

100% VACANT | QUALIFIED OPPORTUNITY ZONE | MILLS ACT BENEFITS | RICHARD J. NEUTRA

JARDINETTE

5128 MARATHON ST, LOS ANGELES, CA 90038



Marcus & Millichap
THE NEEMA GROUP

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Marcus & Millichap
THE NEEMA GROUP

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01

ARCHITECTURE



Jardinette Apartments

ARCHITECTURAL SIGNIFICANCE

Constructed in 1929, the Jardinette Apartments represent a rare surviving example of early modernist multifamily architecture and one of the earliest expressions of International Style residential design in the United States. Completed during a period when Southern California architecture was largely defined by revival styles such as Spanish Colonial and Tudor, the building introduced a radically modern architectural vocabulary emphasizing simplicity, functionality, and innovative construction methods.

The project marked Richard J. Neutra's first major independent commission in the United States, undertaken shortly after his arrival in Los Angeles. The commission was secured during an early professional collaboration with fellow Austrian architect Rudolph M. Schindler, with whom Neutra shared academic roots in Vienna and a common interest in advancing modern architectural ideas in America.

The four-story structure embodies hallmark elements of the International Style, including a reinforced concrete structural frame, continuous horizontal ribbon windows, and cantilevered balconies that project outward from the façade. The building is organized around a shallow U-shaped courtyard, a design that allows natural light and cross-ventilation to reach the residential units while creating a landscaped communal space at the center of the property.

Today, the building is formally recognized for its architectural importance. The Jardinette Apartments are listed on the National Register of Historic Places and designated as Los Angeles Historic-Cultural Monument No. 390, acknowledging the property's enduring significance as an early and influential example of modernist multifamily architecture.

Sources: Los Angeles Public Library (Security Pacific National Bank Collection); USC Digital Library



Richard J. Neutra

ARCHITECT PROFILE

Richard Joseph Neutra (1892–1970) is widely regarded as one of the most influential architects of the twentieth century and a pioneering figure in the development of modern architecture in the United States. Born in Vienna, Austria, Neutra studied at the Vienna University of Technology and was influenced by leading European modernists including Adolf Loos and Otto Wagner. Early in his career he worked in Berlin with architect Erich Mendelsohn before immigrating to the United States in 1923.

After briefly working with Frank Lloyd Wright, Neutra relocated to Los Angeles in 1925. In Southern California he developed a body of work that helped introduce the International Style to the United States, characterized by clean geometric forms, expansive glass, and a seamless integration of architecture with landscape.

Neutra's work received international recognition throughout the twentieth century and was featured in the Museum of Modern Art's landmark 1932 exhibition *Modern Architecture: International Exhibition*. Today, his buildings are celebrated worldwide as defining examples of modern architecture and California Modernism.



Source: USC Digital Library

Neutra's First Major American Commission

Completed in 1929, the Jardinette Apartments at 5128 Marathon Street represents Richard Neutra's first major independent commission in the United States and is a milestone in the development of Modern architecture in Los Angeles. It was designed by "The Architecture Group for Industry and Commerce," the short-lived partnership of Neutra and Rudolf M. Schindler, a fellow visionary and master architect whom Neutra knew through the university and their mutual regard for Frank Lloyd Wright and architect and theorist Adolf Loos.

The project was commissioned by developer Joseph H. Miller, who envisioned a series of luxe, ultra-modern garden-style apartment buildings. They were to serve Hollywood's rapidly growing population of actors, studio workers, and film industry professionals who were drawn to the area where Paramount Studios had opened its doors in 1926. The Jardinette was to be the first of these posh Hollywood apartment buildings, but Miller's bankruptcy during construction (apparently fleeing back to New York and not paying his hard-working architects) put a halt to his empire. The Jardinette is the sole realized example of Miller's vision. It is a ten-minute walk to Paramount, perfect for starlets.

Despite this setback, the building quickly became recognized as one of the earliest expressions of the International Style in American residential architecture, particularly within the context of multifamily housing. At a time when Southern California architecture was dominated by revival styles such as Spanish Colonial and Tudor, the Jardinette introduced a radically different architectural vocabulary defined by simplicity, functionality, and modern construction techniques.

Source: Los Angeles Public Library (Security Pacific National Bank Collection)
Photograph by Walter Gropius, founder of the Bauhaus





The four-story structure employs a reinforced concrete frame that allows for long horizontal spans and large expanses of glass. The building's design emphasizes horizontal ribbon windows, cantilevered balconies, and unadorned concrete surfaces, all hallmarks of the International Style. Organized around a shallow U-shaped courtyard, the design allowed the "luxury" of natural light and cross-ventilation to reach each apartment. A landscaped communal space served as the heart of the U.

The word "Jardinette," meaning "little garden," refers to the building's distinctive balcony planters, designed to support vines and flowering plants. These balconies function as small private gardens for residents, reinforcing Neutra's vision of integrating architecture with nature while promoting healthy living through fresh air, sunlight, and outdoor space. This concept reflects Neutra's philosophy of "Borealism" — from "bios," meaning life, and "realism," expressing the reality of human existence.

