

# BEVERLY FAIRFAX

“Once in a Generation” Development Opportunity



7901 BEVERLY BLVD, LOS ANGELES, CA 90048

# TABLE OF CONTENTS

## BEVERLY FAIRFAX



**03..... The Offering & Property Summary**

**04..... Site History**

**05..... Area Amenities**

**08..... Plat Map | Area & Radius Maps**

**11 ..... Existing Site Photos**

**12..... Development Concepts & Creative Uses**

**14..... Area Demographics**

**15 ..... Comparable Land Sale Values**

**16..... Build Your Legacy**

**17 ..... Neighborhood Project (Hackman Capital)**

**18..... Marketing Team Contact Information**

# BEVERLY FAIRFAX

Major Properties is thrilled to unveil an iconic, legacy-defining development opportunity at the coveted corner of Beverly Boulevard and Fairfax Avenue—a high-visibility, high-impact location that rarely, if ever, becomes available.

This is more than just real estate—it's a chance to make your mark on one of LA's most dynamic and recognizable intersections. Whether you envision an architecturally stunning mixed-use destination, ultra-luxury residences, or a bold flagship commercial concept, the canvas is yours—and the possibilities are limitless.

Premier assets of this caliber and location come to market once in a generation—if that.

This is your moment to secure a landmark presence in one of Los Angeles' most vibrant, high-traffic corridors. Interested parties are invited to submit proof of qualifications and a portfolio of completed projects along with their offer.

Opportunities like this don't wait. Neither should you.

**ASKING PRICE: \$29,500,000**

## PROPERTY SUMMARY

Land Area	28,925± SF
Dimensions	123.03 x 235.11
Zoning	(T)(Q)RAS4-1D
APN	5527-036-027
TOC	Tier 3
Traffic Count	38,888 Vehicles/Day
Council District	CD5   Katy Yaroslavsky
Community Plan Area	Wilshire
Neighborhood Council	Mid-City West
Opportunity Zone	No

Demographics	1-Mile	3-Mile
Population	46,366	350,722
Households	24,084	171,589
Median Age	38.60	39.50
Median HH Income	\$93,343	\$80,523
Daytime Employees	38,066	289,653





# FAIRFAX THEATRE: A HISTORIC GEM IN LOS ANGELES

**Grand Opening:** Inaugurated on March 26, 1930, with the premiere of “Troopers Three,” attended by star Rex Lease. [Los Angeles Theatres](#)

**Architectural Design:** Crafted by architect Woodbury C. Pennell in the distinctive Art Deco style, featuring a prominent tower adorned with neon tubes forming a globe. [Los Angeles Theatres](#)

**Pioneering Commercial Development:** As the first major commercial building in the Beverly-Fairfax district, it catalyzed the area’s transformation from a sparsely populated region into a bustling neighborhood. [LA Conservancy](#)

**Cultural Hub for the Jewish Community:** Served as a central venue for Jewish cultural and religious events, including fundraisers for synagogues like Etz Jacob and Fairfax Temple, and hosted High Holy Day services. [Art Deco Society of Los Angeles](#)

**Community Services:** The building housed the first Jewish delicatessen, kosher meat market, and bakery on Fairfax Avenue, becoming a cornerstone for Jewish life in the area. [Art Deco Society of Los Angeles](#)

**Medical Offices:** Included professional spaces, notably for Dr. Benno Z. Reinard, a gynecologist who fled Nazi Germany and established his practice there in 1936. [Art Deco Society of Los Angeles](#)

**Entertainment Venue:** Hosted performances by renowned artists such as Eddie Cantor and Gene Autry, and notable events including a speech by Eleanor Roosevelt during the 1960 Kennedy campaign. [Los Angeles Theatres](#)

**Adaptive Reuse:** Underwent several transformations, including a triplex conversion in 1981, and operated by various cinema chains like



Cineplex Odeon and Laemmle Theatres, showcasing art house and foreign films. [Cinema Treasures](#)

**Historic Designations:** Listed on the National Register of Historic Places in July 2021 and designated as a Los Angeles Historic-Cultural Monument in December 2021, recognizing its architectural and cultural significance. [Urbanize LA+LA Conservancy](#)

**Preservation Efforts:** Despite partial demolition in 2023, key architectural elements like the façade, marquee, and entrance terrazzo have been preserved, maintaining the building’s historic character. [Los Angeles Theatres](#)

**Opportunity for Developers:** The Fairfax Theatre presents a unique opportunity to blend historic preservation with modern development. By integrating the preserved Art Deco elements into a new mixed-use project, developers can create a distinctive destination that honors the site’s rich heritage while meeting contemporary needs.

