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# Sherman Oaks

— COLLECTION —

4550 VAN NUYS BLVD.  
SHERMAN OAKS, CA 91403



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## PROJECT SUMMARY

### Property Information:

**Location:** *N/SEC Van Nuys Blvd & Milbank St*

**Retail Space:** ~ 1,211-1,500 SF

**Restaurant Space:** ~ 1,211-2,395 SF

**Delivery Date:** *January 2016*

**Avg. H.H. Income:** \$94,028 (3 Mile)

**Co-Tenants:** *Starbucks • FedEx • Ulta Cosmetics*

*• 1818 Salon • Luna Grill • Afters Ice Cream • Sprint*

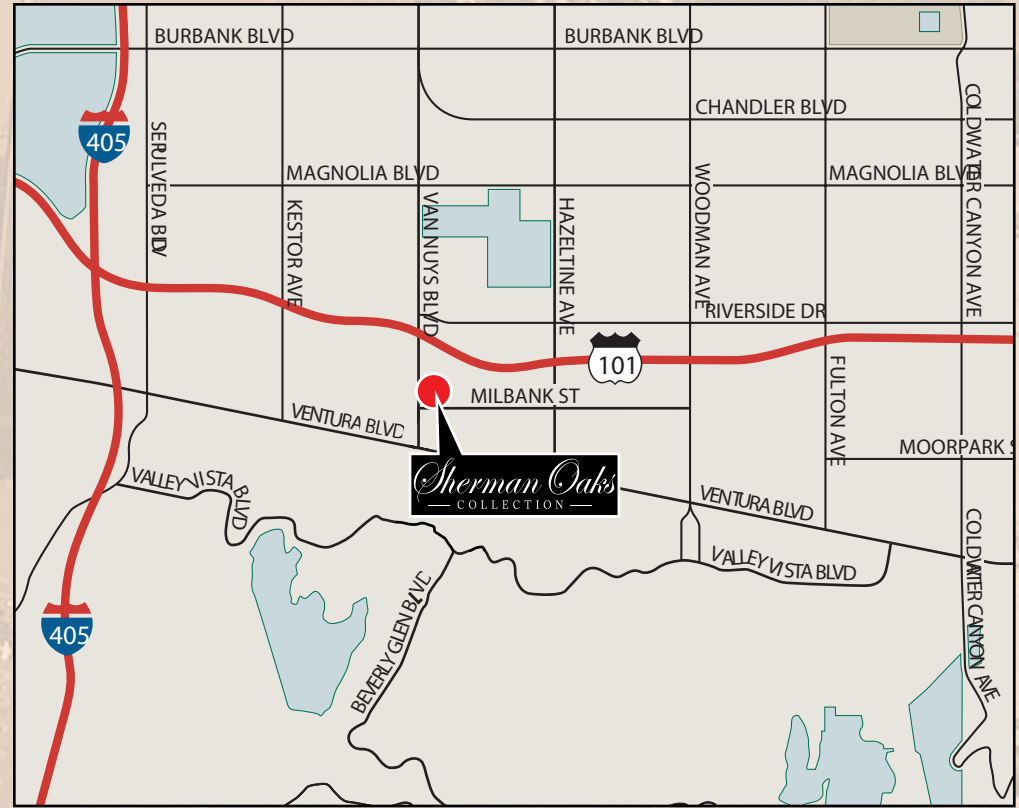
**Location:** *Between 101 Freeway and Ventura Blvd*

