OFFERING MEMORANDUM

734 ROSE AVE

VENICE, CA 90291

LAMBERT INVESTMENTS INC.

Lambert Investments, Inc. • 310.453.9656 • www.lambertinc.com • DRE #00860625

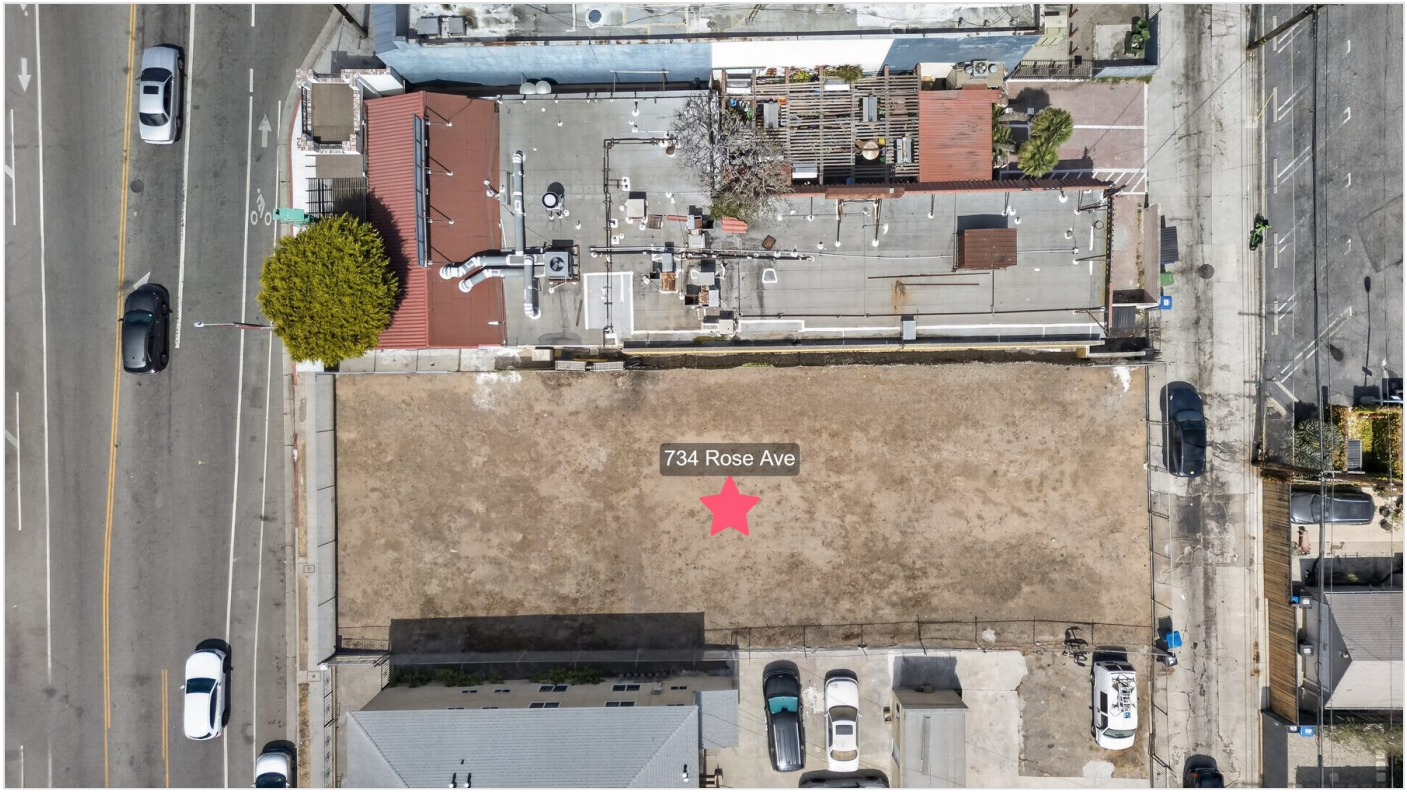
FOR SALE

VACANT COMMERCIAL LOT

VENICE, CALIFORNIA

734 ROSE AVE, VENICE, CA 90291

$2,295,000



VICE PRESIDENT
Francyne Lambert
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francyne@lambertinc.com

PRINCIPAL
Carl Lambert
Mobile: 310.663.6030
carl@lambertinc.com

BROKER ASSOCIATE
Daniel Sloan
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daniel@lambertinc.com

2 Breeze Avenue
Venice, CA 90291
www.lambertinc.com
Office: 310.453.9656 • Fax: 310.829.6288
DRE# 00860625

THE PROPERTY

- Vacant commercial lot
- Vacant & demolished 1989
- Zoned C2
- 7,246 square feet with 50' frontage on Rose Ave
- Across from Whole Foods Market
- Trader Joe's coming soon
- First time on market in decades
- Appraised at $2,530,000 in November 2025
- Located in world renowned Venice Beach
- Close to restaurants & shopping
- 7 blocks from the boardwalk and the ocean
- Silicon Beach & close to neighboring communities of Santa Monica, Marina Del Rey, Playa Del Rey, Playa Vista & West Los Angeles

C2 zoning and no parking requirements. There have not been residential units onsite since 1989, therefore there are no residential replacement requirements.

