

Sotheby's
INTERNATIONAL REALTY

1769 x 1775 x 1787

NORTH HIGHLAND AVENUE | OFFERING MEMORANDUM
APRIL 2026



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EXECUTIVE OVERVIEW



EXECUTIVE SUMMARY

The offering presents a rare opportunity to acquire and assemble three contiguous parcels located at 1769, 1775, and 1787 N Highland Avenue in the heart of Hollywood, Los Angeles—one of the city’s most dynamic and globally recognized submarkets. The combined site spans approximately 0.62 acres (26,800 SF) and is currently improved with low-density service station uses .

Zoned LAC4, the site allows for high-density residential, hospitality, or mixed-use development, positioning it as a premier redevelopment opportunity along a major corridor with strong visibility and connectivity. The assemblage benefits from proximity to Hollywood Boulevard, entertainment anchors, retail, and transit, supporting a wide range of luxury and lifestyle-driven development concepts.

Offered at \$40,000,000, the property represents a compelling basis for a transformative vertical development aligned with current demand for high-quality residential product in central Los Angeles.

THE OPPORTUNITY

The combined scale, zoning, and prominent corner positioning create a unique opportunity to deliver a signature residential or mixed-use tower, as illustrated in the proposed conceptual rendering. The envisioned development introduces a modern, amenity-driven high-rise product that aligns with evolving buyer and renter expectations in the Hollywood market.

The concept reflects:

- ✕ A vertically integrated residential tower with strong architectural presence
- ✕ Activated ground-floor retail and public-facing uses
- ✕ Elevated amenity decks and lifestyle programming
- ✕ Premium views and a highly visible skyline contribution

Given the underutilization of the current improvements and the favorable zoning framework, the site is well-positioned for a repositioning into a high-value asset that capitalizes on density, design, and location.

This offering provides developers and investors with the opportunity to control a critical mass of land in a supply-constrained urban node and deliver a best-in-class project that redefines the immediate corridor.



Prime Hollywood Location with Development Potential

Located along North Highland Avenue, this three-parcel assemblage at 1769–1787 N Highland Avenue offers a rare opportunity to deliver a transformative residential or mixed-use development in the heart of Hollywood. The site combines scale, frontage, and visibility—positioning it for long-term value creation in a globally recognized market.

Multiple Development Scenarios

Zoned LAC4, the combined lots support high-density residential, hospitality, or mixed-use development. The proposed tower concept illustrates the ability to maximize density while delivering a design-forward product aligned with current market demand.

High-Demand Hollywood Submarket

Situated in central Hollywood, the site benefits from strong fundamentals driven by entertainment, media, and tourism. Continued investment and limited supply support sustained demand for new, high-quality residential product.

Proximity to Key Destinations

Moments from Hollywood Boulevard, Sunset Boulevard, and major studio and entertainment hubs, the property is surrounded by retail, dining, and cultural landmarks, with strong connectivity across Los Angeles.









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An aerial, high-angle view of a modern multi-story building. The building features a large rooftop pool area with a wooden deck, lounge chairs, and a fire pit. The pool is surrounded by a low wall and has a set of stairs leading down to the ground level. The building has large windows and balconies with glass railings. The surrounding area includes other buildings, streets, and parking lots. The image has a blue tint and a soft, hazy atmosphere.

