



OWNER-USER OPPORTUNITY IN HOLLYWOOD

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MARKET OVERVIEW

EXCLUSIVELY LISTED BY

JAY MARTINEZ

Senior Vice President
Kidder Mathews
310.658.3375
jay.martinez@kidder.com
LIC N° 01367663

MORGAN KOFF

Associate
Kidder Mathews
424.653.1821
morgan.koff@kidder.com
LIC N° 02116658

ELIZABETH CLARK

Executive Vice President
Douglas Elliman
310.740.7283
elizabeth@elizabethclark.com
LIC N° 01811246

KIDDER.COM



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01

EXECUTIVE SUMMARY

INVESTMENT SUMMARY

PROPERTY HIGHLIGHTS

SEWARD STREET LEGACY

DEVELOPMENT POTENTIAL

INVESTMENT SUMMARY

Kidder Mathews and Douglas Elliman are the exclusive agents for this rare opportunity on the historically renowned Seward Street in the Hollywood Media District.

747 Seward Street presents a tremendous opportunity for an owner-user to acquire an office property on the world-renowned Seward Street. This 3,500 square foot building is located just north of Melrose Avenue, with close proximity to Paramount Studios, Sunset Las Palmas Studios,

and many other entertainment companies. There is approximately 2,386 square feet of office space in the front building on the lot and an additional 1,153 square feet of open workspace in the back building. There are ten parking spaces on site, providing ample parking for a business owner. Additionally, there is the potential to develop a 3-story, 9,864 SF office property with one level of subterranean parking. Seward Street houses many entertainment industry leaders, presenting the opportunity to create neighborly relationships with some of the biggest names in Hollywood. This property is perfect for a post-production studio, or any entertainment related business looking to operate in the Hollywood Media District.

PROPERTY HIGHLIGHTS

RARE OPPORTUNITY to acquire a great lot on Seward Street in the heart of the Hollywood Media District

VERY HIGH ceilings onsite

LOCATED in a zone that requires zero setbacks

10 PARKING SPACES on site, providing ample parking for a business owner

POTENTIAL to develop a 3-story, 9,864 SF office property with one level of subterranean parking

LOCATED just north of the prime retail corridor Melrose Avenue

VERY EASY freeway access

LOCATED in close proximity to Paramount Studios, Sunset Las Palmas Studios, among many other entertainment companies

\$3,650,000

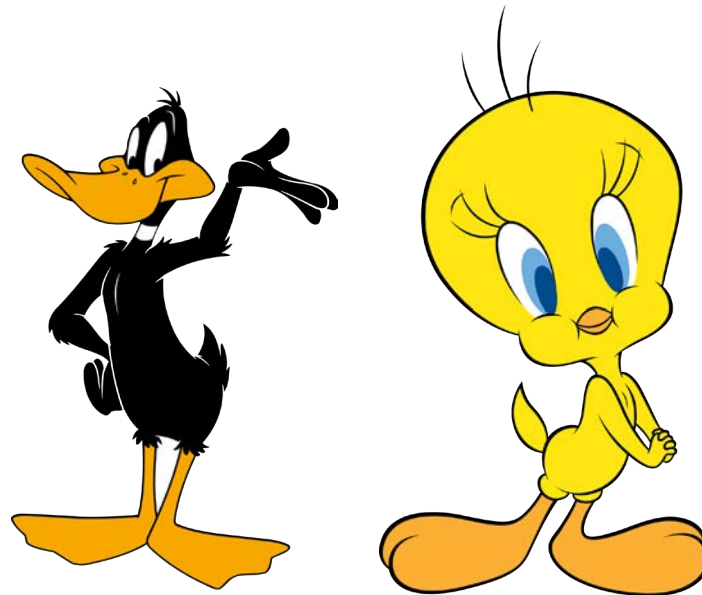
ASKING PRICE

PROPERTY SUMMARY

Address	747 Seward Street Hollywood, CA 90038
No. Of Buildings	(1) 1 Story Office Building, (1) 1-Story Open Workspace
PSF Building	\$1,031.36 on measured building SF
PSF Land	\$554.96 on lot SF
Property Type	Office
Parking	±10 Spaces
Year Built	1936
Traffic Count	± 40,000 (at the corner of Melrose Avenue and Seward Street)
Tenancy	Single
Measured SF**	3,539 SF
Delivery	Owner to vacate at COE
Lot Size	6,576 SF

*TO BE VERIFIED BY BUYER

**HAND MEASUREMENTS COORDINATED BY THE BROKERS. BUYER TO CONDUCT THEIR OWN INDEPENDENT INVESTIGATIONS REGARDING CONFORMING AND NONCONFORMING SQUARE FOOTAGES. SELLER NOR AGENTS REPRESENT ANY ACCURACY OF SUCH MEASUREMENTS."



SEWARD STREET LEGACY

The historic Seward Street stretching from Melrose Avenue to Sunset Boulevard was named after Seward Cole - one of the pioneer real estate agents of Los Angeles. Seward Cole was one of the first to see the possibilities of Hollywood and had a large part in its development. The 1973 city directory shows that Bob Clampett, the legendary animator and director who designed the characters of Porky Pig, Daffy Duck and Tweety Bird, had his office on the street, just south of the subject property at 729 Seward Street. The historic property now houses television producer Ryan Murphy. Additionally, the Tom Kelley Photography Studio was located at 736 Seward Street, where the legendary Marilyn Monroe photos were shot in 1949. Furthermore, in the 1930s, Walt Disney Studios had their offices just a block north of the building at 861 Seward Street. Currently, Silva management is located at 722 Seward Street. The company is known for managing Beck, Beastie Boys, Foo Fighters, and many other artists. The street is well known for housing many animation, production, and media companies.