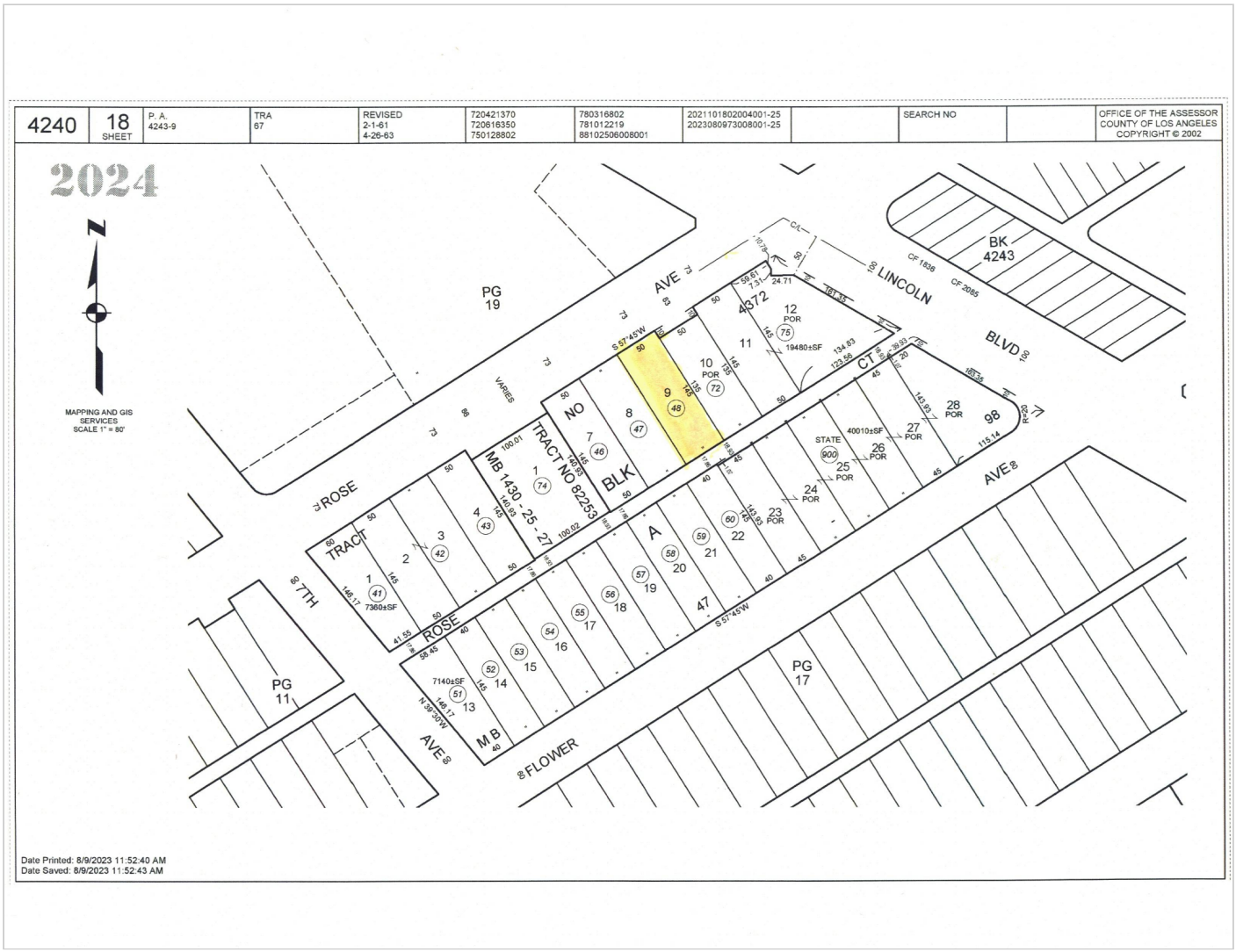
Multifamily density bonus, regular multifamily, commercial (restaurant, retail) or any combination thereof. Maximum 38 units with AB 1287 up to 4 incentives.

