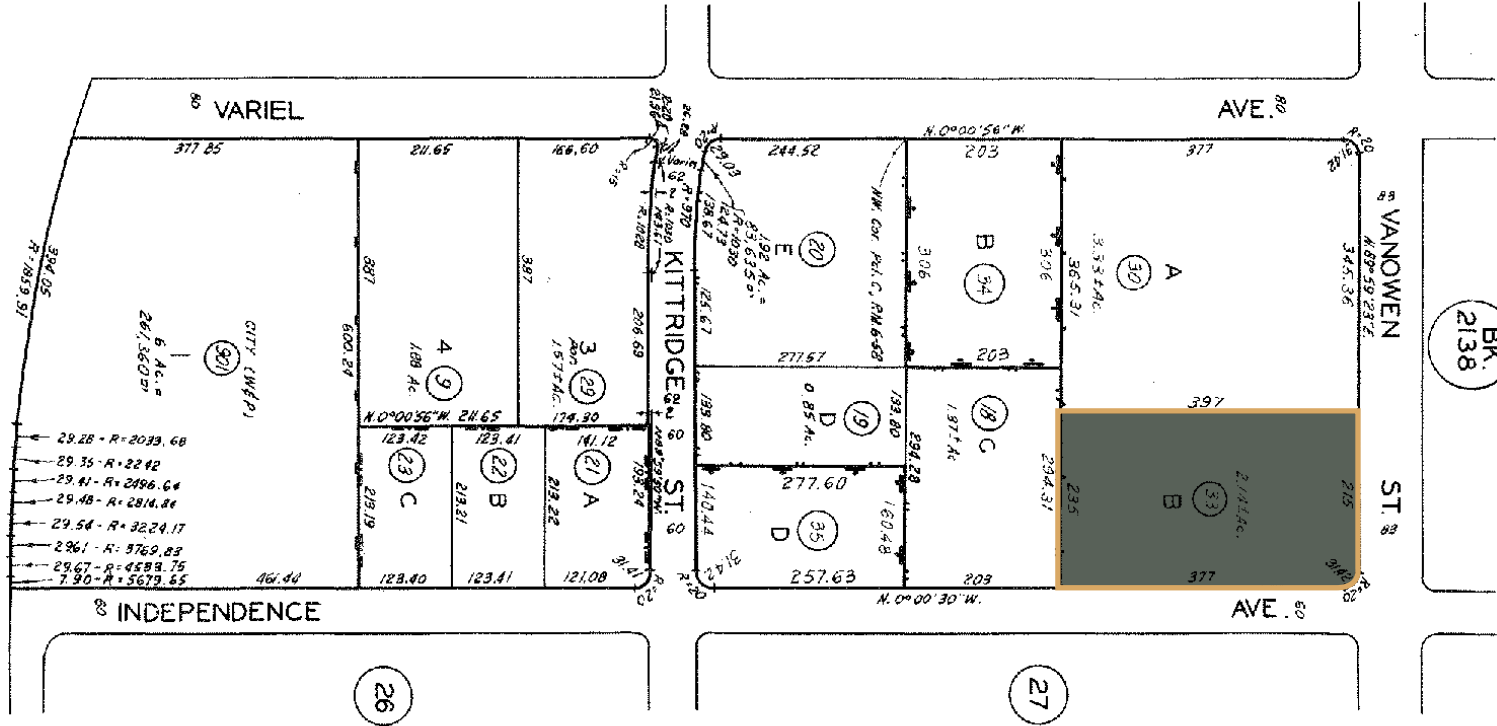
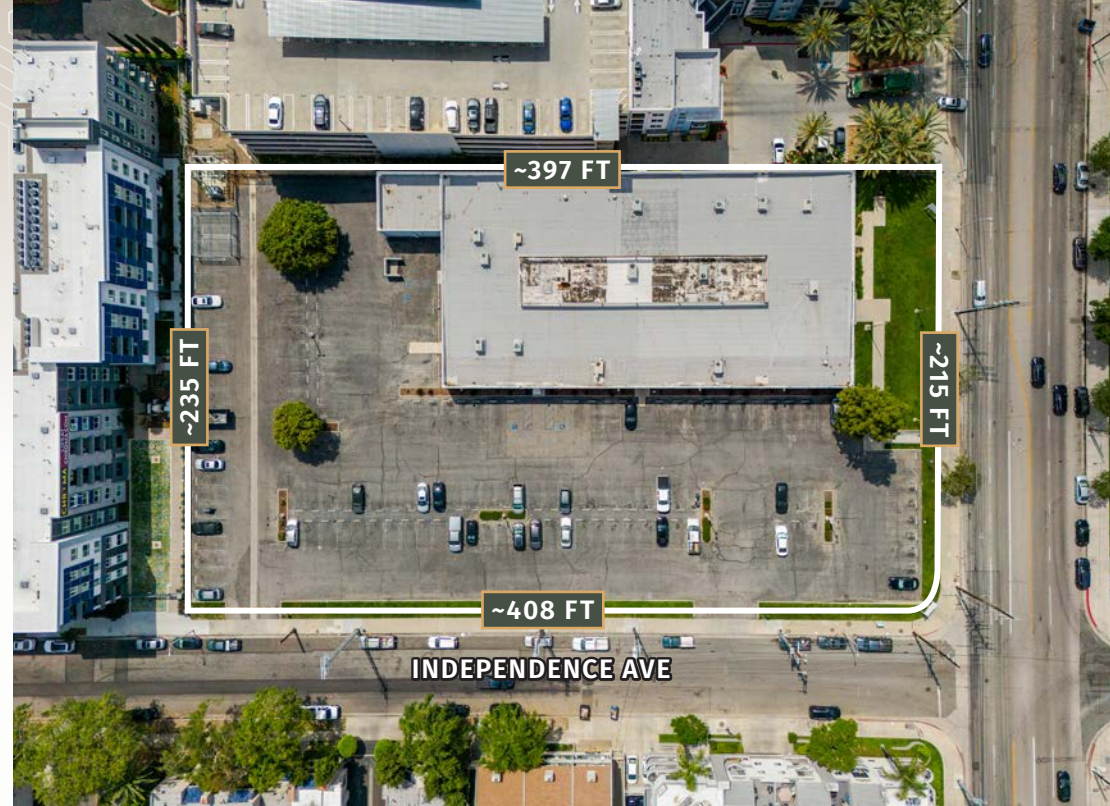
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PROPERTY  
DESCRIPTION



