

OFFERING MEMORANDUM

774

N. BROADWAY
LOS ANGELES, CA

PRICE REDUCED TO \$8,250,000



Colliers

CONFIDENTIALITY AGREEMENT

Colliers International Greater Los Angeles, Inc., a Delaware Corporation, (COLLIERS) has been retained by the property owner (Owner), on an exclusive basis to act as an agent with respect to the potential sale of approximately ± 26,403 square feet of land, located in the County of Los Angeles, California in the city of Los Angeles, California and as described herein with all improvements now or hereafter made on or to the real property (collectively, the "Property"). Ownership parties have directed that all inquiries and communications with respect to the contemplated sale of the Property be directed to COLLIERS. COLLIERS has available for review certain information concerning the Property which may include brochures, operating statements, financial information, and other materials (collectively Informational Materials). COLLIERS will not make such Informational Materials available to a potential Purchaser until the potential Purchaser has executed a Confidentiality Agreement and, thereby, becomes a Registered Potential Purchaser and agrees to be bound by its terms. Upon receipt of this Offering Memorandum, you further agree to be bound by the terms set forth herein. COLLIERS is prepared to provide the Informational Materials for the reader of this Offering Memorandum, or Registered Potential Purchaser's consideration in connection with the possible purchase of the Property subject to the following conditions: All Informational Materials relating to the Property, which may be furnished to the Registered Potential Purchaser by Owner or COLLIERS shall continue to be the property of the Owner and COLLIERS. The Informational Materials will be used by the Registered Potential Purchaser and may not be copied or duplicated without COLLIERS's and Owner's written consent and must be returned to COLLIERS or Owner immediately upon COLLIERS's request or when the Registered Potential Purchaser declines to make an offer for the Property or terminates any discussion or negotiations with respect to the Property. Registered Potential Purchaser shall not make any Informational Materials available to, or disclose any of the contents thereof, or discuss any transaction involving the Property with any person other than the Registered

Potential Purchaser, unless COLLIERS and Owner have approved, in writing, such disclosure provided, however, that the Informational Materials may be disclosed to the Registered Potential Purchaser's partners, employees, legal counsel and institutional lenders (Related Parties) who, in the Registered Potential Purchaser's judgment, need to know such information for the purpose of evaluating the potential purchase of the Property or any interest therein by the Registered Potential Purchaser. The Registered Potential Purchaser and such Related Parties shall be informed by COLLIERS of the confidential nature of the Informational Materials and must agree to keep all Informational Materials strictly confidential in accordance to the agreement. The Registered Potential Purchaser understands and acknowledges that COLLIERS and the Owner do not make any representation or warranty as to the accuracy or completeness of the Informational Materials and that the information used in the preparation of the Informational Materials was furnished to COLLIERS by others and has not been independently verified by COLLIERS or Owner and is not guaranteed as to completeness of accuracy. The potential Purchaser agrees that neither COLLIERS nor the Owner shall have any liability, for any reason, to the Registered Potential Purchaser or Related Parties resulting from the use of the Informational Materials. The Registered Potential Purchaser hereby indemnifies and saves harmless COLLIERS and the Owner and their respective affiliates and successors, and assigns against and from any loss, liability or expense, including attorney's fees, arising out of any (1) breach of any of the terms of the Agreement by the Registered Potential Purchaser or any Related Party, and (2) claim or claims by Registered Potential Purchaser or any of their representatives for commissions, fees and other compensation for the sale or proposed sale of the Property to the Registered Potential Purchaser. The Registered Potential Purchaser will be responsible for any and all commissions, fees, and other compensation to be paid to the Registered Potential Purchaser's Broker.

OFFERING PROCEDURE

The Registered Potential Purchaser acknowledges that the Property has been offered for sale, subject to withdrawal from the market, change in offering price, prior sale, or rejection of any offer because of the terms thereof, lack of satisfactory credit references of any prospective Purchaser or for any other reason, whatsoever, without notice.

