



elCENTRO
APARTMENTS AND BUNGALOWS

A 507-Unit Mixed-Use Opportunity
Located Along the Coveted
Hollywood Walk of Fame



Jones Lang LaSalle Americas, Inc. ("JLL"),
Real Estate License #01223413

The Offering

Jones Lang LaSalle Americas, Inc., as exclusive advisor, is pleased to present for sale El Centro Apartments & Bungalows (the “Property”), an irreplaceable mixed-use community located along the Hollywood Walk of Fame. El Centro provides a rare opportunity to acquire a leasehold interest in a high-quality asset of scale with a diversified revenue profile near unmatched demand drivers.













El Centro's 507 well-appointed residences are located above 58k SF of ground-floor retail and over 1,200 parking spaces, which features 457 dedicated commercial parking stalls that are a significant driver of annual revenue. The Property is also home to three unique supergraphic signs that consistently add over \$550k to annual topline income. El Centro is one of Los Angeles’ few truly mixed-use communities, with commercial tenancy that enhances the residential experience and drives renter desirability. Tenancy is highlighted by the world-famous Amoeba Music record store, and also includes a craft brewery known as Hollywood Brewery and a fan-favorite bookstore called BookOff, both of which recently signed leases at the Property. Additional upside remains in the lease-up of vacant retail space, presenting an attractive opportunity to enhance investment returns. The Property is also encumbered by a long-term ground lease that has 79 years of remaining term.

Occupying a full city block along the eastern portion of Hollywood Boulevard, El Centro is a neighborhood within itself. The Property meets the needs of a variety of tenant profiles, featuring an array of luxury penthouse and live-work floor plans. Averaging ±812 SF, each spacious home is accented by tasteful oak hardwood flooring, light Caesarstone countertops, high-end stainless-steel appliances, and NEST smart home features. El Centro was designed to capitalize on Los Angeles’ 260+ days of sunshine annually, with an emphasis placed on indoor/outdoor living, exemplified by the asset’s lush tropical garden, oversized 44-foot infinity pool & spa, outdoor theatre, and sunroom/chef’s kitchen. The Property also features a state-of-the-art fitness center with a built-in sauna, on-site dog park, among other best-in-class amenities. El Centro is one of the most walkable communities in Hollywood, earning an impressive 94 WalkScore for its excellent proximity to countless restaurants and entertainment venues, while being directly across from the Hollywood/Vine Metro station.

El Centro earns its name given its excellent centrality in one of Los Angeles’ most coveted urban locations. Outside of DTLA, only one 500+ unit single-asset community has traded in Los Angeles over the past decade, making this offering truly generational.



The Property

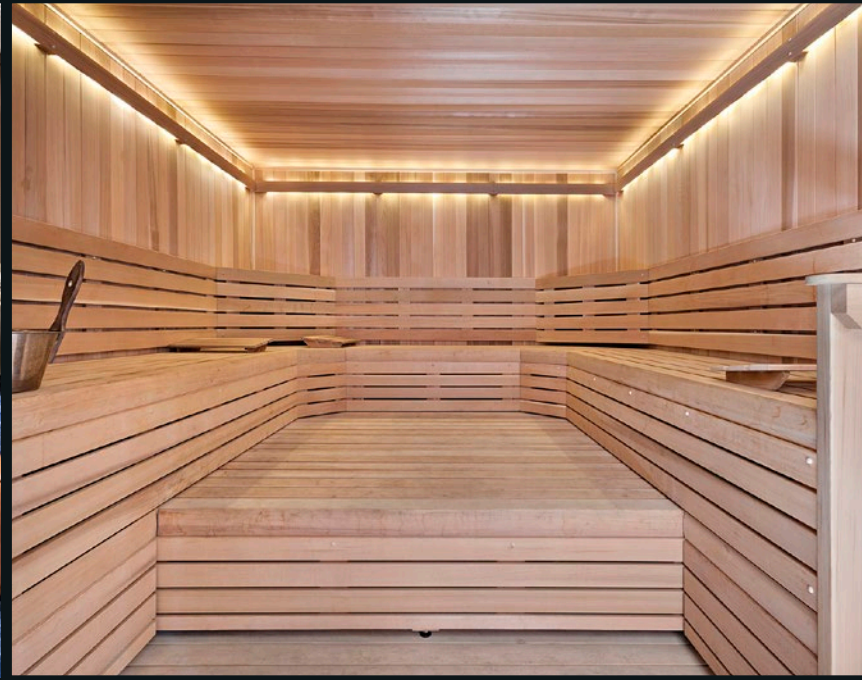
	ADDRESS 6200 Hollywood Blvd. Hollywood, CA 90028		YEAR BUILT 2018
	NUMBER OF UNITS 507 (50 Affordable @ 60% or 120% AMI)		AVERAGE UNIT SIZE ±812 SF
	RESIDENTIAL RENTABLE SQUARE FOOTAGE ±411,853 SF		RETAIL RENTABLE SQUARE FOOTAGE ±58,409 SF
	ACREAGE ±3.29 acres (±154 du/ac)		PARCEL NUMBERS 5546-028-0(39-47)
	BUILDING TYPE Podium (6-Stories) (4 Buildings)		PARKING SPACES 770 (Residential 1.52 : 1) 457 (Commercial) 1,227 Total Spaces
	SUPERGRAPHIC SIGNAGE 3 Signs 100% Leased		GROUND LEASE TERM Exp. Jan 25th, 2104 79-Years Remaining

