



**2700 W  
PICO**  
BOULEVARD  
LOS ANGELES, CA 90006

VALUE-ADD 9,984 MULTI-TENANT CORNER STOREFRONT RETAIL  
PRICED AT \$361 PER SQUARE FOOT LOCATED IN THE RAPIDLY  
GROWING CENTRAL LOS ANGELES SUBMARKET OF PICO UNION, CA



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# EXECUTIVE SUMMARY

Value-add 9,984 multi-tenant corner storefront retail priced at \$361 per square foot located in the rapidly growing central Los Angeles submarket of Pico Union, CA

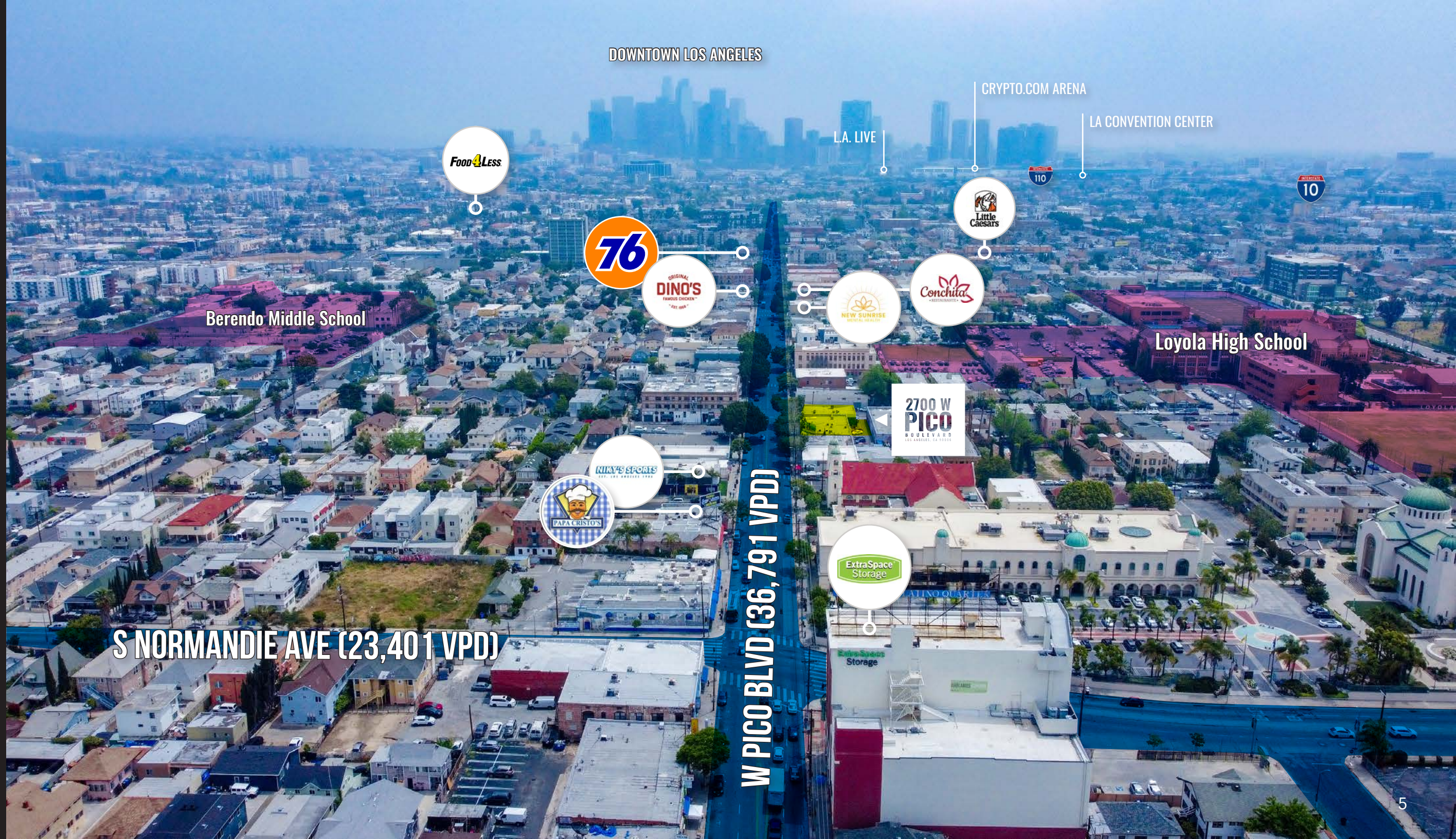
The Brandon Michaels Group of Marcus & Millichap has been selected to exclusively market for sale 2700 W Pico Boulevard, a 9,984 square foot value-add storefront retail center situated on .34 acres of land (14,830 SF) ideally located on the SW corner of Pico Boulevard and Fedora Street in Central Los Angeles submarket of Pico Union, CA.

