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THE JAMES GROUP

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THE JAMES GROUP

A vertical strip on the left side of the slide shows a sunset scene. Two palm trees are in the foreground, their fronds silhouetted against the orange and yellow sky. In the background, a pier with a small building extends into the ocean.

Section 01

Executive Summary

EXECUTIVE SUMMARY

The opportunity is to acquire a rare 5,000 square foot development site in Prime Playa Del Rey suitable for a residential or mixed use project.

8404 Pershing Drive represents a rare opportunity to acquire a prime development site in the highly sought-after coastal community of Playa Del Rey, California. Known for its limited land supply, high barriers to entry, and desirable beach-adjacent lifestyle, Playa Del Rey continues to attract strong demand from both residents and investors. Its small size, proximity to the ocean, and affluent demographics contribute to exceptional long-term stability and value appreciation.

The property sits along Pershing Drive, one of the few commercially zoned thoroughfares in all of Playa Del Rey, offering outstanding visibility and a favorable development environment. The site is ideally positioned just ¼ mile from Playa Del Rey Beach, providing a highly attractive coastal amenity for future residents or commercial users.

The 5,000 SF rectangular lot currently includes an operating restaurant—owned and operated by the Seller—and two existing residential units, providing interim income potential while redevelopment plans are prepared.

Zoned LAC2-1VL, the property supports a range of commercial or mixed-use residential development opportunities, subject to City of Los Angeles planning guidelines. Its flexible zoning, combined with its rare commercial frontage and beach-adjacent location, makes it well-suited for a high-quality multifamily, mixed-use, or boutique development project.

- Prime Playa Del Rey Development Site
- 5,000 square foot Rectangular Site zoned LAC2-1VL
- Affluent demographics located 1/4 mile from the Beach



INVESTMENT SUMMARY

Price	\$3,100,000
APN	4115-001-037
Lot Size	5,000 SF
Building Size	1,460 SF
Year Built	1947
Zoning	C2-1VL
Frontage	50 Ft (Pershing Dr.)

CURRENT TENANTS

Tandoor-A-India	Commercial	Owner/Seller
Studio 1	Residential	\$1,495/mo
Studio 2	Residential	\$1,300/mo



INVESTMENT HIGHLIGHTS



Rare Coastal Development Opportunity

This offering represents a rare coastal development opportunity located just ¼ mile from Playa Del Rey Beach, in a community where development sites are scarce due to long-term generational ownership and limited land turnover.



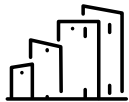
Strong Demographics

Playa Del Rey is an affluent, beachside community with a median household income exceeding \$130,000, contributing to strong local demand and long-term stability for high-quality residential and mixed-use projects.



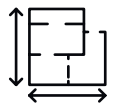
High Barriers to Entry Market

Playa Del Rey is a true high-barrier-to-entry submarket, characterized by limited land availability, strict coastal development controls, and long-term ownership patterns that significantly restrict new supply.



Adaptive Reuse Opportunity

The property offers an attractive adaptive reuse development opportunity, with existing commercial and residential improvements that provide flexibility for repositioning or integration into a new mixed-use or multifamily concept.



Great Zoning

The site benefits from C2 zoning, offering strong density potential and a wide range of development options, including multifamily, mixed-use, and commercial configurations within the City of Los Angeles guidelines.



A vertical strip on the left side of the slide shows a sunset scene. Two palm trees are in the foreground, their fronds silhouetted against the orange and yellow sky. In the background, a pier with a small building on it extends into the ocean. The water is dark, and the sky transitions from orange near the horizon to a darker blue at the top.

Section 2

Property Description

CAMPBELL AVE.

PERSHING DR.

