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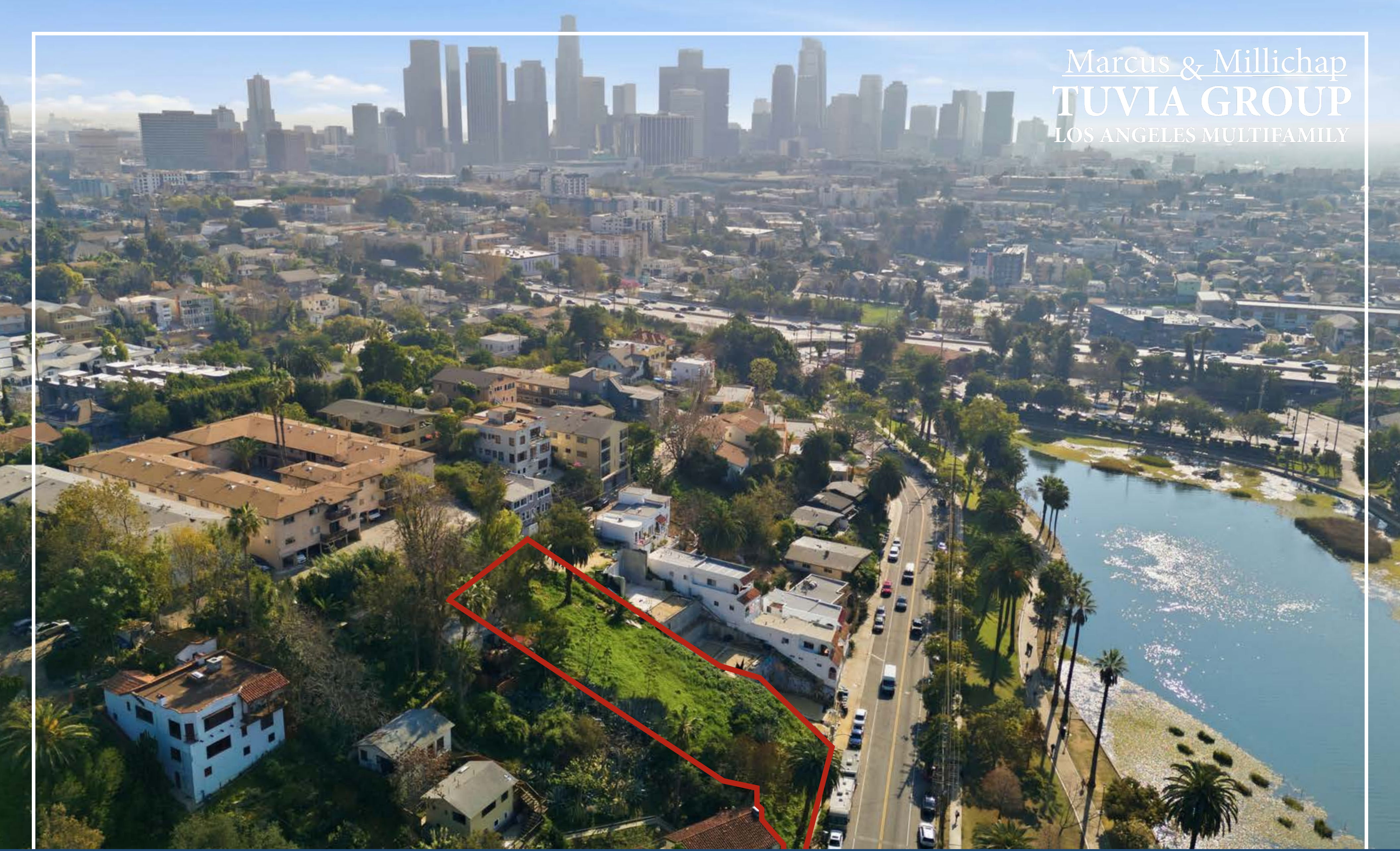

734-740 ECHO PARK AVE

LOS ANGELES, CA 90026

IDEAL DEVELOPMENT OPPORTUNITY

PRIME ECHO PARK LOCATION • LARGE 18,364 SF DOUBLE LOT • TWO (2) SEPARATE APNs • PRICED AT ONLY $53 PER TOTAL LAND SF

TOC TIER 1 BENEFITS • OPTION TO BUILD FULLY MARKET RATE PROJECT • BREATHTAKING VIEWS OF ECHO PARK LAKE

734-740 ECHO PARK AVE

MARKETING PACKAGE

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EXCLUSIVELY LISTED BY

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EXECUTIVE SUMMARY

734-740 ECHO PARK AVE

APN(S): 5404-022-008, 5404-022-009

OFFERING PRICE

$975,000

PRICE PER SF

$53.09

POTENTIAL UNITS

14*

PRICE PER POTENTIAL UNIT

$69,643

VITAL DATA

Property Type	Vacant Land
Potential Units	14
Total Lot Size	18,364 SF
Zoning	RD2-1VL-HPOZ
TOC	Tier 1

***Calculated with State Density Bonus. Buyer to Verify with LADBS.**

PROPERTY DESCRIPTION

734-740 ECHO PARK AVE

INVESTMENT OVERVIEW

Marcus and Millichap is pleased to present an 18,346 SF vacant lot located at 734-740 Echo Park Avenue in Los Angeles, California. It is located in a prime Echo Park location, south of Sunset Boulevard and east of Alvarado Street.

Echo Park is one of Los Angeles' most dynamic submarkets, blending historic character with a youthful, creative energy that continues to attract both locals and newcomers. Anchored by the bustling Sunset Blvd corridor, the neighborhood offers a rich mix of independent retail, trendy cafés, vibrant nightlife, and a strong arts and music scene. Its walkable streets are lined with vintage shops, modern eateries, and cultural touchpoints like bookstores, galleries, and live music venues. Echo Park's appeal lies in its authenticity—where gritty charm meets thoughtful redevelopment—and its proximity to Downtown LA, Silver Lake, and major transit routes makes it especially attractive to both residents and businesses seeking a vibrant, urban environment.

Located in the heart of Echo Park, this prime development opportunity spans a large 18,364 SF double lot across two separate APNs and is attractively priced at just $53 per total land square foot. Zoned RD2-1VL-HPOZ and benefiting from TOC Tier 1 incentives, the property offers the potential to develop up to 14 units utilizing the State density bonus. The vacant lot boasts breathtaking views of Echo Park Lake and is surrounded by some of Los Angeles' most dynamic commercial corridors, including Sunset Boulevard, Glendale Boulevard, Temple Street, Alvarado Street, and Beverly Boulevard. Just steps from Sunset Boulevard, the site offers effortless access to popular local destinations such as Stereoscope Coffee, The Douglas Bar, Lia's Tacos, Cantiq Clothing Store, and Reverie Bookstand.

Overall, this rare offering combines an expansive 18,364 SF double lot with two separate APNs and an exceptional entry price of just $53 per land square foot, creating a highly compelling market rate or mixed income development opportunity in the heart of Echo Park.

