

FOR SALE

±10,826 SF Retail Building
on a ±21,339 SF Corner Lot

12908 Bailey Street
WHITTIER, CA 90601

ALAN DESZCZ
Director, DRE# 01196130
(951) 233-0415
adeszcz@kwcommercial.com

KW COMMERCIAL
9483 Haven Ave., Suite 100
Rancho Cucamonga, CA 91730



PROPERTY HIGHLIGHTS

±10,826 SF Retail Building on a ±21,339 SF Lot
12908 Bailey Street | Whittier, CA 90601

02



- ±10,826 SF Single-Story Retail Building
- ±21,339 SF Corner Lot
- Parking 22 Spaces
- Parking structure behind the property: four stories, city-owned, 351 spaces, free to use
- Solar Advantage – Seller will pay off solar at closing. Enjoy a \$0 electric bill (previously ~\$1,500)
- Year Built in 1942
- Zoning: Uptown Specific Plan - Uptown Core (U-CO)
- Suitable for Retail Establishments, Medical and Professional Offices, Dining Venues, and a Variety of Other Commercial Applications
- This building was featured in the film: “The Fabelmans” (2022), directed by Steven Spielberg



ALAN DESZCZ
(951) 233-0415
adeszcz@kwcommercial.com

KW COMMERCIAL
Rancho Cucamonga, CA 91730

AREA DESCRIPTION

±10,826 SF Retail Building on a ±21,339 SF Lot
12908 Bailey Street | Whittier, CA 90601



Whittier combines historic charm with family-friendly living at the foot of the Puente Hills, offering easy access to Los Angeles and Orange County. Uptown Whittier is the city's cultural hub, with dining, boutiques, and community events, while the Whittier Hills provide scenic hiking trails like Turnbull Canyon. Key landmarks include Whittier College, Pío Pico State Historic Park, and vibrant shopping at Whittwood Town Center—all connected by the 605, 60, and 5 freeways.

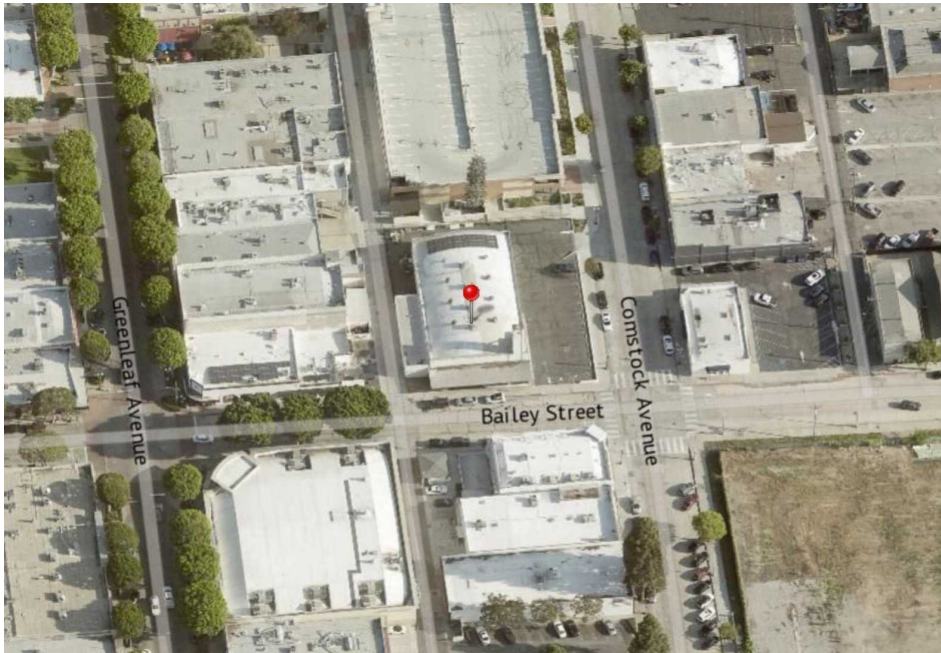


ALAN DESZCZ
(951) 233-0415
adeszcz@kwcommercial.com

KW COMMERCIAL
Rancho Cucamonga, CA 91730

PROPERTY PHOTOS

±10,826 SF Retail Building on a ±21,339 SF Lot
12908 Bailey Street | Whittier, CA 90601