**Project Size:** *31,552 Sq. Ft.*

**Rental Rate:** *Retail \$5.25 - \$5.50 NNN*

*Restaurant \$5.50 - \$6.15 NNN*

**Parking:** *80 Spaces*



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SITE PLAN



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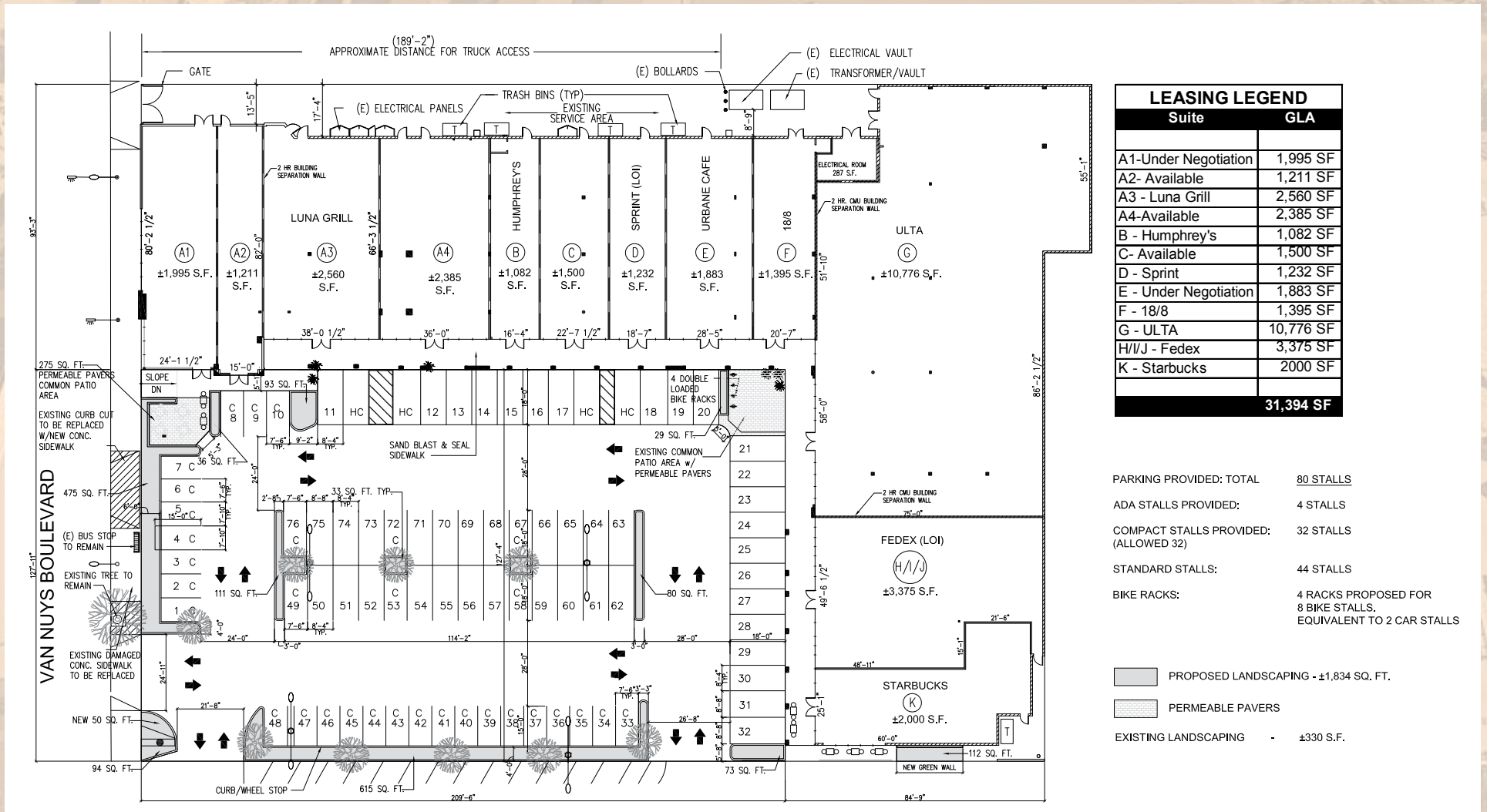