Internally, the building incorporated efficient apartment layouts that reflected Neutra's early exploration of existenzminimum principles, a European modernist concept focused on providing compact but dignified living spaces for urban residents. Units were designed with features such as Murphy beds, built-in cabinetry, compact kitchens, and cross-ventilation to maximize usability and comfort within relatively small floor plans.

The Jardinette Apartments received early architectural recognition shortly after completion. Contemporary publications praised the building for its innovative approach to urban housing, and the project was later featured in international architectural journals. It was also included in the Museum of Modern Art's landmark 1932 Modern Architecture: International Exhibition, which introduced the International Style to a global audience.

Architectural historians today recognize the Jardinette Apartments as a foundational project within Neutra's career. The building embodied many design ideas that became central to his work, including the use of horizontal glazing, indoor-outdoor spatial continuity, and the integration of landscape with human habitat. These ideas would soon appear in some of Neutra's most celebrated works, including the Lovell Health House, completed the following year.

Nearly a century after its construction, the Jardinette Apartments remains an important architectural landmark in Los Angeles and is a rare surviving example of early International Style multifamily housing in the United States.



Sources: Los Angeles Public Library (Security Pacific National Bank Collection); Columbia University, Department of Fine Arts and Archaeology.
Adapted from Dr. Barbara Lamprecht's books and the 2017 Historic Structure Report. Architect of Record: June Street Architecture. Principal: Corey Miller. Project Architect: Anant Topiwala

02

THE PROPERTY



43
UNITS

27,708 SF
GROSS BUILDING AREA

9,153 SF
LOT SIZE

1929 / 2026
BUILT / RENOVATED



Recent Renovations and Capital Improvements

The Jardinette Apartments have recently undergone a comprehensive program of capital improvements and restoration, significantly upgrading the building's infrastructure and interior systems while maintaining the historic character of the property. The renovation program focused on modernizing major building systems, improving structural integrity, and enhancing residential functionality in accordance with current building standards.

Extensive work has been completed across multiple building systems, including structural, electrical, plumbing, mechanical, fire protection, and building envelope improvements. Structural upgrades and framing improvements were implemented to reinforce the building while preserving the original architectural design. Interior improvements included new framing, insulation, and drywall installation, along with substantial upgrades to the basement level.

The building's infrastructure has been modernized with all new electrical systems, plumbing systems, gas lines, and mechanical systems, providing long-term operational efficiency and reliability. Electrical improvements include new service upgrades coordinated with the Los Angeles Department of Water and Power (LADWP), along with new electrical fixtures, outlets, and lighting throughout the building.

The plumbing system has been fully upgraded with new plumbing infrastructure, new plumbing fixtures, and a new water boiler system, supported by an upgraded LADWP plumbing service connection. Mechanical improvements include updated heating and cooling systems to improve comfort and efficiency for residents. All units feature independent air conditioning and cooling systems, providing individual climate control.

Life-safety systems have also been significantly enhanced through the installation of new fire alarm and fire sprinkler systems throughout the building.

Additional improvements include the installation of new windows, restoration of the building envelope, and the construction of custom-built kitchen cabinetry and countertops fabricated on site. Residential improvements also include the voluntary creation of 15 ADA-compliant units, expanding accessibility within the building.

Together, these capital improvements represent a substantial modernization of the property while preserving the architectural integrity of this historically significant building.



Interior Unit Rehabilitation

As part of the work on the property, the owner undertook a full interior rehabilitation of the residential units, including taking some walls down to the studs while preserving the historic character of the building's original architecture as was feasible. This extensive scope of work included new framing, insulation, drywall, plumbing, electrical systems, and a modern mechanical infrastructure throughout the building.

The completed units are designed to provide residents with contemporary functionality while respecting the building's historic framework. Each apartment features newly constructed kitchens with painted plywood cabinetry that precisely replicates Neutra's simple, efficient design (many original kitchens were altered beyond recognition years ago), quartz countertops (an upgrade over the original painted surface), stainless steel appliances, dual-basin stainless steel sinks, garbage disposals, and linoleum for kitchen and bath areas. Bathrooms have also been

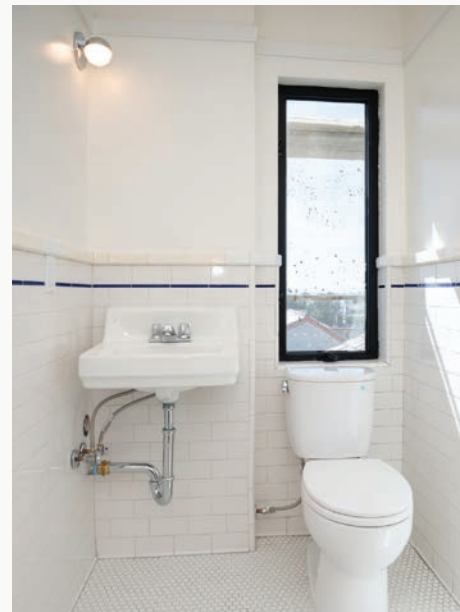
upgraded and include combination tub and shower configurations, new plumbing fixtures, tile flooring and walls that is either original or a replica, vanity cabinets with integrated sinks, and wall-mounted medicine cabinets with mirrors.

