

OFFERING MEMORANDUM

5725 Melrose Ave

LOS ANGELES, CA 90038



**Development Opportunity | Vacant 6,424 SF Lot Zoned C2-1D
Multiple Use Scenarios in Hancock Park & Larchmont Village
EV Charging | Multifamily | Creative Office | Owner/User**

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5725 Melrose Ave, Los Angeles, CA 90038

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LOS ANGELES, CA 90038

EXCLUSIVELY LISTED BY

Ben Lee

Vice President

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INVESTMENT HIGHLIGHTS

The Ben Lee Group is pleased to present 5725 Melrose Ave, a vacant lot totaling 6,424 SF zoned C2-1D in a Tier 3 TOC location along one of Los Angeles' most recognized and high-demand corridors. Situated in the Hancock Park and Larchmont Village neighborhood of Central Los Angeles, the site offers a clean canvas for development with no relocation required, providing an immediate and low-friction path to construction for a wide range of buyer profiles.

The site supports 17 units by-right, 28 units utilizing TOC incentives, or greater density through ED-1 streamlining, which can unlock a 100% affordable project at 40 to 50 units with expedited ministerial approval and no discretionary review. For market-rate developers, the site's scale and Hancock Park adjacency support a boutique townhome or small-lot subdivision targeting owner-occupiers priced out of surrounding single-family neighborhoods, where median home values exceed \$1MM. Buyer to verify all unit counts.

The submarket fundamentals are equally strong, with average household income of \$91,486 within a 5-mile radius and median home values exceeding \$1MM within two miles of the site. These demographics reflect the depth and quality of demand in this pocket of Central LA, supporting confident underwriting across a range of development strategies and exit profiles.

Beyond multifamily, the C2-1D zoning supports a broad range of alternative uses including creative office, EV charging infrastructure, and mixed-use retail concepts well-suited to the Melrose corridor's established entertainment and creative tenant base. Located less than half a mile from Paramount Studios, the site sits at the center of LA's media and entertainment industry, surrounded by a dense concentration of creative employers and production-adjacent businesses that drive consistent demand for both office and residential product in the area.

The property sits within walking distance of the boutique retail and dining along N Larchmont Blvd and just down the street from the Wilshire Country Club, Los Angeles Tennis Club, and the Marlborough School, anchoring the neighborhood's strong residential character and high barriers to entry. With a walk score of 93 and easy freeway access via the 101, the site offers seamless connectivity to Hollywood, West Hollywood, Beverly Hills, Los Feliz, and La Brea, making it a natural fit for renters, owner-occupiers, and creative office tenants alike.

PROPERTY & PRICING SUMMARY

\$1,573,000

SALE PRICE

C2-1D Tier 3

ZONING

6,424 SF

LOT SIZE

\$245

PRICE PER SQUARE FOOT

PROPERTY INFORMATION

ADDRESS:	5725 Melrose Ave Los Angeles, CA 90038
APPROX. LOT SIZE:	6,424 SF
PARCEL NUMBER:	5534-036-019
ZONING	C2-1D TIER 3
PROPERTY TYPE:	Vacant Land



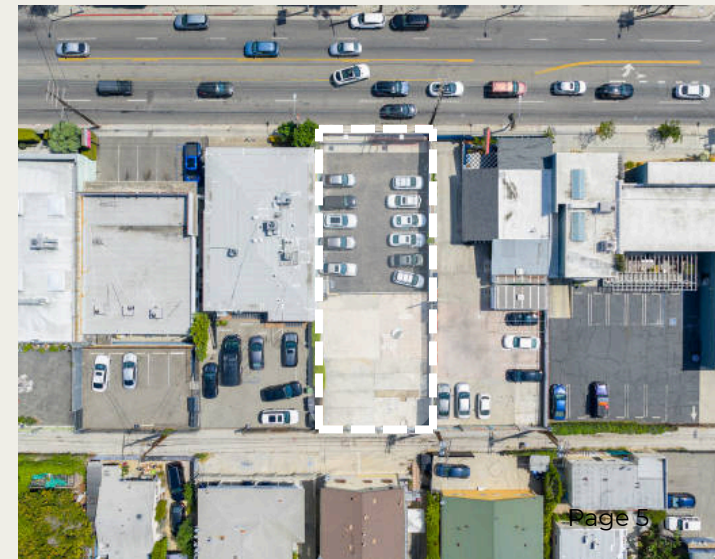
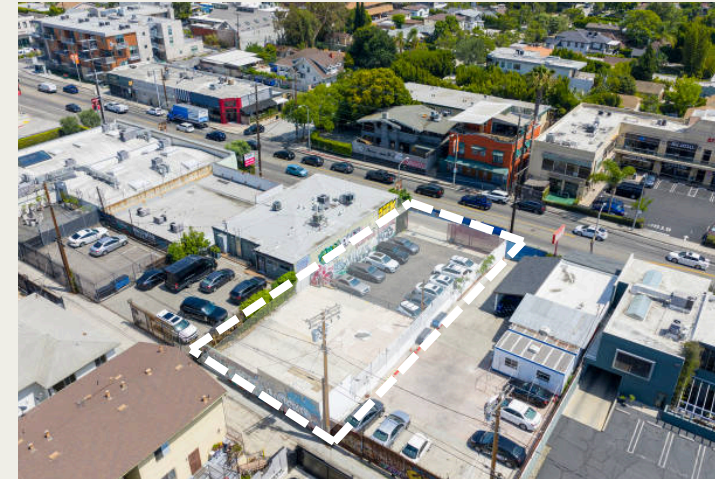
5725
Melrose Ave
LOS ANGELES, CA 90038



