OFFERING MEMORANDUM

3341 Cahuenga Blvd

3341 Cahuenga Blvd. Universal City, CA 90068

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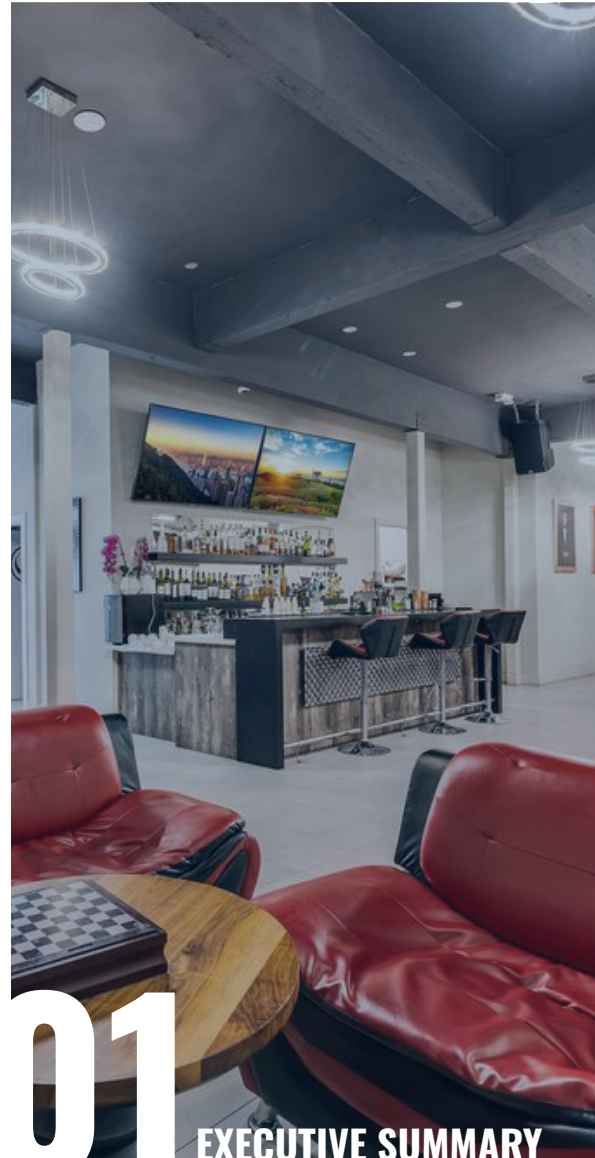Paul.Bitonti@MarcusMillichap.com
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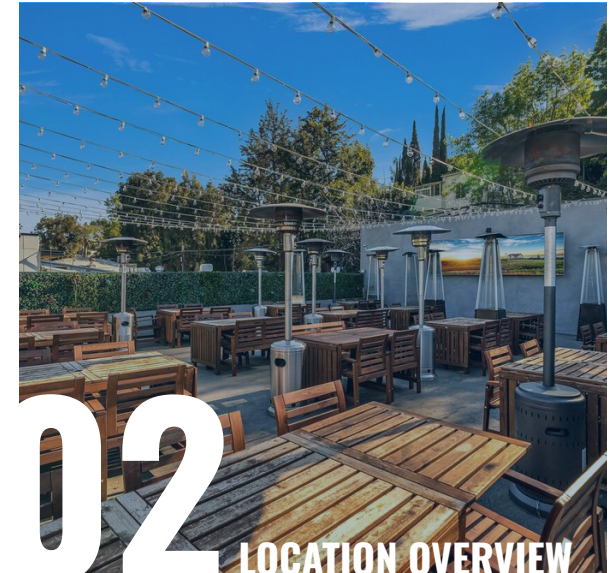Senior Associate

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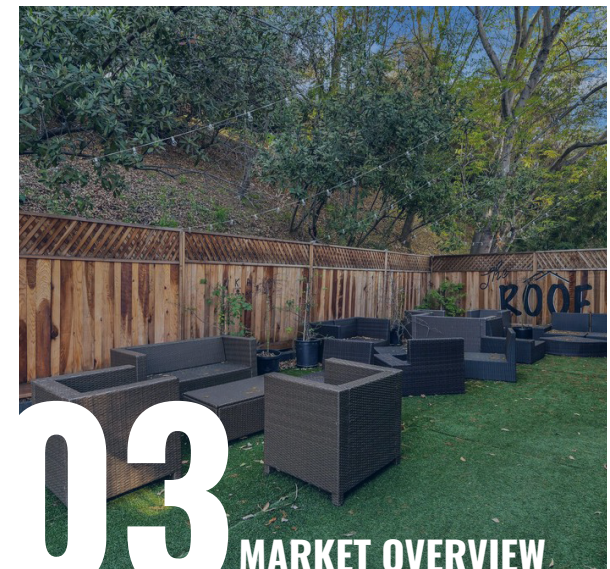Gil.Corber@MarcusMillichap.com
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Marcus & Millichap
THE BITONTI GROUP

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Universal City, CA 90068

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EXECUTIVE SUMMARY

Marcus & Millichap

THE BITONTI GROUP

Executive Summary

3341 Cahuenga Boulevard presents an excellent opportunity for either an owner-user or investor seeking to acquire a recently renovated multi-use property in the vicinity of Universal City.

This two-story building, spanning 3,312 square feet, currently serves as a social entertainment club. The property features a rooftop deck and a back patio, adding an extra 2,000 square feet of usable space. The rooftop deck is particularly valuable in today's market, given the high demand for outdoor areas. Recent extensive renovations include updates to infrastructure systems, such as new plumbing, electrical, roof, and HVAC on both floors.

Designed as a social entertainment club, the ground floor boasts raised floors, high ceilings, spacious rooms, excellent HVAC, fiber connectivity, and robust power capabilities. The building's flexible layout, ample outdoor spaces, and numerous corridors make it well-suited for various purposes, including entertainment venues, lounges, retail spaces, or creative office use.

Additionally, there are 45 parking spaces available across the street for lease by a new owner or tenant. Situated just one block east of Universal Studios Boulevard, the property offers easy access to the San Fernando Valley, Hollywood, and Greater Los Angeles. Its strategic location provides close proximity to the Universal City/Studio City Metro Rail and convenient access to major commuter routes, including the 101 freeway.

