

# Mansfield Terrace

32-UNIT INVESTMENT OPPORTUNITY IN HOLLYWOOD || ALL ONE-BEDROOMS, FIVE LOFTS, WITH PARKING  
1988 CONSTRUCTION NOT SUBJECT TO THE LA RSO | RECENT CAP EX COMPLETED



OFFERING MEMORANDUM

Marcus & Millichap  
THE NEEMA GROUP



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# Mansfield Terrace



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THE NEEMA GROUP

# INVESTMENT HIGHLIGHTS



The Neema Group at Marcus & Millichap is pleased to present a prime investment opportunity: the 32-unit Mansfield Terrace Apartments located at 1318 N Mansfield Ave in Hollywood. Located just west of Highland Ave between De Longpre Ave & Fountain Ave, this property features a desirable mix of 32 one-bedroom apartments, including 5 unique one-bedroom units with lofts on the third floor and 50 parking spaces, including 10 EV charging stations.



Constructed in 1988, 1318 N Mansfield Ave benefits from not being subject to the Los Angeles Rent Stabilization Ordinance, providing greater allowable rental increases. Significant renovations have been carried out in 10 units, enhancing them with luxury features such as wide plank vinyl flooring, modern shaker cabinets, quartz countertops, polished chrome fixtures, new paint, and smoothed ceilings. Additionally, these units have been upgraded with new stainless-steel appliances and air conditioning units.



Each apartment boasts its own balcony, along with a washer & dryer combo and individual water heater.



The property has also received extensive exterior upgrades, including exterior paint, a new intercom and security camera system, and a renovated courtyard complete with new patio furniture, a fireplace, a leasing office, a BBQ area, and updated elevator equipment.



This offering represents an exceptional opportunity to acquire a well-maintained property with no deferred maintenance and strong existing cash flow, demonstrated by a 4.48% CAP rate with an additional 15% rental upside achievable as units turn and the proven renovation plan is continued. Eligible units were served rental increases in February 2024.



With a high Walk Score of 95, the location provides superb access to schools, employment centers, and transit options, facilitating easy commutes to various nearby neighborhoods such as Hancock Park, La Brea, Fairfax, West Hollywood, and Beverly Hills.



Located in the heart of Hollywood, an area synonymous with entertainment, culture, and luxury living, Mansfield Terrace Apartments offers investors a unique chance to own a piece of one of Los Angeles' most iconic and vibrant neighborhoods.



# Mansfield Terrace



## VALUE-ADD OPPORTUNITY

Ownership has implemented a proven interior renovation strategy to achieve market rents, coupled with the recent exterior upgrades. Interior unit renovations include wide plank vinyl flooring, modern shaker cabinets, quartz countertops, polished chrome fixtures, new paint, and smoothed ceilings. A buyer has the opportunity to continue the interior renovation program to achieve the 15% rental upside as units turn.













## PROPERTY INFORMATION

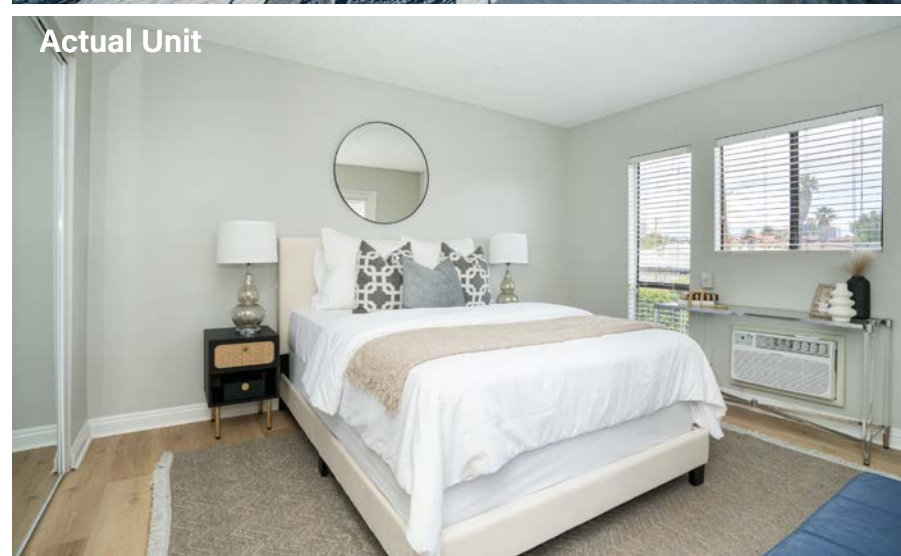
ADDRESS:	1318 N Mansfield Ave Los Angeles, CA 90028
NUMBER OF UNITS:	32
APPROX. GROSS SF:	20,590
APPROX. LOT SF:	21,163
YEAR BUILT:	1988
PARCEL NUMBER:	5548-024-048
PROPERTY TYPE:	Multi-Family
UNIT MIX:	(32) 1bed 1bath