INVESTMENT HIGHLIGHTS

- Prime Echo Park Location
- Two (2) Separate APNs
- Large 18,364 SF Double Lot
- Priced at Only $53 Per Total Land SF
- Opportunity to Build a Market Rate Development - No Units to Replace
- Zoned RD2-1VL-HPOZ
- TOC Tier 1 Benefits
- Vacant Lot Offers Breathtaking Views of Echo Park Lake
- Dominant Access to Commercial Corridors - Sunset Blvd, Glendale Blvd, Temple St, Alvarado St, and Beverly Blvd
- Immediate Access to the 101 and 110 Freeways
- Nearby Echo Park and Elysian Park for Outdoor Activities
- Steps Away from Sunset Blvd Commercial Corridor - Offering Easy Access to Trendy Eateries and Shops such as Stereoscope Coffee, The Douglas Bar, Lia's Tacos, Cantiq Clothing Store, and Reverie Bookstand
- Close Proximity to Many Amenities such as Sprouts Farmers Market, Vons, Target, The Echo Live Music Venue, Levant Bistro + Bake Shop, Sticky Rice Echo Park, Crossroads Trading, Quarter Sheets Pizza, Walgreens, LA Downtown Medical Center, and Dodger Stadium


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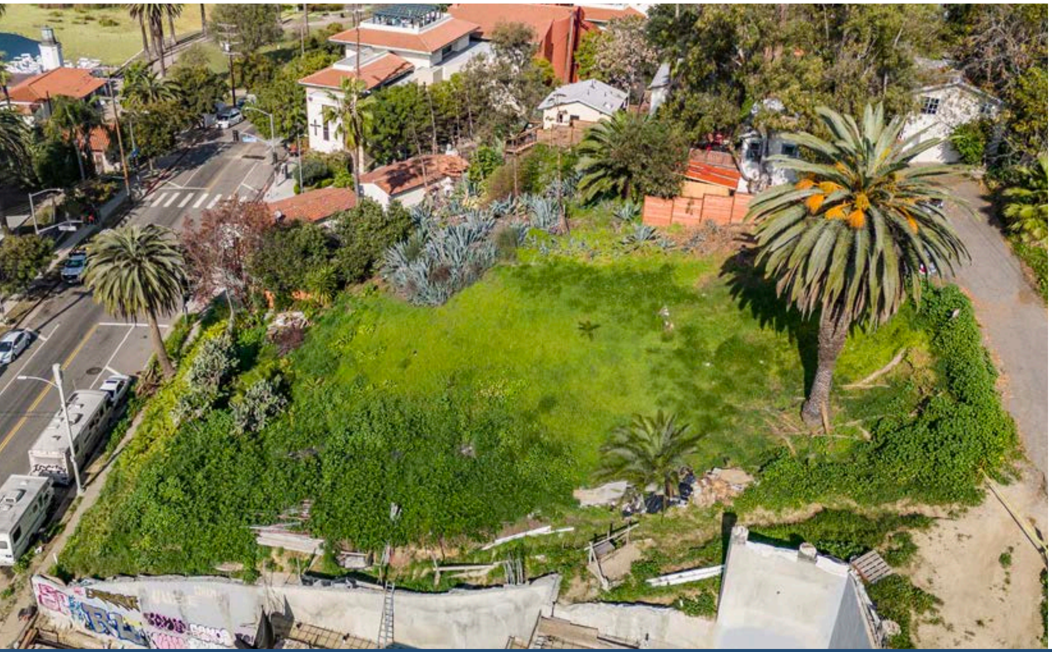


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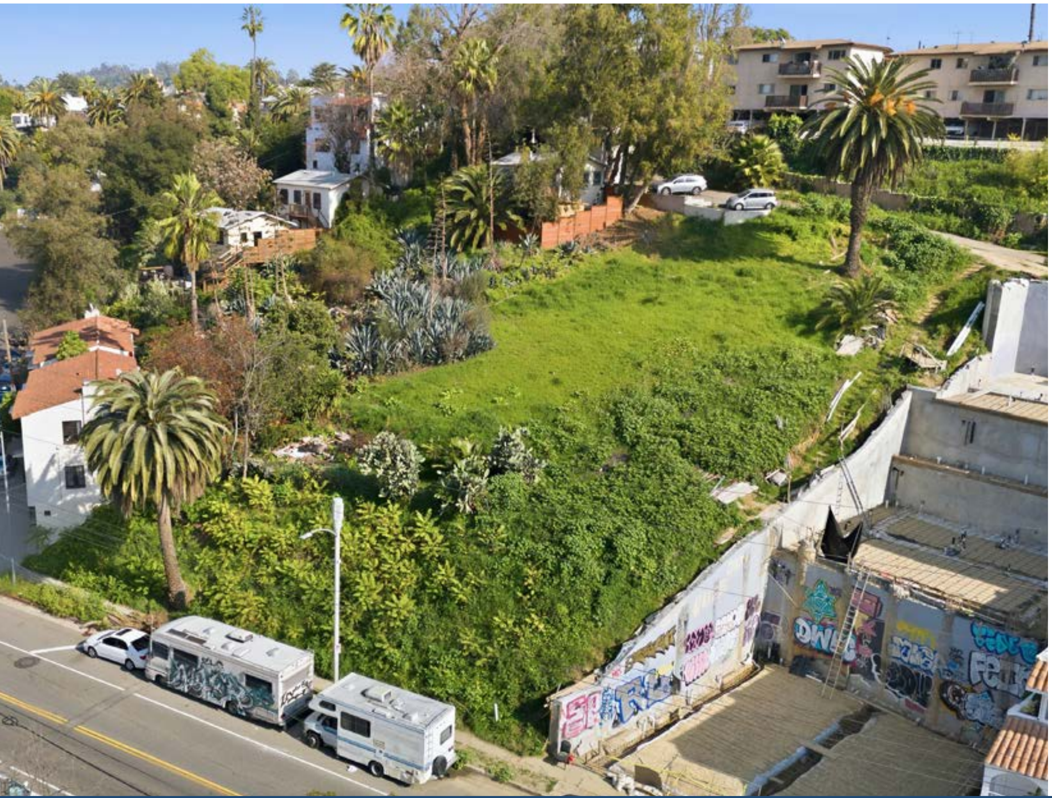

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*AI-Generated Rendering of New Multifamily Project
at 734-740 Echo Park Ave