DEVELOPMENT POTENTIAL

PROJECT SUMMARY

LEGAL INFO

Zone	Lot	Address	APN	Area
CM-1VL	Lot 15	747 N Seward St	5533037002	6,576.6 SF
Lot Size (ZIMAS):				6,577 SF

JURISDICTIONAL

Incentive available:	
Community Plan:	Hollywood Community Plan
Specific Plan:	None
Area Planning Commission:	Central
Neighborhood Council:	Greater Wilshire
Council District:	CD 13 - Mitch O' Farrell
General Plan Land Use:	Commercial Manufacturing
Hillside / Special Grading:	None
Methane:	Methane Zone (Testing / Remediation Required)
Notes:	None

YARDS

	Required	Proposed
Front Yard (Seward Street):	–	–
Side Yard (North):	–	–
Side Yard (South):	–	–
Rear Yard (West):	–	–
Notes:	*Transitional Height Required *Note - Assume a 3'-0" Easement for LADWP in rear Yard	

HIGHWAY DEDICATION

	Required	Proposed
Front Yard (Seward Street):	5'-0"*	0'-0"
Side Yard (North):	0'-0"	0'-0"
Side Yard (South):	0'-0"	0'-0"
Rear Yard (West):	0'-0"	0'-0"
Notes:	*Ded. based on 2035 mobility plan. Confirm with Planning and B.O.E. W.o.D. possible.	

FAR/HEIGHT

	Max Allowed	Proposed
FAR: 1.5 :1	9,864.9 SF	9,864 SF
Height	45'-0"	45'-0"
Stories	3	3

AREA SUMMARY

Name	SF	SF FAR	SF Building Area
Circulation	2,122 SF	0 SF	1,816 SF
Commercial	9,813 SF	9,813 SF	9,813 SF
Open Space	2,215 SF	0 SF	0 SF
Parking	4,924 SF	0 SF	4,924 SF
Service	429 SF	51 SF	429 SF
Shaft	112 SF	0 SF	0 SF
Total	19,614 SF	9,864 SF	16,981 SF

DEVELOPMENT POTENTIAL

PROJECT SUMMARY

PARKING

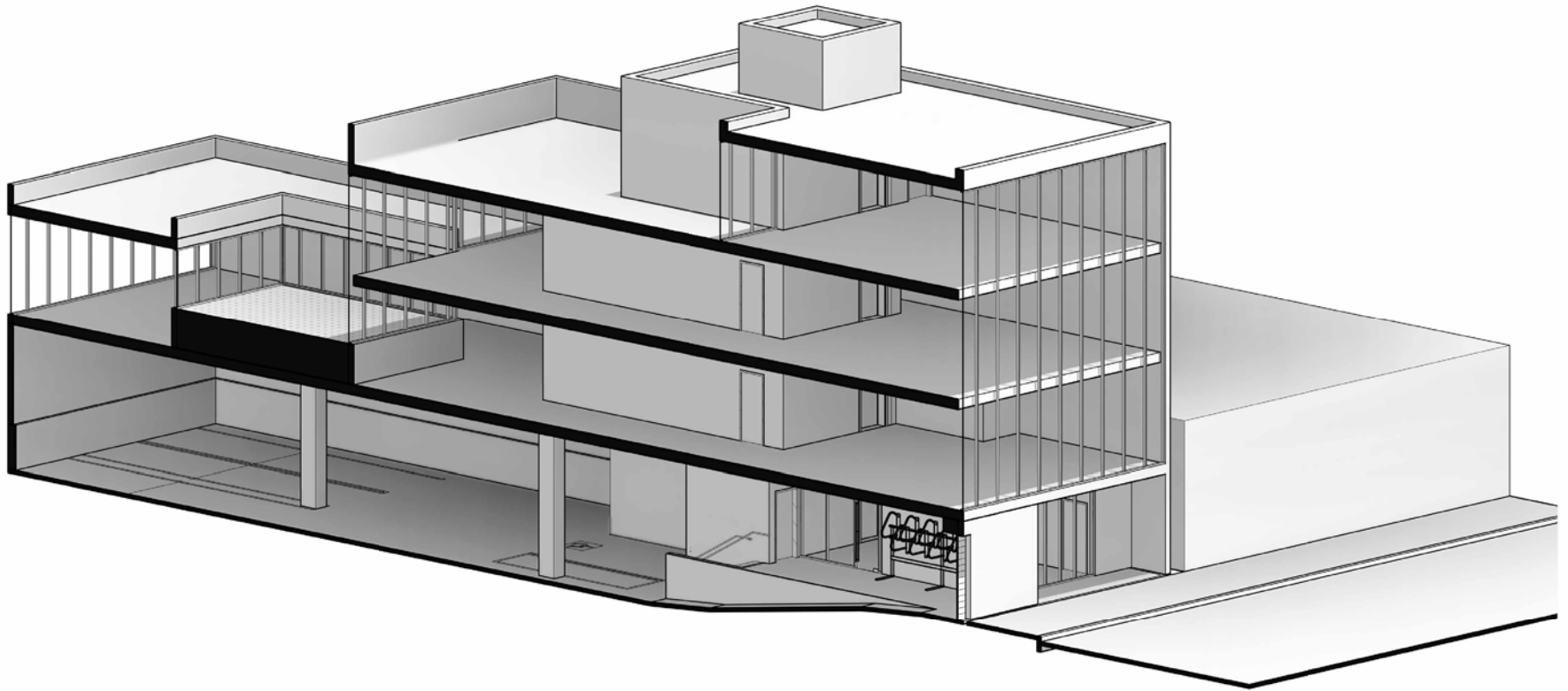
Vehicular	Required Spaces	Proposed Spaces
Parking Ratio per LAMC SEC 12.21A.4(c)	1 Per 500 Square Feet	
4 (Swap)	16	16
Accessible Spaces:	1 Van	1 Van
EV Capable: 30%	5	5
EV Charger: 10%	2	2
Bicycle		
Short Term	1	1
Long Term	2+(8 Swap)	10
Notes:	No bike maintenance area required. Short term bike parking in public way.	

LID

	Required*	Proposed
Filtration Planter Area	420 SF	456 SF
Notes:	*Requirement based on adjacent site. Requires Civil Engineer for proper study. * Assumes infiltration not possible. Requires Soils Engineer input.	

DEVELOPMENT POTENTIAL

AXONOMETRIC DIAGRAM



DEVELOPMENT POTENTIAL



The property to the south at 743 Seward Street was redeveloped to a similar 3-story office property with subterranean parking. The two lots are the same size and have the same zoning.



