

for sale



The Hollywood Hillview Apartments



A DIVISION OF
LEE & ASSOCIATES

6531-6533 HOLLYWOOD BLVD
LOS ANGELES, CA 90028

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It is incumbent upon any prospective purchaser to verify and validate any and all representations, statements, forecasts, estimates, or other information contained herein provided by either Owner or Broker.

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DISCLAIMER

6531-6533 HOLLYWOOD BLVD, LOS ANGELES, CA 90028

ASKING PRICE	\$21,950,000
GROSS BUILDING SF:	±63,374 SF
RETAIL SQUARE FOOTAGE:	±8,560 SF (Ground & Basement)
LOT SF:	±15,599 SF
NUMBER OF UNITS:	53
NUMBER OF STORIES:	Four + Basement
\$ / SF (BUILDING):	\$346.36 / SF
APN #:	5547-008-001
ZONING:	LAC4
YEAR BUILT:	1917 (Renovated 2006)
STREET FRONTAGE:	
PARKING:	45 Spaces Leased on Nearby Schrader Lot
WALK SCORE:	97 (Walker's Paradise)
TOC OVERLAY:	Tier 4
OPPORTUNITY ZONE:	Yes
CROSS STREET:	Hudson Ave
WATER:	Master Metered
SEWER:	Master Metered
ELECTRIC:	Individually Metered
GAS:	Individually Metered
HVAC:	Central Air Conditioning / Heat
FIRE PROTECTION:	Fully Sprinklered

PROPERTY HIGHLIGHTS

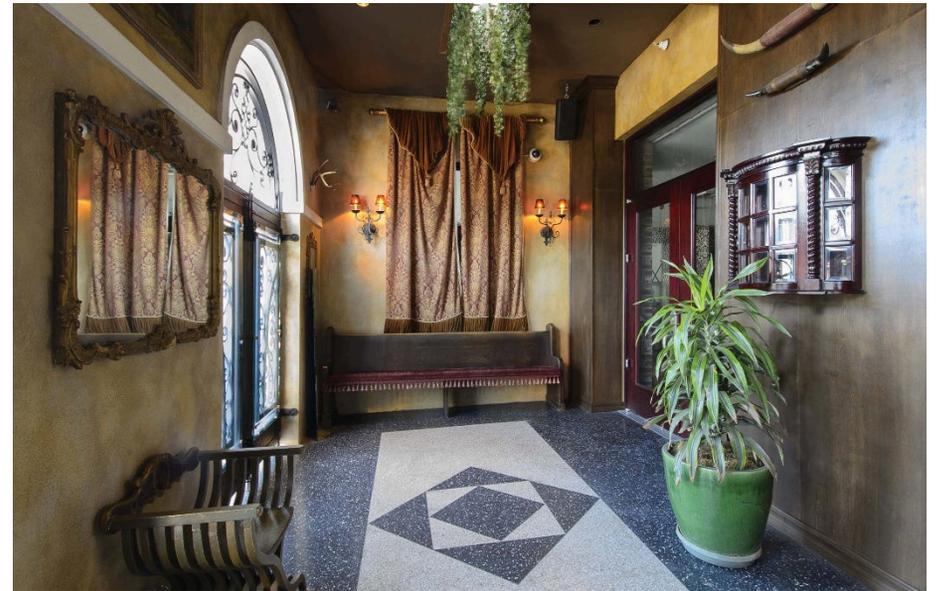
- Rare Multifamily Opportunity located on Hollywood Blvd.
- Over 15 Million Tourists visit Hollywood Boulevard per year and the city of Hollywood attracts over 25 million visitors annually.
- ±63,374 SF Building including ±8,560 SF of Retail Space on the Ground Floor and on the Basement level.
- Desirable Unit Mix:
 - 26 Studios (375 – 587 SF)
 - 13 One Bed / One Bath (600-720 SF)
 - 14 Two Bed / One Bath (985-1136 SF)
- Historic Blade sign on the roof
- U-Shaped Floor Plates
- Some of the best nightclubs in Hollywood located downstairs.
- Located in an Opportunity Zone which allows investors certain beneficial tax breaks on their capital gains.
- Property underwent \$10.7 million renovation back in 2006
- Unit Amenities include Hardwood Floors, Air Conditioning, Washer & Dryer, Crown Molding, Walk-in closets, and balcony's, to name a few.
- Located in the middle of it all, right in the heart of Hollywood.
- Potential Boutique Hotel Conversion



EXECUTIVE SUMMARY

WHY BUY?

- ✔ Trophy Apartment Property blending Old World Charm and Modern Day Amenities. The Grand Dame of Hollywood Blvd.
- ✔ Historically Significant Building located on Hollywood Blvd and the Walk of Fame.
- ✔ Can convert to Office or Hospitality by utilizing the Ellis Act
- ✔ 53 Units consisting of 26 Studios, 13 1bd/1ba, and 14 2bd/1ba
- ✔ \$346.36 Price Per SF (Building)
- ✔ Historic Blade Sign on the Roof
- ✔ ±8,560 square feet of ground floor and basement retail operated by renown nightlife empresarios, the Houston brothers. Black Rose Magic Room and Unnamed Thai Restaurant on the ground floor and Madame Siam and Dirty Laundry in the basement.
- ✔ Property underwent \$10.7 million renovation back in 2006
- ✔ 2006 Renovation included new systems, including copper plumbing, HVAC, and electrical; a seismic retrofit; complete renovation of apartment interiors; asbestos remediation; new roof; upgraded security system; installation of fiber optic communication lines; and ADA compliance.
- ✔ Parking leased from neighboring lot
- ✔ Located in an Opportunity Zone, a Tier 4 Transit Oriented Community Zone, and the Hollywood Entertainment District.
- ✔ Building is slowly being vacated in case new owner would like to reposition. Apartments are ±25% occupied.
- ✔ Throughout Q1 2020, the residential vacancy rate hovered around 7.1% in all of Hollywood.