If you require further information or assistance in exploring development possibilities for this iconic property, feel free to ask.

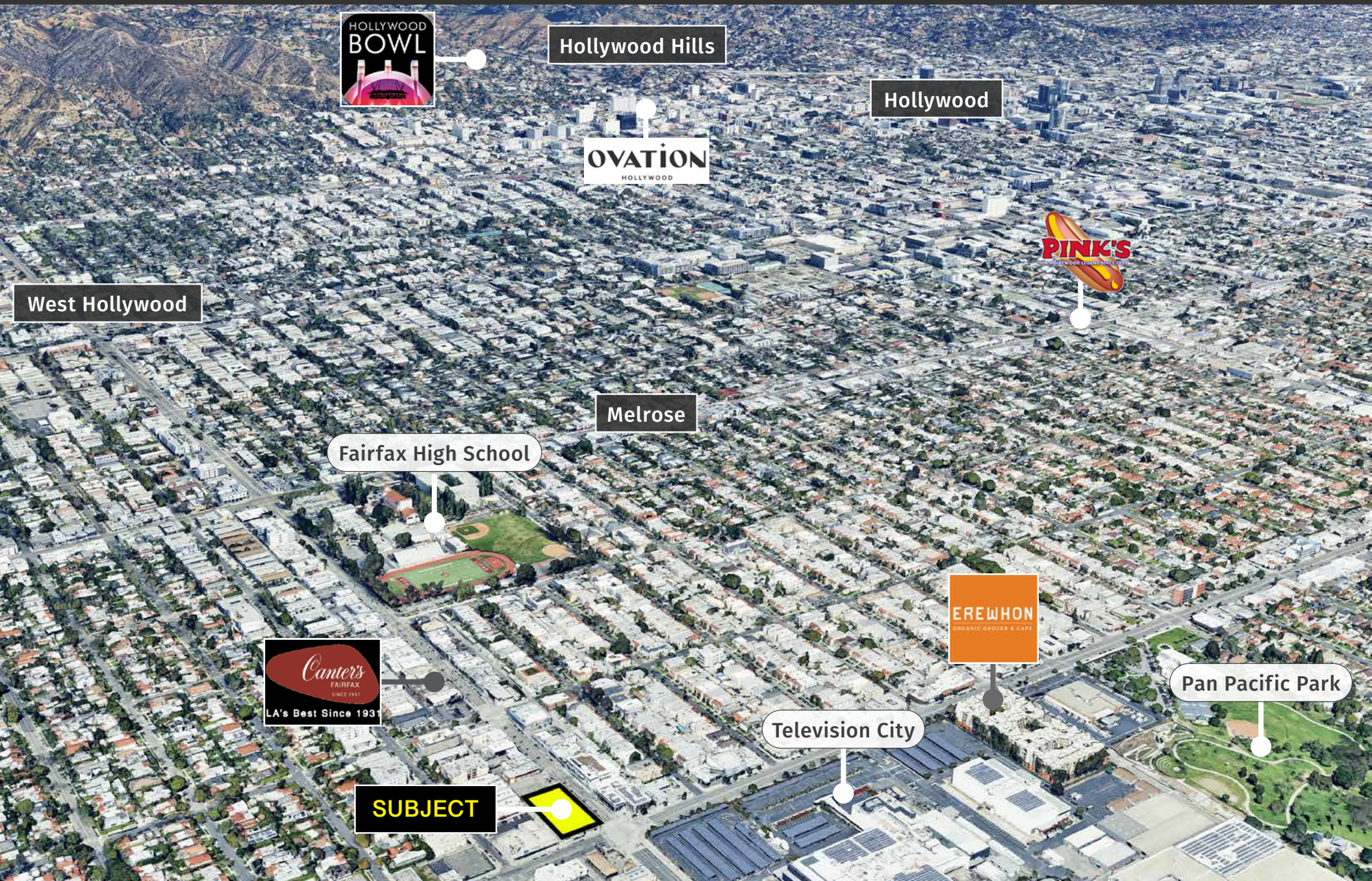


# AREA AMENITIES





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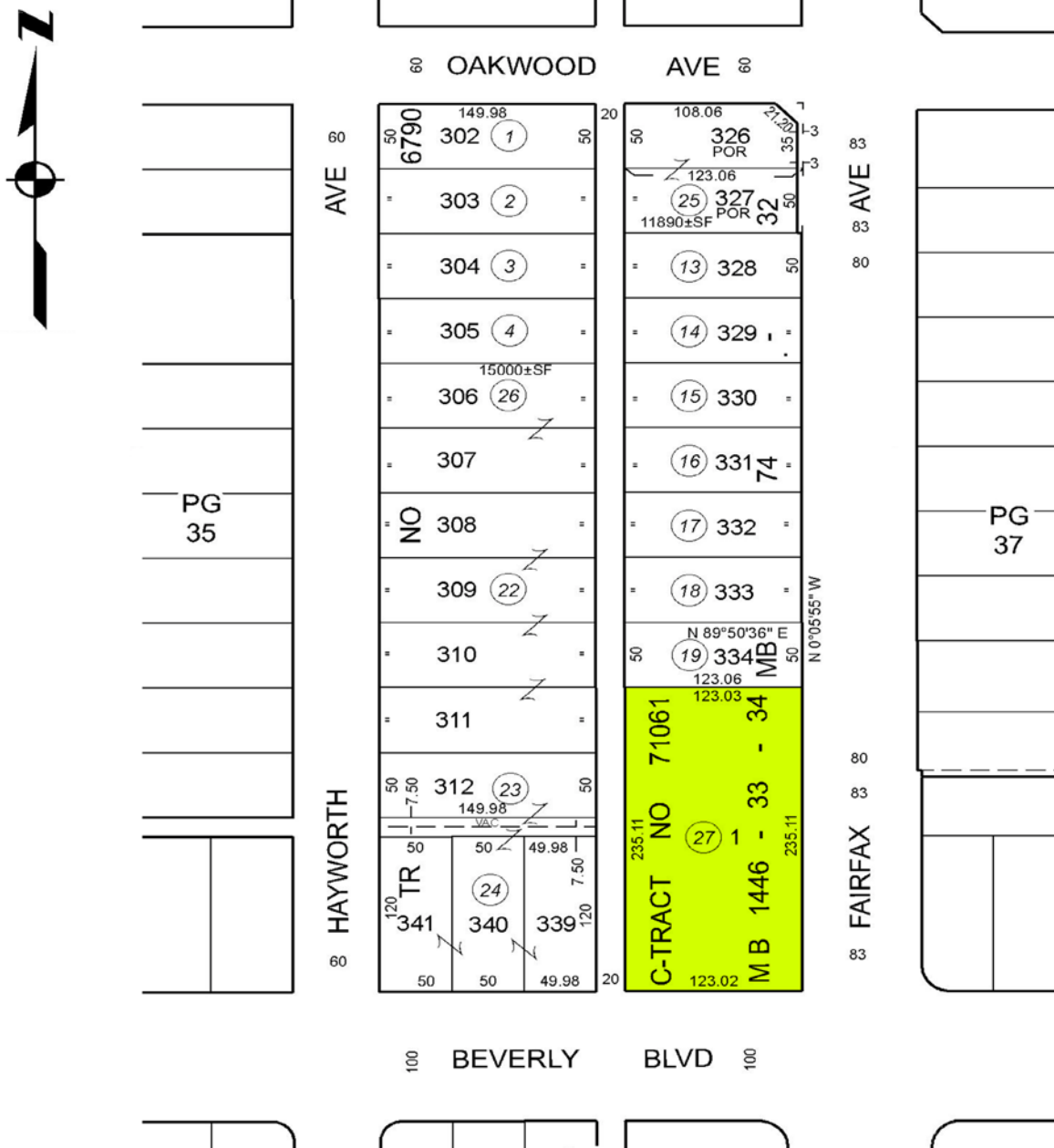