$2,850,000
Asking Price

Offering Summary ·

Price PSF	$535
Lot Size	0.08 Acres
Building Size	+/- 5,312 SF (Including Permitted Roof Deck)
Year Built/Renovated	1952/2020

- **INCREDIBLE OPPORTUNITY** to acquire a unique commercial property with fantastic frontage on Cahuenga Boulevard

- **IDEAL SITE** for a social club, event venue, bar, or creative office

- **FULLY BUILT** out event venue in Universal City

- **SWIFT VEHICLE ACCESS** to the 101 Freeway

- **SPACIOUS** rooftop deck and backyard patio

- **EXTENSIVE** capital improvements completed towards the roof, plumbing, HVAC system, and electrical

- **PARKING** available directly across the street at $10 daily rate

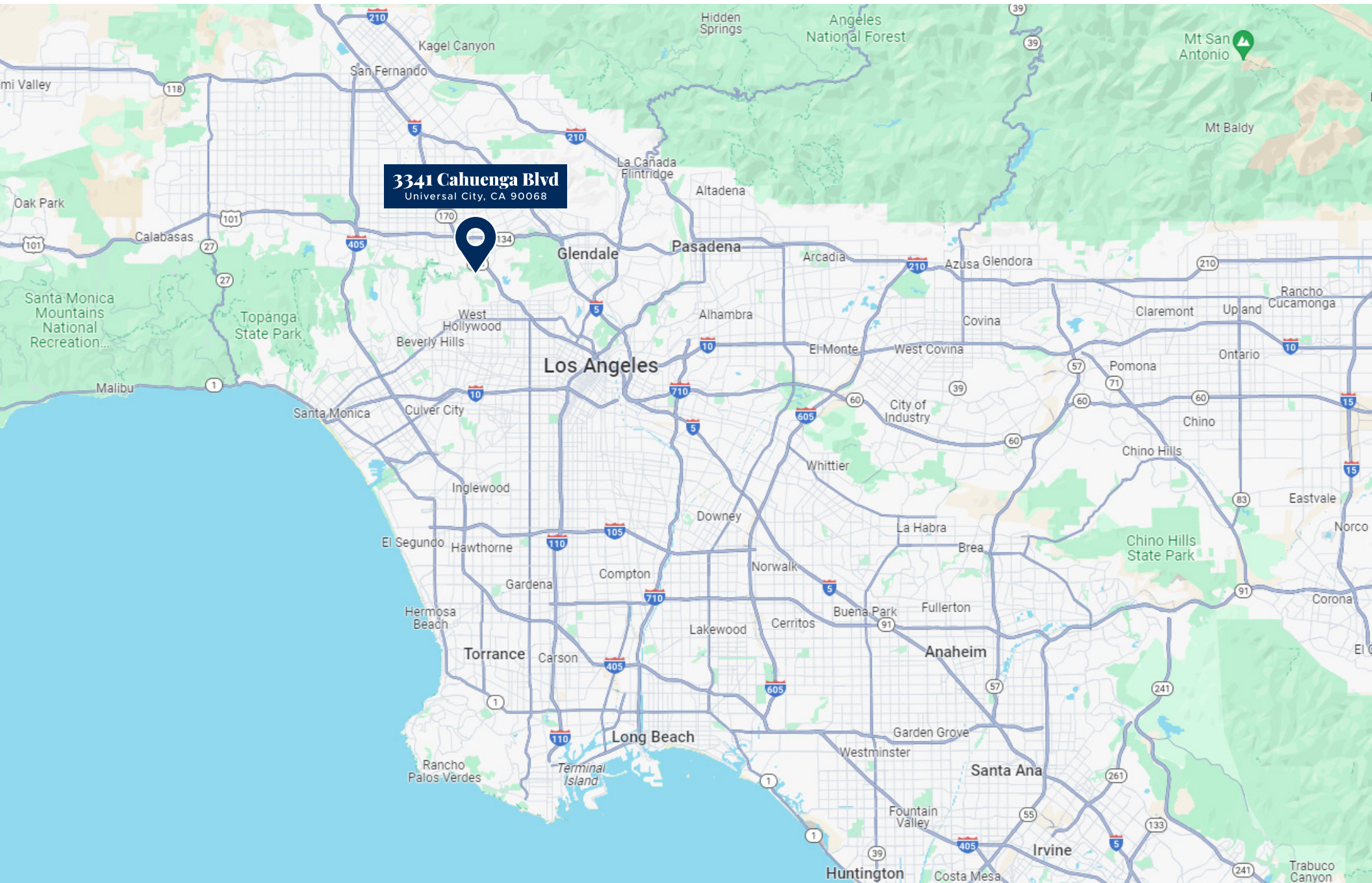- **HEAVY TRAFFIC** corridor of the Hollywood Hills, connecting the San Fernando Valley to Los Angeles
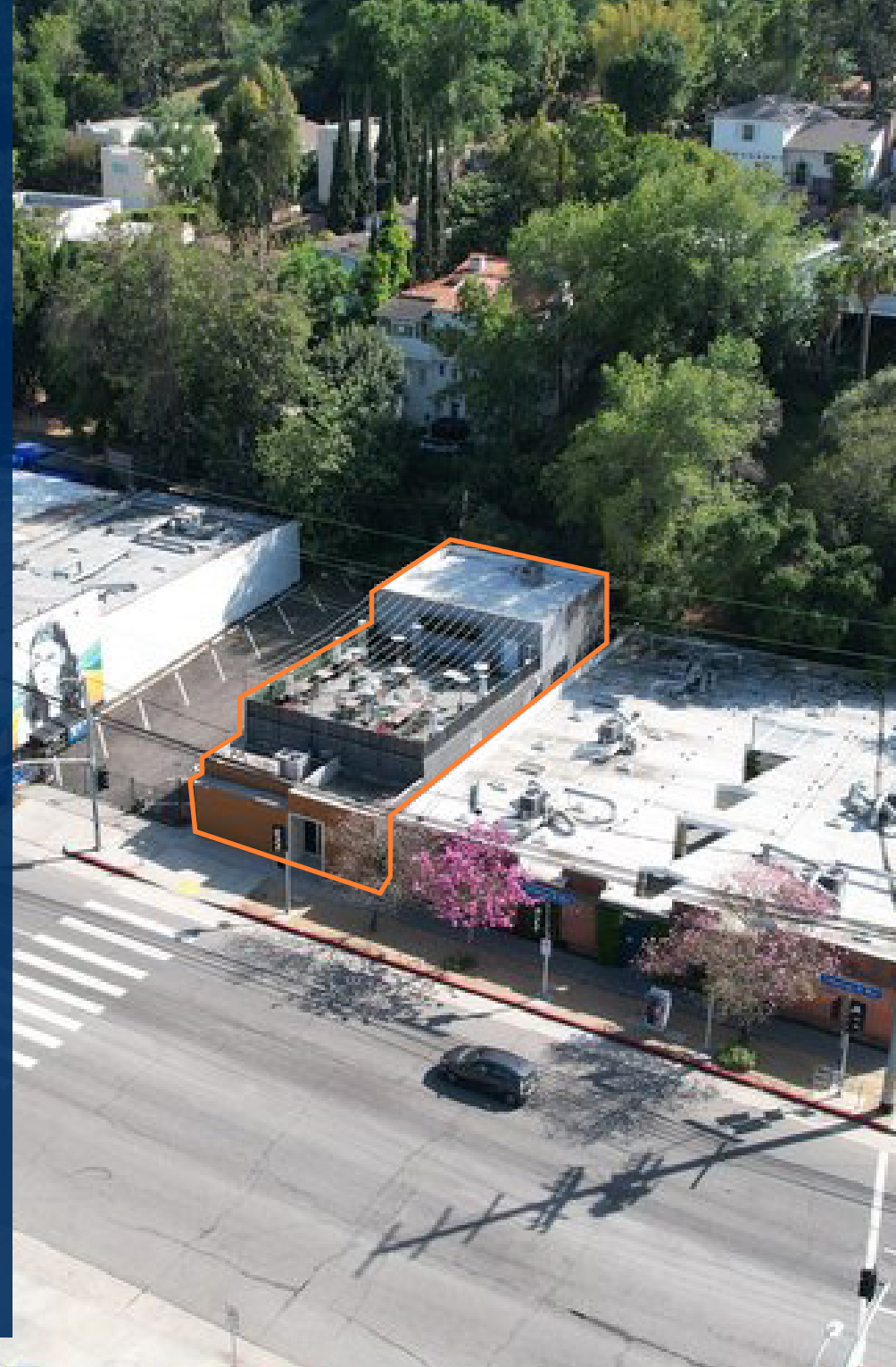
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LOCATION OVERVIEW

