

# INVESTMENT OFFERING

## COVERED LAND PLAY WITH UPSIDE IN DEVELOPMENT



5657 W FOUNTAIN AVE  
**LOS ANGELES, CALIFORNIA**

**CIRE** Partners  
COMMERCIAL INVESTMENT REAL ESTATE



# TABLE OF CONTENTS

Property Details & Highlights

3

Aerial Map

4

Demographics

5

Market Overview

6

# CONFIDENTIALITY & DISCLAIMER

THE INFORMATION CONTAINED IN THE FOLLOWING OFFERING MEMORANDUM IS PROPRIETARY AND STRICTLY CONFIDENTIAL. IT IS INTENDED ONLY TO BE REVIEWED BY THE PARTY RECEIVING IT FROM CIRE BROKERAGE SERVICES INC. DBA CIRE PARTNERS (HEREAFTER “CIRE PARTNERS”) AND SHOULD NOT BE MADE AVAILABLE TO ANY OTHER PERSON OR ENTITY WITHOUT THE WRITTEN CONSENT OF CIRE PARTNERS. THIS OFFERING MEMORANDUM HAS BEEN PREPARED TO PROVIDE SUMMARY, UNVERIFIED INFORMATION TO PROSPECTIVE PURCHASERS, AND TO ESTABLISH ONLY A PRELIMINARY LEVEL OF INTEREST IN THE SUBJECT PROPERTY. THE INFORMATION CONTAINED HEREIN IS NOT A SUBSTITUTE FOR A THOROUGH DUE DILIGENCE INVESTIGATION.

CIRE PARTNERS HAS NOT MADE ANY INVESTIGATION AND MAKES NO WARRANTY OR REPRESENTATION, WITH RESPECT TO THE INCOME OR EXPENSES FOR THE SUBJECT PROPERTY, THE FUTURE PROJECTED FINANCIAL PERFORMANCE OF THE PROPERTY, THE SIZE AND SQUARE FOOTAGE OF THE PROPERTY AND IMPROVEMENTS, THE PRESENCE OR ABSENCE OF CONTAMINATING SUBSTANCES, PCB’S OR ASBESTOS, THE COMPLIANCE WITH STATE AND FEDERAL REGULATORS, THE PHYSICAL CONDITION OF THE IMPROVEMENTS THEREON, OR THE FINANCIAL CONDITION OR BUSINESS PROSPECTS OF ANY TENANT, OR ANY TENANT’S PLANS OR INTENTIONS TO CONTINUE ITS OCCUPANCY OF THE SUBJECT PROPERTY.

THE INFORMATION CONTAINED IN THIS OFFERING MEMORANDUM HAS BEEN OBTAINED FROM SOURCES WE BELIEVE TO BE RELIABLE; HOWEVER, CIRE PARTNERS HAS NOT VERIFIED, AND WILL NOT VERIFY, ANY OF THE INFORMATION CONTAINED HEREIN, NOR HAS CIRE PARTNERS CONDUCTED ANY INVESTIGATION REGARDING THESE MATTERS AND MAKES NO WARRANTY OR REPRESENTATION WHATSOEVER REGARDING THE ACCURACY OR COMPLETENESS OF THE INFORMATION PROVIDED.

ALL POTENTIAL BUYERS MUST TAKE APPROPRIATE MEASURES TO VERIFY ALL OF THE INFORMATION SET FORTH HEREIN. THIS IS NOT AN APPRAISAL. PLEASE CONSULT YOUR CIRE PARTNERS AGENT FOR MORE DETAILS. THE INFORMATION CONTAINED HEREIN WAS OBTAINED FROM SOURCES BELIEVED RELIABLE, HOWEVER, CIRE PARTNERS MAKES NO GUARANTIES, WARRANTIES OR REPRESENTATIONS AS TO THE COMPLETENESS THEREOF.

