

PRIME HOLLYWOOD CREATIVE OFFICE BUILDING



40,728 SF 2-Story Building on 40,600 SF of Land



- Available For Sale or Lease: Rent Reduced!
- Prime Hollywood Media District Location on Designer Row
- In “Billionaire’s Triangle”
- Across From Ralph Pucci, Apparatus, JF Chen and Regen Projects
- “Move In” Condition: Completely Refurbished 2-Story Facility
- Pride of Purchase Opportunity!



Exclusively offered by

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6721 ROMAINE STREET
HOLLYWOOD, CA 90038

Property Details

Building Area	40,728± SF
Stories	Two
Land Area	40,600± SF
Frontage	280' on McCadden Pl/145' on Romaine St
Construction	Concrete Tilt-Up
Year Built	1987
Ceiling Height	Up to 24'
HVAC	115 tons
Loading	Dock high and ground level
Power	3000 amps/480 volts/3-phase
Elevator	One passenger (2500 lb.)
Parking	120± surface and subterranean spaces
Zoning	LA MR1
APN	5532-026-034,035

Property Highlights

- Stunning two-story creative office building with surface and subterranean parking
- Located in “Billionaire’s Triangle” Designer Row in the Hollywood Media District
- Across from design stores Ralph Pucci, Apparatus, JF Chen and Regen Projects international art gallery
- High security building with outdoor enclosed patio
- Ideal for any creative, tech, professional or production applications
- Striking interior architectural touches, window treatments, color and lighting
- High ceilings with exposed wood beams
- Individually designed private offices, suites, edit bays, common areas and rest rooms
- Large conference rooms and lunch/break rooms
- Private shared alley with truck access
- 360 degree rooftop views of the Hollywood Sign, Hollywood Hills and Century City
- Located one block west of Sunset Las Palmas Studios and less than one mile from Paramount Pictures

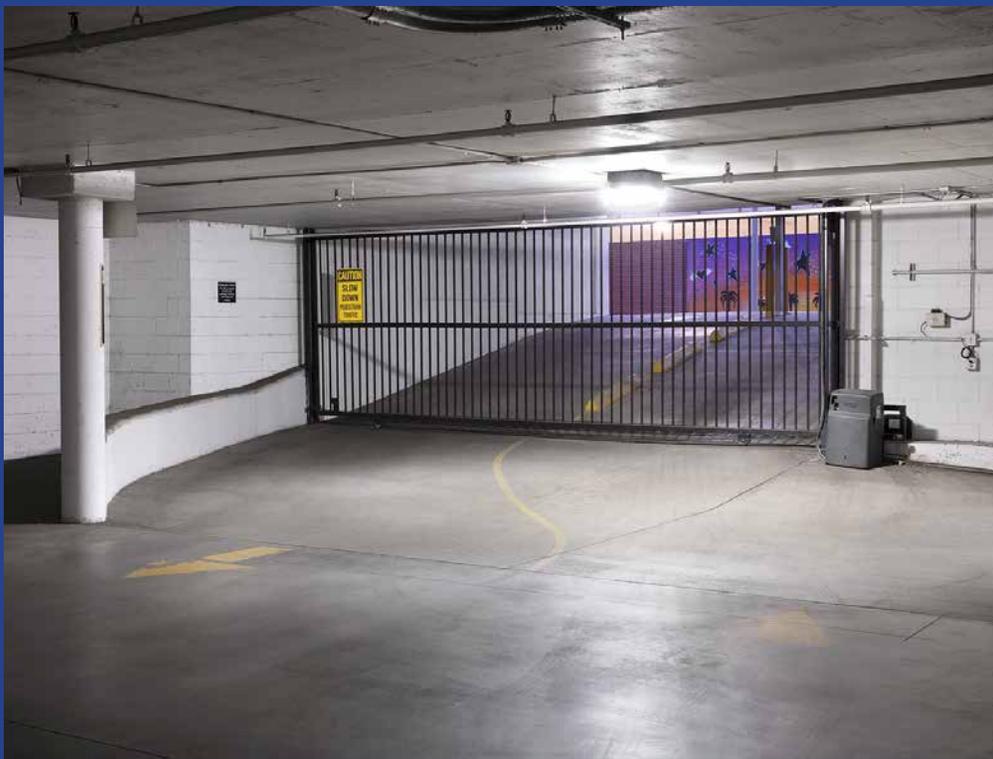
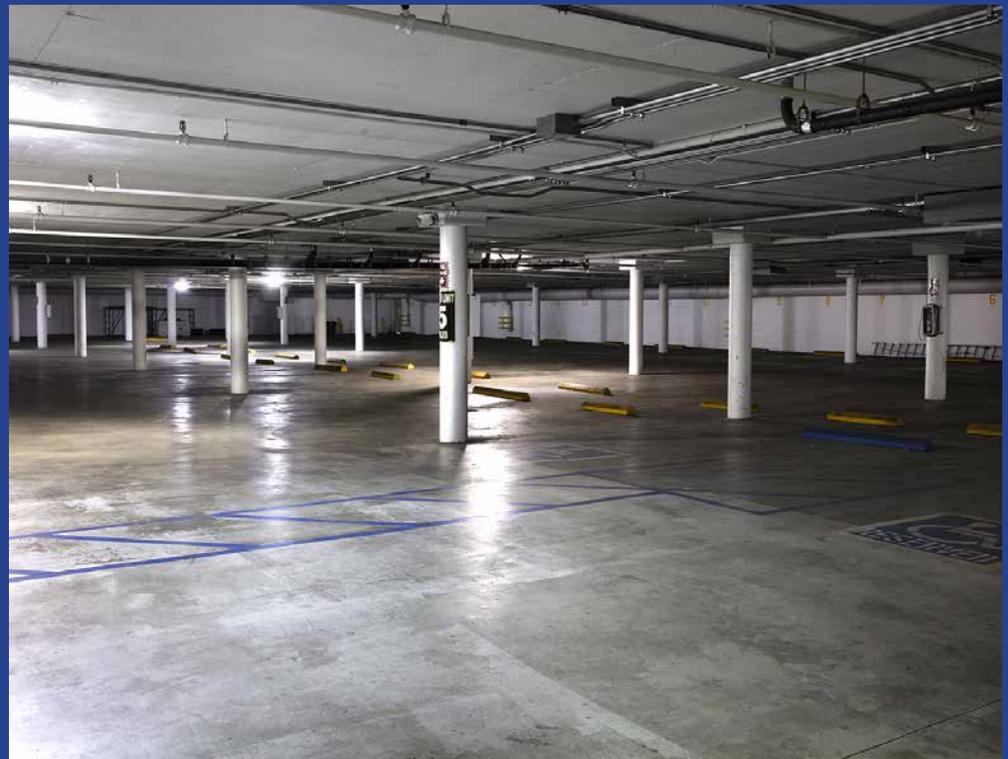
Asking price: \$53,000,000

