



WEST | EDGE

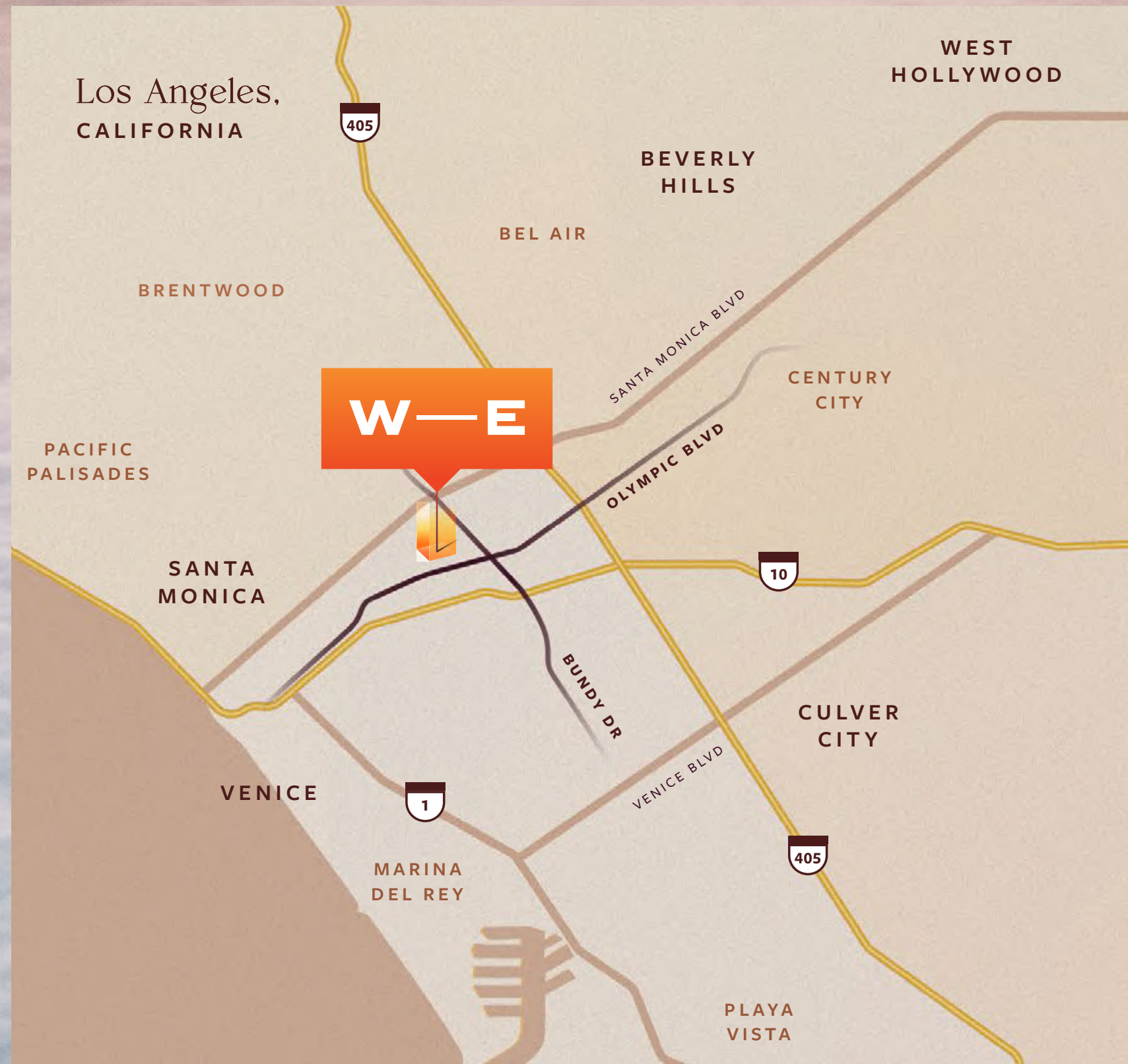
12101 W. Olympic Blvd.
Los Angeles, California
westedgela.com

BE A PART OF

West Edge.

The West Side's latest development will include retail opportunities for high end dining, boutique fitness, innovative restaurants, wellness, healthy fast casual dining, cafes, retail boutiques, and daily needs.





BE A PART OF

the new West Side.

Located at the intersection of Olympic and Bundy and surrounded by the city's most prestigious neighborhoods, this dynamic destination offers merchants the once-in-a-lifetime opportunity to put their brand at the center of it all.



BE A PART OF

a gathering place.

At the heart of the ever-growing technology, entertainment, and media district, and conveniently positioned on commuter routes and the Expo Line, West Edge brings together shoppers, diners, professionals, and neighbors in a beautifully curated community.

90K^{SF OF}
RETAIL AMENITIES

200K^{SF OF}
CREATIVE OFFICE

600
APARTMENTS ON SITE

1/2 Acre
OPEN-AIR PLAZA



WEST EDGE WAS DESIGNED TO MEET THE HIGHEST STANDARDS FOR EFFICIENCY, CONNECTIVITY, AND WELLNESS.



The Creative Offices at West Edge have earned Platinum level WIRED® certification from WiredScore for a best-in-class internet infrastructure.

West Edge is registered with the goals of LEED Gold Certification and WELL Gold Certification upon completion of the project.





BE A PART OF

what's next.

The ideal home to the country's top chefs, merchants, and vendors, West Edge unites young professionals, diverse residents, and discerning visitors in an amenity-rich location that is quintessential Los Angeles.





BE A PART OF

an active community.