# PROPERTY OVERVIEW

Address	21010 Vanowen Street, Canoga Park, CA 91303
Market	Warner Center
Lot Size (SF)	93,210 SF
Lot Size (AC)	2.14 AC
Opportunity Zone	Low-Income Community
Zoning	(WC) NORTHVILLAGE-SN-RIO
APN	2148-029-033







03

WARNER  
CENTER



## WARNER CENTER

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Warner Center, nestled in the western San Fernando Valley, is a bustling urban oasis characterized by its flourishing business district, diverse housing options, high-end retail offerings, and lively community spirit. As one of LA County's most expansive urban projects, Warner Center encompasses an impressive array of office parks, skyscrapers, residential apartments, and shopping precincts. Encircled by Woodland Hills, Canoga Park, and Winnetka, this thriving neighborhood in western San Fernando Valley hosts roughly 20,000 residents and employs over 50,000 individuals.

As the valley's key business hub, the district seamlessly blends a variety of office spaces, hotels, top-tier eateries, shopping centers, and business parks. The introduction of the Warner Center 2035 Plan in 2013, a blueprint for sustainable, mixed-use, transit-oriented development, has positioned Warner Center as one of the nation's rapidly emerging sub-markets, underscoring its commitment to walkability and ecological sustainability.







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Stan Kroenke, the owner and chairman of the Los Angeles Rams, recently acquired just under 100 acres of land in Warner Center. This significant purchase has paved the way for the highly anticipated relocation of the Los Angeles Rams' practice facility, with more developments reportedly on the horizon.