LOCATION HIGHLIGHTS

- Located in the heart of world-famous Hollywood, and steps from some of the hottest restaurants, nightclubs, and bars in Los Angeles.
- Located in the following: Opportunity Zone, State Enterprise Zone, Hollywood Entertainment District, and Tier 4 Transit Oriented Community Zone
- Close proximity to the Pantages Theatre, Hollywood Palladium, Hollywood Bowl, El Capitan Theatre, the Fonda Theatre, Chinese Theatre, Egyptian Theatre, Trader Joes, etc.
- Near many restaurants & clubs including Cleo, Katsuya, 33 Taps, APL Steakhouse, Blue Palms Brewhouse, The Study, Delphine, Tao (Dream Hotel), Kitchen 24, Miceli's, Musso & Franks, Shake Shack, The Hungry Cat, The Well, Sugarfish, etc.
- Situated amongst many high-profile development projects such as the Millennium Hollywood, Eastown & Southblock, Champion@Cherokee, Jefferson at Hollywood, Godfrey Hotel, Amoeba Tower, Tommie Hotel, Ivar Gardens, The Camden, etc.
- Recently completed, current, and planned developments in the area total approximately \$7.4 billion.
- Councilman Mitch O'Farrell has unveiled a 90-page concept aimed at creating a less gritty, more welcoming atmosphere for the millions of tourists who visit the Walk of Fame each year. The initial proposal draws inspiration from iconic streets around the world including the Avenue des Champs-Elysees in Paris. This high-class style could be achieved in Hollywood, too, the plan says, with wider sidewalks, more shade trees, more space for sidewalk dining, and far less space for drivers (via LA Times)
- Click [HERE](#) to read the LA Times article
- Click [HERE](#) to download the concept brochure.



LOCATION HIGHLIGHTS

Hollywood Hudson Apartments

The year was 1918 and the film industry was bustling with excitement...the Golden Era of Hollywood was just around the corner. Hollywood Boulevard had become the main street of the film capital of the world and everyone was welcome—everyone except actors. Imagine strolling down Hollywood Blvd and seeing signs in apartment windows that read, "No Actors, No Dogs." Considered by landlords to be unreliable tenants, housing was short for anyone in the film industry.

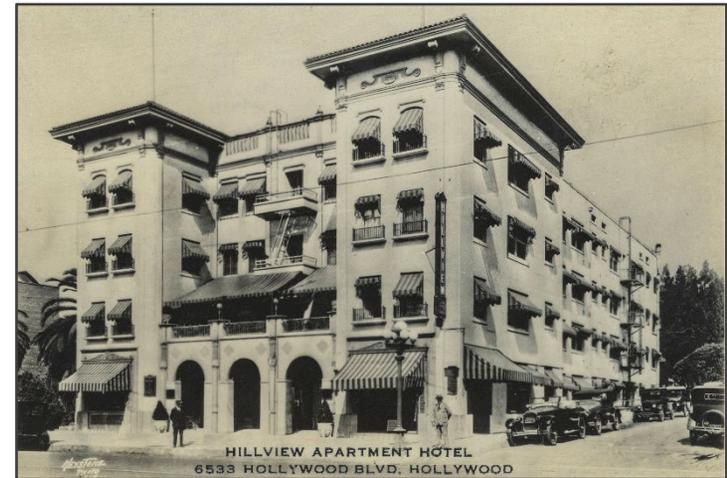
It was at this time that movie mogul and film pioneer, Jesse Lasky, decided to take action. Together with partner Samuel Goldwyn, Lasky built Hollywood's first apartment building designed specifically to house the actors that worked at nearby movie studios. The Hillview Apartments quickly become Hollywood's most sought after residence.



Designed by the Tifal Brothers in the Mediterranean Revival style, the 4-story building was smooth finished in stucco and decorated with plaster details and tile. The U-shaped building was entered through a grand courtyard off Hollywood Boulevard and was graced by two elegant storefronts at the front entrance. Two towers, topped with flagpoles, distinguished the façade and a red-tiled roof completed the elegant effect. The building offered all the latest amenities such as a large parlor lobby, a writing room, a ladies waiting room, garbage

incinerators, automatic elevators, hardwood floors and interiors finished in mahogany.

Over the years the building housed some of the era's most famous silent film stars. Screen siren Viola Dana was a resident during the early 1920's. Mae Busch, the flirtatious beauty known for her comedic performances in numerous Laurel and Hardy movies also lived at the Hillview Apartments. Records indicate that Oliver Hardy was once a tenant and that Charlie Chaplin may have briefly held ownership of the building. The basement level was used as rehearsal space for the actors that lived in the building and, at one time, was reputed to have been the site of Rudolph Valentino's speakeasy.