MANCHESTER

TRACT NO. 9809
M.B. 145-91-96

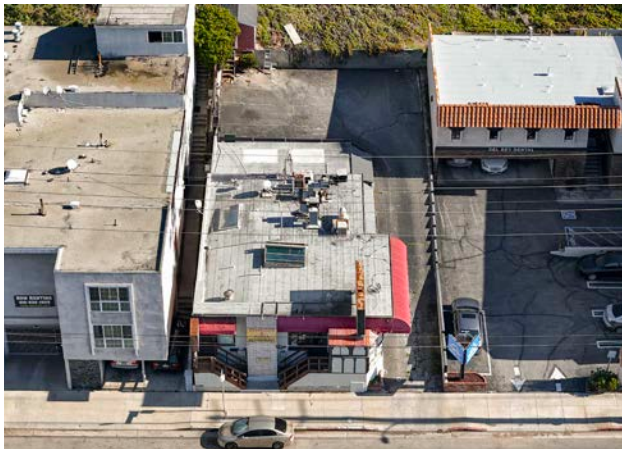
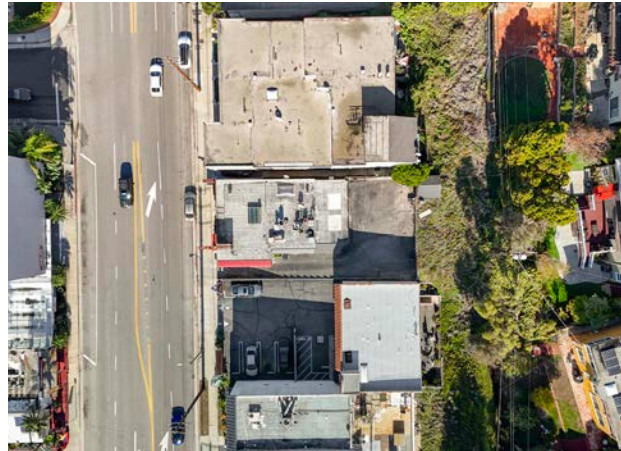
CODE 68

FOR PREV. ASSM'T. SEE: 677-28 & 29
4115-2

ASSESSOR'S MAP
COUNTY OF LOS ANGELES

ASSESSOR'S MA
COUNTY OF LOS ANGELE

PROPERTY PHOTOS



AERIAL PHOTOS

Malibu

Marina Del Rey

Playa Del Rey
Beach

8404
PERSHING
DRIVE



AERIAL PHOTOS

Malibu

Santa Monica

Venice

Marina Del Rey

8404
PERSHING
DRIVE

WESTGATE
CENTER



AERIAL PHOTOS

Playa Vista

LAX

Loyola Marymount
University

6404
PERSHING
DRIVE



A vertical strip on the left side of the slide shows a sunset scene. Two palm trees are in the foreground, their fronds silhouetted against the orange and yellow sky. In the background, a pier with a small building extends into the ocean.

Section 4

Market Overview

PLAYA DEL REY



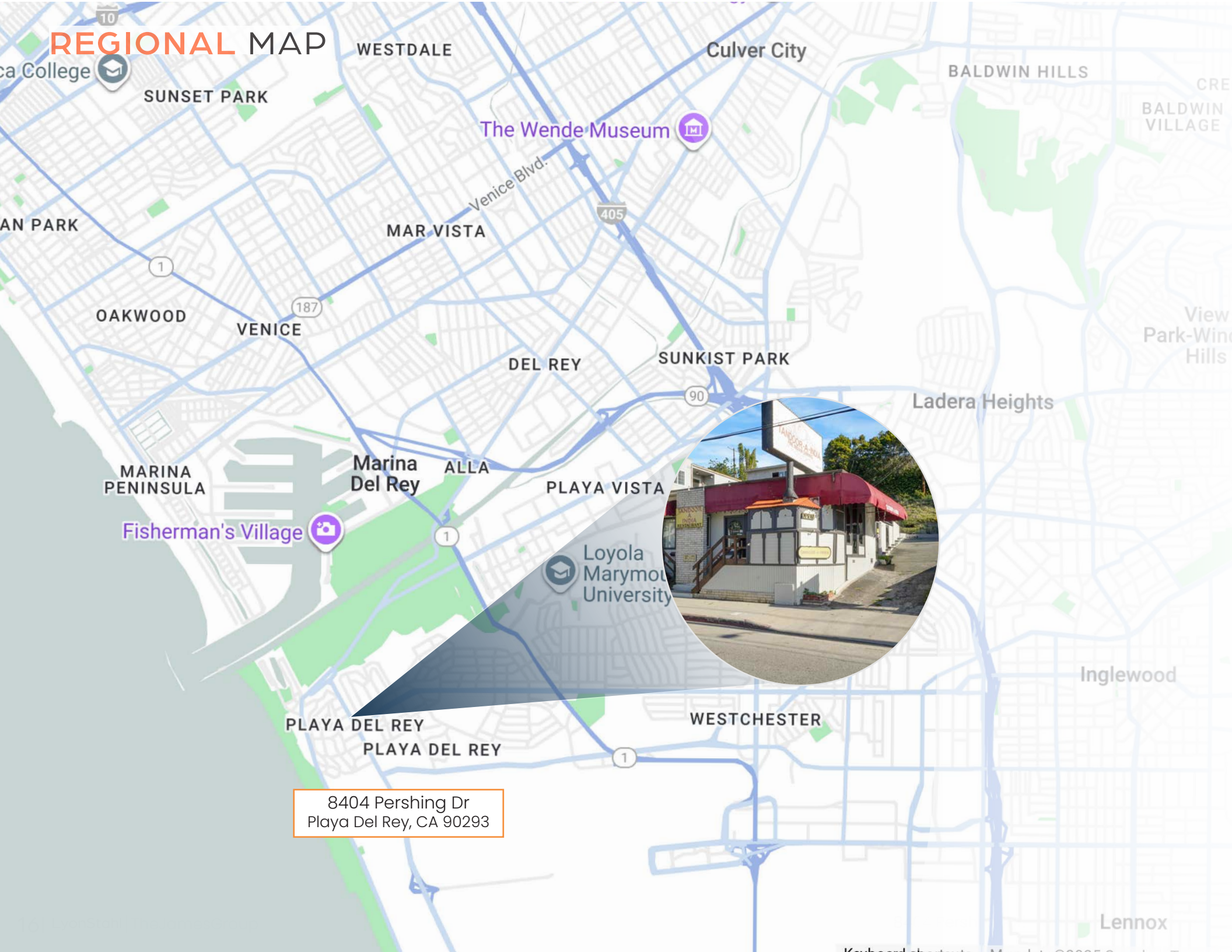
Playa del Rey is a highly desirable beachside community with a population characterized by strong affluence and stability. Within a one-mile radius, there are approximately 8,400 housing units, with a mix of owner-occupied (3,047) and renter-occupied (4,666) residences, reflecting a balanced residential market. The median household income exceeds \$131,000, underscoring the area's high purchasing power and strong local demand. The population is diverse across age groups, with the majority between 25 and 54 years, aligning with active workforce demographics. Its coastal location, combined with proximity to Silicon Beach and major tech employers, offers abundant employment opportunities and attracts professionals seeking a premium, lifestyle-oriented community. Playa del Rey's combination of beachside living, affluent demographics, and connectivity makes it one of Los Angeles' most coveted residential submarkets.

