

Ventura Boulevard's Most Compelling Development Opportunity

39,124 SF Soft Corner | Sub-0.1 Mile to US-101 | Up to ~254,306 Buildable SF

19348 - 19360
VENTURA BLVD
TARZANA, CA 91356

Providence | Cedars Sinai
TARZANA MEDICAL CENTER

US
101

Tampa Ave
↑

OFFERING MEMORANDUM

Marcus & Millichap
BRANDON MICHAELS GROUP

19348 - 19360 VENTURA BLVD

TARZANA, CA 91356

EXCLUSIVELY LISTED BY



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EXECUTIVE SUMMARY

39,124 SF Tarzana, CA *Development Site* in one of Los Angeles's most affluent, supply-constrained communities in *Los Angeles*

The Brandon Michaels Group of Marcus & Millichap, as Exclusive Advisor, is pleased to present 19348-19360 Ventura Boulevard (the "Property"), an approximately 39,124 square foot parcel situated at the soft corner of Ventura Boulevard and Aura Avenue in Tarzana, California, one of the most affluent, supply-constrained, and commercially active communities along the Ventura Boulevard corridor in the western San Fernando Valley. The property is offered as a covered land play, presenting a rare and strategically positioned development site on one of the Valley's most prominent commercial arterials, with immediate freeway access, exceptional demographics, and a broad range of entitled and incentivized development pathways available to a qualified buyer.

Property Highlights

Price	Request for Offers
Building Size	-
Lot Size	39,124 SF
Year Built	1951
Zoning	-
APN	4259-026-012



EXECUTIVE SUMMARY

Raw Land Development Site with 6.50 FAR Upside

The Asset

The Property is offered as approximately 39,124 square feet of raw, unimproved land with no existing structures, providing a qualified buyer with a clean, shovel-ready canvas free of demolition, tenant relocation, or holdover risk. In a development environment where construction costs, capital availability, and entitlement timelines have made new ground-up projects structurally difficult to execute, the ability to acquire a fully cleared, infill parcel of this scale on Ventura Boulevard represents a meaningful competitive advantage. The Property's C2-1VLD zoning, combined with its eligibility under the MIIP Opportunity Corridor Incentive Area (OC-1) designation, unlocks a development program of extraordinary scale, including unlimited density and up to 6.50 FAR under the OCIA program, representing up to approximately 254,306 buildable square feet on a site that today carries the visibility, access, and locational credentials that institutional developers compete aggressively to secure.

The Location

The offering represents one of the most compelling development land opportunities available on Ventura Boulevard today, occupying a soft corner position with sub-0.1 mile proximity to the US-101 Freeway at Tampa Avenue and immediate regional connectivity to the broader San Fernando Valley, the Westside, and Downtown Los Angeles. The Property sits within the established Tarzana / Encino Ventura Boulevard retail and lifestyle corridor, anchored by Village Walk, Trader Joe's, TJ Maxx, Ross, and LA Fitness, and is positioned less than one mile from Providence Cedars-Sinai Tarzana Medical Center, a major regional acute care hospital currently undergoing a multi-phase expansion that drives sustained daily demand from physicians, staff, patients, and visitors. Surrounding demographics reinforce the institutional quality of the location, with average household incomes exceeding \$151,500 within one mile and approximately 445,100 residents within five miles, representing one of the deepest, most affluent residential bases available to any development site in the western San Fernando Valley.

Seller Financing Potentially Available

The Seller may consider providing financing to a qualified buyer on negotiated terms, offering a capital-efficient path to acquisition in a constrained debt environment and a meaningful competitive advantage for buyers pursuing entitlement and pre-development without the timing and cost friction of conventional construction-to-permanent capital.

INVESTMENT HIGHLIGHTS

Rare Ventura Boulevard Development Opportunity

Soft Corner Site with Immediate Freeway Access and Extraordinary Entitlement Upside



Soft Corner Position on Ventura Boulevard, One of the San Fernando Valley's Premier Commercial Corridors

The property occupies a soft corner at Ventura Boulevard and Aura Avenue, providing enhanced visibility, multi-directional accessibility, and strong commercial identity relative to midblock sites along one of the Valley's most established and consistently active retail and commercial corridors. Ventura Boulevard carries approximately 38,203 vehicles per day, delivering sustained daily exposure and commercial viability for a broad range of development uses.



