



OFFERING MEMORANDUM

**17000 W SUNSET BOULEVARD**

PACIFIC PALISADES, CA 90272 | DEVELOPMENT OPPORTUNITY

# EXECUTIVE SUMMARY

## OFFERING SUMMARY

Offering Price	\$17,500,000.00
Price PSF	~ \$146 / SF
Sale Type	Development Opportunity

## PROPERTY DETAILS

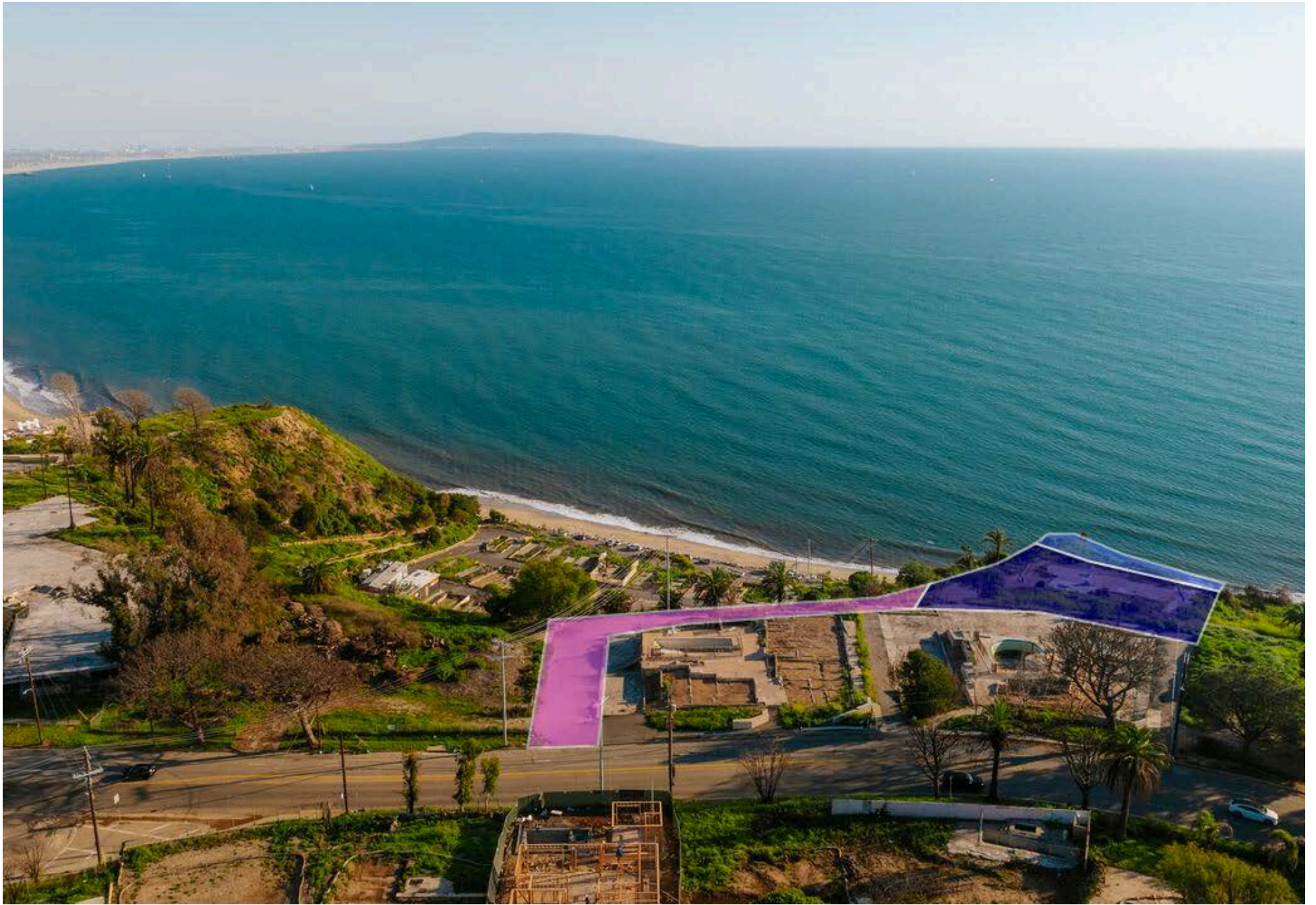
Location	17000 W Sunset Blvd Pacific Palisades, CA 90272
County	Los Angeles County
APN	4415-020-003
Zoning	LAR3
Lot Size	120,000 SF (±2.75 Acres)
Property Type	Residential Land
View Profile	Panoramic Ocean View / Coastline
Topography	Coastal Hillside