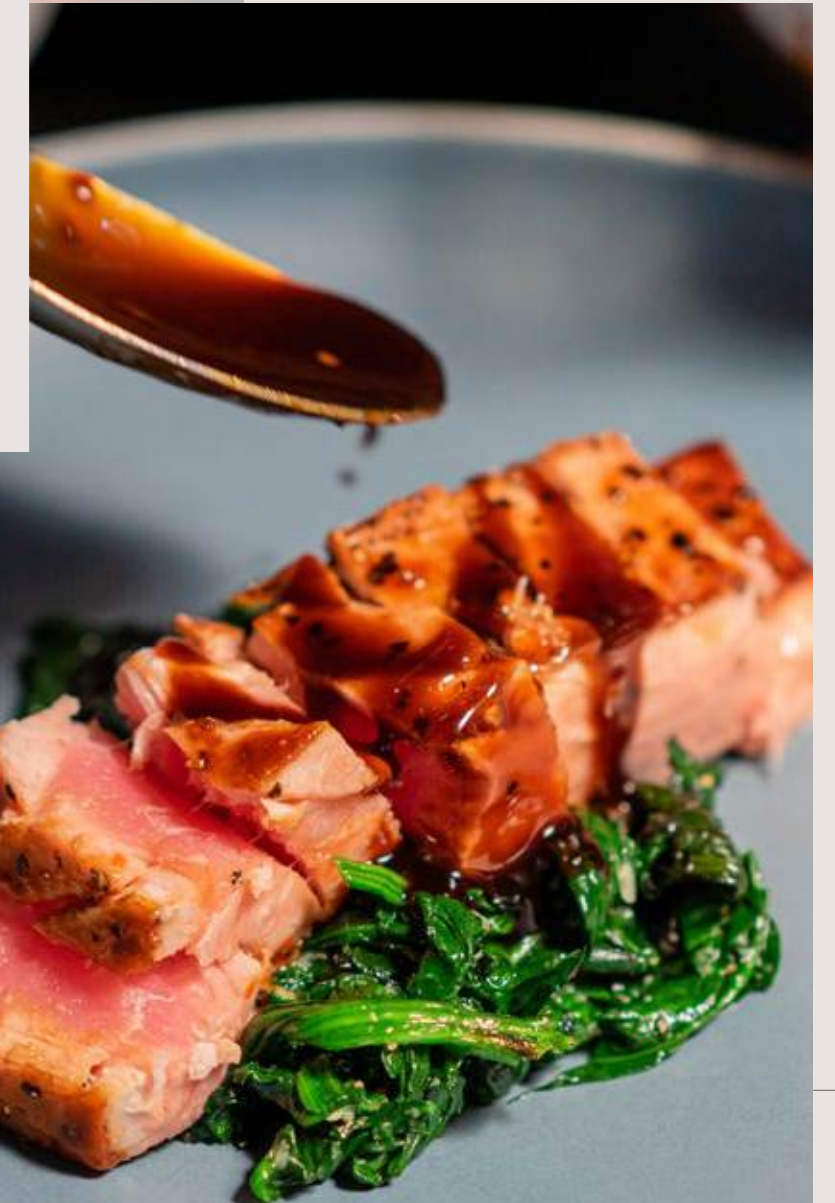
Fueled by Gelson's and featuring a vibrant open-air plaza, West Edge is a gathering place with an emphasis on the indoor/outdoor lifestyle beloved by Southern Californians.

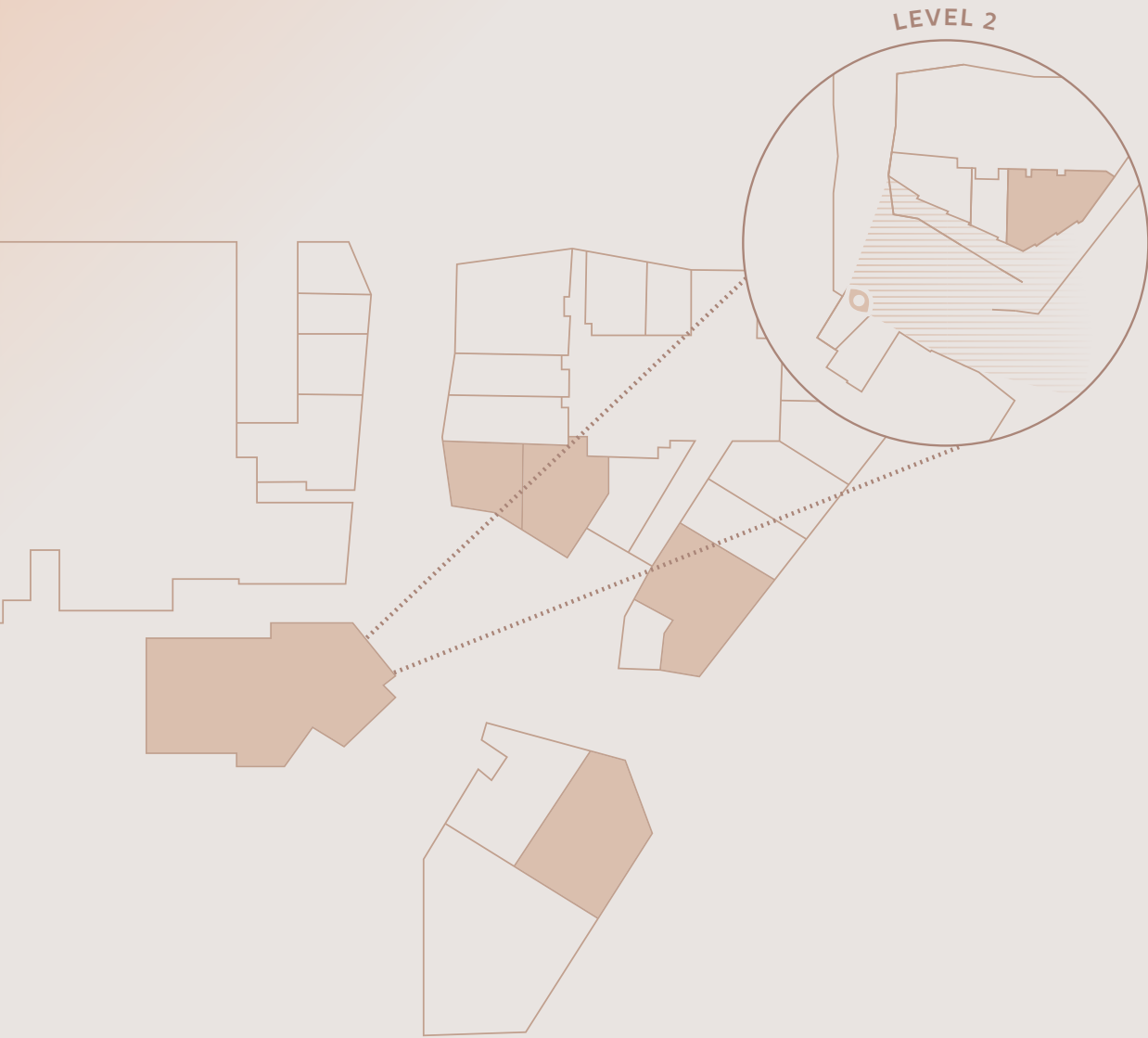


We're looking for the best

restauranteurs & chefs from near and far

to make West Edge a culinary destination unlike any other.