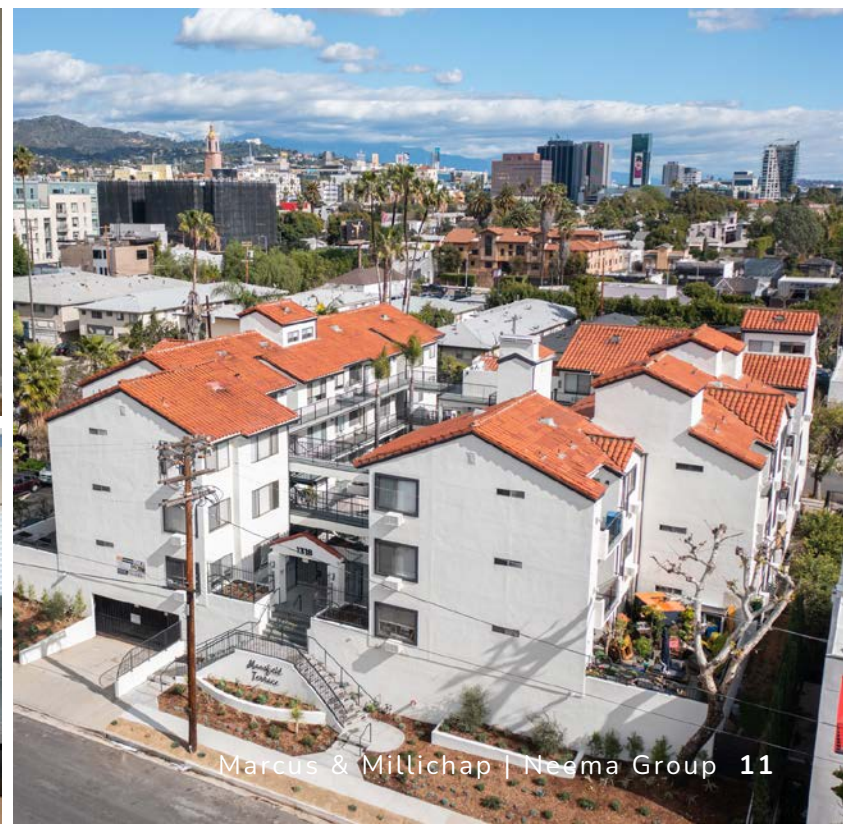
## PRICING INFORMATION

SALE PRICE:	\$12,150,000
NUMBER OF UNITS:	32
COST PER LEGAL UNIT:	\$379,688
CURRENT CAP RATE:	4.48%
CURRENT GRM:	13.25
MARKET CAP RATE:	5.37%
MARKET GRM:	11.53











# RENT ROLL

				ACTUAL RENTS	PRO FORMA RENTS	MOVE-IN DATES
UNIT NO.	UNIT TYPE	UNIT SF				
1	101	1+1	687	\$ 2,395	\$ 2,700	10/3/2023
2	102	1+1	687	\$ 2,600	\$ 2,600	Vacant
3	103	1+1	687	\$ 2,080	\$ 2,500	11/28/2023
4	104	1+1	687	\$ 2,000	\$ 2,500	12/18/2020
5	105	1+1	687	\$ 1,850	\$ 2,500	2/26/2021
6	106**	1+1	687	\$ 1,550	\$ 2,550	5/1/2023
7	107	1+1	687	\$ 2,415	\$ 2,700	1/26/2023
8	108	1+1	687	\$ 2,280	\$ 2,700	12/1/2023
9	109	1+1	687	\$ 2,398	\$ 2,500	2/1/2007
10	110*	1+1	687	\$ 2,315	\$ 2,500	8/10/2022
11	111	1+1	687	\$ 2,500	\$ 2,700	2/6/2017
12	201	1+1	687	\$ 2,079	\$ 2,550	10/28/2011
13	202	1+1	687	\$ 2,500	\$ 2,750	6/16/2022
14	203	1+1	687	\$ 1,929	\$ 2,750	6/20/2021
15	204	1+1	687	\$ 2,550	\$ 2,550	Vacant
16	205	1+1	687	\$ 2,105	\$ 2,550	12/30/2022