Lease rental: \$152,730 per month (\$3.75 per SF NNN)

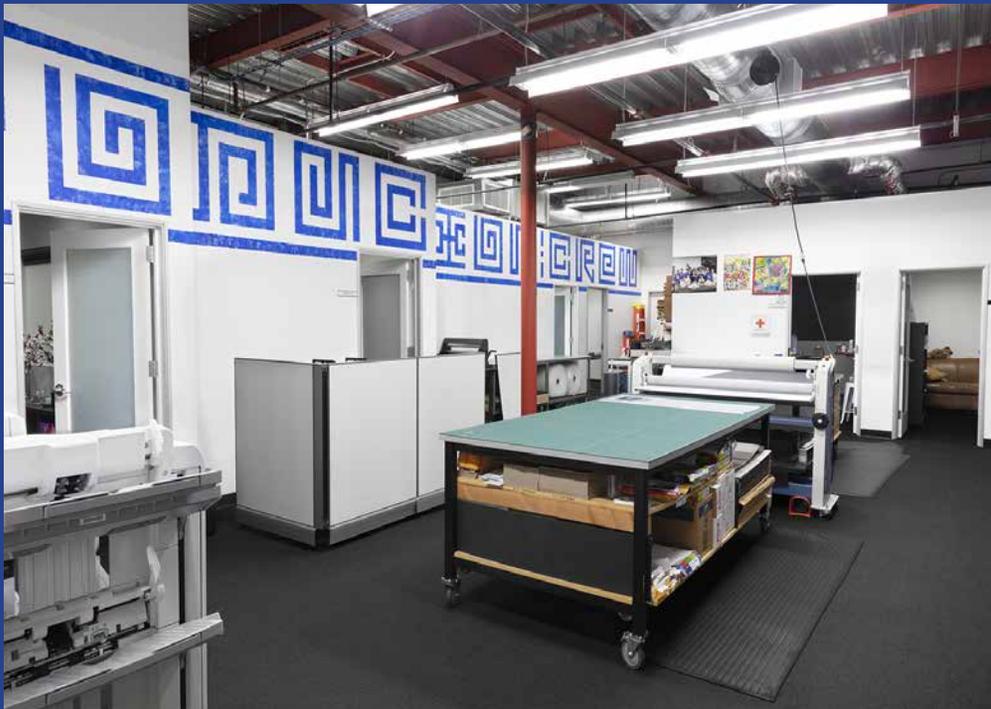
NNN = \$0.414 per SF per month — Term: 5-10 years

Parking available at \$150 per space per month

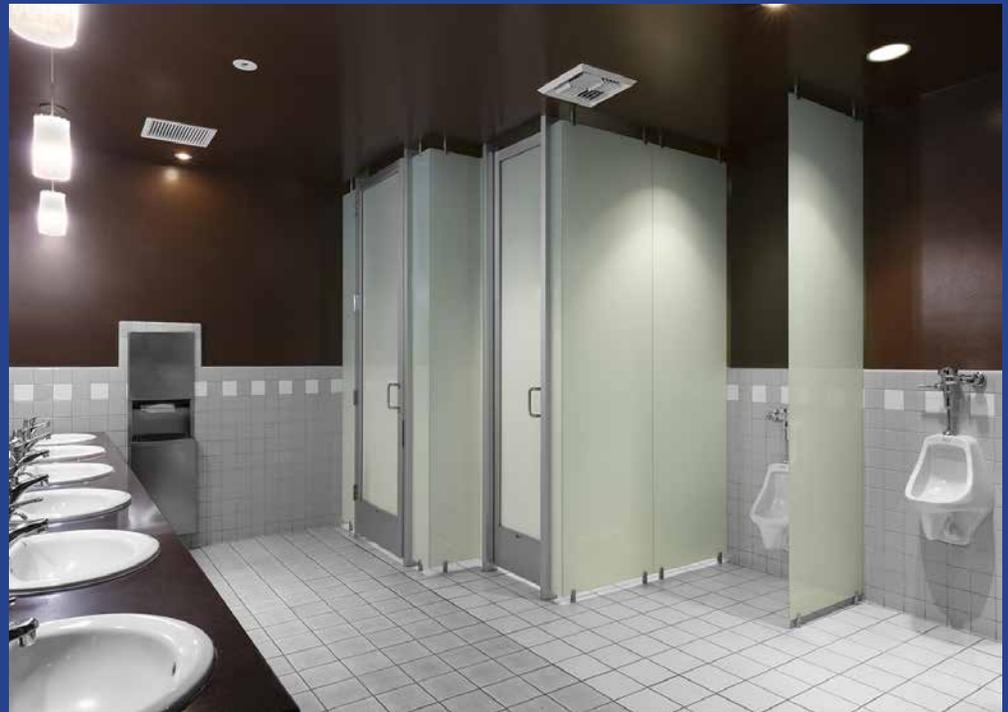
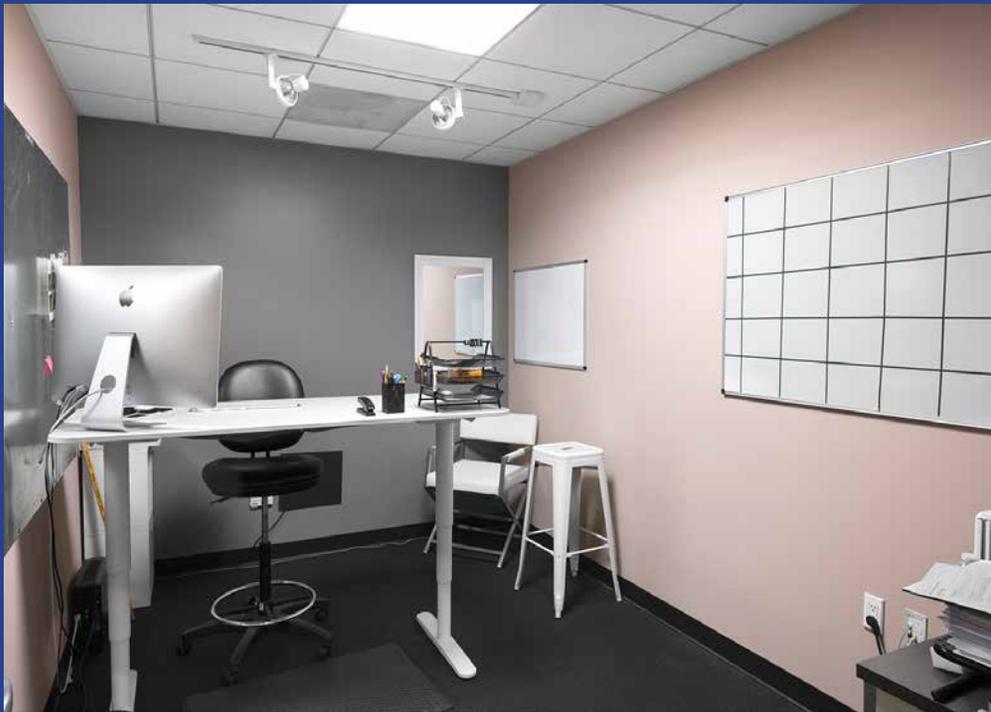




