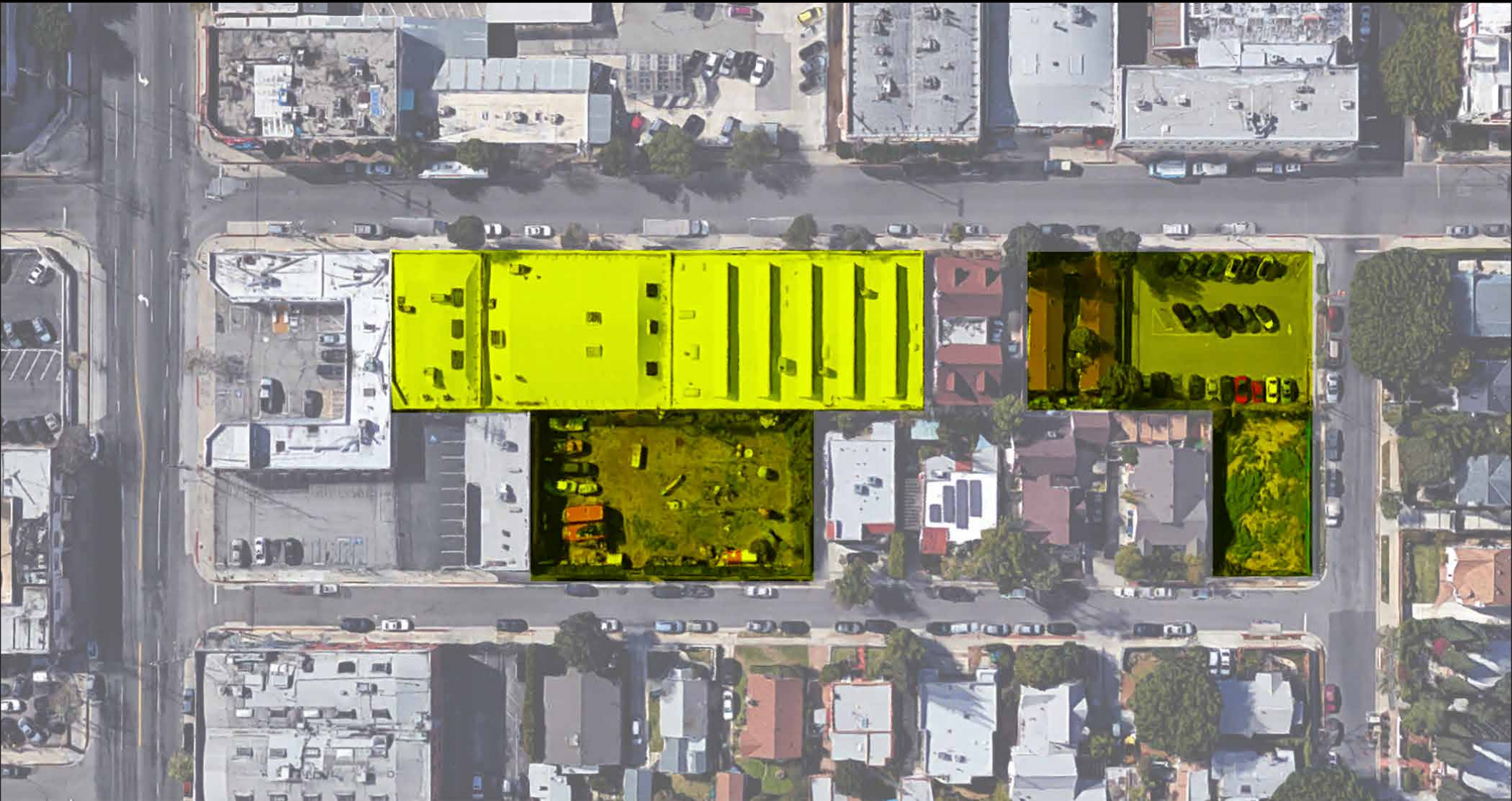


PRIME HOLLYWOOD DEVELOPMENT SITE

27,472 SF of Buildings on 57,528 SF of Land (1.32 Acres)



1110-1122-1130 & 1146-1148-1150 Seward Street
1125-1127-1131 & 1157 N Hudson Avenue
Los Angeles, CA 90038

- Creative Office Conversion or Development Site
- Seward Street is developing to be the “Rodeo Drive of Hollywood”
- Prime Hollywood Entertainment District Location
- 27,472 SF of Buildings
- 1.32 Acres of Land
- Heart of Hollywood
- Residential, Office or Mixed-Use Potential