02

PROPERTY MAPS

REGIONAL MAP

NEARBY AMENITIES

NEARBY DEVELOPMENTS

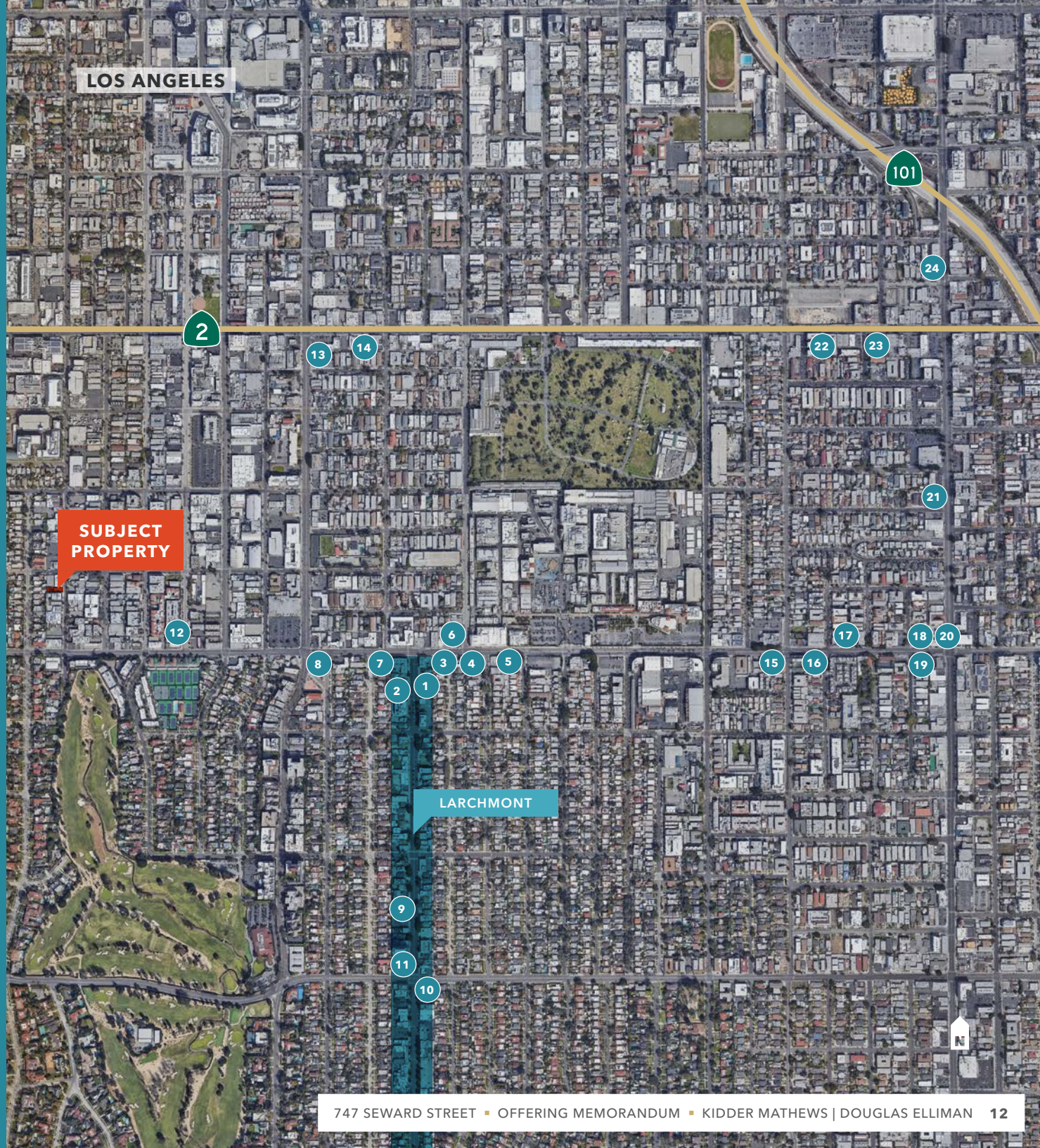
NEARBY STUDIOS

REGIONAL MAP



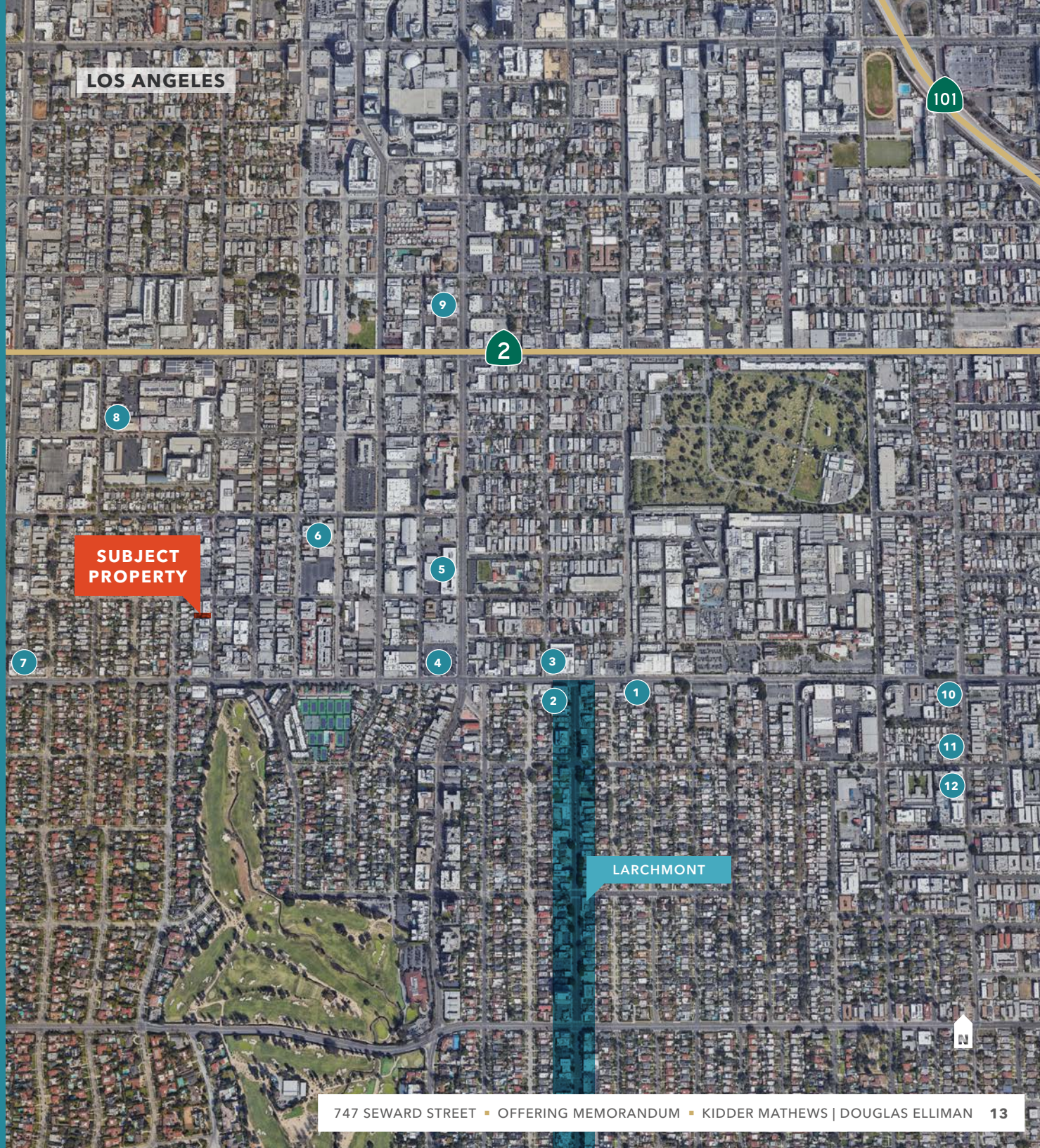
AMENITIES

- 1 Lemonade
- 2 Cafe Gratitude
- 3 Coffee + Food
- 4 Pour Vous
- 5 Lucy's El Adobe Cafe
- 6 Astro Burger
- 7 Osteria Mamma
- 8 Mario's Peruvian Seafood
- 9 Bricks and Scones
- 10 Salt and Straw
- 11 Chipotle
- 12 Providence
- 13 Hunter & Charlie's
- 14 Black
- 15 Osteria La Buca
- 16 Hollywood Historic Hotel
- 17 La Fonda Antioquena
- 18 Ilobasqueno Restaurant
- 19 Honey and Bacon Coffee House
- 20 Burgerim