Additional interior improvements include new carpeting in living areas, updated lighting fixtures in the style of the 1920s and '30s, and new electrical outlets and fixtures. The rehabilitation also incorporates individual heating and cooling systems for each apartment, providing residents with independent climate control and opportunities for improved energy efficiency.

Together, these improvements transform the historic property into a 21st century building while preserving the architectural integrity of Neutra's original design. The result is a rare combination of historic architectural significance and newly rehabilitated residential interiors, positioning the property to meet contemporary housing standards while maintaining its historic designation.



All images shown are of actual units. No renderings are used.



Qualified Opportunity Zone (QOZ)

ORIGINAL USE REQUIREMENTS

Shortened Vacancy Period Qualification for “Original Use”

To qualify under a Qualified Opportunity Fund (QOF) or Qualified Opportunity Zone Business (QOZB), property must either (i) have its “original use” commence within the Qualified Opportunity Zone (QOZ), or (ii) be “substantially improved.” Earlier proposed regulations required a vacancy period of five (5) years for a property to qualify as original use; however, final regulations issued by the Internal Revenue Service reduced this requirement. Under current guidance, property that has been vacant for at least three (3) years—or in certain cases as little as one (1) year if the vacancy began prior to QOZ designation—may qualify as original use property, thereby eliminating the need to meet substantial improvement requirements. (IRS Opportunity Zones FAQs)

Potential Capital Gains Tax Deferral and Elimination Benefits

Opportunity Zone legislation provides investors with the ability to defer capital gains taxes through reinvestment into a QOF, with the potential for full elimination of capital gains on the new investment if held for a minimum of ten (10) years. Investors must deploy eligible gains within 180 days of realization to qualify. These incentives are designed to encourage long-term investment in designated economically distressed areas. (IRS Opportunity Zones FAQs; IRS.gov)

Key Considerations for Vacant Properties within Qualified Opportunity Zones

A property is generally considered “vacant” if at least 80% of the building has remained unoccupied during the applicable testing period. If the vacancy requirement is satisfied, the asset may qualify under the original use provision without requiring renovation. If not, the investor must meet the “substantial improvement” test, which requires capital improvements equal to at least 100% of the building's adjusted basis (excluding land) within a 30-month period. Certain rural Opportunity Zones may allow for a reduced improvement threshold of 50%. (IRS Opportunity Zones FAQs; IRS.gov)

Definition of “Original Use” for Tangible Property

“Original use” of tangible property begins when the asset is first placed into service in a manner that would initiate depreciation or amortization for tax purposes. Property previously placed in service outside of a QOZ may still qualify as original use if the QOF or QOZ business is the first to place it into service within the QOZ. (IRS.gov)

Qualification of Vacant Buildings as “Original Use” Property

Under current Internal Revenue Service guidance, vacant property may qualify as original use if it meets one of the following criteria: (i) the property has remained vacant for an uninterrupted period of at least three (3) years after the census tract was designated as a QOZ, or (ii) the property became vacant at least one (1) year prior to QOZ designation and remained vacant through the date of acquisition. (IRS.gov)

<https://www.irs.gov/credits-deductions/businesses/opportunity-zones>

Disclaimer: Please consult with your CPA and tax counsel to independently verify all information and assess any potential tax, legal, or financial implications. This material is provided for informational purposes only and should not be relied upon as tax, legal, or accounting advice.









All images shown are of actual units. No renderings are used.



JARDINETTE



Mills Act

TAX & PRESERVATION OVERVIEW

The Jardinette Apartments benefit from a Mills Act Historic Property Contract, one of California's most significant financial incentives for the preservation of historic buildings. Established by the State of California in 1972, the Mills Act allows local governments to enter into agreements with owners of qualified historic properties in exchange for a commitment to maintain and preserve the building's historic character.

Under a Mills Act contract, property taxes are reassessed using the California Revenue and Taxation Code Article 1.9 income approach valuation methodology, rather than standard Proposition 13 assessed values or market-based reassessments. This alternative valuation method often results in substantial reductions in annual property tax obligations, particularly for income-producing historic properties such as multifamily housing.

In exchange for these tax benefits, property owners agree to maintain, preserve, and when necessary rehabilitate the building in accordance with the Secretary of the Interior's Standards for the Treatment of Historic Properties and local historic preservation guidelines. These requirements ensure that significant architectural features, historic materials, and defining design elements of the property are retained and protected over time.