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**1110-1122-1130 & 1146-1148-1150 Seward Street
1125-1127-1131 & 1157 N Hudson Avenue
Los Angeles, California 90038**

Property Details

Total Land Area: 1.32± Acres / 57,528± SF

Total Building Area: 27,472± SF

Zoning: LA M1, CM & R3

Parcel Description:

A.P.N.	Building SF	Land SF	Land Use	Built
5533-011-002	4,515	4,574	Light Industrial	1923
5533-011-004		4,443	Residential Lot	
5533-011-005		4,450	Residential Lot	
5533-011-006		4,450	Residential Lot	
5533-011-012		4,879	Residential Lot	
5533-011-013		4,835	Parking Lot	
5533-011-014		4,138	Parking Lot	
5533-011-015	2,282	4,661	Quadruplex	1924
5533-011-020	8,777	9,200	Light Industrial	1928
5533-011-021	11,898	11,898	Light Industrial	1957

Offering to be delivered vacant on July 1, 2021

Note: The following parcel is available from a separate owner for \$3,000,000 (see plat map for location):

5533-011-016	1,920	4,755	Commercial	1920
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Area Highlights

The subject property consists of four buildings totaling 27,472± SF on ten parcels totaling 57,528± SF of land.

The lots are located in the city block bounded by Santa Monica Blvd. on the south; Lexington Ave. on the north; Seward Street on the west; and Hudson Avenue on the east.

The subject block is situated at the southern boundary of Hollywood, and just over 1/2 mile east of the boundary of the City of West Hollywood. The site offers easy access to the Hollywood (101) Freeway, which is located 1-1/2 miles to the east.

Hollywood Center Studios are located directly across Santa Monica Blvd., and Paramount Studios are located one mile to the southeast.

There are currently two major development projects within one block of the subject: 1000 N Seward (10-story office/retail); and Harlow at Sunset Las Palmas Studios (128,000 SF of custom space). Also, Melrose+Seward (four buildings consisting of 100,000 SF of creative offices) is planned just 4 blocks to the south.

In addition, 33 development projects are underway or in the planning stages in Hollywood, ranging from hotels, multi-story residential, retail and offices.

The subject offers a developer a prime opportunity for creative office conversion of the existing structures or to develop mixed-use residential and retail (with City approval).

Asking Price: \$22,000,000 (\$382.42 Per SF Land)

An aerial photograph of an industrial district. A large, long building with a yellow roof is the central focus. To its north, a smaller lot with green grass and some trees is also highlighted in yellow. The surrounding area is filled with various industrial buildings, parking lots, and streets. The image is annotated with street names in white text with black outlines.