- 21 Little San Salvador
- 22 Gold-Diggers Bar, Hotel & Recording Studio
- 23 Prime Time Pub
- 24 La Descarga



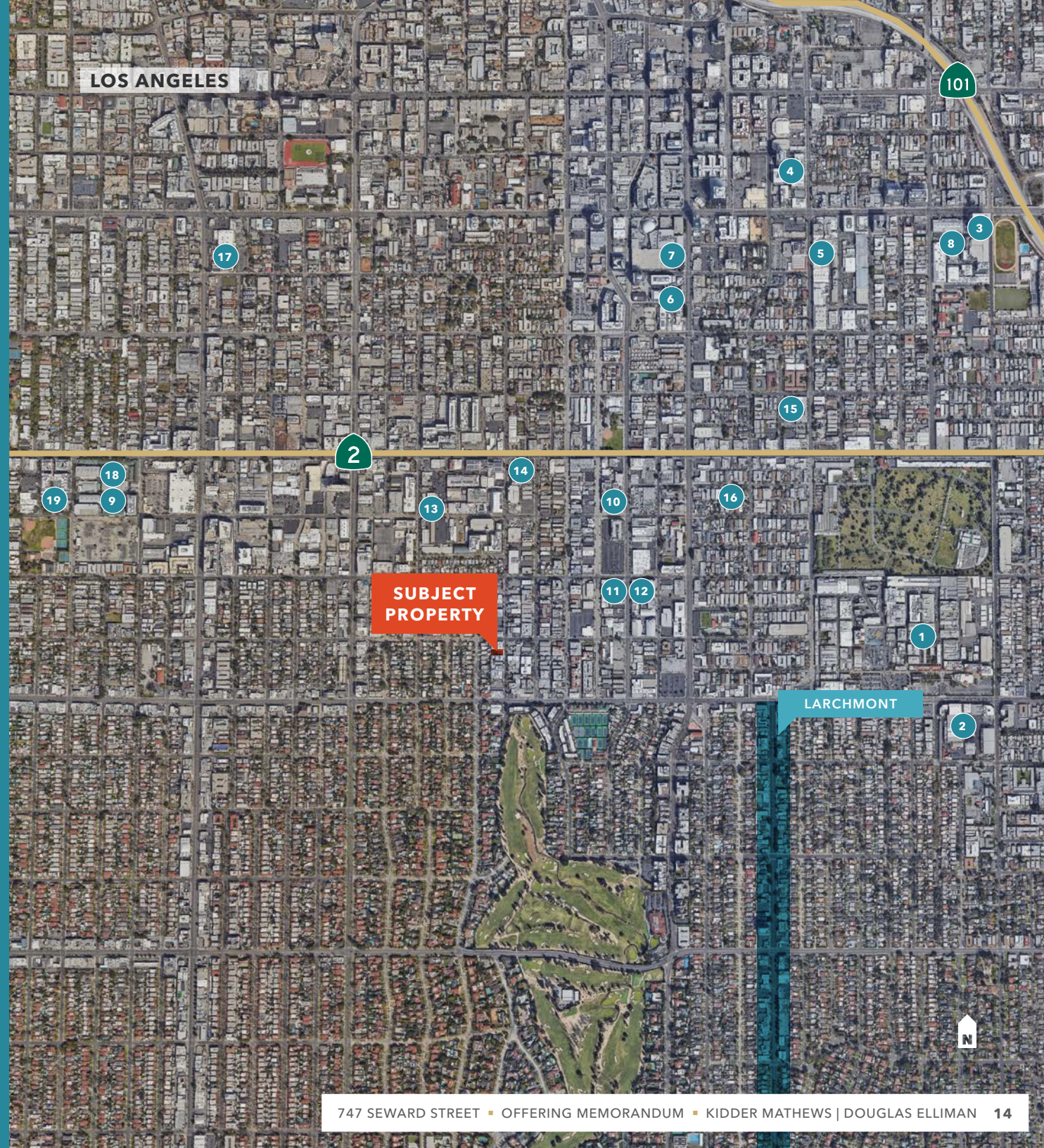
DEVELOPMENTS

- 1 5570 Melrose Ave
58 Unit Mixed Use
- 2 5700 Melrose Ave
100 Unit Mixed Use
- 3 5665 Melrose Ave
85 Unit Mixed Use
- 4 5825 Cameford Ave
34 Units
- 5 817 Vine St
93,000 SF Creative Office
- 6 850 Wilcox Ave
23 Units
- 7 6535 Melrose Ave
19 Unit Mixed Use
- 8 1040 N Las Palmas Ave
128,725 SF Creative Office
- 9 1133 Vine St
122 Unit Hotel
- 10 5212 Melrose Ave
18 Unit Boutique Hotel
- 11 667 N Wilton Place
34 Units
- 12 501 N Wilton Pl
88 Units