Multiple Development Pathways Across Entitlement Programs

The site accommodates a compelling range of development strategies across multiple entitlement frameworks. By-right development supports up to 98 units at 1.00 FAR. CA State Density Bonus unlocks up to 196 units at 3.35 FAR. MIIP-OCIA provides unlimited density at 6.50 FAR. AHIP supports unlimited units at 6.65 FAR with up to 85 feet of height. This layered entitlement optionality gives a developer meaningful flexibility to tailor the program to market conditions, financing availability, and investment strategy without being locked into a single development approach.

Immediate Proximity to the US-101 Freeway at Tampa Avenue

The site is located less than 0.1 miles from the US-101 Freeway on and off ramps at Tampa Avenue, one of the closest freeway-proximate development parcels available on Ventura Boulevard today. This exceptional regional connectivity positions the site as equally accessible to neighborhood consumers and commuter-oriented regional traffic, a combination that supports the highest-quality retail, mixed-use, and residential development programs and is exceedingly difficult to replicate elsewhere in the submarket.



Cleared, Unimproved Site with Seller Financing Potentially Available

The Property is offered as approximately 39,124 square feet of raw, unimproved land with no existing structures, providing a qualified buyer with a clean development canvas free of demolition cost, tenant relocation, and holdover risk in an environment where ground-up execution has become structurally difficult. The Seller may further consider providing financing to a qualified buyer on negotiated terms, offering a capital-efficient path to acquisition in a constrained debt environment and a meaningful competitive advantage for buyers carrying entitlement and pre-development costs without the timing and cost friction of conventional construction-to-permanent capital.



ED-1 Eligible Site

The Property qualifies for Executive Directive 1, streamlining the City's approval process for 100% affordable housing projects and providing a development pathway with significantly reduced entitlement timeline and risk relative to standard discretionary review, a meaningful competitive advantage for affordable housing developers and mission-driven capital pursuing this site.

Extraordinary Development Potential Under MIIP Opportunity Corridor Incentive Area (OC-1)

The Property's OC-1 designation under the City of Los Angeles Mixed Income Incentive Program unlocks unlimited density and up to 6.50 FAR, representing approximately 254,306 buildable square feet. Under the AHIP program, the site supports up to 6.65 FAR or approximately 260,175 buildable square feet. This development entitlement envelope is among the most expansive available on any Ventura Boulevard parcel in the western Valley, providing a developer with the scale and flexibility to execute a wide range of residential, mixed-use, or 100% affordable housing programs.

VILLAGE WALK
 TRADER JOE'S T.J. MAXX LAIFITNESS
 CHIPOTLE BLU JAM CAFE exer URGENT CARE

Providence Cedars Sinai
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IHOP

Chevron

ROSS
 DRESS FOR LESS

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Carl's Jr.

MOUNTAIN VIEW
 TIRE & AUTO SERVICE



INVESTMENT HIGHLIGHTS

Conceptual Rendering #1: *Mixed-Use*

Mixed-Use Residential with Retail

The property also presents a compelling opportunity to develop a mixed-use residential community that integrates multifamily housing with neighborhood-serving retail and service-oriented commercial uses. A mixed-use concept could position residential buildings throughout the site while locating retail or restaurant uses along the primary frontage areas to create an active street presence and pedestrian-oriented environment.

Retail components could be positioned at the edges of the development or incorporated into ground-floor spaces within residential buildings, creating a walkable mixed-use environment where residents have convenient access to everyday services, dining, and neighborhood retail. This approach would allow the site to function as a residential village with integrated commercial uses designed to serve both the on-site residential population and the surrounding community.

The 39,124 SF Tarzana site provides an ideal scale for a well-designed mixed-use retail project featuring outdoor dining, landscaped walkways, and pedestrian-friendly gathering areas. This layout supports a vibrant, walkable environment that enhances customer engagement while maintaining compatibility with the surrounding residential character, creating a modern, community-focused retail destination.