The building housed tenants on Hollywood Blvd. all the way up to 1994 when it suffered structural damage during the Northridge Earthquake and construction of the subway tunnel. A fire in early 2002 caused further damage and severely threatened the building's future. It was saved from destruction in 2002, and completely refurbished. The building was renovated in 2006 with new kitchens, marble counter tops, washer dryers in each unit and refurbished elevators. Today the building is home to a new generation of writers, actors and other professionals—keeping the tradition that Jesse Lasky and Samuel Goldwyn started more than a century ago alive.



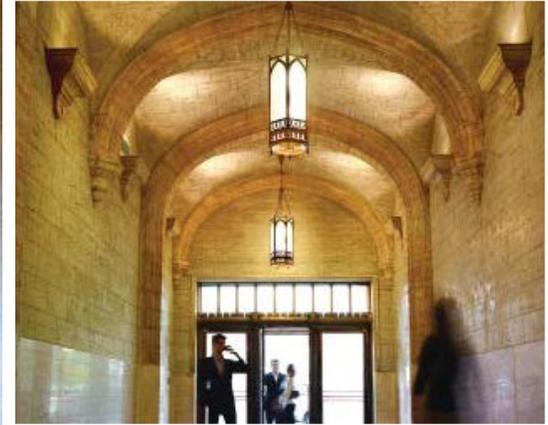
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HISTORY



INTERIOR PICTURES



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Houston Hospitality

www.houstonhospitalityla.com

Known for their unique bars, lounges, and high-end clientele, The Houston Brothers lease the street level retail and basement commercial space of The Hollywood Hillview Apartments. Less geared towards large crowds, they have crafted a more subtle niche in Hollywood's nightlife that appeals to the more discerning crowd, what with hidden entrances, crafty cocktails, burlesque dancers, and unique décor.

DIRTY LAUNDRY

Believed to have been actor Rudolph Valentino's bar in 1920's, this space is a speakeasy of the truest sort. Since opening in the Fall of 2013, Dirty Laundry has played host to a variety of celebrity birthdays, record release parties, and concert after parties with "A" list celebrities. On more regular nights, bar patrons can enjoy a plethora of unique drinks created by some of LA's best mixologists.



MADAME SIAM

A private lounge adjacent to Dirty Laundry that is exclusively available for special events and private parties. The space is open on a limited basis.



BLACK MAGIC ROSE

A magic-themed nightclub which includes a 40-seat theater, a Thai-Chinese dinner menu, and a cocktail lounge featuring roaming magicians, exotic variety acts, and burlesque dancers.

The club was custom built with rooms that might suddenly come to life during performances.

The rooms are filled with tributes to 19th century magicians and tucked into a century-old apartment house. The club secured the services of longtime Magic Castle favorite Rob Zabrecky as entertainment director and occasional performer