This Pico Union location is home to a seasoned tenant mix, with more than 70% of the existing tenant base operating at the center for more than 4 years. The property's nine (9) units are currently 100% occupied with an average unit size of 1,147 square feet, ideal unit sizes that are easily leasable and will attract top market rent with minimal tenant improvement costs required between tenants. The property's current rents are \$18,941.52 monthly, or \$1.84/SF, with all but one tenant on gross leases. 73% of the center is either on month-to-month leases or leases which expire within one year. The flexibility in lease term creates a unique Central Los Angeles value-add or owner-user opportunity.

2700 W Pico Boulevard is situated on 14,830 square feet of land zoned C2-2D-CPIO, located

within the boundaries of the South Los Angeles Community Plan Implementation Overlay (CPIO) allocated to the TOD Low district while also possessing a Tier 2 TOC designation. Prospective redevelopment of the property is afforded the flexibility to utilize either the TOC or CPIO density, intensity, and height bonuses. Under the CPIO, a mixed-use project can achieve up to a 3.00 floor area ratio (FAR), a residential density of 1 unit per 300 square feet of land, and a height of up to 4 stories or 60 feet. A TOC project can achieve up to a 3.25 FAR, residential density bonuses of 60% above a by right 1 unit per 400 square feet of land, and a height of 4 stories or 56 feet. Under the guidelines of the CPIO, development incentives are dependent on the inclusion of at least 21%, 12%, or 9% of the units allocated to lower income, very low income, or extremely low-income housing, respectively.

The subject property benefits from excellent visibility and frontage, more than 160', along highly trafficked Pico Boulevard, a corridor with more than 36,000 vehicles per day. The site offers 10 parking spaces, a parking ratio of 1.00 per 1,000 square feet and a walk score of 90, a "walker's paradise".