2022 marked a pivotal point for Stan Kroenke, the head of the Los Angeles Rams. His recent acquisition encompassed nearly 100 acres in the rapidly evolving Warner Center region, including the Westfield Promenade and Topanga shopping centers and the former Anthem Blue Cross office tower. Moving forward, the relocation of the Los Angeles Rams practice facility has been announced. Currently, the initial plans involve utilizing a section of the former Anthem Blue Cross parking lot to house several modular buildings for office space, a gym, and two outdoor football fields.





## WARNER CENTER EMPLOYERS

The Warner Center in Woodland Hills is a bustling hub for various businesses and industries, providing a wide range of employment opportunities. The center is home to several notable employers, including health insurance giant Anthem Blue Cross, entertainment conglomerate Warner Bros., and luxury hotel chain Hilton. The presence of such high-profile companies indicates the diversity of job roles available, from corporate positions in finance and marketing to creative roles in media and hospitality.

Additionally, the Warner Center is also a hotspot for tech firms and startups, contributing to the growing tech industry in the region. Companies like ReachLocal and BlackLine have their headquarters here, offering roles in software development, digital marketing, and more. The center's strategic location, coupled with its variety of employers, makes it an attractive destination for job seekers looking for both established companies and innovative startups. This mix of traditional and modern industries creates a dynamic, vibrant employment scene at the Warner Center in Woodland Hills.