HOUSING	<i>1 Mile</i>	<i>3 Miles</i>	<i>5 Miles</i>
Total Units	8,422	66,630	182,013
Occupied	7,713	60,129	165,337
Owner Occupied	3,047	23,010	61,558
Renter Occupied	4,666	37,119	103,779
Vacant	709	6,500	16,676

AGE	<i>1 Mile</i>	<i>3 Miles</i>	<i>5 Miles</i>
Ages 0-14	1,690	16,207	51,265
Ages 15-24	938	12,840	36,832
Ages 25-54	7,507	60,796	175,170
Ages 55-64	1,914	14,928	44,618
Ages 65+	2,906	23,284	66,422

INCOME	<i>1 Mile</i>	<i>3 Miles</i>	<i>5 Miles</i>
Median	131,235	138,454	119,783
< \$15,000	312	3,380	10,808
\$15,000-\$24,999	222	1,977	7,096
\$25,000-\$34,999	220	2,522	8,075
\$35,000-\$49,999	451	2,972	9,443
\$50,000-\$74,999	746	5,256	17,553
\$75,000-\$99,999	887	5,919	17,596
\$100,000-\$149,999	1,451	101,16	27,499
\$150,000-\$199,999	1,212	7,959	20,510
> \$200,000	22,10	20,029	467,54