Loyola High School

W 15TH ST

2700 W PICO BOULEVARD LOS ANGELES, CA 90007

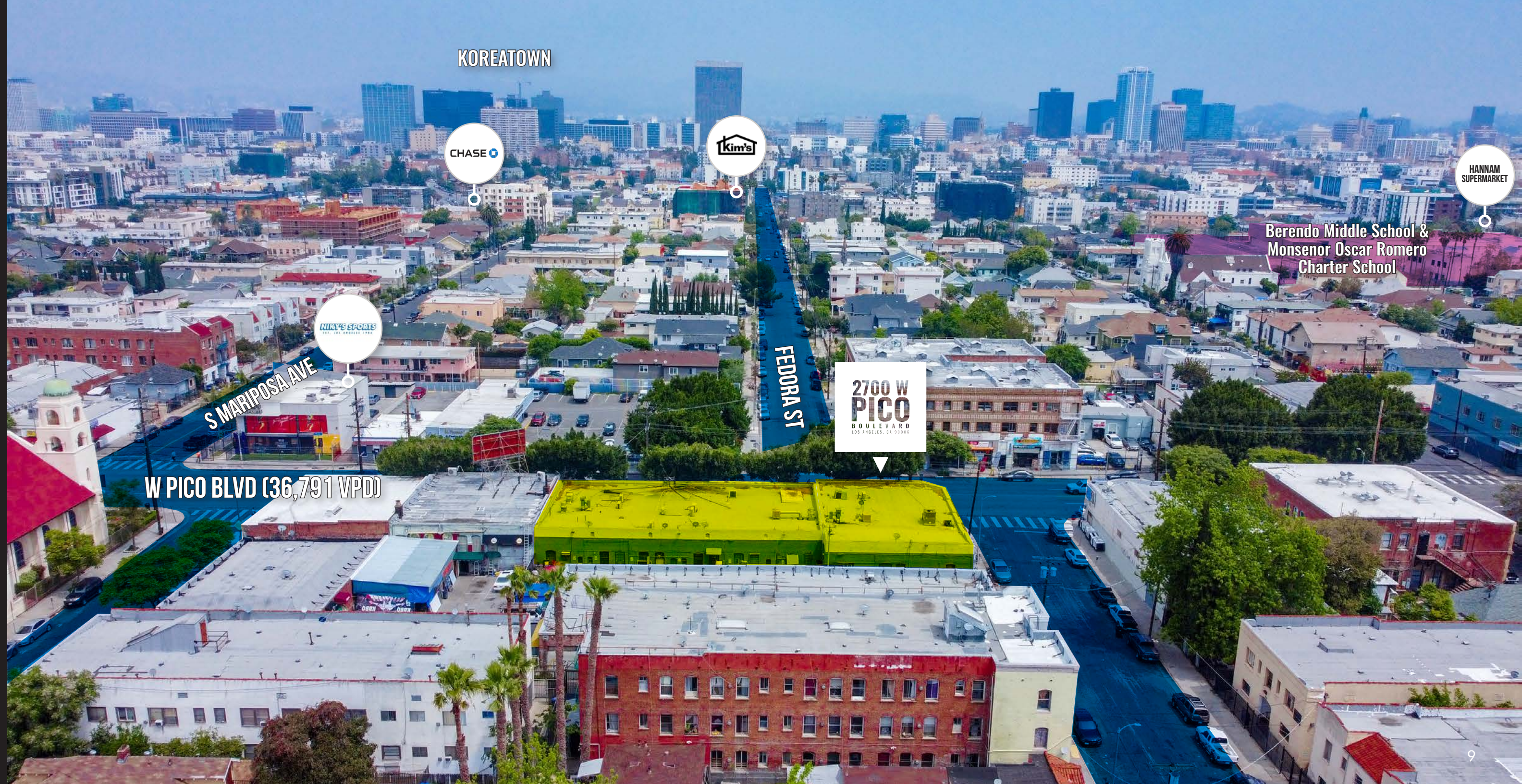
W PICO BLVD (36,791 VPD)

W 12TH ST

MIRACLE MILE MID-WILSHIRE

# PROPERTY SUMMARY

Address	2700 W Pico Blvd Los Angeles, CA 90006
Price	\$3,600,000
Building SF	9,984 SF
Lot Size	14,830 SF
Price/SF (Building)	\$361
Price/SF Land	\$243
Current CAP Rate	4.07%
Proforma CAP Rate	6.79%
Year Built	1907
APN	5075-008-003/004
Traffic Counts	36,791 VPD
Cross Streets	W Pico Blvd & Fedora St
Occupancy	100%
Parking	10 spaces in the rear
Parking Ratio	1.00 Space(s) per 1000
Zoning	C2-2D-CPIO
CPIO	South Los Angeles - TOD Low
TOC	Tier 2



KOREATOWN



Berendo Middle School & Monsenor Oscar Romero Charter School



S MARIPOSA AVE

FEDORA ST

2700 W PICO BOULEVARD  
LOS ANGELES, CA 90006

W PICO BLVD (36,791 VPD)