# AREA AMENITIES



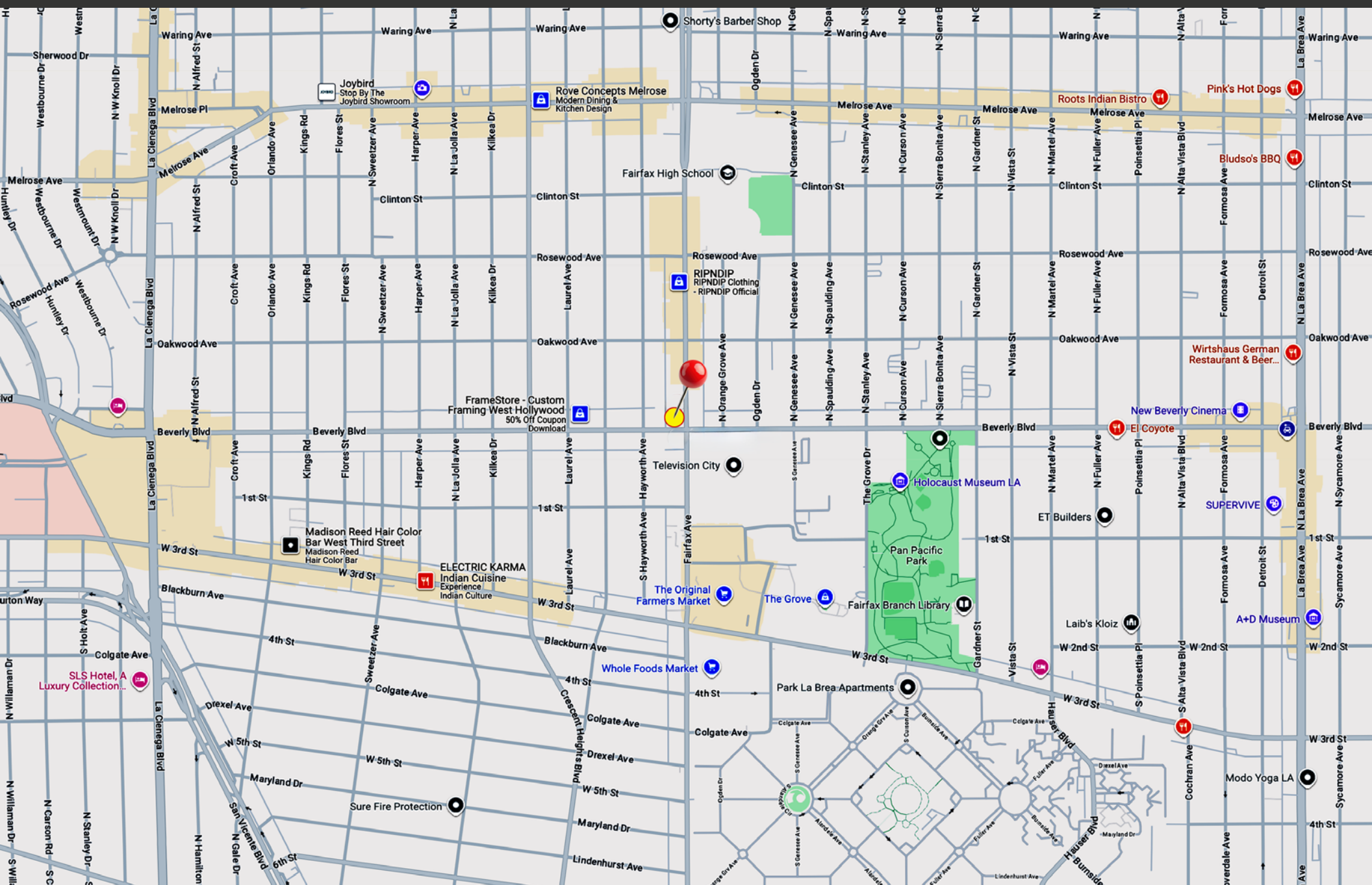


# PLAT MAP





# AREA MAP



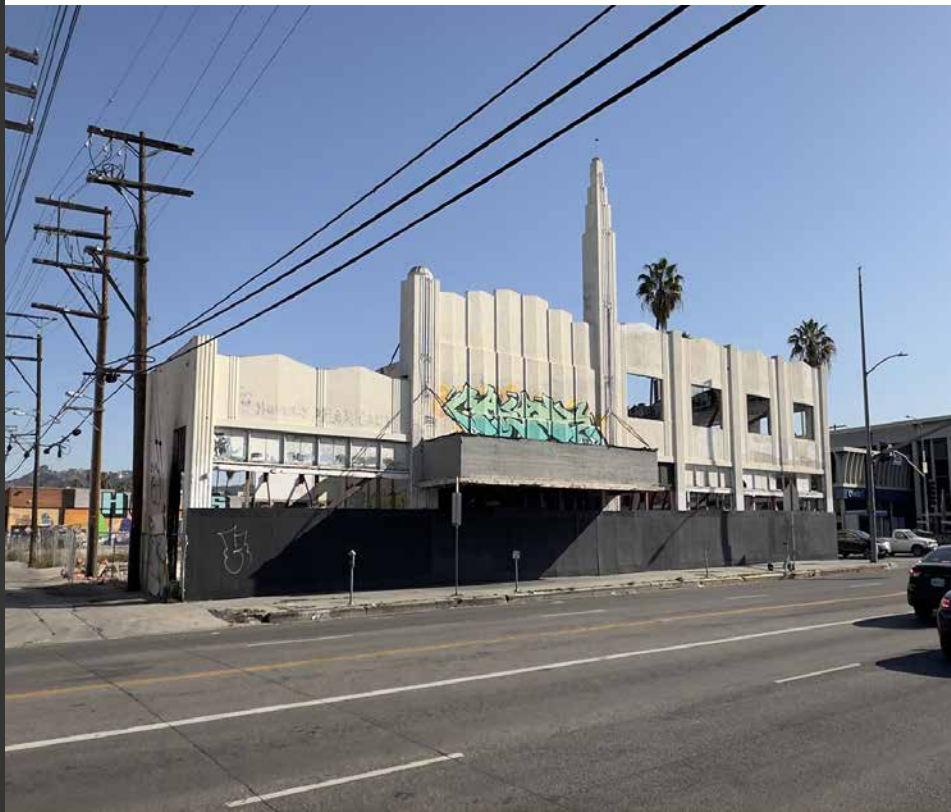


# RADIUS MAP OF ATTRACTIONS FROM SUBJECT



- 1 **The Grove & Farmer's Market:** Popular outdoor shopping and entertainment complex
- 2 **Beverly Gardens Park:** The long, linear park features the Beverly Hills sign
- 3 **Rodeo Drive:** Beverly Hills' famous luxury shopping street
- 4 **Los Angeles County Museum of Art**
- 5 **La Brea Tar Pits and Museum**
- 6 **Walk of Fame:** This iconic stretch runs along Hollywood Blvd
- 7 **Runyon Canyon Park:** Popular hiking spot offering views towards the Hollywood Sign
- 8 **Griffith Observatory:** Famous for its views and exhibits
- 9 **Getty Center:** Renowned museum and cultural complex above the 405 freeway
- 10 **Universal Studios Hollywood:** Major movie studio and theme park
- 11 **Broad Museum:** Contemporary art museum located in Downtown Los Angeles
- 12 **Walt Disney Concert Hall:** Architectural gem designed by Frank Gehry
- 13 **Natural History Museum:** Located near the University of Southern California
- 14 **Santa Monica Pier:** A classic landmark, the pier extends into the Pacific Ocean
- 15 **Los Angeles International Airport (LAX):** One of the world's busiest airports
- 16 **Los Angeles Zoo & Autry Museum:** Situated within Griffith Park
- 17 **Dodger Stadium & Elysian Park:** Situated just north of Downtown Los Angeles





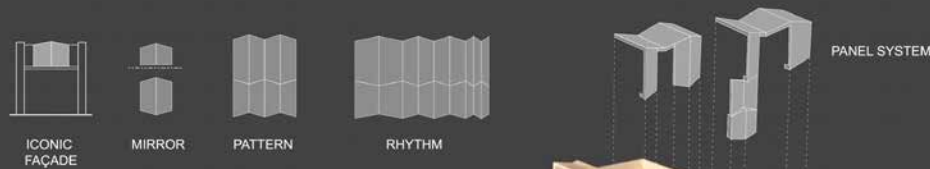


