

DEVELOPMENT SITE

±37,116 SF / ±0.85 AC
OF LAND FOR SALE

1401-1421
S MAIN STREET
LOS ANGELES • CA 90015



Allowable by Right

- 315+ Units
- 222,000+ SF Total Envelope

With Incentives

- 500+ Units
- 334,000+ SF Total Envelope

*See Details on Page 7

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LOCAL EXPERTISE. INTERNATIONAL REACH. WORLD CLASS.

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EXECUTIVE SUMMARY

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PROPERTY SUMMARY



ADDRESSES:
 1401, 1413, 1415 & 1421 S Main St
 Los Angeles CA 90015



ASKING PRICE:
 \$16,000,000.00



TOTAL LAND SIZE:
 ±37,116 SF / 0.85 AC



EXISTING INCOME

DEVELOPMENT SITE DETAILS

ZONING	[HB2-G1-5] [CX3-FA] [CPIO-O]
AGGREGATE LOT SIZE	±37,116 SF / 0.85 AC
INCENTIVE/OPPORTUNITY AREA	T- 2 Low Opp
OPPORTUNITY ZONE	Yes
TRANSIT ORIENTED COMMUNITY	Tier 3

INVESTMENT OVERVIEW

1401–1421 S Main Street presents a rare opportunity to acquire a ±0.85-acre urban infill development site in the heart of Downtown Los Angeles.

- Zoned HB2 / CX3 with CPIO overlay, allowing high-density mixed-use residential development.
- Located in a Transit-Oriented Community (Tier 3) and Opportunity Zone, enabling density and financial advantages.
- Development stack enables high-density, low-friction approvals with ministerial pathways.
- Fully positioned for mixed-use high-density multifamily development with high yield:
 - By Right: 315 Units.
 - State Density Bonus: 370+ Units.
 - AHIP Incentives: 500+ units.
- Located within the Fashion District / South Park growth corridor
 - Strong Historical and Projected Residential Demand
 - Southern DTLA Location
 - Proximity to Major Entertainment
 - Away from Unwanted DTLA Zones
 - Easy Transit Access

KEY HIGHLIGHTS

- Large, contiguous assemblage with efficient rectangular layout and strong frontage.
- No parking required under AB 2097, significantly reducing construction cost.
- No density cap (FAR-driven)—rare for urban infill sites.
- Ability to stack incentives (DCBP + AHIP + PBIP) for maximum yield.
- Surrounded by institutional demand drivers: USC, Crypto.com Arena, Convention Center, Fashion District.
- Strong rental comparables and absorption in immediate submarket

DEVELOPER BENEFITS



1. Zoning & Planning Advantages

- High-density zoning (CX3 / HB2): intensive residential/mixed-use development
- FAR-based development: no cap on units
- ZERO setbacks on most sides
- Active Street Level for Optimal Mixed Use



2. State Incentives

- Density Bonus Law: increases FAR and unit count
- AB 2097: eliminates parking requirements near transit
- Streamlined approvals (SB 35 / ministerial pathways): reduced entitlement risk
- Ability to scale from ±315 → ±373 → 500+ units depending on affordability mix



3. City of Los Angeles Incentive Programs

- DCBP (Downtown Community Benefits Program)
 - Increased FAR
- AHIP (Affordable Housing Incentive Program)
 - Up to 9:1 FAR; 500+ units - Reduced open space and development standards
- PBIP (Public Benefit Incentive Program)
 - Additional FAR
- Programs are stackable, maximizing total buildable area (page 11)



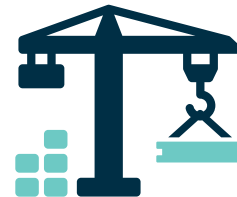
4. Financial & Tax Benefits

- Located in a Qualified Opportunity Zone
 - Potential capital gains deferral and tax reduction
- Reduced construction cost via:
 - No parking - Reduced open space requirements
- High unit yield improves cost per door efficiency



5. Entitlement & Execution Advantages

- Ministerial approvals: Faster Approvals
- Lower discretionary risk vs traditional entitlement process
- Predictable development framework with established DTLA precedent



6. Physical & Site Efficiency

- Large lot allows efficient podium or wrap construction
- Ability to design courtyard, rooftop, or podium open space
- Minimal setbacks maximize rentable/sellable area



7. Market & Demand Drivers

- Strong nearby multifamily pipeline and comps: renter demand
- Proximity to employment hubs + education (USC)
- Continued urbanization of DTLA with long-term rent growth potential



APNS:

5133-008-001 & -002 : 15,432 SF OF LAND

5133-008-003, -004 & -008 : 21,684 SF OF LAND

LOT DIMENSIONS:

FRONT: 240', SIDE: 125', SIDE: 177', REAR: 292'