# INVESTMENT HIGHLIGHTS

## 100% OCCUPIED VALUE-ADD STOREFRONT RETAIL OPPORTUNITY IN PICO UNION

- SW corner of Pico Boulevard and Fedora Street
- 9,984 square foot value-add storefront retail center
- 100% occupied
- Seasoned tenant mix, with more than 70% of the existing tenant base operating at the center for more than 4 years
- Current rents are \$18,941.52 monthly, or \$1.84/SF, with all but one tenant on gross leases
- 73% of the center is either on month-to-month leases or leases which expire within one year



## EXCELLENT ASSET FUNDAMENTALS WITH SIGNIFICANT RENTAL UPSIDE OR FLEXIBILITY FOR AN OWNER-USER BUYER

- Ideal unit sizes with ground floor units averaging 1,147 square feet
- Excellent visibility with more than 160' of linear frontage along Pico Boulevard
- Daily traffic counts exceeding 36,000 vehicles per day
- 10 parking spaces, a parking ratio of 1.00 per 1,000 square feet
- Walk score of 90, truly a walker's paradise
- Favorable CPIO and TOC development incentives for potential covered land opportunity



## PICO UNION LOCATION

- Proximity to major transportation routes, including the Santa Monica Freeway (I-10) and the Harbor Freeway (I-110)
- Rapidly expanding immediate area; More than 3,700 units have been added to the area since 2015 with an additional 2,000 units currently under construction set to deliver by 2024 within 1 mile from the property
- Pico Boulevard is a primary east-west thoroughfare connecting west through the communities of Mid-City, Century City, and West Los Angeles, among others, to the Pacific Ocean and east past Downtown Los Angeles' fashion district



## STRONG UNDERLYING DEMOGRAPHICS WITH DENSE IMMEDIATE POPULATION

- 99,161 people within one mile of the subject property, 653,357 people within three miles, and 1,328,363 people within five miles
- The immediate submarket boasts an average household income within one, three, and five miles is \$55,529, \$70,477, and \$79,495, respectively
- The median income within one, three, and five miles is \$39,431, \$47,054, and \$54,372, respectively
- There are over 32,000 households within one mile of the subject property, and over 230,000 households within three miles
- The median home value in the immediate area is \$761,167





**EXTERIOR PHOTOS**





MACARTHUR PARK

# AREA OVERVIEW

**Known for its rich cultural heritage and historical significance, Pico Union offers residents and visitors a unique blend of urban charm, ethnic diversity, and accessibility to various amenities.**

Pico Union is a community of Central Los Angeles known originally by the intersection of Pico Boulevard and Union Avenue but has since grown to encompass much of the neighboring area west of Downtown Los Angeles. It is bordered by the neighborhoods of Harvard Heights and Mid-Wilshire to the west, South Los Angeles to the south, Downtown Los Angeles to the east, and Koreatown to the north. The community is among one the highest densities in the city of Los Angeles with a population well in excess of 40,000 people.

Pico Union boasts a central location, making it highly accessible and well-connected to other parts of the city. The neighborhood benefits from its proximity to major transportation routes, including the Santa Monica Freeway (I-10) and the Harbor Freeway (I-110). These arterial highways provide easy access to

downtown Los Angeles, as well as other parts of the city, making Pico Union a desirable location for commuters and those seeking convenient transportation options. Pico Boulevard, the area's namesake street, is a significant artery of not just the immediate community but to Los Angeles as a whole. The Boulevard connects west through the communities of Mid-City, Century City, and West Los Angeles, among others, to the Pacific Ocean and east past Downtown Los Angeles' fashion district.

2700 W Pico Boulevard is experiencing rapid growth in the immediate area. Within 1 mile of the property, more than 3,700 units have been added to the housing supply since 2015 with an additional 2,000 units currently under construction set to deliver by 2024. Continued growth is expected as an additional 3,300 units are currently proposed or under planning with the city. The area has no shortage of primary education and institutions of higher learning as well; an abundance of elementary and middle schools, Loyola High School and West Adams Prep, and University of Southern California all call this region of Los Angeles home. University of Southern California, one of the nation's top universities, has a more than 44,000 student enrollment and is situated in the South-Central neighborhood of Los Angeles, just 2 miles south of 2700 W Pico Boulevard.