Buyer shall conduct its own independent investigation and due diligence.

DEMOGRAPHICS

POPULATION	1-MILE	3-MILES	5-MILES
2020 Population	25,457	164,186	419,072
2024 Population	24,957	168,332	427,181
HOUSEHOLD			
2024 Households	13,349	85,465	202,340
Median Household Income	$108,385	$109,423	$109,128
Average Household Income	$140,292	$141,175	$140,235
BUSINESS			
Total Businesses	2,199	17,455	38,569
Total Employees	13,140	129,233	293,948
Total Consumer Spending	$463 M	$3.0 B	$7.36 B

PLOT MAP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SHEET
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COUNTY OF LOS ANGELES
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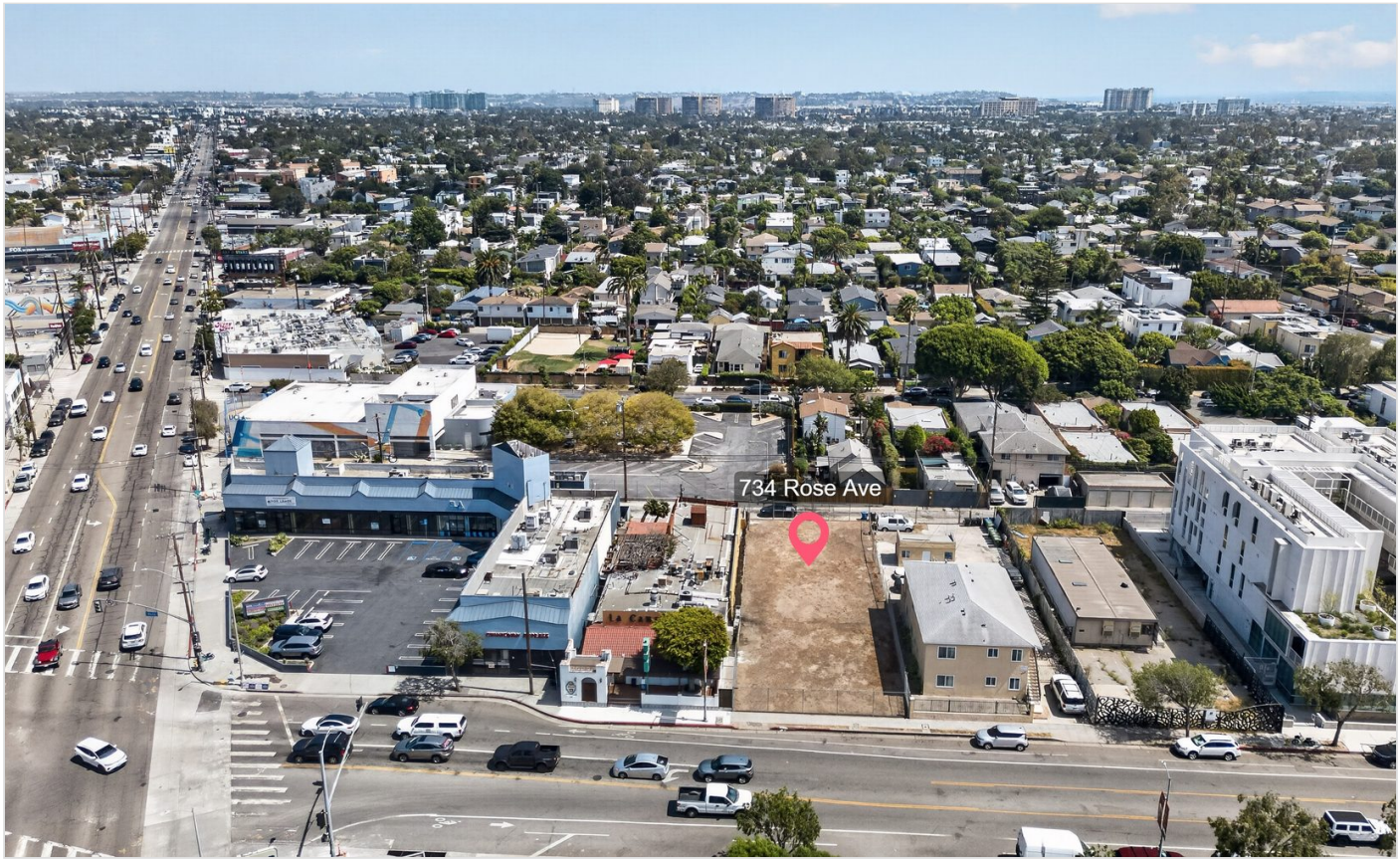
734 Rose Ave