ADDRESS	TENANT	SIZE (SF)	LEASE EXPIRATION	RENT
1401 S. Main 101	Rapid Dominance (by Owner)	500	TBD	
1401 S. Main 102	Cali Lab (by Owner)	8,375	TBD	
1401 S. Main 103	W Republic (by Owner)	500	TBD	
1401 S. Main 201	Broadway Army	3,300	4/30/2028	
1413 S. Main	Sports Nation	5,670	4/30/2028	Contact Broker for Information
1415 S. Main A	Santos	3,000	4/30/2026	
1415 S. Main B	Seller Occupied	4,500	TBD	
1421 S. Main A	Seller Occupied	3,800	TBD	
1421 S. Main B	Seller Occupied	1,540	TBD	
TOTAL		31,185		

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LOCATION HIGHLIGHTS

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RESIDENTIAL PROJECTS MAP

EXISTING RESIDENTIAL PROJECTS

DEVELOPMENT SITE
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PROPERTY	BLDG SIZE	LOT SIZE	UNIT	MARKET RENT	LOW INCOME	YEAR BUILT	CONSTRUCTION TYPE
The Edenw	39,747 SF	54,269 SF	Studio, 1-Bedroom, and 2-Bedroom Units		Yes		New
Emerald Apartments	142,354 SF	32,729 SF	Studio, 1-Bedroom, and 2-Bedroom Units		Yes	2023	
WREN Apartments	61,517 SF	80,332 SF	Studio, 1-Bedroom, and 2-Bedroom Units	Yes	No	2017	Redevelopment
Axis on 12th	200,780 SF	46,156 SF	Studio, 1-Bedroom, and 2-Bedroom Units		No	2017	New
OLIVE DTLA	279,351 SF	54,652 SF	Studio, 1-Bedroom, and 2-Bedroom Units	Yes	No	2016	
G12 Apartments	311,717 SF	63,354 SF	Studio, 1-Bedroom, and 2-Bedroom Units		No	2016	New
E. on Grand	98,683 SF	21,619 SF	Studio, 1-Bedroom, and 2-Bedroom Units		No	2016	
Aven	574,047 SF	73,932 SF			No	2018	
Onyx Apartment	156,381 SF	32,600 SF	Studio, 1-Bedroom, 2-Bedroom, and 3-Bedroom Units		Yes	2018	New
717 Olympic	6,952 SF	17,616 SF	Studio, 1-Bedroom, and 2-Bedroom Units		No	2008	
The Met Apartments	313,957 SF	73,105 SF	Studio, 1-Bedroom, and 2-Bedroom Units		No	1989	Redevelopment
Met Lofts Apartments	269,786 SF	76,679 SF	Studio Lofts, 1-Bedroom Lofts, and Select 2-Bedroom Loft Units		No	2006	New
1000 Grand by Windsor Apartments	274,675 SF	58,446 SF	Studios, 1-Bedroom Units, 2-Bedroom Units, and A Limited Number of 3-Bedroom Units		No	2015	Redevelopment
Avant Apartments	162,615 SF	41,069 SF	Studio, 1-Bedroom, and 2-Bedroom Units		Yes	2014	
1133 Hope Apartment	235,687 SF	27,501 SF	Studios to Larger Multi-Bedroom Layouts		No	2020	



AMENITIES MAP

MAJOR LANDMARKS

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DEVELOPMENT POTENTIAL

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DEVELOPMENT POTENTIAL BY-RIGHT