NEARBY RETAIL & AMENITIES

1. Target - 330 N Westlake Ave

2. Sprouts Farmers Market - 1433 Glendale Blvd

3. Stereoscope Coffee - 1501 Sunset Blvd

4. Echoplex - 1154 Glendale Blvd

5. Dodger Stadium - 1000 Vin Scully Ave

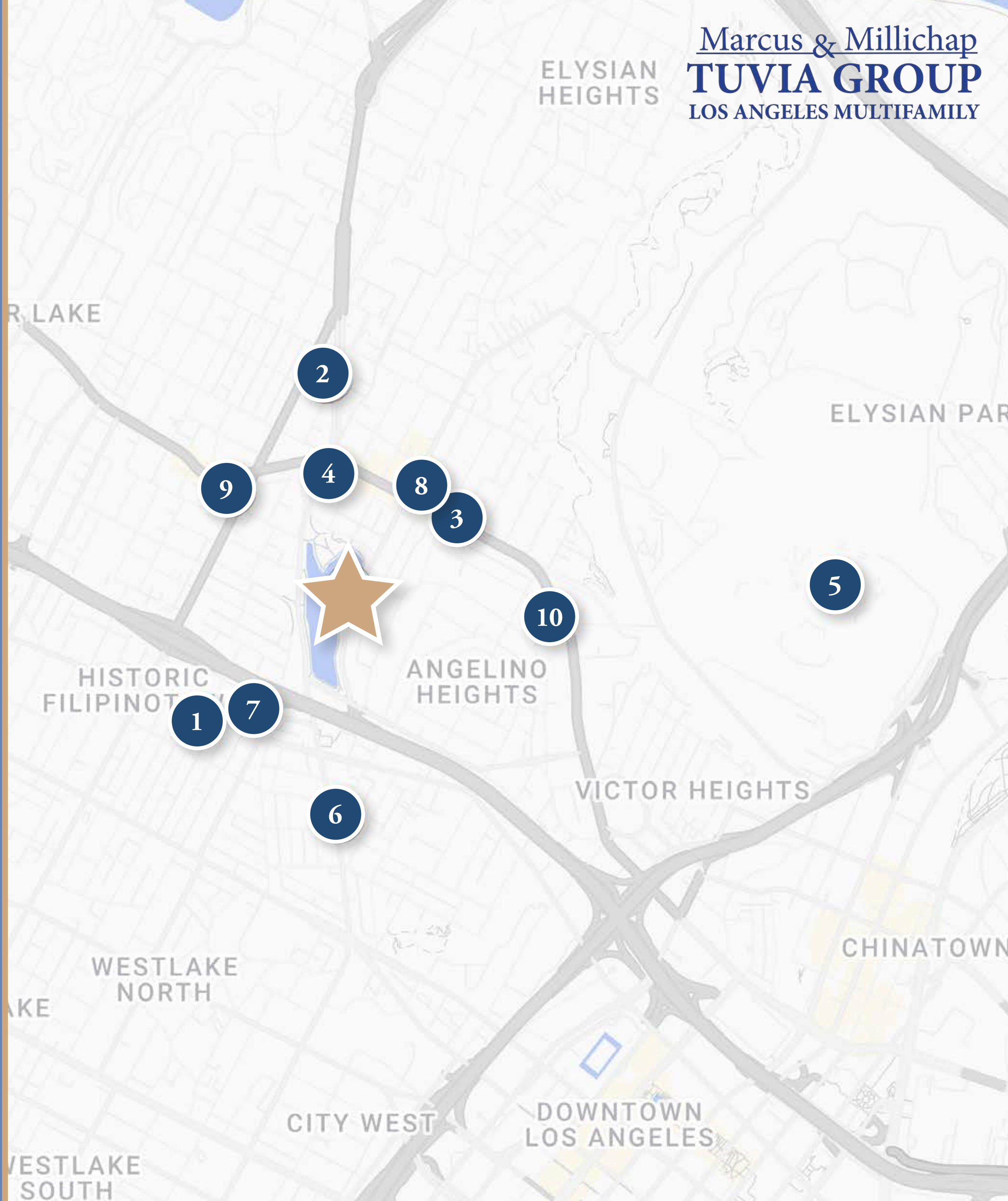
6. Laveta - 318 Glendale Blvd

7. LA Downtown Medical Center - 1711 Temple St

8. Crossroads Trading - 1316 Echo Park Ave

9. Habit Burger & Grill - 2134 Sunset Blvd

10. Tsubaki - 1356 Allison Ave



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MARKET COMPARABLES

734-740 ECHO PARK AVE

SALES COMPARABLES

#	COMPARATIVE PROPERTIES	SALE PRICE	ZONING	PRICE/SF	LOT SIZE
	734-740 Echo Park Ave	$975,000	LARD2	$53.09	18,364 SF
1.	900-908 N Alvarado St	$2,100,000	C2/RD2	$140.00	15,000 SF
2.	701 N Rampart Blvd	$1,383,000	LARD2	$189.19	7,310 SF
3.	801-809 N Alvarado St	$1,750,000	LAC2	$138.03	12,678 SF
4.	311 Firmin st	$1,960,000	LAR4	$90.04	21,768 SF
5.	3037 Atwater Ave	$1,300,000	LARD1.5	$178.08	7,300 SF
6.	312 N Coronado St	$850,000	LAR3	$145.62	5,837 SF

SALES COMPARABLES

734-740 ECHO PARK AVE

LOS ANGELES, CA 90026

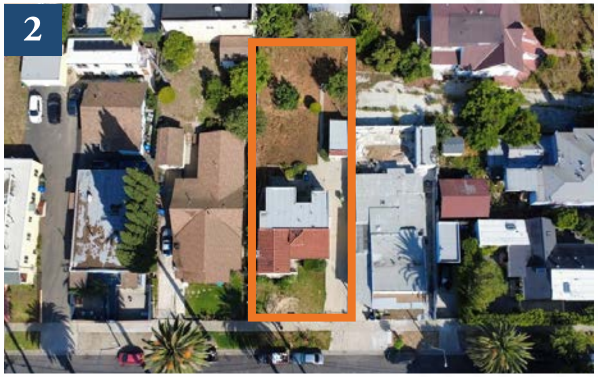
PRICING INFORMATION	
List Price	$975,000
Zoning	LARD2-1VL-HPOZ
Density	2,000
Price/SF	$53.09
Lot Size	18,364 SF
Listing Notes	Unentitled

1

900-908 N ALVARADO ST

LOS ANGELES, CA 90026

PRICING INFORMATION	
Sale Price	$2,100,000
COE Date	9/24/2025
Zoning	C2-1VL & RD2-1VL
Density	400/2,000
Price/SF	$140.00
Lot Size	15,000 SF
Sale Notes	Sold Unentitled



2

701 N RAMPART BLVD

LOS ANGELES, CA 90026

PRICING INFORMATION	
Sale Price	$1,383,000
COE Date	9/12/2025
Zoning	LARD2-1VL
Density	2,000
Price/SF	$189.19
Lot Size	7,310 SF
Sale Notes	RTI for 5 Units

SALES COMPARABLES

3

801-809 N ALVARADO ST

LOS ANGELES, CA 90026

PRICING INFORMATION	
Sale Price	$1,750,000
COE Date	9/5/2025
Zoning	LAC2
Density	400
Price/SF	$138.03
Lot Size	12,678 SF
Sale Notes	Sold Unentitled

4

311 FIRMIN ST

LOS ANGELES, CA 90026

PRICING INFORMATION	
Sale Price	$1,960,000
COE Date	4/24/2025
Zoning	LAR4
Density	400
Price/SF	$90.04
Lot Size	21,768 SF
Sale Notes	Sold Unentitled

5

3037 ATWATER AVE

LOS ANGELES, CA 90039

PRICING INFORMATION	
Sale Price	$1,300,000
COE Date	3/14/2025
Zoning	LARD1.5-1-RIO
Density	1,500
Price/SF	$178.08
Lot Size	7,300 SF
Sale Notes	Sold Unentitled

LAND SALES COMPARABLES

312 N CORONADO ST

LOS ANGELES, CA 90026

PRICING INFORMATION	
Sale Price	$850,000
COE Date	1/3/2025
Zoning	LAR3-1VL
Density	800
Price/SF	$145.62
Lot Size	5,837 SF
Sale Notes	Sold Unentitled

MARKET OVERVIEW

734-740 ECHO PARK AVE

ECHO PARK

A Rapidly Gentrifying Community with Endless Retail Options

LOCATION HIGHLIGHTS

Echo Park is a dynamic and culturally vibrant submarket in Los Angeles, home to roughly 33,161 residents with a median age of 38. The neighborhood's median household income is approximately $95,706, with the average household income closer to $118,493, reflecting a mix of long-term residents and younger professionals moving into the area.