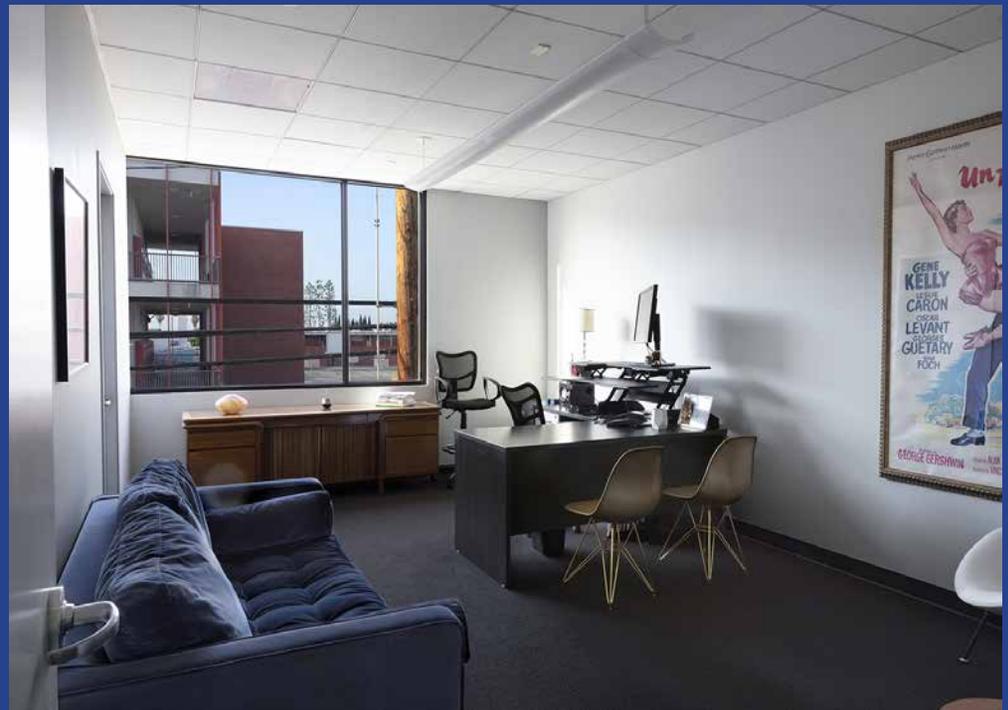
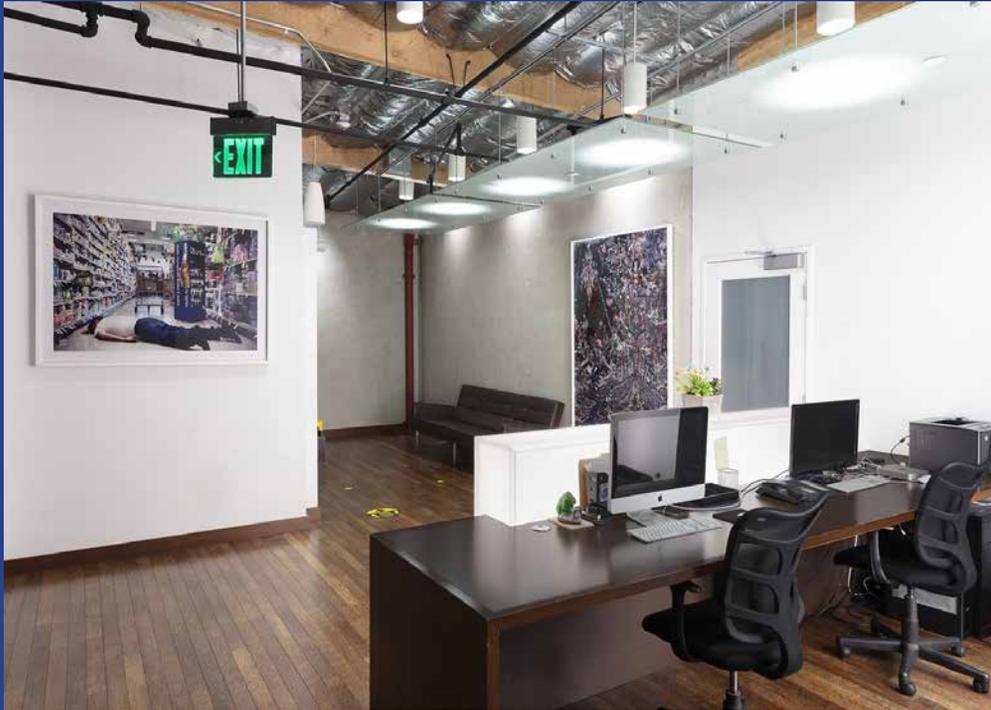
Ground Floor