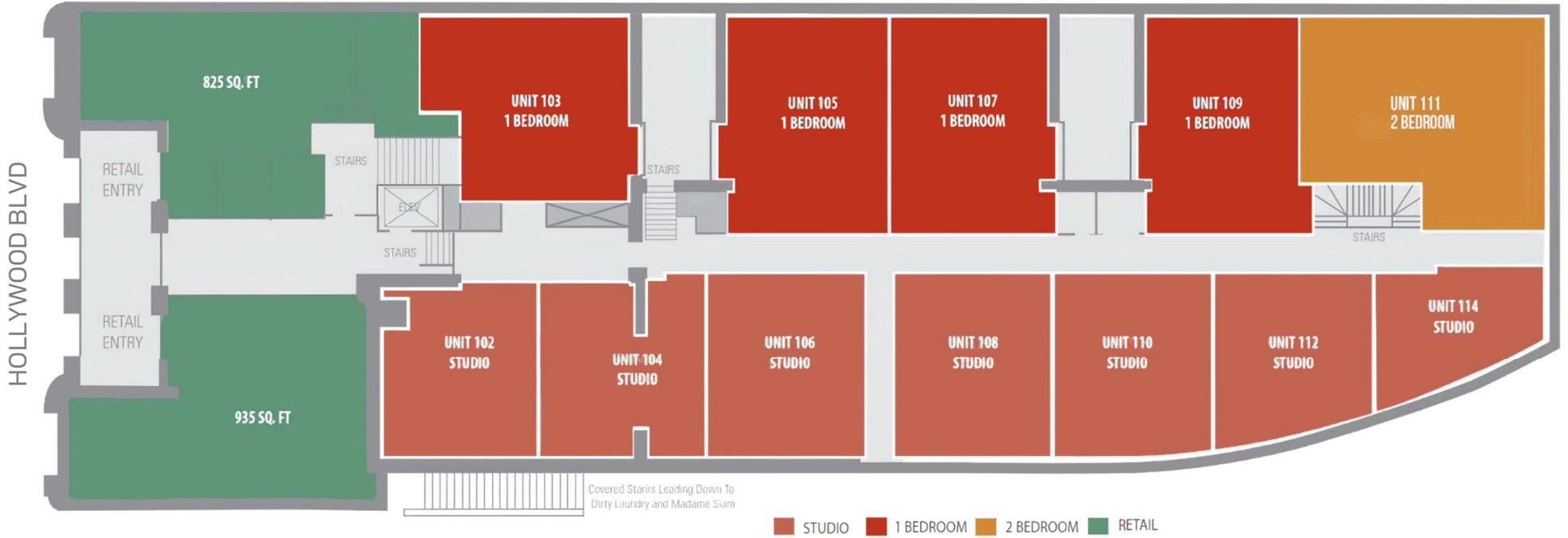


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HOUSTON HOSPITALITY

GROUND FLOOR



HOLLYWOOD BLVD

HUDSON AVE

- STUDIO
- 1 BEDROOM
- 2 BEDROOM
- RETAIL



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GROUND FLOOR

2ND, 3RD, AND 4TH FLOORPLANS



- STUDIO
- 1 BEDROOM
- 2 BEDROOM

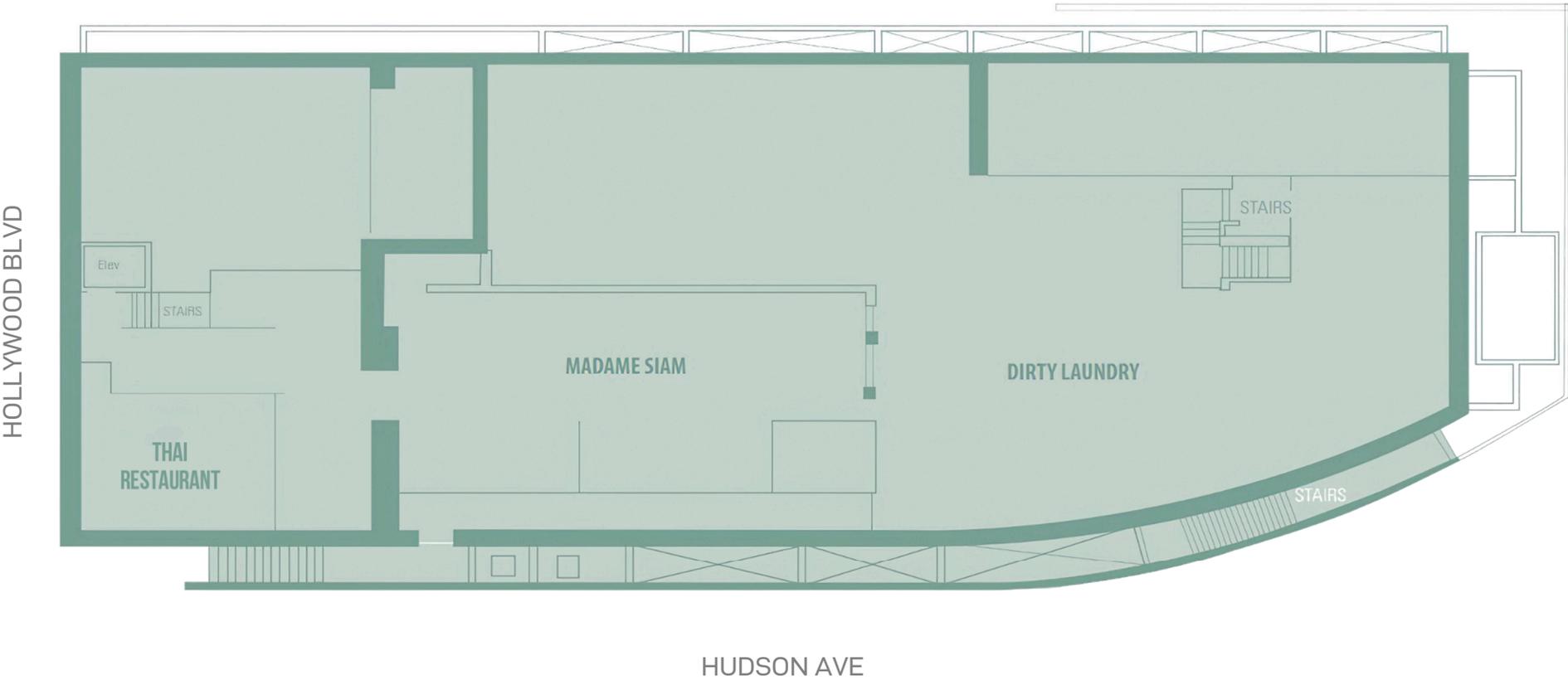
HUDSON AVE



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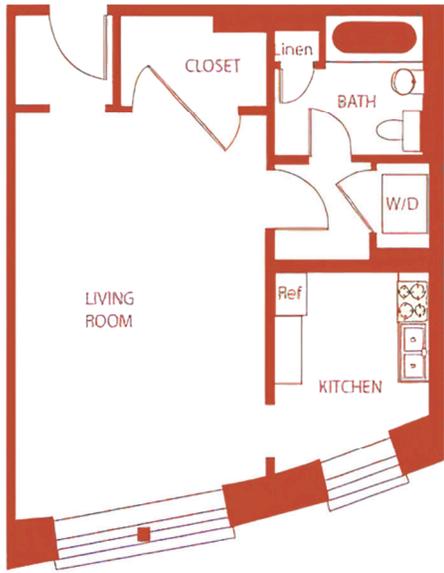
2ND, 3RD, AND 4TH FLOORS