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PROPERTY PROFILE

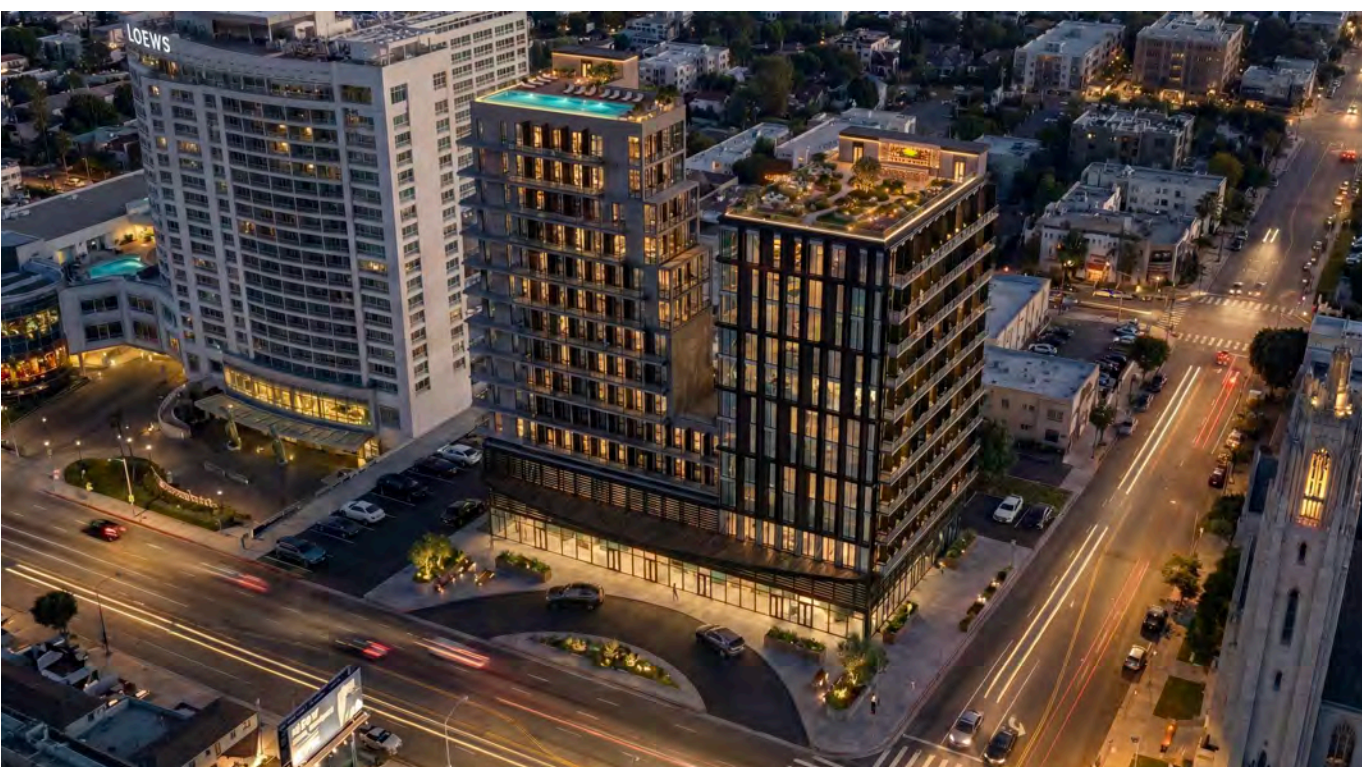
1769 North Highland Avenue

Property Address:	1769 N Highland Ave, Los Angeles, CA 90028
County:	Los Angeles
Lot#:	12
Subdivision:	2
APN:	5548-004-033
Zoning:	LAC4
Use:	Service Station
Lot Size:	0.159 AC / 6,928 SF



1775 North Highland Avenue

Property Address:	1775 N Highland Ave, Los Angeles, CA 90028
County:	Los Angeles
Lot#:	10
Subdivision:	2
APN:	5548-004-032
Zoning:	LAC4
Use:	Service Station
Lot Size:	0.1664 AC / 7,248 SF



1787 North Highland Avenue

Property Address:	1787 N Highland Ave, Los Angeles, CA 90028
County:	Los Angeles
Lot#:	10
Subdivision:	2
APN:	5548-004-069
Zoning:	LAC4
Use:	Service Station
Lot Size:	0.2899 AC / 12,628 SF







An aerial, high-angle view of a modern multi-story building. The building features a large rooftop pool area with a wooden deck, lounge chairs, and a fire pit. The pool is surrounded by a low wall and has a set of stairs leading down to the ground level. The building has large windows and balconies with glass railings. The surrounding area includes other buildings, streets, and parking lots. The image has a blue tint and a soft, hazy atmosphere.

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LOCATION AND MARKET OVERVIEW



MARKET OVERVIEW

The offering presents a rare opportunity to acquire and assemble three contiguous parcels located Hollywood stands as one of Los Angeles' most globally recognized and evolving neighborhoods, positioned at the center of the city's entertainment, media, and cultural industries. Anchored by iconic destinations including Hollywood Boulevard, Sunset Boulevard, and major studio hubs, the area continues to attract both domestic and international demand. With a dynamic mix of residential, retail, hospitality, and creative office uses, Hollywood offers a unique environment where culture, commerce, and lifestyle converge.

Over the past decade, Hollywood has undergone significant reinvestment, driven by new development, adaptive reuse, and continued growth across entertainment, technology, and hospitality sectors. The submarket benefits from strong employment drivers, increasing residential demand, and ongoing public and private investment, reinforcing its position as a key economic engine within Los Angeles.

As demand for centrally located, amenity-driven urban living continues to grow, Hollywood is well positioned for continued residential expansion. Limited available land, combined with favorable zoning in select corridors, creates a compelling opportunity for new high-density development—further elevating Hollywood as one of Los Angeles' most desirable and active urban neighborhoods.



DRIVE TIMES

0–15 Minutes:

- Hollywood Boulevard
- Sunset Boulevard
- West Hollywood (WeHo)
- Melrose District
- Hollywood Bowl
- Paramount Studios

15–30 Minutes:

- Downtown Los Angeles (DTLA)
- Beverly Hills
- Century City
- The Grove / Fairfax District
- Los Feliz / Silver Lake
- Griffith Observatory

30–45 Minutes:

- Santa Monica
- Venice Beach
- Burbank
- Glendale
- Pasadena
- LAX Airport

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AFFILIATED BUSINESS DISCLOSURE

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