

# 1118

Firestone Blvd  
Los Angeles, CA



Marcus & Millichap  
BRANDON MICHAELS  
GROUP

# 1118

Firestone Blvd  
Los Angeles, CA

EXCLUSIVELY LISTED BY

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# EXECUTIVE SUMMARY

The Brandon Michaels Group of Marcus & Millichap, as Exclusive Advisor, is pleased to present 1118 Firestone Boulevard, a 4,000 SF single-tenant storefront retail property situated on 0.10 acres (4,290 SF) in Los Angeles, CA. The property is positioned two parcels east of the southeast corner of Firestone Boulevard and S Central Avenue, a heavily trafficked commercial intersection in south Los Angeles, CA.

The property will be delivered vacant, creating an immediate owner-user or value-add opportunity. The building features alley access to the rear along Firestone Boulevard via a gated yard, as well as drive-in access through a large roll-up door, providing flexibility for showroom, retail, light industrial, or service-oriented uses. Formerly occupied by a stone and tile business, the space is built out as a showroom and has been recently updated with modern finishes, new displays, and a new roof, offering turnkey functionality for a future occupant.

**1118 Firestone Boulevard** benefits from strong visibility along Firestone Boulevard just east of the intersection with S Central Avenue, where traffic counts exceed 54,000 vehicles per day. The site is surrounded by national retailers including 7-Eleven, El Super, KFC, Taco Bell, Church's Chicken, and Burger King, reinforcing consistent consumer draw. The property also benefits from proximity to major transportation infrastructure, located approximately 1.4 mile west of the 110 Freeway and 0.8 mile east of the Metro A Line Firestone Station, providing both vehicular and public transit accessibility.

## Situated in a Qualified Opportunity Zone



**4,000 SF Showroom**

Turnkey Space



**Alley Access & Large Roll-up Door**

Flexible Access



**53,999 VPD**

Traffic Counts



**Opportunity Zone**

Tax Advantage



PROPERTY SUMMARY

	Property Address	1118 Firestone Blvd, Los Angeles, CA 90001
	Price	\$899,000
	Building SF	4,000 SF
	Lot Size	4,290 SF
	Price/SF (Bldg)	\$225
	Price/SF (Land)	\$210
	Year Built	1949
	Occupancy	Vacant
	Zoning	CG
	Cross Streets	Firestone Blvd & S Central Ave
	Traffic Counts	53,999 VPD



# Owner-User or Value-Add Retail Opportunity



## Single Tenant Retail Building

A 4,000 square foot single-tenant storefront retail building situated on 4,290 square feet of land.



## Delivered Vacant

Immediate occupancy for an owner-user or repositioning opportunity for a value-add investor.



## Turnkey Showroom Condition

Recently updated interior buildout with modern finishes, display infrastructure, and a new roof.



## Drive-In Rear Access

Alley access to a gated rear yard and large roll-up door allowing loading, storage, or light industrial-flex functionality.



## Flexible Use Potential

Suitable for retail, showroom, contractor supply, service retail, auto-related, or light warehouse users.



# DOWNTOWN LOS ANGELES



**1118**  
Firestone Blvd  
Los Angeles, CA

**FIRESTONE BLVD**

**S CENTRAL AVE**



# INVESTMENT HIGHLIGHTS

## High-Exposure Corridor with Functional Urban Access

### Corner-Adjacent Location

Positioned two parcels east of the southeast corner of Firestone Boulevard and S Central Avenue, a heavily trafficked commercial node.

### Strong Vehicular Traffic

Firestone Boulevard carries more than 54,000 vehicles per day, providing consistent storefront visibility.

### National Co-Tenancy

Surrounded by El Super, 7-Eleven, Taco Bell, KFC, Church's Chicken, and Burger King, driving daily consumer traffic.

### Freeway Accessibility

Approximately 1.0 mile west of the 110 Freeway, connecting directly to Downtown Los Angeles and the South Bay.

### Transit Connectivity

Approximately 1.0 mile east of the Metro A Line Firestone Station, linking the corridor to Downtown Los Angeles and Long Beach.

“ One mile to the Interstate 110 and near the Metro A Line for direct access to Downtown Los Angeles and Long Beach. ”



# OPPORTUNITY ZONE INFORMATION



The Opportunity Zone program was created to stimulate private investment in Opportunity Zone communities in exchange for capital gain tax incentives. Instead of dedicating taxpayer money to developing thousands of low-income census tracts across the US, this program aims to stimulate the investment of the estimated \$6.1 trillion of unrealized private gains held by US households. In exchange for investing in communities within Qualified Opportunity Zones, investors can access capital gains tax incentives both immediately and over the long term.