ALAN DESZCZ
(951) 233-0415
adeszcz@kwcommercial.com

KW COMMERCIAL
Rancho Cucamonga, CA 91730

PROPERTY PHOTOS

±10,826 SF Retail Building on a ±21,339 SF Lot
12908 Bailey Street | Whittier, CA 90601



ALAN DESZCZ
(951) 233-0415
adeszcz@kwcommercial.com

KW COMMERCIAL
Rancho Cucamonga, CA 91730

Positioned in the vibrant core of Uptown Whittier, 12908 Bailey Street offers a rare opportunity to own a freestanding commercial asset in one of Southeast Los Angeles County's most walkable, community-driven districts.

This ±10,000 SF retail building sits on a 0.49-acre corner lot with unmatched visibility at Bailey Street and Greenleaf Avenue—placing your business or investment directly in Whittier's primary dining, retail, and entertainment corridor.

Built in 1941, the property blends historic Art Deco character with modern upgrades, including updated interiors, LED lighting, enhanced security systems, and resurfaced parking. The result is a turnkey foundation for immediate occupancy or repositioning.

Investment Highlights

- Premier Uptown Location – Strong local engagement and steady foot traffic
- High-Visibility Corner Lot – 139 feet of frontage with excellent signage potential
- Owner-User or Value-Add – Vacant, adaptable layout ready for customization
- Parking & Accessibility – ±22 on-site spaces, a rare advantage in a walkable corridor.

Development & Upside Potential

- Zoning overlay allows mixed-use development up to 6 stories (buyer to verify)
- Large ±21,000 SF lot offers expansion or reconfiguration flexibility
- Strategic opportunity to capitalize on Whittier's ongoing urban revitalization

Area Overview – Uptown Whittier

- Walk Score: 97 – “Walker's Paradise”
- Strong Demographics – Avg. household income ~\$127K; family-oriented, high owner-occupancy
- Built-In Consumer Base – 130,000+ residents within 3 miles
- Proximity Drivers – Close to schools, medical facilities, retail, restaurants, nightlife, and greater Los Angeles

12908 Bailey Street represents a rare intersection of location, scale, and flexibility—offering immediate usability with long-term redevelopment upside in one of Whittier's most dynamic districts. Whether establishing a flagship business, repositioning a retail asset, or executing a mixed-use vision, this property provides the foundation for lasting value.

EXECUTIVE SUMMARY

±10,826 SF Retail Building on a ±21,339 SF Lot
12908 Bailey Street | Whittier, CA 90601

Population	1 mile	3 miles	5 miles
2010 Population	29,032	139,105	430,764
2020 Population	29,244	139,666	434,369
2025 Population	29,751	135,825	420,445
2030 Population	29,194	132,606	411,478
2010-2020 Annual Rate	0.07%	0.04%	0.08%
2020-2025 Annual Rate	0.33%	-0.53%	-0.62%
2025-2030 Annual Rate	-0.38%	-0.48%	-0.43%

Age	1 mile	3 miles	5 miles
2025 Median Age	37.6	38.9	39.1
U.S. median age is 39.1			

Race and Ethnicity	1 mile	3 miles	5 miles
White Alone	29.0%	27.1%	24.7%
Black Alone	1.7%	1.4%	1.4%
American Indian Alone	2.5%	2.6%	2.3%
Asian Alone	4.2%	4.7%	10.2%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	39.5%	38.5%	37.0%
Two or More Races	22.9%	25.5%	24.1%
Hispanic Origin	78.6%	80.8%	75.5%
Diversity Index	80.4	80.0	83.2