## PROPERTY HIGHLIGHTS

### Premier Coastal Residential Development Opportunity w/ Panoramic Ocean Views

- Trophy coastal site with ~270° unobstructed ocean, coastline, and city light views.
- ±120,000 SF (2.75 acres) in a highly supply-constrained Pacific Palisades market.
- Zoned LAR3 with potential for multifamily development (buyer to verify), ~80-unit conceptual capacity.
- Prime Sunset Blvd location near Malibu, Santa Monica, Brentwood, and West LA.
- Elevated positioning with expansive frontage and strong view corridors.
- Surrounded by affluent residential communities and strong demographics.
- Utilities accessible; development subject to standard approvals including Coastal Commission.
- Ideal for large-scale residential or mixed-use development in a premier coastal submarket.

**\*Buyer to verify all property details & info.**









CONCEPTUAL RENDERING



CONCEPTUAL RENDERING



CONCEPTUAL RENDERING



CONCEPTUAL RENDERING



CONCEPTUAL RENDERING



CONCEPTUAL RENDERING



CONCEPTUAL RENDERING



UPPER LOT



LOWER LOT



DRIVEWAY EASEMENT





# PREMIER PACIFIC PALISADES

## LOCATION OVERVIEW



**21,390**  
POPULATION  
(2020)



**79.1%**  
HOMEOWNER-  
SHIP RATE



**\$189,713**  
MEDIAN HH  
INCOME (2025)



**\$2.9M**  
MEDIAN HOME  
VALUE (2025)

**Pacific Palisades** is one of Los Angeles' most affluent and sought-after coastal communities, positioned along the Pacific coastline between Santa Monica and Malibu. Defined by its residential character, ocean views, and proximity to preserved open space, the neighborhood offers privacy, natural beauty, and long-term desirability within the City of Los Angeles. The 90272 market is historically known for high homeownership, significant household wealth, and enduring demand for premier coastal real estate.

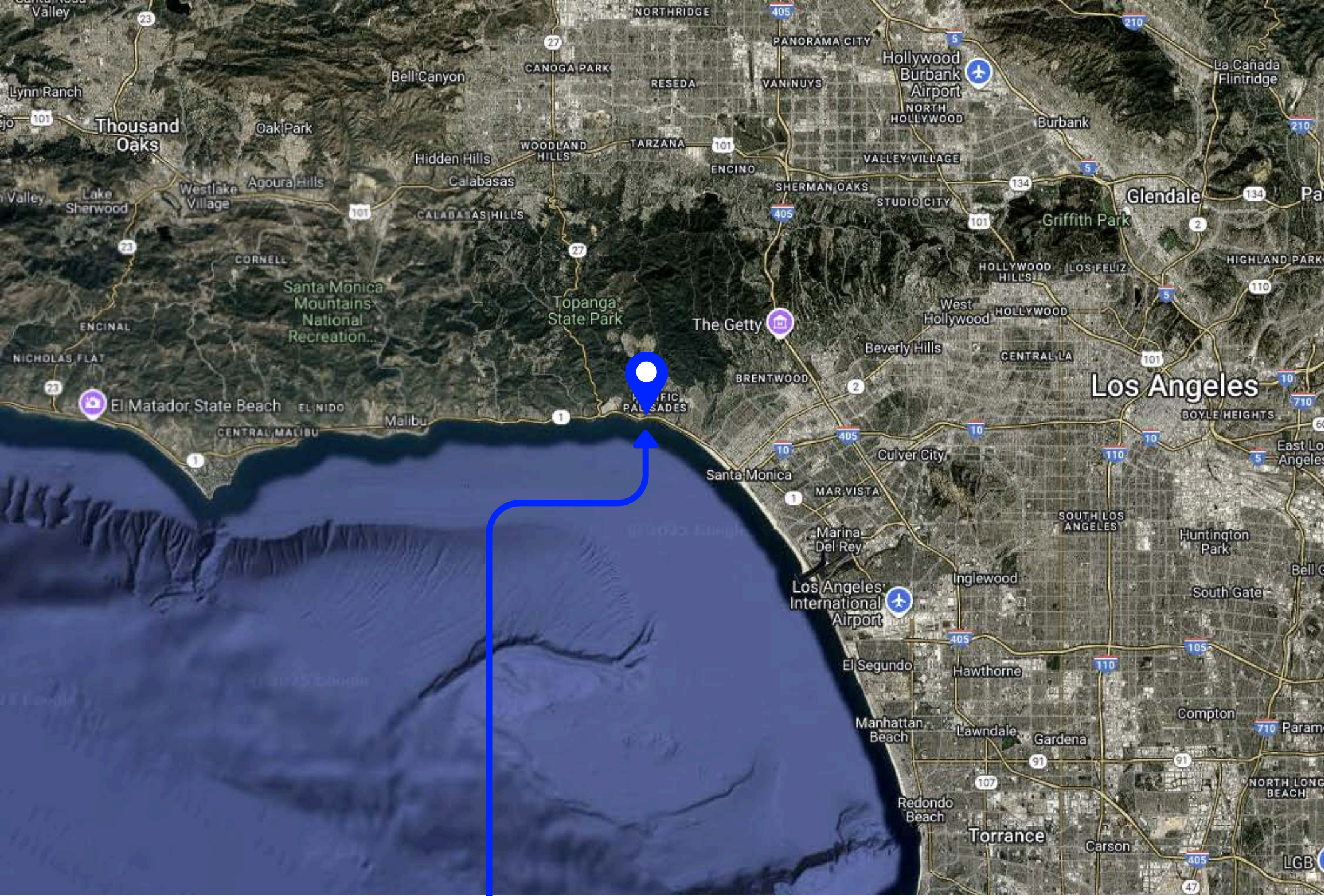
This highly constrained coastal setting supports a residential environment defined by privacy, quality, and long-term ownership stability.

