

1210 SOUTH LA BREA AVENUE
SUBJECT PROPERTY

311 EAST 99TH STREET
SUBJECT PROPERTY

306 EAST 99TH STREET
SUBJECT PROPERTY

310 EAST 99TH STREET
SUBJECT PROPERTY

MULTI-USE REDEVELOPMENT OPPORTUNITY IN THRIVING CITY OF INGLEWOOD

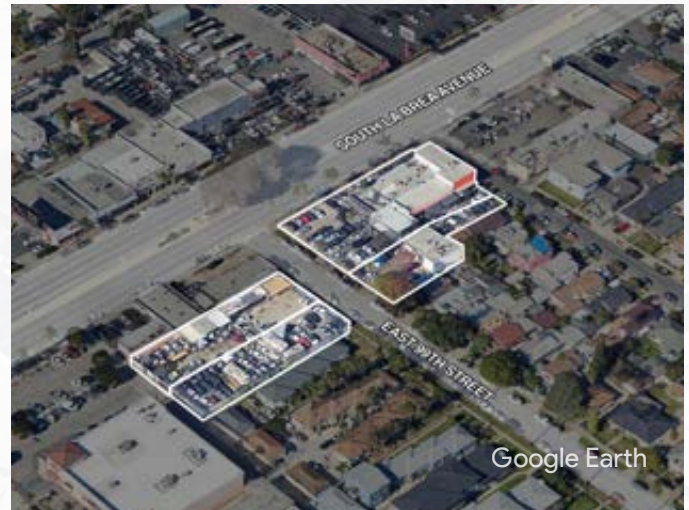
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The lots on **S La Brea Avenue & E 99th Street** offer rare scale in a rapidly growing urban core — a standout opportunity to develop at volume and secure a foothold in one of LA County's most dynamic markets. With ideal timing, a strategic location, and supportive city policies, this site is positioned to ride the rising tide of Inglewood's growth and deliver long-term returns in a supply-constrained region.

Rare 1-Acre Urban Assemblage

This four-lot, ~1-acre site on S La Brea & E 99th St is a rare large-scale opportunity in Inglewood's urban core. Its size and frontage offer a prime canvas for a landmark mixed-use or multifamily project. With suggested R-4 zoning, the site supports high-density development with ground-floor retail — aligning with the city's smart growth vision. In a market where parcels of this scale are nearly impossible to find, this assemblage offers exceptional potential for both impact and long-term value.



Strategic Location & Exceptional Connectivity

Just off Century Boulevard, a key corridor linking LAX and Inglewood's entertainment district, the site offers prime visibility and access to freeways, transit, and regional hubs. Located near the new Metro K Line station, it supports transit-oriented development and enhances appeal for residents and retailers alike. High traffic counts and a central urban location make it ideal for mixed-use projects with ground-floor retail. Additionally, these properties are all located within a federally designated Opportunity Zone, which may offer preferential tax treatment for new investments. This is a highly connected, rapidly evolving area — offering both local convenience and broad regional reach.



High-Density Potential with Supportive City Policies

With a suggested R-4 rezoning, the property is ideal for a high-density multifamily or mixed-use project, potentially rising 4+ stories with ground-floor retail. Inglewood's newly adopted inclusionary zoning ordinance supports this kind of smart growth, encouraging density while requiring a portion of affordable units. Developers may also benefit from incentives like density bonuses, enhancing project feasibility. The city's proactive stance signals a clear openness to transformative developments that add housing and align with modern planning goals. All key elements — zoning, incentives, and community support — are in place to move forward with a flagship project.



Unmatched Investment Opportunity in a Transforming Market

Inglewood is experiencing a once-in-a-generation development boom, fueled by billions in public and private investment, including the \$5+ billion Hollywood Park redevelopment, new hotels, retail, and transit upgrades. This momentum has created a prime environment for housing and mixed-use projects, with soaring demand and strong investor confidence. At approximately one acre, this investment offers a standout opportunity to develop at volume and secure a foothold in one of LA County's most dynamic markets.



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Property Highlights

ADDRESS	APN#	Lot Size SF	Lot Acreage
1210 South La Brea Avenue	4024-037-047	21,344 SF	0.49 Acres
306 East 99th Street	4024-037-046	8,977 SF	0.21 Acres
310 East 99th Street	4024-038-004	8,978 SF	0.21 Acres
311 East 99th Street	4024-038-045	5,327 SF	0.12 Acres



Scale & Assemblage

1.03 acres of land across 4 lots – a unique opportunity for a significant project in the urban core.