BASEMENT

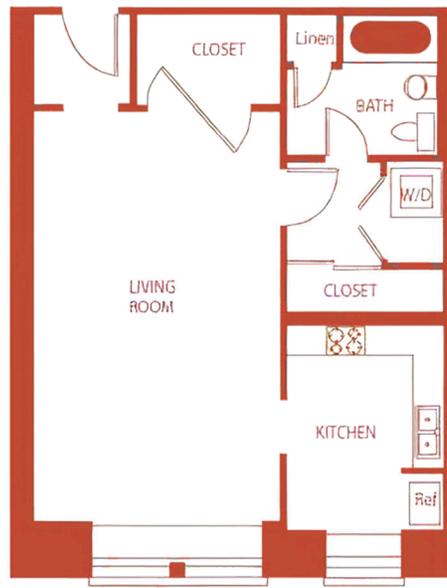


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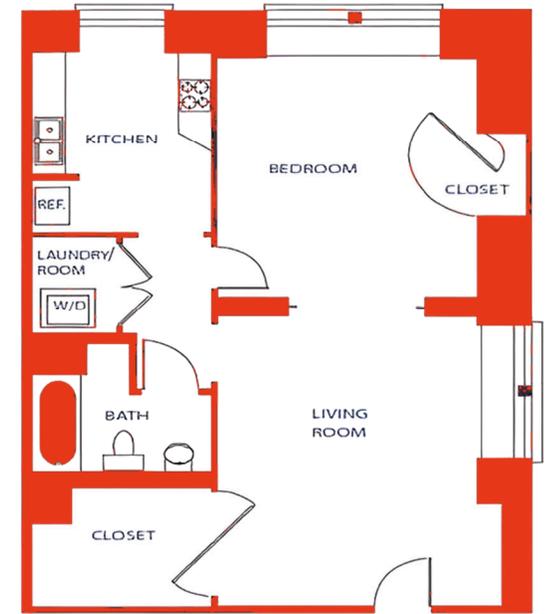
BASEMENT FLOORPLAN



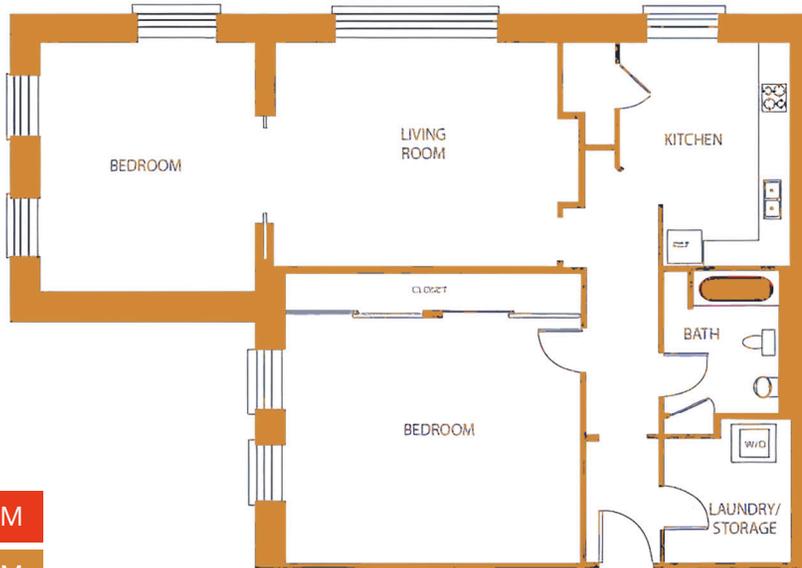
**THE GRETA GARBO
STUDIO: 375 SF**



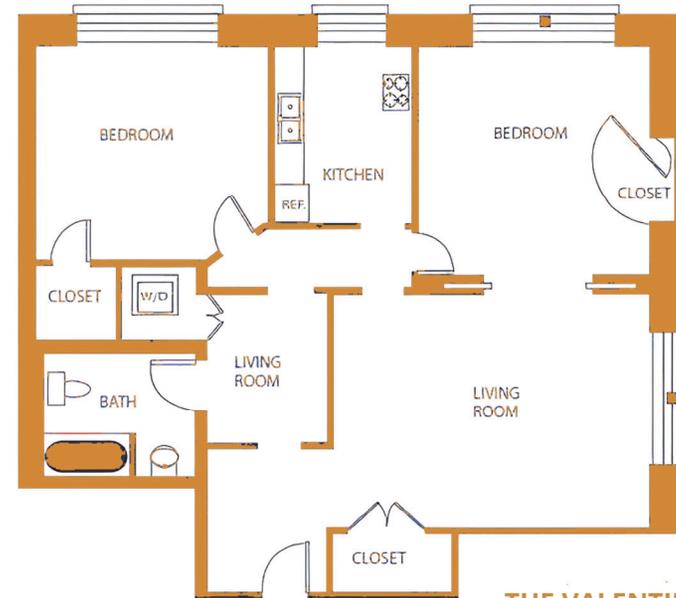
**THE LAUREL & HARDY
STUDIO: 512-587 SF**



