

CONFIDENTIAL OFFERING MEMORANDUM

# 16321

PACIFIC COAST  
HIGHWAY

PACIFIC PALISADES, CA



**CBRE** Marcus & Millichap

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If after reviewing this Memorandum, you have no further interest in purchasing the Property, kindly return it to CBRE or Marcus & Millichap.

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PACIFIC PALISADES, CA

**CBRE** Marcus & Millichap



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EXECUTIVE  
SUMMARY

# EXECUTIVE SUMMARY

## The Offering

CBRE and Marcus & Millichap are pleased to present 16321 Pacific Coast Highway, a rare coastal development opportunity in the heart of Pacific Palisades, California. Situated along one of Southern California's most iconic corridors, this expansive 19.77-acre site (861,181 SF) offers investors and developers the chance to acquire a prime asset in a highly coveted, supply-constrained market.

Formerly home to 173 mobile residences, the Property was impacted by the Palisades Fire, creating a blank canvas for redevelopment. With favorable RE40 zoning and exceptional visibility along Pacific Coast Highway, the site is ideally positioned for a transformative residential or mixed-use project. The scale and location of the Property make it especially attractive to institutional investors, residential developers, and private family offices seeking long-term strategic investments.

Located in one of Los Angeles' most prestigious coastal neighborhoods, the Property offers direct access to beaches, hiking trails, and scenic vistas. Its prominent frontage along Pacific Coast Highway ensures excellent accessibility and visibility, enhancing its appeal for future development. This generational offering represents a compelling opportunity to create a landmark coastal project that reflects the character and prestige of Pacific Palisades.

CBRE and Marcus & Millichap are proud to present 16321 Pacific Coast Highway—a rare blend of location, scale, and potential.

## INVESTMENT HIGHLIGHTS



GENERATIONAL  
COASTAL  
DEVELOPMENT  
OPPORTUNITY



SIGNIFICANT  
FOOTPRINT IN A  
HIGHLY COMPETITIVE  
MARKET



PRESTIGIOUS  
ADDRESS WITH  
BRANDING  
POTENTIAL



PROXIMITY TO  
BEACHES AND  
OUTDOOR  
RECREATION



STRONG SCHOOL  
DISTRICT, HIGH-END  
DEMOGRAPHICS

Located in one of Los Angeles' most prestigious coastal neighborhoods, the Property offers direct access to beaches, hiking trails, and scenic vistas. Its prominent frontage along Pacific Coast Highway ensures excellent accessibility and visibility, enhancing its appeal for future development.



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PROPERTY  
DESCRIPTION

# PROPERTY DESCRIPTION

## SITE SUMMARY

ADDRESS	16321 Pacific Coast Highway, Pacific Palisades, CA 90272
MARKET	West Los Angeles
*SQUARE FOOTAGE	861,181 SF
LOT SIZE	19.77 AC
**ZONING	RE40
APN	4414-021-025