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UNIVERSAL STUDIOS LOT

UNIVERSAL STUDIOS BACKLOT

Ralphs

PANDA EXPRESS CHINESE KITCHEN

IN·N·OUT BURGER

Carl's Jr.

UNIVERSAL

LA FITNESS

VENTURA BLVD

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Mobil

Property Photos
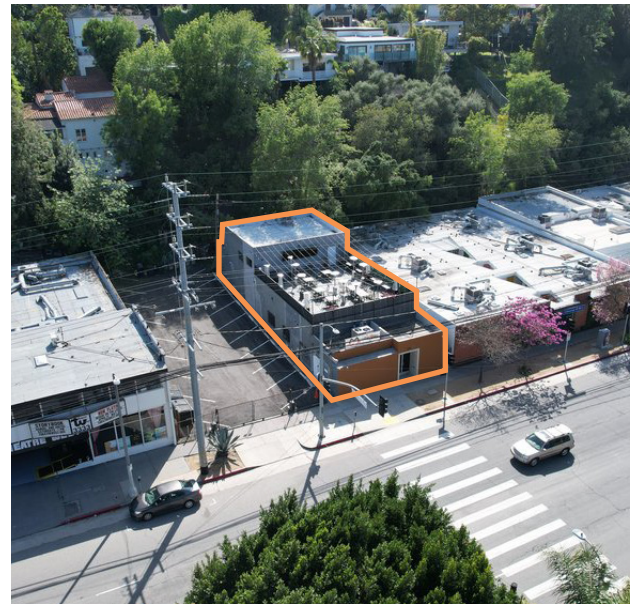
Property Photos

3341 Cahuenga Blvd
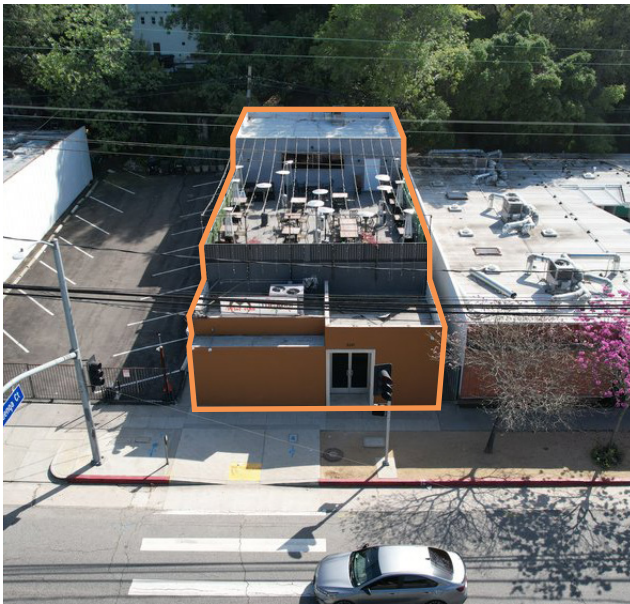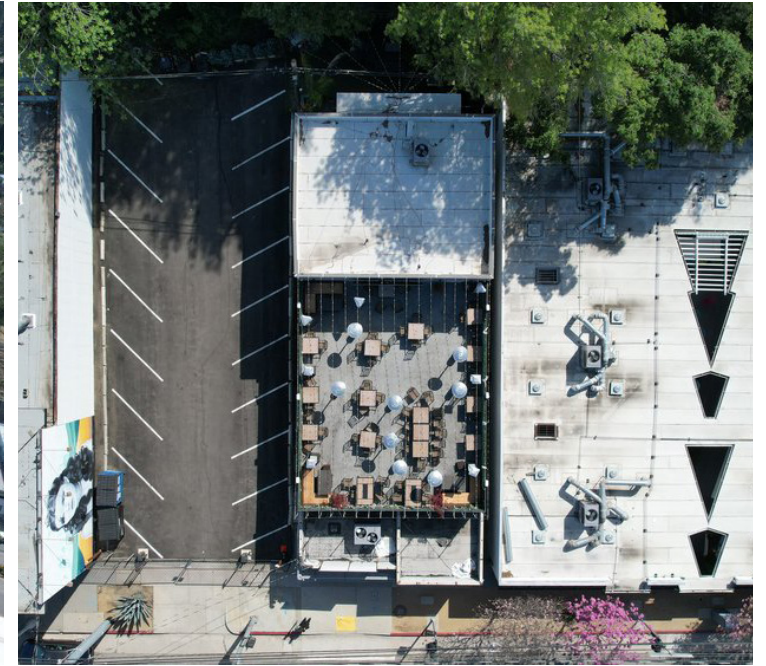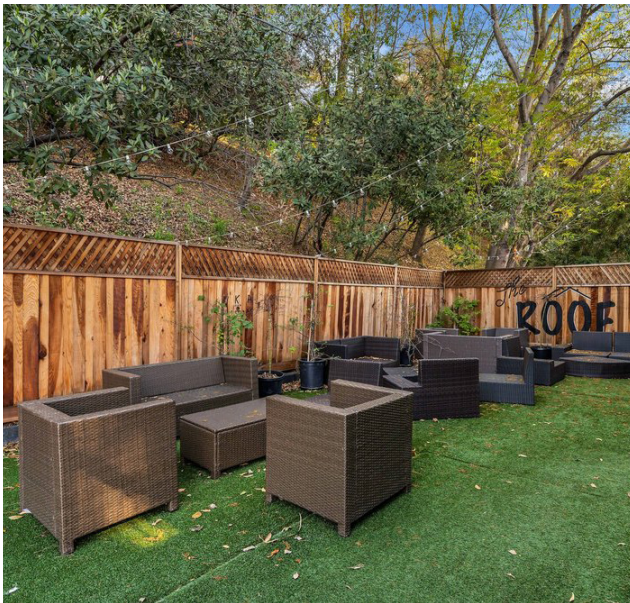Universal City, CA 90068

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MARKET OVERVIEW

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LOS ANGELES

The Los Angeles-Long Beach metro is located entirely within Los Angeles County, covering 4,751 square miles. The county encompasses 88 incorporated cities and numerous unincorporated areas. It is bordered on the east by San