**THE GOLDWYN
1 BED / 1 BATH: 600-720 SF**



**THE CHAPLIN
2 BED / 1 BATH: 1,054 SF**



**THE VALENTINO
2 BED / 1 BATH: 1,100 SF**

STUDIO

1 BEDROOM

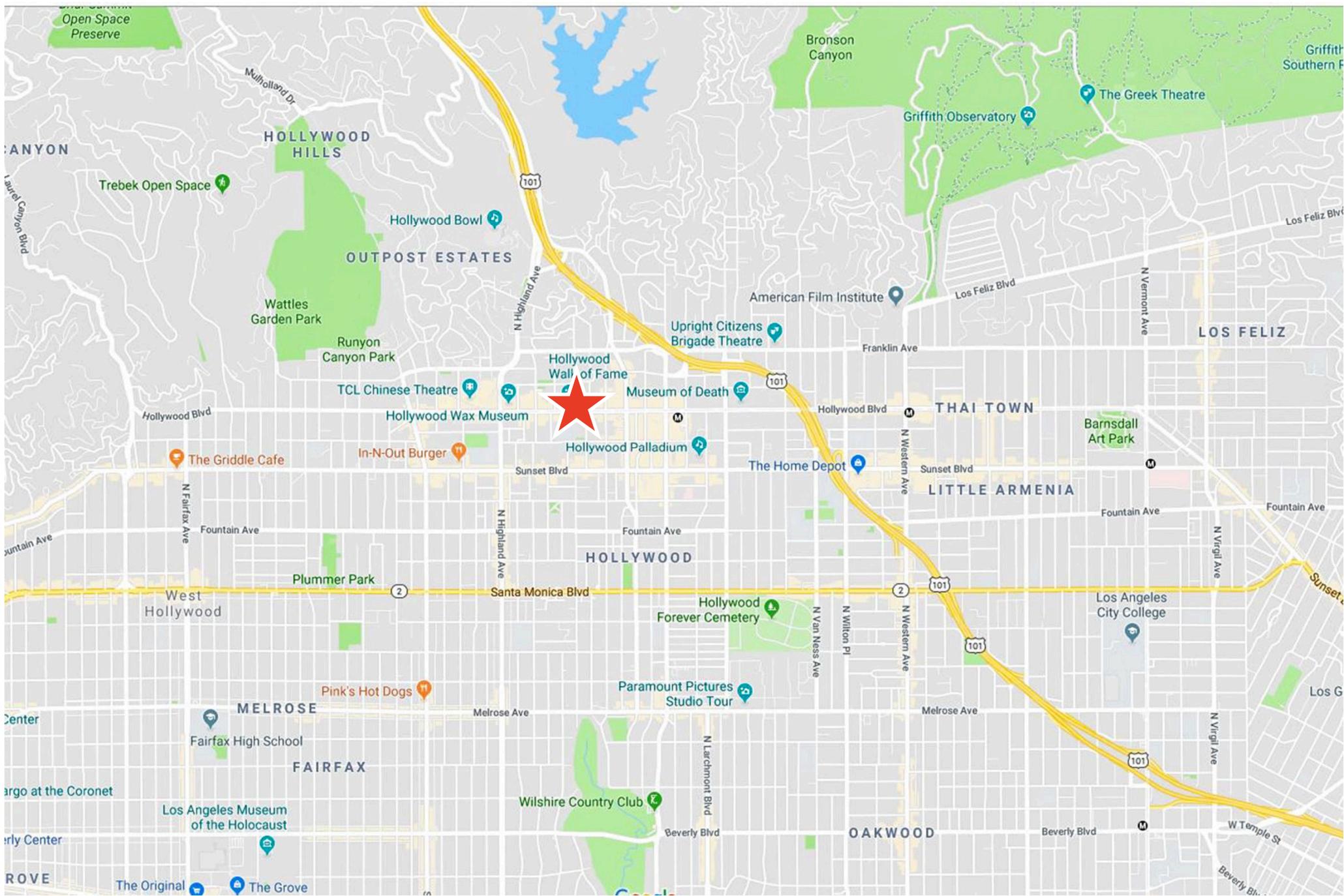
2 BEDROOM



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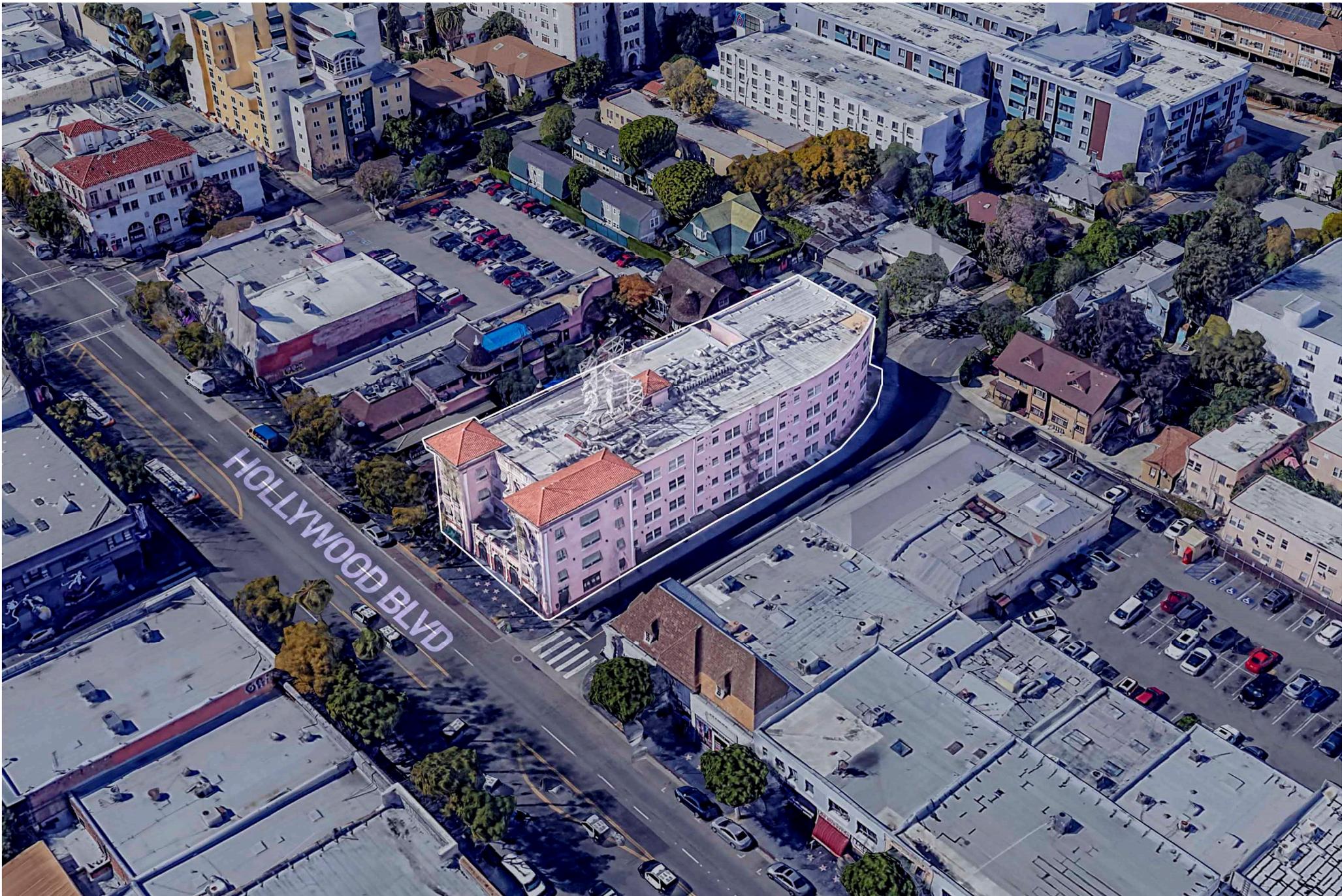