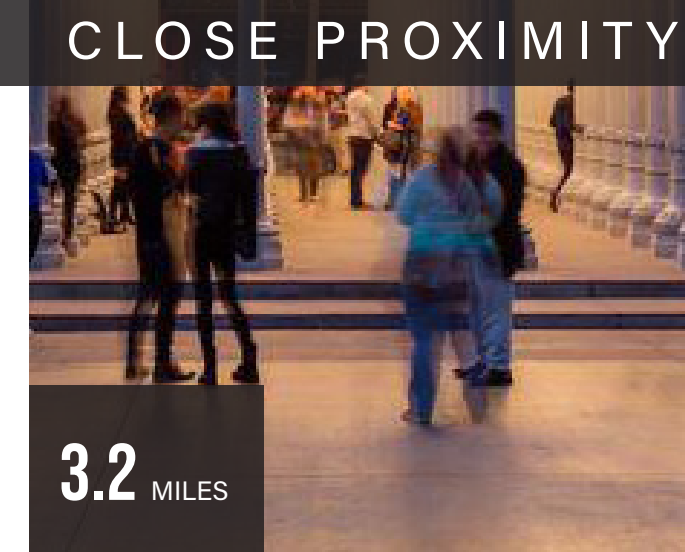
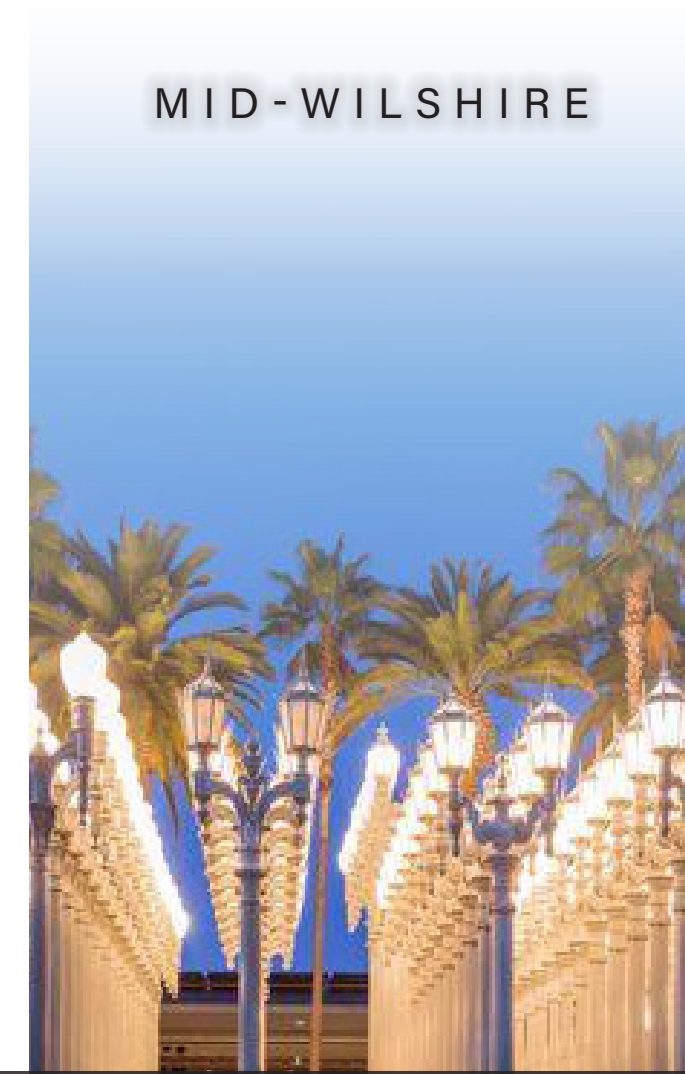
The subject property also benefits from a dense population in the immediate area, with 99,161 people within one mile of the subject property, 653,357 people within three miles, and 1,328,363 people within five miles. The immediate submarket boasts an average household income within one, three, and five miles is \$55,529, \$70,477, and \$79,495, respectively, with a median income within one, three, and five miles \$39,431, \$47,054, and \$54,372, respectively. There are over 32,000 households within one mile of the subject property, and over 230,000 households within three miles. The median home value in the immediate area is \$761,167.