STUDIOS

- 1 Paramount Studios
- 2 Raleigh Studios
- 3 Netflix
- 4 Viacom
- 5 Sunset Gower Studios
- 6 Academy of Motion Picture Arts and Sciences
- 7 Netflix @ Academy on Vine (Under Construction)
- 8 Sunset Bronson Studios
- 9 Funny or Die
- 10 Television Center
- 11 Milk Studios
- 12 Red Studios
- 13 Sunset Las Palmas Studios
- 14 Line 203 Studios
- 15 Hollywood Production Center
- 16 BLT Studios
- 17 Jim Henson Company
- 18 The Lot Studios
- 19 Quixote Studios



VIEWS OF HOLLYWOOD



VIEWS OF DOWNTOWN LOS ANGELES





03

FINANCIAL ANALYSIS

PROPERTY OVERVIEW

AERIAL PHOTOS

FLOOR PLAN

RENT ROLL

LEASE VS. OWN ANALYSIS

FINANCIAL ANALYSIS

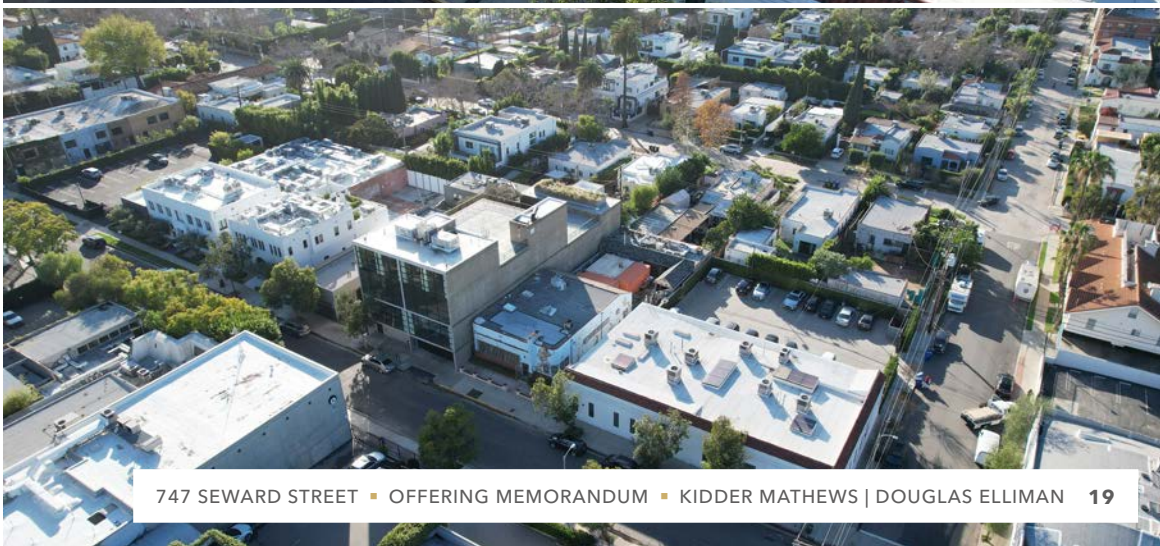
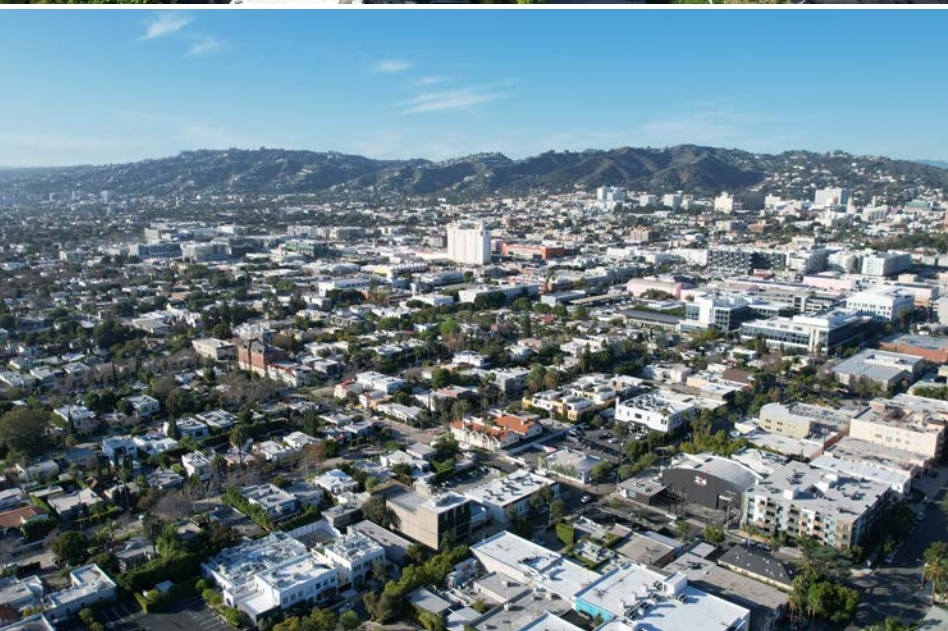
PROPERTY OVERVIEW

Address	747 Seward St, Hollywood, CA 90038
Submarket	Hollywood
Property Type	Office
Year Built	1936
Measured Building Area***	± 3,539 SF
Lot Size	± 6,577 SF / 0.15 AC
Zoning	CM-1-VL
Parcel Number	5533-037-002
Parking Spaces	± 10 Spaces
Parking Ratio	± 2.85 Spaces per 1,000 SF

