

An aerial photograph of Los Angeles, California, showing a dense urban landscape. The city's skyline is visible in the background, with several prominent skyscrapers. In the foreground, a street is highlighted in a light blue color, running vertically through the center of the image. The text "Wilshire Blvd" and "Miracle Mile" is overlaid in large, bold, yellow letters across the middle of the image. Below the text, there are two horizontal yellow lines.

Wilshire Blvd "Miracle Mile"

PURCHASE OPPORTUNITY

Property Offering

- 5800 Wilshire Blvd and 725-731 S Curson Ave consists of 14,152 sq.ft. of buildings on 26,619 sq.ft. of land. The site includes two 2-story office buildings and parking lots.
- The site is ideal as is for an owner/user for professional or medical offices, and additionally has potential for boutique hotel, multi-family, commercial, or mixed-use development. There is also digital billboard potential. It is directly across from the world famous La Brea Tar Pits and Museum and the Los Angeles County Museum of Art (LACMA). It is adjacent to Hancock Park and Park La Brea and near the Peterson Automotive Museum, Craft & Folk Art Museum, Academy Museum of Motion Pictures and the El Rey Theater.
- The Academy of Motion Pictures museum was completed at Fairfax and Wilshire in the classic May Company moderne building; LACMA is in the process of a major redesign and new development, to be finished in late 2024; J.H. Snyder has finished construction of a 21-story apartment tower across from the subject; Walter N. Marks has plans for a 42-story multi-family and retail tower at the Staples store site; and CGI Strategies has received entitlements for an eight-story building with a 125-room hotel, 121 residential units, and 13,000 sq. ft. of street-level and rooftop restaurant space at Wilshire and La Brea Ave.

*** Call Broker for Pricing ***

"MIRACLE MILE" PURCHASE OPPORTUNITY ON MUSEUM ROW

5800 WILSHIRE BLVD & 725-731 S CURSON AVE , LOS ANGELES, CA 90036

PROPERTY HIGHLIGHTS

- Owner/user for professional, creative or medical offices
- Development potential for boutique hotel, multi-family, commercial, or mixed-use applications
- Digital billboard potential
- Across from the world famous La Brea Tar Pits, Hancock Park and the Los Angeles County Museum of Art (LACMA)
- Near the Peterson Automotive Museum, Craft & Folk Art Museum, Academy Museum of Motion Pictures and the El Rey Theater
- The Wilshire Blvd "Miracle Mile" is home to a wide variety of businesses: retail, restaurants, advertising, publishing, hotels, fitness centers, entertainment firms, financial services, etc.
- City of Beverly Hills is situated one-half mile to the west
- Easy access to Hollywood and Downtown Los Angeles
- Located between La Cienega Blvd and La Brea Avenue
- Frontage on Metro Purple Line subway (under construction)
- Directly across Wilshire Blvd from J.H. Snyder's 21-story, 285 unit apartment complex development at 620 S Curson Ave

PROPERTY DETAILS

- Two separate buildings:
 - 1) 11,400 sq.ft. 2-story office building with elevator
Built in 1958 (renovated in 2004)
Open floor plans with conference rooms and private offices
 - 2) 2,752 sq.ft. 2-story office building built in 1926 (vacant)
- Total building sq.ft.: 14,152
- Total land sq.ft.: 26,619
- Total office parking: 54 vehicles
- Zoned LA C4 and LA R3
- Assessor's parcel number 5089-010-005,006,007,008,009
- 50,172 vehicles per day at Wilshire Blvd & Stanley Ave (2018)
- Situated in the heart of Museum Row
- 5800 Wilshire Blvd will be delivered vacant
- Council District 4: David Ryu

Join the Renaissance! Once in a Generation Purchase Opportunity in the Heart of the "Miracle Mile"

Office Buildings Details

5800 WILSHIRE BOULEVARD

Located directly across from La Brea Tar Pits

- 11,400 sq.ft. two-story office building
- Ground floor:
 - Lobby with elevator
 - Large bullpen area
 - Conference room
 - 1 executive suite
 - 4 private offices
- Second floor:
 - Conference room
 - 3 executive suites
 - 8 private offices
 - Expansive views across Wilshire to La Brea Tar Pits
- Rear parking lot behind building for 54 vehicles
- Full HVAC throughout building
- Stairs and elevator access between floors

725 S CURSON AVENUE

Located just south of Wilshire Boulevard

- 2,752 sq.ft. two-story office building
- Ground floor:
 - 3 private rooms
 - Kitchen
- Second floor:
 - 4 private offices
- Shared parking lots with 5800 Wilshire Blvd
- Abundant natural light
- Airy and bright with high ceilings
- Window views
- Full HVAC throughout building
- Security cameras