Households	1 mile	3 miles	5 miles
2010 Total Households	10,302	41,304	123,638
2020 Total Households	10,597	42,554	128,551
2025 Total Households	11,322	43,224	129,359
2030 Total Households	11,346	43,157	129,388
2010-2020 Annual Rate	0.28%	0.30%	0.39%
2020-2025 Annual Rate	1.27%	0.30%	0.12%
2025-2030 Annual Rate	0.04%	-0.03%	0.00%
2025 Average Household Size	2.58	3.10	3.22
Wealth Index	69	104	111



EXECUTIVE SUMMARY

±10,826 SF Retail Building on a ±21,339 SF Lot
12908 Bailey Street | Whittier, CA 90601

Mortgage Income	1 mile	3 miles	5 miles
2025 Percent of Income for Mortgage	66.6%	47.4%	46.0%

Median Household Income	1 mile	3 miles	5 miles
2025 Median Household Income	\$76,135	\$96,925	\$100,642
2030 Median Household Income	\$87,146	\$110,959	\$115,671
2025-2030 Annual Rate	2.74%	2.74%	2.82%

Average Household Income	1 mile	3 miles	5 miles
2025 Average Household Income	\$101,108	\$122,435	\$125,990
2030 Average Household Income	\$114,731	\$138,905	\$142,964

Per Capita Income	1 mile	3 miles	5 miles
2025 Per Capita Income	\$37,836	\$39,150	\$38,815
2030 Per Capita Income	\$43,712	\$45,412	\$45,006
2025-2030 Annual Rate	2.93%	3.01%	3.00%