Bernardino County, on the north by Kern and Ventura counties, on the west by the Pacific Ocean and on the south by Orange County. The area is home to 10.1 million residents. The city of Los Angeles accounts for more than 4 million people. The Los Angeles coastline stretches along 81 miles of world-famous beaches. The Santa Monica and San Gabriel mountains are located in the county, with the highest point at Mount San Antonio reaching more than 10,000 feet.

METRO HIGHLIGHTS

ECONOMIC CENTER
Los Angeles is the entertainment capital of the world, as well as a leading international trade and manufacturing center.
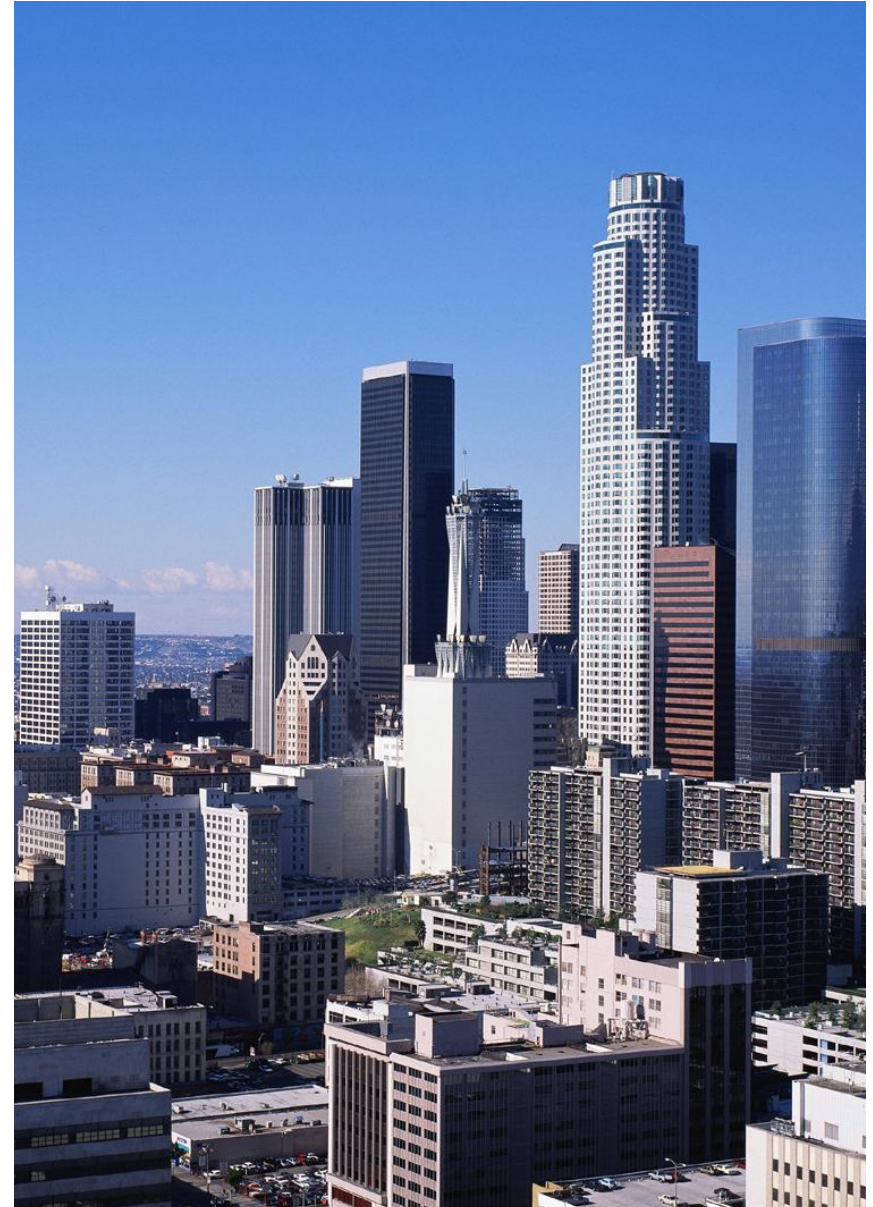
PROMINENT PORT ACTIVITY
The Port of Los Angeles and the Port of Long Beach are two of the largest and busiest ports in the nation, making the metropolitan area a key link in the international supply chain.

