

# 2300 E. FLORENCE AVENUE

±18,937 SF LC-C3 LOT

SUBJECT

FLORENCE AVE

MARBRISA AVE

*Huntington Park, CA*



Prime Signalized Corner Development Opportunity

# 2300 E. FLORENCE AVENUE | HUNTINGTON PARK, CA

## OMID SALEH

Agent  
(818) 384-4111  
osaleh@kw.com  
DRE# 01980838

## DAVID YASHAR

Director  
(310) 724-8043  
dyashar@kw.com  
DRE# 01102638

## ERIC SIMONYAN

Agent  
(310) 724-8066  
esimonyan@kw.com  
DRE# 01984661



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# *Executive Summary*

2300 E. FLORENCE AVENUE

# Property Summary

Price	\$2,395,000
Property Address	2300 E Florence Avenue
Parcel Size	±18,937 square feet
Zoning	LC-C3 (Limited Commercial)
Lot Configuration	Corner lot — Southeast corner of Florence Avenue and Marbrisa Avenue
Frontage	Approx. 160 ft on Florence Avenue and 120 ft on Marbrisa Avenue
Access & Visibility	Excellent — signalized corner with multiple access points
Primary Corridor	Located on Florence Avenue, a major east-west arterial in Southeast Los Angeles County
Traffic	Strong Daily Car Traffic Counts with over 30,000 CPD on Florence Ave.
Pedestrian Activity	Walker's Paradise with a walking score of 95!
Proximity to Key Intersection	One parcel west of Santa Fe Avenue & Florence Avenue (signalized intersection)
Permitted Uses (LC-C3)	Retail, medical, service-oriented, and potential mixed-use development ( <i>buyer to verify</i> )

## 2300 E. FLORENCE AVENUE



# Property Highlights

2300 E. FLORENCE AVENUE

## Property Highlights

18,937 SF LC-C3 zoned Corner Lot

Located at the Southeast corner of the Signalized intersection at Florence Ave & Marbrisa Ave. with a Daily Car Traffic Count over 30,000 CPD at this intersection.

Excellent Frontage; Over 160 feet along Florence Ave. & 120 feet along Marbrisa Ave.

Flat, Usable Parcel with Flexible Layout

Ideal for Retail, or Mixed-Use Development

Rare Infill Development Opportunity

## Location & Market Highlights

Prime Huntington Park Location

Florence Ave is a Major East–West Commercial Corridor

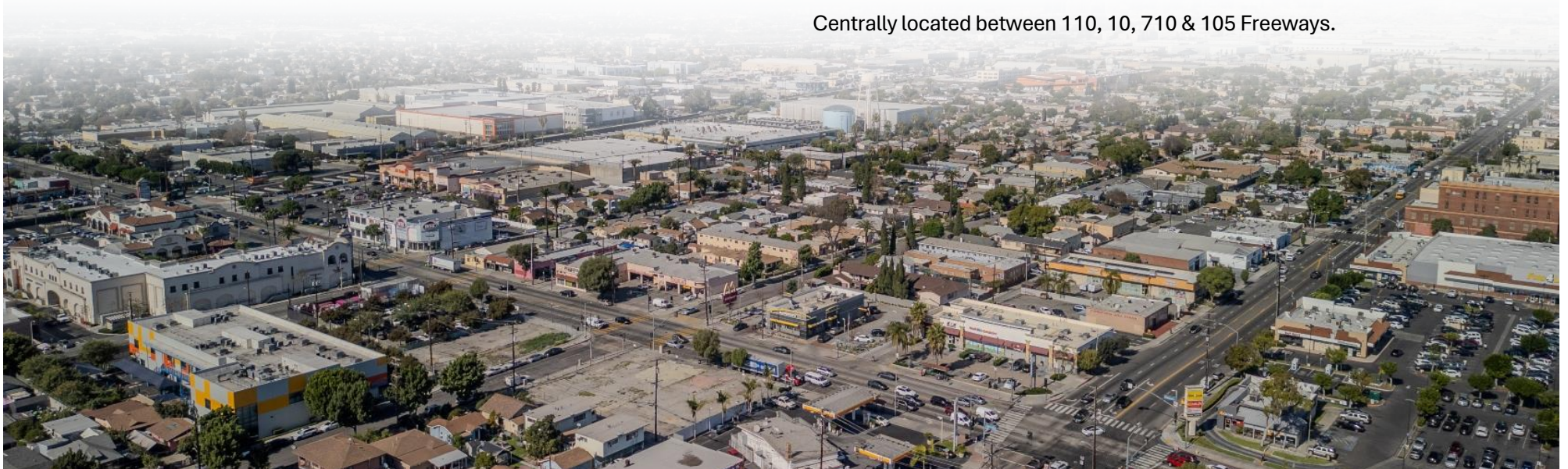
Just one parcel west of the major signalized intersection at Santa Fe Ave. & Florence Ave. with a Daily Car Traffic Count over 50,000 CPD at this intersection.