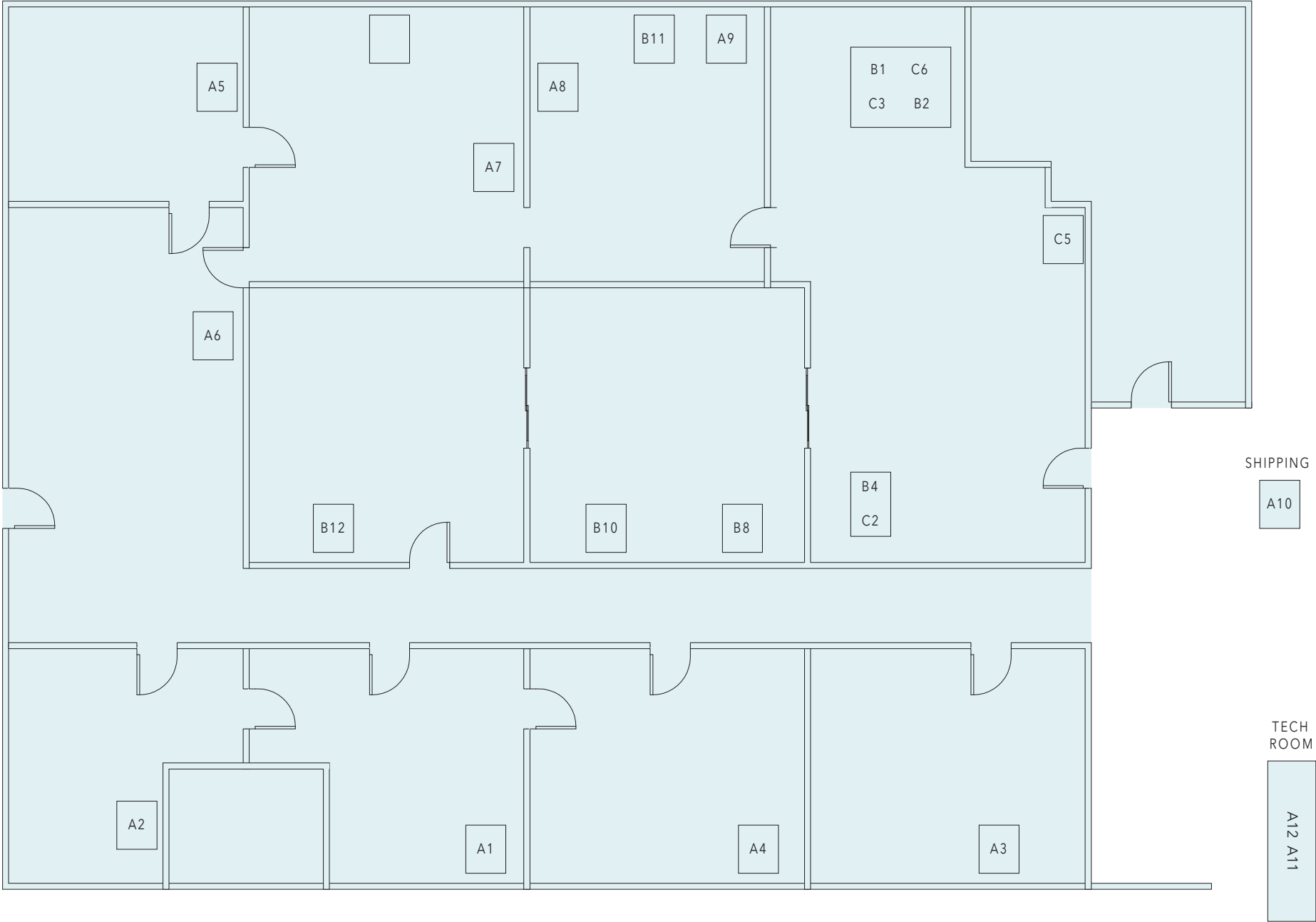
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AERIAL PHOTOS



FLOOR PLAN



FINANCIAL ANALYSIS

RENT ROLL

TENANT DETAILS

PRO FORMA

Unit #	Tenant	Space Use	SF	Building Share %	Base Rent	PSF	Lease Type
Front	DV Warehouse	Computer Store	2,386 SF	67%	\$9,544.00	\$4.00	NNN
Rear**	DV Warehouse	Computer Store	1,153 SF	33%	\$4,612.00	\$4.00	NNN
Monthly Total			3,539 SF	100.0%	\$14,156.00	\$4.00 Avg	
Annual Total						\$48.00 Avg	

**This is an existing garage that was converted to non-conforming office space. There is the potential to construct an additional dwelling unit(s) above the existing garage space.



FINANCIAL ANALYSIS

LEASE VS. OWN ANALYSIS

LEASE SCENARIO

Floor Area		
Comparable Lease Floor Area	3,539 SF	
Lease Structure		
Lease Length	PSF	Amount
	5-10 Years	
Annual Base Rent	\$48.00	\$168,000
Monthly Base Rent	\$4.00	\$14,000
CAM Reimbursement (Triple Net)	\$1.27	\$4,458
Lease Assumptions		
	PSF	Monthly Basis Amount
Start-Up Costs		
Prepaid Rent & Security Deposit (2 Months)	\$8.00	\$28,000
Tenant Improvements (Out-of-Pocket)	\$0	\$0
Total Start-Up Costs	\$8.00	\$28,000
Gross Cash Costs		
Monthly Base Rent	\$4.00	\$14,000
Operating Expenses (CAM Reimbursement)	\$1.27	\$4,458
Total Gross Cash Costs	\$5.27	\$18,458
Lease Benefits		
Depreciation Tax Benefit	\$0	\$0
Average Principal Paydown/Equity Build	\$0	\$0
Rent Deduction Tax Benefit	\$1.40	\$4,900
Operating Expenses Tax Benefit	\$0.45	\$1,560
Lease-Out Income (Net)	\$0	\$0
Interest on Start-Up Cost Difference	\$0	\$0
Total Lease Benefits	\$1.85	\$6,460
NET COST OF LEASE	\$3.43	\$11,998