REGIONAL MAP



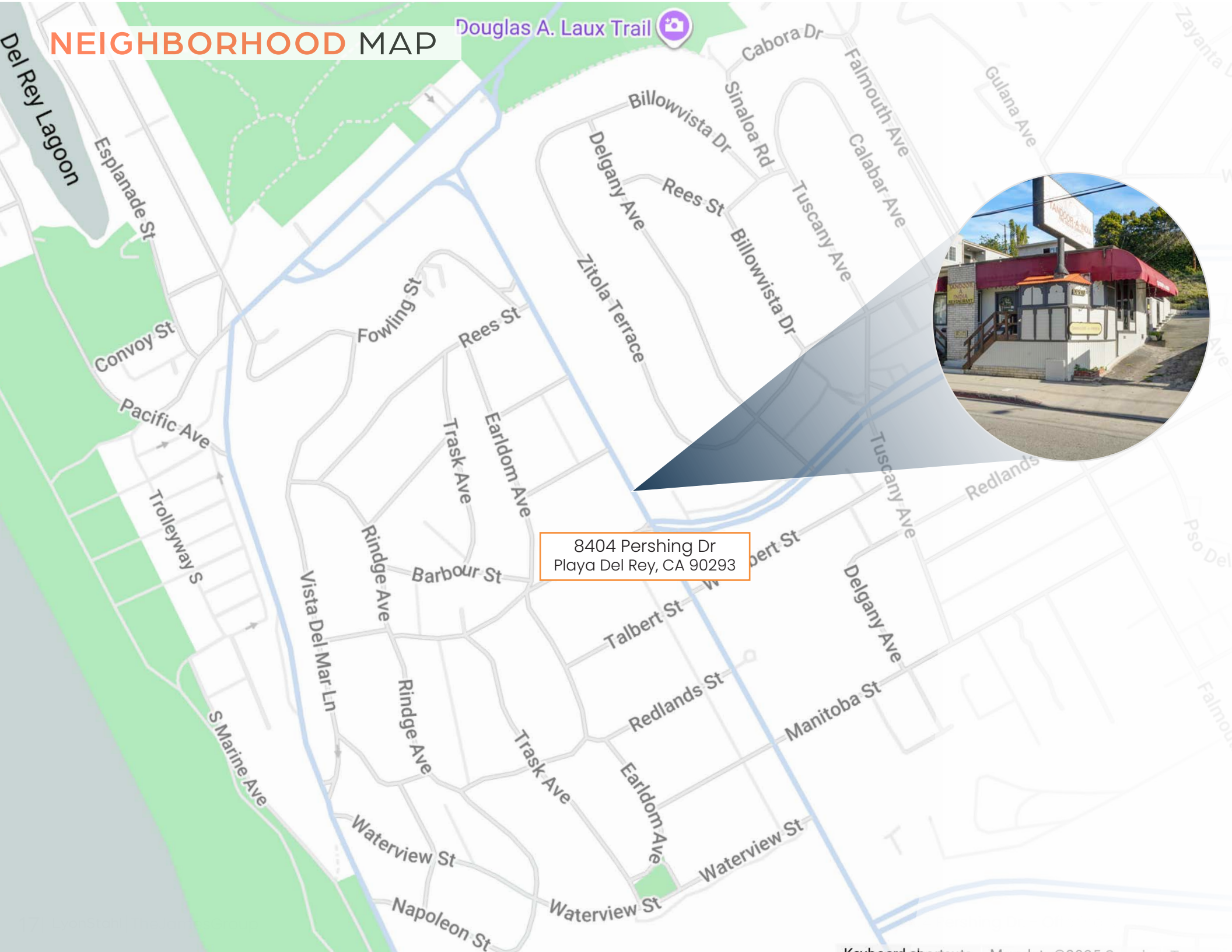
8404 Pershing Dr
Playa Del Rey, CA 90293

NEIGHBORHOOD MAP

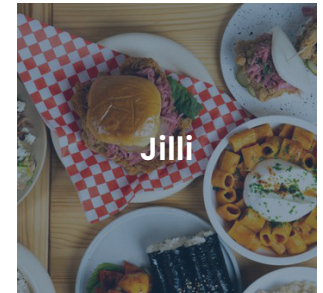
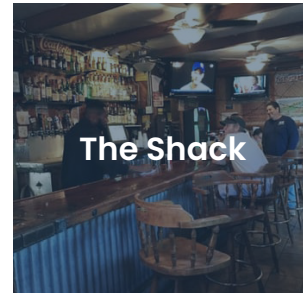
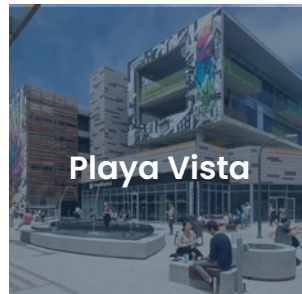
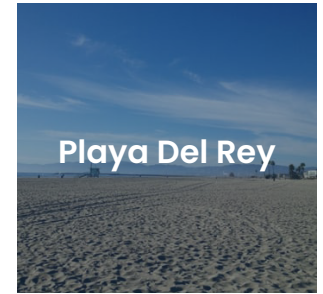
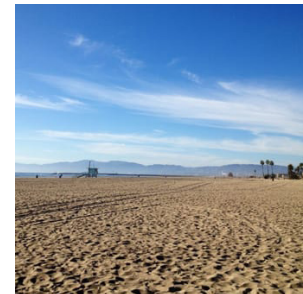
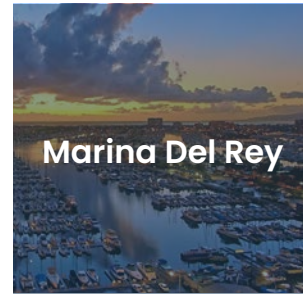
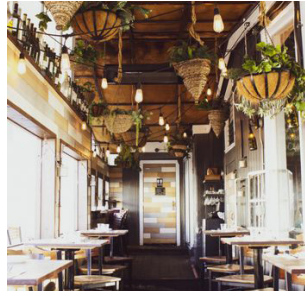
Douglas A. Laux Trail



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