UNIT NO.		UNIT TYPE	UNIT SF	ACTUAL RENTS	PRO FORMA RENTS	MOVE-IN DATES
17	206	1+1	687	\$ 2,600	\$ 2,600	Vacant
18	207	1+1	687	\$ 2,125	\$ 2,550	12/1/2021
19	208	1+1	687	\$ 2,098	\$ 2,600	5/1/2021
20	209	1+1	687	\$ 2,435	\$ 2,550	4/15/2022
21	210	1+1	687	\$ 2,040	\$ 2,600	5/28/2021
22	211	1+1	687	\$ 2,550	\$ 2,550	Vacant
23	301	1+1	687	\$ 2,169	\$ 2,600	10/20/2010
24	302	1+1 Loft	687	\$ 2,310	\$ 2,600	11/8/2022
25	303	1+1 Loft	774	\$ 2,910	\$ 2,950	12/17/2021
26	304	1+1 Loft	687	\$ 2,335	\$ 2,800	11/3/2023
27	305	1+1	687	\$ 2,600	\$ 2,600	Vacant
28	307	1+1	687	\$ 2,165	\$ 2,600	8/1/2023
29	308	1+1	774	\$ 2,680	\$ 2,950	2/1/2023
30	309	1+1 Loft	774	\$ 1,980	\$ 2,950	7/10/2021
31	310	1+1 Loft	774	\$ 2,415	\$ 2,850	12/28/2022
32	311	1+1	687	\$ 2,340	\$ 2,800	9/1/2023
				\$ 72,438	\$ 84,750	

\*Unit 110 has recently given notice to vacate and will be vacant as of 3/9/2024.

\*\*Unit 106 is an employee unit.



# FINANCIAL ANALYSIS

## ANNUALIZED OPERATING DATA

	CURRENT RENTS	MARKET RENTS
<b>Scheduled Gross Income:</b>	<b>\$ 916,726</b>	<b>\$ 1,054,192</b>
Less Vacancy Rate Reserve:	\$ (27,502) 3.0%	\$ (52,710) 5.0%
Gross Operating Income:	\$ 889,224	\$ 1,001,483
Less Expenses:	\$ (344,546) 37.6%	\$ (349,036) 33.1%
<b>Net Operating Income:</b>	<b>\$ 544,678</b>	<b>\$ 652,446</b>

## ESTIMATED ANNUALIZED EXPENSES

	CURRENT RENTS	MARKET RENTS
Taxes: Rate: 1.20%	\$ 145,800	\$ 145,800
Insurance:	\$ 30,730	\$ 30,730
Utilities:	\$ 32,111	\$ 32,111
Waste Removal:	\$ 12,188	\$ 12,188
Repairs & Maintenance:	\$ 16,000	\$ 16,000
Management: 4.0%	\$ 35,569	\$ 40,059
On-Site Manager:	\$ 9,924	\$ 9,924
Marketing:	\$ 35,495	\$ 35,495
Landscaping:	\$ 7,512	\$ 7,512
Pest Control:	\$ 6,360	\$ 6,360
Elevator:	\$ 4,020	\$ 4,020
Fire & Safety:	\$ 1,500	\$ 1,500
Cleaning:	\$ 1,740	\$ 1,740
License & Fees:	\$ 2,624	\$ 2,624
Direct Assessment:	\$ 2,973	\$ 2,973
<b>Total Expenses:</b>	<b>\$ 344,546</b>	<b>\$ 349,036</b>
Per Net Sq. Ft.:	\$16.73	\$16.95
Per Unit:	\$10,767	\$10,907