Best In Class Execution with Bespoke Finishes...

- ▶ Natural oak hardwood flooring
- ▶ Floor-to-ceiling windows
- ▶ Chef-inspired kitchens
- ▶ Caesarstone countertops
- ▶ Custom cabinetry
- ▶ Ceramic tile backsplash
- ▶ Modern appliance package
- ▶ NEST thermostat
- ▶ Glass-enclosed shower rooms
- ▶ Outdoor living spaces
- ▶ In-unit washer & dryer
- ▶ High-style fixtures & finishes
- ▶ Double-High Ceilings*
- ▶ Rooftop decks*
- ▶ Custom-milled cedar siding*
- ▶ Art glass lighting fixtures*
- ▶ Walk-in closets*

*In Select Homes





...Coupled with a Full-Service Amenity Package..

- ▶ 44-foot resort-style pool
- ▶ Sun deck
- ▶ Hot tub
- ▶ Fire pit & BBQ grills
- ▶ Outdoor TV lounge
- ▶ Sunroom
- ▶ Chef's kitchen
- ▶ State-of-the-art gym
- ▶ Sauna
- ▶ Yoga/spin studio
- ▶ Dog run
- ▶ Bike storage
- ▶ EV Chargers (62)



Lush Urban Gardens

El Centro is designed as an urban oasis. The Property's tranquil courtyards and tropical garden instillations provide residents with a reprieve from the hustle and bustle of Hollywood Blvd, creating a unique competitive advantage.