Echo Park's housing stock blends historic Victorian and Craftsman homes with newer multifamily and mixed-use developments, driving both buyer and rental demand. Recent projects include a 62-unit apartment building at 222 N Alvarado St, with in-place rents averaging $2,450 per month and comparable one-bedroom units renting between $2,340–$2,790.

Larger developments are also underway, including Sunset + Everett, a 327-unit mixed-use project with ground-floor retail and affordable housing, slated for completion within the next few years, and The Court Residences, a 189-unit workforce housing project targeting households earning up to 80% of Area Median Income.

Echo Park combines urban energy, walkable streets, vibrant dining and nightlife, and access to green spaces like Echo Park Lake, making it a compelling submarket for both residents and investors.

Average Household Income of $95,706

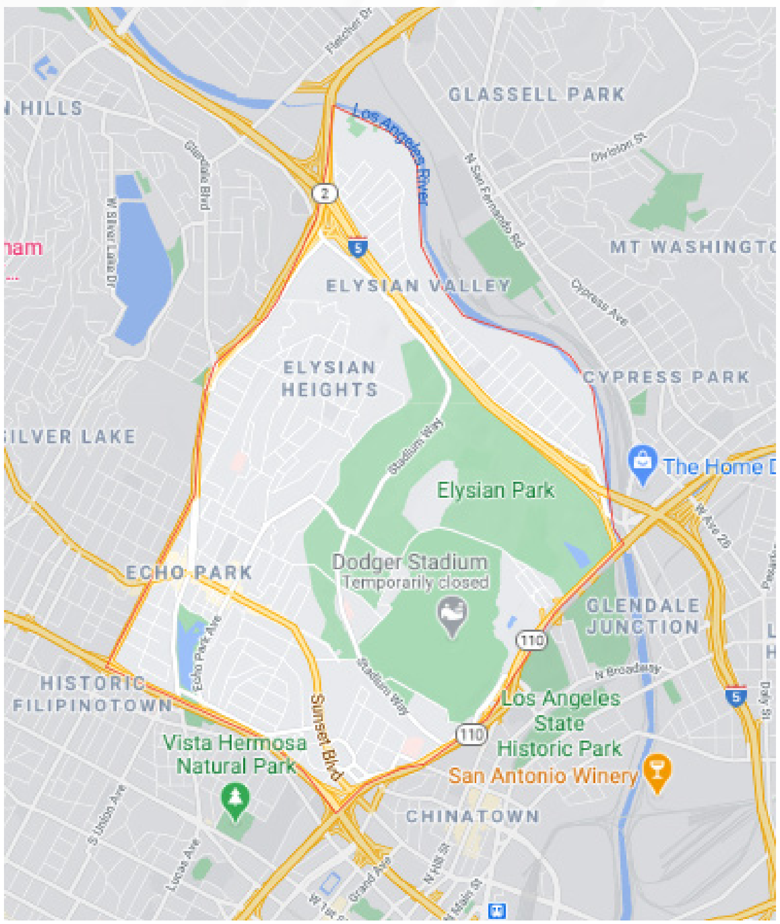
Competitive Local Housing Market with Low Vacancy Rates

Population of 544,947 Within a Three (3) Mile Radius

Echo Park Lake

ECHO PARK OVERVIEW

93	62	50
WALK SCORE	TRANSIT SCORE	BIKE SCORE
WALKER'S PARADISE Daily errands do not require a car	GOOD TRANSIT Many nearby public transportation options	BIKEABLE Some bike infrastructure



Echo Park is one of Los Angeles's most dynamic and culturally rich submarkets, offering a blend of historic charm, urban vibrancy, and ongoing real estate growth. Situated just northwest of Downtown LA, the neighborhood benefits from a central location with easy access to freeways, nearby job centers, and surrounding communities such as Silver Lake, Westlake, and Echo Park Lake. Its tree-lined streets, historic Victorian and Craftsman homes, and hillside bungalows provide a visually distinctive streetscape, while new multifamily and mixed-use developments have expanded housing options and contributed to rising property values. The area is highly walkable, with scores ranging from the low 80s to mid-90s depending on the block, and offers good public transit connections as well as moderate bikeability, making it appealing to young professionals and families alike.

Amenities in Echo Park are abundant and diverse. Residents enjoy the iconic Echo Park Lake, with its paddle boats, walking paths, and regular community events. The neighborhood also features an eclectic array of restaurants, cafes, bars, boutique retail, and independent galleries, particularly along Sunset Boulevard, Alvarado Street, and near the Silver Lake border. Cultural offerings include annual festivals such as the Lotus Festival, live music venues, and public art installations, reinforcing the area's reputation as a creative hub.

Echo Park's real estate market is active and competitive, with recent developments like the 62-unit Alvarado Street apartments and the larger Sunset + Everett project bringing modern amenities, mixed-use options, and affordable housing components to the neighborhood. This growth reflects a broader trend of redevelopment and investment that balances historic preservation with modern urban living. With its combination of central location, lifestyle amenities, walkability, and a strong pipeline of both market-rate and affordable housing, Echo Park continues to attract residents seeking an authentic LA experience, making it a prime submarket for homeowners, renters, and investors alike.

MARKET OVERVIEW

POPULATION
In 2025, the population in your selected geography is 1,151,546. The population has changed by -0.81 since 2010. It is estimated that the population in your area will be 1,164,398 five years from now, which represents a change of 1.1 percent from the current year. The current population is 51.0 percent male and 49.0 percent female. The median age of the population in your area is 36.0, compared with the U.S. average, which is 40.0. The population density in your area is 14,660 people per square mile.

HOUSEHOLDS
There are currently 457,693 households in your selected geography. The number of households has changed by 15.41 since 2010. It is estimated that the number of households in your area will be 469,715 five years from now, which represents a change of 2.6 percent from the current year. The average household size in your area is 2.5 people.

INCOME
In 2025, the median household income for your selected geography is $67,798, compared with the U.S. average, which is currently $78,171.The median household income for your area has changed by 101.38 since 2010. It is estimated that the median household income in your area will be $80,701 five years from now, which represents a change of 19.0 percent from the current year.

The current year per capita income in your area is $37,222, compared with the U.S. average, which is $41,680. The current year's average household income in your area is $88,977, compared with the U.S. average, which is $103,571.

EMPLOYMENT
In 2025, 599,037 people in your selected area were employed. The 2010 Census revealed that 48.7 percent of employees are in white-collar occupations in this geography, and 25.4 percent are in blue-collar occupations. In 2025, unemployment in this area was 7.0 percent. In 2010, the average time traveled to work was 33.00 minutes.

HOUSING
The median housing value in your area was $934,270 in 2025, compared with the U.S. median of $333,538. In 2010, there were 82,151.00 owner-occupied housing units and 314,443.00 renter-occupied housing units in your area.

EDUCATION
The selected area in 2025 had a lower level of educational attainment when compared with the U.S averages. 33.1 percent of the selected area’s residents had earned a graduate degree compared with the national average of only 13.7 percent, and 5.4 percent completed a bachelor’s degree, compared with the national average of 21.2 percent.