## SUMMARY

<b>Price:</b>	<b>\$ 12,150,000</b>
Down Payment: 50%	\$ 6,075,000
Number of Units:	32
Cost per Legal Unit:	\$379,688
Current GRM:	13.25
Market GRM:	11.53
Current CAP:	4.48%
Market CAP:	5.37%
Approx. Age:	1988
Approx. Lot Size:	21,163
Approx. Gross SF:	20,590
Cost per Net GSF:	\$590.09

NO. OF UNITS	UNIT TYPE	UNIT SF	CURRENT RENTS		SCHEDULED RENTS	
			AVG MONTHLY RENT/UNIT	MONTHLY INCOME	MONTHLY RENT/UNIT	MONTHLY INCOME
32	1+1	687-774	\$ 2,291	\$ 73,298	\$ 2,648	\$ 84,750
<b>Total Scheduled Rent:</b>				<b>\$ 73,298</b>		<b>\$ 84,750</b>
			Pet	\$ 225		\$ 225
			SCEP	\$ 112		\$ 116
			Parking	\$ 100		\$ 100
			Cable	\$ 151		\$ 151
			RUBS	\$ 2,508		\$ 2,508
Monthly Scheduled Gross Income:				<b>\$ 76,394</b>		<b>\$ 87,849</b>
Annual Scheduled Gross Income:				<b>\$ 916,726</b>		<b>\$ 1,054,192</b>



# SALES COMPARABLES



**1318 N MANSFIELD AVE**  
LOS ANGELES, CA 90028

SALE PRICE: **\$12,150,000**

YEAR BUILT: **1988**

NUMBER OF UNITS: **32**

PRICE PER UNIT: **\$379,688**

SALE DATE: **N/A**



**1**

**4310 RUSSELL AVE**  
LOS ANGELES, CA 90028

SALE PRICE: **\$12,900,000**

YEAR BUILT: **1987**

NUMBER OF UNITS: **33**

PRICE PER UNIT: **\$390,909**

SALE DATE: **10/6/2023**



**2**

**1616 N SERRANO AVE**  
LOS ANGELES, CA 90028

SALE PRICE: **\$9,995,000**

YEAR BUILT: **1990**

NUMBER OF UNITS: **27**

PRICE PER UNIT: **\$370,185**

SALE DATE: **8/16/2023**



**3**

**5800 HAROLD WAY**  
LOS ANGELES, CA 90028

SALE PRICE: **\$25,350,000**

YEAR BUILT: **2016**

NUMBER OF UNITS: **56**

PRICE PER UNIT: **\$452,679**

SALE DATE: **3/3/2023**



**4**

**1806 N BERENDO ST**  
LOS ANGELES, CA 90028

SALE PRICE: **\$15,600,000**

YEAR BUILT: **1988**

NUMBER OF UNITS: **34**

PRICE PER UNIT: **\$458,824**

SALE DATE: **10/26/2022**



**5**

**350 S RENO ST**  
LOS ANGELES, CA 90028

SALE PRICE: **\$17,230,000**

YEAR BUILT: **1990**

NUMBER OF UNITS: **36**

PRICE PER UNIT: **\$478,611**

SALE DATE: **8/1/2022**



**6**

**1540 N BRONSON AVE**  
LOS ANGELES, CA 90028

SALE PRICE: **\$6,533,334**

YEAR BUILT: **1996**

NUMBER OF UNITS: **15**

PRICE PER UNIT: **\$435,556**

SALE DATE: **7/7/2022**





**1540 N BRONSON AVE**  
LOS ANGELES, CA 90028



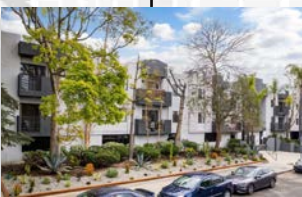
**1616 N SERRANO AVE**  
LOS ANGELES, CA 90028



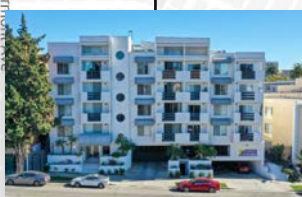
**4310 RUSSELL AVE**  
LOS ANGELES, CA 90028