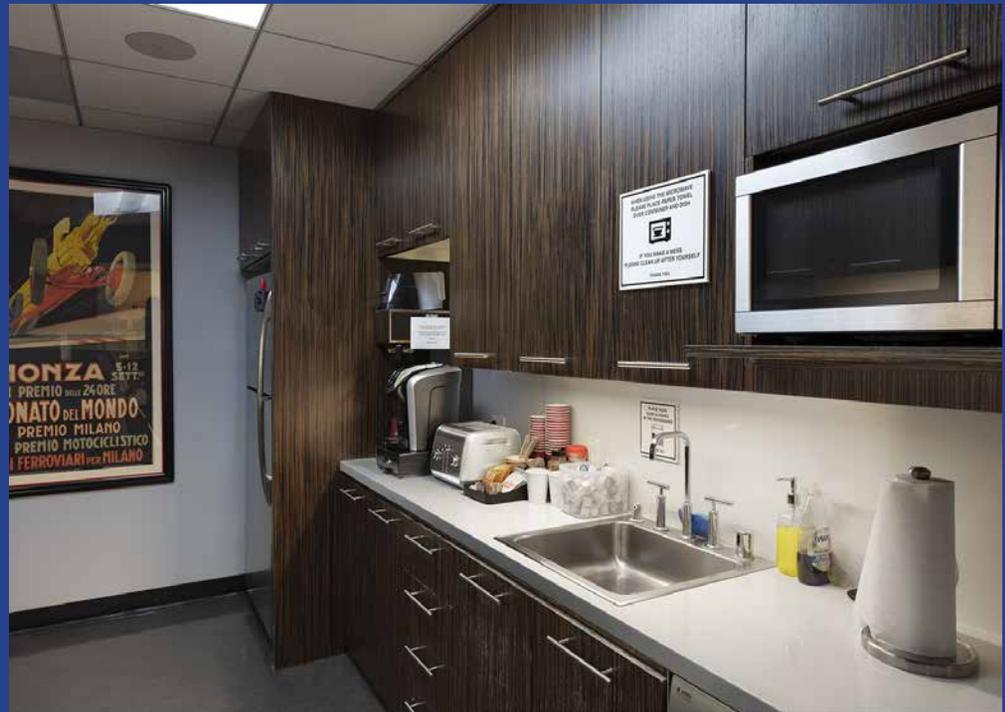
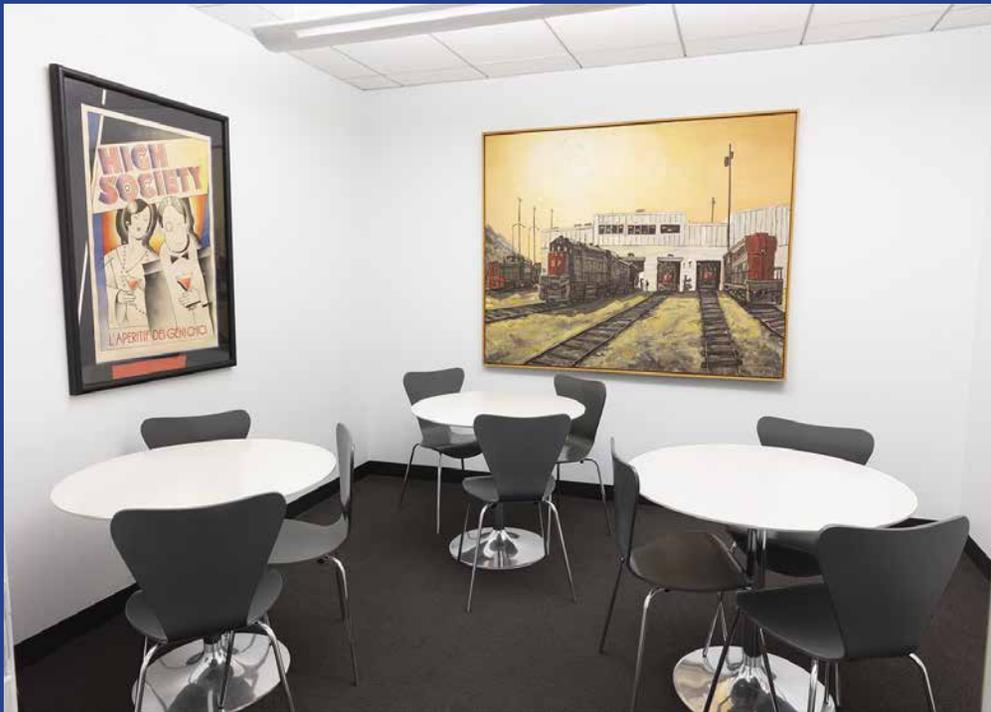
Ground Floor