Income Equality	1 mile	3 miles	5 miles
2025 Gini Index	45.8	42.9	41.9

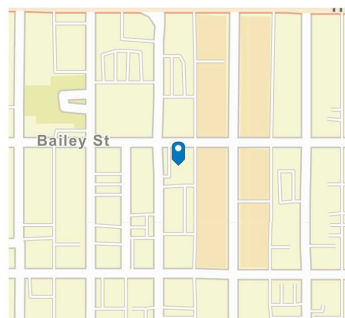
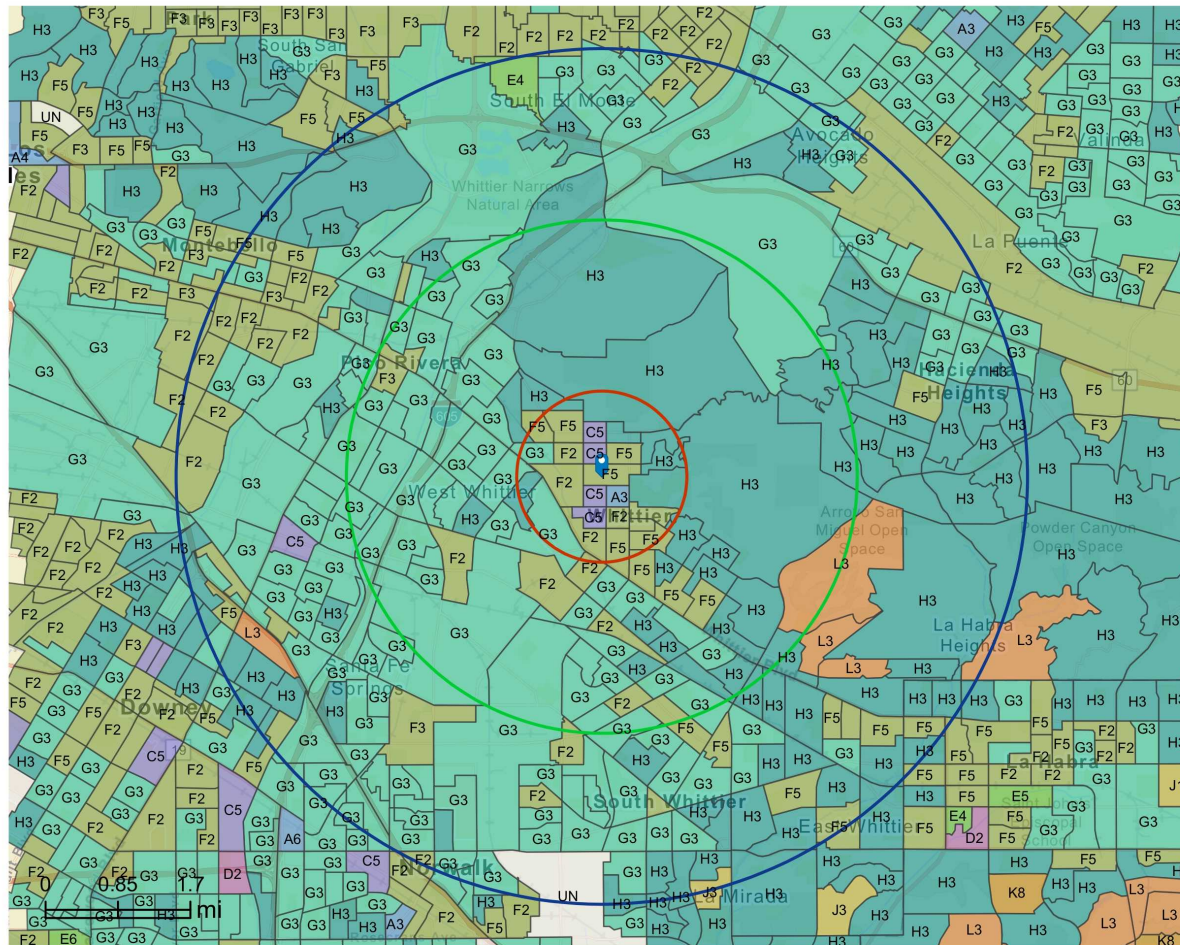
Socioeconomic Status	1 mile	3 miles	5 miles
2025 Socioeconomic Status Index	42.4	44.0	42.9

Housing Unit Summary	1 mile	3 miles	5 miles
Housing Affordability Index	37	52	54
2010 Total Housing Units	10,938	43,051	128,248
2010 Owner Occupied Hus (%)	30.0%	61.1%	65.0%
2010 Renter Occupied Hus (%)	70.0%	38.9%	35.0%
2010 Vacant Housing Units (%)	5.8%	4.1%	3.6%
2020 Housing Units	11,092	43,789	132,033
2020 Owner Occupied HUs (%)	30.8%	61.1%	64.2%
2020 Renter Occupied HUs (%)	69.2%	38.9%	35.8%
Vacant Housing Units	4.3%	2.8%	2.7%
2025 Housing Units	11,839	44,504	132,959
Owner Occupied Housing Units	33.0%	61.3%	64.4%
Renter Occupied Housing Units	67.0%	38.7%	35.6%
Vacant Housing Units	4.4%	2.9%	2.7%
2030 Total Housing Units	11,897	44,663	133,812
2030 Owner Occupied Housing Units	3,844	26,808	84,508
2030 Renter Occupied Housing Units	7,503	16,349	44,879
2030 Vacant Housing Units	551	1,506	4,424



DOMINANT TAPESTRY MAP

±10,826 SF Retail Building on a ±21,339 SF Lot
 12908 Bailey Street | Whittier, CA 90601