MAX FAR	6:1:1
MAX BUILDABLE FOOTPRINT	±37,116 SF
MAX BUILDABLE SIZE	±222,696 SF
EXAMPLE MAX UNIT YIELD	315

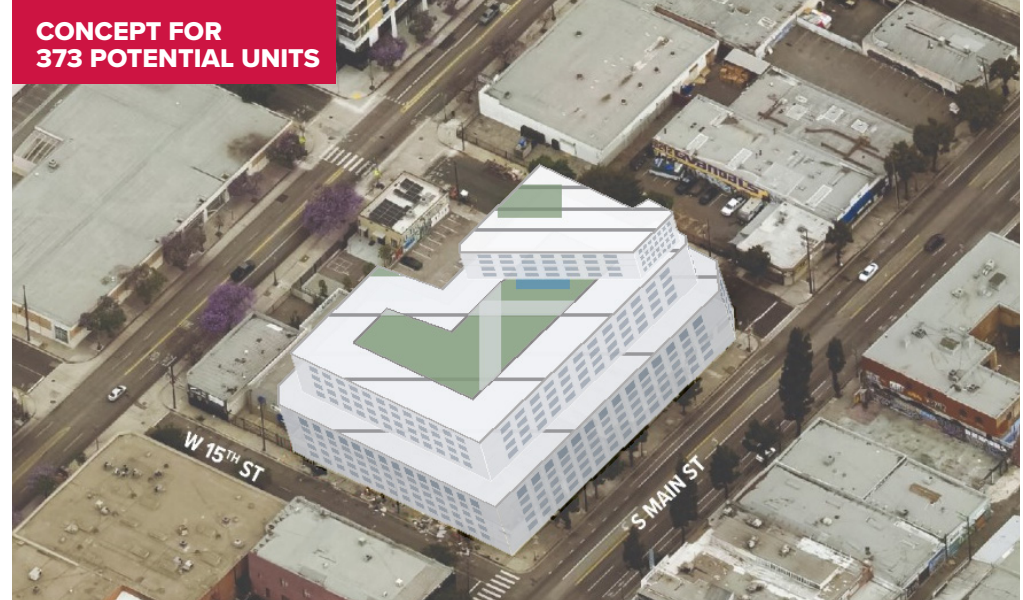
DEVELOPMENT POTENTIAL WITH STATE DENSITY BONUS

MAX FAR	8:1:1
MAX BUILDABLE FOOTPRINT	±37,116 SF
MAX BUILDABLE SIZE	±300,640 SF
EXAMPLE MAX UNIT YIELD	373

DEVELOPMENT POTENTIAL WITH AHP (AFFORDABLE HOUSING INCENTIVE PROGRAM)

MAX FAR	9:1
MAX BUILDABLE FOOTPRINT	±37,116 SF
MAX BUILDABLE SIZE	±334,044 SF
EXAMPLE MAX UNIT YIELD	504

CONCEPT FOR 373 POTENTIAL UNITS



CONCEPT FOR 504 POTENTIAL UNITS



DEVELOPMENT POTENTIAL BY-RIGHT

BASELINE DEVELOPMENT

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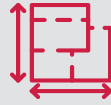
CONSTRAINED BASELINE SCENARIO



6:1 - 10:1
FAR



1-2 Parking
Car Parking/Unit



Unit
Yield Not Specified



222,696
Buildable SF
Max Envelope

TRANSITIONAL HEIGHT

Not Applicable

OPEN SPACE

100-175 SF / Unit
30% Landscaping

GROUND FLOOR

Active Commercial Frontage



AFFORDABLE HOUSING

8-16% AMI MIX REQUIRED

DESIGN REQUIREMENTS

PARKING

Required
(1.0-2.0 Spaces Per Unit by Unit Size)

BICYCLE PARKING

Long-Term + Short-Term
(Scaled by Unit Count)

OPEN SPACE & LANDSCAPING

PRIVATE OPEN SPACE

10 / 125/ 175 SF Per Unit
(By Habitable Rooms)

OPEN SPACE TYPE

Courtyard, Balconies, Rooftop, or Podium

LANDSCAPING

30 % Minimum Planting Area

REDUCTION ALLOWED

None

SETBACKS

FRONT/SIDE/REAR

0' / 0' / 0'

ADJACENT TO RD ZONE

5' Minimum

6:1 Base FAR | Up to 10:1 Maximum with Incentives



DEVELOPMENT POTENTIAL WITH STATE DENSITY BONUS AB 2097 INCENTIVE PROGRAM

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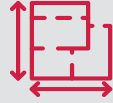
IMPROVED YIELD VIA STATE INCENTIVES



8:1:1
FAR
(Fixed)



Zero Parking
AB 2097 Compliant



~373 Units
Estimated Yield



300,640
Buildable SF
Max Envelope

TRANSITIONAL HEIGHT

Not Applicable

OPEN SPACE

100-175 SF / Unit
30% Landscaping

GROUND FLOOR

Active Commercial Frontage



AFFORDABLE HOUSING

15-44 % AMI MIX REQUIRED

DESIGN REQUIREMENTS

PARKING

None
(AB 2097 Waiver)

BICYCLE PARKING

Long-Term Only
(Scaled by Unit Count)

OPEN SPACE & LANDSCAPING

PRIVATE OPEN SPACE

10 / 125/ 175 SF Per Unit
(By Habitable Rooms)

OPEN SPACE TYPE

Courtyard, Balconies, Rooftop, or Podium

LANDSCAPING

30 % Minimum Planting Area

REDUCTION ALLOWED

None

SETBACKS

FRONT/SIDE/REAR

0' / 0' / 0'

ADJACENT TO RD ZONE

5' Minimum

8:1:1 FAR | No Parking | ~373 Units Estimated



DEVELOPMENT POTENTIAL WITH AHP

AFFORDABLE HOUSING INCENTIVE PROGRAM

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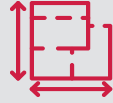
MAXIMUM BUILDABLE ENVELOPE & YIELD



9:1
 FAR
(Fixed)



Zero Parking
 AB 2097 Compliant



~504 Units
 Estimated Yield



334,044
 Buildable SF
 Max Envelope

TRANSITIONAL HEIGHT

Not Applicable

OPEN SPACE

Up to 25% Reduction
(vs. State Req.)