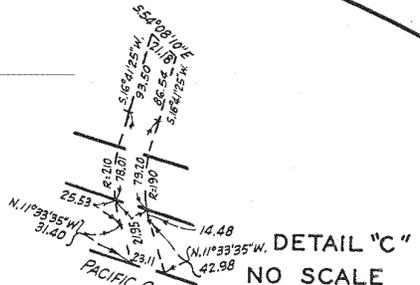
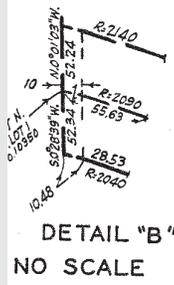
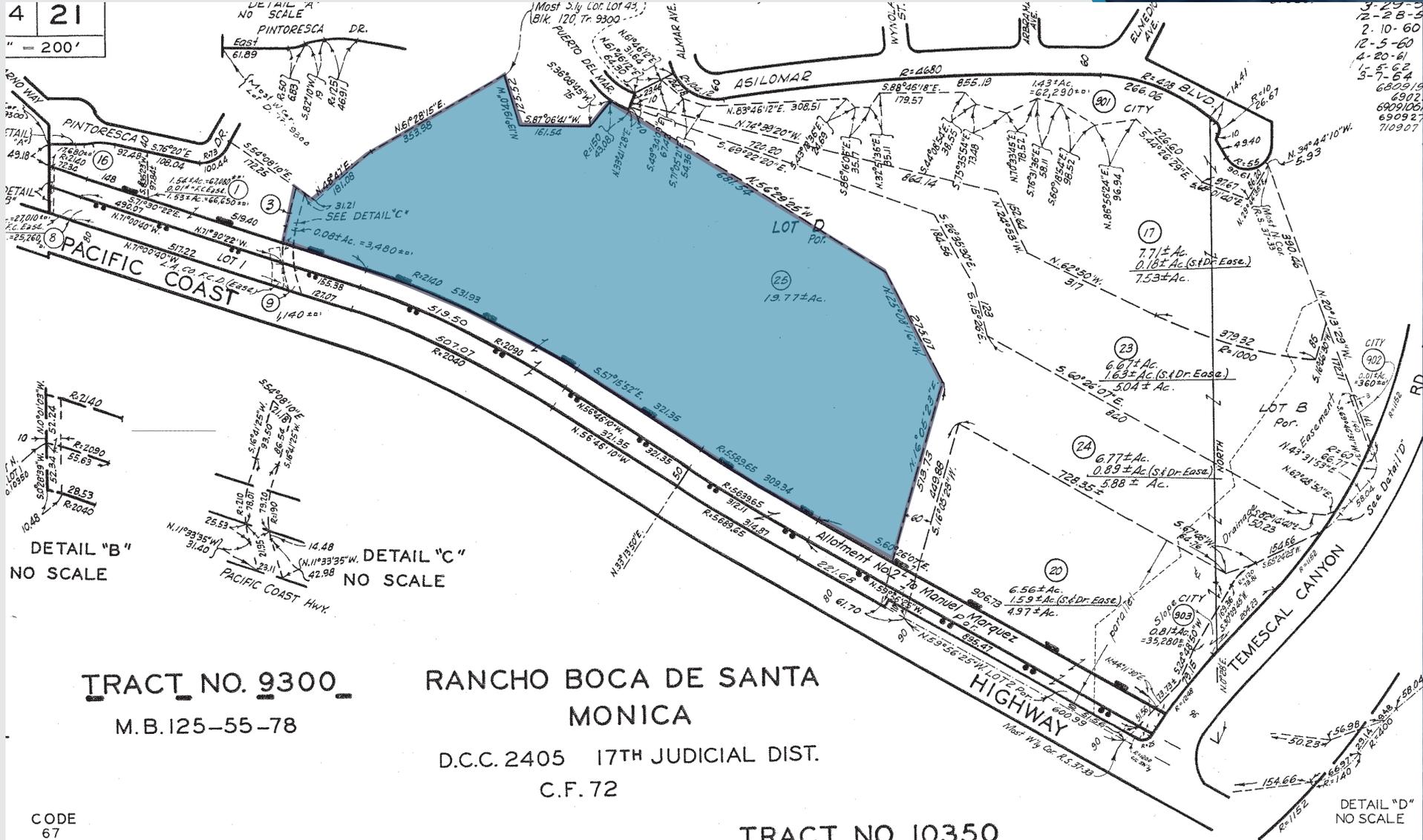
*\*Based on the LA County Assessor's Office records*

*\*\*Subject to buyer's verification for their intended use*



# PARCEL OVERVIEW

4 21  
" = 200'



TRACT NO. 9300  
M.B. 125-55-78

RANCHO BOCA DE SANTA MONICA

D.C.C. 2405 17TH JUDICIAL DIST.  
C.F. 72

TRACT NO. 10350  
M.B. 176-5-6

CODE  
67



# TOPOGRAPHY OVERVIEW





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LOCATION  
OVERVIEW

## LOCATION OVERVIEW



### **PRIME COASTAL LOCATION**

Positioned along the iconic Pacific Coast Highway in Pacific Palisades, this 19.77-acre site offers unmatched access to Southern California's most desirable coastal amenities. Residents will enjoy proximity to pristine beaches, scenic hiking trails, and the upscale retail and dining experiences of Palisades Village. The location also provides seamless connectivity to Malibu, Santa Monica, and the broader Westside, making it a premier destination for luxury living and long-term investment.



### **REDEVELOPMENT MOMENTUM IN A POST-FIRE LANDSCAPE**

The property was formerly home to 173 mobile residences, which were lost in the Palisades Fire. Today, the site represents a rare blank canvas for transformative development. With debris removal partially completed and local agencies potentially offering streamlined permitting, fee waivers, and expedited approvals for some projects, developers are uniquely positioned to capitalize on a moment of accelerated rebuilding in a historically supply-constrained market.



### **LIMITED SUPPLY AND BARRIERS TO ENTRY**

Pacific Palisades is one of Los Angeles' most exclusive residential enclaves, characterized by limited land availability and strict zoning regulations. These high barriers to entry have preserved the area's low-density character and contributed to sustained property value growth. Opportunities of this scale and location are exceedingly rare, offering investors a chance to secure a foothold in a market defined by scarcity and long-term stability.

## LOCATION OVERVIEW



### RENOWNED EDUCATIONAL INSTITUTIONS

The neighborhood is served by some of the region's most respected public and private schools, including Marquez Charter Elementary, Paul Revere Middle School, and Palisades Charter High School. These institutions consistently rank among the top in Los Angeles, making the area highly attractive to families seeking academic excellence and community continuity.



### ACCESS TO MAJOR EMPLOYMENT HUBS

Located within close proximity to Santa Monica's tech and entertainment sectors, West LA's healthcare and finance industries, and Downtown LA's business district, the site offers exceptional access to major employment centers. This connectivity enhances its appeal for professionals and families seeking a balanced lifestyle with convenient commutes and high-quality amenities.