The Registered Potential Purchaser acknowledges that the Property is being offered without regard to race, creed, sex, religion, or national origin. Owner is an intended third-party beneficiary of the terms of this Agreement. Colliers International has been retained as exclusive sales agents by the Owner of 774 N. Broadway, Los Angeles, CA 90012. Registered Prospective Purchasers and their brokers (if any) will be bound by the terms of the executed Confidentiality Agreement, which were agreed to prior to the distribution of this information and the Disclaimer contained herein.

Since the ability to close the transaction according to the terms of the purchase will be of paramount importance to Owner, inclusion of Prospective Purchaser's past property acquisition history, and financial statements identifying the source of funds for the Property's purchase, would greatly aid the Owner in evaluating the Prospective Purchaser's offer.

Owner will select the Prospective Purchaser it deems most qualified, and Prospective Purchaser will immediately be provided a draft Purchase and Sale Agreement for its review and execution.

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EXECUTIVE

Summary

Colliers is pleased to present 774 N. Broadway, a ±26,403 square foot development opportunity located in the core of Chinatown. Situated on a high-visibility corner with frontage along both Broadway and Alpine Street, the site offers strong access and exposure.

The property falls within the Commercial Mixed-Use 1 (CX1) use district under the new Downtown zoning code, permitting a variety of uses including but not limited to a mixed-use development with ground-floor retail and residential units above. The project will be subject to the City's Inclusionary Housing requirements. Density is regulated by Floor Area Ratio (FAR), with no minimum lot area per dwelling unit, allowing for highly efficient and dense development.

The property is currently improved with a parking lot generating interim income, providing a buyer with the opportunity to collect revenue while pursuing entitlements. With no existing approvals in place, a prospective developer has the flexibility to design and execute a project that fully capitalizes on the site's zoning and prime location.



INVESTMENT

Highlights

- **Prime Chinatown Location**, centrally located in the heart of Chinatown, just minutes from Downtown Los Angeles, providing strong connectivity to major employment, retail, and cultural hubs.



- **Prominent Corner Positioning**, high-exposure corner site with dual frontage along Broadway and Alpine Street, offering excellent visibility and access.



- **No Existing Entitlements**, delivered without approvals, providing a blank slate for developers to design a project tailored to current market demand.



- **Covered Land Development Site**, the property is currently leased, providing the Potential Purchaser with immediate interim income while pursuing entitlements.

PROPERTY OVERVIEW



NEW HIGH STREET

ALPINE STREET

PROPERTY PROFILE



Property Address:
774 N. Broadway,
Los Angeles, CA 90012



APN:
5408-024-007



Land Size:
± 26,403 SF



Current Use:
Parking Lot



Zoning:
[DM2-MK1-5]
[CX1-FA] [CPIO]



Located within a 2026
Qualified Census Tract



ED1 Eligibility:
Eligible Site



Walk Score:
Walker's Paradise
(96)



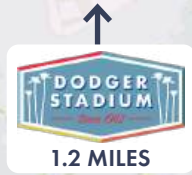
Transit Score:
Rider's Paradise
(98)



Bike Score:
Bikeable
(59)