GROUND FLOOR

Active Commercial Frontage



AFFORDABLE HOUSING

8-16% AMI MIX REQUIRED

DESIGN REQUIREMENTS

PARKING None
(AB 2097 Waiver)

BICYCLE PARKING Short-Term Only
(Scaled by Unit Count)

OPEN SPACE & LANDSCAPING

PRIVATE OPEN SPACE Up to 25% Reduction Allowed

OPEN SPACE TYPE Courtyard, Balconies, Rooftop, or Podium

LANDSCAPING 30 % Minimum Planting Area

REDUCTION ALLOWED Up to 25% Decrease in Required
 Open Space

SETBACKS

FRONT/SIDE/REAR 0' / 0' / 0'

ADJACENT TO RD ZONE 5' Minimum

AHIP PROGRAM FLEXIBILITY

- Up to 20% Relief from Selected Development Standards
- Transitional Height Limit Reductions Available by Request

6:1 Base FAR | Up to 10:1 Maximum with Incentives





NO DENSITY LIMITS
 FAR-Driven



0 PARKING REQUIRED
 Transit Oriented



MINISTERIAL APPROVALS
 Fast • Objective

DOWNTOWN LOS ANGELES

HIGH-DENSITY

LOW-FRICTION

MAX YIELD

01 DCBP DOWNTOWN COMMUNITY BENEFITS PROGRAM
Mixed-Income / Market-Rate



FAR Boost
 ↑↑ Above Base



No Density Cap
 FAR-Controlled



Flexible Height
 Plan-Based



Affordable
 ELI / VLI / LI



Ministerial Compliant

Max Scale for Mixed-Income

02 AHIP AFFORDABLE HOUSING INCENTIVE PROGRAM
100% Affordable Projects



Unlimited Density
 FAR + Envelope



Height Bonus
 +33' / +3 Stories



0 Parking
 1/2 Mile Transit



Less Open Space
 10% - 15% Only



Zoning Relief
 ~20% Flex

High-Efficiency Affordable

03 PBIP PUBLIC BENEFIT INCENTIVE PROGRAM
Add-On for Larger Projects



Childcare Bonus Floor Area



Family Units
 3BP + Incentive



Stackable Layer on Top

Extra Yield Unlock

HOW THE STACK WORKS

DCBP

Base FAR



AHIP

Max Envelope



+ PBIP

Extra Yield



MAX OUT

Buildable Area

*Visualization for Developer Reference - Los Angeles Downtown Incentive Programs

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DTLA 2040 DEVELOPMENT PROGRAM

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THE KEY OBJECTIVES OF THE DTLA 2040 COMMUNITY DEVELOPMENT PLAN

The ambition of the DTLA 2040 Plan is to create and implement a future vision for Downtown Los Angeles. The Plan will strive to support and sustain the ongoing revitalization of Downtown while thoughtfully accommodating projected future growth.

NEED

- Downtown LA is rapidly transforming
- Existing zoning (from 1946) is outdated and limits growth
- The area needs a modern framework to support its economic, cultural, and urban momentum

OBJECTIVE

- Guide sustainable growth in Downtown Los Angeles
- Strengthen its role as a hub for business, culture, and connectivity
- Align zoning with current and future development needs

SOLUTION

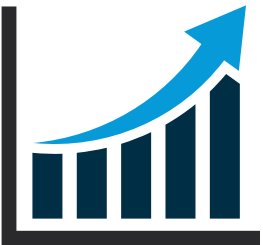
- Implement "DTLA 2040" as an update to:
 - Central City
 - Central City North
- Introduce re:code LA, a modernized zoning system
- Build on Downtown's existing urban strengths

PLAN

- Apply the new zoning framework through DTLA 2040
- Continue refining concepts through community input and planning updates
- Roll out changes in phases as the plan evolves



Guide the Sustainable, Inclusive, and Equitable Growth of Downtown Los Angeles Over the Next Two Decades