The neighborhood and surrounding area features curated local and upscale retail, established residential communities, as well as access to both outdoor recreation and daily amenities, creating a balanced lifestyle offering that continues to attract high-quality buyers and sustain long-term value.

## CONVENIENT WESTSIDE LOS ANGELES LOCATION

Direct access to world-famous **Sunset Boulevard, Pacific Coast Highway**. Approximately 15-25 minutes from **Downtown Santa Monica, UCLA**, with additional access to the **10 & 405 freeways**.





NORTH/NORTHWEST  
TO MALIBU, SANTA BARBARA,  
VENTURA COUNTY CITIES



Parker Mesa Overlook

LOS LIONES CANYON  
& TRAILHEAD

Getty  
GETTY VILLA  
MUSEUM & GROUNDS



Los Leones Canyon



PACIFIC PALISADES



RIDGEVIEW  
COUNTRY  
ESTATES



PALISADES HS

EREWON  SUNLIFE   
ALFRED Madewell  The Draycott   
alo  BLUE RIBBON  Reformation   
PALISADES VILLAGE  
(42+ SHOPS & RESTAURANTS)

Rivas  
Canyon Park  
Temporarily  
closed

Will Rogers  
State  
Historic Park

Riviera Cou

VONS



INCEVILLE

TEMESCAL  
CANYON PARK

RUSTIC CANYON

Will Rogers State Beach

Pacific Coast Hwy