The number of area residents with an associate degree was higher than the nation’s at 11.2 percent vs. 8.8 percent, respectively.

The area had fewer high-school graduates, 3.1 percent vs. 26.1 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 22.5 percent in the selected area compared with the 19.6 percent in the U.S.

MARKET OVERVIEW

POPULATION	1 Mile	3 Miles	5 Miles
2030 Projection			
Total Population	60,067	529,071	1,164,398
2025 Estimate			
Total Population	59,049	520,599	1,151,546
2020 Census			
Total Population	57,470	510,677	1,158,135
2010 Census			
Total Population	60,368	502,274	1,160,991
Daytime Population			
2025 Estimate	100,625	755,913	1,346,662
HOUSEHOLDS	**1 Mile**	**3 Miles**	**5 Miles**
2030 Projection			
Total Households	24,913	230,541	469,715
2025 Estimate			
Total Households	23,955	223,310	457,693
Average (Mean) Household Size	2.5	2.3	2.6
2020 Census			
Total Households	22,127	209,590	434,953
2010 Census			
Total Households	20,281	185,365	396,590

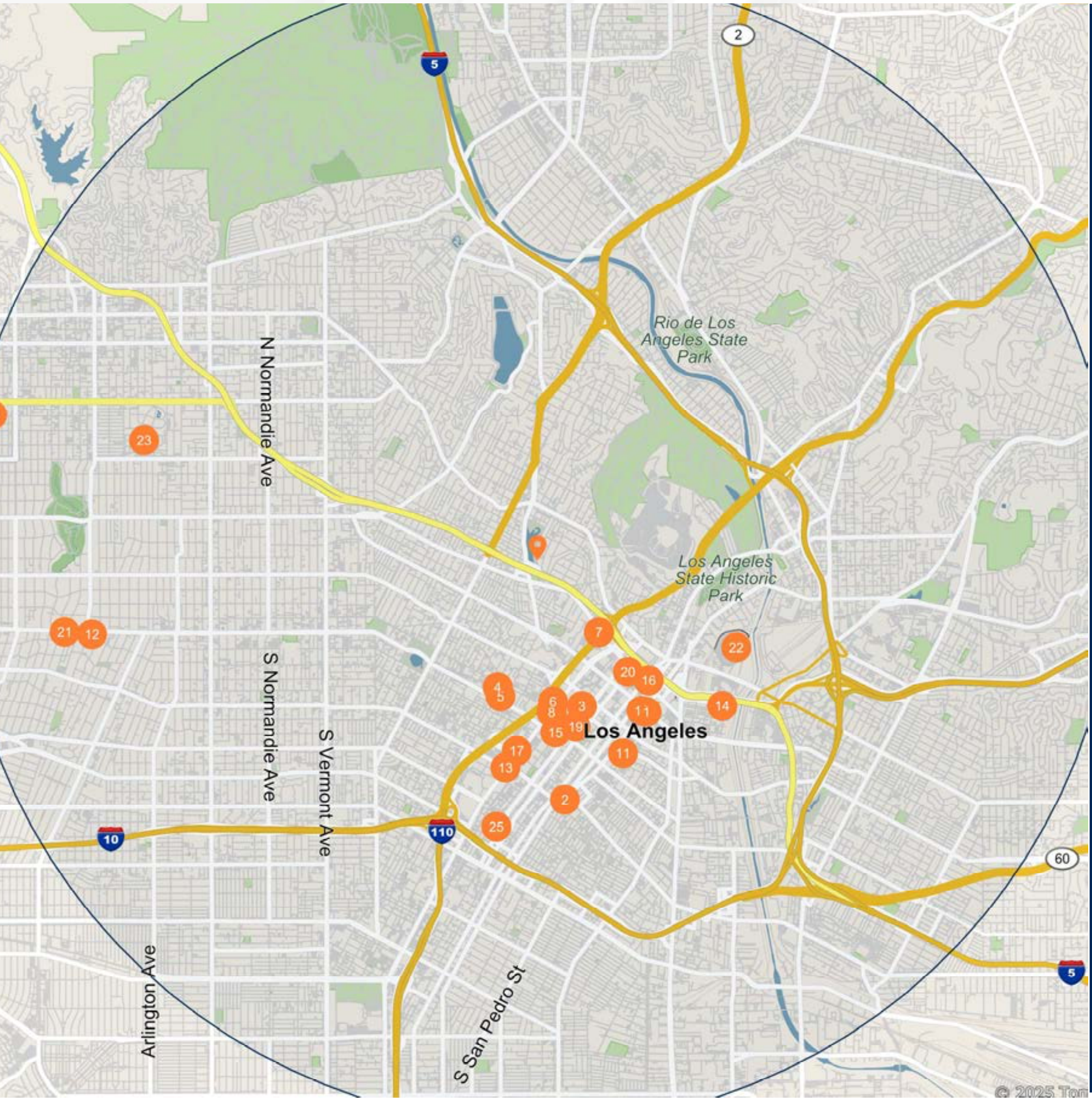
HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2025 Estimate			
$250,000 or More	6.4%	5.9%	6.4%
$200,000-$249,999	3.2%	3.0%	3.3%
$150,000-$199,999	7.9%	7.2%	7.3%
$125,000-$149,999	5.5%	5.6%	5.9%
$100,000-$124,999	9.5%	8.4%	8.7%
$75,000-$99,999	13.5%	11.3%	11.6%
$50,000-$74,999	16.4%	15.2%	15.1%
$35,000-$49,999	9.7%	10.5%	10.5%
$25,000-$34,999	7.6%	8.7%	8.6%
$15,000-$24,999	7.8%	8.5%	8.4%
Under $15,000	12.6%	15.7%	14.2%
Average Household Income	$92,083	$85,516	$88,977
Median Household Income	$69,863	$64,397	$67,798
Per Capita Income	$38,338	$38,741	$37,222

MARKET OVERVIEW

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2025 Estimate	59,049	520,599	1,151,546
0 to 4 Years	4.4%	4.1%	4.5%
5 to 14 Years	9.5%	8.8%	10.0%
15 to 17 Years	3.1%	2.8%	3.2%
18 to 19 Years	2.0%	1.9%	2.3%
20 to 24 Years	6.5%	6.5%	7.2%
25 to 29 Years	11.0%	10.5%	9.6%
30 to 34 Years	12.5%	11.8%	10.5%
35 to 39 Years	9.4%	9.4%	8.7%
40 to 49 Years	13.4%	14.0%	13.7%
50 to 59 Years	11.2%	11.9%	11.9%
60 to 64 Years	4.9%	5.3%	5.2%
65 to 69 Years	4.0%	4.3%	4.4%
70 to 74 Years	3.0%	3.2%	3.3%
75 to 79 Years	2.2%	2.3%	2.4%
80 to 84 Years	1.3%	1.5%	1.6%
Age 85+	1.5%	1.5%	1.6%
Median Age	35.0	37.0	36.0