Cactus Garden & Paseo

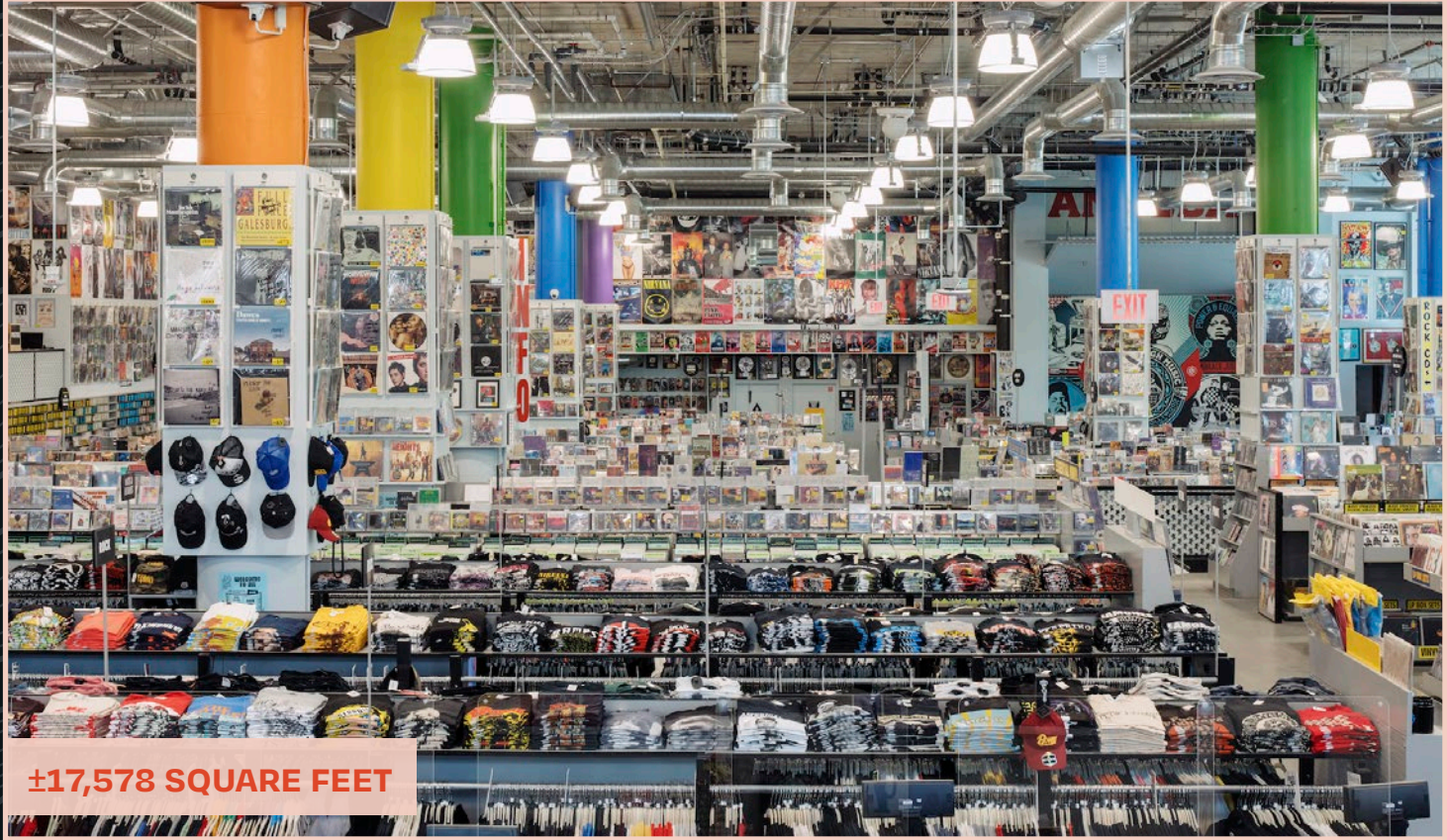


Impressive Retail Tenant Base on High-Traffic Street

Boasting ±58K SF of ground-floor retail, El Centro is poised for outstanding performance given its location on the high-traffic Walk of Fame. During peak retail hours, El Centro is bustling with tourists visitors and nearby residents. With 457 dedicated spaces for commercial activity, the current and future retail tenants are positioned for constant foot traffic and a high volume of customers.



Opened in 2021, El Centro is home to Amoeba Records' flagship store in Los Angeles. Originally founded in Berkley in 1990, Amoeba is an iconic independent music retailer known for its vast inventory, which includes CDs, vinyl records, DVDs, Blu-rays, posters, and other music-related merchandise. Amoeba is particularly famous for its extensive collection of rare, out-of-print, and hard-to-find recording. The brand has become more than just a physical retailer; it's a cultural institution that supports local and independent artists by hosting regular live performances, signings, and other events.




±17,578 SQUARE FEET

\$3 BILLION+
TOTAL SALES


±1 MILLION
NEW, USED, AND RARE
ITEMS FOR SALE

200+
EMPLOYEES IN 2024


100+
LIVE PERFORMANCES
HOSTED IN HOLLYWOOD
(2019)




Spectrum, owned by publicly listed Charter Communications (BB+ Fitch), offers consumer and commercial cable television, internet, telephone, and wireless services. Operating in over 700 stores, Spectrum is one of the largest cable providers in the United States, serving millions of customers across 41 states.




