

Development opportunity of a 5,620 SF lot zoned BHR4YY (R-4) located in Beverly Hills.
Just 1.2 miles from Rodeo Drive.



Beverly Hills
High School

Century
City

Rodeo Drive

Beverly Vista
Middle
School

BEVERLY DR

W. OLYMPIC BLVD



332 S.
DOHENY
AVENUE,
BEVERLY HILLS
CA 90211

DOHENY DRIVE

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EXECUTIVE SUMMARY

332 DOHENY DRIVE, BEVERLY HILLS, CA 90210

Marcus & Millichap is pleased to present 332 Doheny Drive, in Beverly Hills, CA. This extremely rare development opportunity features 5,620 SF of land with alley access, in Beverly Hills on Doheny Drive. The site is on 0.129 acres of land with 1 vacant single-family residence on site.

This offering presents a developer the opportunity to purchase land in the coveted Beverly Hills, located just 1.2 miles from Rodeo Drive. The parcel is zoned R-4, allowing a developer to build up to 3 units, plus one efficiency unit by-right. Additionally, the State Density Bonus program can be used to build up to 5 units, with one of the units being low-income.

The subject property is centrally located within the heart of Beverly Hills. A Doheny Drive address anchored by Olympic Blvd to the south and Wilshire Blvd to the north. A high walk score of 87 with close proximity to restaurants, cafes, shopping, services as well Rodeo Drive, Century City Plaza and Beverly Centre.