FINANCIAL ANALYSIS

LEASE VS. OWN ANALYSIS

OWN SCENARIO

Floor Area		
Gross Building Area	3,539 SF	100%
Owner-Occupy Floor Area	3,539 SF	100%
Lease-Out Floor Area	0 SF	0%
Investment Structure		
	PSF	Amount
Acquisition Price	\$1,031.36	\$3,650,000
Tenant Improvements (Owner-Occupy Space)	\$50.00	\$175,000
Tenant Improvements (Lease-Out Space)	\$0	\$0
Total Capital Investment	\$1,092.86	\$3,825,000
Purchase Assumptions		
	PSF	Monthly Basis Amount
Start-Up Costs		
Down Payment (15%)	\$156.43	\$547,500
Tenant Improvements	\$50.00	\$175,000
Loan Origination Fees (1%)	\$8.86	\$31,025
Due Dilligence & Closing Costs	\$4.38	\$15,338
Total Start-Up Costs	\$219.68	\$768,863
Gross Cash Costs		
Debt Service	\$5.71	\$19,989
Operating Expenses	\$1.45	\$5,077
Total Gross Cash Costs	\$7.16	\$25,066
Ownership Benefits		
Depreciation Tax Benefit	\$1.89	\$6,629
Average Principal Paydown/Equity Build	\$1.52	\$5,331
Interest Deduction Tax Benefit	\$1.55	\$5,429
Operating Expenses Tax Benefit	\$0.51	\$1,777

CAM Reimbursement (Lease-Out Space)	\$0	\$0
Lease-Out Income (Net of Taxes)	\$0	\$0
Interest on Start-Up Cost Difference	(\$0.57)	(\$2,007)
Total Ownership Benefits	\$4.90	\$17,160
NET COST OF OWNERSHIP	\$2.26	\$7,906





04

MARKET OVERVIEW

HOLLYWOOD OVERVIEW

NOTABLE SITES

DEMOGRAPHICS

MARKET OVERVIEW

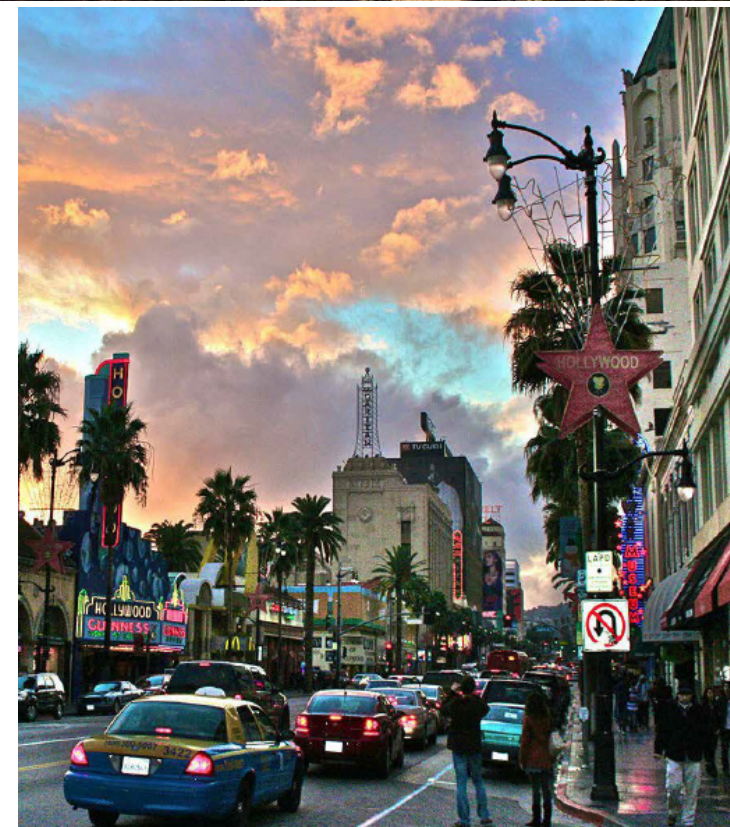
Hollywood has long been recognized throughout the world as the historical center of the entertainment industry. In addition to its large base of entertainment facilities, including major studios, television stations, numerous independent studios, radio stations, record companies, and post-production companies, Hollywood also serves as a strategic central location relative to the entertainment concentrations throughout the Westside and the San Fernando Valley.

Now far more than just a hub of the entertainment industry, Hollywood is undergoing a wave of redevelopment that includes significant expansions in housing, retail, hospitality, recreation and transit, making it one of the largest urban infill redevelopment zones in the country.

Bounded roughly by Melrose Avenue on the south, West Hollywood on the west, the Hollywood Hills on the north, and Silver Lake on the east, Hollywood has over 60 new and upcoming developments in the pipeline. The area's central location, expanded transit and access options, world-class entertainment and nightlife, and the expansion of companies migrating to the area all serve to drive additional demand for development. With nearly \$5 billion in current and planned development underway, it is apparent that Hollywood is fast becoming a true "live / work / play" urban environment. Previously under-served by quality housing stock, transit, and community-serving retail,

thousands of class-A housing units and retail projects have been added to the area to service the burgeoning population. Many young professionals are attracted to Hollywood's walkable urban environment rich in history, with an array of tech, media and entertainment employment centers, nightlife/recreation, restaurants and quality public transportation.

Dozens of new restaurants, upscale bars, and nightclubs have opened in Hollywood since the downturn, signaling a resurgence of this area's cache as one of Los Angeles' top nightlife destinations. Centering the area's expansion as a major player in the transit-oriented development sphere, Hollywood's three MTA Red Line light rail stops (Hollywood/Western, Hollywood/Vine and Hollywood/Highland) provide regional transit mobility to a new wave of car-free urban employees and residents, while spurring significant additional development adjacent to these stations. The MTA Red Line services nearly 160,000 riders per day, with an annual ridership of over 50 million people. In addition to the growth in the business and residential sectors, Hollywood remains a top draw for tourists, who are drawn to the area's rich history, tourist attractions, nightlife and quality hospitality stock.



NOTABLE SITES

747 Seward Street offers residents convenient access to ample and eclectic amenities with numerous restaurants, coffee shops and nightlife spots within walking distance. A short drive away, Vine Street is lined with a plethora of neighborhood offerings including the famous Pantages Theatre, W Hotel, Trader Joe's and Katsuya. Renowned Hollywood attractions, the Magic Castle, Hollywood & Highland Center, TCL Chinese Theatre and Hollywood Roosevelt, are also within a 10-minute drive. And for a convenient departure from the hustle and bustle of Hollywood Boulevard, Griffith Park offers hiking trails that crisscross the park while the observatory provides panoramic views of the city.