±4,436 SQUARE FEET



Boomtown Brewery, taproom, and event space is a Los Angeles based craft beer producer and distributor originally founded in 2014. With a second location in the Arts District, Boomtown is quickly becoming a household name throughout the Region (opens October-2025).



±1,781 SQUARE FEET



BookOff is a prominent Japanese retail company with 791 stores across the globe. The retailer specializes in the sale of second-hand books, DVDs, video games, and other media products (opens September-2025).



±2,643 SQUARE FEET



Alto is an exciting rideshare platform that operates a fleet of high-end vehicles, with the goal of providing a more consistent and refined travel experience than other rideshare operators. Alto began operations at El Centro in November of 2024, which as part of their subcontract agreement, includes 200 parking spaces and six EV charging stations. Ownership receives \$367k in additional income as part of this agreement.



200 PARKING SPACES



Highly Amenitized, Walkable Hollywood Location

Nestled within one of the most dynamic live-work submarkets across the nation, El Centro offers residents access to a bustling scene of nightlife, luxury retail, recognizable eateries, brand-name grocery stores, creative office space, and much more. Residents seeking to escape the city have access to 160-acres of trails within Runyon Canyon. This area plays host to some of Los Angeles most iconic indoor and outdoor entertainment venues including: Pantages Theatre, Dolby Theatre, TCL Chinese Theatre, the Hollywood Bowl, and the Greek theatre. As a result of its amenitized submarket, El Centro is projected to see tremendous growth and longevity as the submarket's fundamentals continue to strengthen and supply dwindles.

Notable Hollywood Statistics



94 WALK SCORE

"WALKER'S PARADISE"