Curson Avenue

Wilshire Blvd

LACMA

LACMA

La Brea
Tar Pits



La Brea
Tar Pits

Wilshire Blvd

Stanley Avenue

Curson Avenue



Subject Aerial Photo



Hancock Park & La Brea Tar Pits

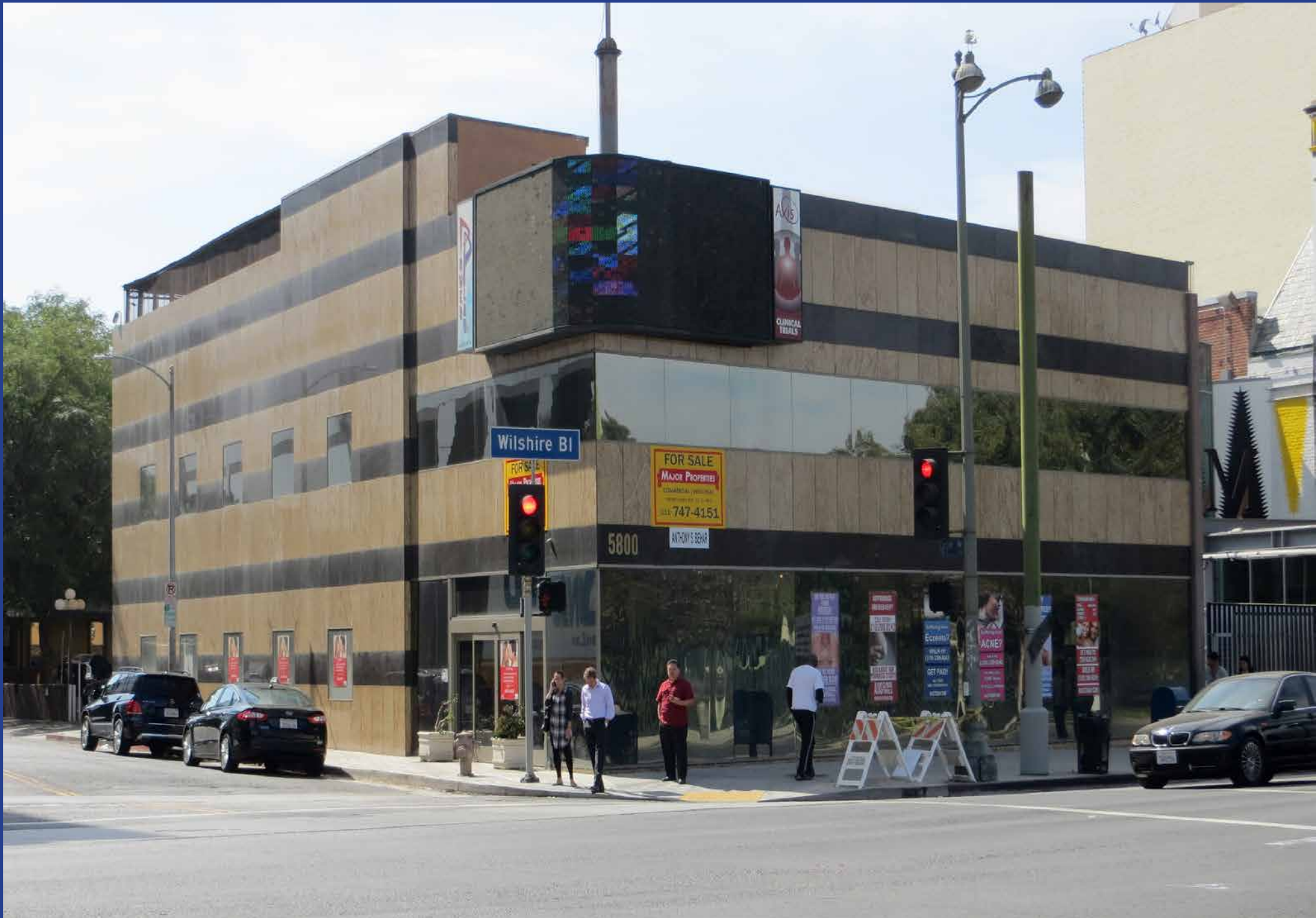
Wilshire Blvd

New LACMA Addition

Stanley Ave

Curson Ave

5800 Wilshire Boulevard



5800 Wilshire Boulevard



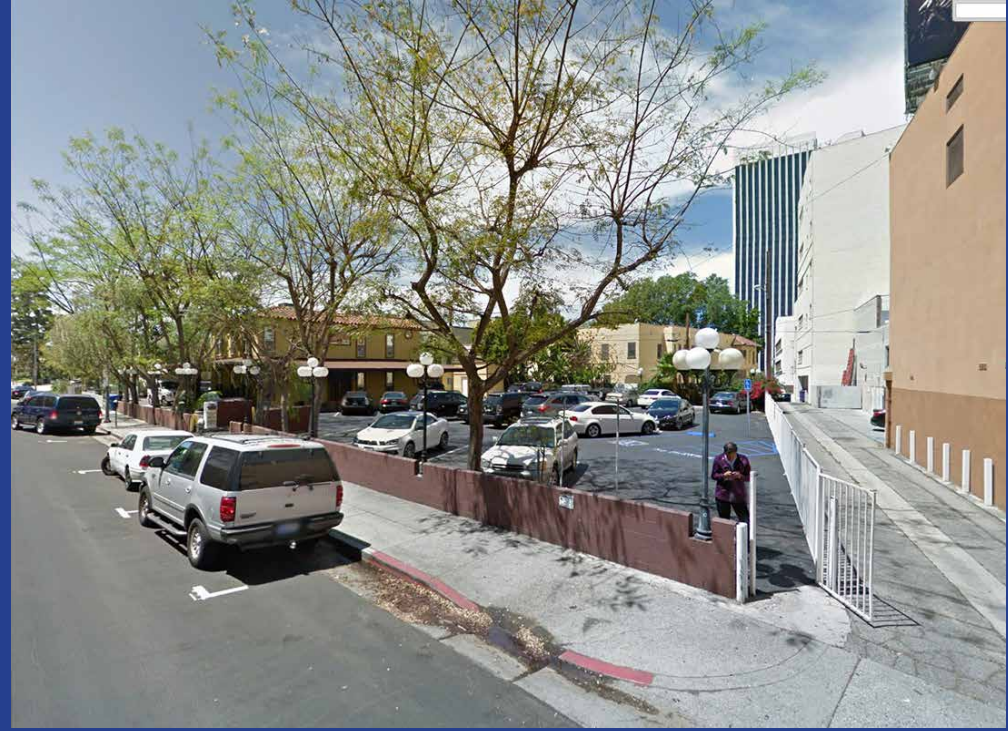
5800 Wilshire Boulevard



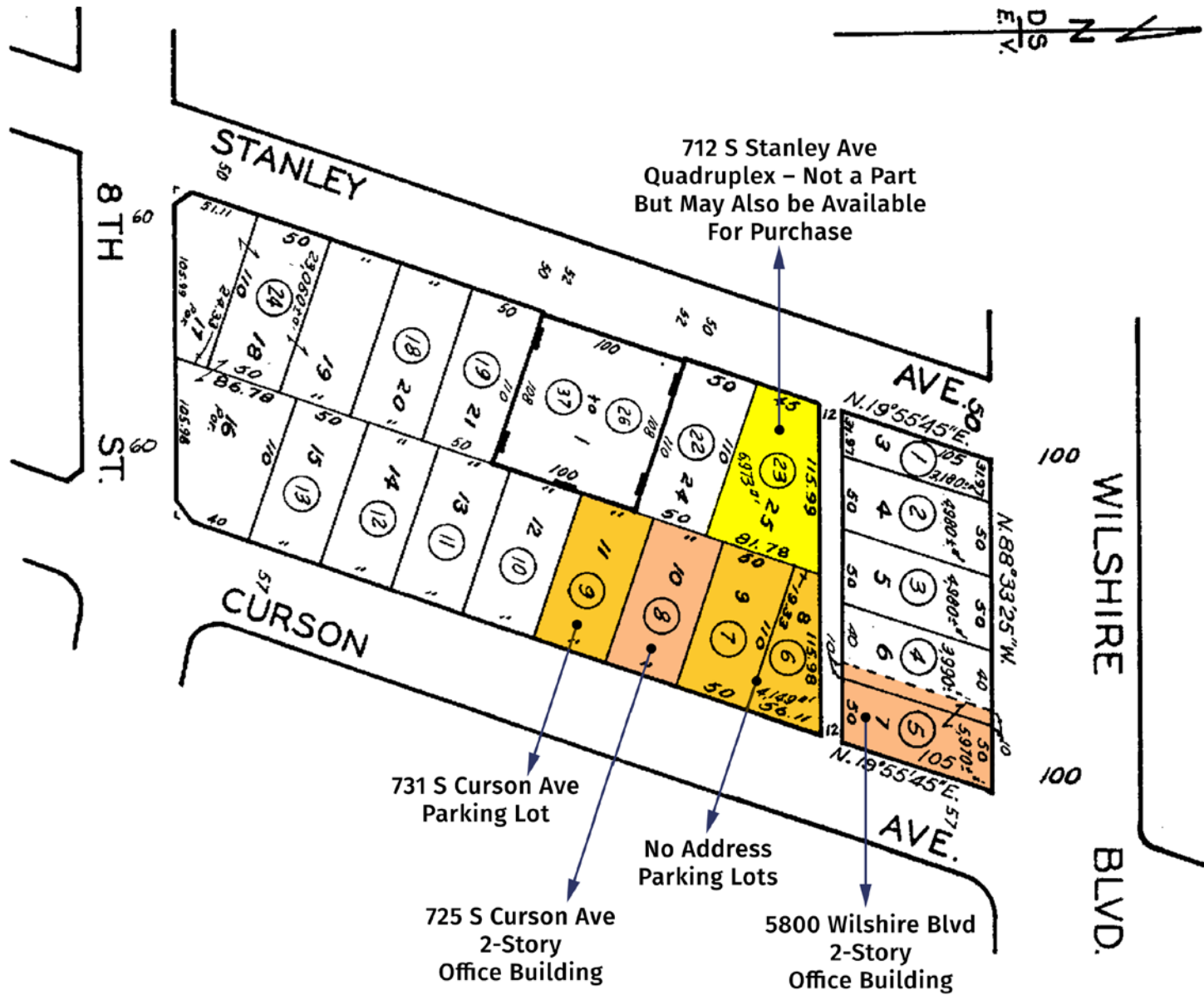
725 S Curson Avenue



Parking Lots



Plat Map



Parcel Descriptions

5800 Wilshire Blvd, Los Angeles, CA 90036