OAKHURST DRIVE



332
DOHENY
DRIVE,
BEVERLY HILLS,
CA 90211

DOHENY DRIVE

PROPERTY OVERVIEW

OFFERING PRICE: \$1,800,000

LAND SIZE (SF): 5,620 SF

LAND SIZE (ACRES): 0.129 Acres

APN'S: 4331-025-026

ZONING: BHR4YY

LAND USE
DESIGNATION: Development

NEIGHBORHOOD
COUNCIL: Beverly Hills

COUNCIL DISTRICT: CD 5

BLDG SF: 1,584 SF

CROSS STREETS: S. Doheny Drive and
W. Olympic Blvd





BEL AIR

WILSHIRE BLVD

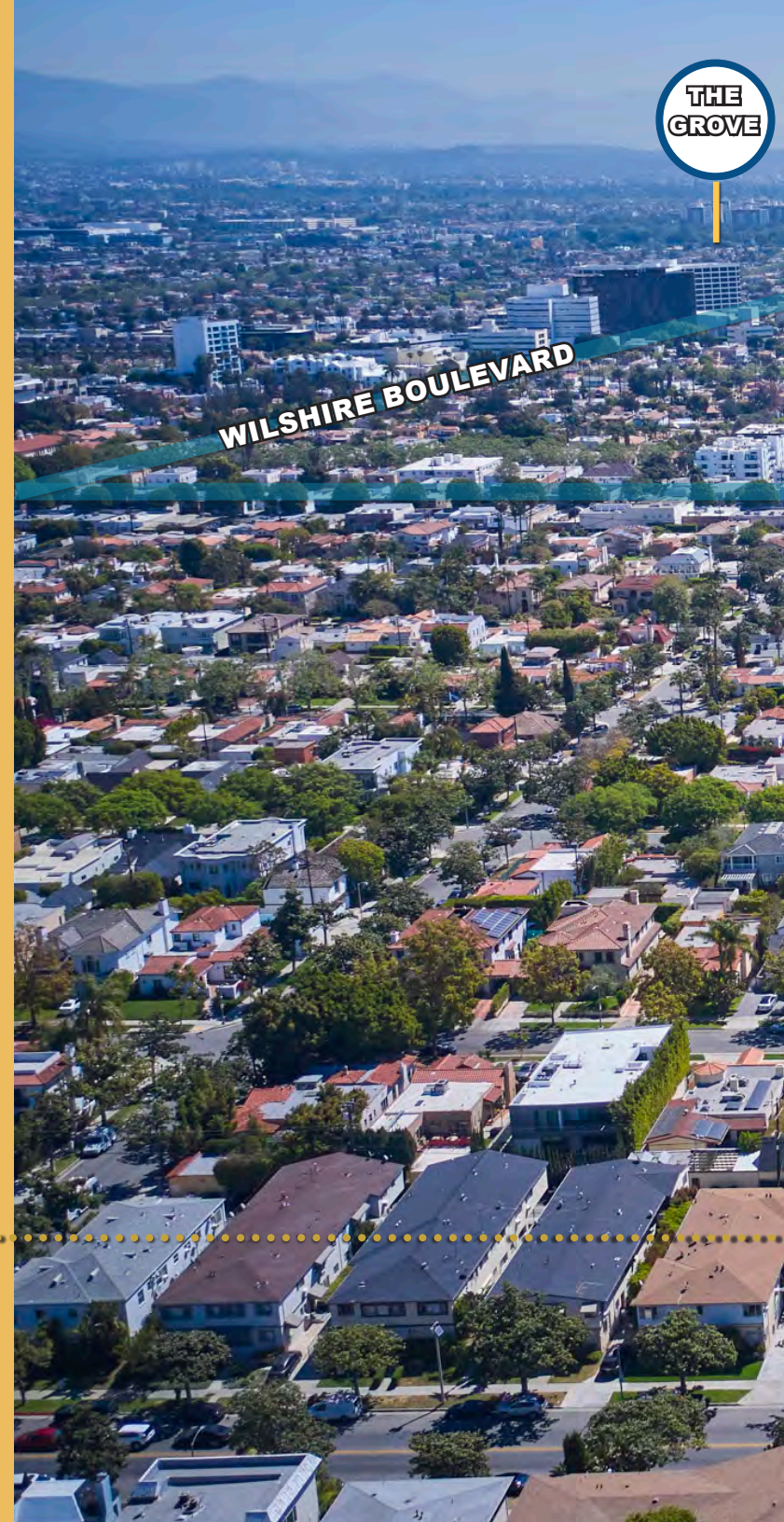
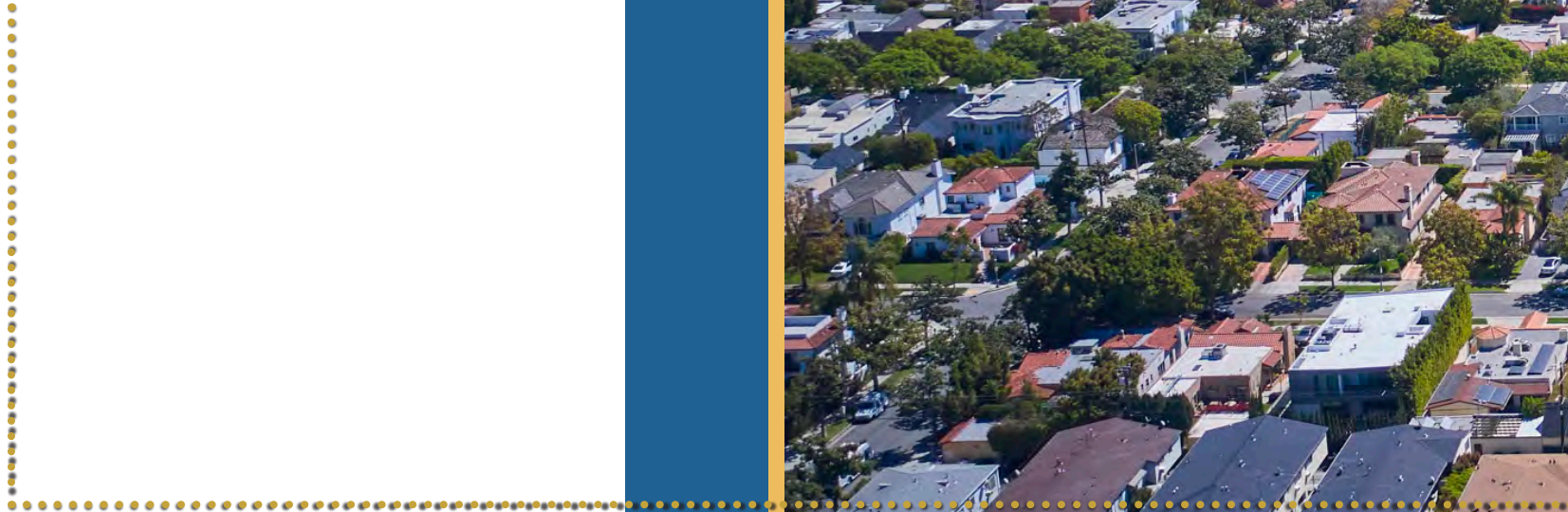
The image is an aerial photograph of a residential area in Beverly Hills, California. In the upper left, a circular callout with a blue border and a yellow line points to the 'BEL AIR' neighborhood. In the center, a yellow label with black text reads 'WILSHIRE BLVD'. The background shows a dense residential area with various houses, some with swimming pools, and a large orange construction crane in the distance. The sky is clear and blue.

INVESTMENT HIGHLIGHTS

- 332 Doheny Drive is a rare single parcel land development opportunity located in Beverly Hills between Olympic Boulevard and Wilshire Boulevard, only 1.2 miles from Rodeo Drive. The subject property is currently a vacant SFR on 5,620 SF, zoned BHR4YY (R-4).
- State Density Bonus program can be used to build up to 5 units, with one of the units being low-income.
- The subject property features a high walk score of 87 with close proximity to restaurants, cafes, shopping, services as well Rodeo Drive, Century City and Beverly Centre.
- A very rare development opportunity in a highly desirable location with residential rents increasing consistently year over year.



