



# NOHO WEST

    [nohowest.com](http://nohowest.com)



CONVENIENCE  
WITHOUT  
COMPROMISES





# FROM ESSENTIALS TO INDULGENCES

IT'S ALL ABOUT TO GET A LOT CLOSER

**CAN YOU SENSE IT COMING?  
THAT'S THE FEELING OF LONG-AWAITED CHANGE.**

NOHO West is building what North Hollywood is missing.

We're creating a mixed-use shopping, dining and entertainment hub adjacent to where convenience-seeking residents and professionals who are shaping the future of Los Angeles want to live, work and play.

Not only is NOHO West filling their void, we're giving brands exclusive access to these coveted demographics, as no other lifestyle center of this kind exists in the burgeoning 91606.

# CHANGE IS JUST AROUND THE CORNER

A long-awaited improvement is coming to North Hollywood with the creation of the NOHO West retail and entertainment destination. Located just off the Hollywood Freeway (SR-170) at Oxnard Street, NOHO West stands as the San Fernando Valley's new urban center, just west of the popular NOHO Arts District.

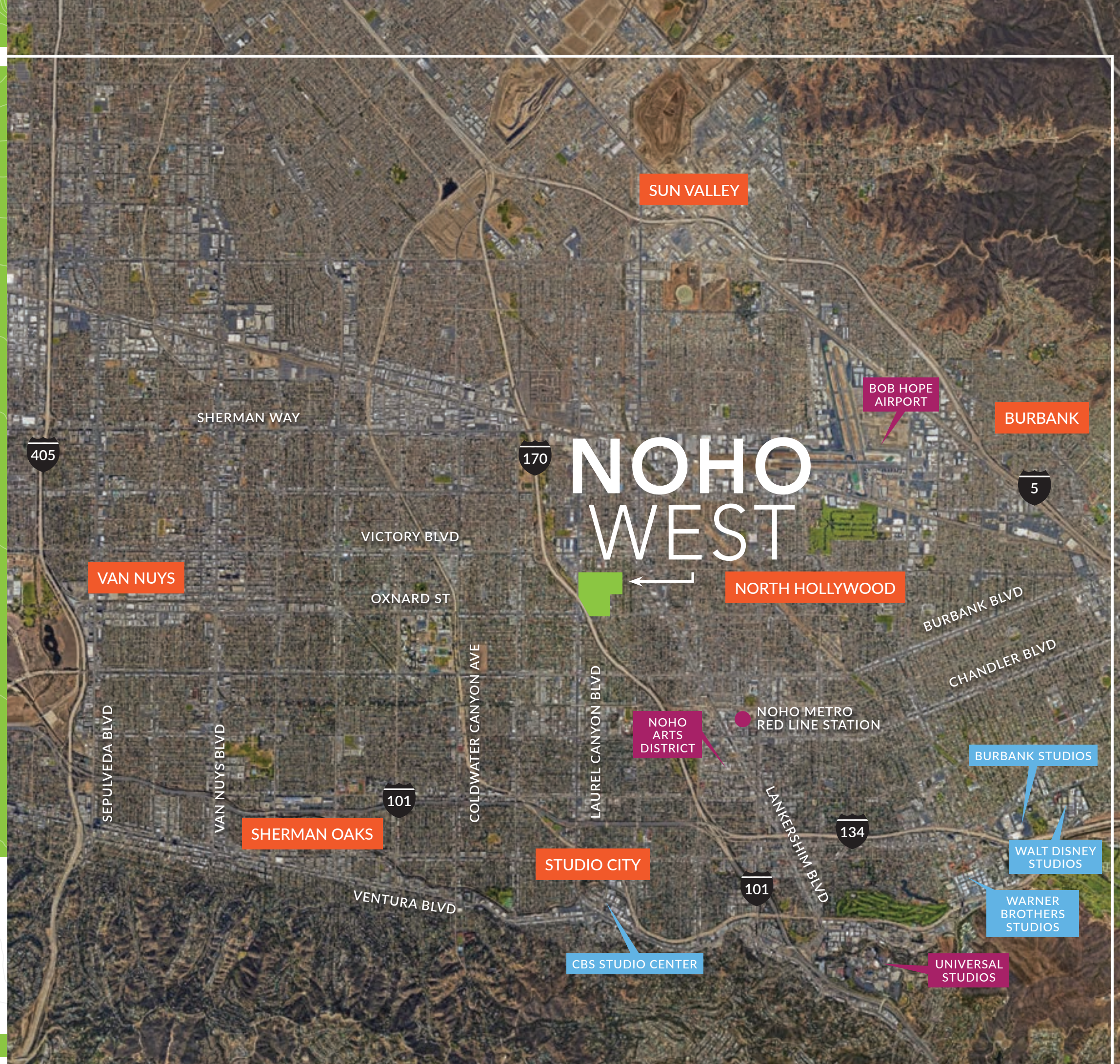
NOHO West is positioned in the heart of Los Angeles' vibrant entertainment capital. More than 302,000 cars drive past the site of NOHO West every weekday and the nearby NOHO Metro Red Line – the starting point for the entire Los Angeles Subway System – brings another 17,700 people to the area. NOHO West also is only 15 minutes from Bob Hope Airport, adding another around-the-corner convenience.