By 2040, Add

125,000 Residents
70,000 Housing Units
55,000 Jobs



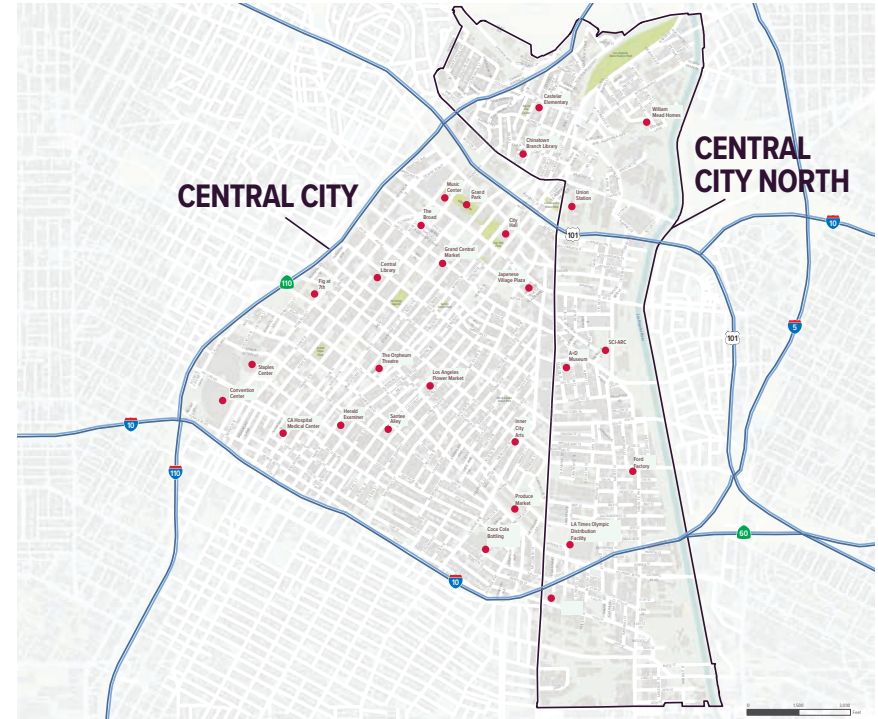
Prioritizes High-Density, Mixed-Use Development Near Transit, Eliminates Parking Minimums, and Promotes Affordability.

BY YEAR 2040

+ 125,000 PEOPLE

+ 70,000 HOUSING UNITS

+ 55,000 JOBS



GUIDING PRINCIPLES

FUTURE OF DOWNTOWN LOS ANGELES:

- *SUSTAINABLE, EQUITABLE, INCLUSIVE, and healthy community for workers, residents, and visitors.*
- *Accommodate anticipated growth through 2040.*
- *Support and sustain Downtown's ongoing revitalization.*

REINFORCE DOWNTOWN'S JOBS ORIENTATION BY

- Maximizing job intensity in the most transit-served areas
- Expanding mixed use
- Setting commercial activity locations
- Establishing locations where new housing requires baseline economic activity
- Encouraging mixing in single-use areas
- Creating job sanctuaries

GROW AND SUPPORT THE RESIDENTIAL BASE BY:

- Promoting infill development
- Expanding residential areas
- Intensifying housing where appropriate
- Creating new housing typologies
- Expanding areas for adaptive reuse and for conversion to joint live/work units

STRENGTHEN NEIGHBORHOOD CHARACTER BY:

- Reusing and preserving unique urban structures
- Supporting streets for pedestrians
- Providing diverse community frontages
- Using design and use regulations
- Allocating density near transit
- Guiding business establishment sizes

CREATE LINKAGES BETWEEN DISTRICTS BY:



- Leveraging public benefits for open space
- Encouraging nontraditional open spaces
- Requiring high-quality streets
- Activating streets as living rooms
- Supporting sustainable public realm
- Programming spaces for community

PROMOTE A TRANSIT, BICYCLE, AND PEDESTRIAN FRIENDLY ENVIRONMENT BY:

- Prioritizing and expanding pedestrian safety tools
- Improving connectivity
- Increasing dedicated bike infrastructure
- Eliminating one-way streets as feasible and appropriate
- Extending nighttime and weekend transit service
- Discouraging over parking and above-grade parking
- Managing and pricing parking effectively
- Supporting an efficient goods movement system

WHAT IS A COMMUNITY PLAN & WHY DO WE NEED IT?