For investors, Mills Act properties offer a unique combination of architectural significance, long-term preservation stability, and potential operating cost advantages through reduced property taxes. These benefits can enhance the overall financial performance of historic assets while supporting the continued stewardship of culturally significant buildings such as the Jardinette Apartments.



Unit Mix

| UNIT | SF | UNIT TYPE | NOTES |
|------|-----|-----------|---------|
| 100 | 537 | 1+1 | |
| 101 | 403 | Single | |
| 102 | 427 | Single | |
| 103 | 426 | Single | |
| 104 | 574 | 1+1 | |
| 105 | 439 | Single | |
| 106 | 405 | Single | |
| 107 | 439 | Single | |
| 108 | 693 | 1+1 | |
| 109 | 605 | 1+1 | |
| 200 | 537 | 1+1 | Balcony |
| 201 | 403 | Single | |
| 202 | 427 | Single | |
| 203 | 426 | Single | |
| 204 | 444 | Single | |
| 205 | 439 | Single | |
| 206 | 410 | Single | |
| 207 | 439 | Single | |
| 208 | 405 | Single | |
| 209 | 605 | 1+1 | |
| 210 | 693 | 1+1 | Balcony |
| 300 | 537 | 1+1 | Balcony |

| UNIT | SF | UNIT TYPE | NOTES |
|------|-----|-----------|---------|
| 301 | 403 | Single | |
| 302 | 427 | Single | |
| 303 | 426 | Single | |
| 304 | 444 | Single | |
| 305 | 439 | Single | |
| 306 | 410 | Single | |
| 307 | 439 | Single | |
| 308 | 405 | Single | |
| 309 | 605 | 1+1 | |
| 310 | 693 | 1+1 | Balcony |
| 400 | 537 | 1+1 | Balcony |
| 401 | 403 | Single | |
| 402 | 427 | Single | |
| 403 | 426 | Single | |
| 404 | 444 | Single | |
| 405 | 439 | Single | |
| 406 | 410 | Single | |
| 407 | 439 | Single | |
| 408 | 405 | Single | |
| 409 | 605 | 1+1 | |
| 410 | 693 | 1+1 | Balcony |