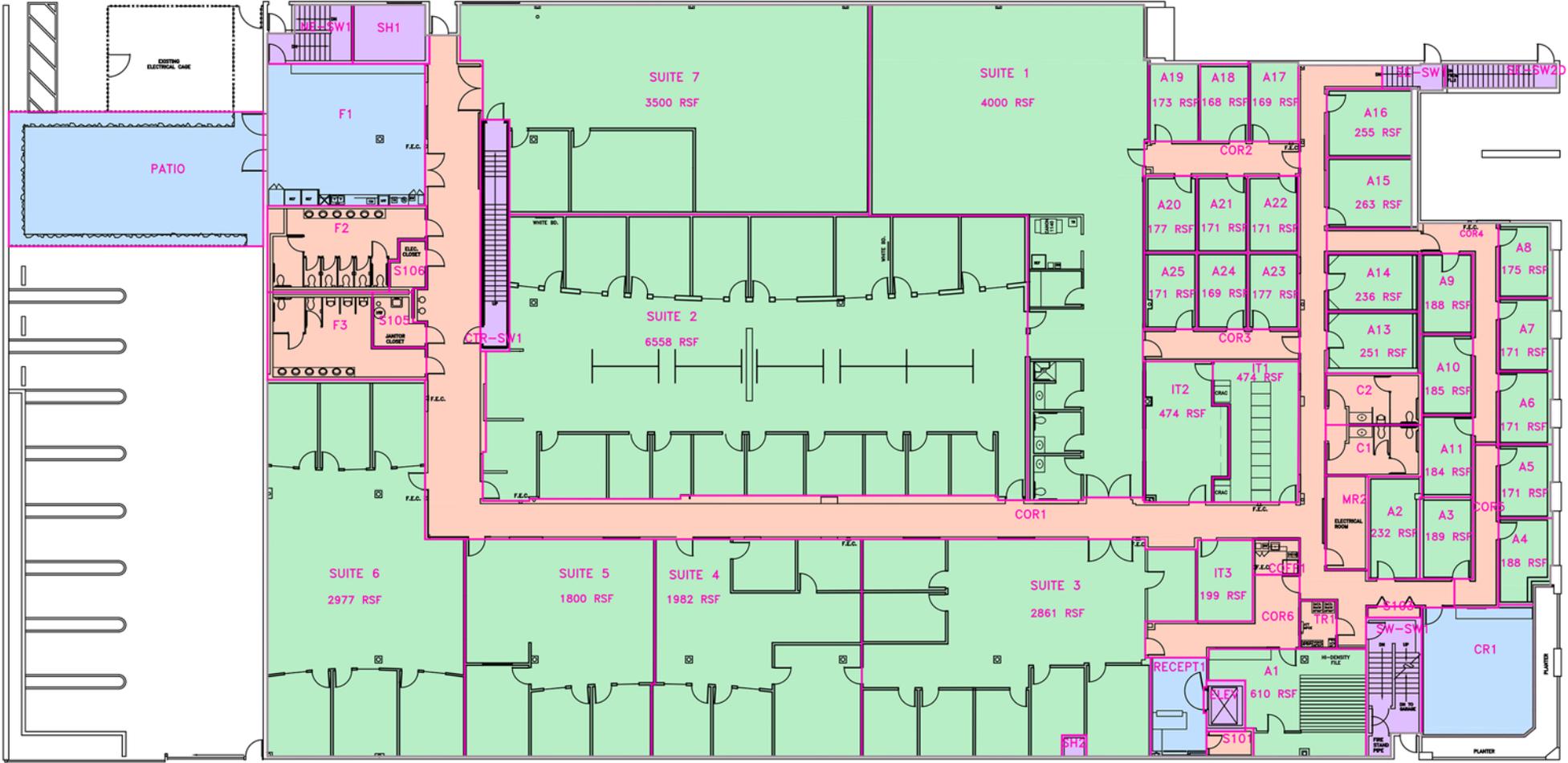
Second Floor



Second Floor



Ground Floor Plan



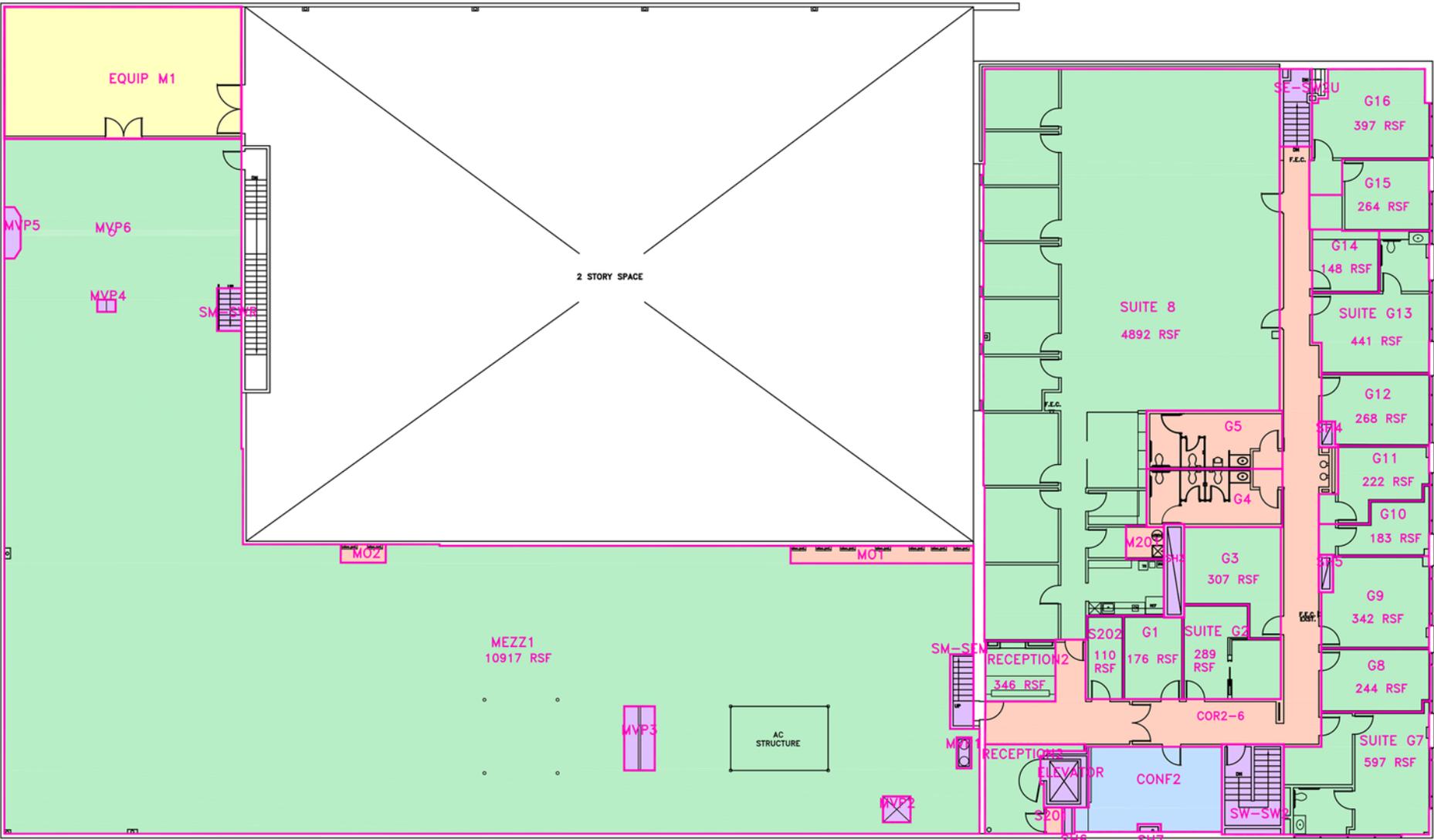
SQUARE FOOTAGES SHOWN ARE RENTABLE SQUARE FOOTAGES (WHICH INCLUDE THE LOAD FACTOR)

■ BUILDING SERVICE AREAS
 ■ BUILDING AMENITY AREAS
 ■ MAJOR VERTICAL PENETRATION
■ OCCUPANT AREA
 ■ FLOOR SERVICE & AMENITY

FLOOR 1 SPACE CLASSES - RENTABLE SQUARE FOOTAGES 6721 ROMAINE ST.