INVESTMENT HIGHLIGHTS —

Conceptual Rendering #2: *Storage Facility*

Storage Facility

The 39,124 SF Tarzana site provides an ideal footprint for a modern self-storage facility, allowing for an efficient multi-level design with optimized unit layouts and flexible configurations. The property can support secure access points, controlled entry systems, and well-organized internal circulation for both customers and operations. This scale enables a clean, streamlined layout that maximizes usability while maintaining a professional exterior presence.

The site can accommodate a mix of climate-controlled and traditional storage units, along with dedicated loading areas and convenient drive-up access where feasible. Thoughtful planning allows for smooth vehicle flow, intuitive navigation, and minimal congestion throughout the property. These features enhance the overall customer experience while maximizing rentable square footage and operational efficiency.

Overall, the development offers an opportunity to deliver a high-quality, professionally managed storage asset that aligns with Tarzana's surrounding residential and commercial base. The project is well-positioned to meet strong local demand for storage solutions driven by density and lifestyle trends. With a modern design and efficient layout, it can become a stable, long-term income-producing asset in a supply-constrained market.



INVESTMENT HIGHLIGHTS

Conceptual Rendering #3: *Car Wash / EV Station*

Car Wash / EV Charging Station

The 39,124 SF Tarzana site offers an ideal footprint for a combined car wash and electric vehicle (EV) charging facility, allowing for a modern, high-throughput layout with efficient vehicle circulation. The property can support automated wash tunnels, vacuum stations, and clearly defined queuing areas that minimize congestion and optimize flow. This configuration creates a streamlined, customer-friendly experience with strong visibility and accessibility.

The site can accommodate a network of fast-charging EV stations integrated alongside the car wash operations, capitalizing on dwell time and increasing customer convenience. Thoughtful design allows for seamless movement between charging, washing, and staging areas while maintaining safety and operational efficiency. This dual-use concept enhances revenue potential by serving both traditional and electric vehicle demand.

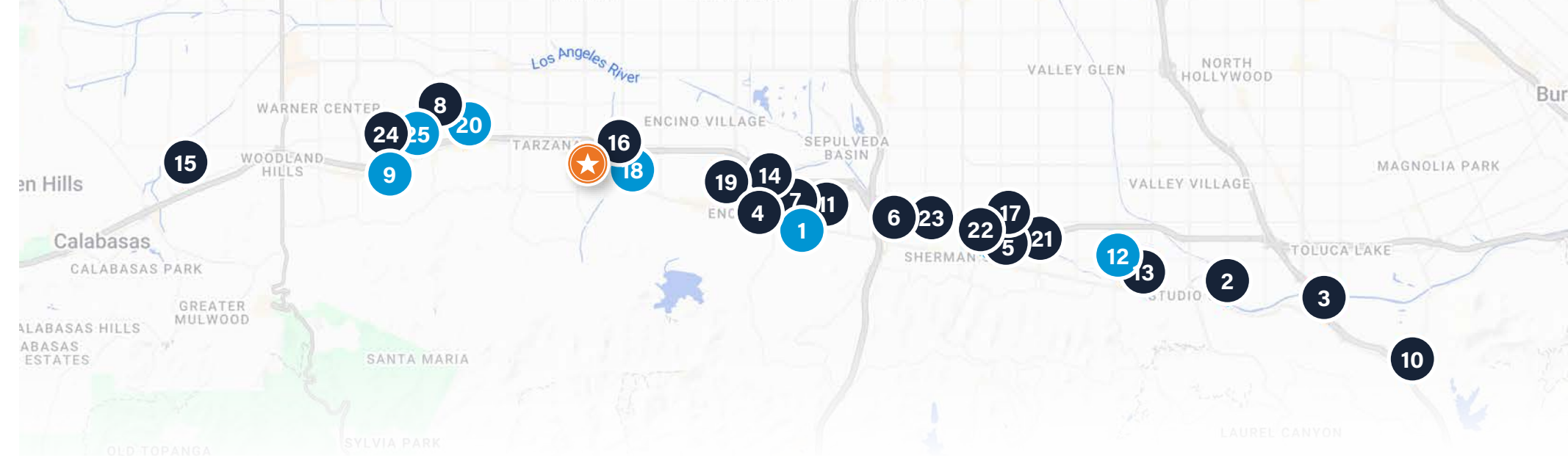
Overall, the development presents an opportunity to deliver a future-forward automotive service hub that aligns with Tarzana's evolving transportation trends. By combining car wash services with EV infrastructure, the project can attract a broad customer base while positioning itself as a long-term, high-demand asset in a growing market.