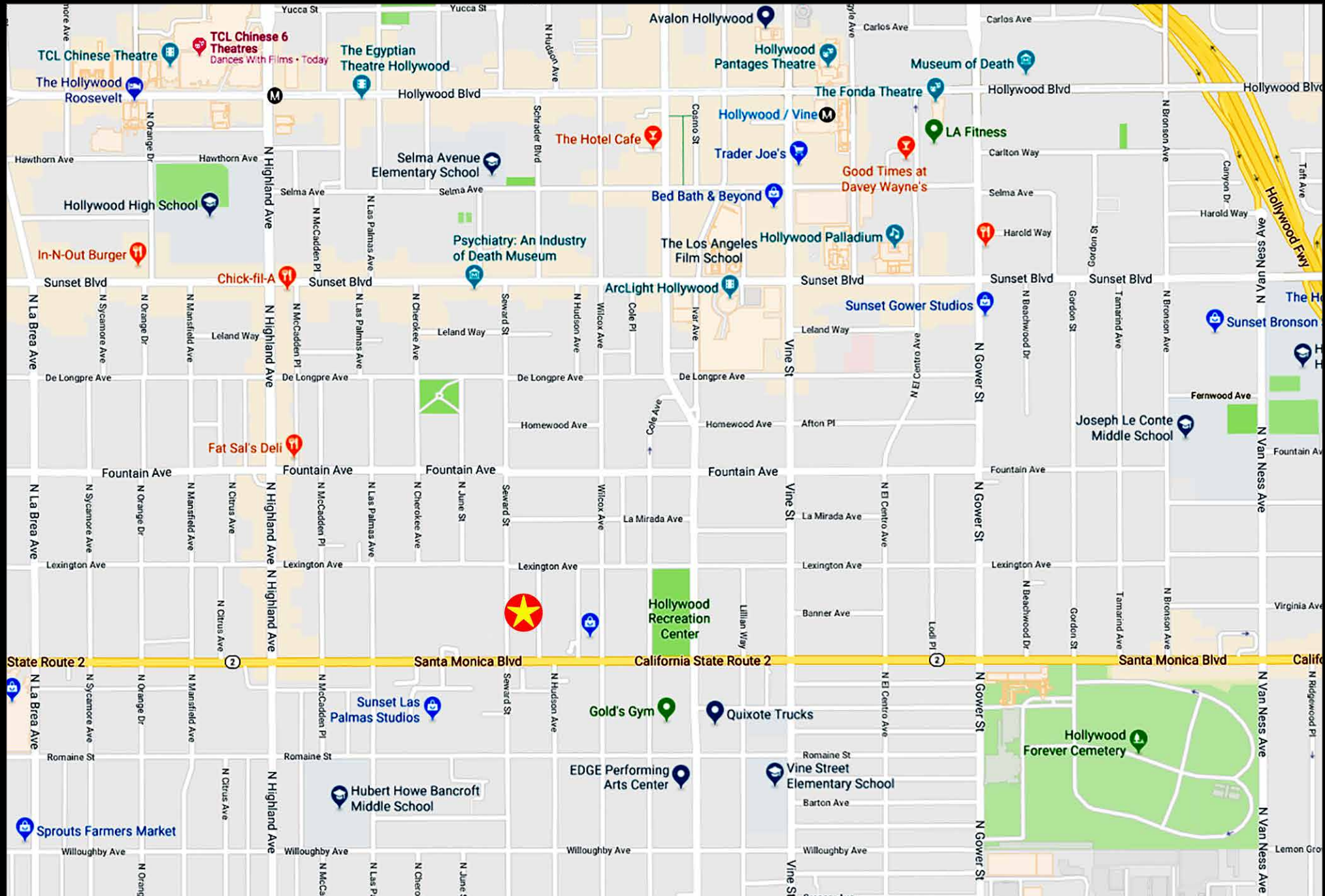
Lexington Ave

Hudson Ave

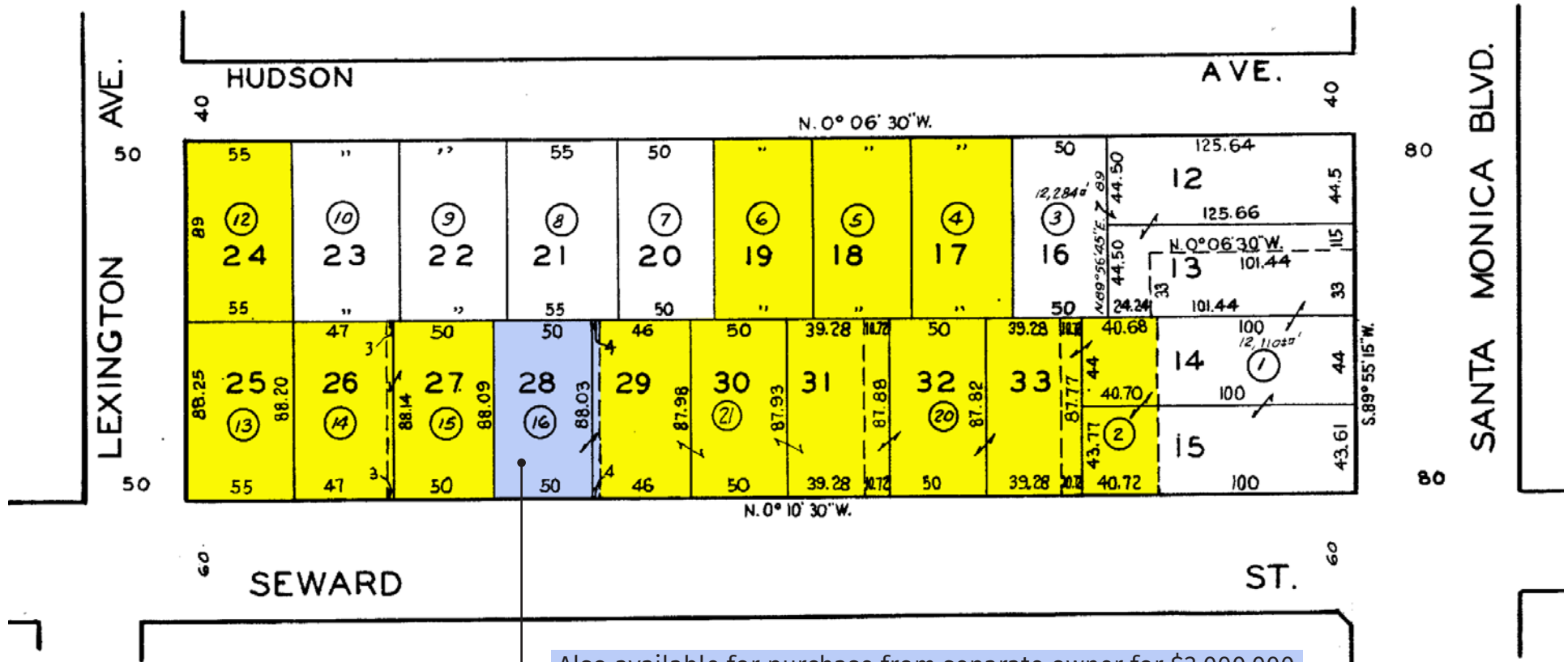
Seward St

Santa Monica Blvd

Area Map

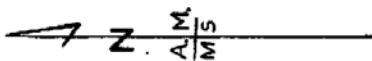


Assessor's Parcel Map



GRACEWOOD TRACT

M. B. 45 - 3



Property Photos



Property Photos



Property Photos



Nearby Development Projects: 1000 N Seward St



The proposed project is located one block south of the subject. It was submitted to the Planning Department in February 2020 by the Cooper family and Plus Development, and is slated for the north side of Romaine Street between Seward Street and Hudson Avenue, across the street from Sunset Las Palmas Studios.

Plans call for razing two existing commercial buildings and parking areas to make way for a new 10-story edifice featuring approximately 136,200 SF of offices and 14,400 SF of commercial space—including a rooftop restaurant. Parking for 310 vehicles would be located within three above-ground levels and four-level subterranean garage.

Alternatively, the Cooper family and Plus could retain a small 2,500 SF

restaurant building along Seward Street, which would result in a slight decrease in the amount of office space built.

Hawkins\Brown Architects is designing 1000 N. Seward Street, which is among the London-based firm's first projects in the United States. The building, which would rise to a maximum height of 155 feet above street level, would use offset masses to create terrace decks at five different levels. A series of metal fins would wrap the exterior of the building.

The Cooper family has requested a suite of entitlements that includes a general plan amendment, a zone change, and a conditional use permit. Pending approvals by the City of Los Angeles—which is anticipated in 2021—construction of 1000 Seward is expected to be completed in 2025.

Nearby Development Projects: Harlow