LOS ANGELES, CA 90038
03.31.17
BASED ON 2009 BOMA INTERNATIONAL STANDARDS SPACE CLASSES

Second Floor Plan



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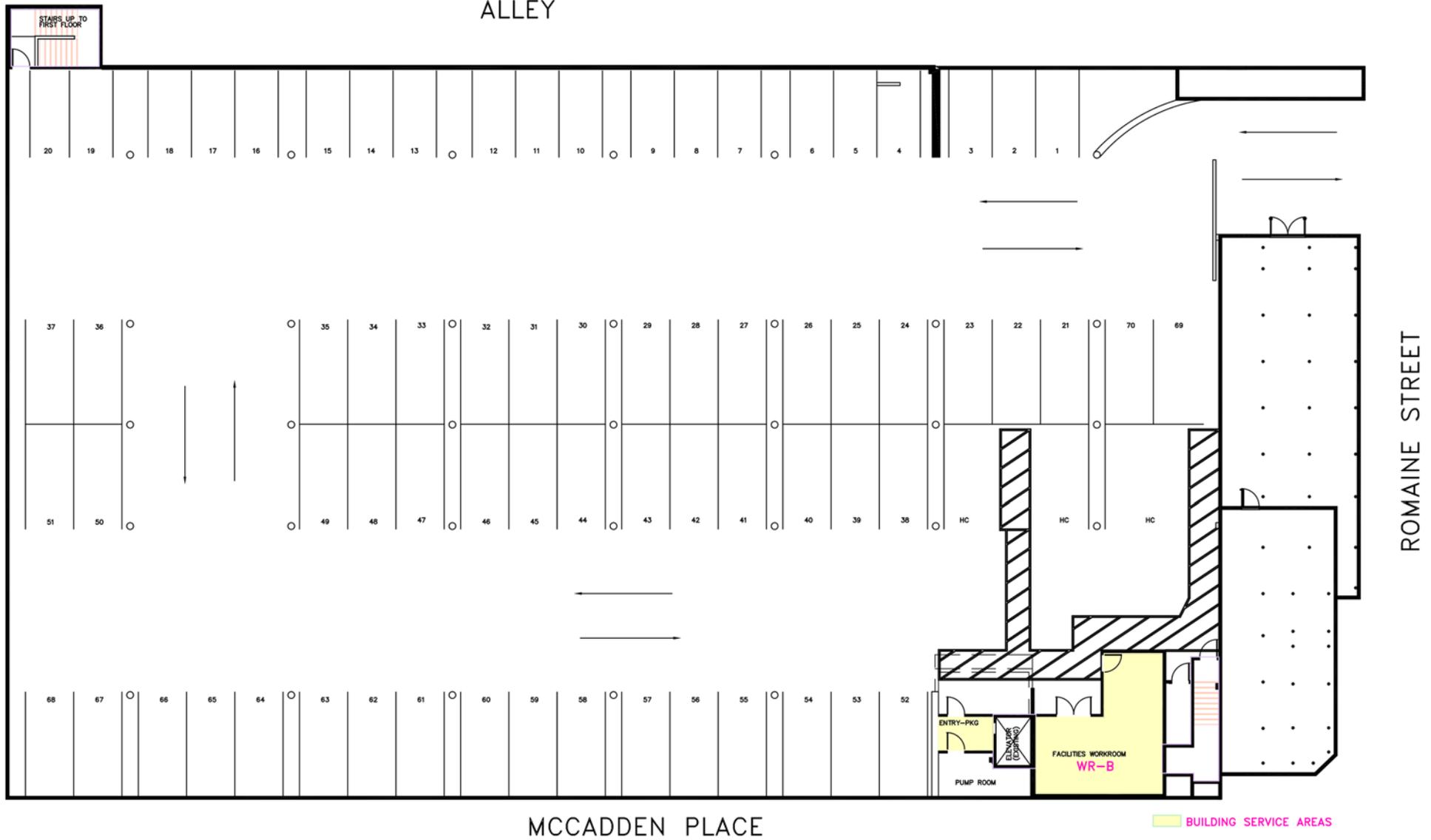
- BUILDING SERVICE AREAS
- BUILDING AMENITY AREAS
- MAJOR VERTICAL PENETRATION
- OCCUPANT AREA
- FLOOR SERVICE & AMENITY

FLOOR 2 & MEZZANINE SPACE CLASSES - RENTABLE SQUARE FOOTAGES 6721 ROMAINE ST.

LOS ANGELES, CA 90038
03.31.17

BASED ON 2009 BOMA INTERNATIONAL STANDARDS SPACE CLASSES

Subterranean Parking Plan



PARKING LEVEL SPACE CLASSES 6721 ROMAINE ST.

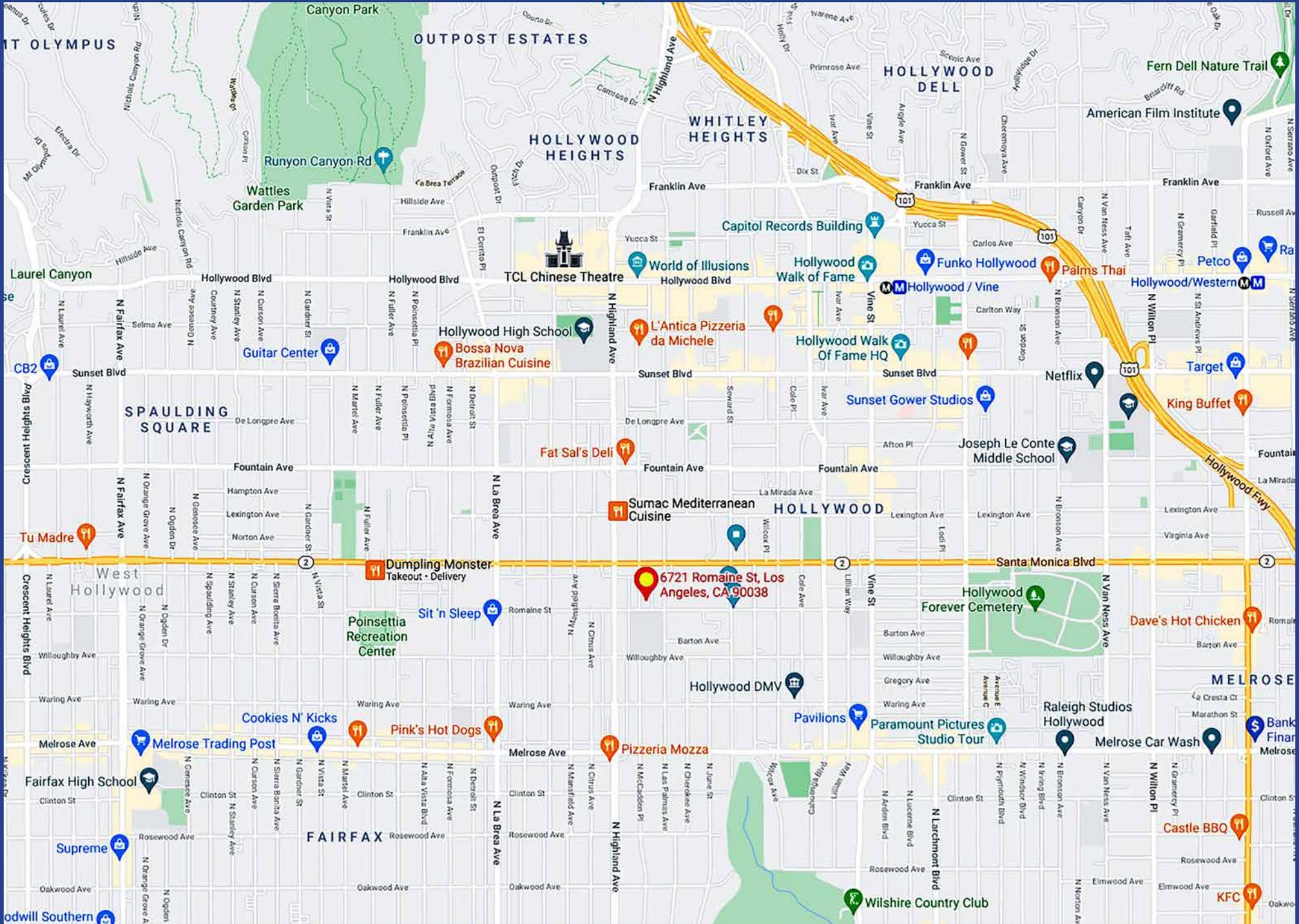
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Property Aerial