±143K

JOBS



±5.1M SF

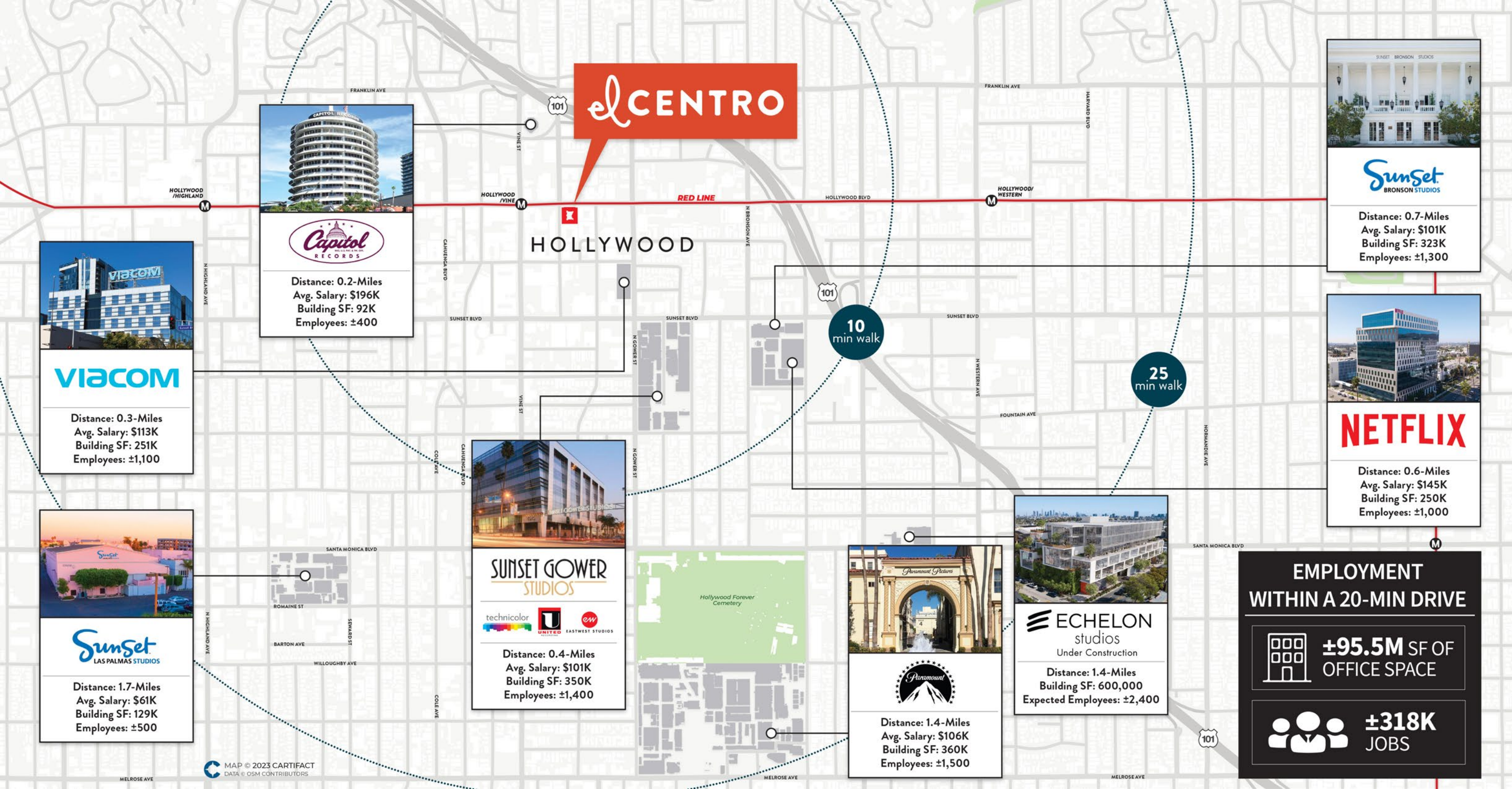
RETAIL
WITHIN SUBMARKET



12

WORLD-CLASS ENTERTAINMENT
VENUES WITHIN SUBMARKET





Epicenter of the of Entertainment Industry

\$750M

PROPOSED EXPANSION TO CALIFORNIA'S
FILM & TELEVISION TAX CREDIT PROGRAM

CREATIVE INDUSTRIES ACCOUNT FOR NEARLY
19% OF (\$161 BILLION)
OF LA COUNTY'S ECONOMY
(OTIS COLLEGE REPORT 2023)

GROWTH IN HOLLYWOOD FILM INDUSTRY:

FILM INDUSTRY EARNINGS UP TO
\$9B IN 2023
(UP 331% FROM 2020 AT
\$2.09B IN EARNINGS)

FILM INDUSTRY EXPECTED TO
GROWTH AT A 7.2% CAGR
BETWEEN 2023-2030
(ZION MARKET RESEARCH)

±3.4M SF

±\$95,878

±35%

OF ENTERTAINMENT/
STUDIO SPACE
(1-MILE RADIUS)

AVG. HHI (3-MILE RADIUS)
(HIGHEST CREDIT LIMIT IN
COUNTRY)

RENT AS A PERCENTAGE
OF AVG MONTHLY INCOME

MEGA STUDIO SPACE
DEVELOPMENT = FUTURE JOBS

ECHELON STUDIOS
(0.6-MILES FROM EL CENTRO)

CAMPUS TOTALING ±600,000 SF



Rare Multifamily Offering on the Iconic Hollywood Boulevard

Occupying an entire city-block, El Centro represents a unique opportunity to acquire the second largest multi-housing community on the iconic Walk of Fame. In 2010, the City of Los Angeles banned supergraphic signs, or multi-story non-digital advertisement images to be constructed with new developments; however, El Centro is one of five properties in Hollywood to have their signs grandfathered in perpetuity. This same demographic is known for its high-income earners with strong ties to the studio, entertainment, and creative industries, and favorable rentership rate: 95%. In the past year, there have been only 4 trades in Hollywood (100+ units), while over the past 10 years, there has only been 1 single-asset trade of a 500+ unit property in Los Angeles outside of DTLA. This present investors with a once-in-a-generation opportunity to acquire a large piece of the highly coveted Hollywood submarket.