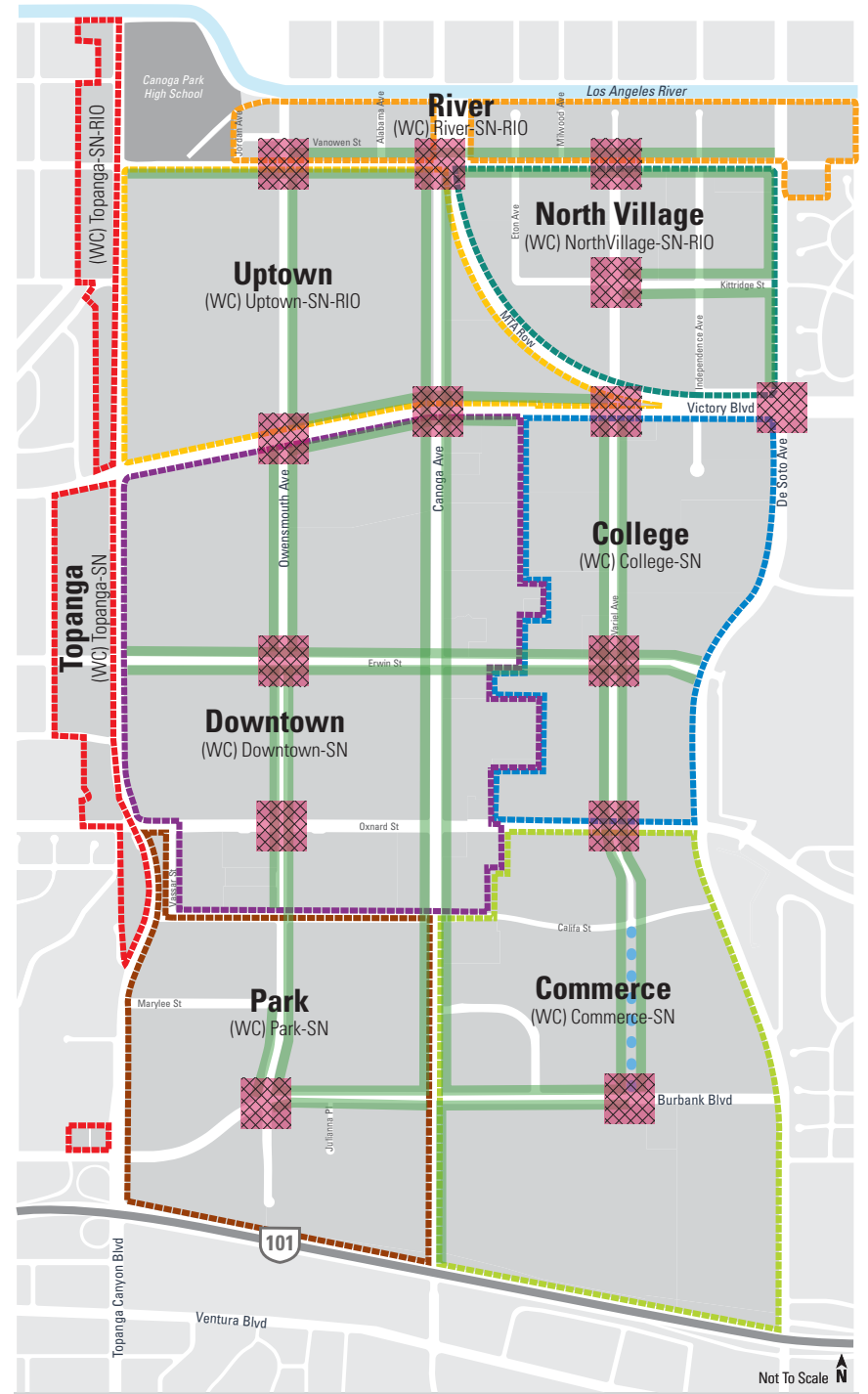




# WARNER CENTER 2035 PLAN

Ratified by the Los Angeles City Council on December 25, 2013, the Warner Center 2035 Plan is a pioneering blueprint for the development of Warner Center. This thorough plan underscores the need for mixed-use and transit-oriented development while championing walkability and sustainability. Covering an area of roughly 1,100 acres or 1.7 square miles, the WC 2035 Plan's boundaries extend from the Los Angeles River in the north, to the Ventura Freeway in the south, and from De Soto Avenue in the east to the western edge of Topanga Canyon Boulevard.

A hallmark of the WC 2035 Plan is the introduction of urban design guidelines, which advocate for increased Floor Area Ratios (FAR), building heights, and density for commercial and mixed-use parcels. The plan outlines an ambitious goal of a net increase of 14 million square feet of new non-residential space, which includes 12.5 million square feet for offices and 2.3 million square feet for retail. Moreover, the blueprint aims to develop an additional 23.5 million square feet of residential space, equal to around 20,000 units. This progressive strategy paves the way for dynamic growth.





# WARNER CENTER DEVELOPMENT PIPELINE

CONSTR STATUS	PROPERTY NAME	PROPERTY ADDRESS	DEVELOPER	PROPERTY TYPE	NUMBER OF UNITS	NUMBER OF STORIES	CONSTRUCTION START	DELIVERY DATE
1	Proposed	-	6336 Canoga Ave	Douglas Emmett Management, LLC	Office		2024	2026
2	Proposed	District at Warner Center - Res Units	6100 Canoga Ave	Kaplan Multifamily	Multi-Family	880	2024	2025
3	Proposed	-	6033 De Soto Ave	RAM Property Property Services, LLC	Health Care		2024	2026
4	Proposed	Promenade 2035	6100 Topanga Canyon Blvd	-	Retail (Regional Mall)		2025	2026
4	Proposed	Promenade 2035 - Hotel 1	6100 Topanga Canyon Blvd	The Kroenke Group	Hospitality (Regional Mall)		2025	2027
4	Proposed	Promenade 2035	6100 Topanga Canyon Blvd	-	Office (Regional Mall)		2024	2024
4	Proposed	Promenade 2035	6100 Topanga Canyon Blvd	-	Multi-Family (Regional Mall)	1432	2024	2024
5	Proposed	-	6464 Canoga Ave	Emser Tile	Multi-Family	276	2024	2026
6	Proposed	Warner Center Hotel	6036 Variel Ave	Urban Stearns	Hospitality		2024	2026
1	Final Planning	-	6400 N Canoga Ave	Sandstone Properties	Multi-Family	650	2024	2024
2	Final Planning	Hampton by Hilton Woodland Hills	21322 Oxnard St	-	Hospitality		2024	2026
1	Under Construction	The Q Desoto	6109 N De Soto Ave	Balaciano Group	Multi-Family	376	2022	2025
2	Under Construction	The Alcove	21300 W Oxnard St	Great American Capital	Multi-Family	130	2024	2025
1	Recently Delivered	-	21045 Erwin St	-	Office		2017	2020
2	Recently Delivered	Home2 Suites by Hilton Woodland Hills Los Angeles	21110 W Oxnard St	FPG Development Group	Hospitality		2019	2022
3	Recently Delivered	-	6320 Topanga Canyon Blvd	-	Retail			2023
4	Recently Delivered	Essence	6041 Variel Ave	BCEG International Investment - US, Inc.	Multi-Family	274	2018	2021
5	Recently Delivered	The Q Variel	6200 Variel Ave	Balaciano Group	Multi-Family	245	2017	2020
6	Existing	The Variel	6233 N Variel Ave	South	Multi-Family	334	2020	2022