INVESTMENT HIGHLIGHTS

Ventura Boulevard *Redvelopment*

#	STATUS	PROPERTY NAME	ADDRESS	PROPERTY TYPE	RENTABLE BUILDING AREA	UNITS	NUMBER OF STORIES	CONSTRUCTION BEGIN	YEAR BUILT
1	Existing	The Vered	16151-16201 W Ventura Blvd	Health Care	120,000	-	7	2023	2025
2	Proposed	-	11686 Ventura Blvd	Health Care	125,000	-	4	2026	2027
3	Existing	BLVD Hotel and Studios Universal-Hollywood, Ascend Hotel Collection	10730 Ventura Blvd	Hospitality	40,519	-	2	-	2011
4	Existing	Legado Encino	16710 Ventura Blvd	Multifamily	159,500	125	4	2009	2010
5	Existing	Metro Art Sherman Oaks	14140 Moorpark St	Multifamily	158,644	112	3	2011	2013
6	Existing	Live On The Boulevard	15210-15222 Ventura Blvd	Multifamily	73,395	50	7	-	2013
7	Existing	16300 Ventura	16300 Ventura Blvd	Multifamily	57,000	49	5	2016	2017
8	Existing	Elderberry Village	20205 Ventura Blvd	Multifamily	145,500	146	3	2024	2024
9	Existing	The Boulevard Apartment Homes	20600 Ventura Blvd	Multifamily	454,102	341	3	2012	2014
10	Proposed	Cahuenga Apartments	3077 Cahuenga Blvd	Multifamily	82,485	127	6	2026	2028
11	Proposed	Libbit 57	4741 N Libbit Ave	Multifamily	40,000	40	5	2026	2027
12	Proposed	The Residences at Sportsmen's Lodge	12825 Ventura Blvd	Multifamily	500,000	520	7	2026	2027
13	Proposed	-	12555 Ventura Blvd	Multifamily	814,000	814	7	2026	2028
14	Proposed	-	16610 Ventura Blvd	Multifamily	45,000	45	5	2026	2028
15	Under Construction	Woodlake Apartments	23036 Ventura Blvd	Multifamily	100,000	100	8	2025	2026
16	Existing	-	5223 Lindley Ave	Office	19,000	-	2	2024	2025
17	Existing	-	14241 Ventura Blvd	Office	20,000	-	3	-	2023
18	Existing	The Ventana	18133 Ventura Blvd	Office	117,978	-	4	2014	2016
20	Proposed	Aegis at ParkPointe	17017 Ventura Blvd	Office	55,500	-	3	2026	2028
20	Existing	-	19800 Ventura Blvd	Retail	47,465	-	1	-	2011
21	Existing	Ralphs	14049 Ventura Blvd	Retail	65,500	-	2	-	2014
22	Existing	-	14311 Ventura Blvd	Retail	74,000	-	2	2020	2020
23	Existing	-	14845 Ventura Blvd	Retail	61,255	-	1	2019	2020
24	Existing	Woodland Hills Porsche	20539 Ventura Blvd	Retail	133,117	-	2	2021	2023
25	Proposed	-	20401 Ventura Blvd	Specialty	158,000	-	2	2026	2027



The Vered on Ventura
16151-16201 W Ventura Blvd



The Boulevard Apartment Homes
20600 Ventura Blvd



The Residences at Sportsman's Lodge
12825 Ventura Blvd



The Ventana
18133 Ventura Blvd



Aegis at ParkPointe
17017 W Ventura Blvd



20401 Ventura Blvd

INVESTMENT HIGHLIGHTS

Tarzana, Ventura Boulevard Corridor & Western San Fernando Valley Market Fundamentals

Tarzana, One of the Valley's Most Affluent and Supply-Constrained Communities

Tarzana is among the most desirable and demographically formidable communities along the Ventura Boulevard corridor, characterized by a dense, high-income residential population, a well-established retail and dining environment, and a consistently strong commercial real estate market supported by limited new supply and high barriers to entry. Average household incomes exceed \$151,500 within one mile of the property and \$120,000 within three miles, representing one of the most affluent consumer and residential bases available to any development site in the western San Fernando Valley.