HOLLYWOOD BOWL

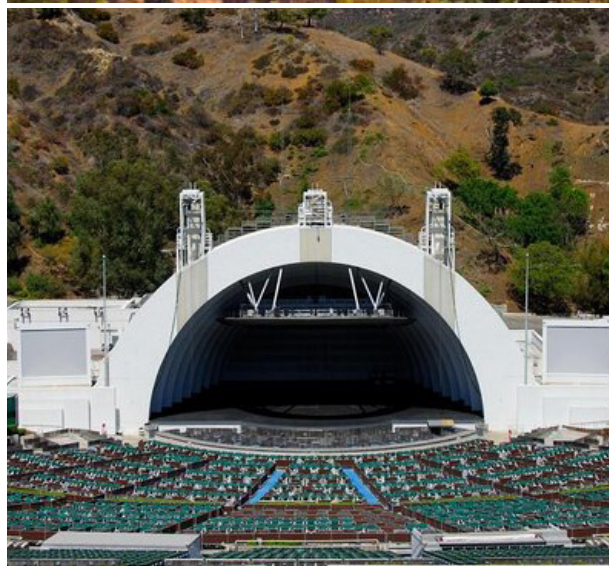
The Hollywood Bowl is the largest natural amphitheater in the United States, with a seating capacity of nearly 18,000 patrons. The Hollywood Bowl is home to the Hollywood Bowl Orchestra, the Los Angeles Philharmonic and hosts hundreds of musical events each year.

LARCHMONT VILLAGE

The smallest neighborhood in Los Angeles is also one of its most quaint and small-town adorable. It is the tiniest by area, at a .49-square-mile rectangle surrounded by Hollywood, East Hollywood, Koreatown, Hancock Park, and Windsor Square. It's defined primarily by the single long strip of Larchmont Boulevard, lined with diagonal parking, wide sidewalks, coffee shops, an independent bookstore, toy stores, expensive boutiques, dog bakeries.

ROOSEVELT HOTEL

After its \$30-million renovation, this 12-story landmark has become 'the place' to stay in Hollywood. Host to the first Academy Awards in 1929, this national landmark is Hollywood's only historic hotel still in operation today. The Roosevelt is a hotspot for the young Hollywood scene, from the poolside Tropicana bar, to the exclusive Teddy's lounge, The Spare Room, Beacher's Madhouse and Library Bar. The hotel offers two restaurants including the feature restaurant, Public Kitchen, and the popular late night burger bar, 25 Degrees.





THE REDBURY

Owned and operated by lifestyle-curating entertainment company, SBE, this smaller sister property to the SLS includes spacious and stylish rooms that feel more like lofts. The Redbury, located a mile away, has a striking crimson red exterior, iconic hallway imagery of early Hollywood films and a hip Mediterranean eatery, Cleo.

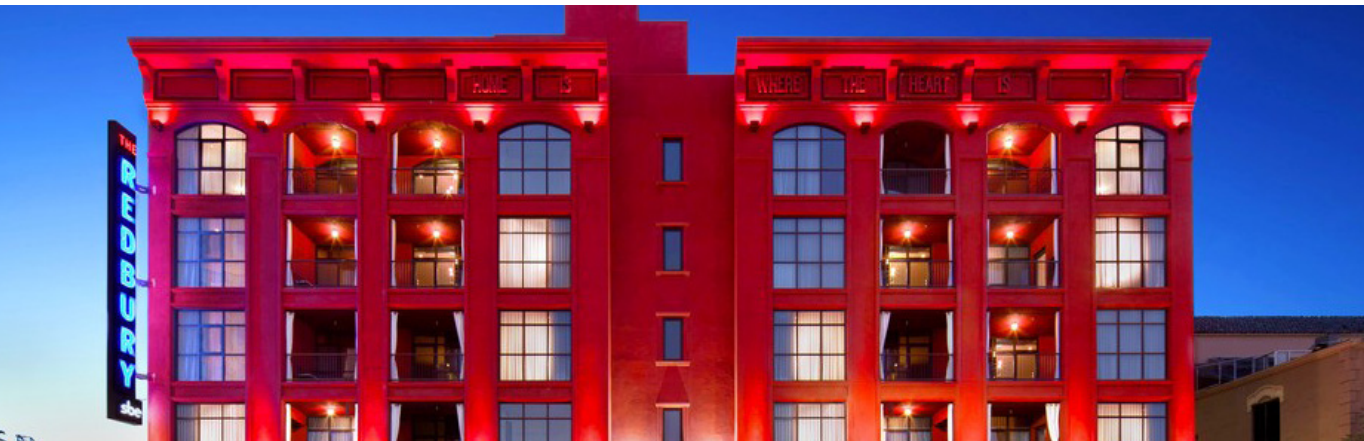


THE W HOTEL

The new \$350-million W Hollywood Hotel is located at the corner of Hollywood and Vine. Hollywood hotspot Drai's is located at the W Hollywood and is one of the most popular nightclubs and dayclubs in Los Angeles. In addition to Drai's, the hotel offers several dining establishments, including its signature restaurant, Delphine, a 6,000-square-foot indoor/outdoor French bistro and raw bar.

PANTAGES THEATRE

Located at Hollywood and Vine, the Pantages Theatre was designed by architect B. Marcus Priteca. The 2,703 capacity theatre is one of Los Angeles' leading venues for live theatre.



SUNSET + VINE

The Sunset + Vine retail center sits below 300 multifamily units at the Sunset and Vine intersection. The ± 87,000 square foot center is occupied by Walgreens, Bed Bath and Beyond, and Verizon Wireless.

HOLLYWOOD PALLADIUM

The Hollywood Palladium includes an ±11,200 square foot dance floor and capacity for 4,000 people. In 2007, Live Nation signed a 20-year lease to host concerts at the venue.



DEMOGRAPHICS

POPULATION

	1 Mile	5 Miles	10 Miles
2022 ESTIMATE	36,479	461,070	1,003,634

HOUSEHOLDS

	1 Mile	3 Miles	5 Miles
2022 ESTIMATE	17,385	209,652	416,583

EMPLOYMENT & INCOME

	1 Mile	3 Miles	5 Miles
AVERAGE HH INCOME	\$113,516	\$97,099	\$99,079
MEDIAN HH INCOME	\$78,891	\$68,350	\$69,491



EXCLUSIVELY PRESENTED BY

JAY MARTINEZ

Senior Vice President
Kidder Mathews
310.658.3375
jay.martinez@kidder.com
LIC N° 01367663

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KIDDER.COM

 Douglas Elliman

 **Kidder
Mathews**

KIDDER MATHEWS 5711 SANTA MONICA BLVD, LOS ANGELES, CA 90038