Area Map



Aerial Map



JF Chen



JF CHEN started over forty years ago on Melrose Avenue by owner and tastemaker Joel Chen.

JF Chen offers furniture and decorative arts from eclectic period pieces to masterworks of the twentieth and twenty first centuries. JF Chen's 30,000 + square foot galleries and showrooms house collections of museum quality furniture, lighting, accessories and art. Always ahead of the trends, Chen has the eye and intellectual rigor of a curator, and his passion and appreciation for fine design have made him a source of inspiration for collectors, decorators, museums, and others in the design and creative industries.

Among the artists Chen has shared with the public are giants of early modern design, such as Poul Kjaerholm and Jean Prouve, as well as legendary and influential designer like Charles and Ray Eames, Jacques Adnet, Donald Judd, Dan Johnson, Hans Wegner, and Ettore Sottsass. In 2006, Chen was a major lender to the first ever retrospective of Sottsass's work in America at the Los Angeles County Museum of Art. He has also lent major works for the Museum's California Design Exhibition for Pacific Standard Time, which was one of the highest attended exhibitions in the Museum's History. JF Chen has also collaborated with the Eames Office and created a comprehensive catalogue raisonne of iconic pieces from his own Eames furniture collection, which can be seen in his first publication *Collecting Eames*, the JF Chen Collection.

Apparatus



APPARATUS is a New York based design studio that explores the relationship of lighting, furniture and objects in immersive environments, threading the historical and the cultural through a modern lens.

Creative Director Gabriel Hendifar approaches the studio's work as narrative, drawing on the vocabulary of desire and emotional response. Inspired by the modernist principle of a total work of art, the studio is an ever-evolving articulation of considered spaces and the things that live within them.

Sensual materials like marble, suede, horsehair, lacquer and porcelain are combined with patinated brass to create the studio's distinctive catalog. Embracing a tradition of studio craftsmanship, each sculptural piece is hand-finished and assembled in an historic New York space that encompasses gallery, development and production.

The studio's work has been featured in important design and lifestyle publications including *Architectural Digest*, *T Magazine*, *World of Interiors*, *Vogue*, *Wallpaper*, and several international editions of *AD* and *Elle Décor*.

Founded in 2012 by Gabriel Hendifar and Jeremy Anderson, APPARATUS maintains showrooms in New York and Milan, and exhibits during Salone del Mobile and has participated in Collective Design Fair in 2016 and 2017.

Ralph Pucci



RALPH PUCCI International is a luxury furniture, lighting and mannequin company headquartered in New York City. What began as a family business in the 1950s fabricating mannequins has grown to a gallery regarded as one of the best in the world, with outposts now in Miami and Los Angeles.

The furniture chapter began in 1989 because of a mannequin created by French interior designer Andrée Putman, who then urged Pucci to represent her furniture in the US. Today, Ralph Pucci collaborates with the world's leading artists and designers, and is particularly drawn to pieces that highlight "the hand of the artist." For Pucci, great design is an on-going quest to celebrate the legends while also looking to the future and supporting emerging talent, which has led to an on-going partnership with students from Pratt Institute.

In 2016, the Museum of the City of New York presented Ralph Pucci with its City of Design Award which recognizes it says, "those who have made New York the design capital of the world and inspire future generations of designers." Pucci was the recipient of the Creative Innovation Award from Inner-City Arts in Los Angeles in 2013, and, in 2014, honored by the Kips Bay Boys & Girls Club. Other accolades include "The Best in Furniture and Furnishings," by Robb Report, "The Best Showroom" by Wallpaper, and a "Best of the Year in Interiors, Architecture, Fashion and Design" according to Interior Design. There are two books about the history of Pucci and the variety of exhibitions staged: Show and Wall.

Regen Projects



Founded in 1989 in Los Angeles, REGEN PROJECTS is one of the most influential contemporary art galleries today. From its inception the gallery has been committed to nurturing the careers of its artists and mounting important exhibitions of their work. Regen Projects' international and cross-generational roster of artists, working in varied media, has been the crux of the gallery from the beginning. The gallery currently represents 38 artists, many of whom have contributed significantly to changing the course of art history and culture today.

Past exhibitions have included: Liz Larner, "As Stars and Seas Entwine," "MAKE-SHIFT-FUTURE," curated by Elliott Hundley, Doug Aitken, "Flags and Debris," Kader Attia, "The Valley of Dreams," Raymond Pettibon, "Pacific Ocean Pop," Andrea Zittel "Works 2005-2020," Catherine Opie "Rhetorical Landscapes," Lawrence Weiner "ON VIEW," and Anish Kapoor.

Regen Projects is currently presenting *As Stars and Seas Entwine*, the eighth solo exhibition by Los Angeles-based artist Liz Larner, whose deep research-based practice is united by a continual exploration of form, material, and color. This exhibition will debut one of the new large-scale floor sculptures and a number of ceramic works that will be included in a forthcoming exhibition at Kunsthal Zurich in the summer of 2022. The sculpture, a sea foam/meerschaum drift, seems to billow and surge through the space. The undulating form constructed of conjoined plastic refuse was collected by Larner over the course of three years.

Hollywood Media District

BUSINESS IMPROVEMENT DISTRICTS

A Business Improvement District (BID) is organized and established by property and business owners to enhance the economic vitality of a downtown or neighborhood commercial area. The cost of BID services is financed by a self-imposed tax on commercial property owners within a defined geography. The tax is a surcharge to the real property tax liability. The tax is collected by the LA County Tax Assessor and revenues are returned to the organization managing the BID. A Board of Directors comprised of business and property owners control the BID and how funds are spent.