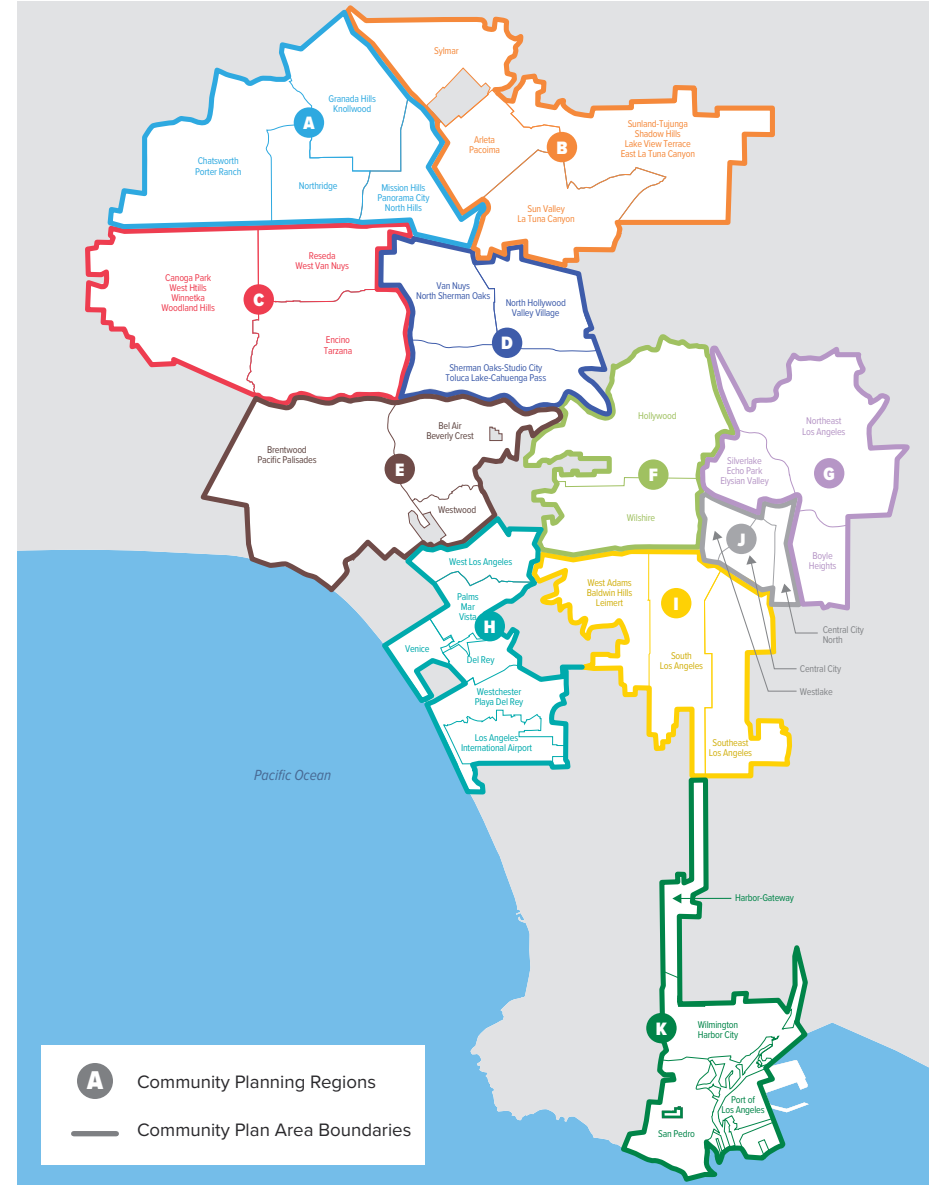
- A Community Plan is the City's roadmap for how a neighborhood should grow.
- It sets where housing, jobs, transit, open space, and amenities should go.
- It tells owners and developers what can be built and how intense development can be.
- It matters because Downtown is a major business, government, and transportation hub, so the plan needs to stay current.

PLAN DOCUMENT		PLAN MAP		ZONING
<ul style="list-style-type: none"> • Vision • Policies • Programs • Implementation Measures 		<ul style="list-style-type: none"> • Sets Range of Uses • Establishes Range of Intensities 		<ul style="list-style-type: none"> • Development Regulations • Use Allowances • Process

HOW DO WE UPDATE IT?

- The City updates the plan with input from the Downtown community.
- The process follows the City's General Plan and uses updated zoning tools.
- It includes coordination with City departments and public agencies.
- It is based on reviewing current policies, site conditions, and recent development trends.

MAP OF COMMUNITY PLANS CITYWIDE



WHAT IS A COMMUNITY PLAN & WHY DO WE NEED IT?

- Updating the Downtown Community Plan for Central City and Central City North.
- This update is called DTLA 2040.
- It will guide Downtown's future growth, land use, design, mobility, open space, and arts/culture.

WHAT IS A COMMUNITY PLAN & WHY DO WE NEED IT?

The Plan will be intended for use by all members of the community, including residents, Neighborhood Councils, business owners, property owners, developers, and public officials. It is important to note that the Plan's policies, guidelines, and implementation programs are not created in isolation, but rather, developed collectively to address community issues in a comprehensive manner.

FOR RESIDENTS & NEIGHBORHOOD COUNCILS

- Shows what types and scale of development are allowed.
- Explains changes that may affect neighborhoods.
- Outlines the policies and guidelines shaping future development.

FOR PUBLIC OFFICIALS

- The Community Plan is part of the citywide General Plan.
- It helps guide land use decisions by Planning Commissions, boards, and City Council.

FOR BUSINESSES

- Identifies land use policies that support business growth.
- Encourages continued commercial and industrial success in Downtown.

FOR PUBLIC AGENCIES

- Helps agencies plan future public investments.
- Relevant topics include transportation, parks, schools, and other infrastructure.
- Policies should be reviewed together when making planning decisions.

FOR DEVELOPERS & PROPERTY OWNERS

- Updating the Downtown Community Plan for Central City and Central City North.
- This update is called DTLA 2040.
- It will guide Downtown's future growth, land use, design, mobility, open space, and arts/culture.