Currently under construction, Harlow is located just one-half block south of the subject. With 128,000 SF of customizable space, Harlow incorporates bright, greenhouse-inspired architecture, spacious layouts, and the latest technology solutions to spark creative collaboration. Inside, there's abundant, open and airy space. Outside, there's a wide variety of usable workspaces. Harlow is located at Sunset Las Palmas Studios, a full-service production lot surrounded by a vast array of Hollywood's best support businesses.

Hudson Pacific Properties acquired Sunset Las Palmas Studios—then known as Hollywood Center Studios—for approximately \$200 million in 2017. At the time of the purchase, it was reported that the Brentwood-based de-

veloper was planning to add up to 575,000 SF of office space to the campus. Harlow integrates seamlessly onto the historic Sunset Las Palmas Studios lot. From the silent film era onward, the lot has played host to iconic stars such as Charlie Chaplin, Mae West, Cary Grant and, of course, Jean Harlow. Beloved shows like *I Love Lucy* and contemporary classics like *La La Land* were filmed mere steps away. Today, this charming lot is home to top content creators and offers state-of-the-art services, facilities and sound stages.

The Harlow development follows a tried and true formula for Hudson Pacific, which also owns Sunset Bronson and Sunset Gower Studios.

Nearby Development Projects: Melrose+Seward



Melrose+Seward is located 4 blocks south of the subject. The development, proposed by West Hollywood-based BARDAS Investment Group, would rise at the northwest corner of Melrose Avenue and Seward Street, replacing a surface parking lot and a one-story commercial building. Plans call for the construction of a new five-story, 74-foot-tall building containing nearly 68,000 SF of offices, ground-floor retail, and subterranean parking.

According to an informational packet submitted to the neighborhood council, the proposed office building would extend an existing corridor of media-focused businesses along Seward Street, which includes Sunset Las Palmas Studios and a handful of other new and planned developments.