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## SITE PLAN





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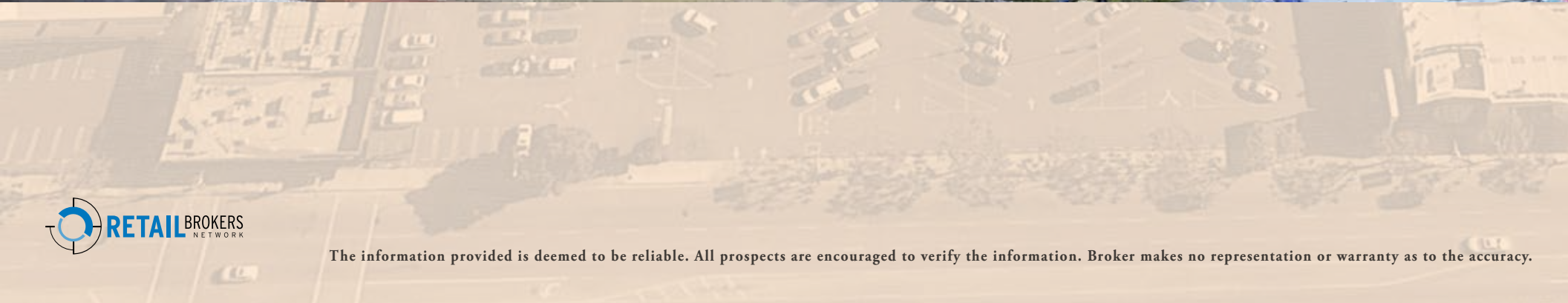
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**NORTH ELEVATION**



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**EAST ELEVATION**



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**SOUTH-EAST ELEVATION**



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## CORNER ELBOW ELEVATION

Architectural elevation drawing of the proposed retail building facade. The drawing shows a long, single-story structure with a flat roof and large glass windows. The facade is divided into several sections, each with a different storefront design and signage. From left to right, the sections are: a corner section with "Biko" signage, a section with "Biko" and "Bora" signage, a section with "Bora" signage, a section with "Bora" and "Bora" signage, a section with "Bora" and "Bora" signage, a section with "Bora" and "Bora" signage, and a section with "Bora" and "Bora" signage. The drawing includes dimensions for each section and a scale bar.



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AERIALS

## Project Summary

Total gross leasable area: 32,132 SF

## Traffic Counts

### Van Nuys Blvd at Ventura Blvd

East Bound	22,840 CPD
West Bound	19,470 CPD

## Vicinity Map



Sherman Oaks  
COLLECTION

GELSON'S  
FRESH MARKET

BEST BUY

VAN NUYS BOULEVARD

MOORPARK STREET

VENTURA BOULEVARD



NORTH

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**AREIAL VIEW**



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## *Sherman Oaks* — COLLECTION —

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**HOT OFF THE PRESS**

Sherman Oaks has come into its own over the past three years. As the growth of new restaurants and clubs has migrated from Studio City, the tone of the boulevard is evolving from older suburbia to a hipper and younger crowd. Some of the notable boutiques, restaurants and grocery stores on the street are:

### **MENDOCINO FARMS** – 14141 Ventura Blvd.

With several acclaimed chefs now here and the impending arrival of award-winning restaurateur Ludo Lefebvre, Valley Dining enters a new era.

### **ON THE THIRTY RESTAURANT** – 14622 Ventura Blvd.

On the Thirty is thriving at La Reina Center at Ventura and Cedros. On the Thirty offers 30 top California wines and beers, fresh seafood, pizzas and a more than respectable mixologist.

### **URBAN OUTFITTERS** – 14570 Ventura Blvd.

Urban Outfitters located in the former Tilly's location at Ventura and Cedros. Their opening reflects the changing demographic nature of the area from the days when a Sears Catalogue store occupied the space.

### **RALPH'S MARKET** – 14049 Ventura Blvd.

Ralph's selected the location at Ventura and Hazeltine to construct their new 67,000 square foot prototype urban store. The store is designed to compete with Whole Foods and Gelsons on the quality level and even has a dedicated Kosher section and green section to cater to the areas demographic makeup.

### **PUBLIC SCHOOL** – 15300 Ventura Blvd.

The Valley branch and the second location of Bob Spivak's new restaurant concept is currently under construction in the former Sisley Restaurant location at Ventura and Sepulveda. Spivak's other concepts include Daily Grill, The Grill on the Alley and Take a Bao.



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## REIMAGINING SHERMAN OAKS – An excerpt from Los Angeles Register Newspaper

Sherman Oaks is more than a Los Angeles suburb sitting inside the city. Local restaurateurs and chefs are betting it can be a destination all its own. Once viewed as L.A.'s sleepy, northern, neighborly gateway to the San Fernando Valley, Sherman Oaks has begun to shed that image, thanks in part to its burgeoning dining scene.