SELECT FLOORPLANS



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LOCATION MAP



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AERIAL VIEW

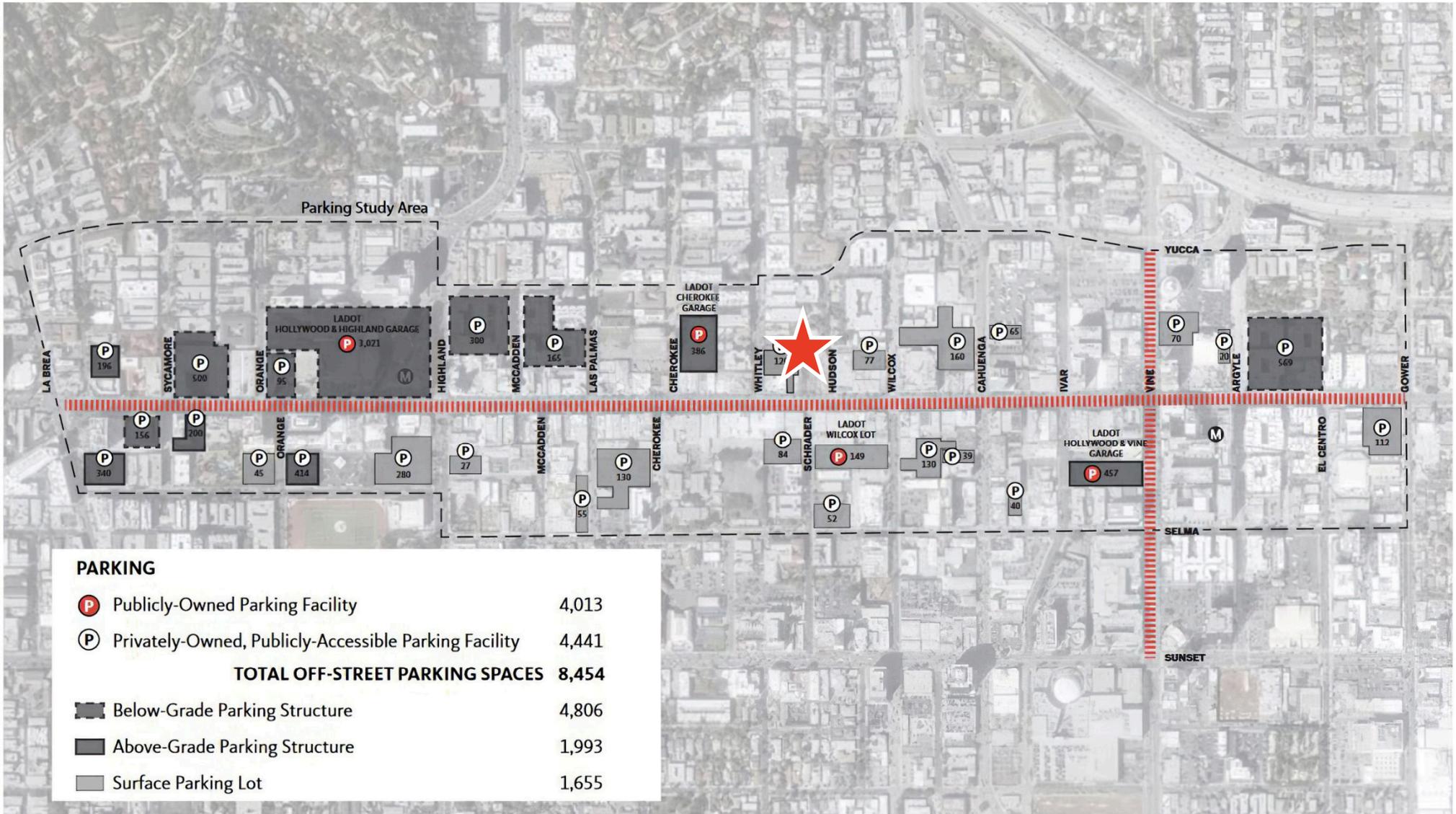
HISTORICAL INFO

Figure 2.17 Historic Resources Inventory

Block	Name	Address	Year Built	Architect	HCM	HCM Number	Contributing Structure	Notes
--	Hollywood Walk of Fame	Hollywood Boulevard from Gower to La Brea, Vine Street from Yucca to Sunset	--	N/A	Yes	194	No	
03-N	Hollywood Pantages Theatre	6233 Hollywood Blvd	1930	B. Marcus Priteca	Yes	193	Yes	
03-N	Bank of Hollywood/Equitable Building	6253 Hollywood Blvd	1929	Aleck Curlett	Yes	1088	Yes	
03-S	Gilberts Books	6264 Hollywood Blvd	1932	H.J. Knauer	No	N/A	Yes	Demolished
03-S	Taft Building and Neon Sign	6280 Hollywood Blvd	1923	Walker & Eisen	Yes	666	Yes	
04-N	Guaranty Building	6331 Hollywood Blvd	1923	John C. Austin	No	N/A	Yes	
04-S	Broadway Dept. Store and Neon Sign	6300 Hollywood Blvd	1927/38	F. Dorn / Parkinson & Parkinson	Yes	664	Yes	
04-S	Hallmark	6324 Hollywood Blvd	1922/31	Morgan, Walls & Clement	No	N/A	Yes	
05-N	Regal Shoes	6349 Hollywood Blvd	1939	Walker & Eisen	No	N/A	Yes	
05-N	Security Trust and Savings Building	6381 Hollywood Blvd	1921	Parkinson & Parkinson	Yes	334	Yes	
05-S	Leed's	6352 Hollywood Blvd	1935	S. Charles Lee	No	N/A	Yes	
05-S	Palmer Building	6362 Hollywood Blvd	1921	E. Flaherty	No	N/A	Yes	
05-S	Julian Medical Building	6380 Hollywood Blvd	1934	Morgan, Walls & Clements	No	N/A	Yes	
06-N	Hollywood Pacific Theatre	6423 Hollywood Blvd	1927	G. Albert Landsburgh	Yes	572	Yes	Originally the Warner Hollywood Theatre