THIS DOCUMENT HAS BEEN PREPARED BY CIRE PARTNERS FOR ADVERTISING AND GENERAL INFORMATION ONLY. CIRE PARTNERS EXCLUDES UNEQUIVOCALLY ALL INFERRED OR IMPLIED TERMS, CONDITIONS AND WARRANTIES ARISING OUT OF THIS DOCUMENT AND EXCLUDES ALL LIABILITY FOR LOSS AND DAMAGES ARISING THERE FROM.

**Andrew Slade**

Executive Vice President  
619.277.4002  
aslade@cirepartners.com  
CA DRE #01746250

**Suzanna Gavranian**

858.342.7200  
suzanna.gavranian@camoves.com  
CA DRE #01440076

CIRE Brokerage Services Inc. dba CIRE Partners - CA DRE #01526823



# PROPERTY DETAILS

## GENERAL SUMMARY

Address	5657 W Fountain Ave, Los Angeles, CA 90028
APN	5545-020-011
Lot Size	±7,510 SF
Zoning	R3-1   TOC Tier 3
General Plan Land Use	Medium Residential
Current Use	Single-Family Residence (±1,376 SF, Built 1918)
Proposed Use	16-Unit Multifamily or up to 45 Micro-Units (100% Affordable)

## VALUE SUMMARY

5657 W Fountain Ave presents a prime infill redevelopment opportunity in the heart of Hollywood, surrounded by new construction, transit connectivity, and strong rental demand. Situated within a Transit Oriented Communities (TOC) Tier 3 zone, the property offers substantial density and height bonuses—allowing for up to 16 market-rate units or 45 micro-units under an affordable housing program.

Located just east of Vine Street and north of Santa Monica Blvd, the site is walkable to major studios, job centers, and entertainment corridors, making it a highly desirable location for workforce, market-rate, or affordable housing developers.

At current pricing, the property represents a below-replacement-cost entry into one of Los Angeles’ most active multifamily submarkets, with multiple entitlement and incentive pathways available to expedite approvals and maximize project economics.

ASKING PRICE  
**\$1,600,000**

PRICE/LAND/SF  
**\$213**

## HIGHLIGHTS

### HIGH-DENSITY INFILL REDEVELOPMENT

R3-1 zoning with TOC Tier 3 incentives allows up to an 80% density bonus, 4.5:1 FAR, and reduced setbacks—creating a clear path to a 6 story, 30,000+ SF multifamily building.

### STREAMLINED ENTITLEMENT PATHWAYS

Eligible for AB 2334, SB 35, and Executive Directive 1 (ED1) for ministerial approval and parking relief, significantly reducing timeline and entitlement risk.

### NO PARKING REQUIREMENT

Under AB 2097, no on-site parking is required due to proximity (within ½ mile) to major transit, optimizing site efficiency and yield per buildable SF.

### FLEXIBLE DEVELOPMENT PROGRAM

Ideal for market-rate apartments, micro-unit housing, or 100% affordable projects with state and city incentives. The site also qualifies for Adaptive Reuse and Enterprise Zone programs.

### AFFORDABLE HOUSING INCENTIVES

Qualifies as a Low Vehicle Travel Area and a Housing Element Site (ZI-2512), enabling additional subsidies and potential density beyond typical TOC standards.