Ventura Boulevard, The Valley's Primary East-West Commercial Spine

Ventura Boulevard is the defining commercial corridor of the San Fernando Valley, running continuously through Encino, Tarzana, Woodland Hills, and Calabasas and serving as the primary address for the Valley's highest-quality retail, dining, professional, and mixed-use uses. The corridor's combination of consistent traffic volume, affluent surrounding demographics, and established commercial identity creates a durable and institutionally recognized demand environment for both commercial tenants and residential end users, supporting long-term asset performance for any well-executed development program.



38,203 Vehicles Per Day on Ventura Boulevard, with 258,000+ on the Adjacent 101 Freeway

The property benefits from dual traffic exposure, fronting directly on Ventura Boulevard's established commercial corridor while sitting less than 0.1 miles from the US-101 Freeway, which carries over 258,000 vehicles per day. This combination of local corridor traffic and regional freeway volume provides any development at this site with unmatched regional visibility and consumer capture potential across multiple demand sources simultaneously.

Dense and Affluent Surrounding Population Supporting Long-Term Development Demand

The property is surrounded by approximately 15,600 residents within one mile, 200,800 within three miles, and 445,100 within five miles, with owner-occupied household rates and median household incomes that consistently outperform broader Los Angeles benchmarks. This residential density and income profile creates sustained demand for quality multifamily housing, mixed-use retail, and neighborhood-serving commercial uses, directly supporting the absorption and long-term performance of any development executed on this site.



Limited Comparable Development Supply on Ventura Boulevard

Large-scale, freeway-proximate, incentive-eligible development parcels of this size and quality on Ventura Boulevard are among the scarcest real estate commodities in the western San Fernando Valley. The corridor's established built environment, limited land availability, and high barriers to site assembly mean that opportunities of this nature transact rarely and are competed for intensely by experienced local, regional, and national developers when they do become available.

AREA OVERVIEW

Tarzana, California

19348-19360 Ventura Boulevard is situated in Tarzana, California, one of the most established, affluent, and commercially active communities along the Ventura Boulevard corridor in the western San Fernando Valley. Tarzana occupies a prime position within the Valley's most desirable residential and commercial geography, bordered by Encino to the east and Woodland Hills to the west, and defined by a dense, high-income residential population, a well-curated retail and dining environment, and a commercial real estate market that has consistently demonstrated resilience and demand durability across multiple economic cycles. For development site buyers, Tarzana represents one of the most fundamentally sound and demographically compelling submarkets available in the San Fernando Valley, where the combination of income quality, residential density, freeway proximity, and limited new supply creates the exact conditions that support long-term project performance across a broad range of development programs.



The Ventura Boulevard Corridor

Ventura Boulevard is the defining commercial artery of the San Fernando Valley, running continuously from Studio City through Encino, Tarzana, Woodland Hills, and Calabasas and serving as the primary address for the Valley's most established retail, dining, professional service, and mixed-use uses. The corridor carries approximately 38,203 vehicles per day past the subject property and is consistently ranked among the most active and commercially productive streets in Los Angeles County, supporting an entrenched ecosystem of national retailers, local restaurants, medical and professional tenants, and lifestyle-oriented uses that reflect the affluence and consumer sophistication of the surrounding residential base. For a development site buyer, Ventura Boulevard frontage is not merely a locational attribute, it is a defining competitive advantage that influences tenant demand, residential absorption, end-user appeal, and long-term asset value in ways that comparable off-corridor sites fundamentally cannot replicate.

US-101 Freeway Proximity and Regional Connectivity

The property sits less than 0.1 miles from the US-101 Freeway at the Tampa Avenue interchange, one of the closest freeway-proximate development sites available on Ventura Boulevard today. The 101 Freeway carries over 258,000 vehicles per day through this corridor, connecting Tarzana to the broader San Fernando Valley, the Westside, Downtown Los Angeles, and Ventura County. This regional connectivity is a critical development asset, expanding the effective trade area of any project executed on this site well beyond the immediate neighborhood and positioning a future development to capture commuter, destination, and regional consumer demand in addition to the already-robust local residential base. The combination of Ventura Boulevard frontage and sub-0.1 mile freeway proximity is an exceptionally rare site attribute that is essentially unrepeatable anywhere else in the immediate submarket.