Unlike existing programs designed to encourage private investment in low-income areas through tax advantages, the Opportunity Zone program is less restrictive, less costly, and less reliant upon government agencies to function. Existing programs, such as the New Markets Tax Credit (NMTC) Program and Low Income Housing Tax Credit (LIHTC) Program, are more limited in supply and subject to annual Congressional approval and/or tax credit allocation authority. Because the tax credit system limits the number of credits issued each year, it inherently limits the number of investors who can participate, and therefore the amount of money that can be invested into the development of a community under the program.

The designation of Opportunity Zones is designed to help spur the development of identified communities. In exchange for investing in Opportunity Zones, investors can access capital gains tax incentives

available exclusively through the Opportunity Zone program. To access these tax benefits, investors must invest in Opportunity Zones specifically through Opportunity Funds.

Opportunity Funds can only invest in the construction of new buildings and the substantial improvement of existing unused buildings. If an Opportunity Fund invests in the improvement of an existing building, it must invest more in the improvement of the building than it paid to buy the building. Whether the building is constructed from the ground up or improved, the development of the building must be completed within 30 months of purchase.

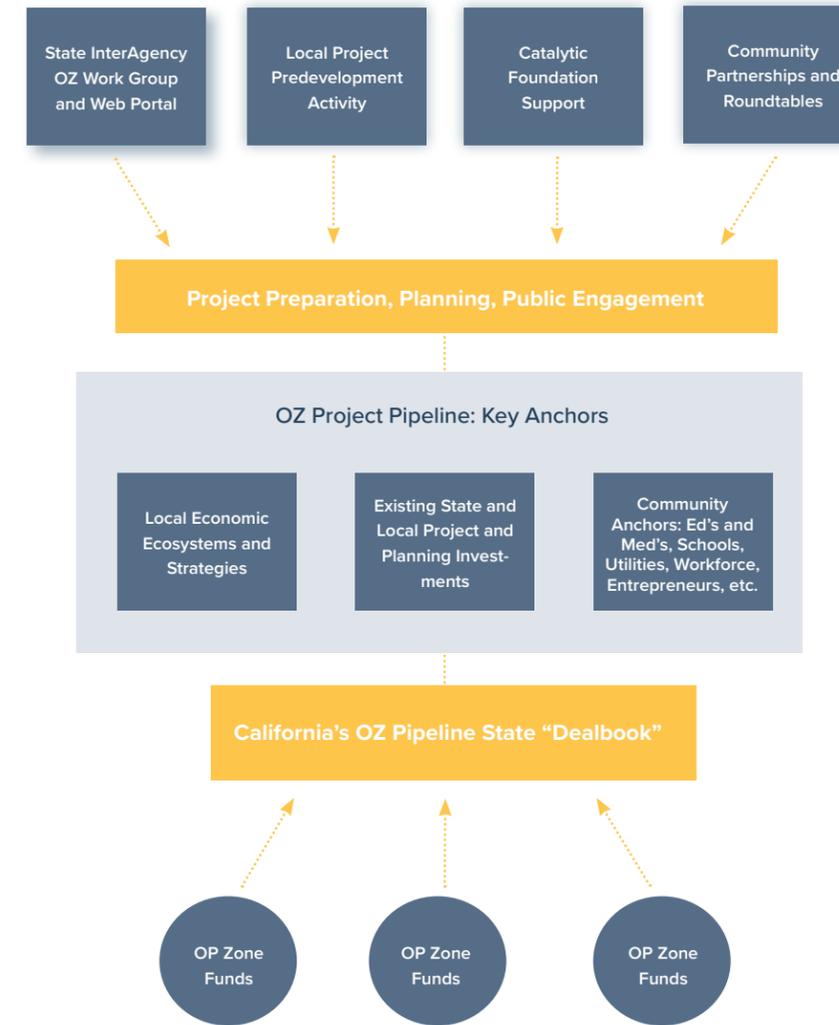
In exchange for following the rules of the Opportunity Zone program and investing in Qualified Opportunity Zones through Qualified Opportunity Funds, investors can receive substantial capital gain tax incentives immediately and over the long term.