03

LOCATION OVERVIEW



JARDINETTE



CAFÉ TELEGRAMA

BANK OF AMERICA

ORGANICO

CORRIDOR 109

ÈTRA

LE COUPE

BAR ETOILE

CHAINSAW
CAFÉ

GGIATA
DELICATESSEN

PICNIC HOLLYWOOD

LA GROCERY & CAFÉ

KUYA LORD

LITTLE
FISH

JARDINETTE

PARAMOUNT
STUDIOS

WHOLE FOODS

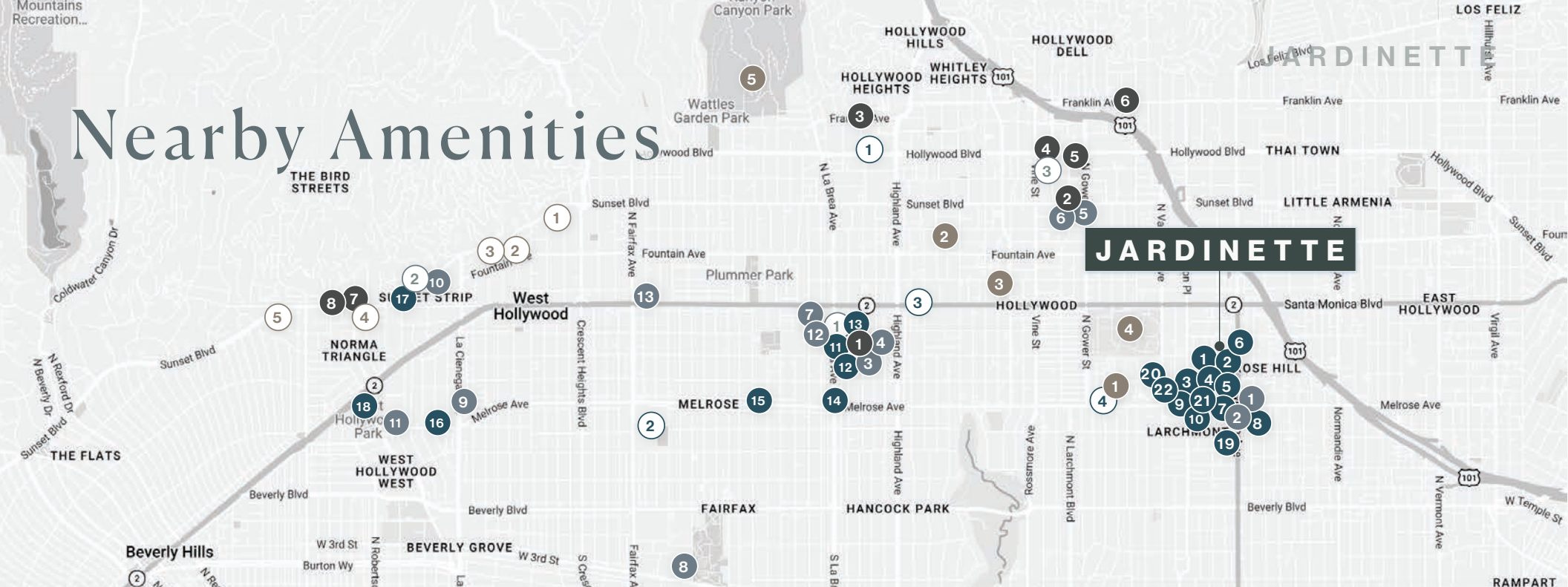
HOLLYWOOD
FOREVER CEMETERY

TARGET

HOLLYWOOD PALLADIUM

SPROUTS
FARMERS MARKET

JARDINETTE



Nearby Amenities

DINING & CAFÉ

- 1 Ètra
- 2 Café Telegrama
- 3 Organico
- 4 Ggiata Delicatessen
- 5 Le Coupe
- 6 Dave's Hot Chicken
- 7 Chainsaw Café
- 8 Bar Etoile
- 9 Osteria La Buca
- 10 The Edmon
- 11 Tartine Sycamore
- 12 Sightglass Coffee
- 13 Mother Tongue Restaurant
- 14 Pink's Hot Dogs
- 15 Blu Jam Cafe
- 16 Urth Caffé Melrose
- 17 Eveleigh
- 18 The Abbey Food & Bar
- 19 Picnic Hollywood
- 20 LA Grocery & Café
- 21 Kuya Lord
- 22 Little Fish Melrose Hill

RETAIL & SHOPPING

- 1 Bank of America
- 2 Corridor 109
- 3 Sycamore District
- 4 Just One Eye
- 5 Sprouts Farmers Market
- 6 Target Hollywood
- 7 West Hollywood Gateway
- 8 The Grove
- 9 Melrose Place
- 10 Sunset Plaza
- 11 Pacific Design Center
- 12 Target West Hollywood
- 13 Whole Foods

FITNESS & WELLNESS

- 1 HEIMAT
- 2 Equinox West Hollywood
- 3 Equinox Hollywood

ENTERTAINMENT & CULTURE

- 1 Jeffrey Deitch
- 2 Hollywood Palladium
- 3 The Magic Castle
- 4 Hollywood Pantages Theatre
- 5 The Fonda Theatre
- 6 Upright Citizens Brigade Theatre
- 7 Whisky a Go Go
- 8 The Roxy Theatre

HOTELS & HOSPITALITY

- 1 Chateau Marmont
- 2 Sunset Tower Hotel
- 3 Mondrian Los Angeles
- 4 The London West Hollywood
- 5 Soho House West Hollywood

LANDMARKS & ATTRACTIONS

- 1 TCL Chinese Theatre
- 2 Melrose Trading Post
- 3 Hollywood Bowl
- 4 Paramount Pictures Studio Tour

MISCELLANEOUS

- 1 Paramount Studios
- 2 De Longpre Park
- 3 Hollywood Recreation Center
- 4 Hollywood Forever Cemetery
- 5 Runyon Canyon Park

The New Hollywood

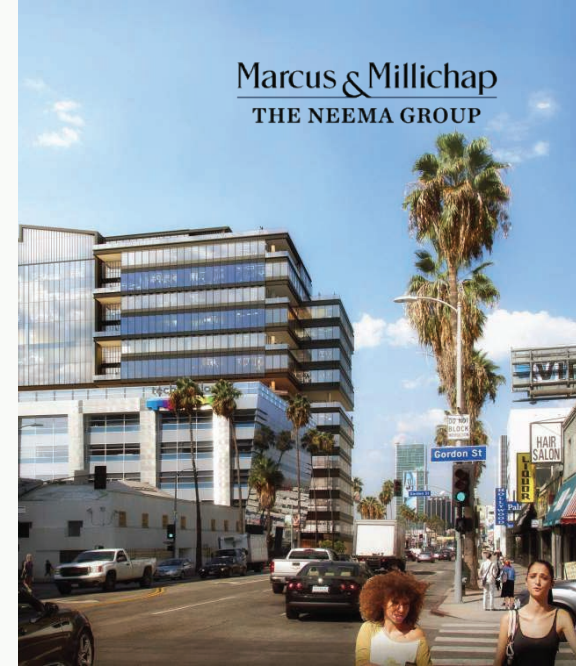
A DYNAMIC HUB FOR MEDIA, TECHNOLOGY, AND ENTERTAINMENT

Located at 5128 Marathon Street, the Jardinette Apartments are positioned within one of Hollywood's most dynamic and rapidly evolving submarkets, driven by strong employment growth and ongoing development activity.

Hollywood has re-emerged as a major hub for media, technology, and creative industries. Companies such as Netflix, HBO, and Viacom have established a strong presence in the area, creating a concentration of high-paying jobs and driving demand for nearby housing.