Surrounding Demographics and Consumer Base

The property is surrounded by one of the most affluent and densely populated residential trade areas in the western San Fernando Valley. Average household incomes exceed \$151,500 within one mile of the property, \$120,000 within three miles, and \$124,400 within five miles, placing the site within a consumer base that consistently outperforms Los Angeles County averages and supports high-quality retail, dining, professional, and residential development programs. The surrounding population of approximately 15,600 residents within one mile, 200,800 within three miles, and 445,100 within five miles, combined with a median household income of \$115,900 within one mile, reflects the depth and quality of demand that underpins long-term commercial and residential absorption at this location. The area's strong owner-occupied household base of approximately 3,300 within one mile further reflects the stability and permanence of the surrounding residential community, providing the consistent, high-quality consumer demand that any development at this site is positioned to capture from day one of operations.

The Tarzana Development Environment

Tarzana's established built environment, limited land availability, and high barriers to site assembly have historically constrained the supply of new development along the Ventura Boulevard corridor, creating a structural imbalance between demand and available product that has consistently supported strong residential absorption, stable retail occupancy, and durable long-term asset values. The subject property's scale, at nearly 39,124 square feet, represents a meaningfully larger development canvas than is typically available on the corridor, providing a buyer with the footprint necessary to execute a program of genuine scale and institutional quality. Combined with the property's MIIP Opportunity Corridor Incentive Area eligibility, its ED-1 qualification, and its proximity to transit and freeway infrastructure, the site presents a development opportunity that is structurally difficult to replicate and competitively positioned to perform across a broad range of market conditions and program types.



DEMOGRAPHICS

Tarzana Demographics at a Glance

Affluent, Established Community

Within one mile, Tarzana reflects a smaller, high-income residential base of 15,600 residents and 5,700 households. The area skews older, with a median age of 43.9, and shows strong homeownership, with owners outnumbering renters. Average household income exceeds \$151,500, signaling a well-established and affluent neighborhood supported by 2,200 nearby businesses.

Dense and Renter-Weighted Market

The 3-mile radius expands to over 200,800 residents and 74,300 households, introducing a more urbanized and renter-heavy profile. Median age drops slightly to 41.7, while incomes moderate to \$120,000 on average. With nearly 14,800 businesses, this zone reflects a highly active, dense economic environment with strong housing demand.

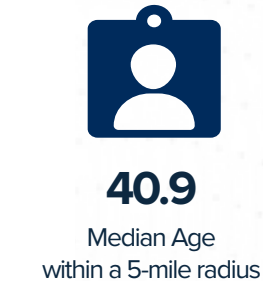
Large Consumer Base

At five miles, the population reaches 445,100 with 156,600 households, offering the most diverse mix of residents. Household sizes increase slightly to 2.7, and the median age trends younger at 40.9. Income levels stabilize above the 3-mile range, and the area supports a major commercial footprint of 34,000 businesses, highlighting strong regional growth and economic depth.

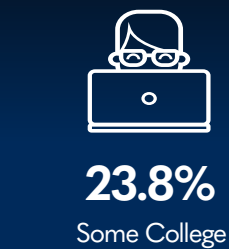
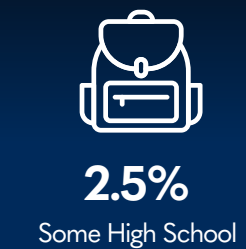
Demographics

	1 Mile	3 Mile	5 Mile
Population	15,600	200,800	445,100
Households	5,700	74,300	156,600
Average Household Size	2.6	2.6	2.7
Median Age	43.9	41.7	40.9
Owner Occupied Households	3,300	33,400	75,500
Renter Occupied Households	2,300	41,100	81,200
Average Household Income	\$151,500	\$120,000	\$124,400
Median Household Income	\$115,900	\$88,700	\$92,800
Businesses	2,200	14,800	34,000