When an investor divests an appreciated asset, such as stocks or real estate, they realize a capital gain, which is a taxable event. Under the Opportunity Zone Program, if an investor reinvests a qualifying capital gain into an Opportunity Fund, they can defer and reduce their tax liability on that gain. Beyond that, they can also potentially receive tax-free treatment for all future appreciation earned through the fund. Together, these tax incentives can boost after-tax returns for Opportunity Fund investors:

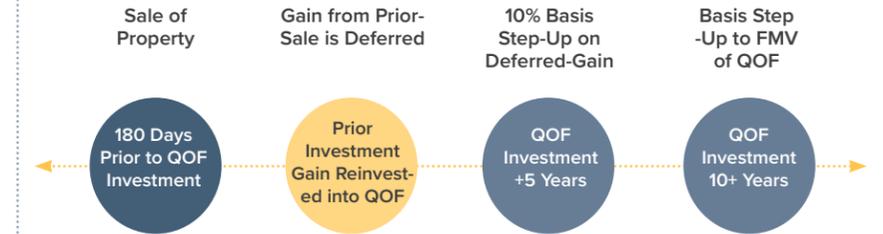
- Those who invest realized capital gains into a Qualified Opportunity Fund can defer paying capital gains tax for those earnings for five years from the date of investment in the Qualified Opportunity Zone. Gains must be invested in a Qualified Opportunity Fund within 180 days in order to qualify for any tax treatment available under the Opportunity Fund program.
- Those who hold their Opportunity Fund investments for at least five years, can reduce their liability on the deferred capital gain principal invested in the Opportunity Fund by 10%.
- Those who hold their Opportunity Fund investment for at least 10 years can expect to pay no capital gains taxes on any appreciation in their Opportunity Fund investment. That's because Opportunity Fund gains earned from Opportunity Zone investments can qualify for permanent exclusion from the capital gains tax if the investment is held for at least 10 years.

## California's Strategy

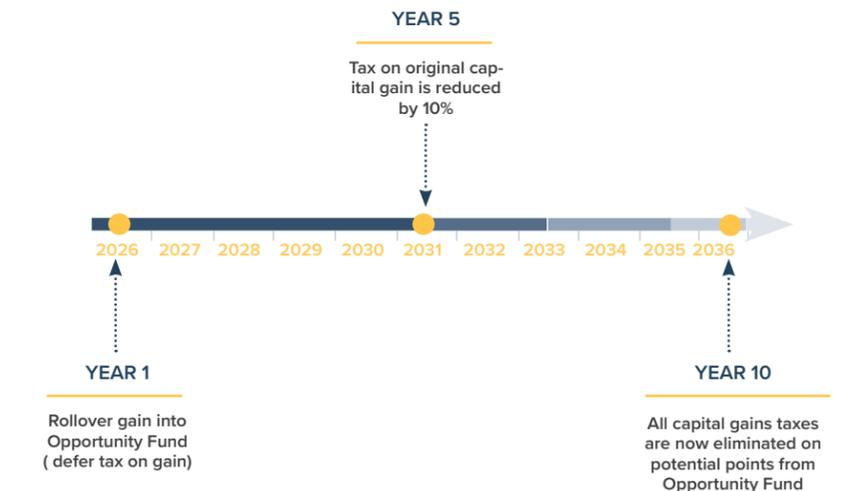
Goal: Build an equitable and sustainable pipeline of investment projects



## Tax Benefits of Qualified Opportunity Funds



## No Capital Gains When Opportunity Funds are Held for at Least 10 Years



SoFi Stadium



1118  
Firestone Blvd  
Los Angeles, CA



FIRESTONE BLVD

S CENTRAL AVE

# INVESTMENT HIGHLIGHTS

## Dense Urban Trade Area Anchored by Industry, Transit & Workforce Demand

### Gateway to Vernon & Commerce Industrial Hubs

Positioned near two of Los Angeles County's most significant manufacturing and logistics employment centers, supporting steady daytime population and workforce-driven retail demand.

### Workforce-Oriented Consumer Base

Surrounding neighborhoods are characterized by dense residential communities that rely heavily on neighborhood-serving retail, food and beverage, auto-related, and service businesses.

### Metro A Line Corridor Growth Influence

Located nearby the Metro A line's Firestone Blvd stop, an area identified for pedestrian improvements and long-term reinvestment tied to Metro rail connectivity.

### Established South LA Commercial Ecosystem

Firestone Boulevard and Central Avenue function as longstanding retail spines for the community, supporting consistent daily-needs spending rather than discretionary-only retail.



# FINANCIALS

UNIT NUMBER	TENANT	SF	FLOOR	%	PF RENT	PF RENT/SF	PF LEASE TYPE
1118	Vacant	4,000	1	100.0%	\$6,000	\$1.50	NNN
		4,000		100%	\$6,000	\$1.50	

OPERATING DATA		PRO-FORMA
Scheduled Lease Income:		\$72,000
CAM Reimbursement:		\$24,518
Additional Income:		\$0
Effective Gross Income:		\$96,518
Vacancy:	0%	\$0
Expenses:		\$24,518
<b>Net Operating Income:</b>		<b>\$72,000</b>

OPERATING EXPENSES	PROFORMA	PER SF
Property Taxes @ 1.25%	\$11,238	\$2.81/SF
Management	\$2,880	\$0.72/SF
Insurance	\$3,200	\$0.80/SF
Utilities	\$1,400	\$0.35/SF
Trash Removal	\$1,400	\$0.35/SF
Grounds Maintenance	\$1,000	\$0.25/SF
Repairs & Maintenance	\$3,400	\$0.85/SF
<b>Total Expenses</b>	<b>\$24,518</b>	<b>\$6.13</b>
<b>Expenses/SF/Month</b>		<b>\$0.51</b>

\*Expenses based on industry standard averages.