Conceptual renderings depict the BARDAS project as a contemporary low-rise building, composed of a series of stacked, offset masses. Setbacks at the ground-floor and upper levels would be used to provide a series of terrace decks and patios for use by tenants.

The proposed development is being designed to the standards of California's Green Building Code, and would also use drought-resistant landscaping, according to the information packet.

Construction would require the approval of discretionary entitlements by the City of Los Angeles—including a zone change.

Hollywood Office Campus Sold to Movie Producer and Partner Developer

An office campus across from Sunset Las Palmas Studios in Hollywood has sold for \$186 million to a partnership between producer-investor Russell Geyser and office landlord and developer LPC West — a notable deal at a time when much of the commercial office market is reeling from vacancies brought on by the pandemic and recession.

The sale of the 261,000-square-foot complex illustrates the resiliency of the entertainment business and the expectation by investors that many tenants will prefer low-density offices after the danger of COVID-19 has passed. The property is occupied by entertainment industry tenants specializing in production, post-production and film financing, including Broad Green, Picture Head and Bold Films.

“We think that post-COVID, low-rise campus environments with great outdoor space are going to be heavily sought after,” said Rob Kane, executive vice president of LPC West, the regional arm of national real estate firm Lincoln Property Co.

The property known as 959 Seward was completed in 2015 and is home to such entertainment industry tenants as Broad Green, Picture Head and Bold Films.(Zach Lipp / LPC West). The property has two four-story buildings with high ceilings and operable windows. There is a central courtyard, outdoor lounge areas and a restaurant.

The campus is across Romaine Street from Sunset Las Palmas Studios, which was founded in 1919 and was once owned by director Francis Ford Coppola.