**5800 HAROLD WAY**  
LOS ANGELES, CA 90028



**1806 N BERENDO ST**  
LOS ANGELES, CA 90028









**350 S RENO ST**  
LOS ANGELES, CA 90028

*Mansfield Terrace*

1318 N Mansfield Ave



# RENT COMPARABLES

		ADDRESS	UNIT TYPE	SF	RENT	RENT PER SF
1		1223-1231 N LAS PALMAS AVE LOS ANGELES, CA 90038	1+1	800	\$2,675	\$3.34
2		1353 N MARTEL AVE LOS ANGELES, CA 90046	1+1	550	\$2,840	\$5.16
3		7045-7051 LANEWOOD AVE LOS ANGELES, CA 90028	1+1	785	\$2,600	\$3.31
4		1440 N ALTA VISTA BLVD LOS ANGELES, CA 90046	1+1	704	\$2,800	\$3.98
5		7027 LANEWOOD AVE LOS ANGELES, CA 90028	1+1	630	\$2,901	\$4.60
6		1429 N VISTA ST LOS ANGELES, CA 90046	1+1	850	\$2,800	\$3.29



*Mansfield Terrace*  
1318 N Mansfield Ave





# NEARBY RETAIL & AMENITIES

## Transportation

- 1 Hollywood / Highland
- 2 Highland & Fountain Ave.
- 3 La Brea / Fountain

## Schools

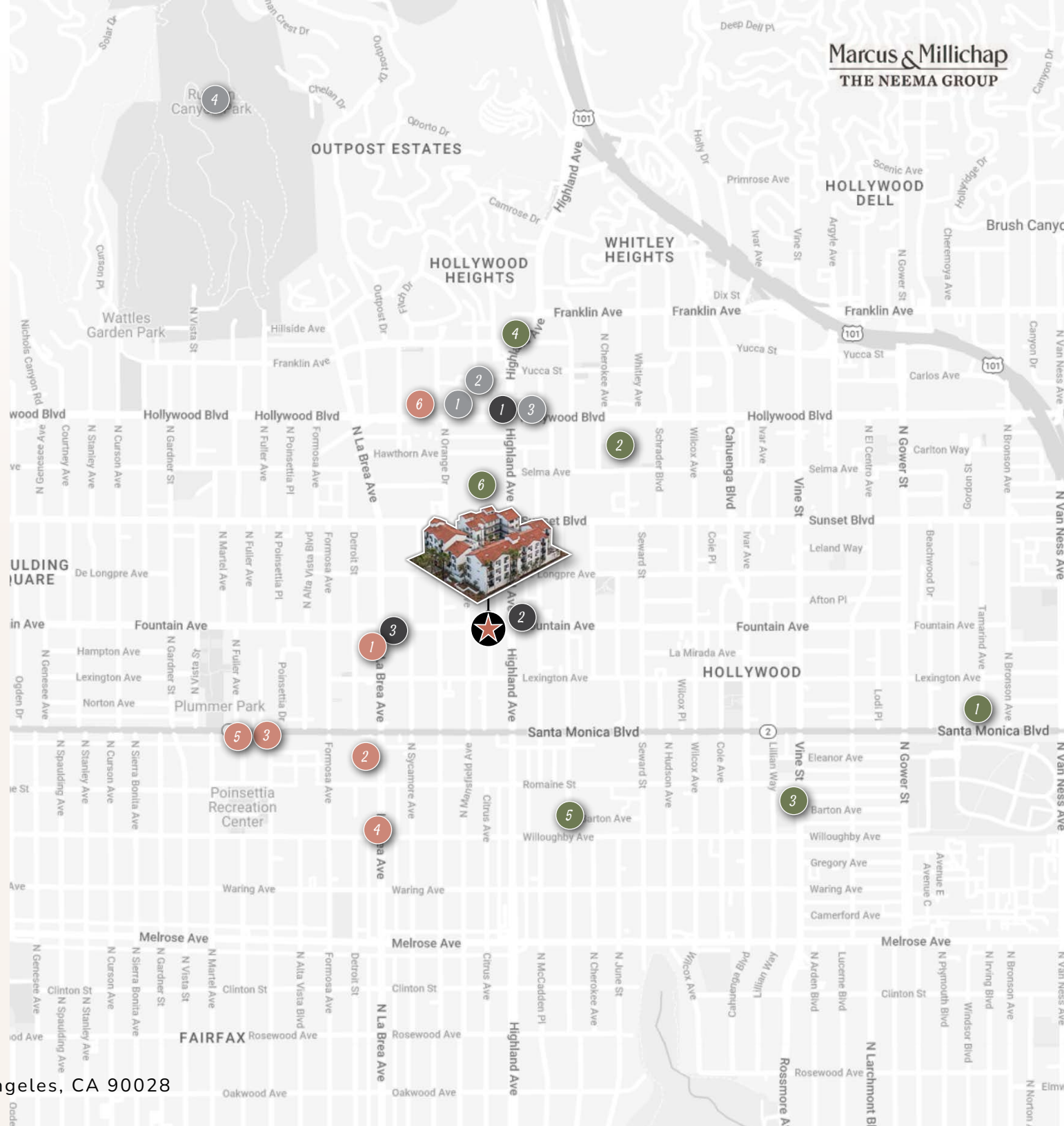
- 1 Hollywood Elementary School
- 2 Selma Avenue Elementary School
- 3 Vine Street Elementary School
- 4 The Oaks School
- 5 Hubert Howe Bancroft Middle School
- 6 Hollywood High School