### SUPPLY-CONSTRAINED HOLLYWOOD SUBMARKET

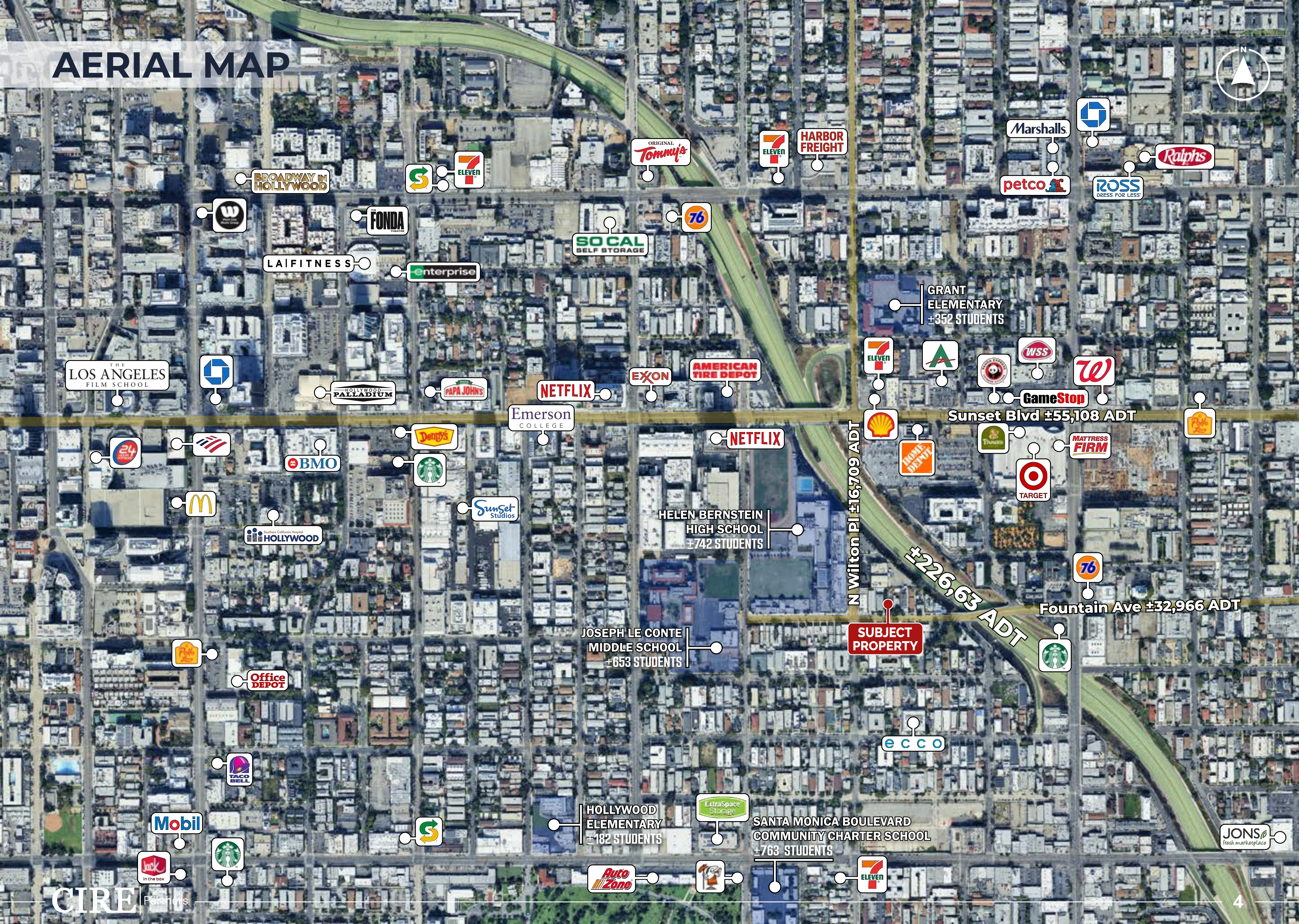
Hollywood remains one of the most desirable and under-supplied rental markets in Los Angeles, benefiting from major employers, transit infrastructure, and entertainment industry demand drivers.

### LONG-TERM UPSIDE

With zoning and TOC bonuses already in place, the site provides both short-term entitlement value creation and long-term redevelopment potential as Hollywood continues to densify under the City’s Housing Element plan.