DOWNTOWN LA



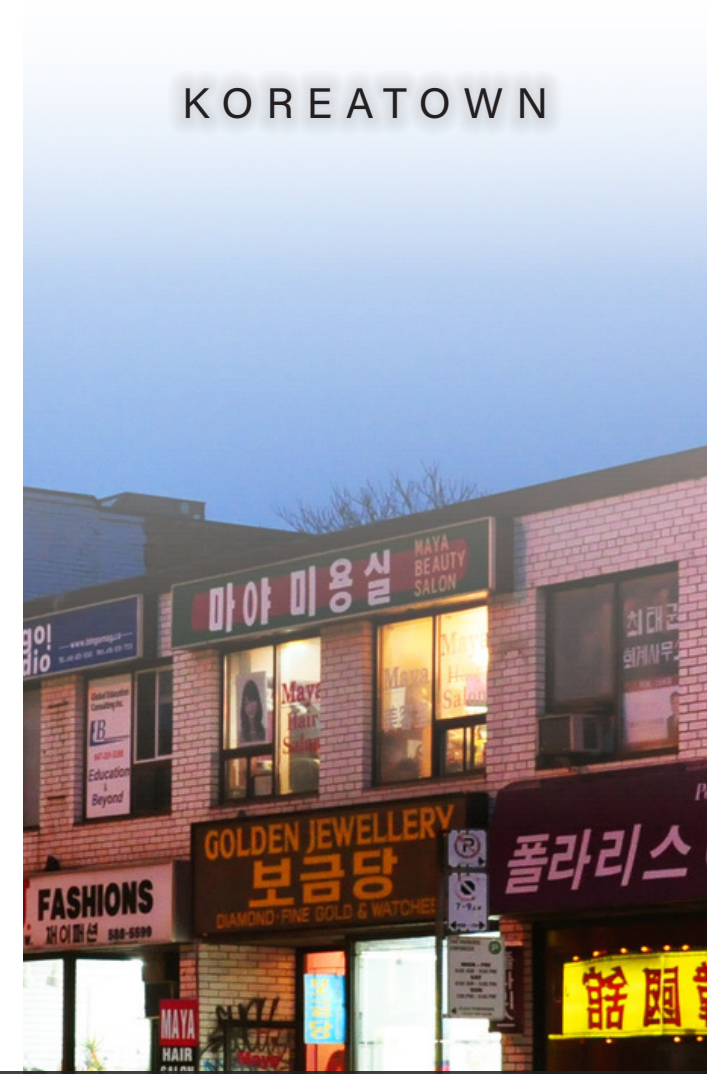
3.4 MILES

MID-WILSHIRE



3.2 MILES

KOREATOWN



1.0 MILES



# DEMOGRAPHICS

## POPULATION



**99,161**  
Population  
within a 1-mile radius



**653,357**  
Population  
within a 3-mile radius



**1,328,363**  
Population  
within a 5-mile radius

## HOUSEHOLDS



**32,431**  
2022 Households  
within a 1-mile radius



**230,208**  
2022 Households  
within a 3-mile radius



**482,591**  
2022 Households  
within a 5-mile radius

## AVERAGE INCOME



**\$55,529**  
Average HH Income  
within a 1-mile radius



**\$70,477**  
Average HH Income  
within a 3-mile radius



**\$79,495**  
Average HH Income  