LifeMode Groups

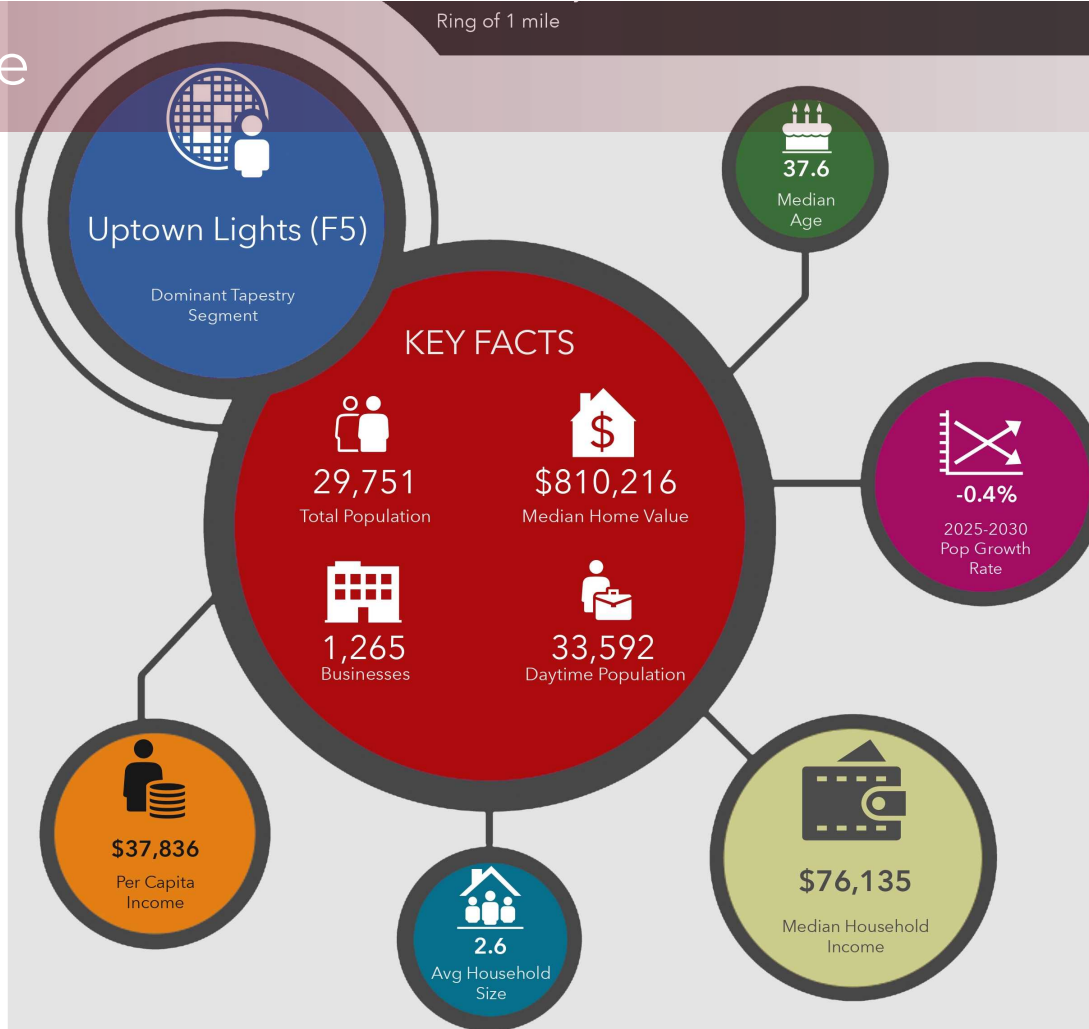
- | | |
|--------------------------|-----------------------|
| A: Urban Threads | H: Family Prosperity |
| B: Books and Boots | I: Countryscapes |
| C: Metro Vibes | J: Mature Reflections |
| D: Tech Trailblazers | K: Suburban Shine |
| E: Community Connections | L: Premier Estates |
| F: Urban Harmony | U: Unclassified |
| G: Family Fabric | |



ALAN DESZCZ
 (951) 233-0415
 adeszcz@kwcommercial.com

KW COMMERCIAL
 Rancho Cucamonga, CA 91730


Ring of 1 mile



KEY SPENDING FACTS



Source: This infographic contains data provided by Fier (2025, 2030), Fier, Data Avle (2025), Fier,



F5

Uptown Lights

12908 Bailey St, Whittier, CA 90601
Ring of 1 mile



ArcGIS
TAPESTRY
The Fabric of US Neighborhoods

DOMINANT TAPESTRY SEGMENT



3,171 households are *Uptown Lights*
28.0% of households are in this segment

Uptown Lights: *Urban Harmony* LifeMode

This segment is characterized by major metropolis urban and suburban professionals.