Netflix's expansion at Sunset Bronson Studios, totaling over 400,000 square feet of office space, continues to fuel economic momentum and reinforces Hollywood's position as a leading content and media center.

Positioned within this rapidly evolving submarket, the property benefits from sustained employment growth, institutional investment, and long-term demand drivers.



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Walkable Urban Connectivity

The property benefits from proximity to Hollywood's primary commercial corridors, including Sunset Boulevard, Hollywood Boulevard, and Vine Street, which serve as the economic and cultural core of the neighborhood.

Surrounding the property are some of Los Angeles' most recognized destinations, including the Hollywood Walk of Fame, Pantages Theatre, Hollywood Bowl, and Runyon Canyon. The area attracts over 25 million visitors annually, supporting a vibrant retail and hospitality ecosystem.

Hollywood has experienced more than \$4 billion in public and private investment over the past decade, resulting in new multifamily developments, luxury hotels, and Class A office projects, further enhancing the neighborhood's appeal as a live-work-play destination.

The property is also well-served by the Metro Red Line, providing direct connectivity to Downtown Los Angeles and the San Fernando Valley, supporting strong renter demand and long-term occupancy.

The property offers immediate access to Hollywood's primary employment, retail, and entertainment corridors, supporting strong tenant demand and long-term occupancy stability.

WALK SCORE

92

Walker's Paradise

TRANSIT SCORE

72

Excellent Transit

BIKE SCORE

74

Very Bikeable

HIGHLY WALKABLE ENVIRONMENT WITH CONVENIENT ACCESS TO DAILY AMENITIES, EMPLOYMENT CENTERS, AND TRANSIT OPTIONS.

Employment and Demand Drivers

SELECT MAJOR EMPLOYERS WITHIN THE HOLLYWOOD SUBMARKET

| EMPLOYER | EMPLOYEES |
|--|-----------|
| City of Los Angeles | 40,000 |
| City of Los Angeles - Dept of Transportation | 25,000 |
| Yf Art Holdings Gp LLC | 10,600 |
| Ocm Pe Holdings LP | 10,000 |
| Fox BSB Holdco Inc - LA Dodgers | 5,566 |
| The Orthopedic Institute | 5,026 |
| Samaritan Imaging Center | 5,019 |
| Disneyland International - Disneyland | 5,000 |
| Ticketmaster Entertainment LLC | 4,390 |
| Mufg Union Bank Foundation | 4,200 |
| Wynn Las Vegas LLC | 3,153 |
| City of Los Angeles - Police Dept | 3,000 |
| Stockbridge/Sbe Holdings LLC - SBE | 3,000 |
| Walt Disney Records Direct - Disney | 2,990 |
| Mercury Insurance Services LLC | 2,977 |
| Golden International | 2,968 |
| Sbeeg Holdings LLC | 2,693 |
| Providence Holy Cross | 2,561 |
| Marie Callenders Pie Shops | 2,548 |
| Kaiser Foundation Hospitals West LA | 2,368 |
| County of Los Angeles - Sheriffs Dept | 2,314 |
| Wand Topco Inc | 2,234 |
| Los Angeles Cnty Dst Attys Off - LADA | 2,222 |
| Childrens Hospital Los Angeles | 2,212 |

KEY EMPLOYERS



ECONOMIC & EMPLOYMENT DRIVERS

Hollywood is supported by a diverse and expanding employment base driven by media, entertainment, technology, and healthcare sectors.

Major employers such as Netflix, Paramount Studios, Sunset Bronson Studios, and Cedars-Sinai Medical Center continue to drive job creation and economic growth in the immediate area.

The concentration of high-paying jobs within close proximity to the property supports strong rental demand, long-term occupancy, and rent growth potential.