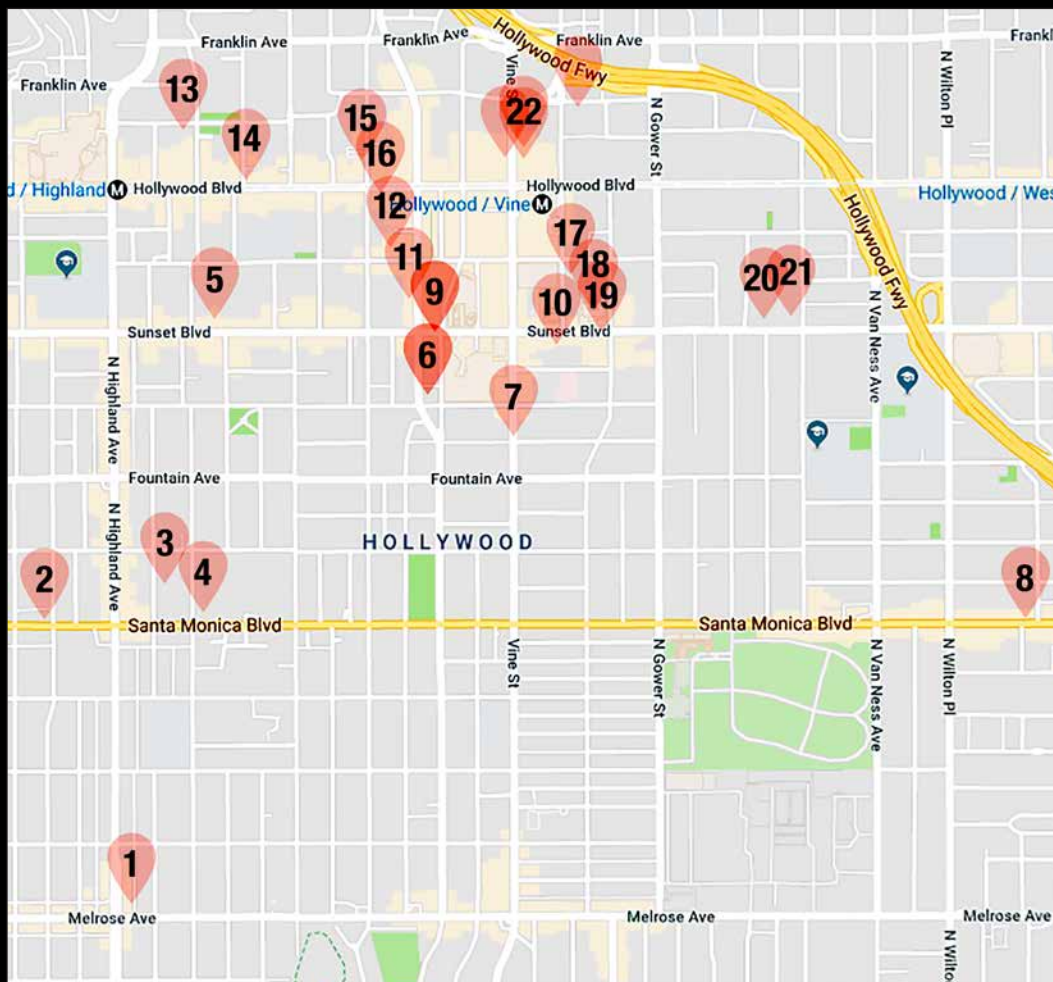


The studio and office campus are in Hollywood’s media district, which has seen a wave of investment over the last two decades. Among the companies located there are Netflix, Milk Studios, Red Studios, Capitol Records and ViacomCBS.

LPC West’s holdings in the media district include Hollywood Media Center, formerly known as the Eastman Kodak building, and 817 Vine.

LPC West is betting that there will be growing demand from tech and entertainment companies creating content such as movies and shows for streaming services including Netflix and other providers, Kane said. “We think that’s going to be focused in Hollywood.”

Hollywood Development Projects



1. 6535 Melrose: 6535 Melrose Ave, Los Angeles 90038

Developers filed plans with the city last July to build a three-story apartment building with 19 units. The new structure will also have underground parking and a street-level restaurant.

2. 6901 Santa Monica: 6901 Santa Monica Blvd, Los Angeles 90038

Developed by Onni, this mixed-use project would hold 231 housing units, including 15 for very-low income tenants. The ground floor brings 15,000 square feet of retail space to the structure. Parking for 390 cars would be provided in a partially underground garage.

3. Los Angeles LGBT Center's Anita May Rosenstein Campus

1118 N McCadden Pl, Los Angeles 90038

The Killefer Flammang Architects-designed center will hold the LGBT Center administrative offices, supportive housing and 100 shelter beds for young people experiencing homelessness, and 100 units of affordable housing for seniors.

4. 6677 Santa Monica: 6677 Santa Monica Bl, Los Angeles 90038

Developed by AvalonBay, this mixed-user would bring 695 apartments to Santa Monica Boulevard near Highland. Additionally, the project will hold roughly 20,000 square feet of retail space and 56 units of affordable housing. The complex is expected to be complete in late 2019.

5. Crossroads of the World: 6671 Sunset Bl, Los Angeles 90028

Harridge Development Group's hugely transformative plans for the properties surrounding the Crossroads of the World complex will include hundreds of units of housing, a 308-room hotel, and 190,000 square feet of commercial space.

6. Godfrey Hotel: 1400 Cahuenga Blvd, Los Angeles 90028

The under-construction Godfrey will bring 220 hotel rooms and a public rooftop bar to the neighborhood. It will also have a ground-floor restaurant. The Godfrey is also in Chicago and Boston.

7. Academy on Vine: 1341 Vine St, Los Angeles 90028

The \$450 million development will rise on a site bordered by De Longpre, Homewood, Ivar, and Vine Street—directly south of the ArcLight Hollywood parking garage. The project will be made up of four mid-rise commercial buildings and one 20-story residential tower. The completed project will offer approximately 335,000 square feet of office space and 13,000 square feet of retail space.

8. Hollywood Sears: 5601 Santa Monica Blvd, Los Angeles 90038

This seven-story project from CIM Group would bring 375 residential units, 1,447 parking spots, and almost 265,000 square feet of retail space to the 5.3-acre site.

9. Ivar Gardens: 6407 Sunset Blvd, Los Angeles 90028

This hotel project from developer R.D. Olson will replace a Jack in the Box with an Art Deco-inspired structure that includes 275 guest rooms, along with 1,900 square feet of retail space, a rooftop pool/fitness center, and 4 parking levels.

Hollywood Development Projects



10. 6250 Sunset: 6250 Sunset Blvd, Los Angeles 90028

The \$54 million mixed-use development slated for a spot next to the historic Earl Carroll Theatre broke ground in October. It'll bring 200 new apartments to the neighborhood and create 4,700 square feet of street-level retail space.

11. 1525 Cahuenga: 1525 N Cahuenga Blvd, Los Angeles 90028

Plans were filed in 2014 to build a seven-story hotel with a rooftop, and four years later, things appear to be moving forward. Earlier this year, developers applied for permits to build the 63-room hotel, which will also hold two restaurants at ground level over a basement parking garage.