[Learn more about this segment...](#)

ABOUT THIS SEGMENT



These residents frequently dine out or order from food delivery services.



Consumers tend to opt for organic products and dairy alternatives. They tend to travel both domestically and internationally.



Individuals are tech-savvy and active on social media.



Recycling is a routine practice.

ABOUT THIS AREA

Household Type:
Single Family, Multi-Units

Employment:
Prof, Svcs, Sales/Admin

Median Age:
37.6

Median Household Income:
\$76,135

Education:
38.6% College degree (2+ years)



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

29,751

Population

11,322

Households

2.58

Avg Size Household

69

Wealth Index

37

Housing Affordability Index

80

Diversity Index

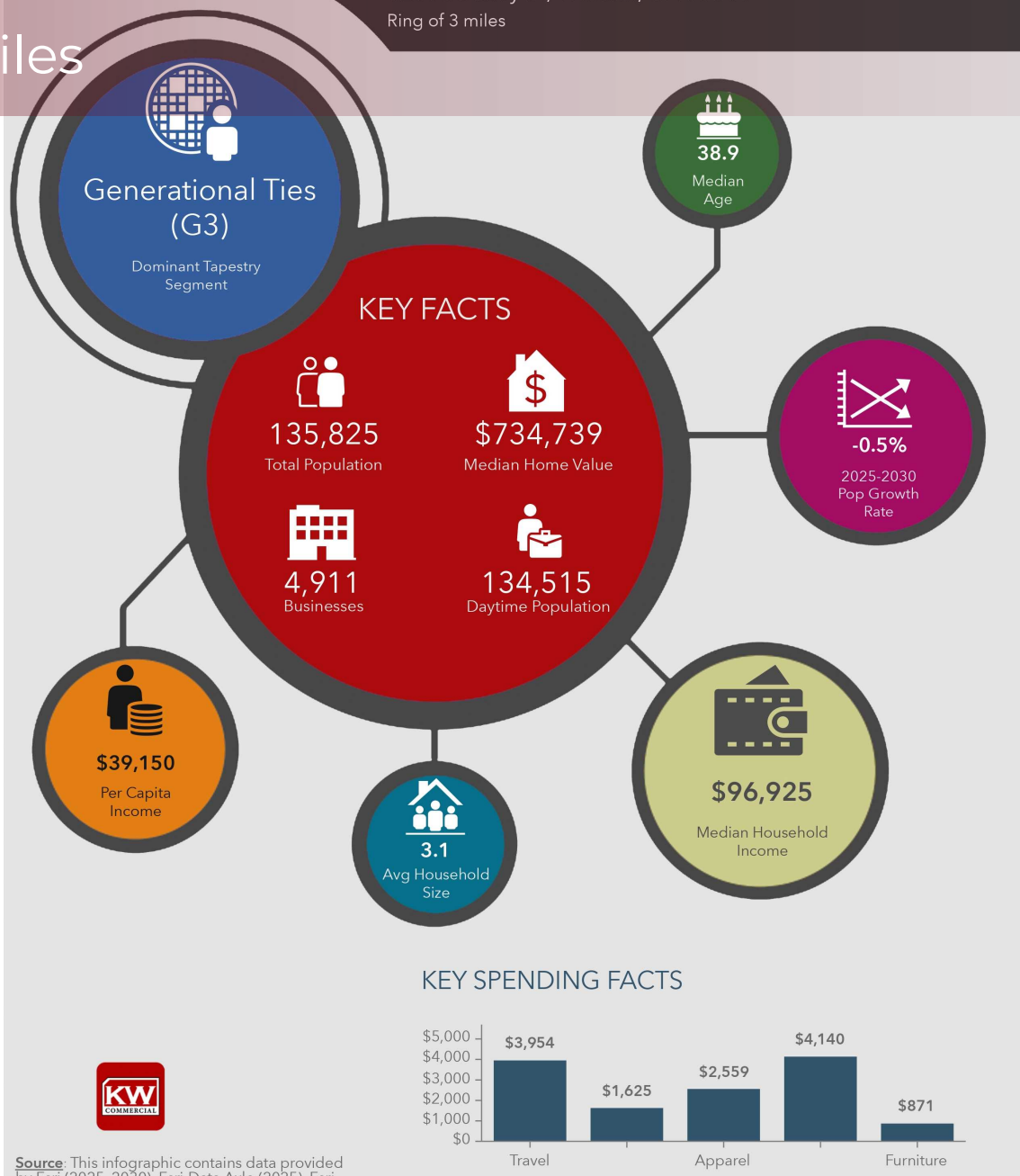
\$810,216

Median Home Value

-0.38%

Forecasted Annual Growth Rate

Ring of 3 miles





G3

Generational Ties

12908 Bailey St, Whittier, CA 90601
Ring of 3 miles



ArcGIS
TAPESTRY
The Fabric of US Neighborhoods

DOMINANT TAPESTRY SEGMENT



19,766 households are *Generational Ties*

45.7% of households are in this segment

Generational Ties: *Family Fabric* LifeMode

This segment is characterized by large, multigenerational families in the suburban West.

[Learn more about this segment...](#)

ABOUT THIS SEGMENT



Households typically purchase groceries, clothing, and household supplies at warehouse or discount stores, and electronics are frequently bought online.



Residents tend to maintain more than three vehicles, purchasing new sedans and SUVs, and roadside assistance services.



They stay in touch with friends and family through regular messaging and phone calls.



International travel is typically family-oriented.

ABOUT THIS AREA

Household Type:

Single Family

Employment:

Industrial, Svcs, Sales/Admin

Median Age:

38.9

Median Household Income:

\$96,925

Education:

36.0% College degree (2+ years)