JOB AND POPULATION GROWTH
A desirable climate, proximity to the ocean and recreational opportunities attract companies and residents to the sizable metro.

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TRANSPORTATION

- The region has well-established and interconnected transportation systems by road, rail and sea, allowing access to most of the world's markets.

- Various interstate routes make the area accessible nationwide. This list includes interstates 5, 10, 15, 110, 210, 215, 405 and 710.

- Amtrak and Metrolink provide passenger rail service. Freight rail lines servicing the county include Union Pacific and BNSF.

- The expanding light rail network provides increased access to in-town travel.

- LAX is one of the busiest airports in the nation. Other commercial airports serving the county include Long Beach, Burbank and Palmdale.

- Alameda Corridor, a 20-mile railroad express line, facilitates port activity, connecting the two local ports to the transcontinental rail network east of downtown.

PORTS CREATE

$10+

BILLION IN U.S. CUSTOMS
REVENUES AND TAXES

SERVED BY

4

COMMERCIAL AIRPORTS
IN THE COUNTY

MILES

150

TO THE
MEXICAN BORDER

MORE THAN

15.6

MILLION TEU CONTAINERS ARE SHIPPED THROUGH THE PORTS OF LOS ANGELES AND LONG BEACH ANNUALLY, RANKING THEM FIRST AND SECOND IN THE NATION.

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ECONOMY

- The motion picture/entertainment industry is one of the most high-profile sectors of the economy.
- The gross metropolitan product is expected to grow at a pace faster than the United States rate this year.
- Nine Fortune 500 companies are currently headquartered in the metro.
- A significant aerospace presence exists in the South Bay, led by employers that include Boeing, Northrop Grumman, Raytheon Technologies Corp. and SpaceX.
- Employers across a variety of industries employed nearly 4.6 million individuals at the onset of 2023.
- The metro's two ports make the area a major player in the domestic supply chain, fueling demand for warehouse and distribution space.

MAJOR AREA EMPLOYERS

- Kaiser Permanente
- Northrop Grumman Corp.
- The Boeing Co.
- Kroger Co.
- Cedars-Sinai Medical Center
- University of California, Los Angeles
- Target Corp.
- Amazon
- Home Depot
- Providence Health & Services

Economic Growth

— Metro GMP   — U.S. GDP

Annual Change

* Estimate, ** Forecast
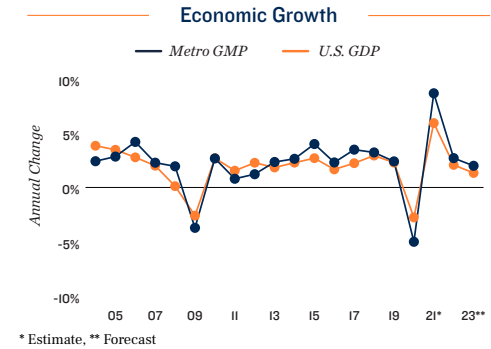
SHARE OF 2022 TOTAL EMPLOYMENT

7%
MANUFACTURING

15%
PROFESSIONAL AND BUSINESS SERVICES

13%
GOVERNMENT

11%
LEISURE AND HOSPITALITY

5%
FINANCIAL ACTIVITIES

19%
TRADE, TRANSPORTATION, AND UTILITIES

3%
CONSTRUCTION

19%
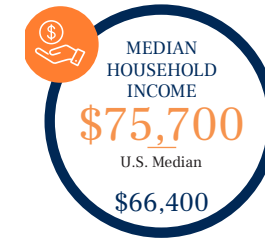EDUCATION AND HEALTH SERVICES

5%
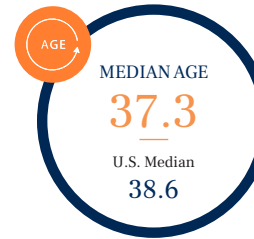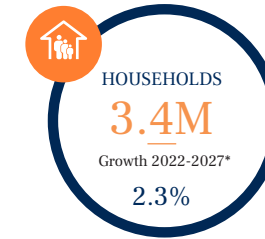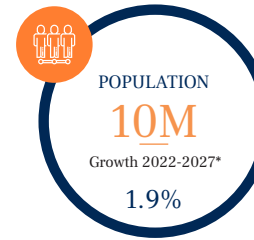INFORMATION

3%
OTHER SERVICES

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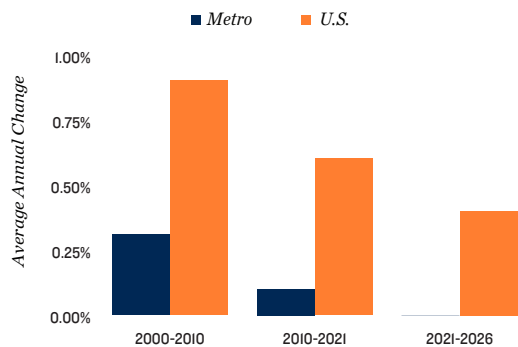Universal City, CA 90068

DEMOGRAPHICS

- The population of roughly 10.1 million people makes Los Angeles County the most populous metropolitan area in the U.S.

- More than 192,000 new residents are expected through 2027, translating into roughly 78,000 households formed during the period.

- A median home price that is more than twice that of the U.S. average translates to a home-ownership rate that is well below the national level.

- Approximately 30 percent of residents ages 25 and older have attained at least a bachelor's degree. More than 10 percent also hold a graduate or professional degree.