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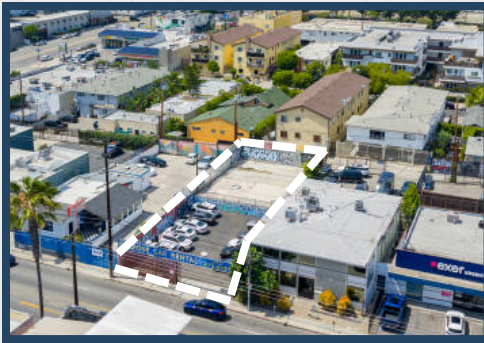
HOLLYWOOD

5725 Melrose Ave

LOS ANGELES, CA 90038

SALE COMPARABLES

★ 5725 MELROSE AVE
LOS ANGELES, CA 90038



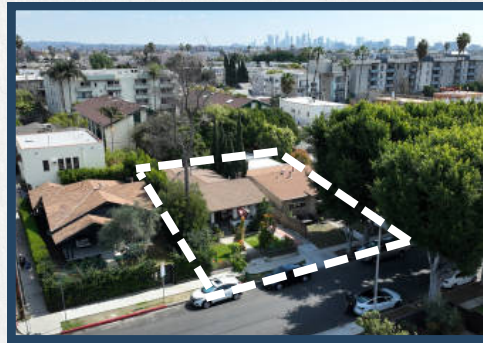
Sale Price	\$1,573,000
Zoning	C2-1D Tier 3
Lot Size	6,424 SF
Price per land SF	\$245
Sale Date	For Sale

643 N ROSSMORE AVE
LOS ANGELES, CA 90004



Sale Price	\$1,550,000
Zoning	R4-2 Tier 3
Lot Size	6,459, SF
Price per land SF	\$240
Sale Date	7/2/2025

1248 N CHEROKEE AVE
LOS ANGELES, CA 90038



Sale Price	\$2,587,000
Zoning	R3-1XL Tier 1
Lot Size	10,240 SF
Price per land SF	\$253
Sale Date	3/10/2025

1046 N GENESEE AVE
WEST HOLLYWOOD, CA 90046



Sale Price	\$1,860,000
Zoning	R3C
Lot Size	6,658 SF
Price per land SF	\$279
Sale Date	1/22/2025

AREA OVERVIEW

HOLLYWOOD / HANCOCK PARK / LARCHMONT VILLAGE

HOLLYWOOD

Located directly on Melrose Avenue in the heart of Hollywood, 5725 Melrose sits at the intersection of one of LA's most iconic and high-traffic corridors. Bounded by the Santa Monica Mountains to the north, La Brea to the west, and Vermont to the east, Hollywood draws a dense, walkable population supported by a robust entertainment, dining, and retail ecosystem. The area's blend of historic character and modern urban density creates strong demand fundamentals for new multifamily development.

HANCOCK PARK

5725 Melrose Ave sits directly on the border of Hancock Park, one of the most prestigious and supply-constrained neighborhoods on the Westside. With Wilshire Blvd to the south and Van Ness to the east, the surrounding blocks feature tree-lined streets, high-income households, and limited new construction activity. Proximity to Larchmont Village and Windsor Square adds walkability and retail amenity that drives renter demand and supports premium rents.