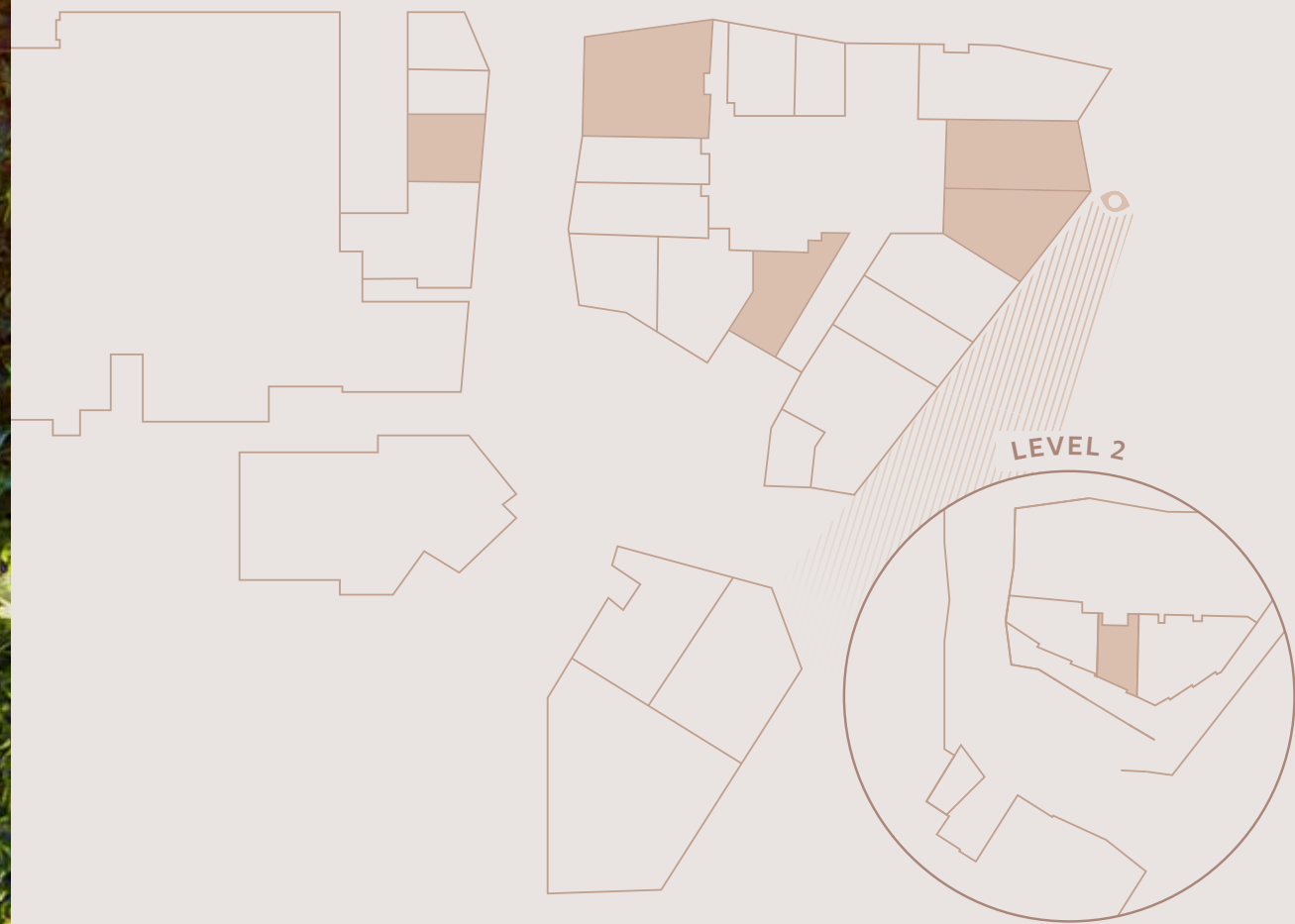




Sit down dining

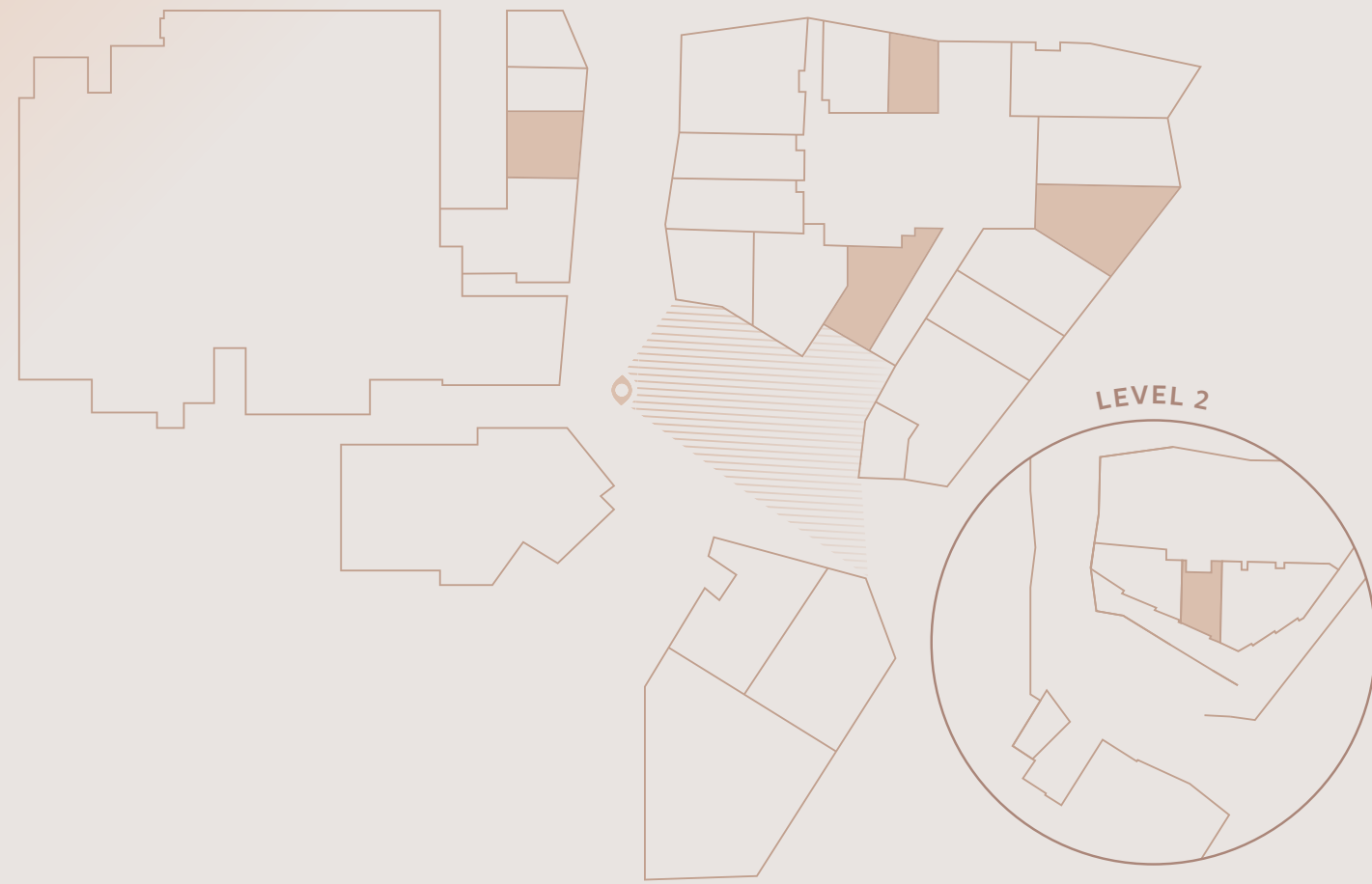
Whether your restaurant offers classic fine dining or the most innovative of food concepts, West Edge provides the ideal backdrop for your vision.





Fast casual/ grab-n-go

With robust foot traffic from West Edge's office and residential