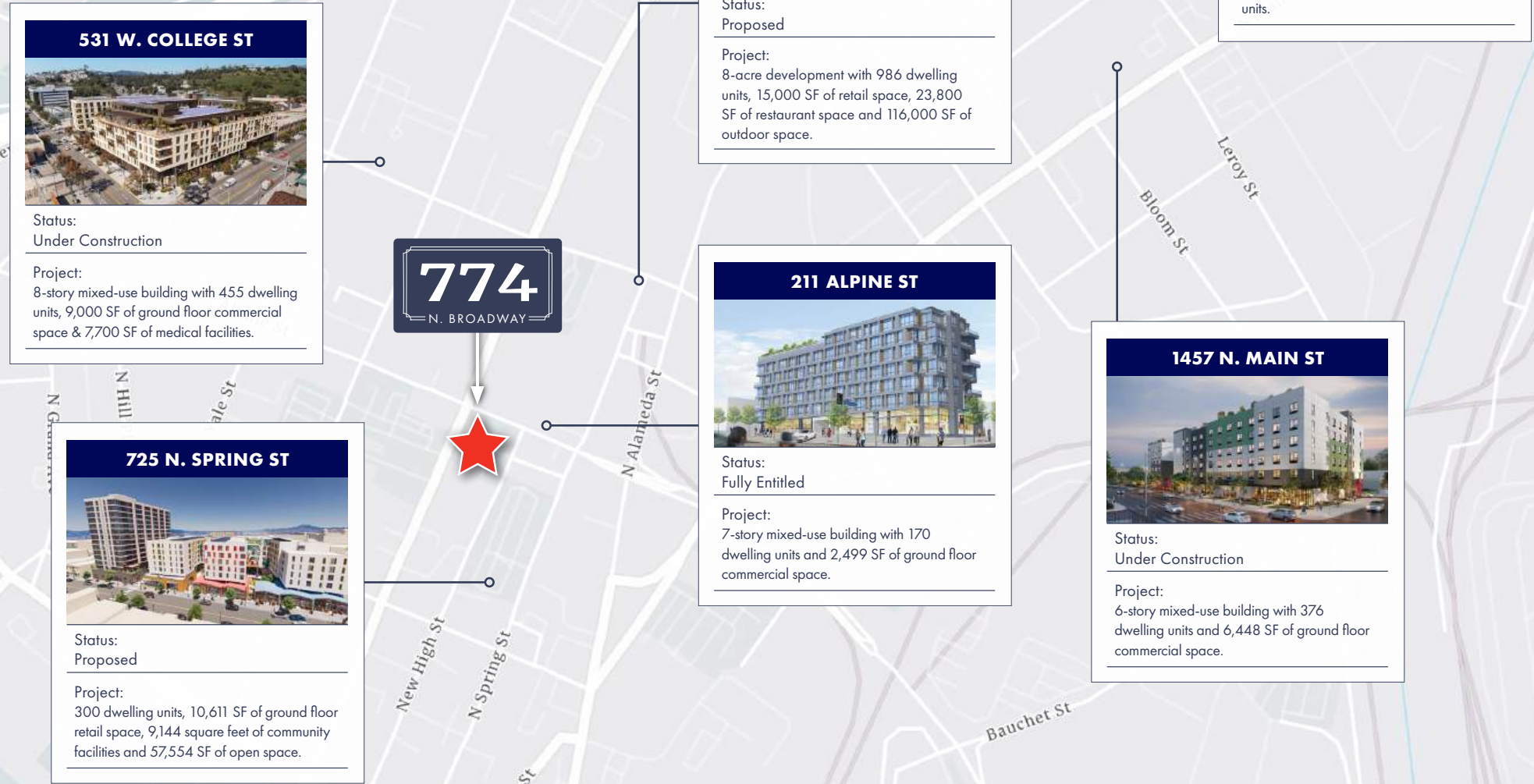
Nearby

AMENITIES MAP



Nearby

DEVELOPMENTS



531 W. COLLEGE ST

Status: Under Construction

Project: 8-story mixed-use building with 455 dwelling units, 9,000 SF of ground floor commercial space & 7,700 SF of medical facilities.

725 N. SPRING ST

Status: Proposed

Project: 300 dwelling units, 10,611 SF of ground floor retail space, 9,144 square feet of community facilities and 57,554 SF of open space.

1251 S. SPRING ST

Status: Proposed

Project: 8-acre development with 986 dwelling units, 15,000 SF of retail space, 23,800 SF of restaurant space and 116,000 SF of outdoor space.

211 ALPINE ST

Status: Fully Entitled

Project: 7-story mixed-use building with 170 dwelling units and 2,499 SF of ground floor commercial space.