Chautauqua Blvd

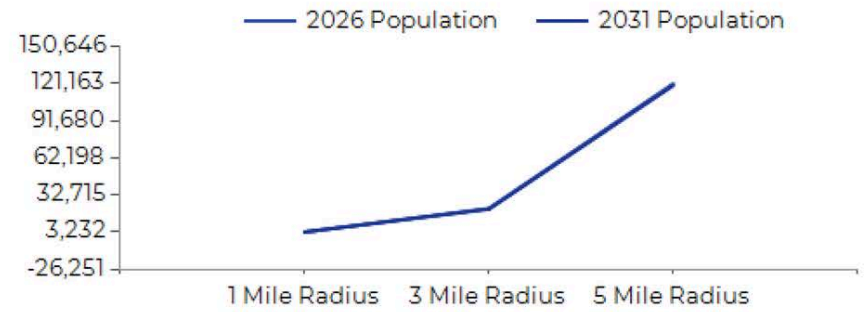
Entrada Dr

EAST/SOUTHEAST  
TO SANTA MONICA, BEACH  
CITIES, FREEWAY ACCESS

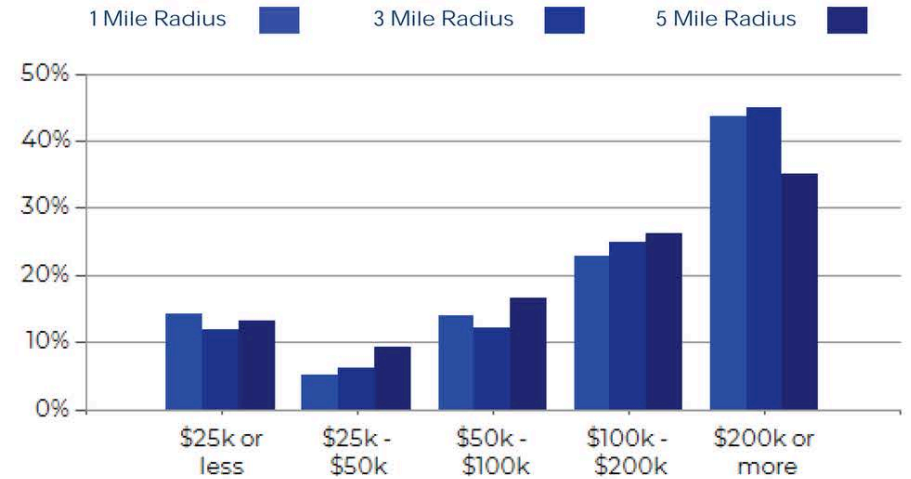


POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	6,663	34,231	126,142
2010 Population	6,766	35,085	132,850
2026 Population	3,271	21,952	121,163
2031 Population	3,232	21,448	119,794
2026 African American	45	259	3,849
2026 American Indian	9	42	510
2026 Asian	240	1,735	11,453
2026 Hispanic	252	1,573	15,034
2026 Other Race	71	442	5,629
2026 White	2,553	17,292	85,569
2026 Multiracial	349	2,153	14,006
2026-2031: Population: Growth Rate	-1.20%	-2.30%	-1.15%

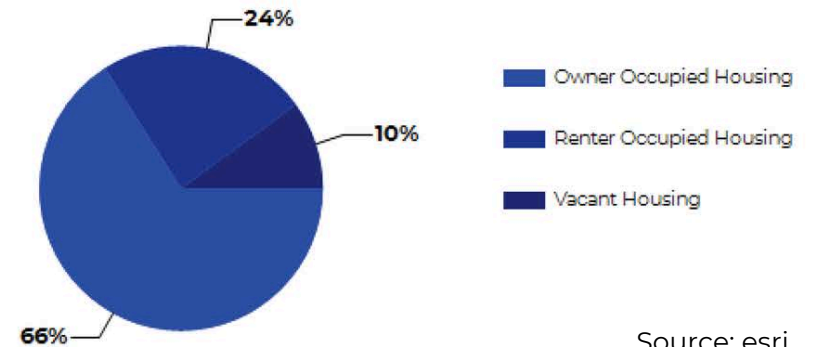
2026 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	131	841	5,586
\$15,000-\$24,999	76	374	2,523
\$25,000-\$34,999	25	253	2,345
\$35,000-\$49,999	50	367	3,314
\$50,000-\$74,999	114	719	5,499
\$75,000-\$99,999	89	533	4,628
\$100,000-\$149,999	219	1,578	8,749
\$150,000-\$199,999	112	995	7,345
\$200,000 or greater	633	4,644	21,507
Median HH Income	\$157,767	\$171,458	\$136,762
Average HH Income	\$260,319	\$293,583	\$223,172