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TRADER JOE'S COMING SOON
734 Rose Ave

TRADER JOE'S COMING SOON
734 Rose Ave

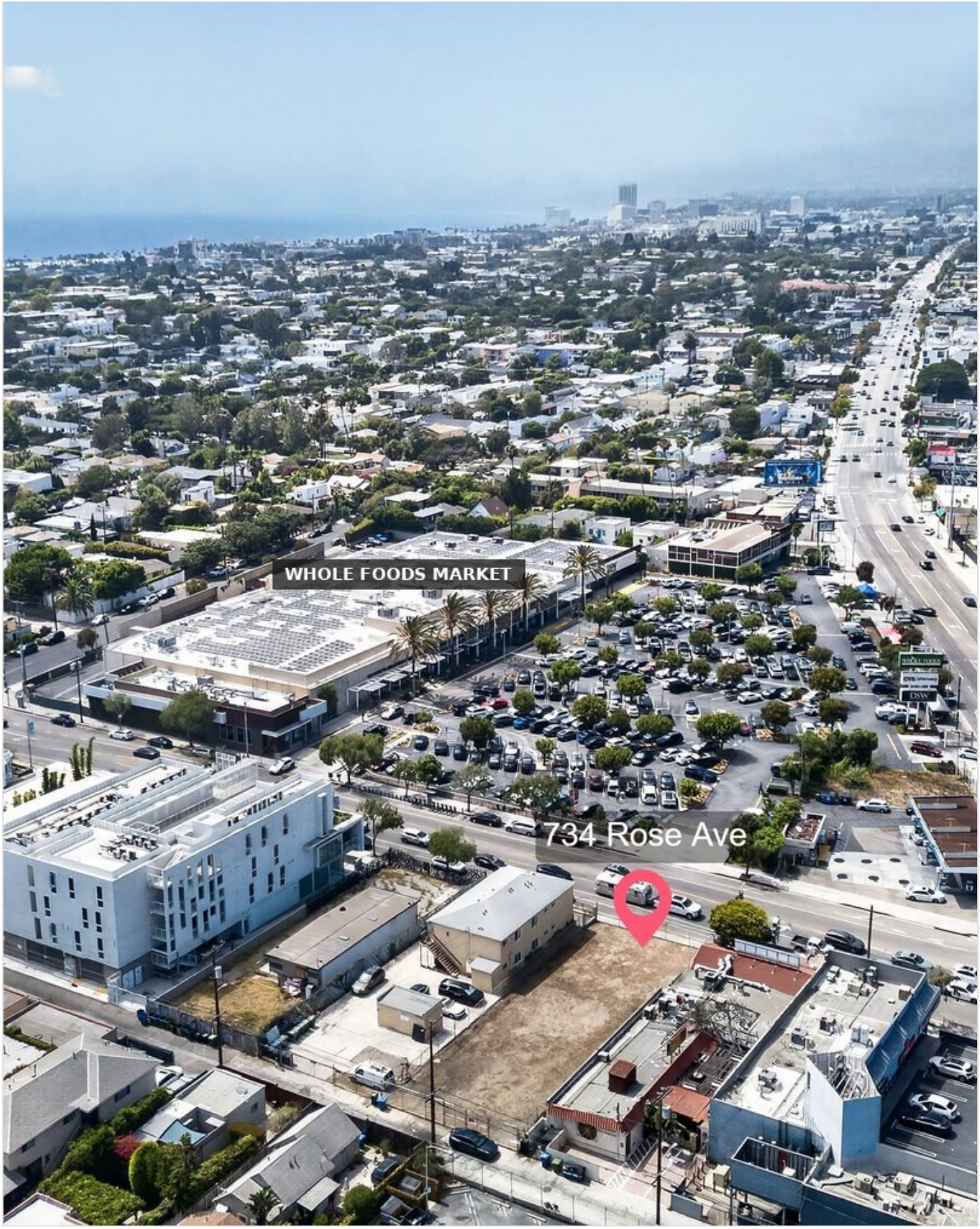
734 Rose Ave

734 Rose Ave
L&R

TRADER JOE'S COMING SOON
734 Rose Ave
Chevron

WHOLE FOODS MARKET
734 Rose Ave

WHOLE FOODS MARKET
734 Rose Ave


WHOLE FOODS MARKET
734 Rose Ave
DSW

LAMBERT INVESTMENTS, INC.