## Retail

- 1 Ralphs
- 2 West Hollywood Gateway
- 3 Trader Joe's
- 4 Sprouts Farmers Market
- 5 Smart & Final
- 6 LA Fitness

## Miscellaneous

- 1 TCL Chinese Theatre
- 2 Dolby Theatre
- 3 Hollywood Wax Museum
- 4 Runyon Canyon Park



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# Mansfield Terrace

1318 N Mansfield Ave



Sprouts Farmers Market

West Hollywood Gateway

Trader Joe's

Smart & Final

La Brea / Fountain

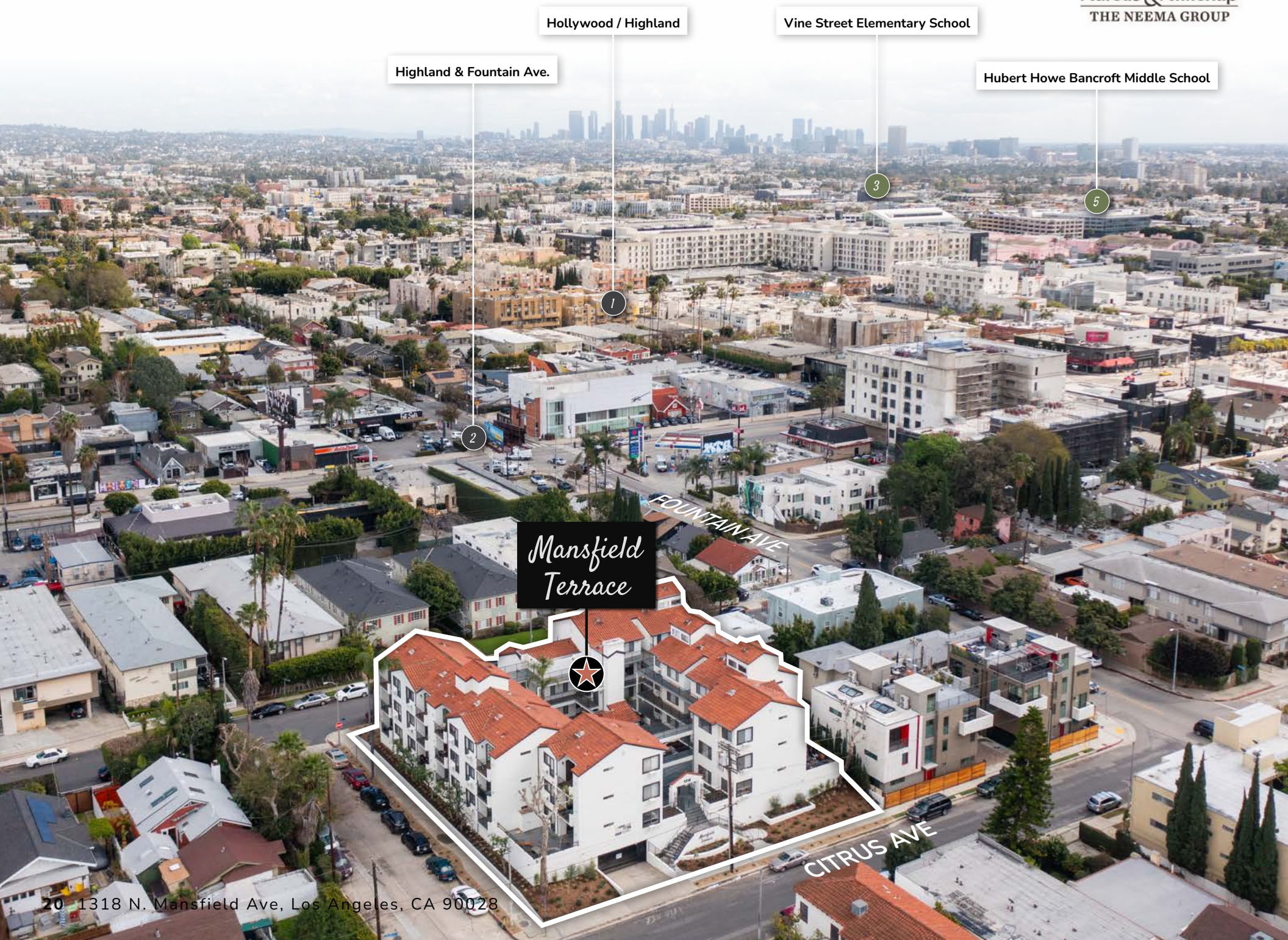
Ralphs

Mansfield  
Terrace

MANSFIELD AVE

CITRUS AVE











# UNPARALLELED LOCATION

Mansfield Terrace has an ideal location on the north side of Hollywood, the renowned “entertainment capital of the world.” The property is one of the last apartment complexes before the start of the private residential estates of the Hollywood Hills. This iconic neighborhood is one of the most prestigious in the world, populated with many successful lawyers, studio executives, and celebrities. The surrounding area is filled with world-class shopping, dining, tourist attractions and hiking trails, including Runyon Canyon, one of the most popular trails in Los Angeles. In recent years developers have transformed the area into a mixed-use community for people to live, work, and play.



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## ENTERTAINMENT CAPITAL OF THE WORLD

The history of movie production in Hollywood dates back to the early 1900s, exemplified by landmarks such as the Egyptian and Chinese theaters. While many studios have relocated to neighboring communities such as Studio City and Burbank, the neighborhood remains a primary location for pre- and post-production processes. Today, Hollywood is renowned for its tourist attractions, which draw more than 25 million visitors annually.