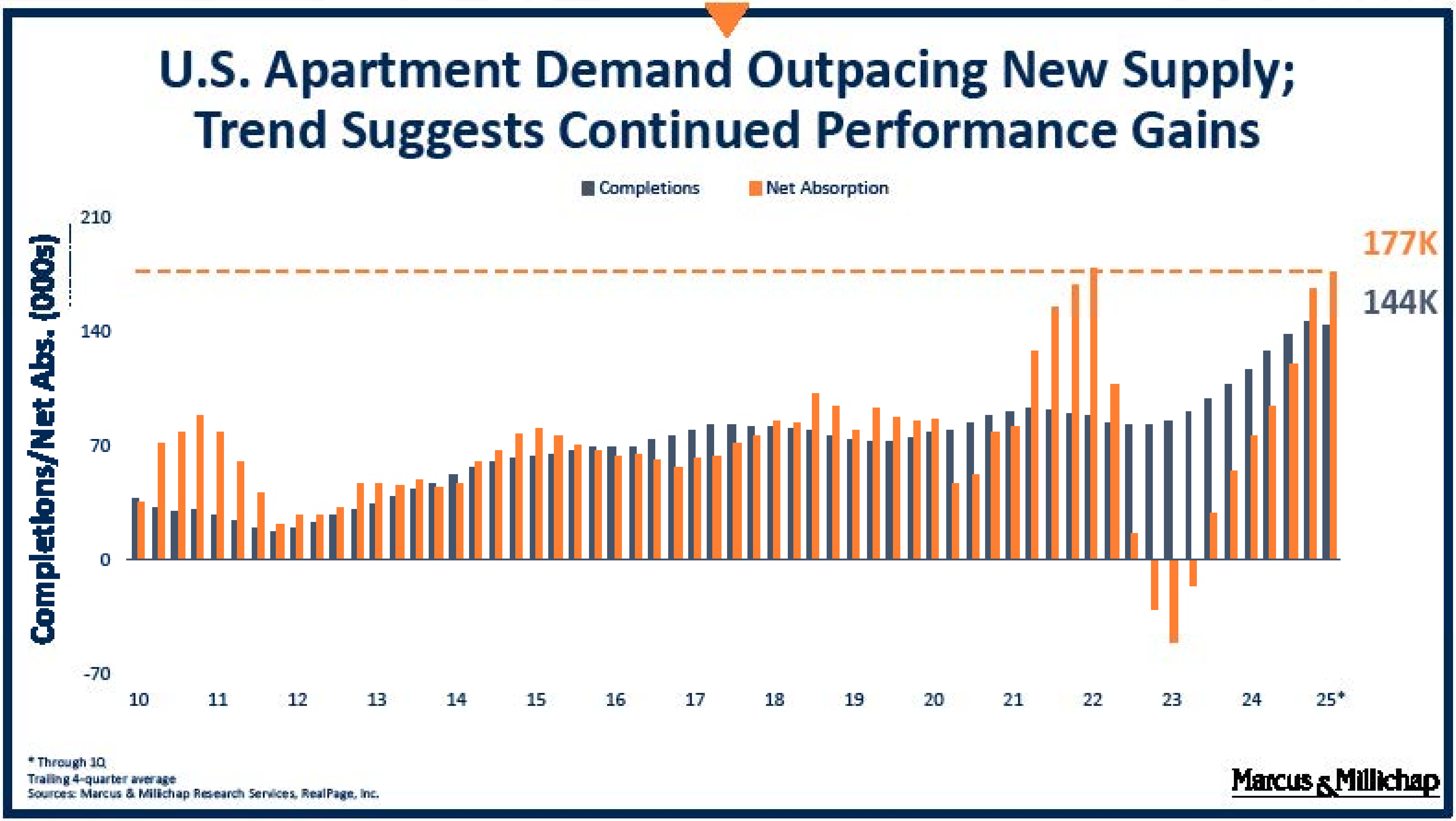
POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population 25+ by Education Level			
2025 Estimate Population Age 25+	44,057	394,722	838,177
Elementary (0-8)	17.3%	16.0%	17.0%
Some High School (9-11)	9.3%	9.1%	9.6%
High School Graduate (12)	16.6%	17.9%	18.8%
Some College (13-15)	13.5%	14.2%	14.9%
Associate Degree Only	5.1%	5.4%	5.4%
Bachelor's Degree Only	25.5%	25.7%	23.4%
Graduate Degree	12.6%	11.7%	10.8%
HOUSING UNITS	**1 Mile**	**3 Miles**	**5 Miles**
Occupied Units			
2030 Projection	26,760	252,020	507,145
2025 Estimate	25,717	243,862	493,667
Owner Occupied	3,686	28,390	87,415
Renter Occupied	20,284	194,879	370,271
Vacant	1,762	20,552	35,974
Persons in Units			
2025 Estimate Total Occupied Units	23,955	223,310	457,693
1 Person Units	34.5%	41.2%	36.7%
2 Person Units	29.6%	28.0%	27.1%
3 Person Units	14.7%	13.1%	14.1%
4 Person Units	9.9%	9.2%	11.0%
5 Person Units	7.1%	5.1%	6.0%
6+ Person Units	4.1%	3.3%	5.1%