High Daily Traffic Exposure on Florence Ave.

Walker's Paradise with a walking score of 95!

Excellent Demographics: Over 50,000 people reside within a 1-mile radius and over 400,000 people reside within a 3 mile radius.

Centrally located between 110, 10, 710 & 105 Freeways.



# Prime Central Location



Franklin D.  
Roosevelt Park



carter's  
babies and kids  
ROSS  
DRESS FOR LESS



petco

Marshalls



Alliance Collins  
Family College-  
Ready High School

ALAMEDA ST

**SUBJECT**

KIPP Comienza  
Community Prep  
Lower School

FLORENCE AVE



SANTA FE AVE



# Investment Overview

2300 E Florence Ave presents a rare opportunity to acquire an ±18,937 square foot LC-C3-zoned corner lot in the heart of Huntington Park's primary commercial corridor. Situated on the southeast corner of the signalized intersection at Florence Avenue and Marbrisa Avenue, the property offers exceptional visibility and access with approximately 160 feet of frontage along Florence Avenue and 120 feet along Marbrisa Avenue.

Florence Avenue is a major east-west arterial serving Southeast Los Angeles County, known for its strong daily traffic counts, consistent pedestrian activity, and concentration of neighborhood-serving retail. The site is located just one parcel west of the major signalized intersection at Santa Fe Avenue and Florence Avenue, further enhancing exposure within an established retail node.

The parcel is flat and fully usable, allowing for efficient site planning and development flexibility. LC-C3 (Limited Commercial) zoning permits a variety of commercial uses including retail, quick-service restaurant, medical, service-oriented businesses, and potential mixed-use development (buyer to verify). The corner configuration supports strong branding, multiple points of access, and optimal circulation for customers.

The property benefits from outstanding demographics, with over 50,000 residents within a one-mile radius and more than 400,000 residents within a three-mile radius. With a Walk Score of 95, the location is highly accessible to pedestrians and supported by dense surrounding residential neighborhoods.

Centrally located between the 110, 10, 710, and 105 freeways, the site offers convenient regional connectivity while maintaining strong local visibility. Large, signalized corner parcels of this size in established infill markets are increasingly scarce, making 2300 E Florence Ave a compelling opportunity for developers, owner-users, and investors seeking long-term growth in a high-demand trade area.