### WALKABLE, TRANSIT-ORIENTED LIFESTYLE

Just minutes from Palisades Village, the property supports a walkable lifestyle with access to boutique shopping, gourmet dining, and essential services. Its location along Pacific Coast Highway and near Sunset Boulevard ensures excellent transit connectivity to neighboring communities, employment hubs, and cultural destinations across Los Angeles.



### SAFETY AND COMMUNITY WELL-BEING

Pacific Palisades is widely recognized for its low crime rates, well-maintained public spaces, and strong neighborhood associations. These attributes foster a secure and welcoming environment that enhances quality of life and supports long-term residential demand, particularly among families and high-net-worth individuals.

# AMENITY MAP



# AREA DEMOGRAPHICS

## DEMOGRAPHIC COMPREHENSIVE

POPULATION		
2024 Population - Current Year Estimate	11,522	
2029 Population - Five Year Projection	11,327	
2020 Population - Census	23,646	
AGE		
2024 Median Age	50.80	
HOUSEHOLD INCOME		
2024 Average Household Income	\$353,514	
HOUSING VALUE		
2024 Average Value of Owner Occ. Housing Units	\$1,931,805	
DAYTIME POPULATION		
2024 Daytime Population	12,660	
Daytime Workers	6,338	50.1%
Daytime Residents	6,322	49.9%





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MARKET  
OVERVIEW

# MARKET OVERVIEW

## Pacific Palisades Residential & Multifamily

Pacific Palisades continues to stand out as one of Los Angeles' most desirable residential markets, offering a rare combination of coastal beauty, community prestige, and development potential. The area's elevated topography, ocean views, and proximity to major employment centers make it a prime location for high-quality housing.

- › **Post-Fire Rebuilding Surge:** Following the recent wildfire, the region has seen a significant increase in rebuilding activity. Local agencies have implemented streamlined permitting processes, waived fees, and removed certain regulatory hurdles to potentially accelerate recovery and redevelopment for some projects. This proactive approach has created a unique window for developers to engage in large-scale residential projects.
- › **Development Pipeline:** Multiple sites throughout Pacific Palisades and along the PCH corridor are being repositioned for new residential and multifamily development. These projects are expected to introduce modern, resilient housing that aligns with evolving consumer preferences and sustainability standards.
- › **Demand Drivers:** The area continues to attract families, professionals, and long-term investors drawn by its strong school system, natural amenities, and proximity to major employment hubs. The combination of lifestyle appeal and limited housing supply supports sustained interest in new residential offerings.
- › **Planning & Zoning Environment:** While zoning regulations remain protective of the neighborhood's character, recent policy adjustments have enabled more efficient land use and redevelopment. This balance between preservation and progress supports thoughtful, high-quality development.
- › **Investor Appeal:** Pacific Palisades offers developers and investors a rare opportunity to build in a high-barrier-to-entry market with enduring demand. The current environment favors strategic, long-term investment in residential and multifamily assets.

An aerial photograph of two surfers riding waves in clear turquoise water. The surfers are positioned in the upper left quadrant of the image. The water transitions from a light turquoise near the surfers to a darker blue towards the bottom right, where a large, dark circular graphic element overlaps the page content.

## MARKET OVERVIEW

### Pacific Coast Highway Retail Corridor

The retail corridor stretching from Santa Monica through Pacific Palisades to Malibu is undergoing a period of revitalization, supported by infrastructure improvements, community investment, and renewed consumer engagement.

- › **Infrastructure Enhancements:** Recent upgrades along Pacific Coast Highway have improved traffic flow, pedestrian safety, and overall accessibility. These enhancements support retail visibility and customer experience, reinforcing the corridor's role as a key destination for both locals and visitors.
- › **Retail Recovery & Repositioning:** Businesses along the corridor are actively reinvesting in their spaces, with a focus on experiential retail, wellness, and lifestyle concepts. The area's unique blend of natural beauty and affluence supports a curated retail environment that aligns with evolving consumer expectations.
- › **Consumer Profile:** The corridor serves a diverse mix of residents, tourists, and professionals seeking boutique shopping, dining, and leisure experiences. Retail centers benefit from consistent foot traffic and a customer base that values quality, convenience, and ambiance.
- › **Strategic Location:** Positioned between Santa Monica and Malibu, the retail corridor enjoys proximity to major employment centers, luxury residential neighborhoods, and popular recreational destinations. This strategic location enhances its appeal for tenants and investors alike.
- › **Long-Term Outlook:** With continued infrastructure investment and strong community engagement, the Pacific Coast Highway retail corridor is well-positioned for sustained growth. Retail properties in this area offer long-term value through stable occupancy, brand visibility, and alignment with lifestyle-driven consumer trends.



# 16321

PACIFIC COAST  
HIGHWAY

PACIFIC PALISADES, CA

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