Land Use..... Office Building
Building Area 11,400± Sq.Ft.
Stories:..... 2
Year Built.....1958/1985
Land Area.....5,970± Sq.Ft.
Zoning LA C4
Assessor's Parcel #5089-010-005

No Address, Los Angeles, CA 90036
Land Use.....Parking Lot
Building AreaNone
Land Area..... 4,149± Sq.Ft.
Zoning LA R3
Assessor's Parcel #5089-010-006

No Address, Los Angeles, CA 90036
Land Use.....Parking Lot
Building AreaNone
Land Area..... 5,500± Sq.Ft.
Zoning LA R3
Assessor's Parcel #5089-010-007

725 S Curson Ave, Los Angeles, CA 90036
Land Use..... Office Building
Building Area2,752± Sq.Ft.
Stories:..... 2
Year Built.....1926/1957
Land Area..... 5,500± Sq.Ft.
Zoning LA R3
Assessor's Parcel #5089-010-008

731 S Curson Ave, Los Angeles, CA 90036
Land Use.....Parking Lot
Building AreaNone
Land Area..... 5,500± Sq.Ft.
Zoning LA R3
Assessor's Parcel #5089-010-009

MAY ALSO BE AVAILABLE FOR PURCHASE:

712 S Stanley Ave, Los Angeles, CA 90036
Land Use..... Quadruplex
Building Area6,950± Sq.Ft.
Stories:..... 1
Year Built.....1928
Land Area.....6,973± Sq.Ft.
Zoning LA C2
Assessor's Parcel #5146-006-023