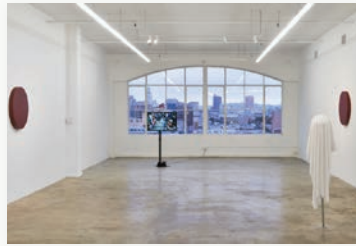
Melrose Hill Art Galleries

EMERGING ARTS & GALLERY CLUSTER ALONG WESTERN AVE & MELROSE



DAVID ZWIRNER

612 N Western Ave



CHÂTEAU SHATTO

540 N Western Ave



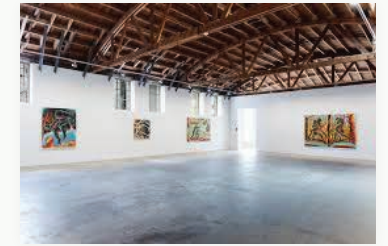
WILDING CRAN GALLERY

607 N Western Ave



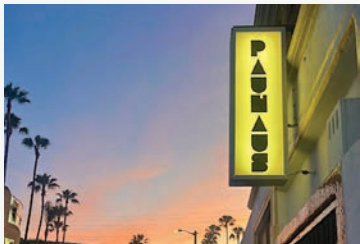
ART & FRAMING GALLERY

381 N Western Ave



JAMES FUENTES GALLERY

5015 Melrose Ave



PAUHAUS ART GALLERY + EVENTS

5239 Melrose Ave



PARKER GALLERY

6700 Melrose Ave



7811 GALLERY

7811 Melrose Ave



NONAKA-HILL

6917 Melrose Ave



ETHOS ART GALLERY

7763 Melrose Ave



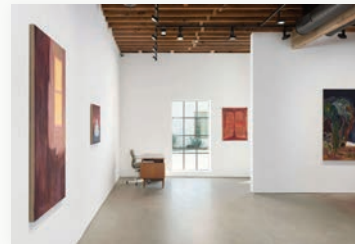
RELE GALLERY

711 N Western Ave



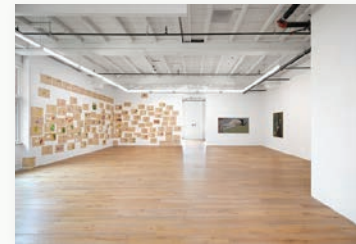
MARIPOSA GALLERY

526 N Western Ave



FERNBERGER GALLERY

747 N Western Ave Ste B



HANNAH HOFFMAN GALLERY

725 N Western Ave



THE BRICK

518 N Western Ave

Nearby Developments

ACTIVE & PLANNED PROJECTS DRIVING HOLLYWOOD GROWTH



1
ECHELON STUDIOS
5601 Santa Monica Blvd

Mixed-Use Development
600,000+ SF Office, Studio & Retail



2
5420 SUNSET
5420 W Sunset Blvd

735-Unit Residential Project
Anchored by 60,000 SF
Whole Foods (Coming Soon)



3
SANTA MONICA & VERMONT
1021 N Vermont Ave

185-Unit Apartment Community
Completed in 2025



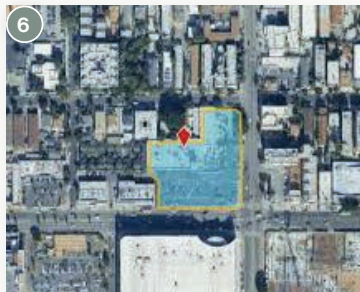
4
ENLIGHTENMENT PLAZA
316 N Juanita Ave

387-Unit Residential Development
Delivered in 2025



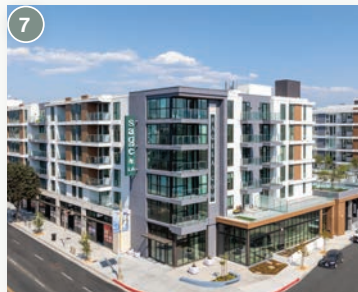
5
SUNSET & WILCOX
6450 W Sunset Blvd

443,000 SF Office Tower
Proposed Development



6
SUNWEST
5525 W Sunset Blvd

412-Unit Multifamily Project
Proposed Development



7
SAGELA
200 N Vermont Ave

490-Unit Apartment Community
Completed in 2024



8
THE STAR
6061 W Sunset Blvd

500,000 SF Office Tower
Proposed Development



9
PALLADIAM RESIDENCES
6215 Sunset Blvd

731-Unit Multifamily Project
Proposed Development



10
1350 N WESTERN AVE
1350 N Western Ave

251-Unit Apartment Development
Proposed Project

Local Developments Map

ACTIVE & PLANNED DEVELOPMENTS IN THE IMMEDIATE AREA



JARDINETTE

SUNSET & WILCOX

PALLADIUM RESIDENCES

THE STAR

ECHELON STUDIOS

SAGELA

1350 N WESTERN AVE

5420 SUNSET

SANTA MONICA & VERMONT

SUNWEST

ENLIGHTENMENT PLAZA

Sunset & Western Whole Foods Development

A TRANSFORMATIONAL MIXED-USE ANCHOR
RESHAPING EAST HOLLYWOOD

A major mixed-use development at the intersection of Sunset Boulevard and Western Avenue is redefining the surrounding submarket into a high-density, walkable retail and residential hub. The project will deliver **735 luxury apartment units atop ~95,000 SF of retail**, anchored by a **flagship ~60,000 SF Whole Foods Market** alongside national retailers and curated dining concepts.

Designed as a pedestrian-oriented environment, the development features **open-air paseos, public courtyards, and integrated retail corridors**, creating a lifestyle-driven destination that blends residential density with experiential retail.

Positioned at the crossroads of Hollywood, Los Feliz, Silver Lake, and Virgil Village, the project is set to become a **regional draw**, supported by dense surrounding population and strong daily traffic counts along Sunset Boulevard.

INVESTMENT NARRATIVE HIGHLIGHTS:

- New **institutional-quality mixed-use anchor** delivering in 2026
- Whole Foods + national tenants elevating retail profile
- Significant **influx of high-income renters** directly on-site
- Catalytic project driving continued redevelopment along Western Ave corridor



West 3rd Street

ONE OF LA'S MOST COVETED
BOUTIQUE RETAIL CORRIDORS

West 3rd Street is a highly curated retail destination known for its blend of luxury boutiques, chef-driven restaurants, and experiential retail concepts.