Altogether, this adds up to one very connected neighborhood.

## DAILY TRAFFIC

◆ I-170	200,000
◆ Oxnard St. at I-170 Exit*	64,000
◆ Laurel Canyon Blvd.	38,000
<b>Total</b>	<b>302,000</b>

\*33,000 CARS PER DAY TRAVEL EAST OF FREEWAY EXIT.  
SOURCE: CAL TRANS 2012, KSS FUELS TRAFFIC SURVEY 2014



# CONVENIENCE AT EVERY TURN

The goal of Merlone Geier Partners is to bring in-demand brands and experiences closer to consumers who are leading the creative innovation economy. NOHO West will comprise more than 300,000 square feet of new retail stores and restaurants, along with a professional office tower and over 600 multifamily residential units – giving residents, local employees and daily visitors convenience without compromises.

We anticipate opening the first phase of NOHO West in 2019 with luxury movie theatres, specialty grocery, a fitness/health club, trendsetting retail shopping and a unique mix of restaurants. With dynamic architecture and landscaping and a mix of eclectic LA syle, NOHO West offers an unparalleled connected community experience. Anchored by the all-new community plaza, a place to celebrate the local artistry and color of North Hollywood.





# CLOSER TO EVERYTHING THAT MATTERS

Until NOHO West, North Hollywood hasn't had anything like this lifestyle center – offering retailers, restaurateurs, artists and innovators the opportunity to forge relationships with vibrant locals who choose to live, work and play in this electric enclave.

## MEET YOUR NEIGHBORS AND NEW CUSTOMERS:

- ◆ Artists, foodies and locals who want a community center for retail and entertainment
- ◆ Young urban families looking for a casual and convenient place to call their own
- ◆ Local business and entertainment professionals hungry for an ideal place to shop and dine
- ◆ A regional draw from Hollywood Freeway (SR-170) commuters seeking popular retail brands
- ◆ Trend-setting Gen X consumers and millennials with spending power who want up-and-coming dining options, friendly indoor-outdoor gathering spaces and live entertainment that cater to their generational tastes
- ◆ Movie-goers drawn to a cutting-edge, luxury multiscreen movie experience

# EASY ACCESS FOR LOCALS & COMMUTERS

More than **302,000 cars** currently drive past the future home of the project every weekday, while the nearby NOHO Metro Red Line brings another **17,700 people** to the area.

## DEMOGRAPHICS

	3-Mile	5-Mile	7-Mile
<b>POPULATION</b>			
2016	319,845	673,474	1,078,179
2021 (Projected)	332,443	702,227	1,125,662
<b>HOUSEHOLDS</b>			
2016	118,691	241,655	394,708
2021 (Projected)	124,046	252,642	412,528
<b>AVERAGE HOUSEHOLD INCOME</b>	\$75,535	\$81,526	\$85,512
<b>AVERAGE AGE</b>	37.9	37.8	38.3
<b>EDUCATION</b>			
Some College/ Associate Degree	26.8%	26.34%	25.89%
Bachelor's Degree or Higher	32.27%	32.11%	34.02%
<b>ETHNICITY</b>			
White	61.61%	59.92%	61.35%
Asian	7.11%	8.69%	8.31%
Hispanic or Latino Origin	44.23%	46.60%	44.88%
<b>EMPLOYED</b>	160,650	335,149	537,559

SOURCE: 2016 The Nielsen Company





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# NOHO WEST SATISFIES PENT-UP DEMAND FOR A CONVENIENT, RETAIL- DRIVEN DESTINATION IN NORTH HOLLYWOOD.

- ◆ Within this stylish community close to home, upscale consumers will save time, money and frustration by eliminating the need for long commutes in LA's notorious traffic.
- ◆ Locals and business professionals crave nearby access to a diverse collection of brands, dining options, entertainment and other experiences.
- ◆ Commuters and others on-the-go will thrive thanks to NOHO West's convenient location. It will make quick in-and-out stops possible.

## ONLY MERLONE GEIER PARTNERS COULD MAKE ALL OF THIS HAPPEN.

- ◆ Merlone Geier Partners invests in and operates retail and retail-driven mixed-use properties on the West Coast.
- ◆ Since founded in 1993 we have been one of the most active and successful retail real estate investors in our markets.
- ◆ Vertically integrated and regionally focused, our business model has allowed us to build the market knowledge and expertise to deliver high quality projects within the communities we serve.

Merlone Geier Partners is making North Hollywood a better, more convenient place to live by bringing its proven track record of successful retail-driven development to the creation of NOHO West. We invite you to join us. For more information on the exciting opportunities at NOHO West, please contact us at **949-305-4199**.

# NOHO WEST

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The background of the entire page is a topographic map with white contour lines on a dark grey background. The lines are more densely packed in the upper left corner, indicating a steeper slope, and become more widely spaced as they move towards the right and bottom.

FOR MORE INFORMATION,  
PLEASE CONTACT  
949-305-4199

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