spaces combined with a regular influx of neighborhood shoppers, approachable and on-the-go eateries are a must.



Café & baked goods

An open-air plaza brimming with moments to enjoy a latte provides a welcoming, casual atmosphere for people to gather together.

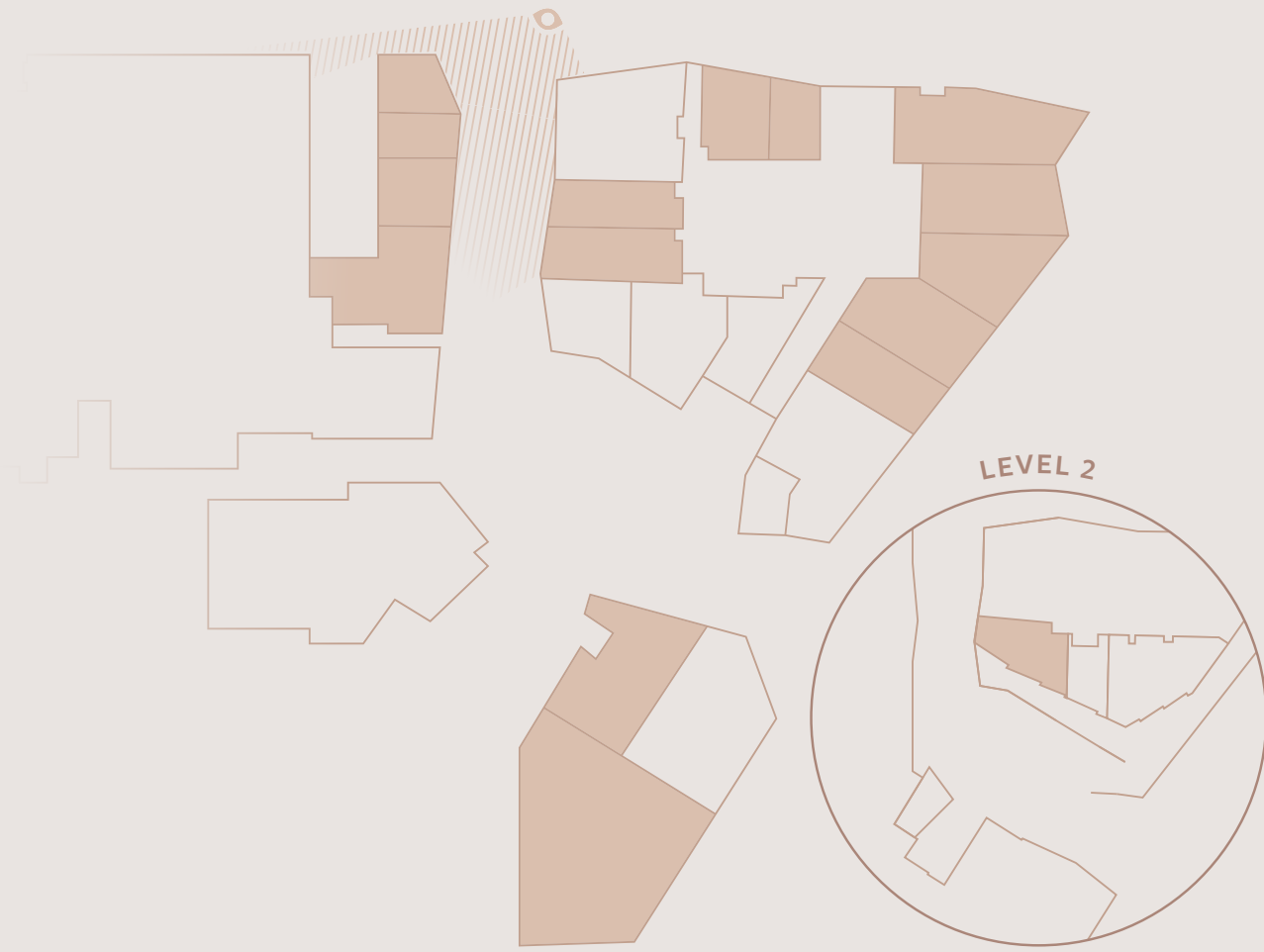




An unparalleled opportunity.