1457 N. MAIN ST

Status: Under Construction

Project: 6-story mixed-use building with 376 dwelling units and 6,448 SF of ground floor commercial space.

201 SOTELLO ST

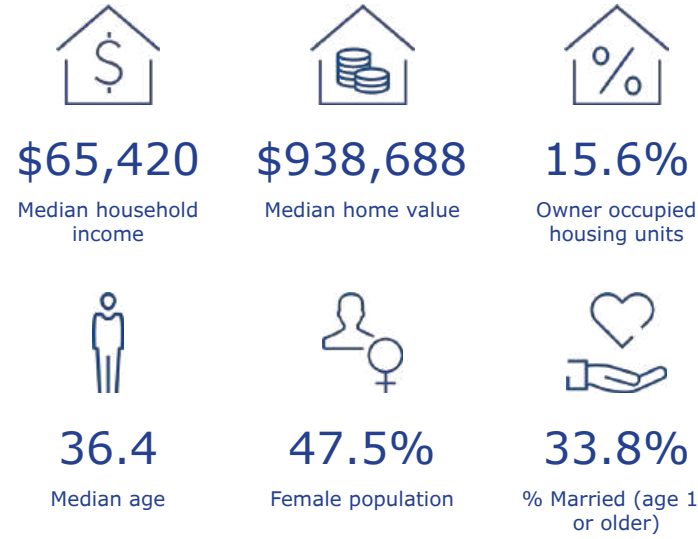
Status: Proposed

Project: 7-story apartment building with 464 dwelling units.



774 N Broadway, Los Angeles, California, 90012
3 mile radius

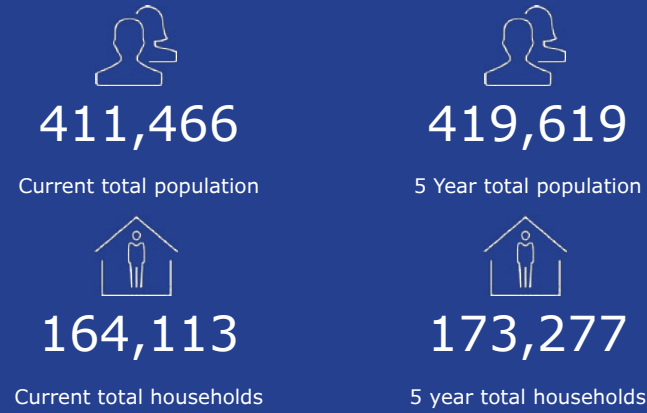
Household & population characteristics



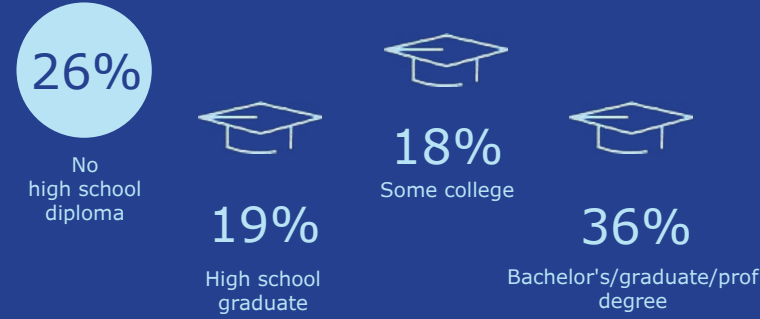
Annual lifestyle spending



Households & population



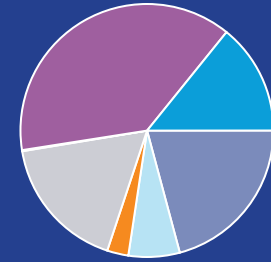
Education



Annual household spending



Race

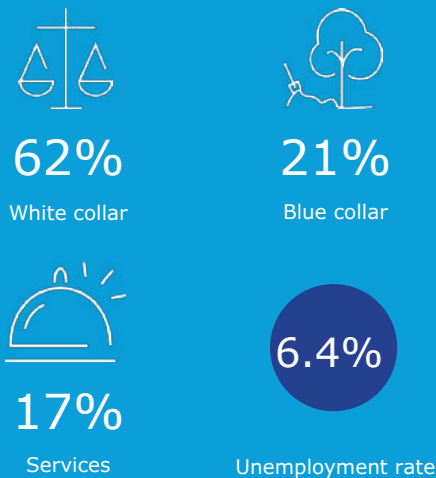


- White population
- Black population
- American Indian population
- Asian population
- Pacific islander population
- Other race population
- Population of two or more races