332
**DOHENY
DRIVE,**
BEVERLY HILLS,
CA 90211





DOWNTOWN LA

MID-WILSHIRE

MID CITY



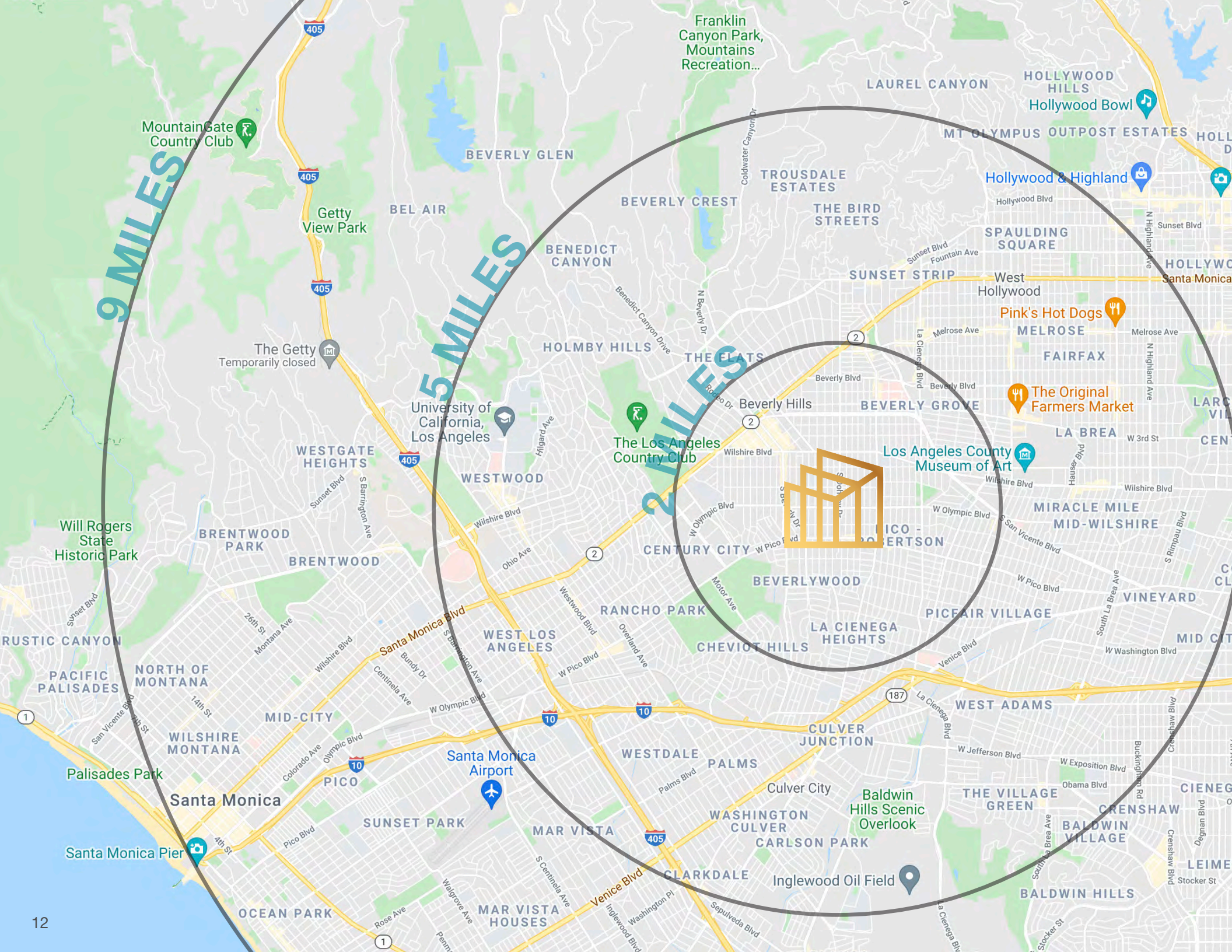
ROBERTSON BOULEVARD