From casual to
contemporary, from
unique to innovative,

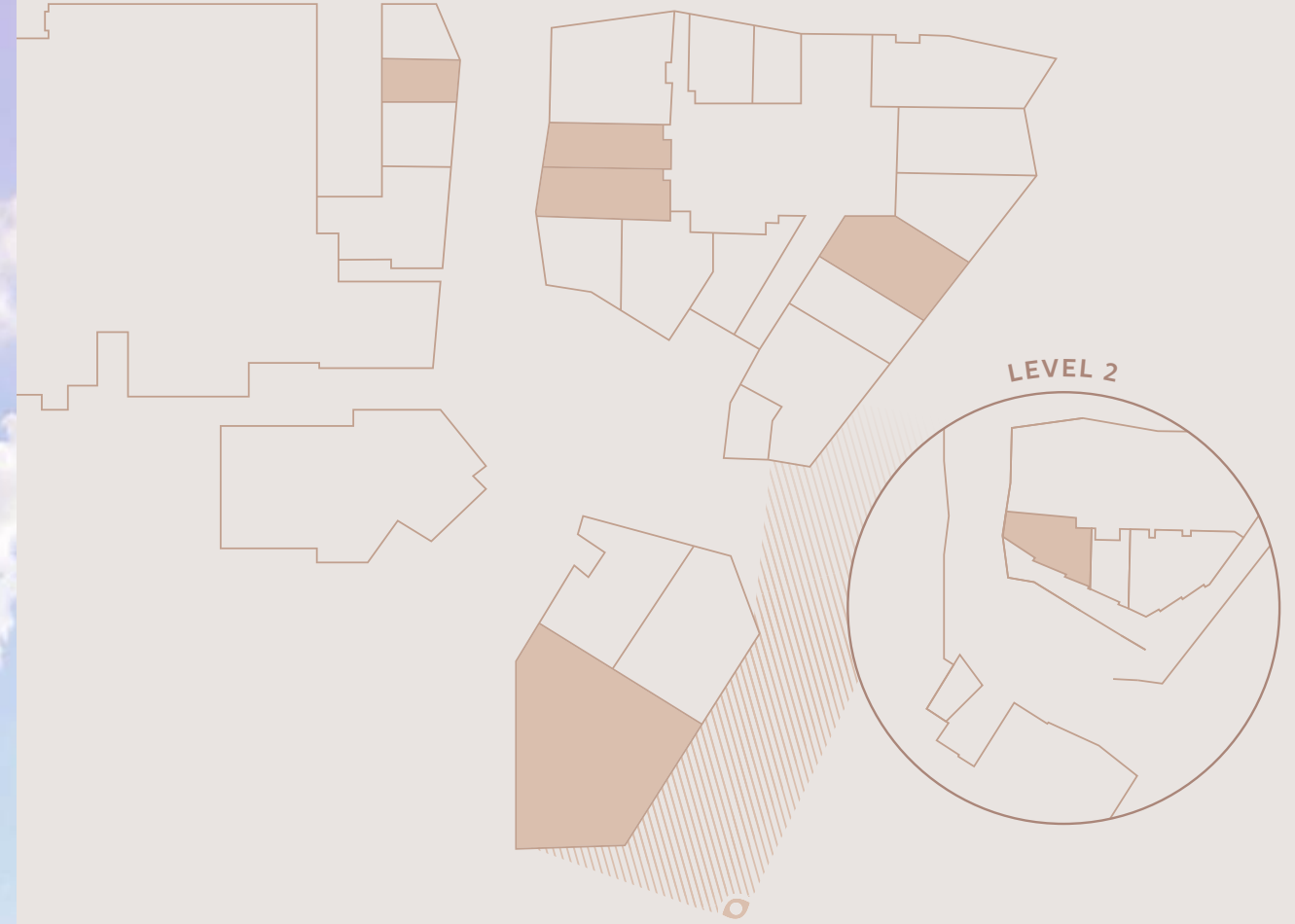
your retail, wellness, and fashion concepts will find a home at West Edge.



Retail

West Edge is looking for best-in-class merchants—whether a boutique concept exclusive to the West Side or the latest outpost of a well-known luxury brand—to join our community.



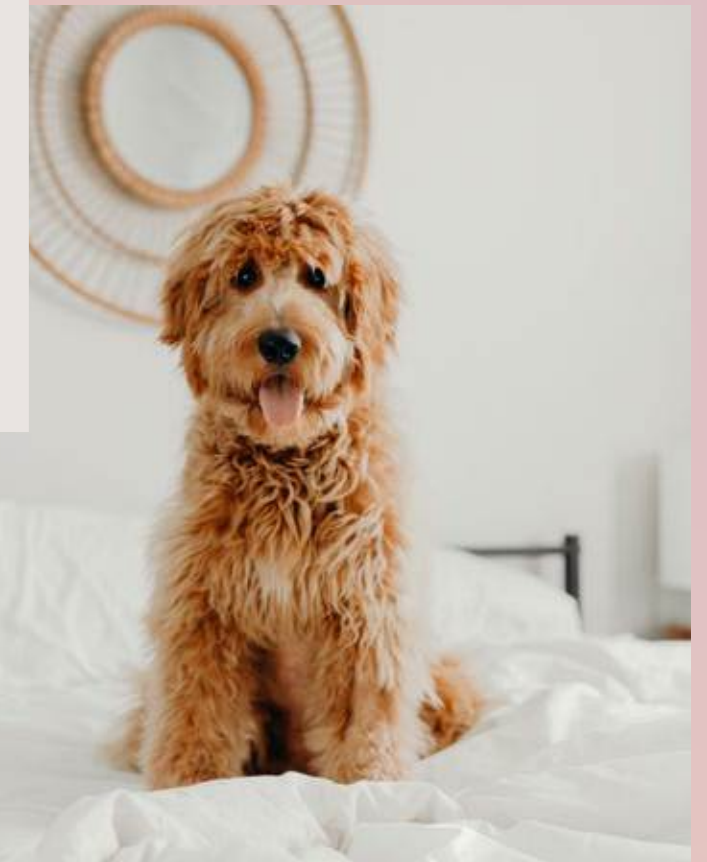


Fitness & wellness

West Edge was designed with an active lifestyle in mind; residents and employees alike value balanced and healthful living, whether fitting in a quick workout, grabbing a nourishing meal, or indulging in top spa and salon services.