The corridor attracts a strong mix of affluent local residents and destination shoppers from Beverly Hills, West Hollywood, and Hancock Park.

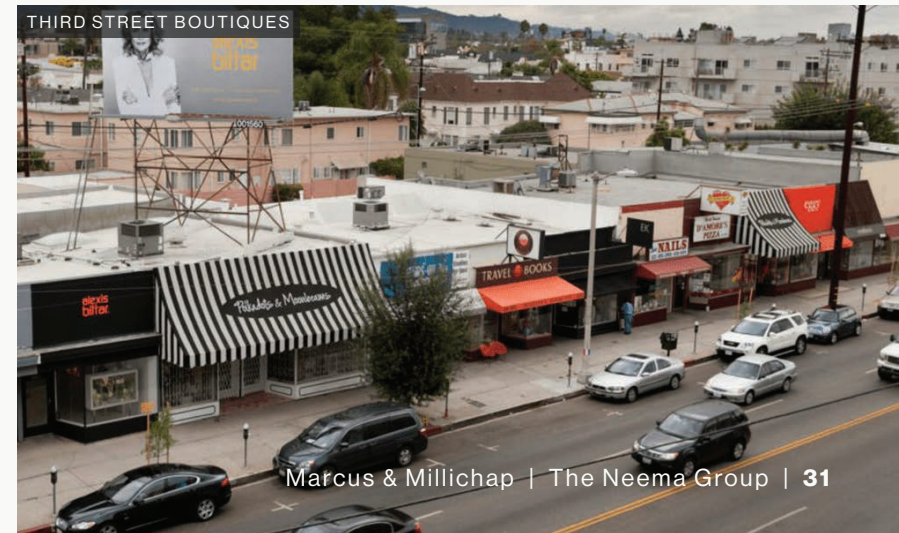
The street is anchored by recognizable brands and trendsetting concepts across fashion, wellness, and dining—creating a highly walkable, lifestyle-oriented environment with consistent foot traffic throughout the day and evening.

Ongoing tenant evolution continues to elevate the merchandising mix, with a focus on premium, design-forward, and digitally native brands seeking a physical presence in high-income trade areas.

Anchoring the corridor at the iconic intersection of Third Street and Fairfax Avenue, the Original Farmers Market has served as a defining destination since 1934. What began as a small gathering of local vendors has evolved into one of Los Angeles' most enduring culinary and retail landmarks—featuring a diverse mix of gourmet food purveyors, specialty retailers, and a vibrant, community-driven atmosphere that draws both locals and visitors daily.

KEY HIGHLIGHTS:

- High barriers to entry with limited retail availability
- Strong **daytime + evening foot traffic** dining and lifestyle uses
- Affluent surrounding demographics (Hancock Park, Beverly Grove)
- Consistent demand from **best-in-class retail and restaurant operators**



Beverly Boulevard Corridor

A DYNAMIC EAST-WEST RETAIL SPINE WITH
CONTINUED REVITALIZATION

Beverly Boulevard serves as a major east-west artery connecting Hollywood, West Hollywood, and Beverly Hills, featuring a diverse mix of **trendy retail, hospitality, and neighborhood-serving amenities.**

The corridor has experienced ongoing revitalization, with an influx of **boutique fitness studios, cafés, creative office users, and design-forward retailers,** particularly in the stretch between La Brea and Fairfax.

Its central location and accessibility make it a preferred destination for both locals and commuters, while continued reinvestment and adaptive reuse projects are **modernizing the streetscape and retail offerings.**

KEY HIGHLIGHTS:

- Strong visibility and traffic along a major arterial corridor
- Diverse tenant mix spanning **retail, food & beverage, and service uses**
- Increasing appeal to **creative and lifestyle-oriented tenants**
- Strategic connectivity between multiple high-demand LA submarkets



Larchmont Village

A PREMIER NEIGHBORHOOD RETAIL DESTINATION WITH SMALL-TOWN CHARACTER

Located just minutes away, Larchmont Village is one of Central LA's most desirable neighborhoods, known for its **tree-lined streets, historic charm, and highly walkable retail core.**

Centered along Larchmont Boulevard, the area features a curated mix of **boutique shops, cafés, fitness studios, and neighborhood-serving retail**, catering to affluent residents in Hancock Park and Windsor Square.

With a dense and educated population base, Larchmont offers a **stable, high-income consumer demographic** and a strong sense of community—making it a consistent draw for both locals and visitors.

KEY HIGHLIGHTS:

- Charming “Main Street” retail environment with strong foot traffic
- Surrounded by **high-income residential neighborhoods**
- Limited supply of retail space creates **strong tenant demand**
- Established reputation as one of LA's most desirable micro-markets



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