OLYMPIC BOULEVARD









9 MILES

5 MILES

2 MILES





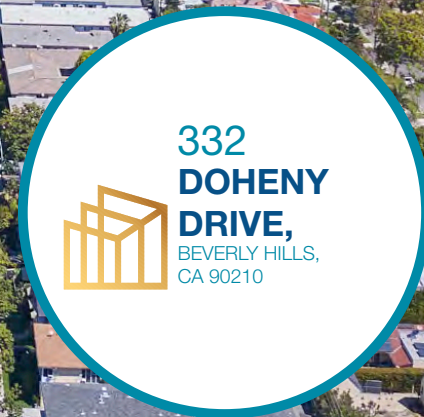
THE BIRD
STREETS

LAUREL CANYON



SANTA MONICA BOULEVARD

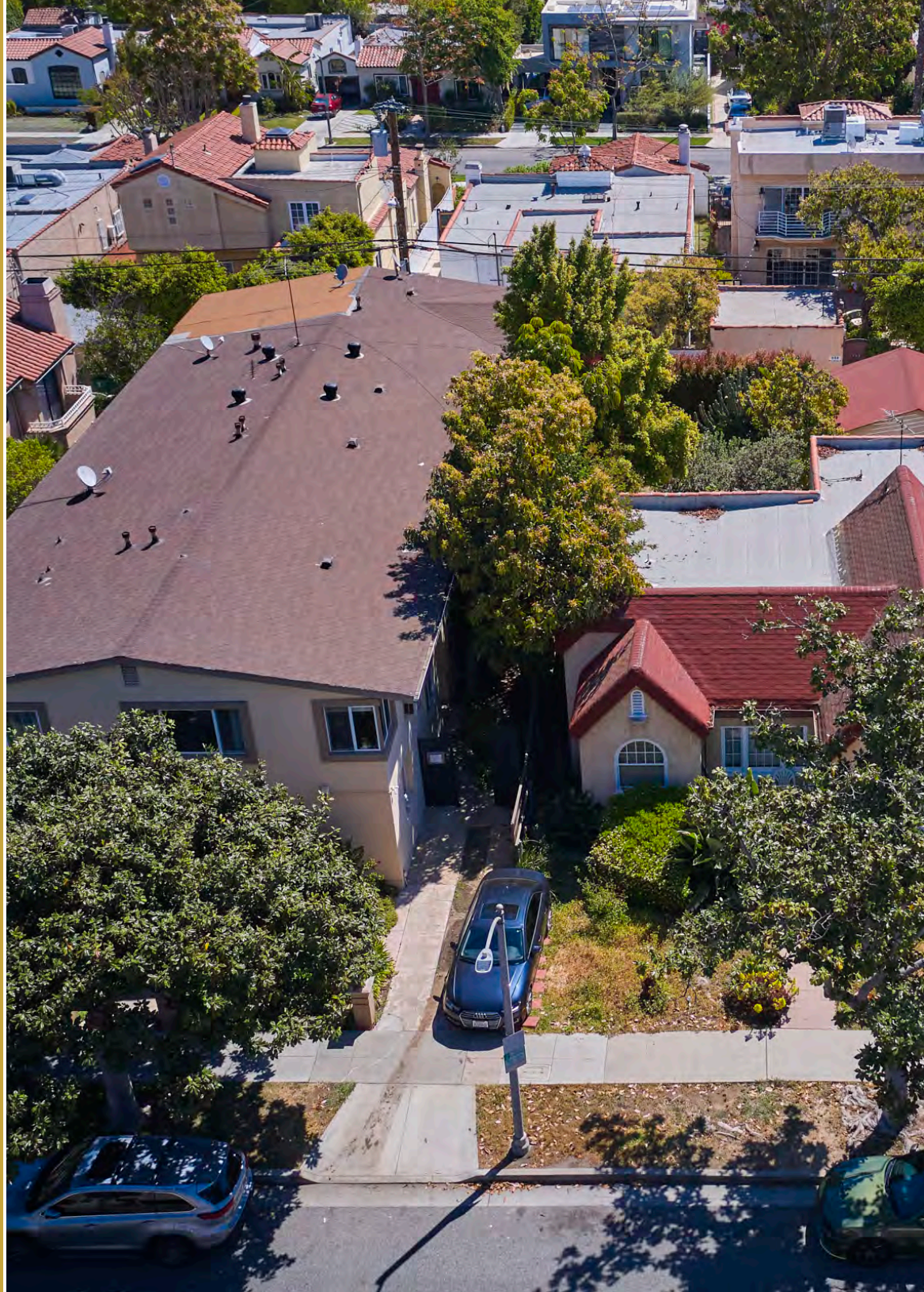
WILSHIRE BOULEVARD

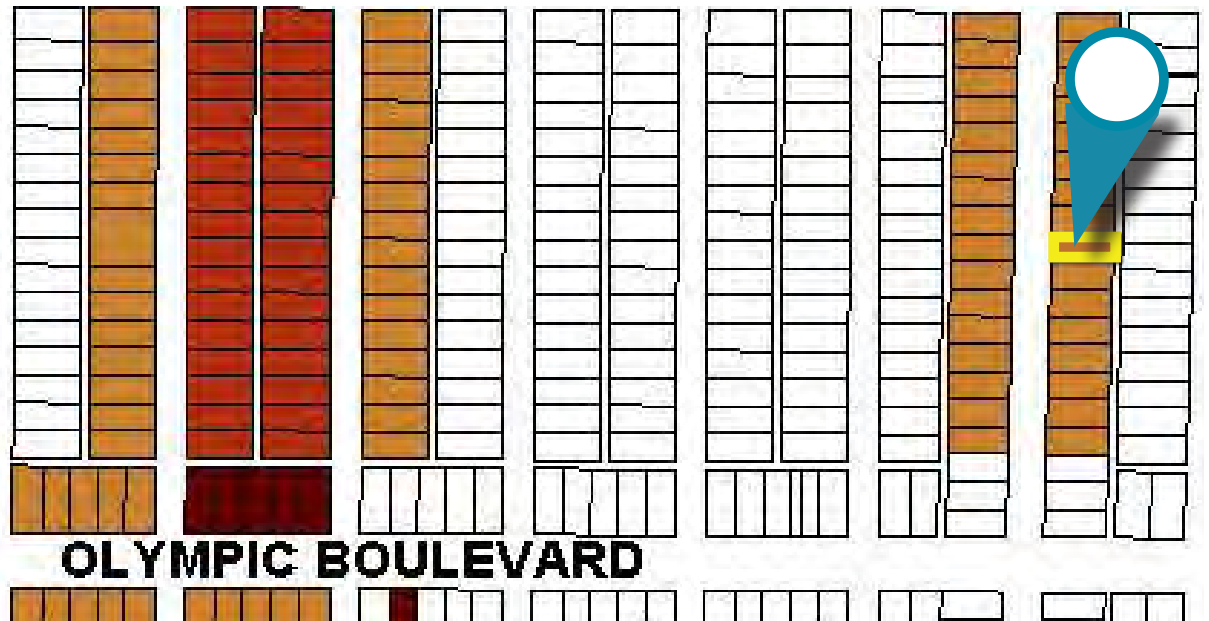
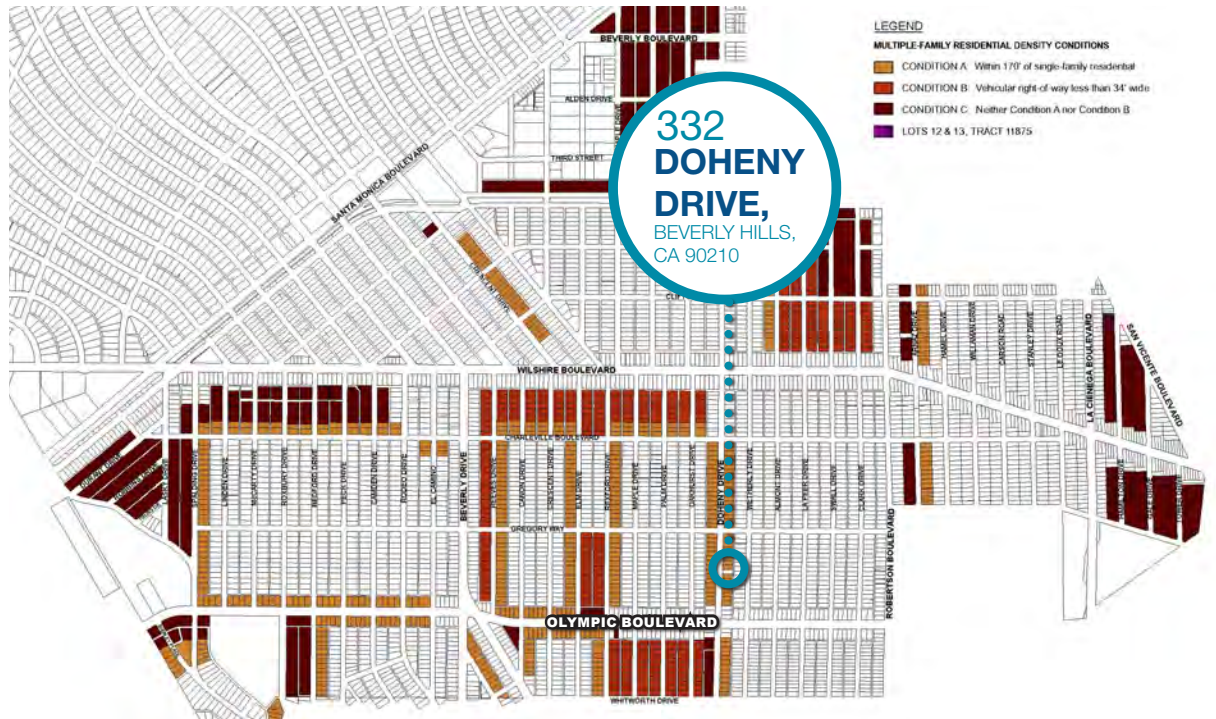