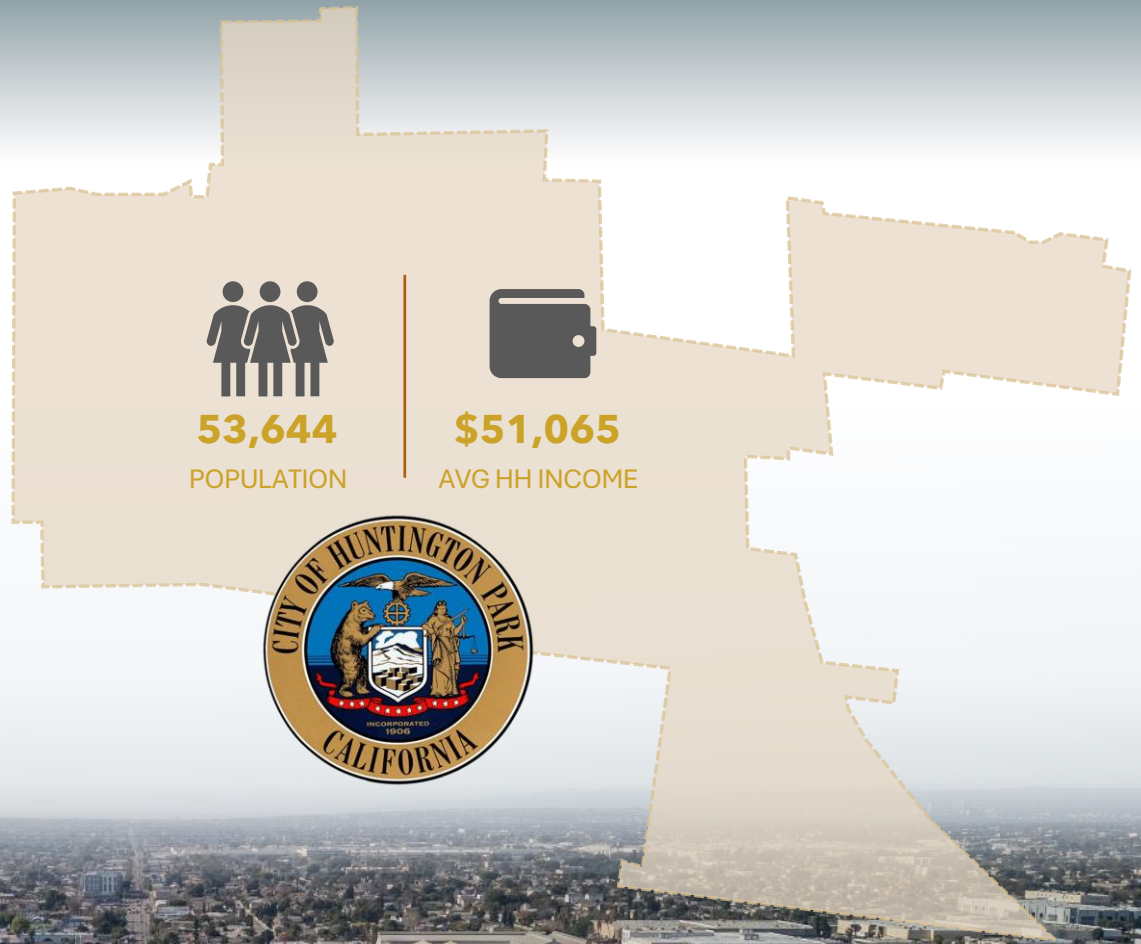


# *Location Overview*

2300 E. FLORENCE AVENUE

# Huntington Park

Huntington Park maintains one of the most vibrant and established downtown shopping districts catering to Latino shoppers in the greater Los Angeles region. For decades, this bustling retail corridor—centered along Pacific Boulevard—has served as a major commercial and cultural hub for the Hispanic community across Los Angeles County. The area is home to a dynamic mix of national and local retailers, restaurants, and service-based businesses that reflect the community’s strong entrepreneurial spirit and deep cultural roots.



# Huntington Park Retail Map



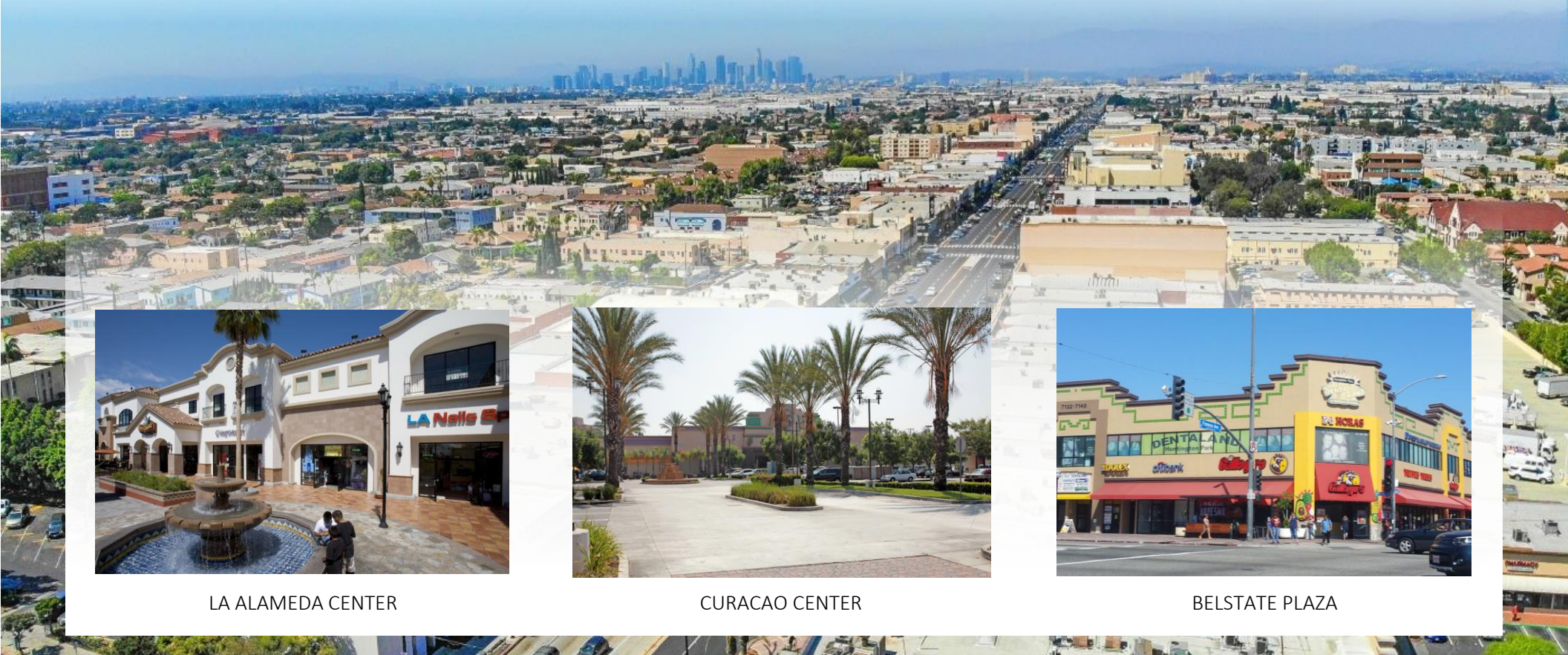
# Huntington Park Retail Profile

## Pacific Blvd

The city has more than 600 retail businesses in their downtown area. Lively business activity is enhanced with a large population of new and repeat customers.