within a 5-mile radius

## MEDIAN INCOME



**\$39,719**  
Median HH Income  
within a 1-mile radius

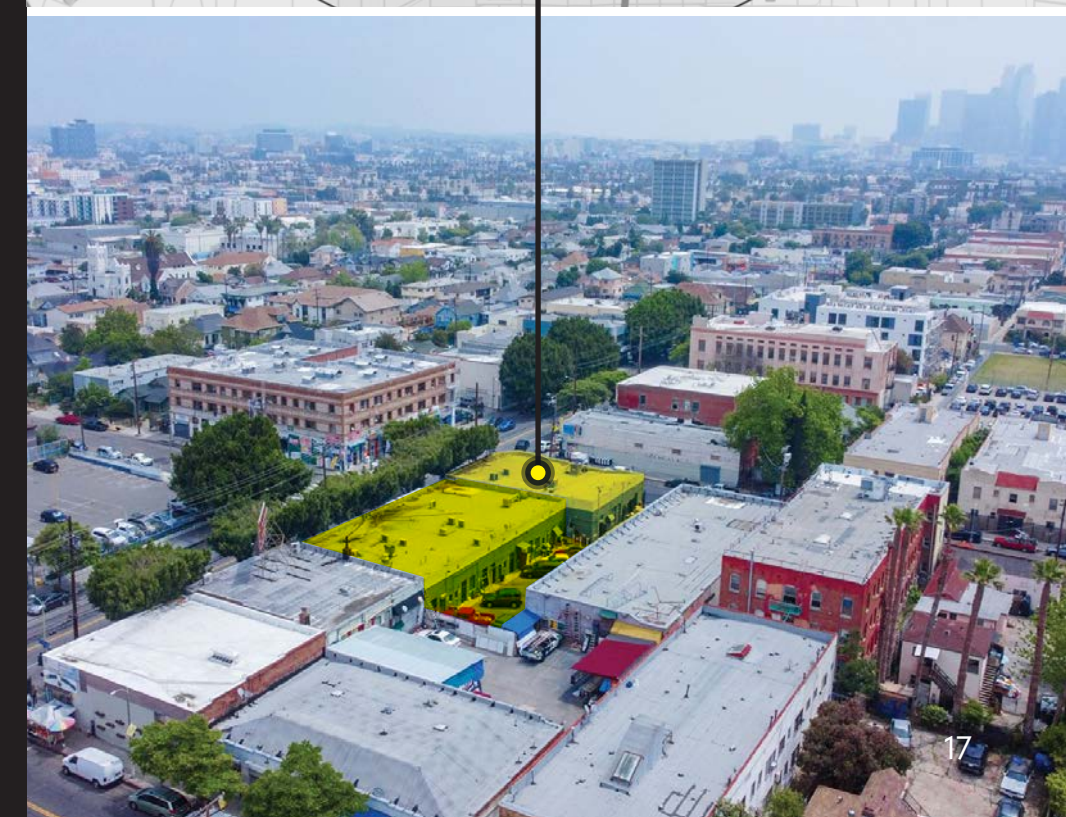


**\$47,054**  
Median HH Income  
within a 3-mile radius



**\$54,372**  
Median HH Income  
within a 5-mile radius

DEMOGRAPHICS	1 Mile	3 Mile	5 Mile
Population	99,161	653,357	1,328,363
Households	32,431	230,208	482,591
Average Household Size	3	2.7	2.6
Annual Growth 2010-2022	0.4%	0.7%	0.5%
Median Age	37.4	37.1	37.8
Owner Occupied Households	2,748	34,687	96,782
Renter Occupied Households	29,408	195,700	383,728
Average Household Income	\$55,529	\$70,477	\$79,495
Median Household Income	\$39,719	\$47,054	\$54,372
Businesses	3,781	37,453	73,825



