

1309 N.

LA BREA AVE

HIGH-VOLUME,
ESTABLISHED SHELL

PRIME A+ LOCATION

BUSINESS + REAL ESTATE OFFERING



LOS ANGELES, CA 90028

LA BREA AND FOUNTAIN AVE CORNER LOT ON A MAJOR INTERSECTION

1309 N. LA BREA AVENUE | LOS ANGELES, CA 90028



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DESIGN BY CRESC

Executive Summary

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1309 N. LA BREA AVENUE



PROPERTY SUMMARY



1309 N. LA BREA AVENUE

Price	▪ \$10,495,000
Lot Size	▪ 17,079 SF
Zoning	▪ LAC2
MPDs / Pumps	▪ 4
Avg. 2025 Monthly Gasoline Sales	▪ 85,000 gallons @ \$0.87 margin
Avg. 2025 Monthly Mart Sales	▪ \$71,000
Fuel Brand / Contract	▪ Shell — approx. 5 years remaining

PRIME LOCATION





INVESTMENT HIGHLIGHTS



Prime location in a high-income area with strong customer demographics

High volume, high margin, and established Shell site



Large lot with favorable redevelopment potential

\$1M+ in convenience store renovations



Ample parking provides the opportunity to add EV chargers



SITE IMPROVEMENTS

- Fully redeveloped, modern convenience large mart — former service bays converted into a bright, high-quality retail space
- Over \$1M in capital improvements including new electrical, plumbing, HVAC, roof, façade, flooring, and interior build-out
- Turnkey interior featuring new refrigeration, shelving, lighting, POS systems, security, restrooms, and ADA-compliant access
- Double-walled UST system with 20,000-gallon and 12,000-gallon tanks, supporting safe, compliant long-term operations







REDEVELOPMENT OPPORTUNITIES

1. Hollywood CPIO – Corridor 1 (Summary)

This property is located within the Hollywood Community Plan Implementation Overlay (CPIO), specifically the Corridor 1 Subarea. The CPIO offers enhanced development entitlements including increased FAR, density, and parking reductions.

The key development metrics under Corridor 1 are:

- Lot Size: 17,000 SF
- Density: 1 unit per 275 SF of lot area
- Maximum Units: 61 units
- Enhanced FAR Options based on affordability levels

2. Partially Affordable Project (Three Compliance Options)

To access the standard Corridor 1 development incentives, the project must satisfy one of the following affordability requirements:

- 11% Extremely Low Income (ELI)
- 15% Very Low Income (VLI)
- 25% Low Income (LI)

All three affordability options provide the same development entitlements:

- FAR: Up to 3.75:1
- Buildable Area: 63,750 SF ($17,000 \times 3.75$)
- Density: 1 unit per 275 SF → 61 units
- Parking: 30% reduction in non-residential parking

These options allow a mixed-income project while unlocking higher FAR and density.

REDEVELOPMENT OPPORTUNITIES

3. 100% Affordable Project (Enhanced Incentives)

A fully affordable development receives additional benefits beyond the standard Corridor 1 incentives. The enhanced entitlements include:

- FAR: Up to 4.25:1
- Buildable Area: 72,250 SF (17,000 × 4.25)
- Density: 1 unit per 275 SF → 61 units
- Parking: 0 required residential parking
- Non-Residential Parking: 40% reduction
- Additional Development Benefits:
 - Reduced setbacks
 - Transitional height relief

This option maximizes FAR and eliminates residential parking obligations.

Although located near West Hollywood, the property is addressed within the City of Los Angeles and is not subject to West Hollywood development regulations

Corridor 1 Bonuses vs Standard C2 Zoning

Scenario	FAR	Buildable SF	Max Units
Standard C2 Zoning	1.5:1	25,500 SF	0
Corridor 1 – Partially Affordable (ELI / VLI / LI)	3.75:1	63,750 SF	61
Corridor 1 – Fully Affordable	4.25:1	72,250 SF	61

Buyer to conduct its own due diligence regarding development potential. Seller and Broker make no representations or warranties as to permitted uses, development type, or size. Buyer to independently verify all information.

Location Overview

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1309 N. LA BREA AVENUE



West Hollywood

West Hollywood is one of the strongest and most affluent submarkets in all of Los Angeles County, supported by a dense, high-income renter base and some of the region's most desirable lifestyle amenities. Ideally situated on the Westside between Beverly Hills, Hollywood, and Fairfax, the West Hollywood submarket benefits from exceptional regional connectivity. The area boasts strong, high-end demographics, with an average household income of approximately \$102,000, well above countywide averages. This affluent, highly educated population drives consistent demand for upscale rental housing, boutique retail, and experiential dining and entertainment.

Substantial high-end multifamily and commercial development in the immediate area, driving population and customer growth.



Hollywood, CA

Hollywood is one of the most dynamic and in-demand submarkets in Los Angeles, driven by its global brand recognition, dense employment base, and unmatched concentration of entertainment, media, and creative industries. Strategically positioned between Downtown Los Angeles, West Hollywood, and the San Fernando Valley, Hollywood benefits from excellent regional connectivity via U.S. 101, I-10, and multiple Metro rail lines, making it a central hub for both commuters and residents.

The submarket is supported by a large, youthful, and highly educated renter population, with average household incomes exceeding \$85,000 and a strong concentration of white-collar and creative professionals.