QUICK FACTS

POPULATION
10M
Growth 2022-2027*
1.9%

HOUSEHOLDS
3.4M
Growth 2022-2027*
2.3%

MEDIAN AGE
37.3
U.S. Median
38.6

MEDIAN HOUSEHOLD INCOME
$75,700
U.S. Median
$66,400

Population Growth

Metro   U.S.

Average Annual Change

	2000-2010	2010-2021	2021-2026

Median Household Income

Metro   U.S.

Income per Year (thousands)

$100, $85, $70, $55, $40

00 02 04 06 08 10 12 14 16 18 20 22** 24** 26**

2022 Population by Age

- 6% 0-4 years
- 18% 5-19 years
- 7% 20-24 years
- 30% 25-44 years
- 25% 45-64 years
- 14% 65+ years
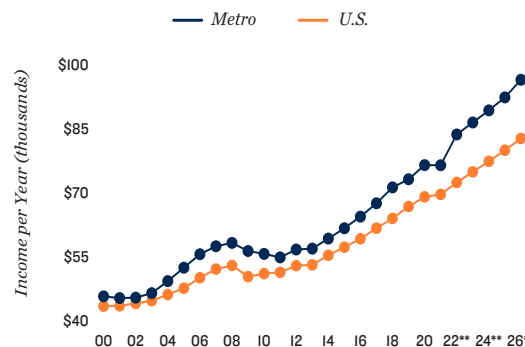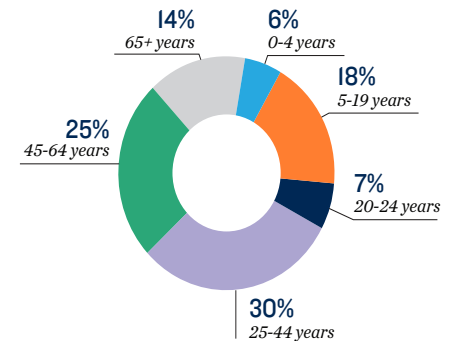
* Forecast

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

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QUALITY OF LIFE

The Los Angeles region enjoys pleasant weather, with sunshine throughout the year. Bounded by mountains and the Pacific Ocean, the temperature rarely rises above 85 degrees or falls below 40 degrees, and rainfall is minimal most years. During winter and early spring, it's possible to swim in the ocean and ski on the mountains during the same day.

There are almost 60 institutes of higher learning in the county, including one campus of the University of California system and six California State University campuses. Private institutions, such as Caltech, the Claremont Colleges, Occidental College and the University of Southern California, along with a number of community colleges, are also included in this count.

A number of professional and college teams are located in the area. Cultural venues include Walt Disney Concert Hall, Dorothy Chandler Pavilion, the Hollywood Bowl, Warner Bros. Studios, the Huntington Library, the Museum of Art, and the Natural History Museum of Los Angeles County.

$820,000
MEDIAN HOME PRICE

100+
MUSEUMS

81
MILES OF SHORELINE

SPORTS

Baseball		MLB	LOS ANGELES DODGERS
Football		NFL	LOS ANGELES RAMS
Basketball		NBA	LOS ANGELES LAKERS
Hockey		NHL	LOS ANGELES KINGS
Soccer		MLS	LOS ANGELES GALAXY
Basketball		NBA	LOS ANGELES CLIPPERS
Football		NFL	LOS ANGELES CHARGERS
Soccer		MLS	LOS ANGELES FC

EDUCATION

- UNIVERSITY OF CALIFORNIA, LOS ANGELES
- UNIVERSITY OF SOUTHERN CALIFORNIA
- CALIFORNIA INSTITUTE OF TECHNOLOGY
- LOYOLA MARYMOUNT UNIVERSITY
- CALIFORNIA STATE UNIVERSITY, LOS ANGELES
- CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
- PEPPERDINE UNIVERSITY

ARTS & ENTERTAINMENT

- LOS ANGELES ZOO & BOTANICAL GARDENS
- LOS ANGELES COUNTY MUSEUM OF ART
- NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY
- THE GREEK THEATRE

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POPULATION	1 Mile	3 Miles	5 Miles
2027 Projection			
Total Population	7,769	203,309	703,693
2022 Estimate			
Total Population	7,665	196,530	689,072
2010 Census			
Total Population	7,547	182,008	660,974
2000 Census			
Total Population	6,447	180,568	670,750
Daytime Population			
2022 Estimate	24,486	253,826	838,167
HOUSEHOLDS	**1 Mile**	**3 Miles**	**5 Miles**
2027 Projection			
Total Households	4,089	110,546	328,286
2022 Estimate			
Total Households	4,033	106,113	319,180
Average (Mean) Household Size	1.9	1.8	2.1
2010 Census			
Total Households	3,927	96,929	300,492
2000 Census			
Total Households	3,438	95,730	298,724
Occupied Units			
2027 Projection	4,794	122,311	357,348
2022 Estimate	4,727	116,702	345,935
HOUSEHOLDS BY INCOME	**1 Mile**	**3 Miles**	**5 Miles**
2022 Estimate			
$150,000 or More	42.6%	23.2%	21.4%
$100,000-$149,999	18.2%	16.6%	16.4%
$75,000-$99,999	9.9%	12.8%	12.8%
$50,000-$74,999	9.1%	14.2%	14.7%
$35,000-$49,999	5.2%	8.8%	9.4%
Under $35,000	15.0%	24.4%	25.3%
Average Household Income	$200,684	$129,900	$122,465
Median Household Income	$127,316	$79,777	$75,985
Per Capita Income	$105,600	$70,445	$57,003