The famed Sunset and Hollywood boulevards offer visitors an endless array of entertainment and historic destinations, including the Hollywood and Highland complex, El Capitan Theatre, the Pantages Theatre, the Hollywood Walk of Fame, and a variety of trendy restaurants and nightclubs. Other attractions in the area feature the Hollywood Bowl, Runyon Canyon, and the Griffith Observatory.



## PROXIMITY TO PUBLIC TRANSPORTATION

One of the catalysts behind Hollywood's resurgence as a global destination was the opening of the Metro Red Line subway that connected the San Fernando Valley and Downtown Los Angeles in 1999. Stations along the Red Line were paramount in Hollywood's revitalization, leading to transit-oriented developments such as the Hollywood and Highland complex and mixed-use projects near Hollywood Boulevard and Vine. The Hollywood and Highland station along the subway line is only a 10-minute walk from Mansfield Terrace. The Red Line had an estimated ridership of more than 140,000 in 2017, the most of any rail line in Los Angeles.



*Mansfield Terrace*



## ONGOING DEVELOPMENT ACTIVITY

During the last decade, more than \$4 billion in public and private capital has been invested in Hollywood, resulting in the development of mixed-use apartment complexes, luxury hotels, and expansive office projects. This trend of successful projects continues as Hollywood continues to welcome new development activity. New housing currently under construction includes the 695-unit AVA Hollywood, the 224-unit 1718 Las Palmas, and the 169-unit 904 La Brea. Includes the 200-unit Rae on Sunset, 276-unit Modera Argyle, and The Baxter - 86 units on N Cherokee Ave, among others. In addition, many corporations, such as Viacom and Netflix, have moved to Hollywood to take advantage of new office developments that have brought an influx of new jobs to the area.