MARKET OVERVIEW



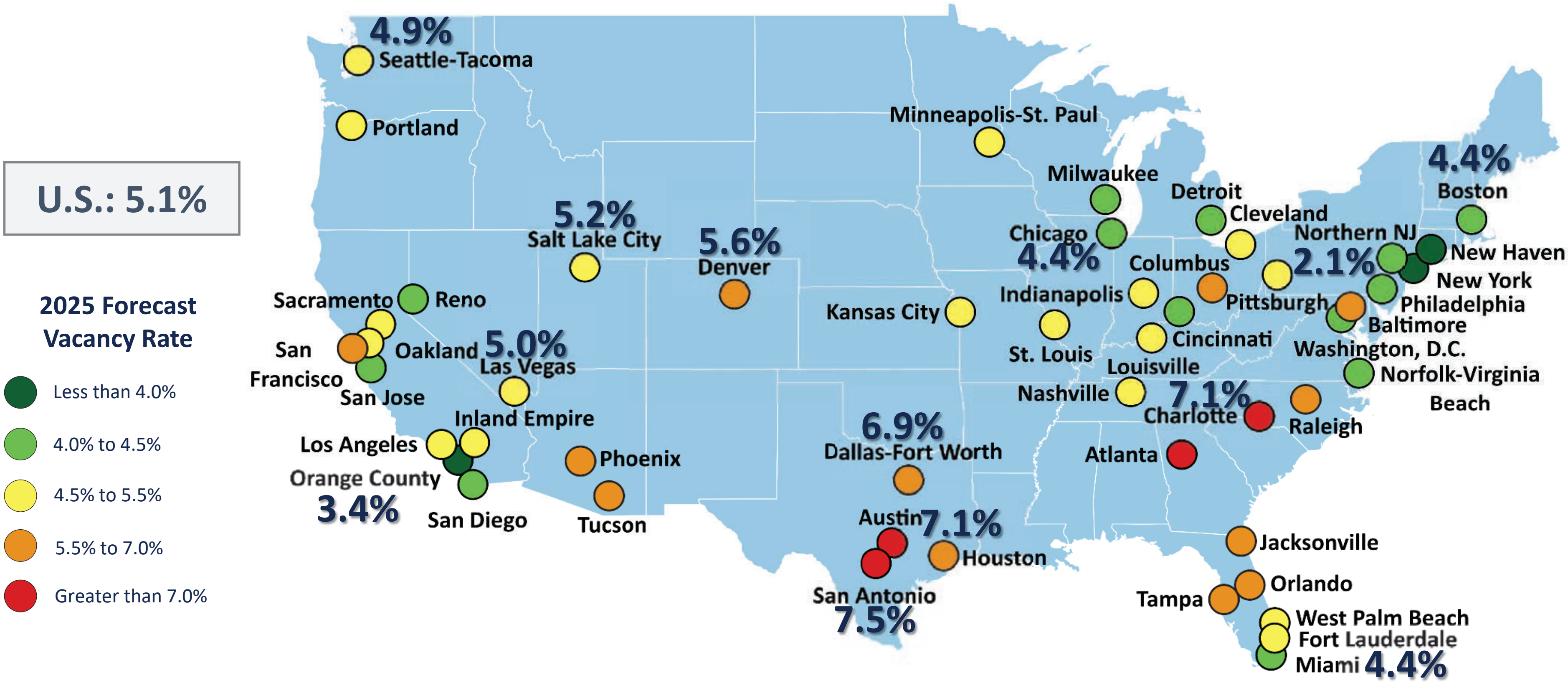
	Major Employers	Employees
1	City of Los Angeles-Dept of Transportation	25,000
2	F21 Opco LLC-Forever21	14,971
3	Ocm Pe Holdings LP-	10,000
4	The Orthopedic Institute of-	5,008
5	Samaritan Imaging Center-	5,005
6	Mufg Union Bank Foundation-	4,200
7	Disneyland International-Disneyland	4,000
8	Disneyland International-Disneyland	4,000
9	Wynn Las Vegas LLC-	3,169
10	City of Los Angeles-Police Dept	3,000
11	Golden International-	2,968
12	Mercury Insurance Services LLC-Mercury Insurance	2,945
13	Sbeeg Holdings LLC-	2,693
14	Shryne Group Inc-	2,500
15	Krung Thai Bank Public Co Ltd-Los Angeles Branch	2,247
16	Los Angeles Cnty Dst Attys Off-Lada	2,222
17	John Hancock Life Insur Co USA-John Hancock	2,000
18	Rsg Group USA Inc-Golds Gym	2,000
19	Kimball Office Inc-	1,959
20	County of Los Angeles-	1,947
21	Truck Underwriters Association-	1,767
22	Los Angles Cnty Mtro Trnsp Aut-Lacmta	1,738
23	Paramount Pictures Corporation-Paramount Studios	1,700
24	County of Los Angeles-Sheriffs Dept	1,593
25	Califrnia Hosp Med Ctr Fndtion-	1,500

MARKET OVERVIEW



MARKET OVERVIEW

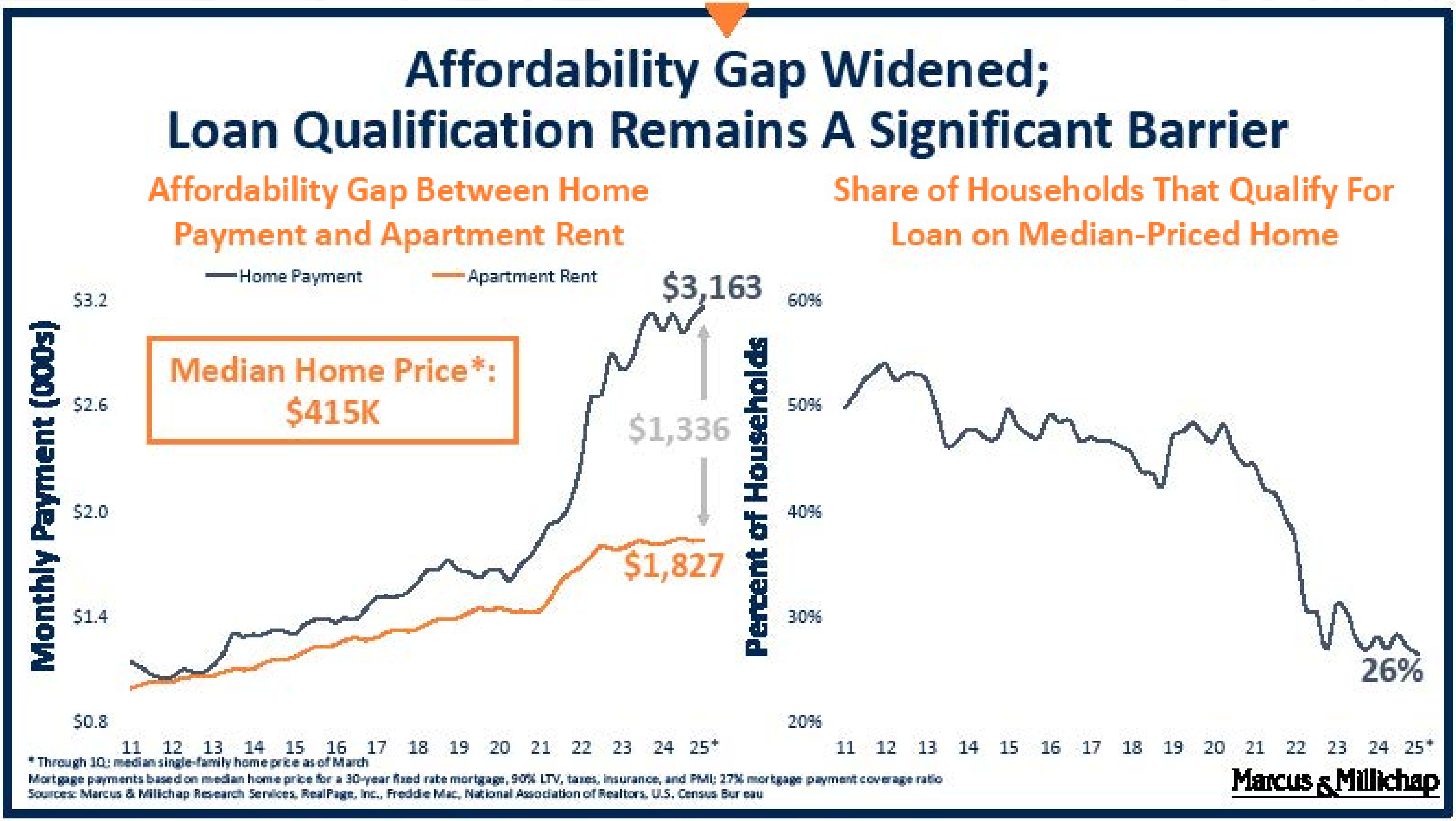
2025 Vacancy Rate Forecast By Metro: Coastal Markets Preserve Lowest Vacancy Rates



Sources: Marcus & Millichap Research Services, CoStar Group, Inc., RealPage, Inc.