# AERIAL MAP





# DEMOGRAPHICS

Population	1 Mile	3 Miles	5 Miles
Population (2025)	73,020	426,315	1,014,621
Projected Population (2030)	73,253	423,090	1,007,549
Median Age (2025)	37.9	38.0	38.1
Wealth Index (2025)	46	68	73

Average Income	1 Mile	3 Miles	5 Miles
Average Household Income (2025)	\$91,261	\$115,840	\$119,758
Projected Average Household Income (2030)	\$101,097	\$126,626	\$131,832
Projected Annual Growth (2025-2030)	2.07%	1.80%	1.95%

Median Income	1 Mile	3 Miles	5 Miles
Median Household Income (2025)	\$60,709	\$72,654	\$76,021
Projected Median Household Income (2030)	\$67,351	\$80,349	\$84,610
Projected Median Annual Growth(2025-2030)	2.10%	2.03%	2.16%

Households	1 Mile	3 Miles	5 Miles
Households (2025)	35,683	208,700	467,116
Projected Households (2030)	37,720	218,214	487,352
Projected Annual Growth (2025-2030)	1.12%	0.90%	0.85%
Average Household Size (2025)	1.95	1.98	2.10

## LOS ANGELES, GA



4.0%

**Greatest Gen**  
Born in 1945/Earlier



15.9%

**Baby Boomer**  
Born in 1946 to 1964




19.9%

**Generation X**  
Born in 1965 to 1980




30.6%

**Millennial**  
Born in 1981 to 1998



21.9%

**Generation Z**  
Born in 1999 to 2016



7.8%

**Alpha**  
Born in 2017 to Present



# MARKET OVERVIEW

## Los Angeles, CA

Los Angeles, is a world-renowned and vibrant metropolis located on the west coast of the United States. This sprawling city, covering approximately 469 square miles, is home to over 4 million residents, making it the most populous city in California and the second-most populous city in the United States. Situated along the stunning Pacific coastline, Los Angeles is a cultural, economic, and entertainment powerhouse, boasting a diverse array of neighborhoods and a rich cultural tapestry.

Los Angeles is celebrated for its iconic landscapes, encompassing everything from pristine beaches along the Pacific Ocean to the towering mountains of the San Gabriel Range. The city's Mediterranean climate, with its sunny skies and mild temperatures, is a magnet for residents and tourists alike, providing a year-round playground for outdoor enthusiasts.

As the entertainment capital of the world, Los Angeles is home to the globally influential film and television industry, with Hollywood at its epicenter. The city is a hub of creativity and cultural expression, attracting artists, musicians, actors, and creators from all corners of the globe. World-class theaters, museums, and galleries, such as the Getty Center and the Los Angeles County Museum of Art, enrich the cultural scene.

Los Angeles is also a melting pot of diverse communities, each contributing to the city's rich multicultural tapestry. From Little Tokyo to Koreatown, Chinatown to Olvera Street, the city's neighborhoods reflect the global influences that have shaped its history and character.

The Los Angeles Unified School District, one of the largest in the nation, provides educational opportunities to a diverse student body. The city is home to prestigious universities, including the University of California, Los Angeles (UCLA), and the University of Southern California (USC).

Los Angeles offers a wide array of recreational opportunities, from hiking in the Santa Monica Mountains to surfing in Malibu. Iconic attractions like Disneyland, Universal Studios Hollywood, and the Hollywood Walk of Fame draw millions of visitors every year.



**Los Angeles is the second-largest U.S. city with a population of over 3.8 million**

**The city hosts the Port of Los Angeles, the busiest container port in North America**

**Los Angeles International Airport (LAX) is the world's fifth-busiest airport**

**In 2023, the city welcomed 49.1 million visitors, contributing \$34.5 billion to the local economy**







**Andrew Slade**

Executive Vice President  
619.277.4002  
aslade@cirepartners.com  
CA DRE #01746250

**Suzanna Gavranian**

858.342.7200  
suzanna.gavranian@camoves.com  
CA DRE #01440076

CIRE Brokerage Services Inc. dba CIRE Partners - CA DRE #01526823

[www.CIREpartners.com](http://www.CIREpartners.com)