## Renderings & Site Plans by

**hla** Howard Laks Architects

Howard Laks Architects (HLA) founded in 1983, is an award-winning architectural firm located in Santa Monica, California. With long-term relationship within the regional planning and design community, HLA seamlessly integrates local requirements with specific project goals. Our approach is grounded thorough research and analysis, leveraging the latest technologies and fabrication techniques ensuring the highest quality of strategic planning and design.

Our diverse portfolio includes hospitality design, commercial enterprises, mixed-use developments, adaptive reuse, and historical restoration projects. As our network of collaborators continue to expand, so does our expertise, allowing us to explore a broad spectrum of architectural and design possibilities. These evolving partnerships drive us forward, enriching both our professional and personal growth.



# 28,925± SF OF LAND

## 3 CONCEPTS TO CHOOSE FROM

### RTI FULLY ENTITLED

**A**

- 71 market rate units
- Can easily upgrade to 78 units by changing a few units
- 80,000 SF with approx. 10,000 SF retail
- Roof top pool + 3 levels of subterranean parking
- Art Deco style

### PLANS NEED TO RESUBMITTED

**B**

- 146 residential units
- 11 low and 11 moderate income units
- Same parking and retail as above

### NEW ENTITLEMENTS & APPROVAL FROM PLANNING

**C**

- Hotel and residential mixed-use
- 95 hotel rooms
- 90 residential units at market rate + a few affordable units
- Retail stores
- Historical facade
- An increase in height by 3 stories

The property has over 20 entitlements approved for the site which can be used on multiple developments. The cost and time to secure these entitlements is in the multi-millions. A full list of entitlements can be provided via our DD data room. Some may expire if not addressed in a timely manner (e.g. LADWP).