HOUSEHOLDS BY EXPENDITURE	1 Mile	3 Miles	5 Miles
Total Average Household Retail Expenditure	$160,327	$137,706	$135,527
Consumer Expenditure Top 10 Categories			
Housing	$30,212	$26,190	$25,745
Transportation	$12,124	$11,218	$10,906
Food	$9,490	$8,266	$8,243
Personal Insurance and Pensions	$9,447	$7,756	$7,605
Healthcare	$5,696	$4,492	$4,580
Entertainment	$3,918	$3,598	$3,420
Cash Contributions	$3,151	$2,325	$2,329
Gifts	$2,994	$2,206	$2,097
Apparel	$1,649	$1,442	$1,406
Education	$1,099	$903	$889
POPULATION PROFILE	**1 Mile**	**3 Miles**	**5 Miles**
Population By Age			
2022 Estimate Total Population	7,665	196,530	689,072
Under 20	13.1%	12.1%	16.3%
20 to 34 Years	20.9%	28.3%	25.7%
35 to 39 Years	8.9%	10.5%	9.3%
40 to 49 Years	16.5%	16.3%	15.1%
50 to 64 Years	21.8%	18.0%	18.4%
Age 65+	18.8%	14.8%	15.1%
Median Age	44.2	39.5	39.2
Population 25+ by Education Level			
2022 Estimate Population Age 25+	6,384	163,531	541,882
Elementary (0-8)	0.1%	2.5%	5.9%
Some High School (9-11)	1.8%	3.0%	5.0%
High School Graduate (12)	7.7%	11.3%	14.9%
Some College (13-15)	17.0%	18.7%	17.9%
Associate Degree Only	5.2%	7.0%	7.0%
Bachelor's Degree Only	39.6%	40.0%	33.6%
Graduate Degree	28.5%	17.6%	15.7%

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POPULATION

In 2022, the population in your selected geography is 689,072. The population has changed by 2.7 percent since 2000. It is estimated that the population in your area will be 703,693 five years from now, which represents a change of 2.1 percent from the current year. The current population is 50.3 percent male and 49.7 percent female. The median age of the population in your area is 39.2, compared with the U.S. average, which is 38.6. The population density in your area is 8,772 people per square mile.

EMPLOYMENT

In 2022, 383,250 people in your selected area were employed. The 2000 Census revealed that 72.6 percent of employees are in white-collar occupations in this geography, and 27.4 percent are in blue-collar occupations. In 2022, unemployment in this area was 7.0 percent. In 2000, the average time traveled to work was 25.4 minutes.

HOUSEHOLDS

There are currently 319,180 households in your selected geography. The number of households has changed by 6.8 percent since 2000. It is estimated that the number of households in your area will be 328,286 five years from now, which represents a change of 2.9 percent from the current year. The average household size in your area is 2.1 people.

HOUSING

The median housing value in your area was $904,897 in 2022, compared with the U.S. median of $250,735. In 2000, there were 85,590 owner-occupied housing units and 213,133 renter-occupied housing units in your area. The median rent at the time was $674.

INCOME

In 2022, the median household income for your selected geography is $75,985, compared with the U.S. average, which is currently $66,422.The median household income for your area has changed by 96.2 percent since 2000. It is estimated that the median household income in your area will be $90,004 five years from now, which represents a change of 18.4 percent from the current year.

The current year per capita income in your area is $57,003, compared with the U.S. average, which is $37,200. The current year's average household income in your area is $122,465, compared with the U.S. average, which is $96,357.

EDUCATION

The selected area in 2022 had a higher level of educational attainment when compared with the U.S averages. 15.7 percent of the selected area's residents had earned a graduate degree compared with the national average of only 12.3 percent, and 33.6 percent completed a bachelor's degree, compared with the national average of 19.7 percent.

The number of area residents with an associate degree was lower than the nation's at 7.0 percent vs. 8.4 percent, respectively.