Leimert
Park
Plaza



DEVELOPMENT INFORMATION



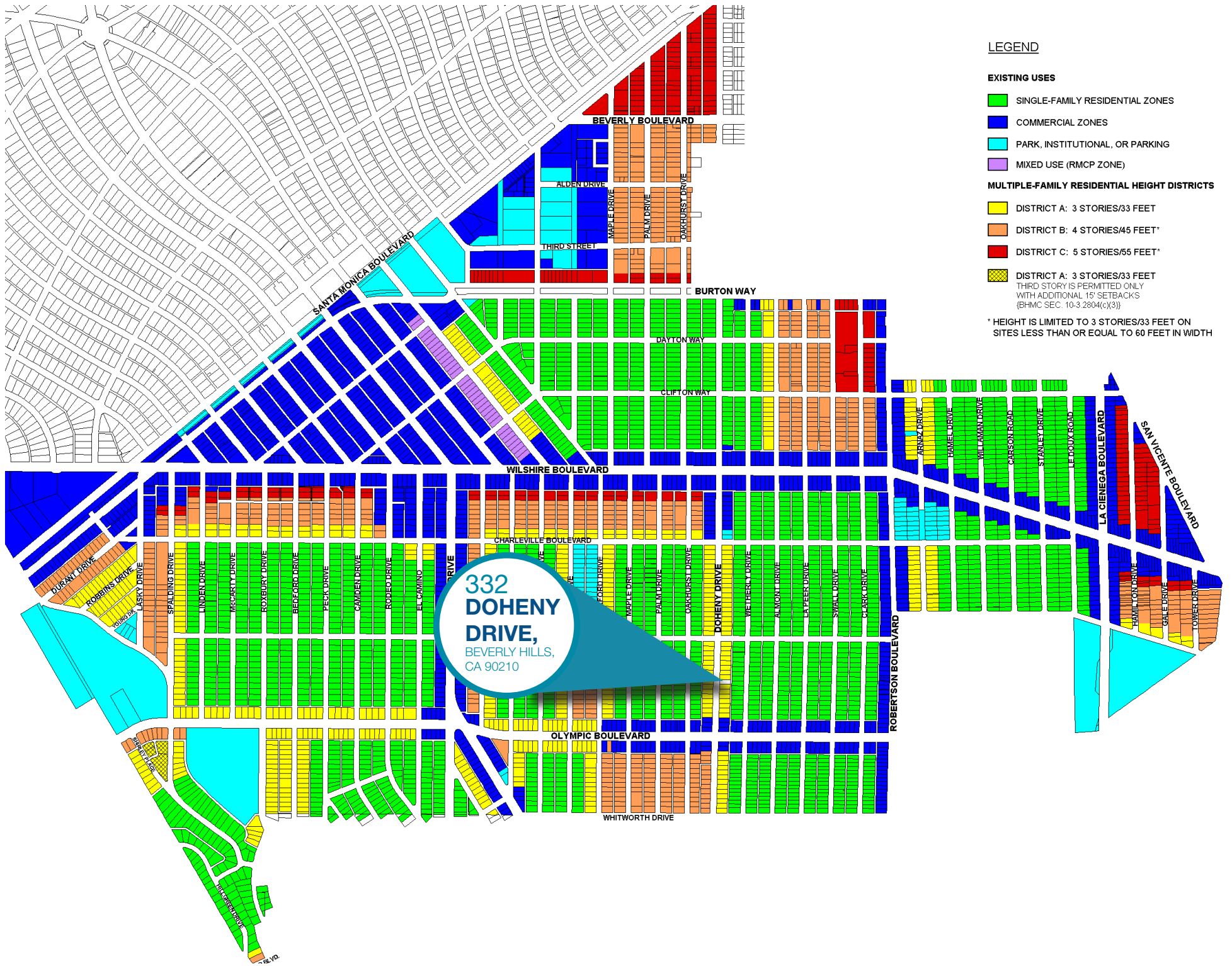


*Report comes from a third party, buyer to verify all information herein.

DEVELOPMENT POTENTIAL (BY-RIGHT)

Maximum Height	33'
Minimum Setbacks	<ul style="list-style-type: none"> • Front 15' (after a 13' dedication) • Side 8' • Cumulative Setback 17' • Back 15'
Max Dwelling Units	3
Affordable Units Required	None
Opportunity	<ul style="list-style-type: none"> • Build three units by-right (plus one efficiency unit) • Build five units by utilizing the California density increase • Property is vacant, no buyouts or relocation of tenants needed • Within city of Beverly Hills. extremely rare small-lot opportunity
Parking Required	<ul style="list-style-type: none"> • 1 space per efficiency unit of less than 1,000 sq.ft • 2 space per 1 bedroom, 2.5 spaces per 2 bedroom • 3 space per 3 or 4 bedroom • 4 space per 5 bedroom • 1 space per 4 units for guest parking
Asking Price	\$1,800,000

*Report comes from a third party, buyer to verify all information herein.





AREA OVERVIEW

RODEO DRIVE

Beverly Hills draws the world's most sophisticated artists, A-list movie stars, philanthropists and cultural institutions. Rodeo Drive's three iconic, palm-dotted blocks are home to more than 100 of the world's leading luxury brands with deep connections to art and culture, housed in buildings designed by the most distinguished names in international design and architecture.