El Centro Statistics



2ND LARGEST

MULTI-HOUSING COMMUNITY ON THE WALK OF FAME



FULL CITY-BLOCK

OF FRONTAGE ON HOLLYWOOD BOULEVARD



1 OF 5

PROPERTIES IN HOLLYWOOD WITH GRANDFATHERED SUPERGRAPHIC SIGNAGE

**Source: CoStar, 100+ Units, Trades Excludes Portfolio Sales and Recapitalizations*



Market Statistics

ONLY 4

TRADES IN HOLLYWOOD
IN THE PAST YEAR*

ONLY 1

PROJECT ACTIVELY UNDER
CONSTRUCTION*

±95%

RENTERSHIP RATE
90028 ZIP CODE

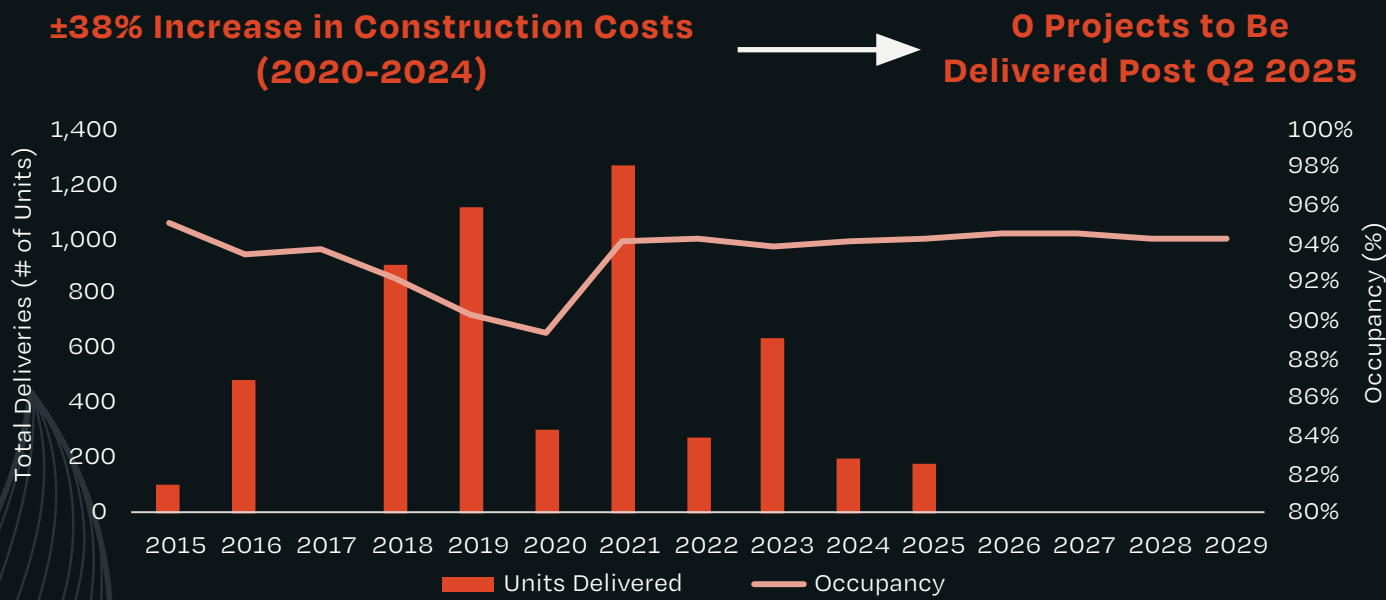
ONLY 1

500+ UNIT SINGLE-ASSET TRADE
OUTSIDE OF DTLA (PAST 10 YRS)

**Source: CoStar, 100+ Units, Trades Excludes Portfolio Sales and Recapitalizations*

Virtually No Future Competing Supply

Hollywood benefits from its centralized and convenient location within Los Angeles. Hollywood, and El Centro alike, are poised for growth as there is ONLY ONE 100+ unit project actively under construction, which will offer a non-competitive unit mix. This represents just 0.37% of the submarket's inventory, one of the lowest construction pipelines when compared to neighboring submarkets. This figure is 159bps lower than Los Angeles County's current development pipeline (1.96%). Developers with projects sitting in the proposal stage not only have to hurdle Los Angeles' approval process but now must assess their viability amidst a new economic challenge: soaring construction costs. The uncertainty of timing on new projects breaking ground in Hollywood positions ownership of El Centro to achieve top-of-the market rents for the foreseeable future. Investor's in today's market will benefit from exceptional growth by acquiring urban assets at an unbeatable discount to replacement cost.