2026 Household Income



2026 Own vs. Rent - 1 Mile Radius

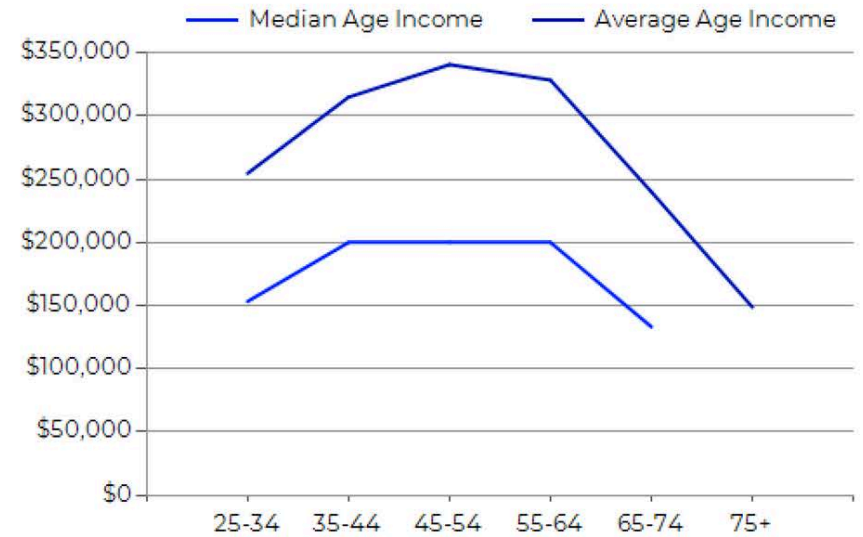
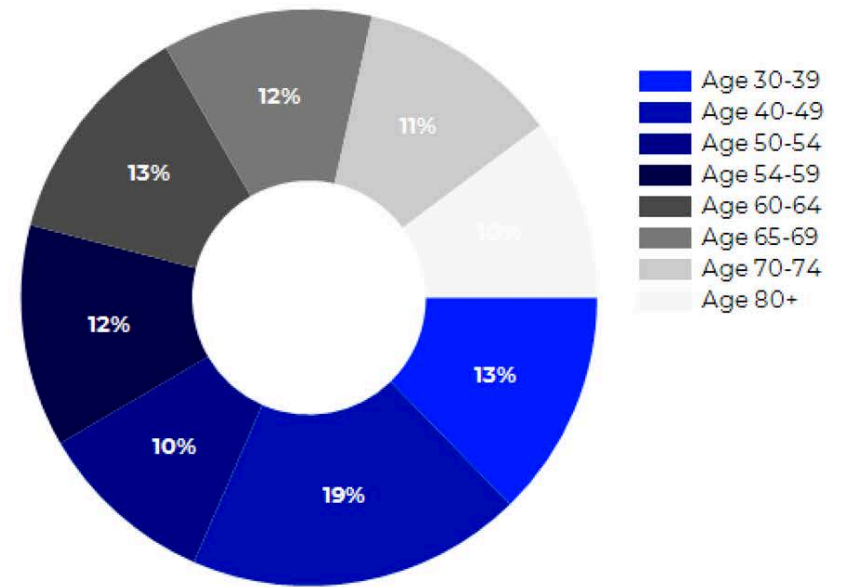


Source: esri

2026 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2026 Population Age 30-34	121	1,124	11,251
2026 Population Age 35-39	142	1,104	9,947
2026 Population Age 40-44	182	1,361	8,969
2026 Population Age 45-49	208	1,260	7,568
2026 Population Age 50-54	208	1,484	7,701
2026 Population Age 55-59	258	1,646	7,965
2026 Population Age 60-64	262	1,608	7,282
2026 Population Age 65-69	244	1,555	6,812
2026 Population Age 70-74	234	1,457	6,415
2026 Population Age 75-79	211	1,337	5,494
2026 Population Age 80-84	143	898	3,814
2026 Population Age 85+	146	910	3,904
2026 Population Age 18+	2,690	18,306	104,505
2026 Median Age	52	50	43
2031 Median Age	52	50	44

2026 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$153,228	\$165,774	\$126,288
Average Household Income 25-34	\$254,674	\$286,764	\$197,760
Median Household Income 35-44	\$200,001	\$200,001	\$166,466
Average Household Income 35-44	\$314,899	\$323,494	\$244,784
Median Household Income 45-54	\$200,001	\$200,001	\$197,643
Average Household Income 45-54	\$340,708	\$377,066	\$287,719
Median Household Income 55-64	\$200,001	\$200,001	\$177,340
Average Household Income 55-64	\$328,443	\$357,229	\$269,947
Median Household Income 65-74	\$133,036	\$146,945	\$107,818
Average Household Income 65-74	\$239,920	\$275,861	\$210,431
Average Household Income 75+	\$148,672	\$188,777	\$145,687