Lambert Investments, Inc. is often referred to as “The Broker’s Broker”. Specializing in apartment sales throughout West Los Angeles for over three decades, with prominence and leadership throughout Santa Monica, Venice Beach and the Westside through Downtown Los Angeles and the San Fernando Valley.

Francyne Lambert

VICE PRESIDENT

A California real estate broker since 1979, Francyne Shapiro-Lambert is a specialist in the brokerage of commercial properties and apartment buildings on the Westside of Los Angeles and surrounding areas. In 1986, she joined Lambert Investments, bringing her wealth of experience in Westside real estate along with her proven negotiating and closing skills.

Francyne is highly accomplished in all aspects of site acquisition, subdivision recordation, marketing, project management, leasing, property management, and communication and negotiation with governmental agencies. Her expertise includes conversions and navigating the complexities of apartment rent control in Santa Monica.

Since 1979, Francyne has sold some of the same properties numerous times. She has repeatedly demonstrated the ability to assess and satisfy clients’ needs and buying criteria along with strong solid marketing presentations that equal results. Her exceptional marketing skills, longevity and closing record is matched by few Westside Brokers. Francyne is a mentor to women in business through the Jewish Federation and is a frequent contributor to the Westside Apartment and Apartment Age magazines.

- A goal oriented, detail conscious person, Francyne began her professional career as a correspondent for Newsweek magazine in the Los Angeles bureau.
- Francyne has established a solid reputation for exceptional negotiating and closing, in addition to an uncanny ability to structure and closing complex transactions.
- Francyne has earned a reputation for bringing high vacancy centers to 100% occupancy at increased rental rates by adding value to previously troubled properties.

LAMBERT INVESTMENTS, INC. (cont.)

Carl Lambert

PRINCIPAL

As principal of Lambert Investments, Inc., Carl Lambert's education and professional experience provide clients with a complete understanding of real estate transactions from practical, business, legal and tax perspectives.

With a law degree from Southwestern University and a business degree from Pepperdine University, coupled with a Master of Science Degree in Taxation, Carl enjoys a unique educational background.

Lambert Investments, Inc. was formed in 1979 as a real estate brokerage, syndication and property management firm. With emphasis in Santa Monica and the Westside of Los Angeles, Lambert Investments has carefully navigated scores of clients through the myriad of challenges associated with land use issues, rent control, entitlement issues and other restrictions impacting the purchase and sale of real estate.

Lambert Investments is unlike other brokerage firms because it focuses on a limited number of transactions each year. In many instances, these transactions require special knowledge and practical experience unavailable from most real estate brokers.

Carl Lambert's knowledge and accomplishments as past President of Action Apartment Owners Association and as a Director of both the local and statewide Apartment Owners Associations, coupled with his creative solutions to difficult rent control and land use issues, continue to benefit clients and their properties throughout the Westside. His work with both local and state government regulators has been instrumental in the adoption of vacancy decontrol legislation.

Lambert Investments is a unique real estate "player", with the specialized qualifications to make a meaningful difference for both buyer and seller.

LAMBERT INVESTMENTS, INC. (cont.)

Daniel Sloan

BROKER ASSOCIATE

Daniel Sloan is a seasoned professional in the realm of multi-family property management and sales, boasting an extensive career spanning over a decade in the field. His journey into property management commenced with an unwavering passion for real estate and a keen eye for understanding the dynamics of property operations.

Armed with an MBA from Azusa Pacific University, Daniel embarked on his career, initially cutting his teeth in entry-level positions within property management firms. His dedication, coupled with an innate knack for problem-solving, swiftly propelled him through the ranks.

Over the years, Daniel honed his skills across various facets of property management. His expertise encompasses a diverse portfolio, including residential and commercial properties. His astute understanding of market trends, coupled with a proactive approach to maintaining and enhancing property values, has been instrumental in his success.

Daniel's career has been marked by his ability to streamline operations, optimize budgets, and foster strong client relationships. His commitment to ensuring the seamless functioning of properties under his purview has not only led to high tenant satisfaction but has also significantly improved property performance.

Beyond his professional endeavors, Daniel has actively engaged in industry networking and continuous education, staying abreast of the ever-evolving landscape of property management practices.

His career highlights include successfully overseeing large-scale property renovations, implementing innovative technologies for property maintenance, and consistently achieving high occupancy rates even in challenging market conditions.

Daniel Sloan stands as a testament to the efficacy of experience, knowledge, and a relentless drive to excel in the field of property management. His proficiency, shaped by over a decade of hands-on experience, continues to set a high standard within the industry.

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