06-N	William Stromberg Clock	6439 Hollywood Blvd	--	N/A	Yes	316	No	
06-S	Raymond Chandler Square	Hollywood Blvd & Cahuenga Ave Intersection	--	N/A	Yes	597	No	
06-S	Creque -Building	6400 Hollywood Blvd	1913/31	B.B. Homer	No	N/A	Yes	
06-S	Attie Building	6436 Hollywood Blvd	1931	--	No	N/A	Yes	
07-N	Holly Cinema	6523 Hollywood Blvd	1920	E.B. Rust	No	N/A	Yes	
08-N	Hillview Apartments	6531 Hollywood Blvd	1917	Tifal	No	N/A	Yes	
08-N	Janes House	6541 Hollywood Blvd	1903	Dehnis & Farwell	Yes	227	Yes	
08-N	Johnny's Steak House	6553 Hollywood Blvd	1930	H.L. Gogerty	No	N/A	Yes	
09-N	Baine Building	6601 Hollywood Blvd	1926	Gogerty & Weyl	No	N/A	Yes	
09-S	Consumer Drug	6542 Hollywood Blvd	1919/38	H. Rice	No	N/A	Yes	
09-S	Hollywood Toys	6554 Hollywood Blvd	1927	Gogerty & Weyl	No	N/A	Yes	
09-S	J.J. Newberry	6600 Hollywood Blvd	1928	J.J. Newberry	No	N/A	Yes	
09-S	S.H. Kress	6606 Hollywood Blvd	1935	E.F. Sibbert	No	N/A	Yes	
09-S	The Orient	6626 Hollywood Blvd	1927/37	--	No	N/A	Yes	
09-S	Cherokee Building	6630 Hollywood Blvd	1927	N. Alpaugh	No	N/A	Yes	
10-N	Musso and Frank's	6663 Hollywood Blvd	1917	L.A., Smith	No	N/A	Yes	
10-N	Commercial building	6679 Hollywood Blvd	1914	F.L. Paulson	No	N/A	Yes	
10-S	Shane Building	6652 Hollywood Blvd	1930	Norton & Wallis	No	N/A	Yes	

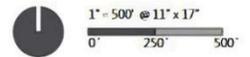


NEARBY PARKING



Sources: LADOT (<http://parkinginla.lacity.org/>); Parkopedia (<https://en.parkopedia.com/parking/hollywood/>).

Figure 2.14 Existing Parking (Within One Block of Hollywood Blvd)





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