The area had fewer high-school graduates, 14.9 percent vs. 27.1 percent for the nation. The percentage of residents who completed some college is also lower than the average for the nation, at 17.9 percent in the selected area compared with the 20.4 percent in the U.S
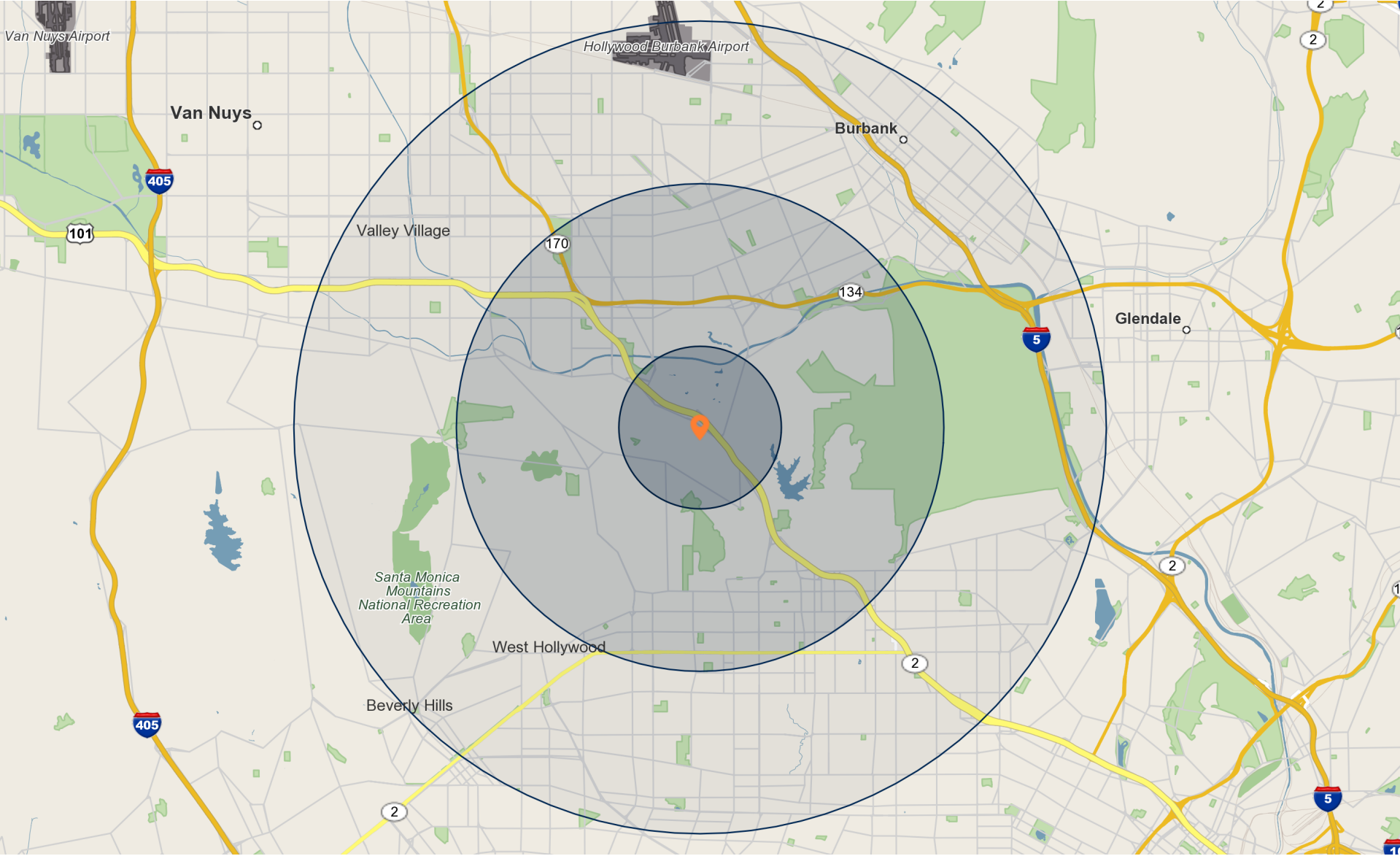
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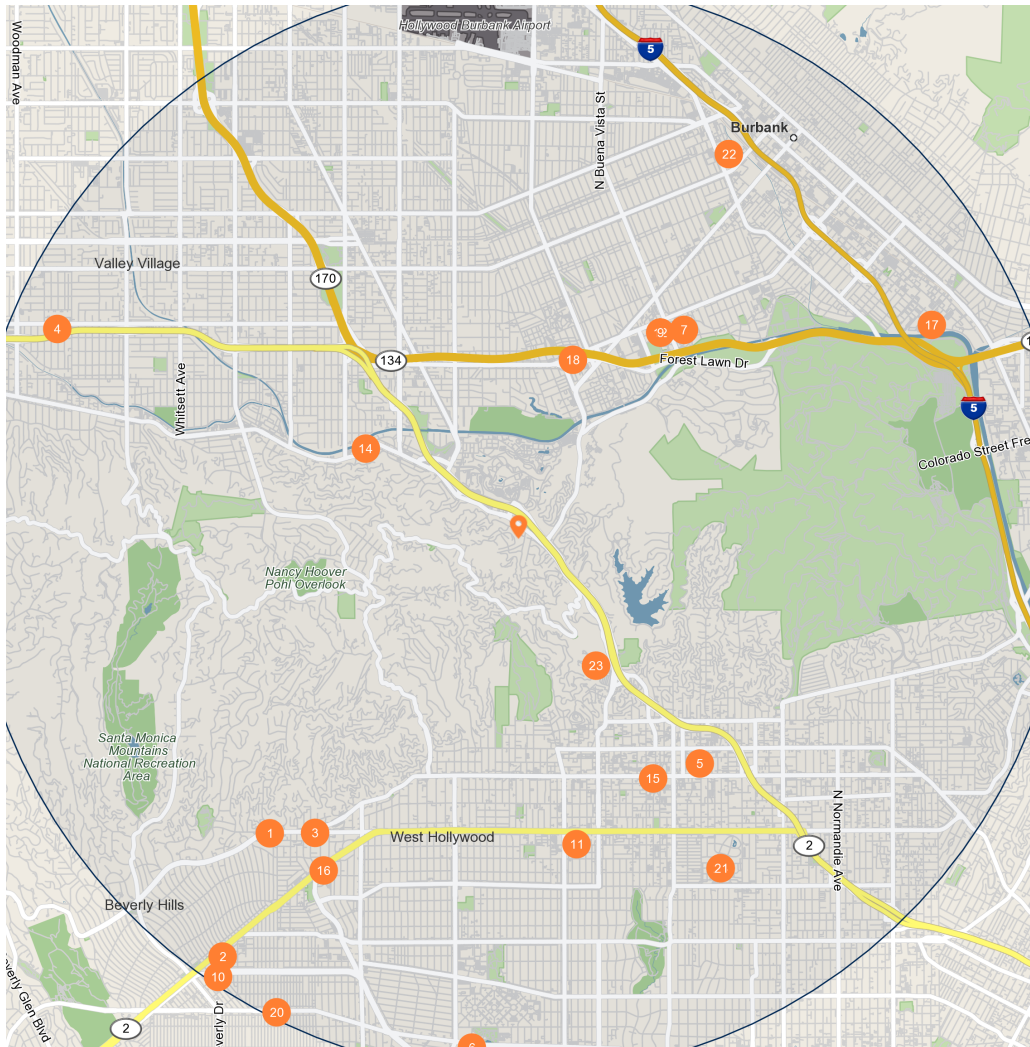
	Major Employers	Employees
1	Yf Art Holdings Gp LLC	10,600
2	Live Nation Worldwide Inc	8,800
3	Ticketmaster Entertainment LLC	4,390
4	Sofro Fabrics Inc	3,810
5	Viacom Networks-Mtv Networks	3,645
6	Stockbridge/Sbe Holdings LLC-SBE	3,000
7	Walt Disney Records Direct-Disney	2,990
8	Mercury Insurance Services LLC	2,978
9	Providence Holy Cross	2,931
10	Project Skyline Intermediate H	2,020
11	Rsg Group USA Inc-Golds Gym	2,000
12	Providence Health & Services F-Providnce Holy Cross Fundation	2,000
13	Providence Health System-Providence St Joseph Med Ctr	2,000
14	Dream Lounge Inc	1,989
15	Broadreach Capitl Partners LLC	1,974
16	Los Angles Cnty Mtro Trnsp Aut	1,971
17	Dreamworks Animation Pubg LLC	1,819
18	Twdc Enterprises 18 Corp	1,802
19	Truck Underwriters Association	1,767
20	Magic Workforce Solutions LLC	1,749
21	Paramount Pictures Corporation-Paramount Studios	1,700
22	Andrews International Inc	1,700
23	Los Angeles Philharmonic Assn-Hollywood Bowl	1,486
24	Paramount Television Service-Paramount Pictures	1,458
25	Livhome Inc-Arosa	1,299

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