12. 6421 Selma: 6421 Selma Ave, Los Angeles 90028

A 114-room hotel is slated for this property at Selma Avenue between Wilcox and Cahuenga, adjacent to the Dream Hotel. The hotel would have a rooftop deck and three underground parking levels.

13. 1749 N Las Palmas: 1749 N Las Palmas Ave, Los Angeles 90028

If all goes according to plan, an existing 17-unit apartment complex at this site would be razed to make way for a new seven-story mixed-use development with 70 apartments and 3,000 square feet of ground-floor retail space. Seven of the apartments would be affordable housing.

14. 6637 Hollywood: 6637 Hollywood Blvd, Los Angeles 90028

This six-story hotel from CIM Group will bring almost 20,000 square feet of commercial space and an art gallery along with its 167 rooms.

15. Whisky Hotel: 1717 Wilcox Ave, Los Angeles 90028

The Whisky, from hotelier and restaurateur Adolfo Suaya, will hold 134 guest rooms and an underground garage for 120 cars. The project is expected to break ground later this year, with completion by the end of 2021.

16. 6430 Hollywood: 6430 Hollywood Blvd, Los Angeles 90028

The planned development is a 15-story complex designed by Los Angeles-based firm GMPA Architects. It would include 260 units of housing and 17,800 square feet of retail and restaurant space. Parking for 420 cars would be located in a five-story lot—including two underground levels.

17. Modera Argyle: 1546 Argyle Ave, Los Angeles 90028

This seven-story building, called Modera Argyle, would put 276 residential units on a site directly behind where the Palladium Residences are expected to rise.

18. Palladium Residences: 6215 Sunset Blvd, Los Angeles 90028

One of the most high-profile developments planned for Hollywood, this project would put two 30-story mixed-use towers directly behind the Palladium. The new high-rises would bring 731 apartments to the neighborhood and they would put new retail and restaurant along Sunset Boulevard, El Centro Avenue, and Argyle Avenue.

19. 6200 Sunset Blvd: 6200 Sunset Blvd, Los Angeles 90028

This project will bring 270 apartments and about 12,000 square feet of retail and restaurant space in a seven-story building to a site right across Sunset from the Palladium. Resident amenities are set to include a pool, a gym, a screening room, and a roof deck.

20. Sunset Gordon: 5929 Sunset Blvd, Los Angeles 90028

Dozens of tenants had already moved into this 23-story tower in 2014 when a legal ruling led to those tenants being booted. In order to reopen the high-rise to residents, developer CIM Group needs to get a new occupancy permit from the city. That requires conducting a new environmental impact report; CIM began that process in 2016.

21. EPIC: 5901 Sunset Blvd, Los Angeles 90028

This Gensler-designed project will rise 13 stories. When complete, it will add 280,000 square feet of new offices and 18,400 square feet of ground-floor retail space.

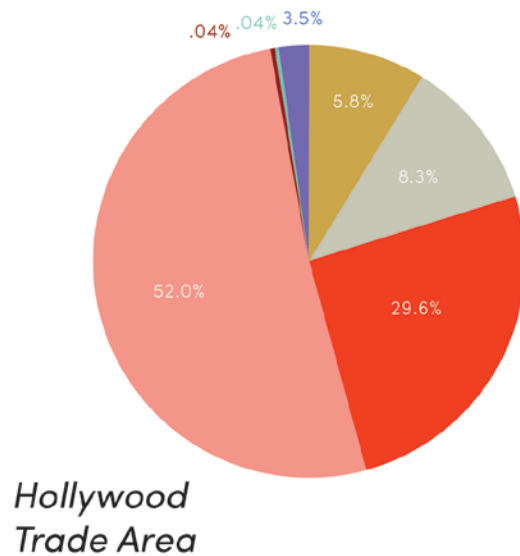
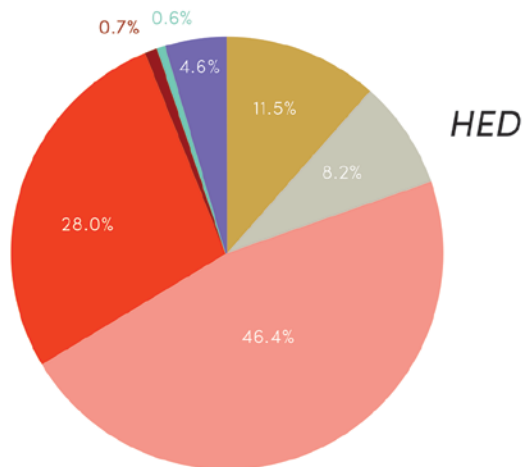
22. citizenM: 1718 Vine St, Los Angeles 90028

In early 2016, stylish micro-unit, Millennial-targeting hotelier citizenM paid \$7.5 million for a .27-acre lot north of Hollywood and Vine. In August of that same year, citizenM filed plans with the city to build a 14-story, 216-room hotel on the property. A construction timeline has been not been announced.