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## PROPOSED

- 1 6336 Canoga Ave  
Woodland Hills, CA, 91367
- 2 6100 Canoga Ave  
Woodland Hills, CA, 91367
- 3 6033 De Soto Ave  
Woodland Hills, CA, 91367
- 4 6100 Topanga Canyon Blvd  
Woodland Hills, CA, 91367
- 5 6464 Canoga Ave  
Woodland Hills, CA, 91367
- 6 6036 Variel Ave  
Woodland Hills, CA, 91367

## FINAL PLANING

- 1 6400 Canoga Ave  
Woodland Hills, CA, 91367
- 2 21322 Oxnard St  
Woodland Hills, CA, 91367

## UNDER CONSTRUCTION

- 1 6109 De Soto Ave  
Woodland Hills, CA, 91367
- 2 21300 Oxnard St  
Woodland Hills, CA, 91367

## RECENTLY DELIVERED

- 1 21045 Erwin St  
Woodland Hills, CA, 91367
- 2 21110 Oxnard St  
Woodland Hills, CA, 91367
- 3 6320 Topanga Canyon Blvd  
Woodland Hills, CA, 91367
- 4 6041 Variel Ave  
Woodland Hills, CA, 91367
- 5 6200 Variel Ave  
Woodland Hills, CA, 91367
- 6 6233 Variel Ave  
Woodland Hills, CA, 91367





COMCAST NBCUNIVERSAL

04

SAN FERNANDO  
VALLEY OVERVIEW





## SAN FERNANDO VALLEY OVERVIEW

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The San Fernando Valley, often referred to as “The Valley,” is a prominent region in Southern California. It is primarily situated within the county of Los Angeles, constituting about 260 square miles. The Valley is home to a rich tapestry of neighborhoods and smaller cities, including Burbank, Glendale, Woodland Hills, and Calabasas. Known for its suburban living style, it offers a unique blend of urban and suburban charm, with a mix of high-end homes, apartment complexes, and single-family homes.

The region is culturally diverse and brimming with numerous attractions that draw millions of visitors annually. Among these attractions located in Los Angeles County are the world-renowned Universal Studios, the historic Griffith