HOLLYWOOD MEDIA DISTRICT BID SERVICES

The BID provides enhanced services designed to augment, not replace, those provided by the City of LA, including: security, street cleaning, maintenance and graffiti removal, streetscape improvements, marketing and promotional services and community outreach.

We are led by a 21-member board representing a cross section of Hollywood stakeholders, including merchants, tenants, property owners, cultural and nonprofit organizations.

Hollywood Media District BID expenditures are used primarily for purchasing supplemental services, which include:

- Maintaining commercial corridors through litter and graffiti removal and landscaping to supplement city services;
- Increasing security through the presence of ambassadors who walk and bike the commercial district;
- Promoting the commercial district and the businesses operating;
- Providing homeless and youth services; and,
- Making capital improvements (e.g., street furniture, signage, decorative lighting) to supplement city services.



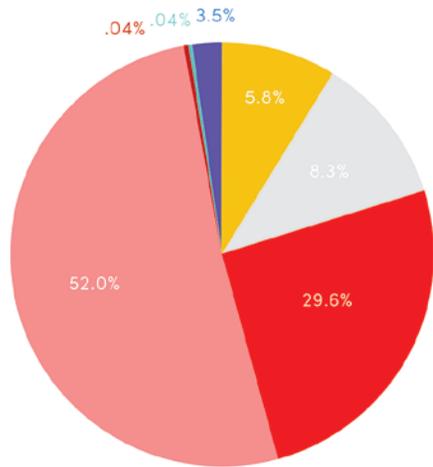
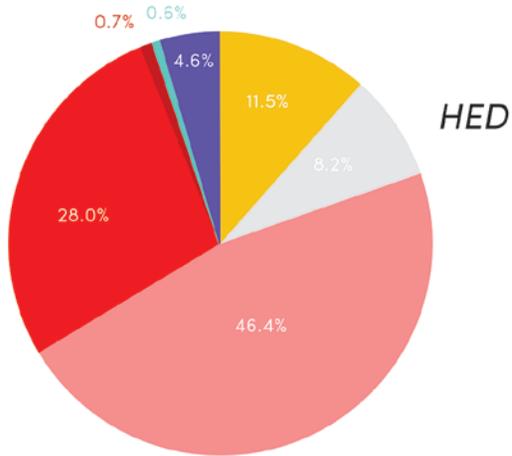
GOALS OF THE HOLLYWOOD MEDIA DISTRICT BID

- Create, manage and promote a District Identity that will make our neighborhood a desirable place to live, work and visit
- Implement Master Plan Concepts on behalf of our community
- Improve safety for everyone in the District
- Highlight and promote the capabilities of the historic studios and emerging technology of cutting edge firms in the District
- Improve transit infrastructure and promote public transportation
- Build parking structures (east and west end of the District)
- Maximize shared parking (day and nighttime users)
- Make the District more walkable
- Improve lighting for both security and beautification purposes

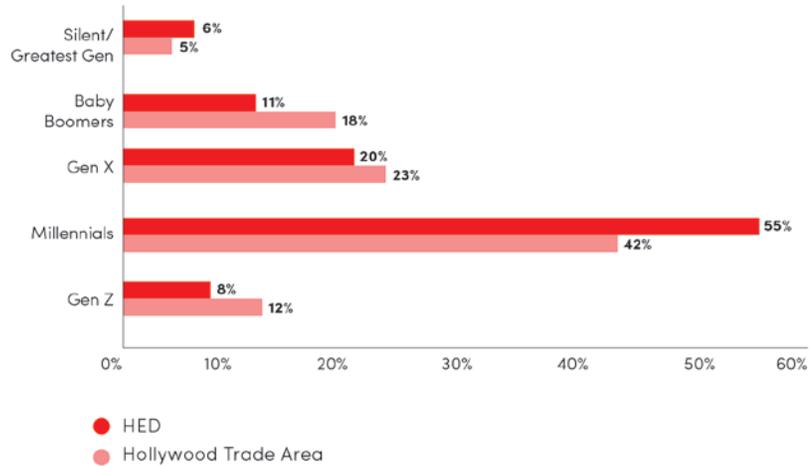
Hollywood Demographics

Race & Ethnicity

- Black
- Asian
- Hawaiian
- White
- Hispanic or Latino
- American Indian
- Single Race Other
- Two or More Races Other



Generations



55% Millennials make up 55% of the population in the HED compared to 36% in Los Angeles as a whole.

Educational Attainment

50%

People over age 25 with a Bachelor's degree or higher in the HED and Hollywood Trade Area residents

Hollywood Trade Area Enrollment Numbers

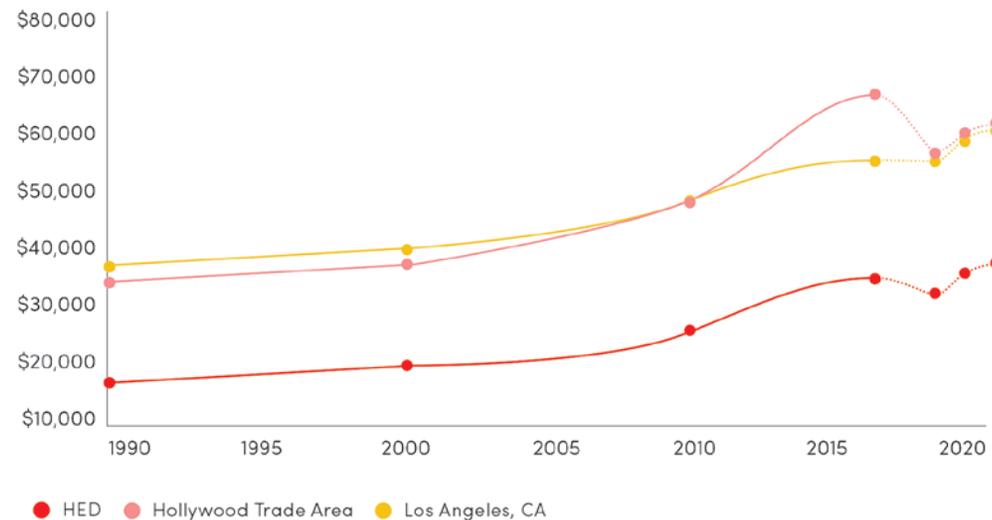
K-12: Public/Private

10,500

Post-Secondary

7,500

Household Incomes



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40,728± Sq.Ft. Building
40,600± Sq.Ft. of Land



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