Employment Hubs



MAJOR INDUSTRIES



AREA HIGHLIGHTS

West Hollywood's economy is only 0.3% of metro Los Angeles' \$1 trillion total. However, the city's GDP is still more than that of 33 small countries, including many island nations. West Hollywood's GDP per capita (per resident) is higher than average for metropolitan Los Angeles.

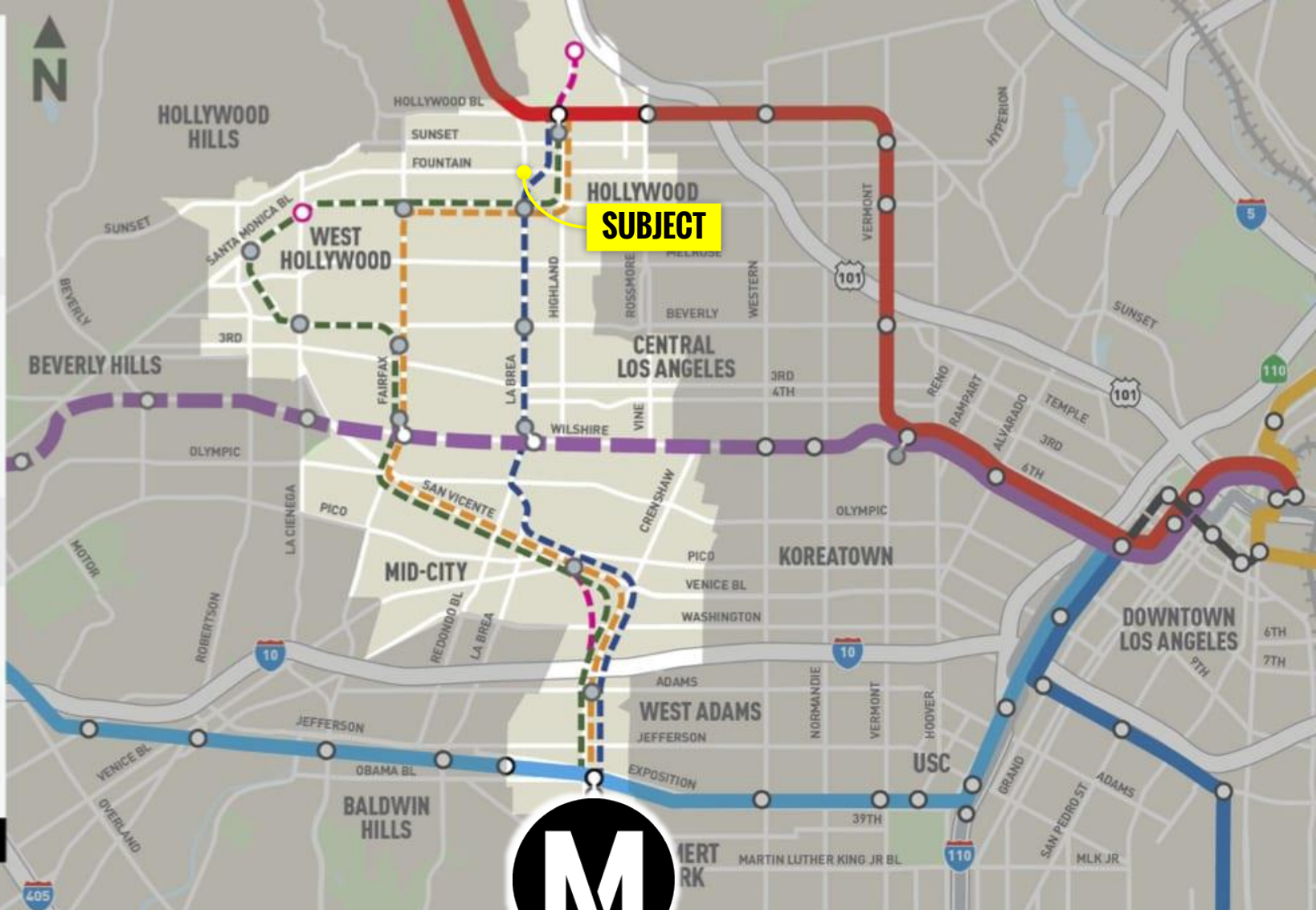
YEARLY VISITORS

10M

ANNUAL REVENUE

\$300M

Known for its creative workforce and affluent customer base, West Hollywood is a favorite among professional services, new media firms, and all aspects of the entertainment and hospitality industries. The area continues to attract more new talent to fulfill positions in a broad range of creative fields including entertainment, technology, design, fashion, publishing, education, tourism, health, and science. The energy and creativity generated here are found in products and services enjoyed around the world.



Metro's Proposed Stations for the City of West Hollywood

The Northern Extension of the Metro Crenshaw/LAX Line will create a new north-south connection from LAX and Inglewood through Mid City and West Hollywood to Hollywood where it will connect with the Metro Red Line (B)—and potentially even the Hollywood Bowl. By connecting five Metro rail lines from the South Bay to the San Fernando Valley, this key project will transform regional mobility in the most congested part of LA attracting more daily riders than any light rail line in the nation (over 90,000 daily boardings).

There are currently three different route options being studied by Metro, all of which travel through West Hollywood and major destinations across Central Los Angeles. This line will provide safe, reliable, and affordable rail transit to places like Cedars-Sinai, the Beverly Center, the Hollywood Bowl, the Grove, LACMA, and many more LA hotspots.

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