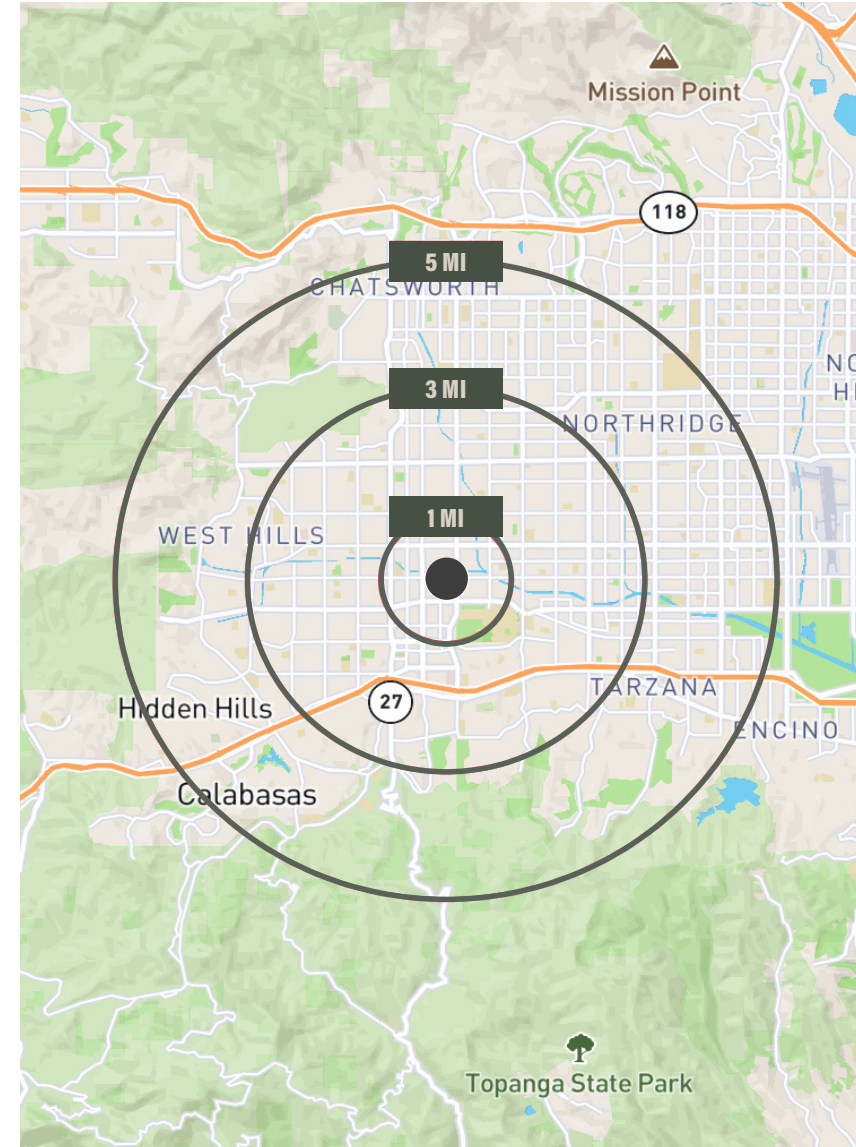
Observatory, and the Getty Center, a cultural hub housing pre-20th-century European paintings, drawings, and sculptures. It also boasts a wide array of shopping destinations, dining options, and outdoor recreational activities, making it a vibrant place to live and visit.

The San Fernando Valley holds significant importance in the U.S. entertainment industry. It is a major motion picture, television, and music recording studio hub. Major studios such as NBCUniversal, Warner Bros., and Disney are headquartered here. The Valley’s contribution to pop culture is undeniable, with numerous movies and TV shows.



# DEMOGRAPHICS

	1 MILE	3 MILES	5 MILES			
<b>POPULATION</b>						
2023 Population - Current Year Estimate	41,077	235,992	452,436			
2028 Population - Five Year Projection	42,231	235,467	449,204			
2020 Population - Census	38,544	233,757	450,239			
2010 Population - Census	33,731	218,327	426,479			
2020-2023 Annual Population Growth Rate	1.98%	0.29%	0.15%			
2023-2028 Annual Population Growth Rate	0.56%	-0.04%	-0.14%			
<b>HOUSEHOLDS</b>						
2023 Households - Current Year Estimate	15,956	82,900	161,325			
2028 Households - Five Year Projection	16,733	83,652	161,584			
2010 Households - Census	11,729	74,428	149,620			
2020 Households - Census	14,602	93.9%	81,190	95.8%	159,508	95.9%
2020-2023 Compound Annual Household Growth Rate	2.77%	0.64%	0.35%			
2023-2028 Annual Household Growth Rate	0.96%	0.18%	0.03%			
2023 Average Household Size	2.56	2.81	2.77			
<b>HOUSEHOLD INCOME</b>						
2023 Average Household Income	\$101,629	\$124,530	\$133,167			
2028 Average Household Income	\$119,124	\$144,512	\$153,813			
2023 Median Household Income	\$75,395	\$87,995	\$92,090			
2028 Median Household Income	\$85,407	\$103,061	\$106,887			
2023 Per Capita Income	\$39,068	\$43,900	\$47,466			
2028 Per Capita Income	\$46,739	\$51,516	\$55,303			
<b>HOUSING UNITS</b>						
2023 Housing Units	17,295	87,250	169,586			
2023 Vacant Housing Units	1,339	7.7%	4,350	5.0%	8,261	4.9%
2023 Occupied Housing Units	15,956	92.3%	82,900	95.0%	161,325	95.1%
2023 Owner Occupied Housing Units	3,262	18.9%	40,552	46.5%	85,684	50.5%
2023 Renter Occupied Housing Units	12,694	73.4%	42,348	48.5%	75,641	44.6%
<b>EDUCATION</b>						
2023 Population 25 and Over	27,657	166,424	323,576			
HS and Associates Degrees	13,511	48.9%	76,266	45.8%	146,071	45.1%
Bachelor's Degree or Higher	9,405	34.0%	68,422	41.1%	139,608	43.1%
<b>PLACE OF WORK</b>						
2023 Businesses	2,869	14,281	28,792			
2023 Employees	25,904	107,180	222,521			