## AREA OVERVIEW

# Los Angeles, California

## Prime Los Angeles Location An Iconic Global Destination

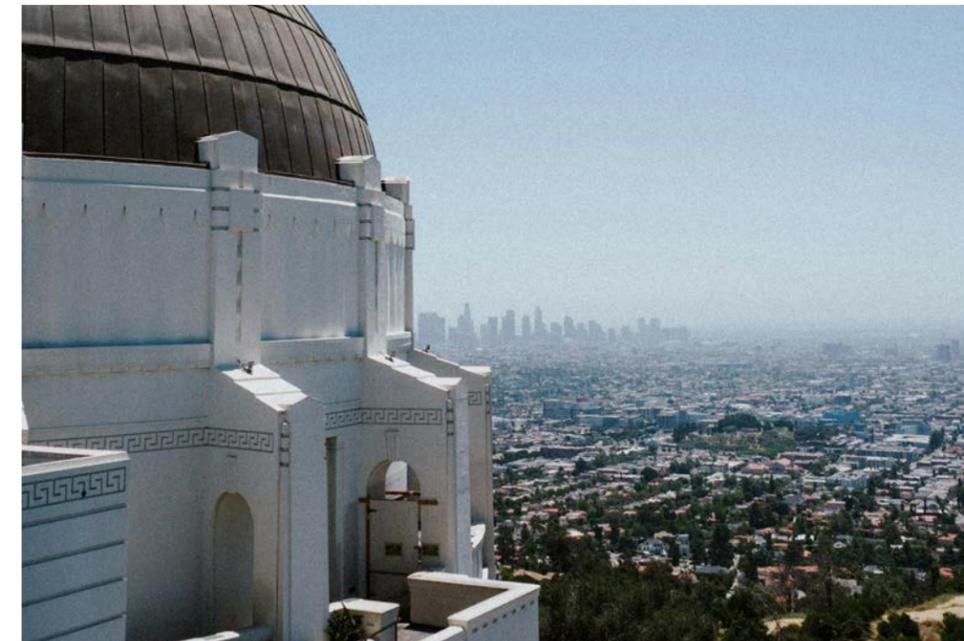
1118 Firestone Boulevard is located in the Florence-Firestone area of South Los Angeles, a dense urban submarket positioned between Downtown Los Angeles and the South Bay. The corridor sits within one of the most established commercial and residential communities in South LA, characterized by high population density, strong daily consumer demand, and limited new retail supply.

Firestone Boulevard serves as one of the area's primary east-west commercial arteries, connecting South Los Angeles neighborhoods including Florence-Graham, Central-Alameda, Watts, and Huntington Park. Central Avenue functions as a major north-south spine linking the corridor to Downtown Los Angeles to the north and the industrial employment centers of Vernon and the South Bay to the south. This positioning places the property within a well-established urban retail node serving both local residents and commuter traffic.

The broader South Los Angeles economy is supported by logistics, light industrial, wholesale trade, healthcare, and municipal employment. The nearby cities of Vernon and Commerce represent two of the region's most significant industrial and distribution hubs, home to hundreds of manufacturing and distribution companies. This industrial employment base supports a strong blue-collar workforce