Renowned for more than half a century as one of the world's most glamorous luxury destinations, Rodeo Drive is an international hub for fashion, shopping and entertainment. Enjoy unparalleled shopping, acclaimed full-service and boutique hotel accommodations, superb dining, art and cultural destinations, buildings designed by architectural legends including Peter Marino, Frank Lloyd Wright, and Rem Koolhaas, spas and salons, and exceptional walkability.



LOCATION

Rodeo Drive is one of the world's most exclusive luxury destinations, and an unparalleled hub at the intersection of luxury, fashion and entertainment. Discover and enjoy exceptional savoir-faire, craftsmanship, and new experiences in luxury art and culture.

The three blocks of Rodeo Drive just north of Wilshire Boulevard in Los Angeles make up one of the most famous streets in the world.

WORLD CLASS EVENTS

Rodeo Drive's highly anticipated program of world-class events has continued to draw visitors from around the world and Southern California to its palm-dotted, three-block stretch.

Twenty-six editions of the Rodeo Drive Concours d'Elegance, the largest single-day Concours d'Elegance in North America, have taken place to date. Summer and holiday shopping seasons have been marked by large-scale celebrations: BOLD Summer and BOLD Holidays, accompanied by later night shopping hours and a program of live entertainment, performances and hospitality to bring the street alive. An annual Rodeo Drive Holiday Lighting installation along the length of the legendary luxury thoroughfare has become a seasonal must-see for frineds and famlies from all over.

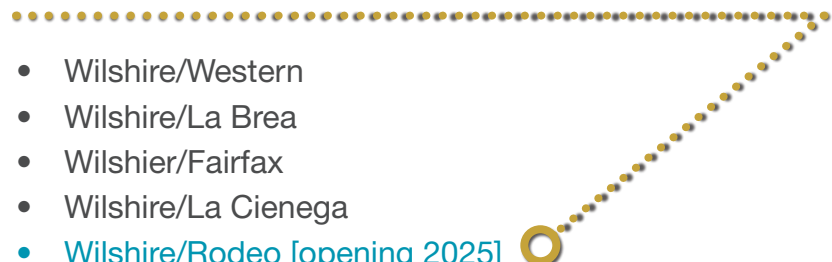


WILSHIRE/RODEO - PURPLE LINE

Wilshire/Rodeo is a planned heavy-rail subway station in the Los Angeles County Metro Rail system. It is currently under construction as part of the Purple Line Extension project, in Beverly Hills, California. Construction started in 2018 as part of phase 2 of the extension project. It is slated to open in early 2025.

The station is being built at the site of the former Ace Gallery on the Southwest corner of Wilshire Boulevard and Reeves Drive in Beverly Hills. The station is located in the Platinum Triangle neighborhood that includes the Rodeo Drive shopping district and its many hotels, including the Luxe Rodeo Drive Hotel, the Beverly Wilshire Hotel, the Beverly Hilton, and The Peninsula Beverly Hills. It also lies a few blocks south of the Beverly Gardens Park and its Electric Fountain, and Beverly Cañon Gardens Park. It is also located directly next to Reeves Park.

UNION STATION TO WEST LA

- 
- Wilshire/Western
 - Wilshire/La Brea
 - Wilshier/Fairfax
 - Wilshire/La Cienega
 - **Wilshire/Rodeo [opening 2025]**
 - Century City/Constellation
 - Westwood/UCLA
 - Westwood/VA Hospital



“ 332 Doheny Drive benefits from being located only 1 mile from the Rodeo Metro Station that is scheduled to open in 2025, connecting West LA to Union Station and beyond.

Wilshire / Rodeo Metro Station Rendering



Wilshire / Rodeo Metro Station Rendering





PEDESTRIAN & TRANSIT ORIENTED

“ The subject property features a high walk score of 87 with close proximity to future rapid transit options as well as major retail developments such as Rodeo Drive, Century City Mall, and Pico-Robertson District.

RETAILERS NEARBY

- Beverly Center
- Macy's
- Bloomingdale's
- Nordstrom
- Century City Mall
- Apple Store
- Forever 21
- AMC IMAX Theaters
- Equinox
- Pavilions

RESTAURANTS NEARBY

- Spago
- Le Petit Belvedere
- Urth Cafe
- Crustacean
- Mastro's Steakhouse
- Creme de la Crepe
- LA Gondola
- CUT by Wolfgang Puck
- California Pizza Kitchen
- Starbucks
- Cheesecake Factory

NOTABLE LANDMARKS NEARBY

- Rodeo Drive
- Beverly Gardens Park
- Waldorf Astoria Beverly Hills
- The Los Angeles Country Club
- Peterson Automobile Museum

WALKSCORE



87
100

332 South Doheny Drive has a Walk Score of 87 out of 100.

This location is Very Walkable so most errands can be accomplished on foot.