# OTHER CREATIVE USES

**Multi-Family**



**Hospitality**



**Luxury Retail**



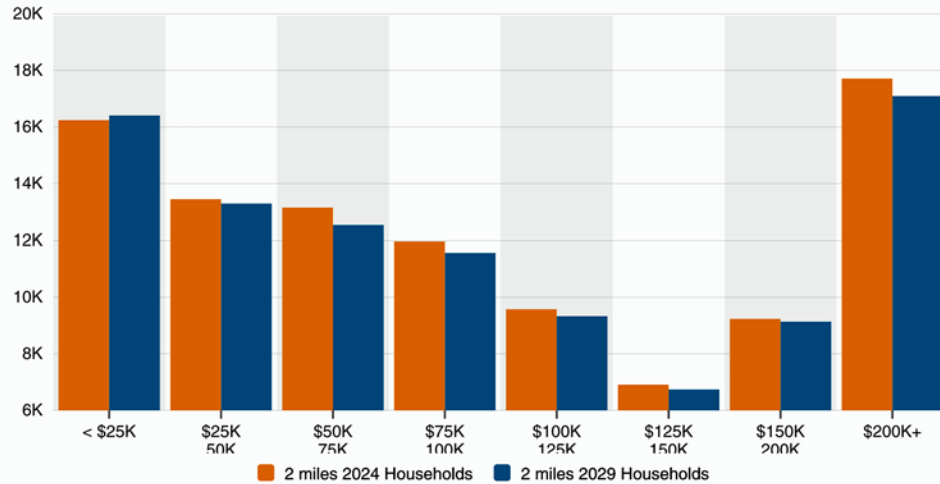
**Medical/Office**



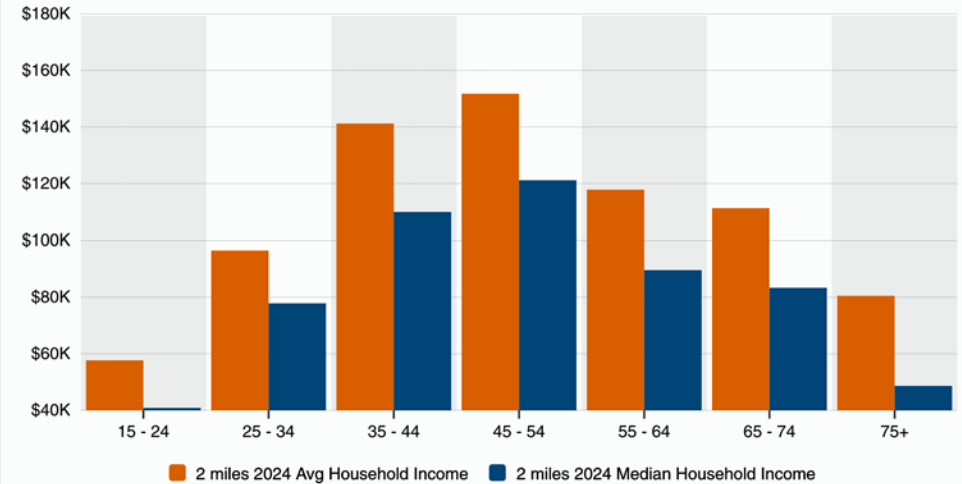


# AREA DEMOGRAPHICS

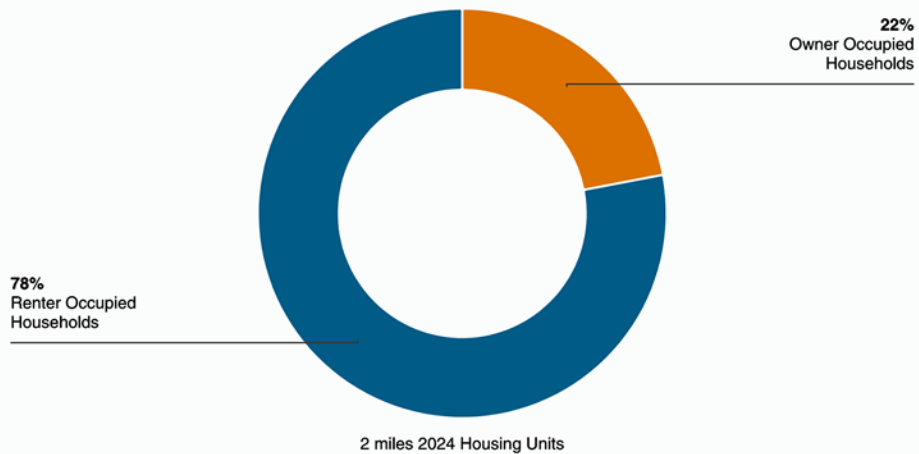
Household Income



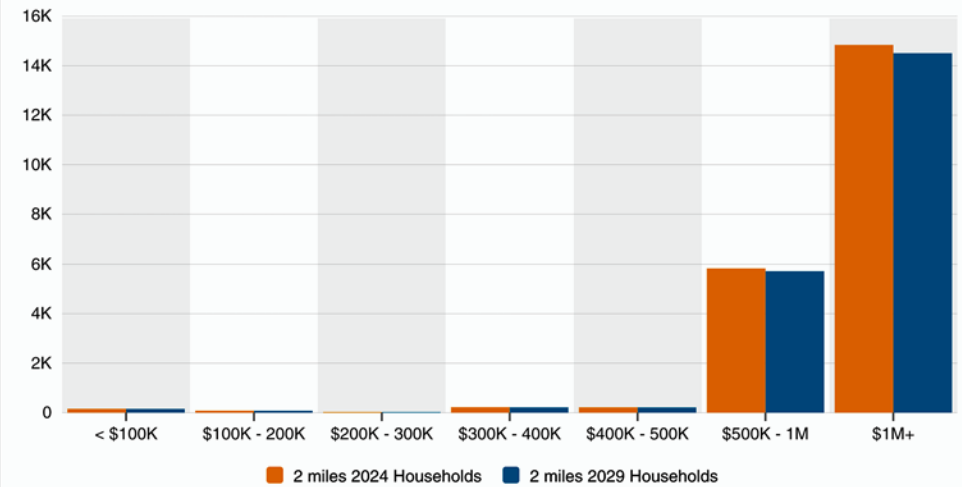
Household Income By Age



Housing Occupancy

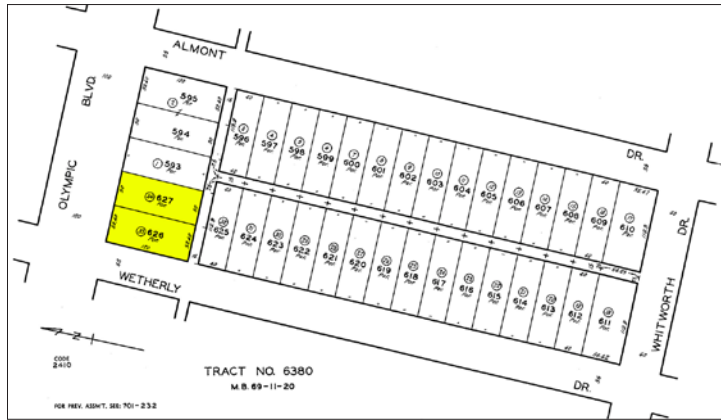


Home Values





# COMPARABLE LAND VALUES



**9018-9026 W OLYMPIC BLVD, BEVERLY HILLS CA 90211**

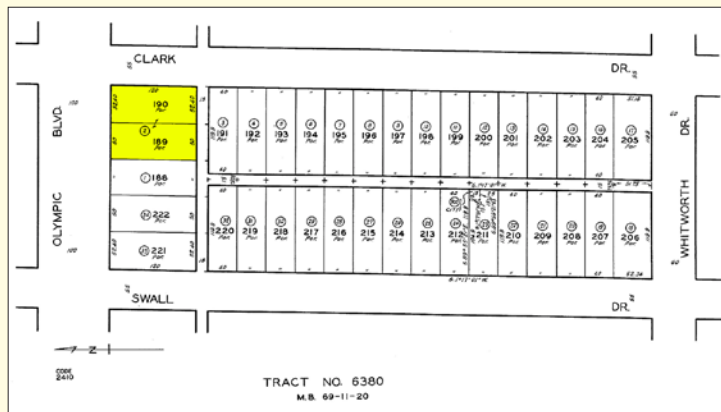
**SOLD FOR DEVELOPMENT**

**12,300 SF OF LAND**

**DATE SOLD: JANUARY 2024**

**\$14,750,000**

**\$1,199 PER SF LAND VALUE**



**8840 W OLYMPIC BLVD, BEVERLY HILLS 90211**

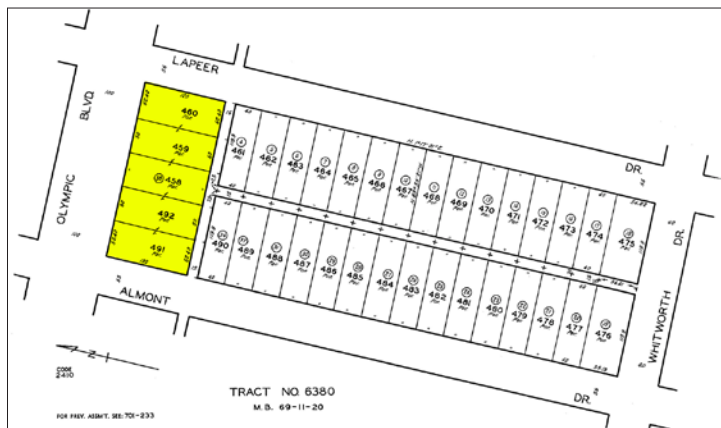
**SOLD FOR DEVELOPMENT**

**12,280 SF OF LAND**

**DATE SOLD: JANUARY 2023**

**\$14,500,000**

**\$1,181 PER SF LAND VALUE**



**8950 W OLYMPIC BLVD, BEVERLY HILLS 90211**

**SOLD FOR DEVELOPMENT**

**29,000 SF OF LAND**

**DATE SOLD: SEPTEMBER 2023**

**\$35,000,000**

**\$1,207 PER SF LAND VALUE**



# BUILD YOUR LEGACY



Join the historic Fairfax community and build your legacy!

The neighborhood includes The Grove, CBS Studios, Canters Deli, Farmers Market, Pan Pacific Park, Peterson Automotive Museum, Los Angeles County Museum of Art, La Brea Tar Pits, and is adjacent to Beverly Hills, West Hollywood, Hollywood, and the Miracle Mile.

Major Properties has been leading the Los Angeles commercial real estate market since 1964.

We are here to help you build and create your real estate legacy.



# NEIGHBORHOOD PROJECT

The owners of Television City have scaled back their plans to enlarge and modernize the landmark Los Angeles studio where CBS began making shows to broadcast nationwide at the dawn of the television age.