CENTURY CITY

SANTA MONICA

BEVERLY HILLS

SUNSET STRIP

WEST HOLLYWOOD

HOLLYWOOD

THE ORIGINAL FARMERS MARKET

CBS TELEVISION CITY

THE GROVE

PARK LA BREA APARTMENTS

HANCOCK PARK

MIRACLE MILE

WILSHIRE / FAIRFAX METRO

WILSHIRE / LA BREA METRO

SOUTH FAIRFAX AVENUE

BEVERLY BOULEVARD

WEST THIRD STREET

WEST 6TH STREET

SOUTH COCHRAN AVENUE

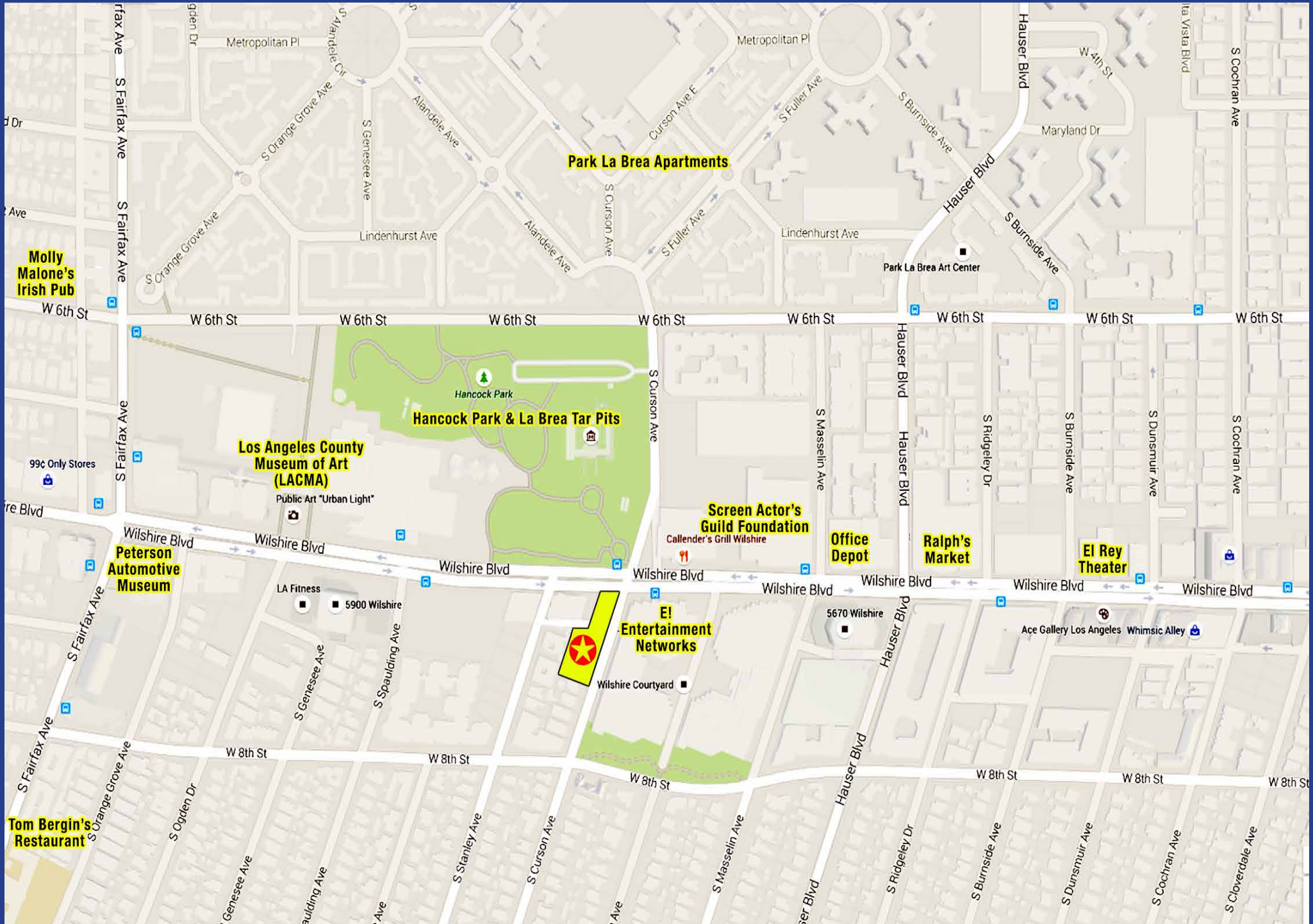
WILSHIRE BOULEVARD

SOUTH LA BREA AVENUE

8TH STREET



Area Map



Molly Malone's Irish Pub

Park La Brea Apartments

Hancock Park & La Brea Tar Pits

Los Angeles County Museum of Art (LACMA)