Within the last nine months, Sherman Oaks has gained a speakeasy lounge, a restaurant named Ramen by Omae, owned and run by two-time Michelin star-winning Chef Takeshi Omae, an oyster bar, a farm-to-table sandwich shop and a craft beer and burger joint. At least seven more eateries are planned to open in the near future east of the 405, including an arcade game lounge and a high-end surf-and-turf grill. The Sherman Oaks restaurant row is positioned to become an L.A. culinary hotspot, and in many ways it's surprising that it hasn't happened sooner.

Now, Sherman Oaks' population has a comparable percentage of 19 to 34-year-olds (28.3%) and 35- to 49-year-olds (26.7%) to Santa Monica and Silver Lake, with a higher population and median household income than the latter, according to the most recent data from the Los Angeles Times Mapping L.A. project



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### ZAGAT CHEAT SHEET: TIPPLE & BRINE –

By Lesley Balla

**The Gist:** Tipple & Brine brings a taste of the sea to the Valley, or at least a place for super chilled oysters, an extensive whiskey list and a menu of seasonally charged small plates. By the looks of the Sherman Oaks crowds slurping it all up, the place was much wanted and needed. That, or they're all just in line with whatever restaurateur and Chamber of Commerce Vice President (and owner) Richard Disisto is delivering.

**The Vibe:** You'll recognize this look. The entire room is made of wood, reclaimed or otherwise. Strings of Edison bulbs hang in the middle, with booths along the side, a huge (seemingly always full) bar, and tables down the center and a small patio out front. It's shanty-esque but still chic.....

### SHERMAN OAKS STAPLE LA PERGOLA BECOMING THE TIPSY COW –

The Tippy Cow is finally up and running in L.A. After taking over the longtime La Pergola space on Ventura Boulevard in Sherman Oaks, the owners have spruced up the place with a much more casual neighborhood drinking vibe, and are open as of yesterday. The dinner and drinks spot is pushing lots of craft beer, from big names like Goose Island and Unibroue to locals like Figueroa Mountain, plus the requisite burgers and bar snacks. The whole thing is being run by Peter Brill of Big Wang's fame. The restaurants along Ventura Boulevard continue with the Spitting Chicken Cantina becoming Tipple & Brine, Señor Fred making way for Marlin and Ono Grille, and everyone waiting for the eventual Joan's on Third



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## TUNNEL BAR, A SWANKY URBAN LOUNGE IN SHERMAN OAKS

By: Matthew Kang

The GLook at the enclosed interior of Tunnel Bar, the upcoming bar and cocktail lounge from Richard Disisto, Daniel Zacharczuk and Adam Weisblatt, opening May 22, 2014. The inspiration for the place comes directly from the Brooklyn-Battery Tunnel in New York City, with some 70's rock & roll accents like photographs of Iggy Pop, Patti Smith, and Johnny Ramone donning the walls. Located directly above Tipple & Brine, a secret entrance to the bar is located behind the building. That blue light? That's the place.