Marcus & Millichap

MARKET OVERVIEW



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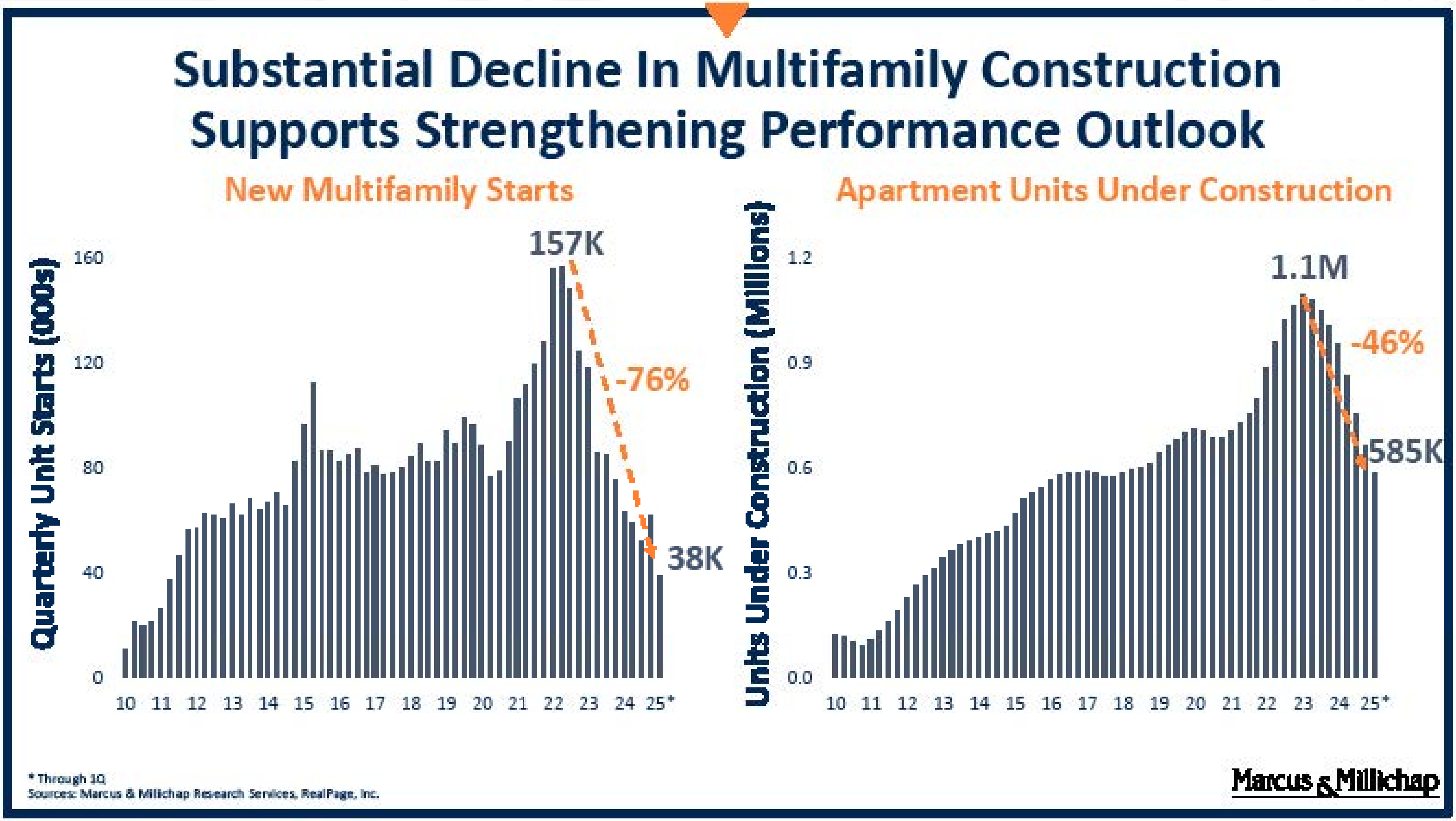

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PLEASE CONSULT YOUR MARCUS & MILLICHAP AGENT FOR MORE DETAILS.

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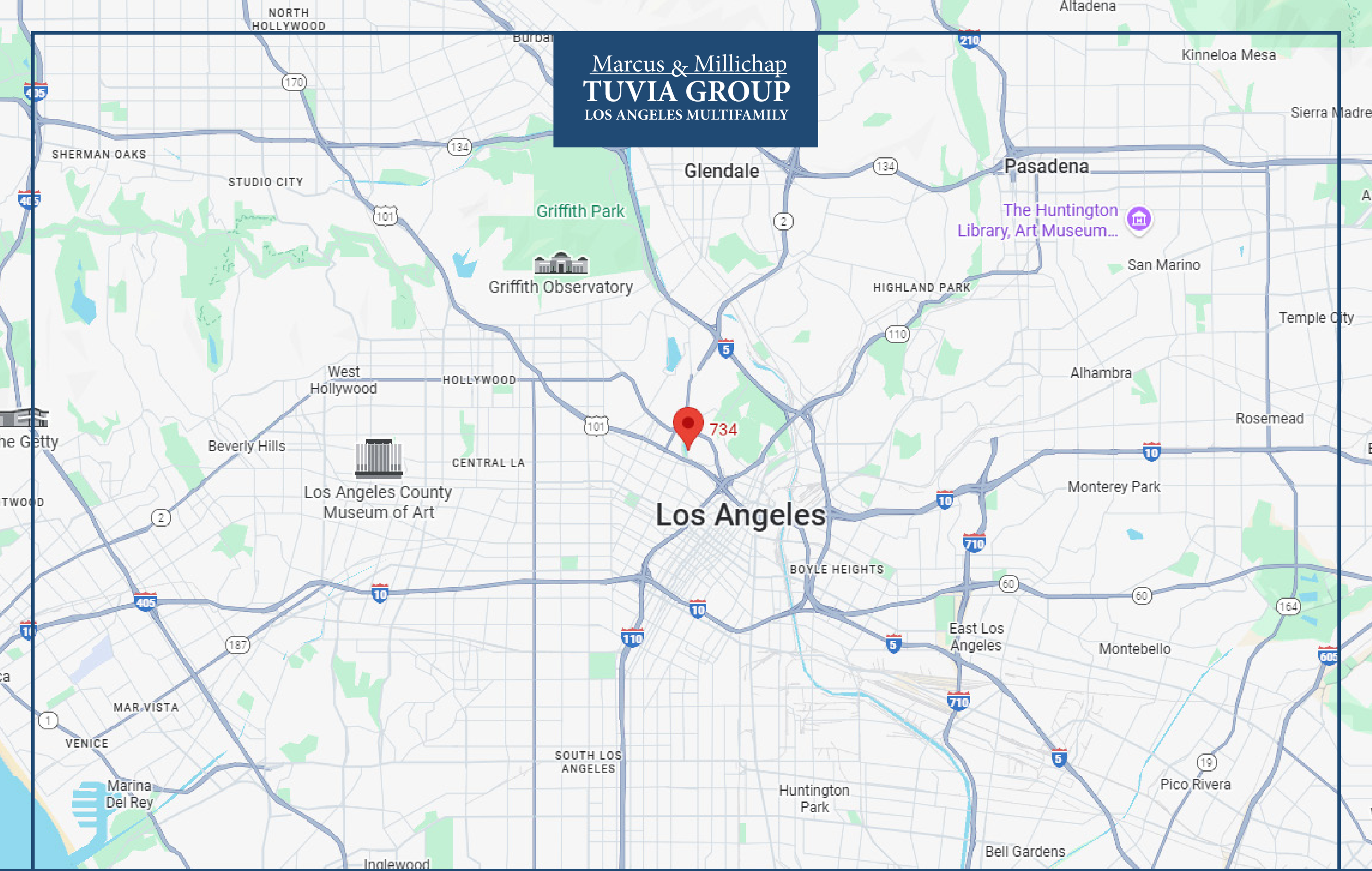

734-740 ECHO PARK AVE