West Edge is
a neighborhood
you'll be proud to
call home.

Join us.





SITE PLAN

A curated experience

OFFICE AND RESIDENTIAL

200,000
SF OF OFFICE

600
APARTMENTS

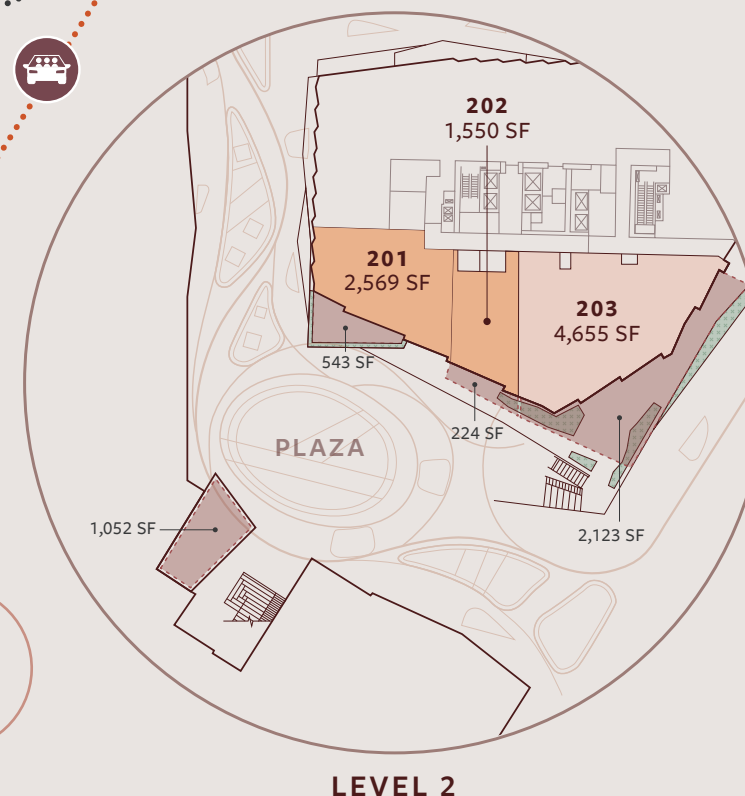
TRAFFIC VOLUME

48,000
TRAFFIC VOLUME ON
THE INTERSECTION OF
OLYMPIC & BUNDY

58,000
METRO TRAFFIC ON
THE EXPO LINE

KEY

- | | |
|-------------------------------|-------------------------------------|
| Retail | Stairs |
| Restaurants | Elevators |
| Office Lobby | Escalators |
| Residential | Valet Area |
| Retail Pedestrian Access | Third Party Delivery and Ride Share |
| Retail Parking Ingress/Egress | Parking |
| Exclusive Retail Patio Areas | Traffic Light |
| Recessed Storefront | |



LEVEL 2

Retail suite sizes and dimensions subject to change.



Filling the retail gap

WITHIN 5 MINUTES

- | | | | | | |
|-------------------------|-----------------------|-----------------------|---------------------|------------------------|------------------------|
| 01 RIOT GAMES | 02 SKYDANCE | 03 Red Bull | 04 GoodRx | 05 STARZ | 06 LIONSGATE |
| 07 ORACLE | 08 amazon | 09 hulu | 10 Kite | 11 UNIVERSAL | 12 Snap Inc. |

WITHIN 10 MINUTES

- | | | | | | |
|-------------------------------------|-------------------|-----------------------------------|--------------------------|-------------------|-----------------------------------|
| 13 Brentwood COUNTRY MART | 14 BIRD | 15 3RD STREET PROMENADE | 16 UCLA Health | 17 UCLA | 18 CENTURY PLAZA TOWERS |
|-------------------------------------|-------------------|-----------------------------------|--------------------------|-------------------|-----------------------------------|

WITHIN 15 MINUTES OR MORE

- | | | | | | |
|--|-------------------------------|------------------------|----------------------------|-------------------------------------|------------------------------|
| 19 THE RESIDENCES OF PALISADES VILLAGE | 20 THE CULVER STEPS | 21 Platform | 22 IVY STATION | 23 WarnerMedia | 24 Apple |
| 25 CUMULUS | 26 Cedars Sinai | 27 WATERSIDE | 28 RUNWAY Living | 29 BEVERLY HILLS TRIANGLE | 30 ATHLETIC GAINES |

EMPLOYEE COUNTS
BASED ON 10% VACANCY

| 0.5 mile radius | 1 mile radius | 1.5 mile radius |
|-------------------------|-------------------------|-------------------------|
| 12,000 EMPLOYEES | 31,500 EMPLOYEES | 50,000 EMPLOYEES |

OFFICE SPACE
EXISTING CLASS A/B/C
OFFICE SPACE & MEDICAL

| 1 mile radius | 3 mile radius | 5 mile radius |
|---------------------|----------------------|----------------------|
| 8,210,525 SF | 34,301,652 SF | 59,960,021 SF |