Screen Actor's Guild Foundation

Office Depot

Ralph's Market

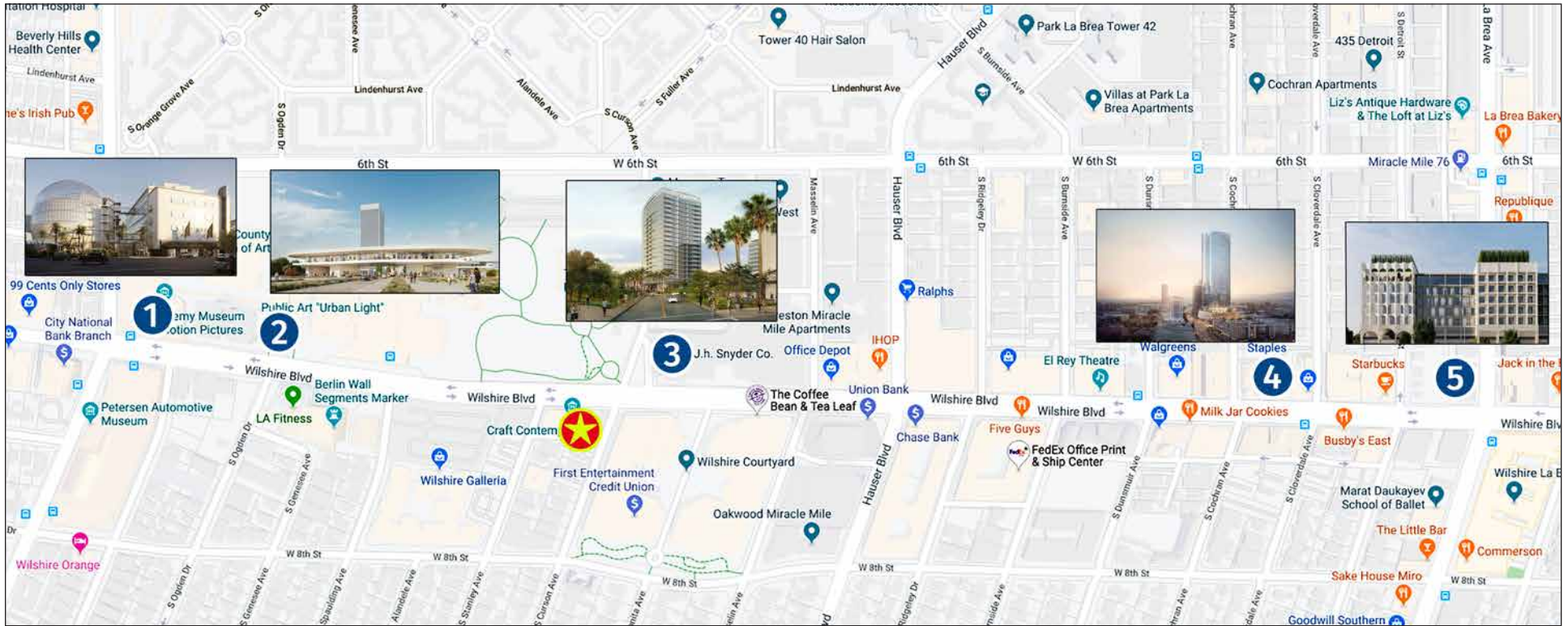
El Rey Theater

E! Entertainment Networks

Peterson Automotive Museum

Tom Bergin's Restaurant

Miracle Mile Development Projects



1. The Academy Museum of Motion Pictures, designed by Pritzker-Prize winning architect Renzo Piano, was completed in the former May Co. department store building, adjacent to LACMA. The \$388 million project by Academy of Motion Picture Arts and Sciences celebrates Los Angeles' history in the film industry.

2. LACMA demolition and construction started in 2020. The \$715M David Geffen Galleries at the Los Angeles County Museum of Art (LACMA) are expected to be completed in late 2024. The museum may not fully open until 2026 to prepare exhibits. Once completed, the David Geffen Galleries will house works from LACMA's permanent collection.

3. Now completed, One Museum Square, the J.H. Snyder Company's 20-story building which replaced a parking lot at 620 S. Curson Avenue, consists of 285 apartments in a mix of studio, 1 and 2-bedroom floor plans. The project also has parking for 410-vehicles in a subterranean garage within an adjoining structure that also serves a neighboring office building.

4. The family of real estate broker Walter N. Marks has moved forward with plans to redevelop vintage buildings on the Miracle Mile with a 42-story Art Deco-inspired housing tower. The 477,000 sq. ft. highrise named Mirabel calls for 348 studio, 1 and 2-bedroom apartments above parking for 309 cars and 12,800 sq.ft. of ground-floor shops and restaurants.

5. Woodland Hills based CGI Real Estate Investment Strategies has received entitlements for a Mid-Wilshire project at 639 S. La Brea Avenue. When completed, the mixed-use project will be eight stories tall and have a 125-room hotel, 121 residential units, and 13,000 sq. ft. of street-level and rooftop restaurant space.

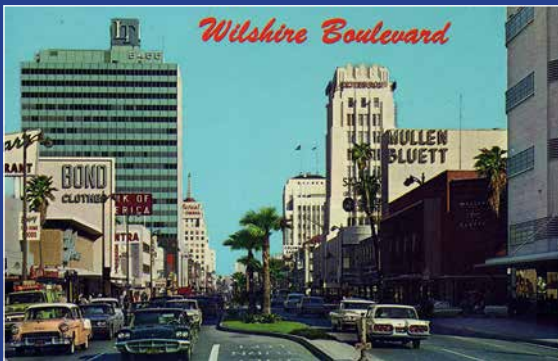
Metro Purple (D Line) Extension Transit Project



History of the “Miracle Mile”



Miracle Mile district in 1929



Miracle Mile during the early 1960s



Miracle Mile district in 2004

In the early 1920s, Wilshire Boulevard west of Western Avenue was an unpaved farm road, extending through dairy farms and bean fields. Developer A. W. Ross saw potential for the area and developed Wilshire as a commercial district to rival Downtown Los Angeles.

The Miracle Mile development was initially anchored by the May Company Department Store with its landmark 1939 Streamline Moderne building on the west and the E. Clem Wilson Building on the east, then Los Angeles’s tallest commercial building. The Wilson Building had a dirigible mast on top and was home to a number of businesses and professionals relocating from downtown. The success of the new alternative commercial and shopping district negatively affected downtown real estate values and triggered development of the multiple downtowns which characterize contemporary Los Angeles.

Ross’s insight was that the form and scale of his Wilshire strip should attract and serve automobile traffic rather than pedestrian shoppers. He applied this design both to the street itself and to the buildings lining it. Ross gave Wilshire various “firsts,” including dedicated left-turn lanes and timed traffic lights, the first in the United States. He also required merchants to provide automobile parking lots, all to aid traffic flow. Major retailers such as Desmond’s, Silverwood’s, May Co., Coulter’s, Mullen & Bluett, Myer Siegel, and Seibu eventually spread down Wilshire Boulevard from Fairfax to La Brea. Ross ordered that all building facades along Wilshire be engineered so as to be best seen through a windshield. This meant larger, bolder, simpler signage and longer buildings in a larger scale. They also had to be oriented toward the boulevard and architectural ornamentation and massing must be perceptible at 30 MPH instead of at walking speed. These building forms were driven by practical requirements but contributed to the stylistic language of Art Deco and Streamline Moderne.