# PROXIMITY TO HIGH INCOME CREATIVE EMPLOYMENT



±\$163,705

Avg. HHI At The Properties

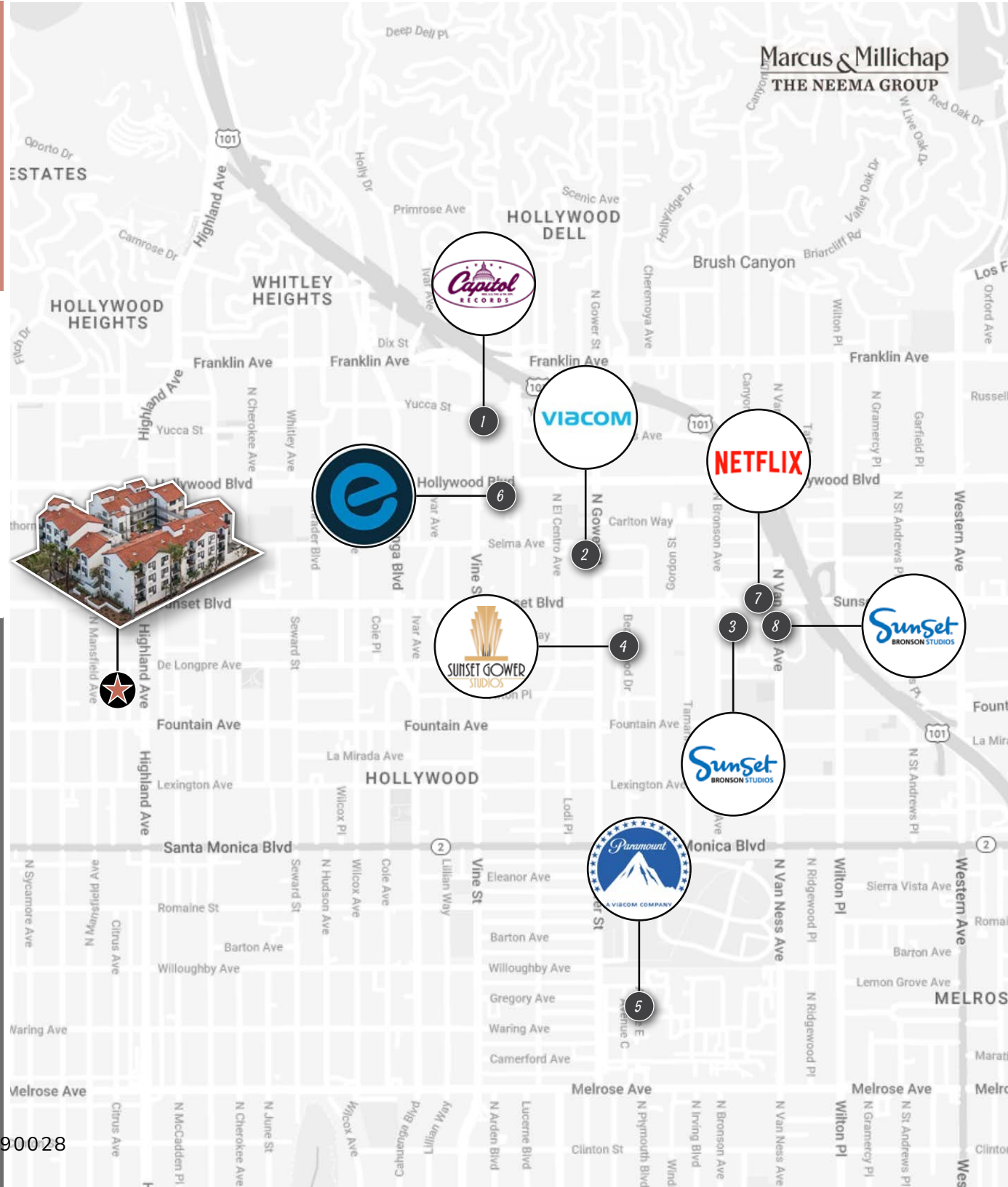
±3.4M SF

Of Entertainment/Studio Space  
(1-Mile Radius)

Creative Industries Account For Nearly  
**1/5 OF THE TOTAL JOB BASE**  
in LA County (Otis Report 2020)

Avg. Studio Job Salary in LA:  
**±\$94K Vs. Avg. Salary In LA: ±\$62K**  
(Salary.com)

24 1318 N. Mansfield Ave, Los Angeles, CA 90028









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