

Eagle Rock PLAZA

2700 Colorado Blvd.
Los Angeles, CA



NEWMARK

Atlantic
RETAIL

ATLAS
CAPITAL GROUP

EASTERN

Regional AERIAL

LOOKING WEST



Regional AERIAL

LOOKING EAST



Proposed CONCEPT



Project Highlights

Rare infill **483,000 square foot** retail development

Dense and affluent Los Angeles submarket

Incredible access and exposure to the **134 and 2 Freeways** with traffic counts exceeding **446,000 cars per day**

Iconic landmark project anchored by one of the **top performing Target Stores** in the region

Exceptional demographics with **580,000 residents** and average household incomes exceeding **\$106,000 per year**

Project serves the affluent communities of **Pasadena, LA Canada, San Marino, South Pasadena, and Glendale**

The center will feature a **contemporary and sophisticated design**

Thoughtfully curated mix of **grocers, soft goods, specialty, and restaurant operators**

Anchor, shop, restaurant, and pad opportunities available



Cup No. 5

Blue Bell Beauties

Shoe Factory Store

Amond's Rain Bath

Sobieski World

Jaguar

KATIANA CONTRACTORS
NEW BAR
SCHOOL
BEAUTY STUDIO

Site Plan

LEVEL 1



Site Plan

LEVEL 2



Demographics

Within 3 Miles

Residential Population

266,007

Employees

108,061

Average Household Income

\$101,230

Households

95,249

Median Age

40.1

Income Over \$100,000

35,020

Within 5 Miles

Residential Population

574,242

Employees

257,303

Average Household Income

\$109,360

Households

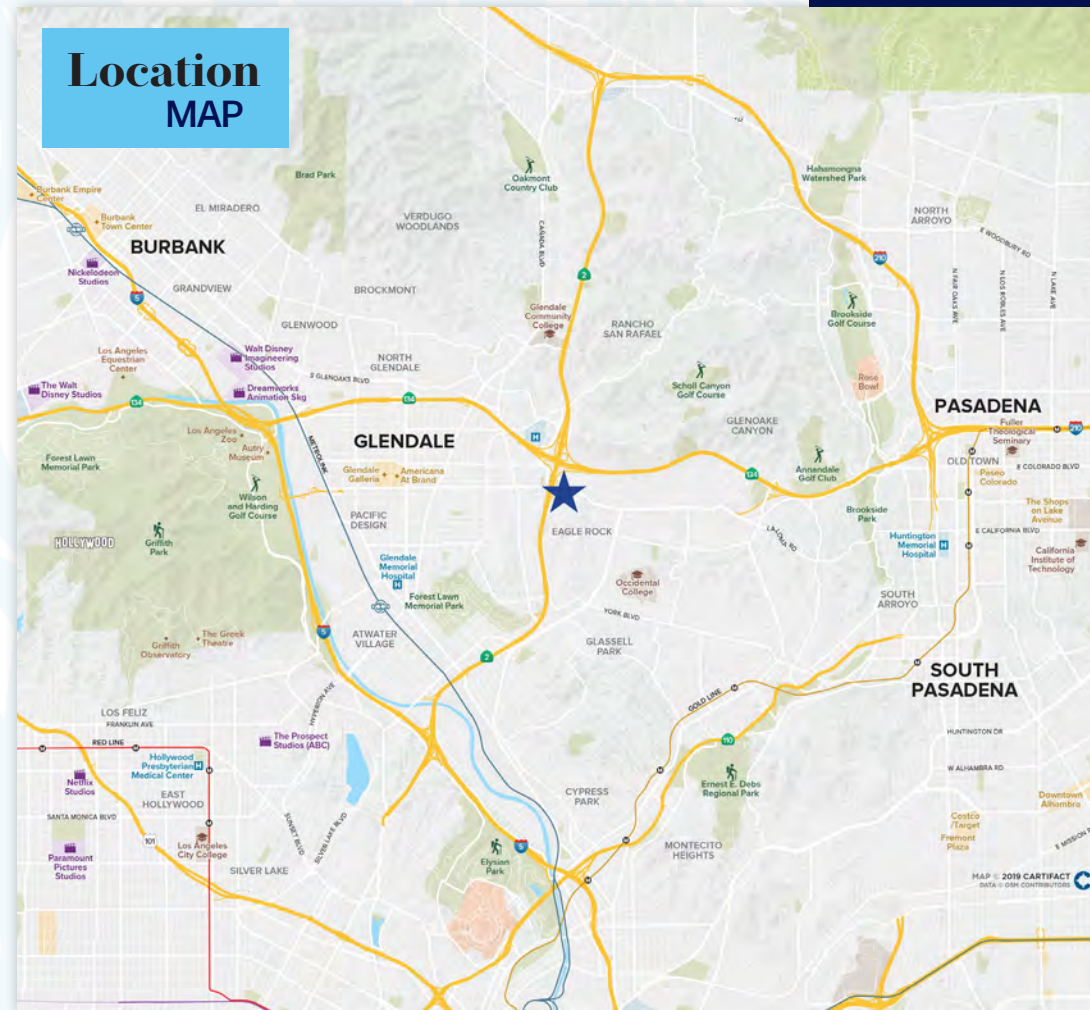
211,818

Median Age

39.3

Income Over \$100,000

82,674



Traffic Counts

Ventura Fwy (134)
240,000 CPD

Glendale Fwy (2)
205,000 CPD

Colorado Blvd.
29,098 CPD

Market

AREA

Eagle Rock is a neighborhood of Northeast Los Angeles, located between the cities of Glendale and Pasadena, abutting the San Rafael Hills in Los Angeles County, California. In recent years, Eagle Rock has experienced a renaissance in terms of both the residential and commercial areas within this community. Following in the footsteps of Silverlake and Los Feliz, this area is now home to some of the regions trendiest restaurants, and boutique retail. This area has also witnessed a significant influx of younger professionals and families significantly increasing the demand for housing.

As a result of this high demand, Eagle Rock is rapidly becoming one of the “hottest neighborhoods” in LA County. It is an ethnically diverse, relatively high-income neighborhood known for being the home of Occidental College and for a counterculture element among its 34,000+ people. Eagle Rock maintains a number of historically significant buildings and has a connection with the motion picture industry.

Eagle Rock Plaza is a true urban/infill site in a Los Angeles sub-market that is on the forefront of the next boom. Eagle Rock is quickly becoming the next hip city just like its predecessors Silver Lake, Echo Park, and Highland Park. The primary difference is that none of these communities had a site as large as Eagle Rock Plaza to use as the catalyst to create and develop a true urban playground to meet the needs of this diverse and growing community.



OCCIDENTAL COLLEGE



ROSE BOWL



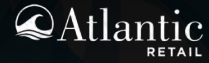
DODGER STADIUM

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