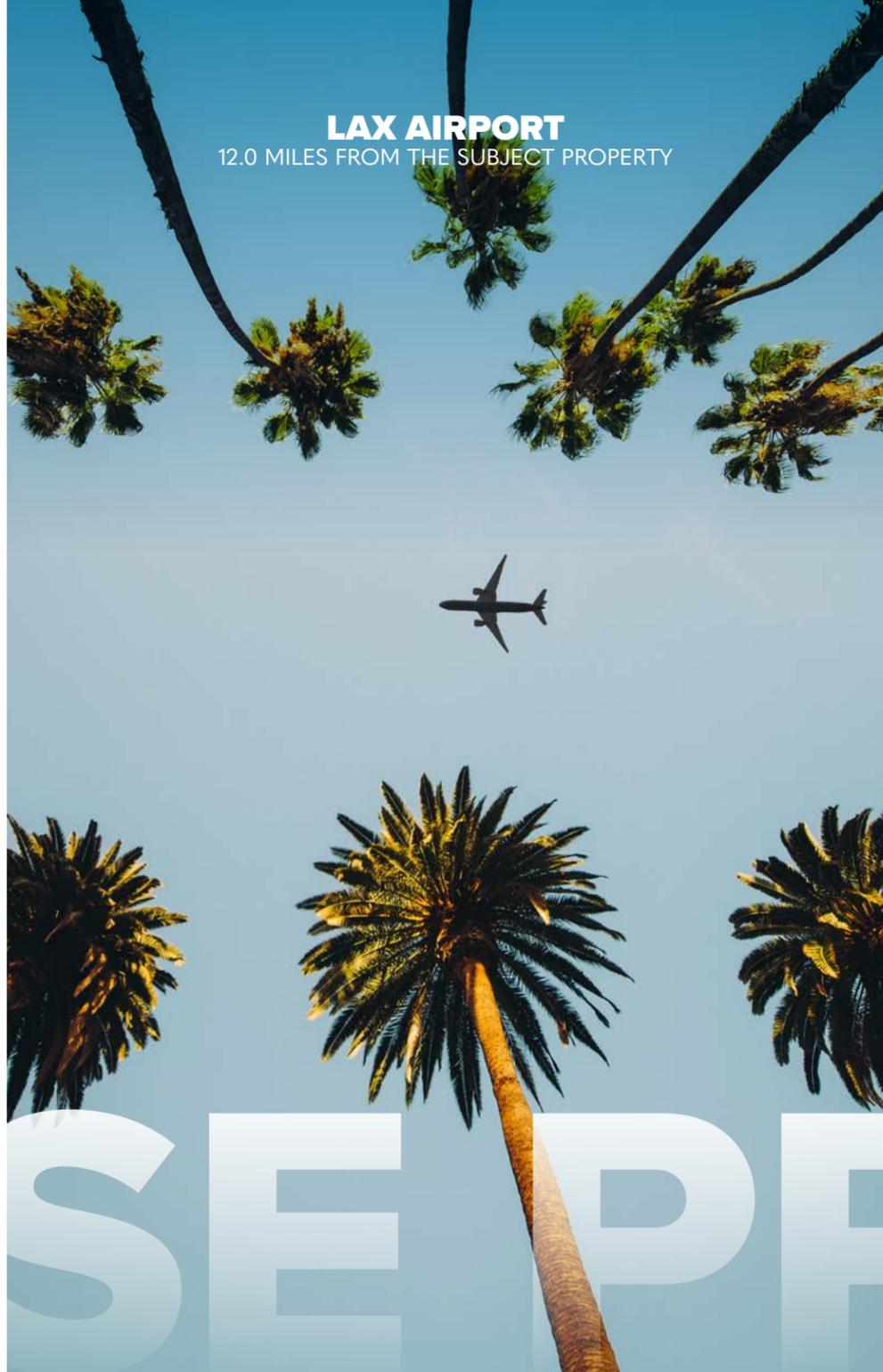
population that drives demand for grocery, quick-service dining, contractor supply, auto-related, and service retail uses along corridors such as Firestone Boulevard.

From a transportation standpoint, the property benefits from strong regional connectivity. The 110 Freeway, located approximately one mile west, provides direct north-south access to Downtown Los Angeles, Exposition Park, USC, and the Harbor/South Bay markets. The Metro A Line (formerly Blue Line) Firestone Station, located approximately one mile east, connects riders directly to Downtown Los Angeles and Long Beach. The A Line remains one of the most heavily utilized light rail corridors in the Metro system, enhancing workforce mobility and supporting long-term corridor relevance.