Demographics

POPULATION WITHIN 15 MINUTES

EDUCATION

241,321
POPULATION
25 & OVER

37
MEDIAN AGE

37.7%
WITH A
BACHELOR'S DEGREE

WORKER PROFILE

84.2%
WHITE COLLAR
WORKERS

5.0%
SERVICES
WORKERS

10.8%
BLUE COLLAR
WORKERS

HOUSING UNITS

\$1.93M
TYPICAL HOME VALUE

\$2,700
AVERAGE RENT

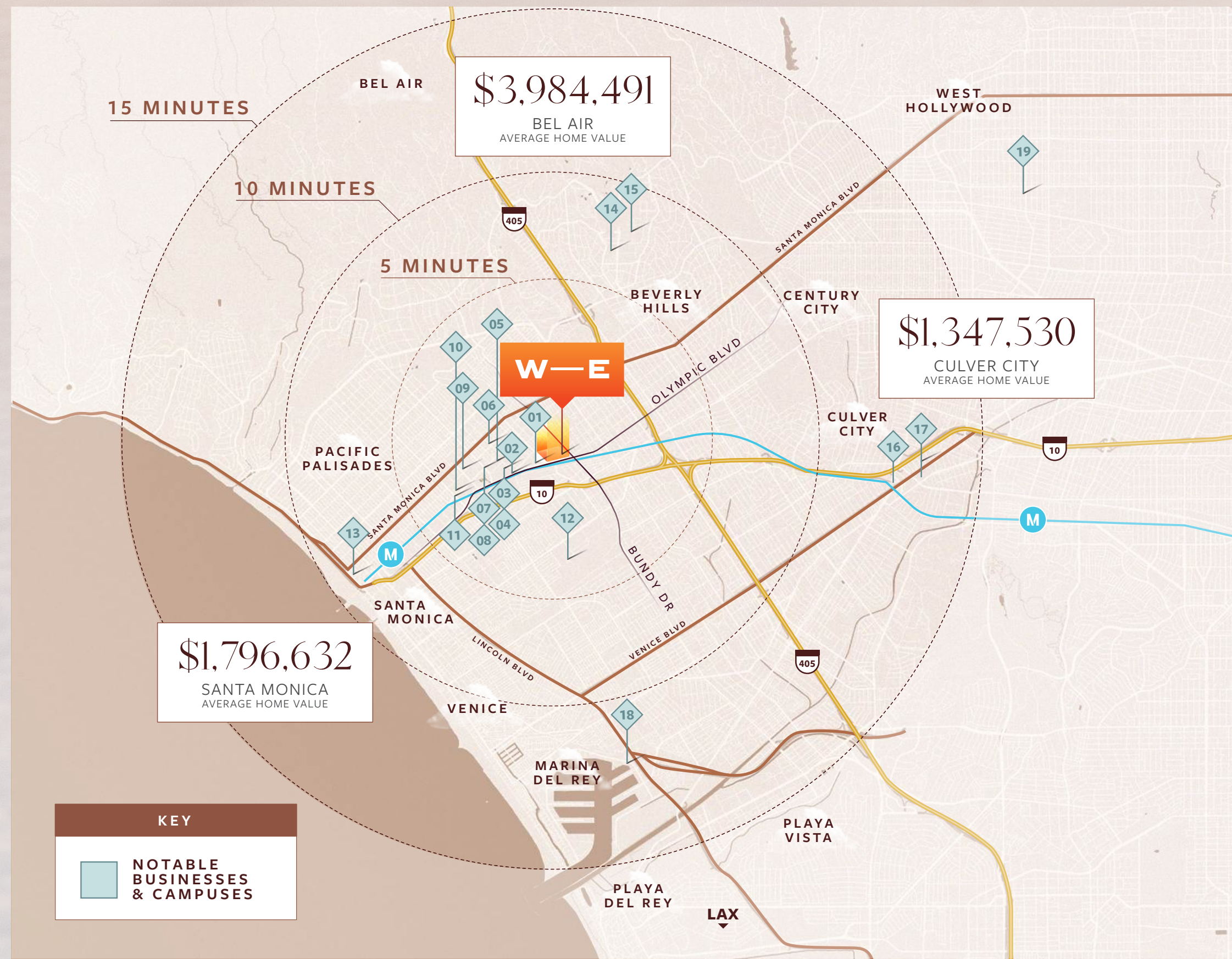
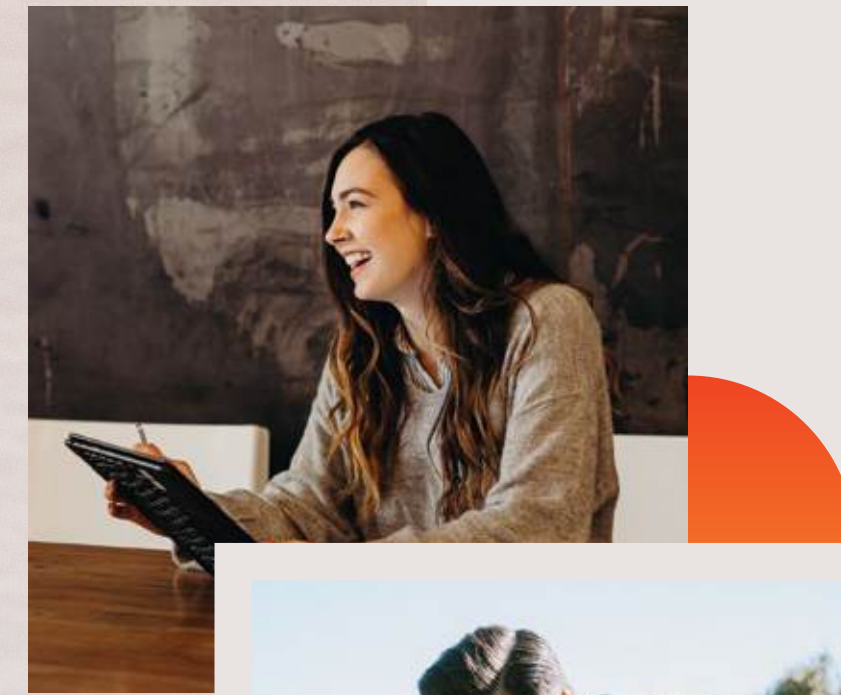
TRAFFIC VOLUME

48,000
TRAFFIC VOLUME ON
THE INTERSECTION OF
OLYMPIC & BUNDY

58,000
METRO TRAFFIC ON
THE EXPO LINE

OFFICES & CAMPUSES

- | | | | |
|-------------------|--------------|---------------------|---------------------|
| 1. Riot Games | 6. Lionsgate | 11. Universal Music | 16. Warner Media |
| 2. Skydance Media | 7. Oracle | 12. Snap Inc. | 17. Apple |
| 3. Red Bull | 8. Amazon | 13. Bird | 18. Cedars Sinai |
| 4. GoodRx | 9. Hulu | 14. UCLA Health | 19. Athletic Gaines |
| 5. Starz | 10. Kite | 15. UCLA | |



BE A PART OF

our community.