The 1939 Streamline Moderne May Company Building marks the western border of the Miracle Mile and “Museum Row”. Ross’s moves were unprecedented, a huge commercial success, and proved historically influential. Ross had invented the car-oriented urban form — what Reyner Banham called “the linear downtown” model later adopted across the United States. The moves also contributed to Los Angeles’s reputation as a city dominated by the car. A sculptural bust of Ross stands at 5800 Wilshire, with the inscription, “A. W. Ross, founder and developer of the Miracle Mile. Vision to see, wisdom to know, courage to do.”

As wealth and newcomers poured into the fast-growing city, Ross’s parcel became one of Los Angeles’s most desirable areas. Acclaimed as “America’s Champs-Élysées,” this stretch of Wilshire near the La Brea Tar Pits was named “Miracle Mile” for its improbable rise to prominence. Although the preponderance of shopping malls and the development in the 1960s of financial and business districts in downtown and Century City lessened the Miracle Mile’s importance as a retail and business center, the area has retained its vitality thanks to the addition of several museums and commercial high-rises.

An Art Deco style bank at 5209 Wilshire was built in 1929, and joined a select other Miracle Mile buildings when listed on the National Register of Historic Places. It was designed by the architecture firm of Morgan, Walls & Clements, which also designed the Wiltern Theatre, the El Capitan Theatre, and other notable buildings in Los Angeles.

The “Miracle Mile” Today



The Los Angeles County Museum of Art



The 1939 Moderne May Co. Bldg, now the Academy Museum of Motion Pictures



The Peterson Automotive Museum

Today the Miracle Mile district is a cultural center, with the the Los Angeles County Museum of Art, the Peterson Automotive Museum, SAG-AFTRA, the El Rey Theatre, La Brea Tar Pits, Park La Brea Apartments, 5900 Wilshire, Ace Gallery, and the Olympia Medical Center. The Academy Museum of Motion Pictures is still under construction. Johnnie’s Coffee Shop is leased mostly for filmmaking. At the border on the Northwest corner is the Writers Guild of America West, and at the border on the North, is the world famous Farmers Market and The Grove followed by Pan-Pacific Park.

Neighborhood Highlights:

LACMA is currently undergoing a complete redesign and development, scheduled to be finished in late 2024.

The La Brea Tar Pits: When woolly mammoths roamed the earth: Where else can you watch as paleontology grad students dig ice age fossils out of tar with toothpicks?

The Peterson Automotive Museum: In 2015, the museum underwent an extensive \$125 million renovation. The building’s façade was redesigned by the architectural firm Kohn Pedersen Fox, and features a stainless-steel ribbon assembly made of 100 tons of 14-gauge type 304 steel in 308 sections, 25 supports and 140,000 custom stainless-steel screws. The remodeled museum opened to the public on December 7, 2015.

Art Deco: From the former May Co. Building on the west to the E. Clem Wilson Building on the east, the Miracle Mile has one of the best collections of intact art deco architecture in the world.

Metro Purple Line Subway Extension: Phase one of the Purple Line Extension, which will run under Wilshire Boulevard to La Cienega Blvd, is currently under construction.

Expert Insight:

Bret Parsons, a Windsor Village resident and the architectural division director for Coldwell Banker, finds appeal in Mid-Wilshire’s history, family-oriented environment and singularity among the small pockets that make up the area. “These are distinct neighborhoods that were all developed separately in the 1920s but grew together over the years,” said Parsons. “Each area — from Brookside to Fremont Place to Windsor Square — is noticeably different. Even when you drive around, you notice their unique personalities.”

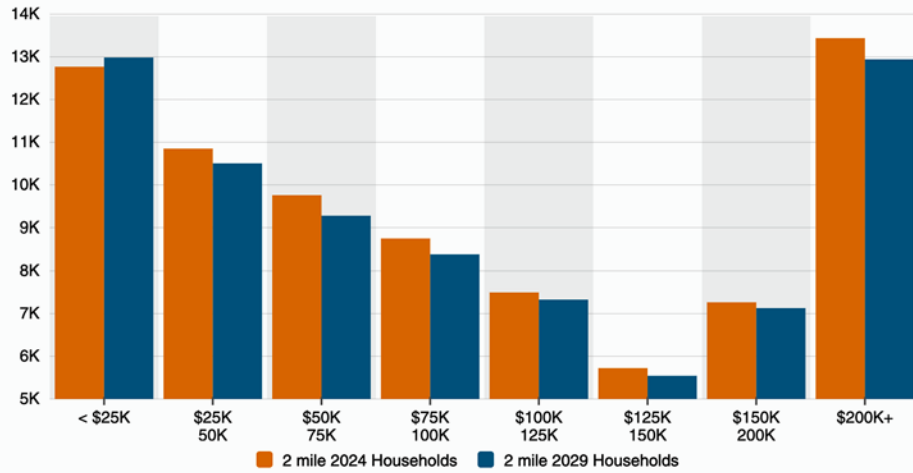
Pedigreed homes on larger lots and a close proximity to downtown L.A. have fueled a resurgence in the area, Parsons said, and prospective buyers will need to move quickly in the market. “There’s such little inventory.”