Downtown is a collection of places. Not to be confused with the neighborhoods, Place Types are purely descriptive of the broad common conditions the Downtown Community Plan seeks to create in terms of the physical built form and the functional use aspects that differentiate one area from another. These places vary in the height of buildings, land use mix, massing, and feel of buildings.

VILLAGES (Max FAR 4:1 - 6:1)

- Small-scale, walkable areas with a porous, neighborhood feel.
- Mix of housing, retail, restaurants, services, and small offices.
- Adaptive reuse and small-lot infill help preserve historic and cultural character.

TRANSIT CORE (Max FAR 13:1)

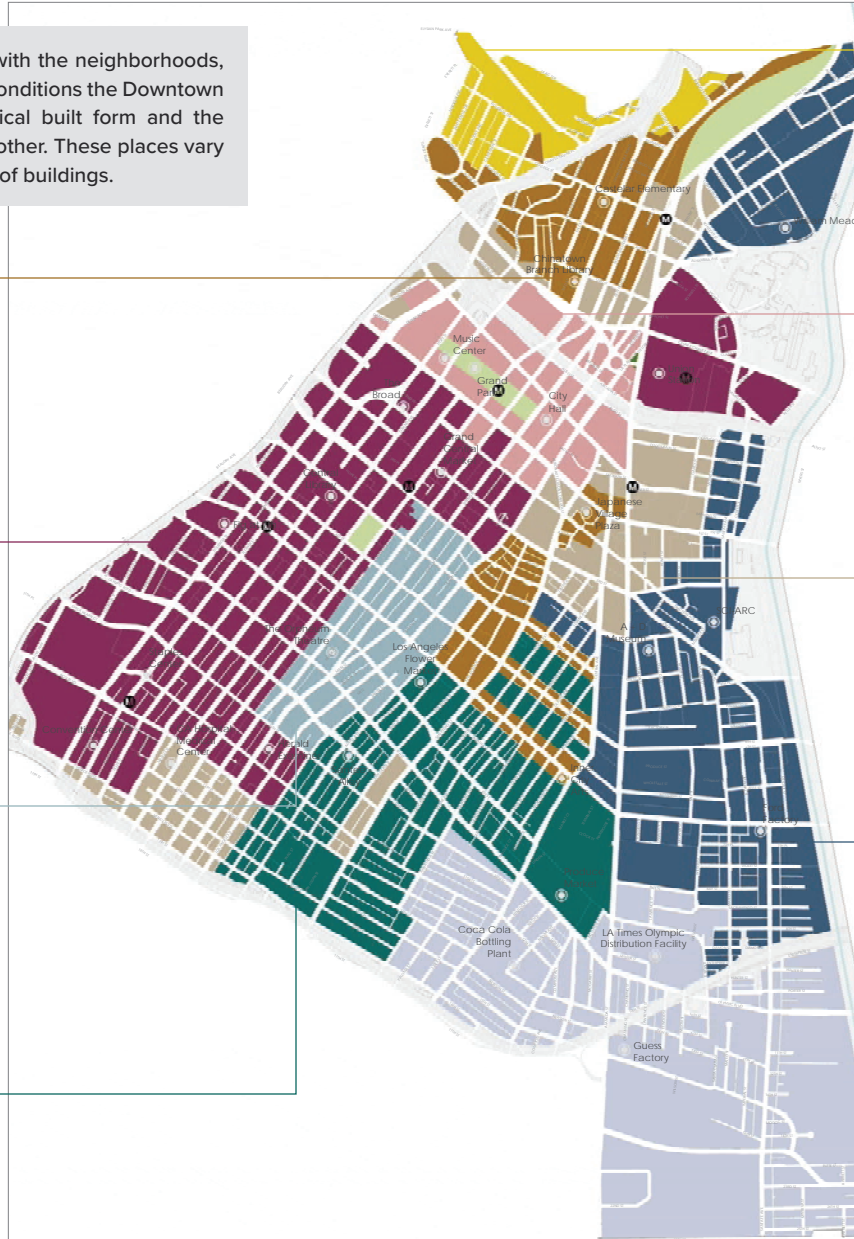
- Dense, high-energy districts centered around major transit access.
- Towers with active ground-floor retail and strong pedestrian design.
- Mix of office, residential, retail, cultural, and entertainment uses supports all-day activity.

TRADITIONAL CORE (Max FAR 8:1 - 13:1)

- Historic urban core with a strong collection of significant older buildings.
- Preservation, restoration, and reuse are a priority, with new development expected to fit the established urban form.
- Active alleys, inviting storefronts, and a mix of housing, offices, dining, and entertainment keep the area lively.

MARKETS (Max FAR 3:1 - 6:1)

- Medium-scale areas focused on wholesale, retail, commercial, and goods-movement activity.
- Fine-grained blocks and specialized storefronts create busy street and alley activity.
- Warehouse reuse and rehabilitation help retain character while supporting continued growth.