The plaza at West Edge is a lively open space where residents, shoppers, and professionals alike come together; it is a gathering place ideal for events and activation in this vibrant neighborhood.



INDOOR/OUTDOOR

Collaborative workspaces

200K_{SF} OF
CREATIVE OFFICE

FLOOR TO CEILING WINDOWS

11' of vision glass floods every level with natural light.

WELL AND LEED BUILDING

Designed with employee retention and productivity in mind.

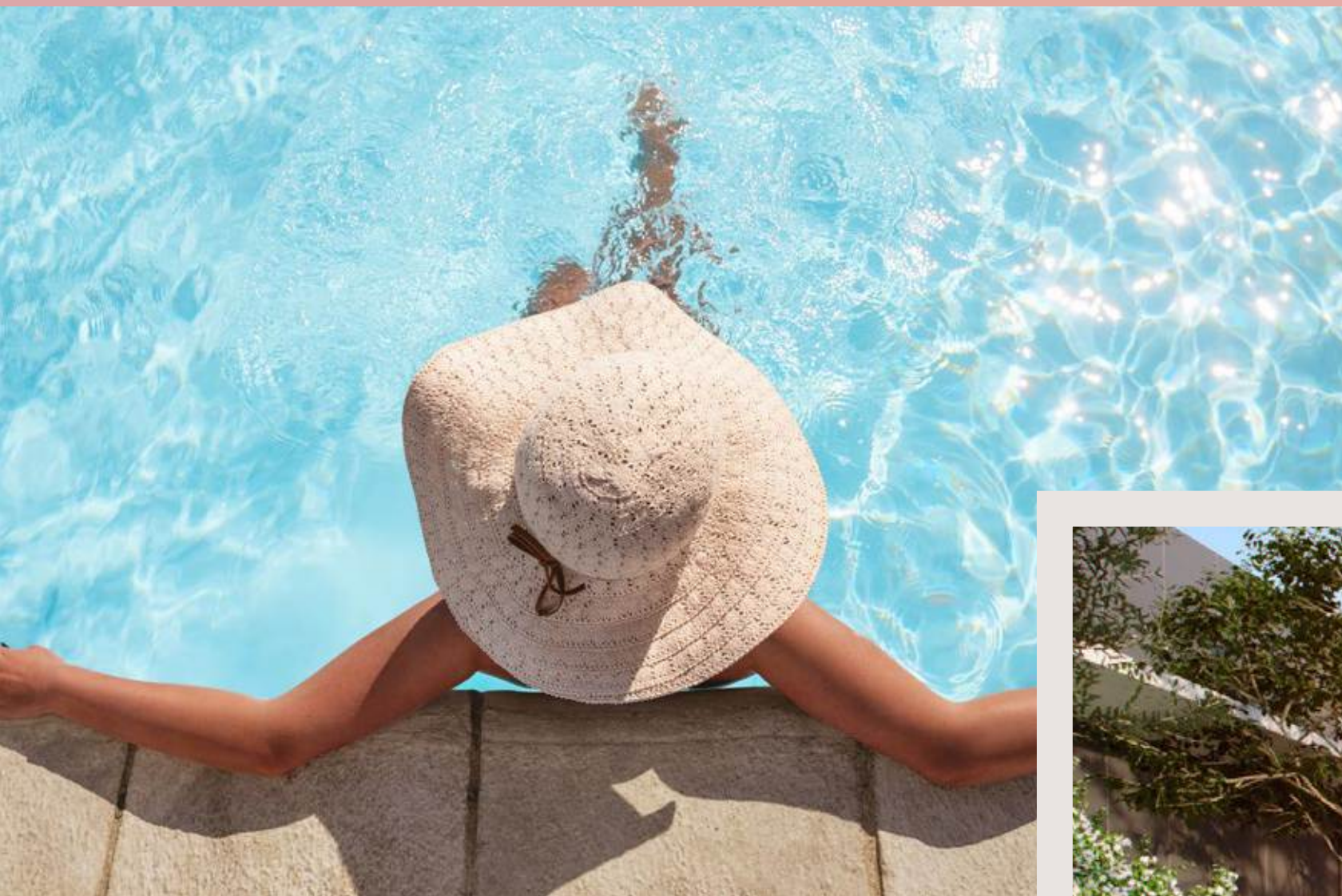
CORNER SHOWROOM

Highly visible showroom provides opportunity for brand identity.

OUTDOOR TERRACES

16k SF of functional outdoor space across 5 floors.





600
APARTMENTS ON SITE

LOCAL LUXURY

Residences

RETAIL AT YOUR FRONT DOOR

Gelson's Market, restaurants, bars, and fitness only an elevator ride away. No need to leave home to run errands.

ACTIVE LIFESTYLE

Private fitness center, resort style pool, yoga area, and library provide ample exercise and relaxation opportunities.

RELAX AND RECOVER

Private test kitchen, rooftop sports bar, movie screening area, and pool lounge encourage residents to enjoy their downtime at West Edge.

SUPERIOR CONNECTIVITY

Proximity to the Metro Rail, 10 and 405 Freeways, Olympic, and Bundy will quickly get you to the office no matter where you work.

WORK FROM HOME

Achieve professional goals from the comfort of the West Edge coworking space, reserved especially for residents.

FOR RETAIL INQUIRIES



424-254-7757
beta.

XAN SAKS
RICHARD RIZIKA
RANDI COHEN

310-497-5218
ZACHARY CARD
CBRE

323-270-1920
ERIK KRASNEY

FOR OFFICE INQUIRIES



310-552-3700
ERIC LYON
Hines

FOR RESIDENCE & LEASING INQUIRIES



WESTEDGELA.COM

ARRIVING

Fall 2022

Hines



Philena
PROPERTIES

Gensler



RiOs
CLEMENTI
HALE
STUDIOS



WEST | EDGE

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westedgela.com