**2700 W  
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# FINANCIAL ANALYSIS

RENT ROLL								
Unit #	Tenant	SF	Floor	%	Lease Start	Lease Exp	Increases	Options
2700	SimplyGo Inc.	1,500	1	14.53%	6/1/2022	5/31/2025	5% Annually	-
2702	Femme Home Club	1,245	1	12.06%	11/1/2022	10/31/2024	5% Annually	-
2704	Pico Pica Rico #2	1,400	1	13.56%	12/1/2018	11/30/2023	-	-
2712	Enjera Depot Smoke Shop Inc	1,050	1	10.17%	1/1/2019	12/31/2023	-	-
2714	Hermanidad Mexican Nacional	945	1	9.16%	1/1/2019	12/31/2023	-	1 x 5yr, 3% Annual Increase
2716	Young H. Ji	961	1	9.31%	5/1/2019	MTM	-	-
2718	Lulus Furniture	910	1	8.82%	2/1/2019	1/31/2024	-	-
2720	Young H. Ji	961	1	9.31%	5/1/2019	MTM	-	-
2722	Sabor Latino Panaderia Restaurant	1,350	1	13.08%	4/1/2014	MTM	-	-
<b>Total</b>		<b>10,322</b>		<b>100%</b>			<b>0.00 Year(s)</b>	<b>0.00 Year(s)</b>

RENT ROLL									
Unit #	Tenant	Rent	Rent/SF	Time at Center	Term Remaining	Lease Type	PF Rent	PF Rent/SF	PF Lease Type
2700	SimplyGo Inc.	\$2,900.00	\$1.93	0.98 Year(s)	2.01 Year(s)	MG	\$3,000.00	\$2.00	NNN
2702	Femme Home Club	\$2,801.25	\$2.25	0.56 Year(s)	1.42 Year(s)	MG	\$2,490.00	\$2.00	NNN
2704	Pico Pica Rico #2	\$2,646.00	\$1.89	4.48 Year(s)	0.50 Year(s)	MG	\$2,800.00	\$2.00	NNN
2712	Enjera Depot Smoke Shop Inc	\$1,891.00	\$1.80	4.40 Year(s)	0.59 Year(s)	MG	\$2,362.50	\$2.25	NNN
2714	Hermanidad Mexican Nacional	\$1,748.00	\$1.85	4.40 Year(s)	0.59 Year(s)	MG	\$2,126.25	\$2.25	NNN
2716	Young H. Ji	\$1,699.19	\$1.77	4.07 Year(s)	0.00 Year(s)	MG	\$2,162.25	\$2.25	NNN
2718	Lulus Furniture	\$1,639.00	\$1.80	4.31 Year(s)	0.67 Year(s)	MG	\$2,047.50	\$2.25	NNN
2720	Young H. Ji	\$1,699.19	\$1.77	4.07 Year(s)	0.00 Year(s)	MG	\$2,162.25	\$2.25	NNN
2722	Sabor Latino Panaderia Restaurant	\$1,917.89	\$1.42	9.15 Year(s)	0.00 Year(s)	NNN	\$2,700.00	\$2.00	NNN
<b>Total</b>		<b>\$18,941.52</b>	<b>\$1.84</b>	<b>4.05 Year(s)</b>	<b>0.64 Year(s)</b>		<b>\$21,850.75</b>	<b>\$2.12</b>	

DEBT QUOTE	
Interest Rate	6.50%
DSCR	1.30 - 1.35
LTV	Up to 60%
Amortization Period	25 Years

# FINANCIAL ANALYSIS

OPERATING EXPENSES		
Expenses	Per Year	Per SF
Property Taxes @ 1.25%	\$45,000	\$4.51/SF
Management	\$10,488	\$1.05/SF
Insurance	\$10,018	\$1.00/SF
Utilities	\$20,551	\$2.06/SF
Repairs & Maintenance	\$6,907	\$0.69/SF
<b>Total</b>	<b>\$92,963</b>	<b>\$9.31/\$0.78</b>

OPERATING DATA		
Income & Expenses	Current	Pro-Forma
Scheduled Lease Income	\$227,298	\$262,209
CAM Reimbursement	\$12,159	\$92,963
Effective Gross Income	\$239,457	\$355,172
Vacancy	\$	\$17,759
Expenses	\$92,963	\$92,963
<b>Net Operating Income</b>	<b>\$146,494</b>	<b>\$244,450</b>

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Parking	10 spaces in the rear
Parking Ratio	1.00 Space(s) per 1000
Zoning	C2-2D-CPIO
CPIO	South Los Angeles - TOD Low
TOC	Tier 2



# BRANDON MICHAELS GROUP

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