The steady growth in sales tax signifies the city's prominence as a regional merchandising center.

The well-defined downtown focuses on pedestrian shopping along Pacific Boulevard and adjacent streets. This stretch of Pacific Boulevard in downtown Huntington Park is a major commercial district serving the city's largely working-class residents, as well as those of neighboring cities such as Bell, Cudahy, and South Gate.



LA ALAMEDA CENTER



CURACAO CENTER



BELSTATE PLAZA



# CONNECTIVITY

The West Santa Ana Branch Transit Corridor (WSAB) project is a 19-mile corridor that Metro is evaluating for a new light rail transit line that would connect southeast LA County to downtown Los Angeles.

Metro's plan for better transit includes a new light rail transit (LRT) line to southeast LA County. This project would connect Artesia, Cerritos, Bellflower, Paramount, Downey, South Gate, Cudahy, Bell, Huntington Park, Vernon, unincorporated Florence-Firestone and downtown Los Angeles. Connecting this area to Metro's rail network will provide alternatives to driving and create more access to opportunity.

## TOP EMPLOYERS

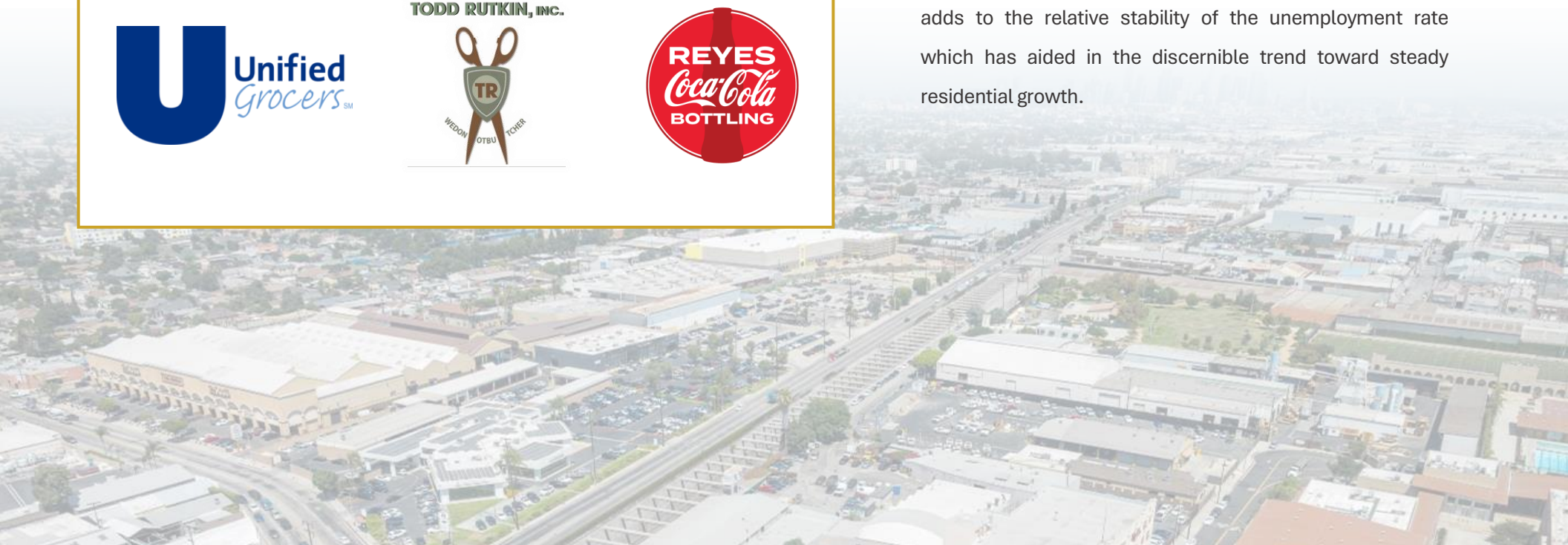


TODD RUTKIN, INC.



## Area Economy

Named for prominent industrialist Henry E. Huntington, Huntington Park was incorporated in 1906 as a streetcar suburb for workers in the rapidly expanding industries to the southeast of downtown Los Angeles. Today, about 30% of its residents still work at factories in nearby Vernon and Commerce. The City has a variety of business activity and is not dependent on one large source tax revenue. Huntington Park has a varied manufacturing and industrial base that adds to the relative stability of the unemployment rate which has aided in the discernible trend toward steady residential growth.



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