**Formerly known as CBS Television City, the studio is diagonally across from 7901 Beverly Blvd.** It is next to popular tourist attractions the Original Farmers Market and the Grove shopping center in the Fairfax district where it has been operating since 1952 as a factory for such hit shows as “All in the Family,” “Sonny and Cher” and “American Idol.”

CBS sold the famous studio for \$750 million in 2019 to Hackman Capital Partners, one of the world’s largest movie lot owners and operators. CBS continues to occupy Television City as a tenant.

Hackman Capital announced a \$1.25-billion plan two years ago to expand and upgrade facilities on the lot at Beverly Blvd and Fairfax Ave in hopes of harnessing strong demand in the region for soundstages, production facilities and offices for rent on studio lots.

Hackman Capital on Friday will update its application to the city to enhance the studio, saying it is responding to feedback about the project from nearby residents, stakeholders and city officials. If approved, the new project is expected to be completed by 2028.

The studio owners also brought in a new design architect, Foster + Partners. The London-based firm is led by Norman Foster, a prominent architect whose designs include the pickle-shaped Gherkin skyscraper in London and the master plan for the \$2-billion One Beverly Hills condominium and hotel complex under construction in Beverly Hills.

Hackman Capital, which operates studios in the U.S., Canada and U.K., is also responding to changing conditions in the office rental market, which has contracted since the COVID-19 pandemic drove



many companies to work remotely at least some of the time. Plans still call for creating new offices, but there would be fewer of them.