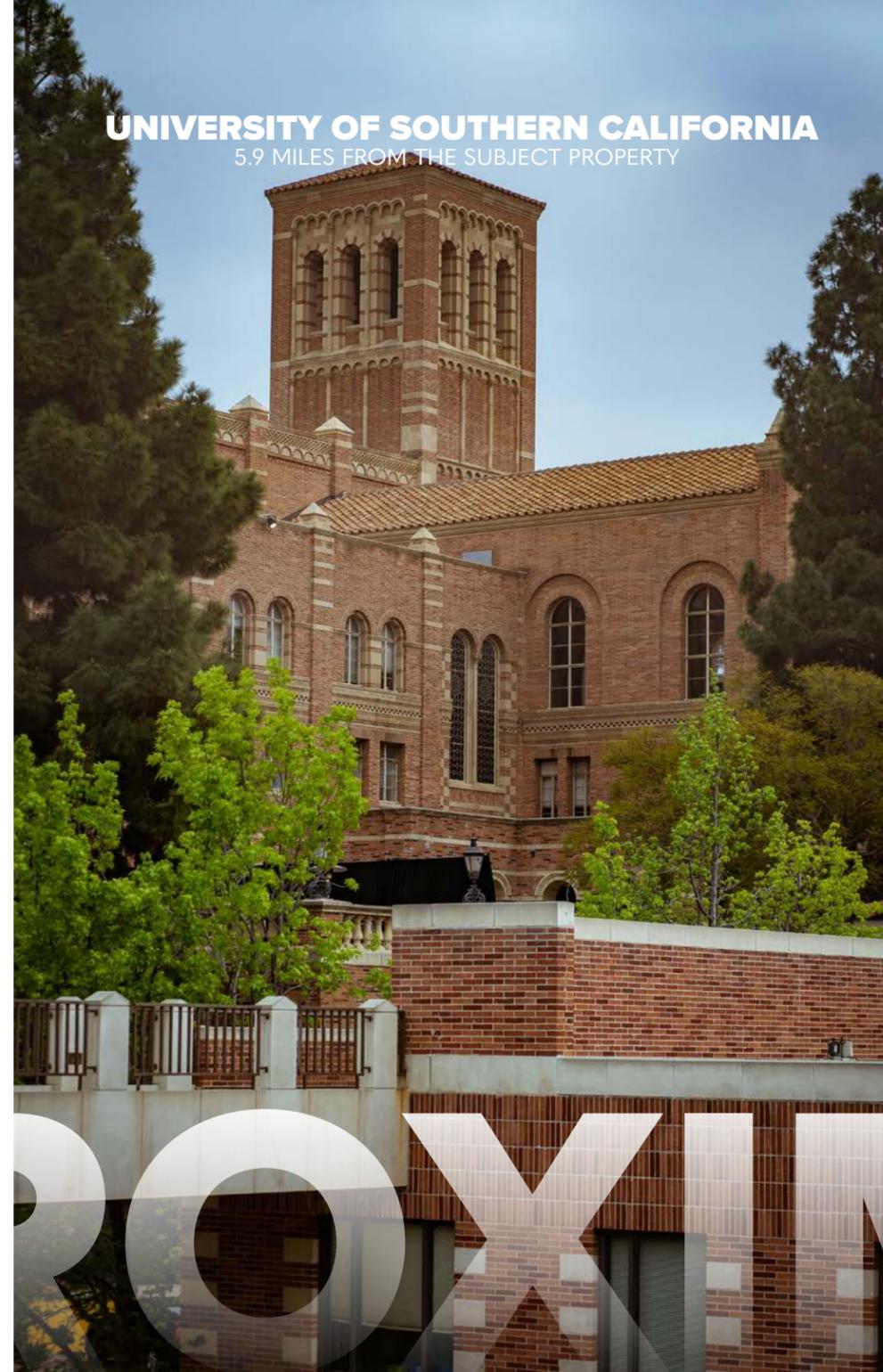




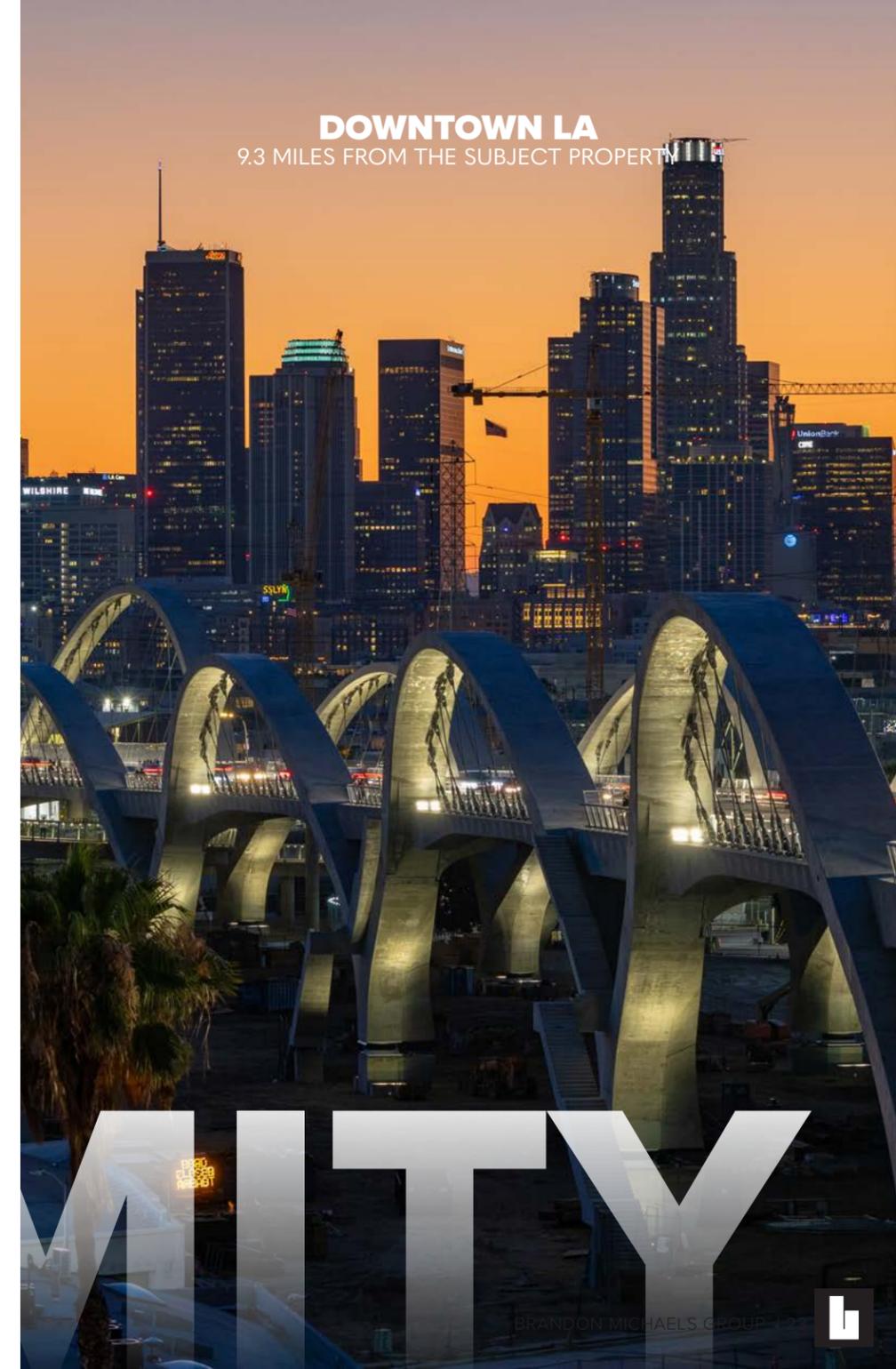
**SOFI STADIUM**  
5.5 MILES FROM THE SUBJECT PROPERTY



**LAX AIRPORT**  
12.0 MILES FROM THE SUBJECT PROPERTY



**UNIVERSITY OF SOUTHERN CALIFORNIA**  
5.9 MILES FROM THE SUBJECT PROPERTY



**DOWNTOWN LA**  
9.3 MILES FROM THE SUBJECT PROPERTY

# CLOSE PROXIMITY

# INVESTMENT HIGHLIGHTS

## Dense Southern Los Angeles Submarket

### Nearby Population

Population of more than 57,500 people within one mile of the subject property, 459,400 people within three miles, and 991,500 people within five miles

### Average Household Incomes

Immediate submarket boasts an average household income within one, three, and five miles is \$63,800, \$64,900, and \$70,200, respectively