Market Snapshot:

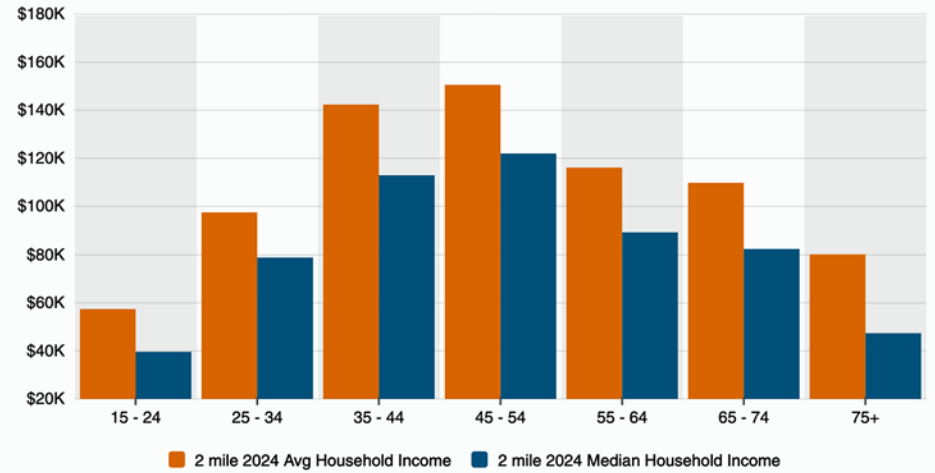
Portions of the 90005, 90006, 90019 and 90036 ZIP Codes overlap the Mid-Wilshire area. The average 90036 home value is currently \$1,753,884.

90036 Demographics

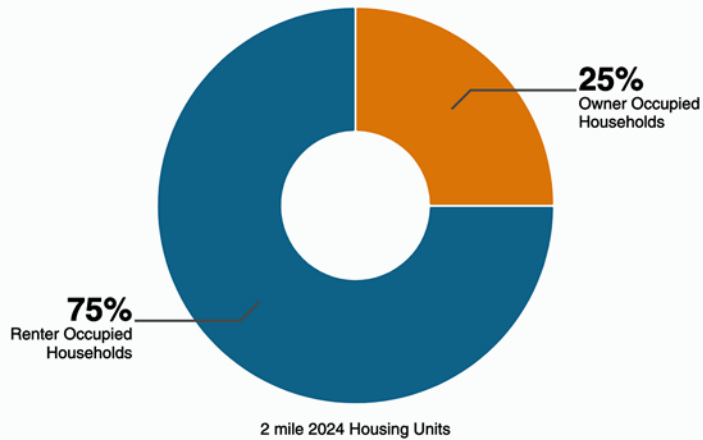
Household Income



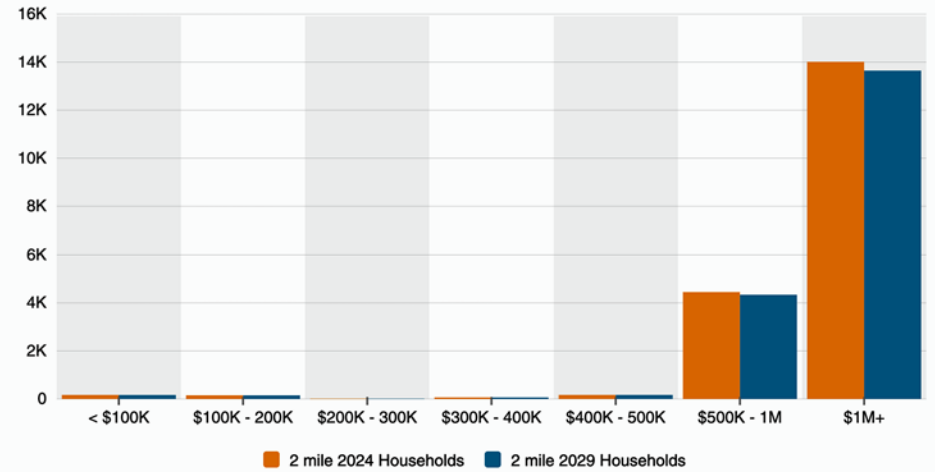
Household Income By Age



Housing Occupancy



Home Values



5800 WILSHIRE BLVD
725-731 S CURSON AVE
LOS ANGELES, CA 90036

14,152 SF of Buildings
26,619 SF of Land

*Once in a Generation Purchase
Opportunity in the Heart of the
the “Miracle Mile”*



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