0.37%

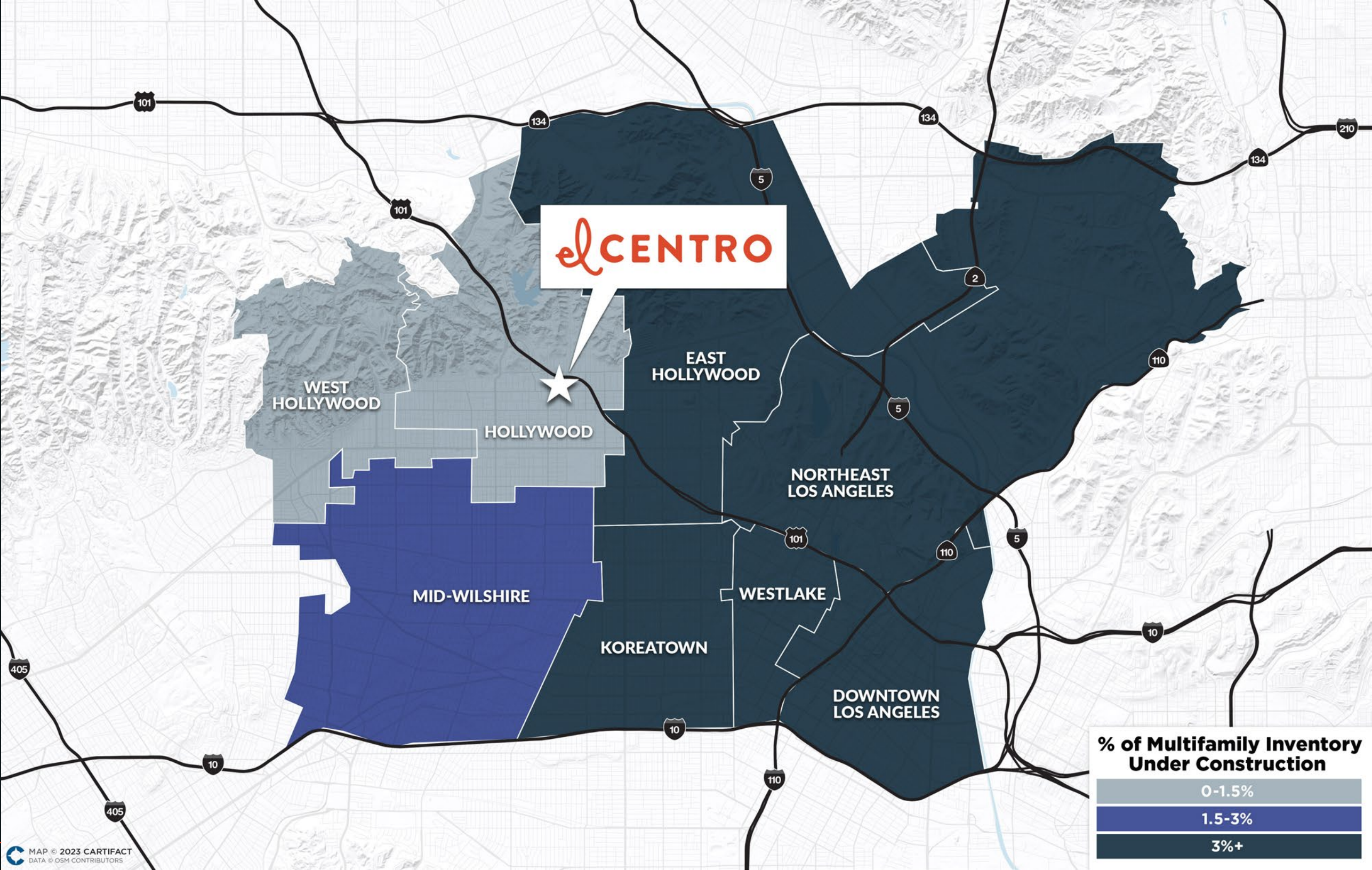
OF HOLLYWOOD'S INVENTORY UNDER CONSTRUCTION*

VS

1.96%

OF LOS ANGELES' INVENTORY UNDER CONSTRUCTION

*Source: CoStar 100+ Units



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