### Household Density

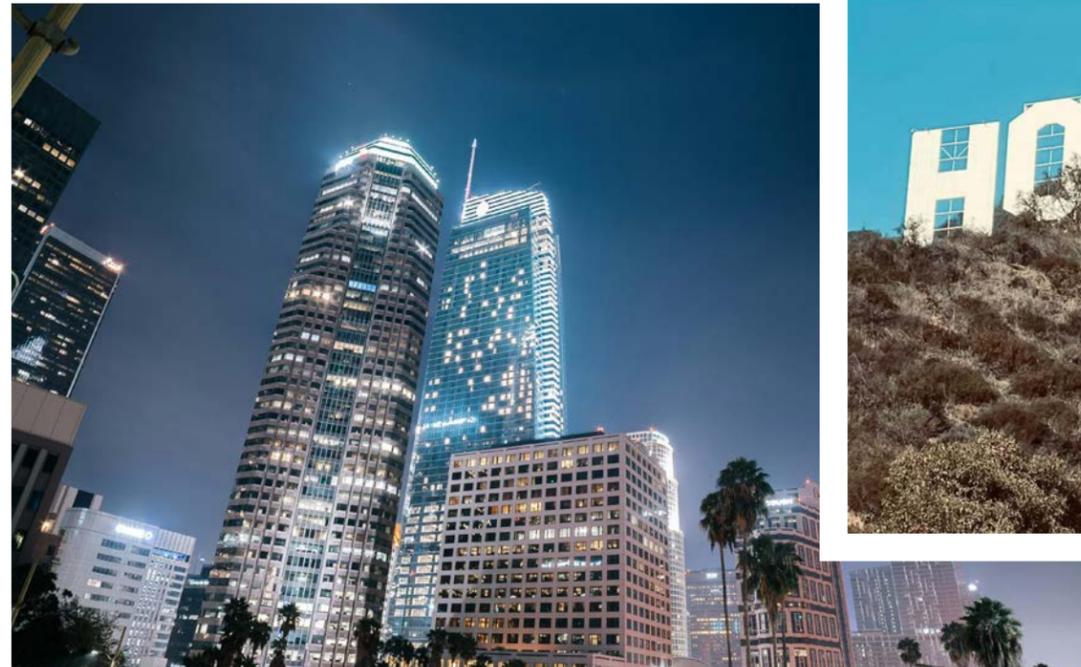
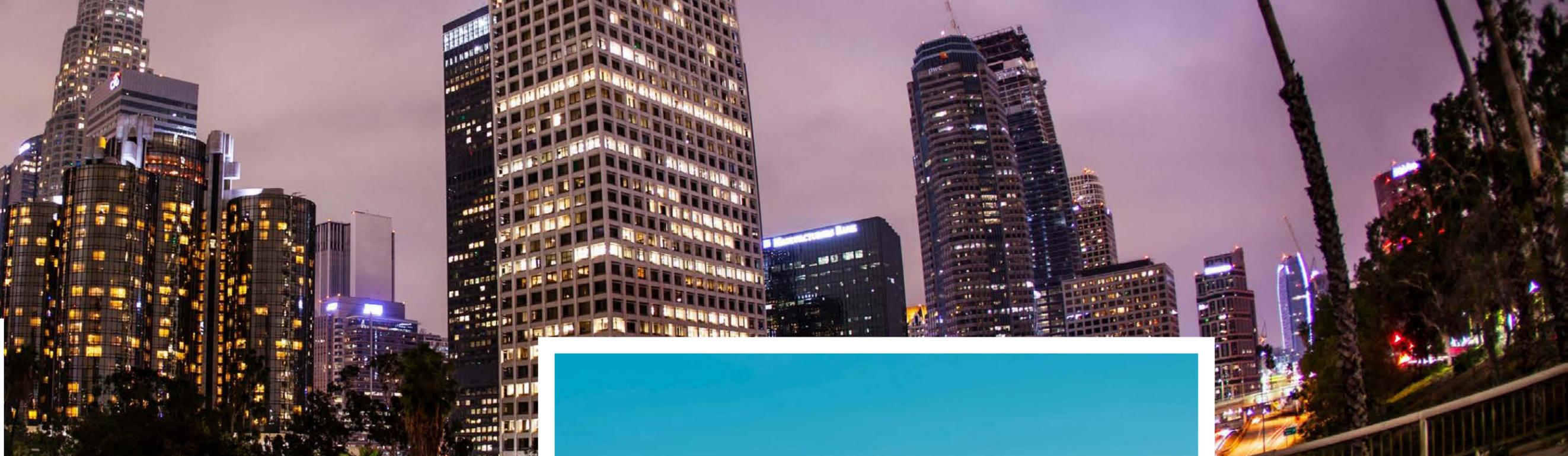
There are over 13,500 households within one mile of the subject property, and over 116,500 households within three miles

### High Median Home Values

The median home value in the immediate area is \$523,000

### Businesses and Consumer Spending

More than 800 businesses within a 1-mile radius of the property with a combined annual consumer spending of \$412 million



# DEMOGRAPHICS

## POPULATION



**459,400**

Total Population within a 3-mile radius



**32.9**

Median Age within a 3-mile radius



**48.9%**

Male



**51.1%**

Female

## EDUCATION

3 mile 2023 % of Population



**24%**

High School



**19%**

Some College



**7%**

Associates Degree



**6%**

Bachelor's Degree

Demographics	1 Mile	3 Mile	5 Mile
Population	57,500	459,400	459,400
Households	13,500	116,500	116,500
Average Household Size	4	3.7	3.7
Median Age	31.6	32.9	32.9
Owner Occupied Households	4,800	37,400	37,400
Renter Occupied Households	8,000	73,700	73,700
Average Household Income	\$63,800	\$64,900	\$64,900
Median Household Income	\$51,900	\$49,400	\$49,400
Businesses	800	10,400	10,400



**\$64,900**

Average HH income within a 3-mile radius

**\$3.4 Billion**

Annual Consumer Spending within a 3-mile radius

**37,400**

Owner Occupied Housing within a 3-mile radius

**116,500**

Households within a 3-mile radius

**10,400**

Businesses within a 3-mile radius

**73,700**

Renter Occupied Housing within 3-mile radius



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