Business



Employment



Chinatown

MARKET OVERVIEW

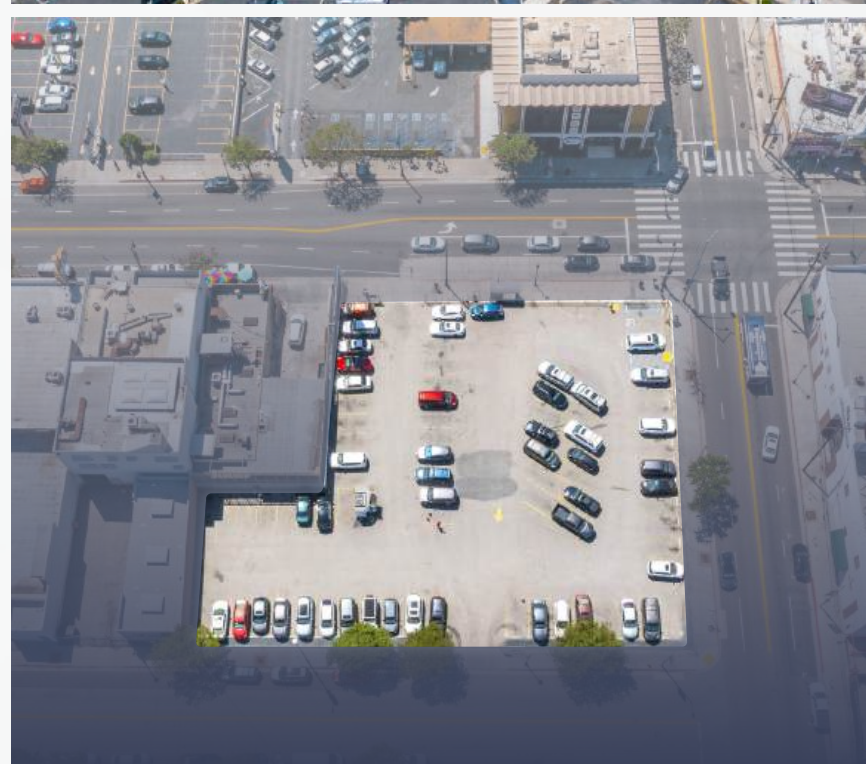
Chinatown, located just north of Downtown Los Angeles, is one of the city's most historic and culturally significant neighborhoods, serving as a long-standing hub for Chinese American heritage, commerce, and community life. Strategically positioned adjacent to Downtown's central business district, Chinatown benefits from immediate access to major employment centers, civic institutions, and regional transportation infrastructure, including the Los Angeles Metro Rail, which connects the area to broader Los Angeles County.

The neighborhood is anchored by its historic core around the Chinatown Central Plaza, which features traditional architecture, cultural landmarks, and a dense concentration of restaurants, retail, and small businesses. The area blends historic character with ongoing reinvestment, as adaptive reuse and mixed-use developments continue to introduce new residential, creative office, and hospitality uses while preserving its cultural identity.

Chinatown's proximity to Downtown Los Angeles, including the Arts District and Civic Center, has made it an increasingly attractive location for residents and businesses seeking centrality and relative affordability compared to surrounding submarkets. Continued infrastructure improvements and steady private investment are supporting gradual revitalization, reinforcing Chinatown's position as a culturally rich, centrally located neighborhood within the urban core.



PROPERTY PHOTOS





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