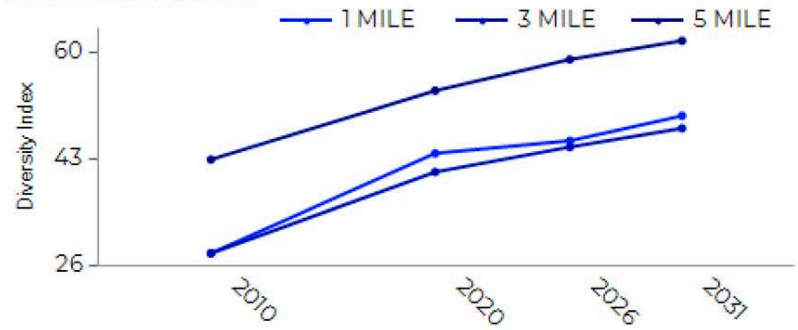
Population By Age



Source: esri

DIVERSITY INDEX	1 MILE	3 MILE	5 MILE
Diversity Index (+5 years)	50	48	62
Diversity Index (current year)	46	45	59
Diversity Index (2020)	44	41	55
Diversity Index (2010)	28	28	43

POPULATION DIVERSITY



POPULATION BY RACE

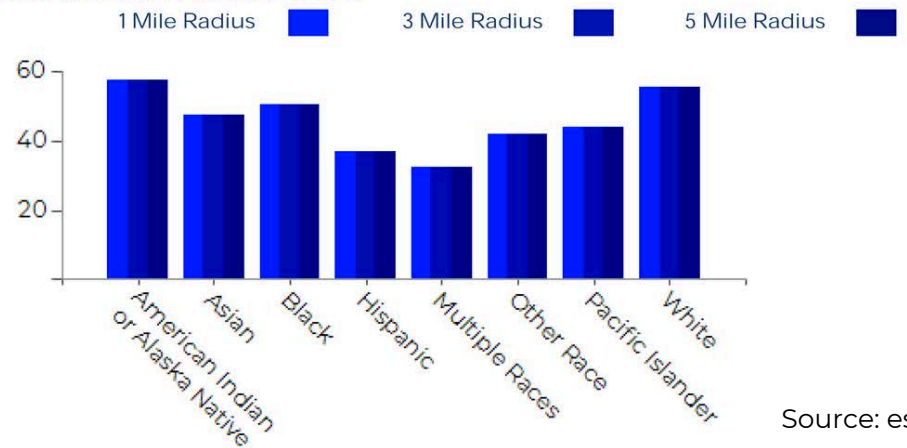


2026 POPULATION BY RACE	1 MILE	3 MILE	5 MILE
African American	1%	1%	3%
American Indian	0%	0%	0%
Asian	7%	7%	8%
Hispanic	7%	7%	11%
Multiracial	10%	9%	10%
Other Race	2%	2%	4%
White	73%	74%	63%

2026 MEDIAN AGE BY RACE

	1 MILE	3 MILE	5 MILE
Median American Indian/Alaska Native Age	58	55	45
Median Asian Age	47	46	41
Median Black Age	51	46	43
Median Hispanic Age	37	36	37
Median Multiple Races Age	32	31	33
Median Other Race Age	42	40	39
Median Pacific Islander Age	44	38	37
Median White Age	55	53	46

2026 MEDIAN AGE BY RACE



Source: esri



# PREMIER COASTAL RESIDENTIAL DEVELOPMENT OPPORTUNITY

17000 W SUNSET BOULEVARD, PACIFIC PALISADES, CA 90272



## DAFNA TENE

**Agent | Douglas Elliman**  
(310) 595-3888  
Dafna@DafnaTene.com  
DRE# 00985147



## ELI TENE

**Broker | Peak Commercial**  
(818) 919-8700  
Eli@PeakCorp.com  
DRE# 00993410



## CINDY AMBUEHL

**Agent | Christie's International**  
(818) 489-0282  
Cindy@CindyAmbuehl.com  
DRE# 01821934



## CHRIS CORTAZZO

**Agent | Compass**  
(310) 457-3995  
Chris@ChrisCortazzo.com  
DRE# 01190363

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