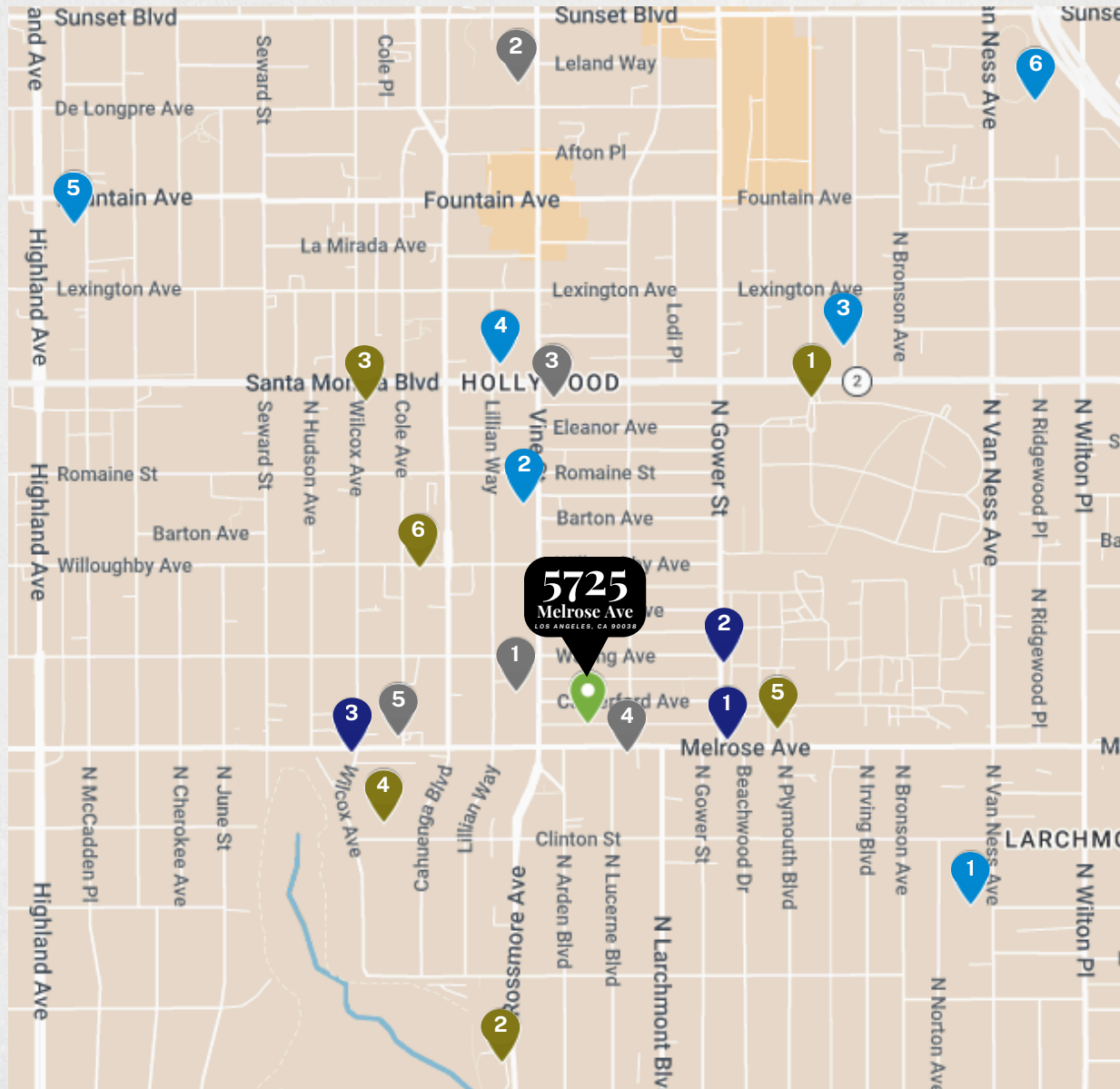
LARCHMONT VILLAGE

Steps from Larchmont Village, 5725 Melrose benefits from one of LA's most beloved walkable retail corridors centered on Larchmont Boulevard between Beverly and 3rd. The Village's concentration of boutiques, coffee shops, restaurants, bakeries, and specialty retailers generates consistent foot traffic and a strong neighborhood identity that tenants actively seek out. This is a rare opportunity to deliver new product in an established, amenity-rich submarket with virtually no competing supply pipeline.



NEIGHBORHOOD AMENITIES

RETAIL, SCHOOLS, AND TRANSIT



PUBLIC TRANSPORTATION

- 1 Melrose & Gower (Westbound)
- 2 Gower & Waring (Northbound)
- 3 Melrose / Wilcox

SCHOOLS

- 1 Van Ness Avenue Elementary School
- 2 Vine Street Elementary School
- 3 Hollywood Elementary School
- 4 The School of Los Angeles
- 5 Hollywood Schoolhouse
- 6 Bernstein High School

RETAIL

- 1 Pavilions
- 2 McDonald's
- 3 Starbucks
- 4 Kali Steak (1 Michelin Star)
- 5 Providence (2 Michelin Star)

MISCELLANEOUS

- 1 Hollywood Forever Cemetery
- 2 Wilshire Country Club
- 3 Milk Studios Equipment Rental
- 4 Los Angeles Tennis Club
- 5 Paramount Pictures Studio Tour
- 6 Milk Studios Los Angeles

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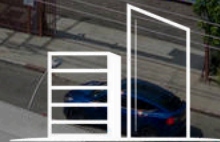
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