Foster’s new design eliminates a 15-story office tower on the west side of the lot, cutting 150,000 square feet of offices to rent to entertainment-related firms. Another 15-story office tower remains in the plan, but other building heights have been lowered, particularly along the perimeters, Hackman Capital said.

The plan still represents an addition of more than 980,000 square feet to the 25-acre site at Beverly Boulevard and Fairfax Avenue that retains a suburban-style low-density appearance with soundstages, low-rise offices and support facilities flanked by asphalt parking lots.

The company’s proposal calls for combining old and new space to create 700,000 square feet of offices to support production on the lot and an additional 550,000 square feet of offices for rent to entertainment and media companies, the company said.



# FOR SALE 7901 BEVERLY BLVD, LOS ANGELES, CA 90048

## BEVERLY FAIRFAX

### “Once in a Generation” Development Opportunity

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This information has been secured from sources we believe to be reliable. We make no representations or warranties, expressed or implied, as to the accuracy of the information. References to square footage or age are approximate. Recipient of this report must verify the information and bears all risk for any inaccuracies.

*Exclusively offered by:*

**Anthony S Behar**  
Executive Vice President

310.880.2329

[anthony@majorproperties.com](mailto:anthony@majorproperties.com)

DRE LIC. 01368565



**Bradley A Luster**  
President

213.276.2483

[brad@majorproperties.com](mailto:brad@majorproperties.com)

DRE LIC. 0091380



**Samuel P Luster**  
Sales Associate

818.584.4344

[sam@majorproperties.com](mailto:sam@majorproperties.com)

DRE LIC. 02012790