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

135,825

Population

43,224

Households

3.10

Avg Size Household

104

Wealth Index

52

Housing Affordability Index

80

Diversity Index

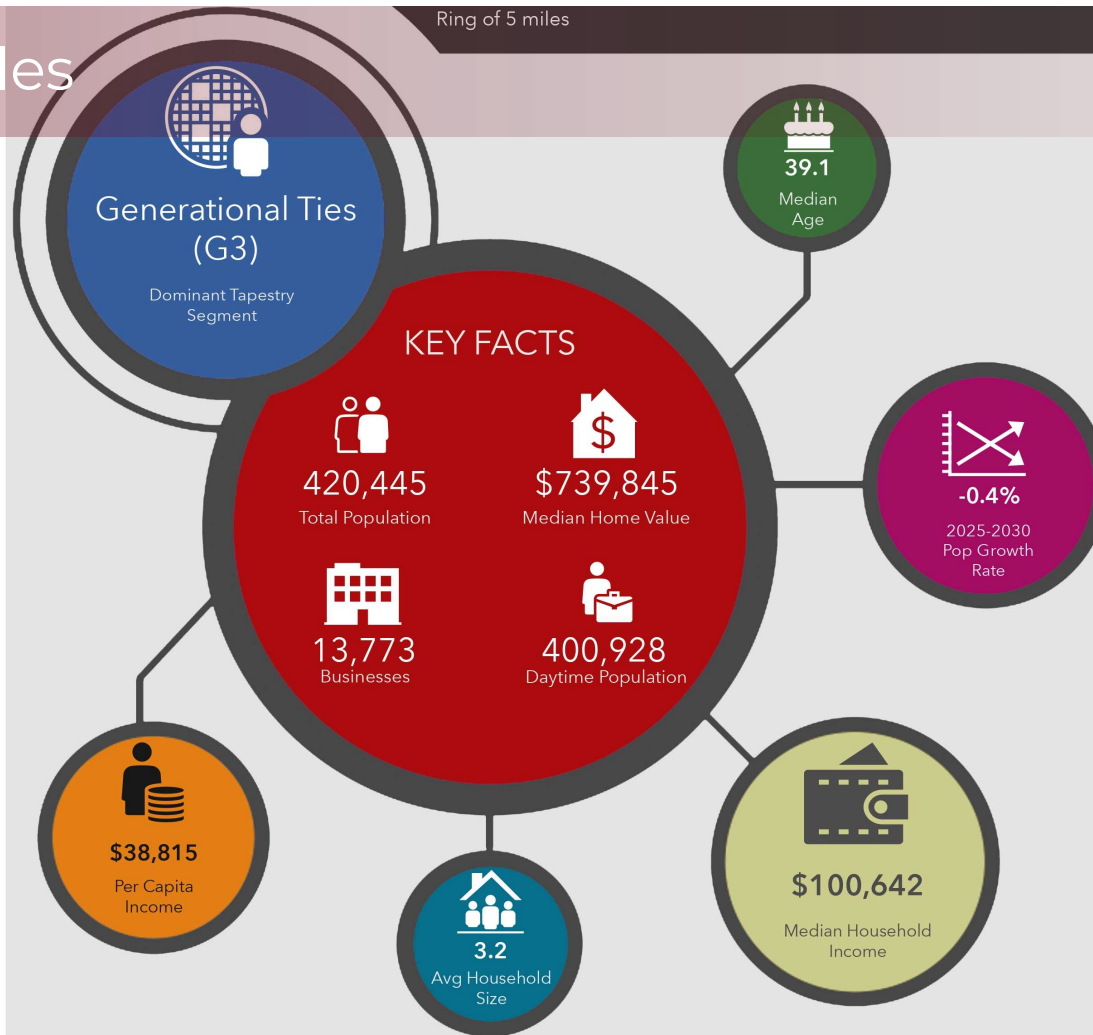
\$734,739

Median Home Value

-0.48%

Forecasted Annual Growth Rate

Ring of 5 miles



KEY SPENDING FACTS



Source: This infographic contains data provided by Esri (2025, 2030) Esri Data Analyst (2025) Esri





G3

Generational Ties

12908 Bailey St, Whittier, CA 90601
Ring of 5 miles



ArcGIS
TAPESTRY
The Fabric of US Neighborhoods

DOMINANT TAPESTRY SEGMENT



59,061 households are *Generational Ties*

45.7% of households are in this segment

Generational Ties: *Family Fabric* LifeMode

This segment is characterized by large, multigenerational families in the suburban West.

[Learn more about this segment...](#)

ABOUT THIS SEGMENT



Households typically purchase groceries, clothing, and household supplies at warehouse or discount stores, and electronics are frequently bought online.



Residents tend to maintain more than three vehicles, purchasing new sedans and SUVs, and roadside assistance services.



They stay in touch with friends and family through regular messaging and phone calls.



International travel is typically family-oriented.

ABOUT THIS AREA

Household Type:

Single Family

Employment:

Industrial, Svcs, Sales/Admin

Median Age:

39.1

Median Household Income:

\$100,642

Education:

36.0% College degree (2+ years)



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

420,445

Population

129,359

Households

3.22

Avg Size Household

111

Wealth Index

54

Housing Affordability Index

83

Diversity Index

\$739,845

Median Home Value

-0.43%

Forecasted Annual Growth Rate