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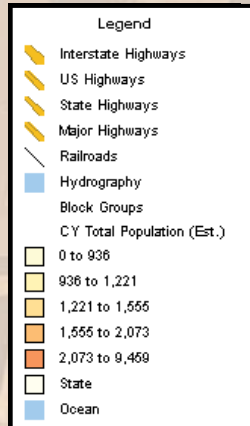
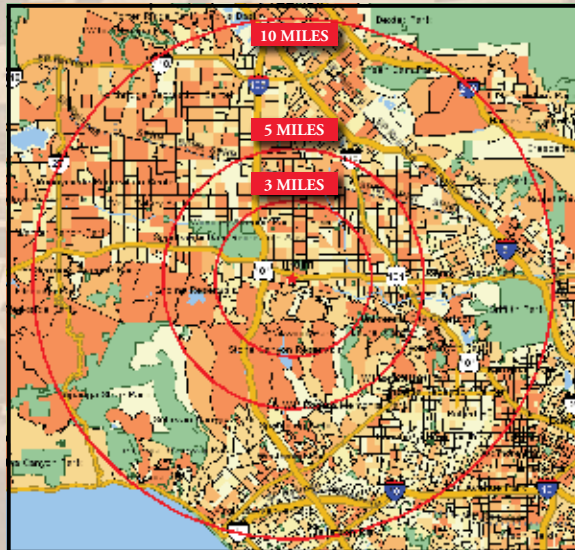
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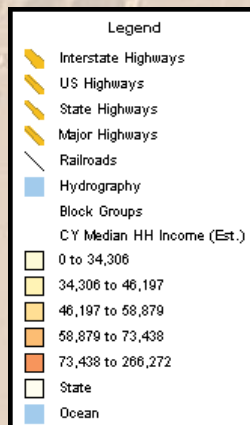
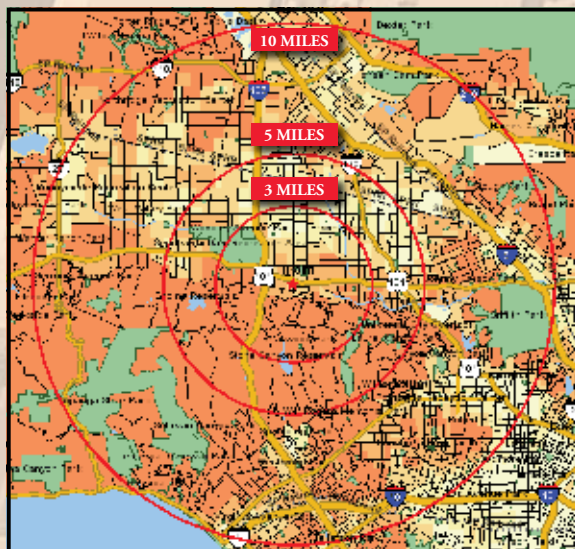
## DEMOGRAPHICS

### POPULATION DENSITY



Source: 2014 Nielsen Company

### MEDIAN HOUSEHOLD INCOME



Source: 2014 Nielsen Company

		1 MILE	3 MILE	5 MILE	10 MILE
POPULATION	2014 Estimated Population	30,839	189,565	526,984	2,177,292
	2019 Projected Population	32,190	196,449	546,990	2,259,253
	2010 Census Population	29,897	184,979	513,235	2,120,141
	2000 Census Population	27,947	180,495	502,730	2,060,605
	Growth 2010-2014	3.15%	2.48%	2.68%	2.70%
	Growth 2014-2019	4.38%	3.63%	3.80%	3.76%
	2014 Estimated Median Age	39.7	39.0	37.5	37.2
	2014 Estimated Average Age	40.6	39.3	38.2	38.5

HOUSEHOLDS	2014 Estimated Households	15,381	78,179	201,446	834,824
	2019 Projected Households	16,022	81,211	209,811	867,799
	2010 Census Households	14,954	76,104	195,563	812,034
	2000 Census Households	14,781	75,088	192,770	796,785
	Growth 2010-2014	2.85%	2.73%	3.01%	2.81%
	Growth 2014-2019	4.17%	3.88%	4.15%	3.95%
	2014 Average Household Size	2.0	2.4	2.6	2.56

INCOME	2014 Median Household Income	\$64,027	\$58,761	\$52,476	\$55,083
	2000 Census Median Household Income	\$48,460	\$46,438	\$42,497	\$44,307
	2014 Average Household Income	\$88,494	\$91,253	\$83,579	\$82,932

HOUSING	Estimated Housing Units	16,352	83,074	214,811	894,574
	Estimated Occupied Units	15,381	78,179	201,446	834,824
	Estimated Vacant Units	971	4,895	13,365	59,750
	Owner Occupied Units	5,304	32,978	81,183	332,655
	Renter Occupied Units	10,077	45,201	120,263	502,169
	Median Housing Value	\$553,565	\$608,743	\$499,511	\$506,338

		1 MILE	2 MILE	3 MILE
	2014 Workplace Population	10,290	23,473	37,018

Source: Claritas 2014 Demographic Reports

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## DEMOGRAPHICS MAP



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