Prime Urban Location

Centrally located near Century Blvd (gateway to LAX and Inglewood’s entertainment district), transit, and major roadways, ensuring accessibility and visibility.



Development-Ready Potential

Suggested R-4 zoning for high-density residential or mixed-use, with city policies (inclusionary zoning, density bonuses) that support maximizing unit count and project value.



Booming Surroundings

Minutes from SoFi Stadium and Intuit Dome – two game-changing developments fueling demand for housing, retail, and services – plus proximity to the Forum, Hollywood Park, and new Metro stations.



Favorable Market Dynamics

Inglewood’s explosive growth, infrastructure investments, and pro-development stance create an environment where a new project can thrive and appreciate alongside the city’s upward trajectory.



Location Highlights

Proximity to Transformative Projects:

The property is strategically located near Inglewood's premier sports and entertainment venues, offering significant benefits for potential development:

SoFi Stadium

This state-of-the-art NFL stadium, home to the Los Angeles Rams and Chargers, opened in 2020 with a construction cost of approximately \$5.5 billion, making it the most expensive stadium ever built. The venue has elevated Inglewood's global profile, hosting major events like the Super Bowl and the upcoming 2028 Olympic ceremonies. Its presence has spurred substantial demand for new housing, hospitality, and retail developments in the vicinity



Intuit Dome

The home of the NBA's Los Angeles Clippers, this 18,000-seat arena was a \$2 billion project, making it one of the most expensive sports venues in the U.S. Opening in 2024, the Intuit Dome is has further cemented Inglewood's status as a regional entertainment hub, attracting year-round crowds and economic activity.



The proximity of these landmark projects positions the property to capitalize on the area's growth, offering future residents and businesses unparalleled access to world-class events and amenities.

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DEMOGRAPHIC SUMMARY REPORT

RADIUS	1 MILE		3 MILE		5 MILE	
Population						
2029 Projection	275,591		754,600		2,877,448	
2024 Estimate	284,104		778,707		2,968,218	
2020 Census	292,380		805,396		3,064,656	
Growth 2024 - 2029	-3.00%		-3.10%		-3.06%	
Growth 2020 - 2024	-2.83%		-3.31%		-3.15%	
2024 Population by Hispanic Origin	143,206		381,556		1,461,072	
2024 Population	284,104		778,707		2,968,218	
White	33,729	11.87%	128,553	16.51%	737,090	24.83%
Black	91,947	32.36%	208,803	26.81%	408,039	13.75%
Am. Indian & Alaskan	4,576	1.61%	11,345	1.46%	45,162	1.52%
Asian	13,118	4.62%	51,816	6.65%	352,200	11.87%
Hawaiian & Pacific Island	1,343	0.47%	2,824	0.36%	8,288	0.28%
Other	139,390	49.06%	375,366	48.20%	1,417,439	47.75%
U.S. Armed Forces	239		374		1,696	
Households						
2029 Projection	96,571		255,822		1,035,698	
2024 Estimate	99,689		264,421		1,067,457	
2020 Census	102,951		274,817		1,094,501	
Growth 2024 - 2029	-3.13%		-3.25%		-2.98%	
Growth 2020 - 2024	-3.17%		-3.78%		-2.47%	
Owner Occupied	37,220	37.34%	106,931	40.44%	352,580	33.03%
Renter Occupied	62,470	62.66%	157,490	59.56%	714,877	66.97%
2024 Households by HH Income	99,690		264,420		1,067,455	
Income: <\$25,000	19,479	19.54%	52,013	19.67%	214,212	20.07%
Income: \$25,000 - \$50,000	18,556	18.61%	45,854	17.34%	180,692	16.93%
Income: \$50,000 - \$75,000	16,214	16.26%	39,722	15.02%	155,812	14.60%
Income: \$75,000 - \$100,000	12,892	12.93%	33,498	12.67%	125,420	11.75%
Income: \$100,000 - \$125,000	10,191	10.22%	25,367	9.59%	97,787	9.16%
Income: \$125,000 - \$150,000	6,708	6.73%	17,187	6.50%	67,160	6.29%
Income: \$150,000 - \$200,000	7,841	7.87%	21,611	8.17%	90,444	8.47%
Income: \$200,000+	7,809	7.83%	29,168	11.03%	135,928	12.73%
2024 Avg Household Income	\$89,755		\$97,672		\$101,455	
2024 Med Household Income	\$68,321		\$71,619		\$72,185	

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