Population



Education



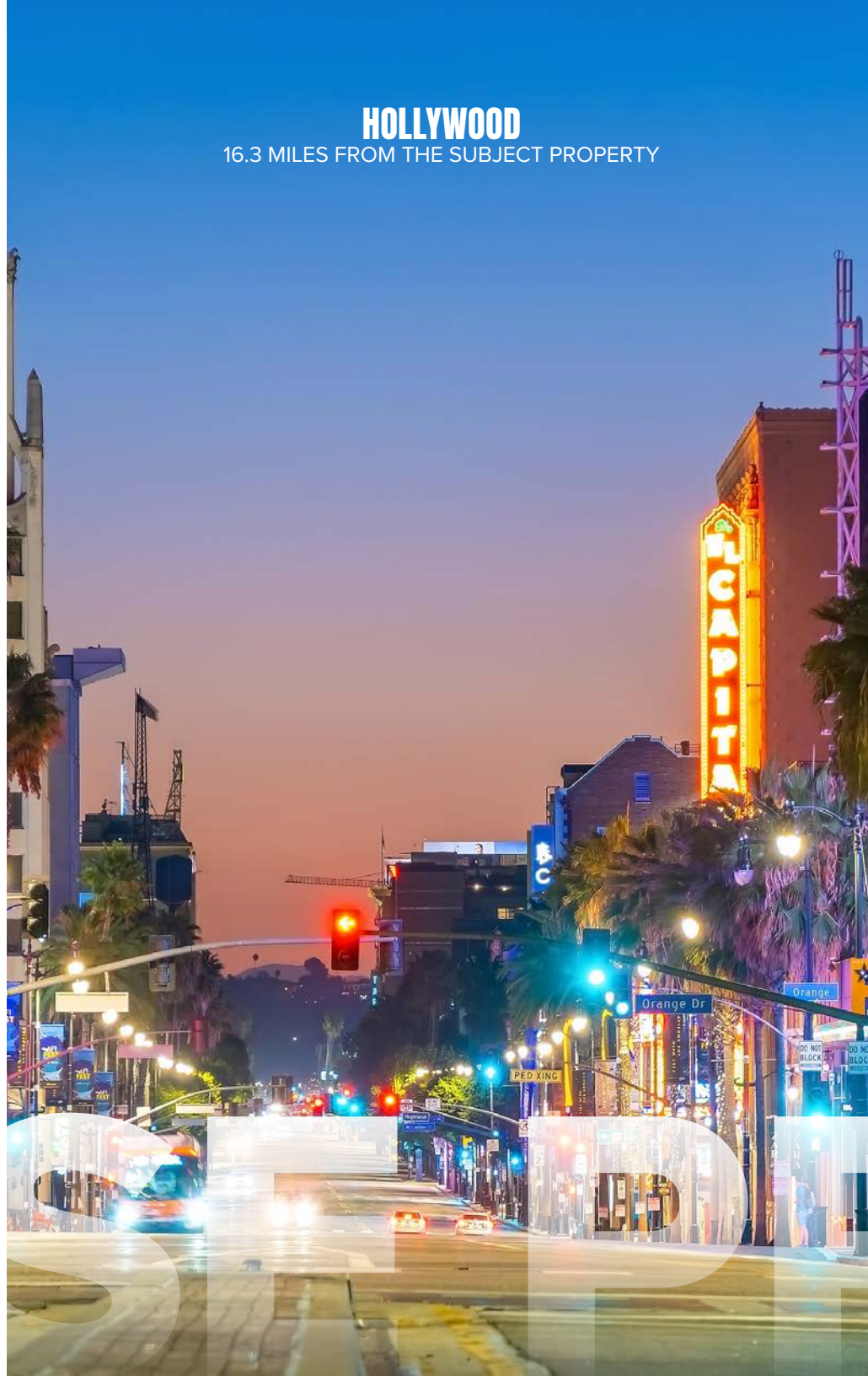
BURBANK AIRPORT

13.3 MILES FROM THE SUBJECT PROPERTY



HOLLYWOOD

16.3 MILES FROM THE SUBJECT PROPERTY



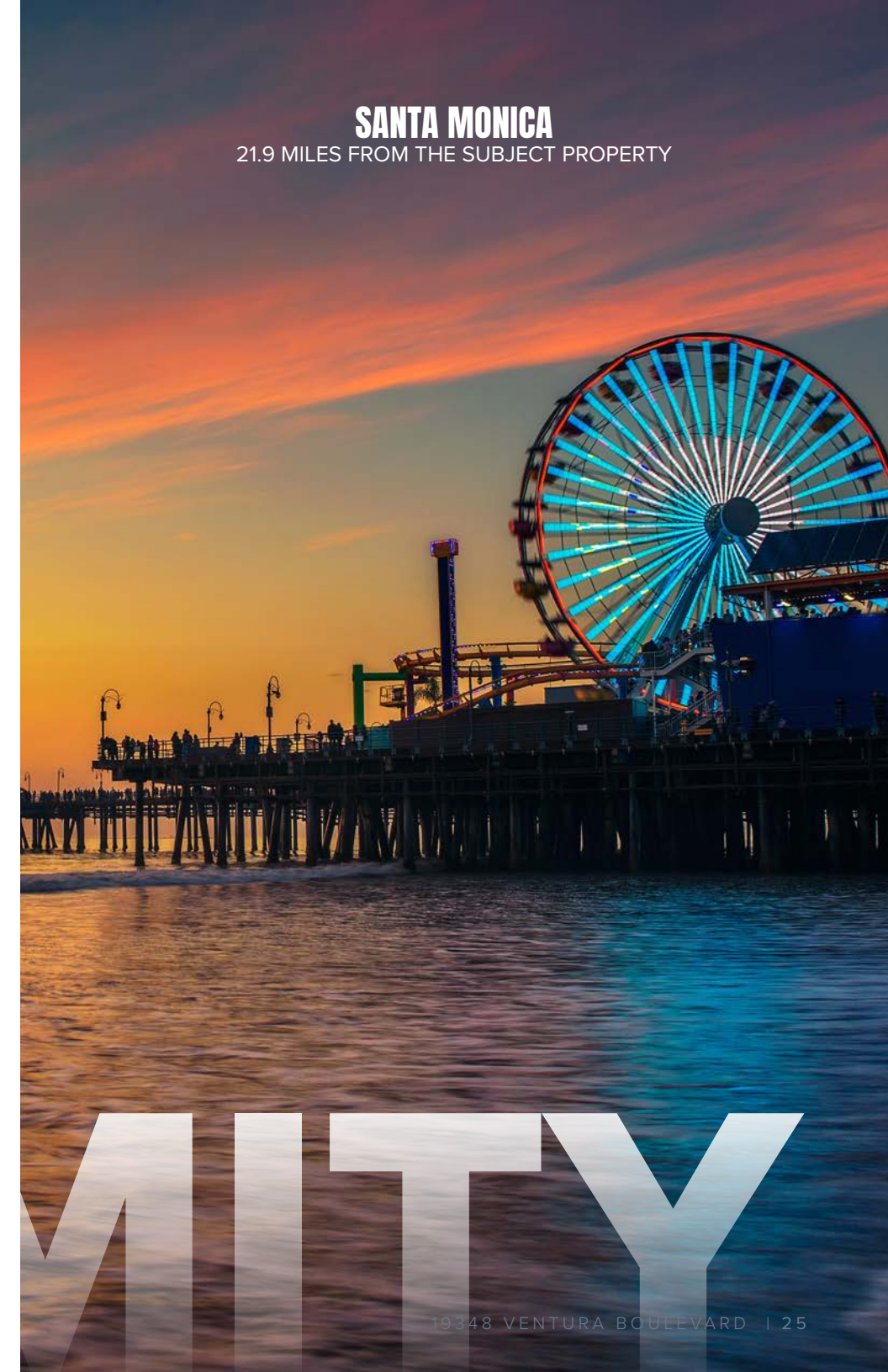
DOWNTOWN LA

21.4 MILES FROM THE SUBJECT PROPERTY



SANTA MONICA

21.9 MILES FROM THE SUBJECT PROPERTY



CLO

PROX

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MITY



19348 - 19360 VENTURA BLVD TARZANA, CA 91356

Marcus & Millichap
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GROUP

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