This location is in Beverly Hills. Nearby parks include Oakhurst Park, La Cienega Park and Robertson Recreation Center.

DISTANCE TO

2 MILES



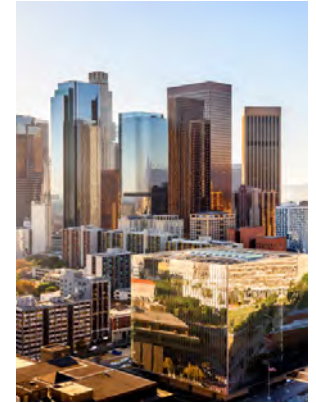
CENTURY CITY

9 MILES



SANTA MONICA

9 MILES



DTLA



Beverly Hills | Santa Monica and Doheny





NEARBY DEVELOPMENT

DEVELOPMENT ACTIVITY

Major development projects are underway in Beverly Hills. The extension of the Purple Metro line is fueling a wave of new and redevelopment to Beverly Hills and surrounding areas. One Beverly Hills, a \$2 Billion redevelopment will reshape the corner of Wilshire Blvd and Santa Monica Blvd.

The city of Beverly Hills is experiencing an explosive boom in residential and office development. The City of Beverly Hills currently has multiple new developments in various stages of planning including a new streetscape plan for Wilshire and La Cienega.

ONE BEVERLY HILLS

(1.8 miles from the subject property)

An approved \$2 billion development at the intersection of Wilshire and Santa Monica. The site totals 17.5 acres and is being planned by Beverly Hills owner Alagem Capital and will include:

- Multiple structures containing 303 condominiums, a new hotel featuring 42 suites and 37 branded residences
- A new pavilion approximately 35,000 SF of retail and restaurant space
- 330,000 SF of new retail shops and restaurants
- Underground parking for 2,100 vehicles



9744 WILSHIRE BOULEVARD
(1.7 miles from the subject property)

The property, located at 9744 Wilshire Boulevard, consists of a five-story edifice featuring approximately 42,000 square feet of offices and retail, as well as dedicated parking for 57 vehicles. The redevelopment calls for recladding the building to include black and white stucco accents, steel window frames, and tempered glass. Additionally, plans call for the addition of a illuminated address sign and a fourth-floor balcony area lined with glass railing.

ETCO HOMES
(1.5 miles from the subject property)

The development, located at the northwest corner of Beverly Boulevard and Palm Drive, will consist of a five-story edifice featuring 20 one-, two-, and three-bedroom dwellings above a two-level, 62-car basement parking garage.

Designed by Kevin Tsai Architecture, the project at 425 Palm Drive, which will feature exterior finishes including cement plaster and aluminum. Plans also call for a rooftop deck, a pool, and a vertical green wall facing Beverly Boulevard

CENTURY PLAZA DEVELOPMENT
(1.7 miles from the subject property)

A pair of 46-tower towers - featuring a combined 300 condominiums. The twin buildings were designed in the shape of Reuleaux triangles by architecture firm Pei Cobb Freed & Partners, a nod to the iconic Century Plaza office towers across the street.

ECTO Homes





MARKET COMPARABLES



332 S Doheny St | Beverly Hills, CA 90211

Sale Price	Sale Date	Property Type	Price per SF	Submarket	Proposed Use
\$1,800,000	On Market	Land	\$320	West LA	Apt. Units



1

111 N Orlando Ave | Los Angeles, CA 90048

Sale Price	Sale Date	Property Type	Price per SF	Submarket	Proposed Use
\$1,700,000	3/4/2021	Land	\$309	W. Hollywood	-



2

462 S Palm Dr | Beverly Hills, CA 90212

Sale Price	Sale Date	Property Type	Price per SF	Submarket	Proposed Use
\$3,400,000	On Market	Land	\$413	W. Hollywood	Apt. Units



3 1123-1127 S Shenandoah St | Los Angeles, CA 90035

Sale Price	Sale Date	Property Type	Price per SF	Submarket	Proposed Use
\$5,250,000	8/30/2019	Multifamily	\$413	Pico-Robertson	Multifamily



4 6347 Orange St | Los Angeles, CA 90048

Sale Price	Sale Date	Property Type	Price per SF	Submarket	Proposed Use
\$2,085,000	6/13/2019	Land	\$334	W. Hollywood	Multifamily



5 1442-1446 Bedford St | Los Angeles, CA 90035

Sale Price	Sale Date	Property Type	Price per SF	Submarket	Proposed Use
\$5,200,000	On Market	Land	\$399	West LA	Apt. Units

Beverly Hills
High School

Westfield
Century
Plaza

Beverly
Gardens
Park

M
Rodeo Drive
Station
(2025)

The
Maybourne

OLYMPIC BOULEVARD

SANTA MONICA BOULEVARD

WILSHIRE BOULEVARD



332
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