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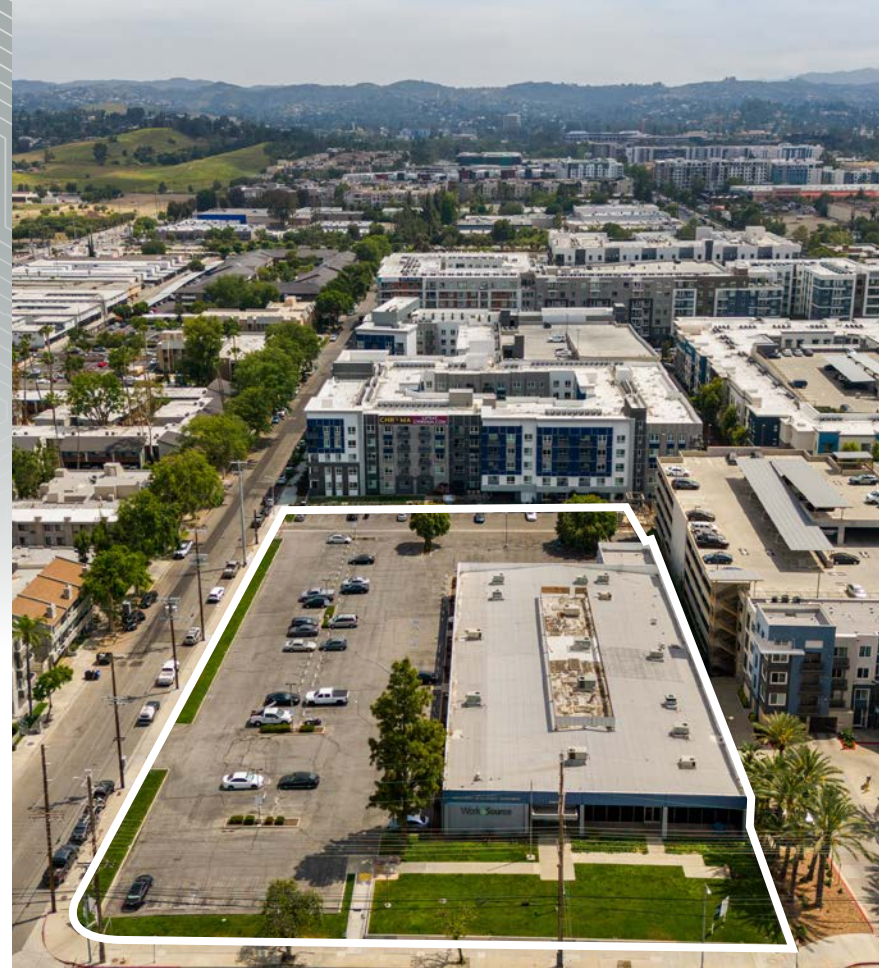
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