URBAN HILLSIDE (Max FAR 3:1)

- Traditional, compact residential neighborhoods with single- and multifamily housing.
- Limited local-serving retail is woven into the residential fabric.
- Street-facing buildings, stoops, and landscaped yards create an inviting pedestrian environment.

CIVIC (Max FAR 8:1)

- Areas centered on government, institutional, and cultural uses.
- Public spaces and civic buildings are designed to support events, gathering, and public life.
- Retail, office, and hotel uses are integrated to extend activity beyond business hours.

TRANSIT EDGE (Max FAR 8:1 - 10:1)

- Complete urban neighborhoods around secondary transit nodes.
- Mid-rise buildings, active ground floors, and strong street walls reinforce the urban setting.
- Improved pedestrian routes and public spaces connect transit to nearby activity centers.

HYBRID INDUSTRIAL (Max FAR 3:1 - 6:1)

- Medium- and low-scale districts with an industrial legacy.
- Prioritizes employment uses like light industrial, new industry, and commercial activity, with limited live-work.
- Mix of new construction and reused buildings creates a flexible, evolving urban environment.

INDUSTRIAL PRESERVE (Max FAR 3:1)

- Intended to protect and sustain industrial activity and regional jobs.
- Supports flexible industrial buildings for manufacturing, clean tech, incubators, and R&D.
- Large-format sites are designed to balance loading and distribution with a healthier pedestrian environment.

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MARKET OVERVIEW

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MARKET OVERVIEW

DOWNTOWN LOS ANGELES RESIDENTIAL MARKET — SUMMARY

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MARKET SIZE & COMPOSITION

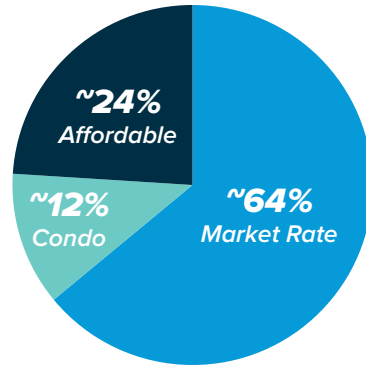
~58,935 Total Units Q3 2025

~37,445 Market-Rate Rentals (~64%)

~7,287 Condo Units (~12%)

~14,203 Affordable Housing Units (~24%)

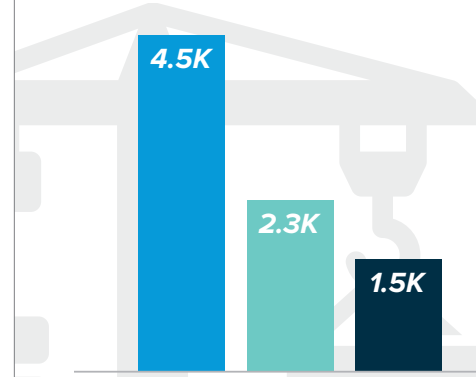
100,000+ Estimated Population



- DTLA has Grown ~25%+ Since 2019, Adding Over 11,000 Units

DEVELOPMENT PIPELINE

Under Construction Units



Proposed Pipeline



- Recent Deliveries: Olympic + Hill (~685 units)
- Umeya (~175 affordable units)

VACANCY & ABSORPTION

90-91% Occupancy Rate

~9-10% Vacancy Rate

~5,400 Units LA 2025 Absorption

~14,203 Affordable Housing Units (~24%)

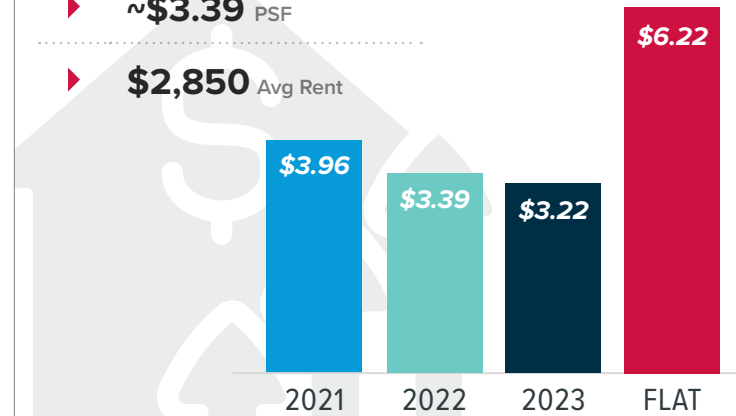
- Concession Still Common

RENT TRENDS

Average Rent Q3 2025

▶ ~\$3.39 PSF

▶ \$2,850 Avg Rent



CONDO MARKET PRICING

~75-80 Sales Per Quarter

Price Per Sq Ft.

▶ Q1 2025 \$681 PSF

▶ Q1 2025 \$622 PSF



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