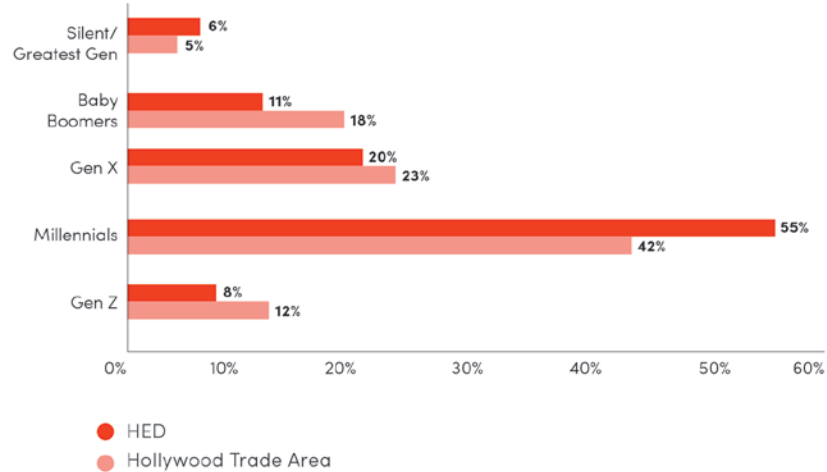
Hollywood Demographics

Race & Ethnicity

- Black
- Asian
- Hawaiian
- White
- Hispanic or Latino
- American Indian
- Single Race Other
- Two or More Races Other



Generations



55% Millennials make up 55% of the population in the HED compared to 36% in Los Angeles as a whole.

Educational Attainment

50%

People over age 25 with a Bachelor's degree or higher in the HED and Hollywood Trade Area residents

Hollywood Trade Area Enrollment Numbers

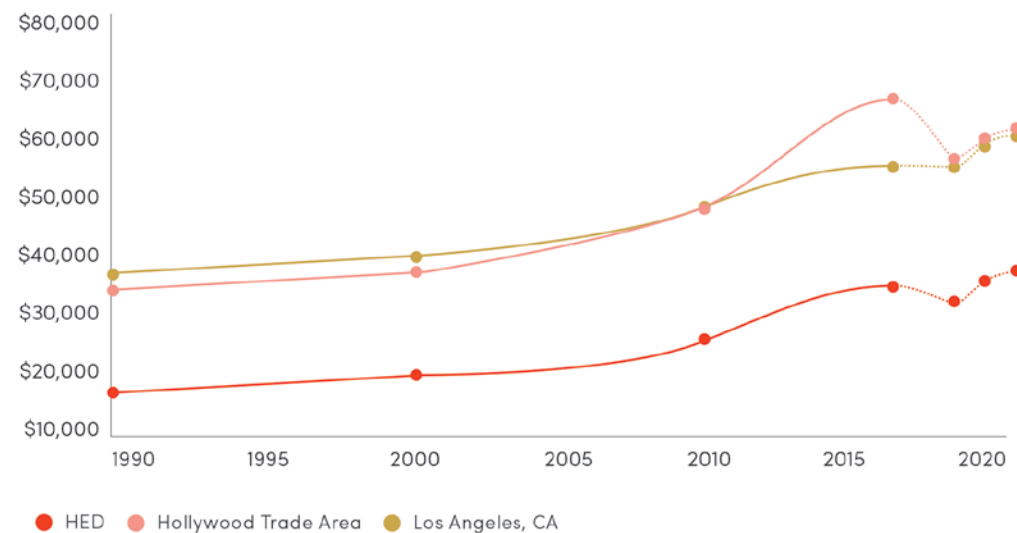
K-12: Public/Private

10,500

Post-Secondary

7,500

Household Incomes



Rare Hollywood Purchase Opportunity

Potential for Residential,
Retail, Mixed-Use or Creative
Office Development

27,472 SF of Buildings
57,528 SF of Land



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