

SANTA MONICA LOFTS

High-Street Mixed-Use Retail & Boutique Hospitality
Asset Located in the Heart of West Hollywood



7494 & 7501 SANTA MONICA BLVD
WEST HOLLYWOOD, CA 90046

 **Kidder
Mathews**



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Santa Monica Lofts

EXECUTIVE SUMMARY

Section 01





EXECUTIVE SUMMARY

Kidder Mathews has been exclusively retained by Ownership to offer the opportunity to acquire Santa Monica Lofts, ***a high-street mixed-use retail and boutique hospitality asset*** located in the heart of West Hollywood.

Positioned on the prominent corner of Santa Monica Boulevard and Vista Street, the asset consists of a 16,429 square-foot building situated on a 0.14-acre site with exceptional frontage and visibility along one of the most active commercial corridors in Los Angeles.

The offering also includes an additional 0.10-acre parcel located directly across the street at 7501 Santa Monica Blvd. The lot is currently utilized for parking and provides 18 single or 30+ tandem spaces. While the parking lot is not currently generating income, it offers significant future revenue potential through paid parking operations or other value-add strategies.

The Property is home to a curated mix of highly regarded local businesses, including Javista Coffee and, formerly, Breakfast by Salt's Cure, both of which have cultivated strong neighborhood followings and consistent consumer traffic. After occupying the ground-floor retail suite for nearly a decade, Breakfast by Salt's Cure vacated the space on June 30, 2026, creating a rare opportunity to attract a new high-quality tenant and mark rents to market. The second floor is also home to a well-established boutique Pilates studio with an excellent local reputation.

In addition to the retail and fitness components, the asset features four large, thoughtfully designed, fully furnished residential units currently operated as short-term rentals. Most notably, Ownership recently received approval from the City of West Hollywood for a Conditional Use Permit (CUP) allowing these units to legally operate as hotel rooms, creating a rare opportunity to capitalize on continued demand for boutique hospitality accommodations within West Hollywood.

The Property also includes a Verizon Wireless cell site, an additional vacant cell site offering future leasing upside, and an income-producing billboard, providing additional ancillary revenue streams.

The asset benefits from immediate proximity to the Sunset Strip, Fairfax District, Beverly Grove, and Hollywood, as well as the continued growth and evolution of the surrounding West Hollywood market. This offering presents investors with the opportunity to acquire a highly visible mixed-use investment combining established retail tenancy, boutique hospitality income, multiple value-add opportunities, and long-term positioning within one of Los Angeles' premier lifestyle destinations.

16,429

GROSS BUILDING SF

12,332

NET RENTABLE SF

1925/2004

YEAR BUILT/RENOVATED

CC1

ZONING



INVESTMENT HIGHLIGHTS

Premier West Hollywood Location

Strategically positioned along Santa Monica Boulevard in the heart of West Hollywood, the Property benefits from immediate access to some of Los Angeles' most active and rapidly evolving neighborhoods including Hollywood, Fairfax, Beverly Grove, and Miracle Mile.

Boutique Hospitality Entitlement

Ownership recently obtained a Conditional Use Permit (CUP) authorizing a six-room boutique hotel within the existing building. The entitlement creates a rare opportunity to capitalize on the proven hospitality demand and strong hotel fundamentals that continue to drive performance in West Hollywood.

Luxury Residential Units & Proven Performance

The Property features four fully furnished, professionally designed residential units with a distinctive mid-century modern aesthetic. Open-concept floor plans, spacious living areas, premium finishes, curated furnishings, and abundant natural light create a unique live-work environment that distinguishes the Property from competing mixed-use assets. The residential component has demonstrated a proven ability to achieve market-leading rental rates while maintaining consistently strong occupancy.

Mark-to-Market Retail Opportunity

Breakfast by Salt's Cure, a long-standing tenant of nearly 10 years, vacated the space on June 30, 2026, creating an immediate opportunity to lease the space to a new high-quality operator at market rents. The vacancy provides investors with a clear path to increase cash flow through tenant repositioning in one of West Hollywood's most sought-after retail corridors.

Telecom & Advertising Revenue

The Property benefits from multiple ancillary income streams, including an occupied Verizon Wireless cell site and an income-producing billboard, generating more than \$39,000 in annual revenue. Verizon has recently expressed interest in extending its existing lease, presenting a potential opportunity for ownership to negotiate a long-term extension that may include a substantial upfront payment. In addition, the Property includes a second vacant cell site, providing further upside potential through future lease-up and monetization.

Not Subject to Measure ULA

The Property is located in West Hollywood and is not subject to the City of Los Angeles' Measure ULA transfer tax.

Established Neighborhood Retail Tenancy

The Property is anchored by highly regarded local operators including Javista Coffee and Breakthrough Pilates, both of which benefit from strong community followings, established brand recognition, and long-term neighborhood presence.

Comprehensive 2004 Redevelopment

Originally constructed in 1925, the Property was extensively renovated in 2004, including the conversion of the upper floors to creative office/live-work space. The redevelopment included significant upgrades to major building systems, infrastructure, and structural components, reducing near-term capital expenditure requirements and enhancing the long-term functionality of the asset.

Ample Parking & Future Revenue Potential

The Property includes five covered garage spaces at 7494 Santa Monica Blvd. Additionally, the offering includes a separate 0.10-acre parcel directly across the street currently utilized as a surface parking lot accommodating approximately 18 single-stall spaces or 30+ tandem spaces. While not currently monetized, the lot provides a valuable amenity and presents meaningful future income potential.

Prime Santa Monica Blvd Frontage & Visibility

Positioned at the prominent corner of Santa Monica Boulevard and Vista Street, the Property offers exceptional street presence, visibility, and exposure along one of West Hollywood's most heavily traveled commercial corridors, with approximately 46,029 vehicles passing daily.

Strategic Enhancement Opportunities

The Property offers multiple avenues for future value creation, including the potential conversion of the existing parking garage into two ADU units, the repositioning of the second-floor Pilates space into two boutique hotel units upon lease expiration in February 2028, and the monetization or redevelopment of the separate parking parcel at 7501 Santa Monica Blvd.

SUMMARY OF TERMS

7494 SANTA MONICA BLVD, WEST HOLLYWOOD, CA 90046

PRICE	\$7,500,000
PROPERTY TYPE	Mixed-Use
YEAR BUILT/RENOVATED	1925/2004
GROSS BUILDING SIZE	±16,429 SF

7501 SANTA MONICA BLVD, WEST HOLLYWOOD, CA 90046

PRICE	\$1,000,000
CURRENT USE	Parking
PARCEL SIZE	±4,294 SF (±0.10 Acres)
ZONING	CC1

INTEREST OFFERED

100% fee-simple interest in 7494 Santa Monica Blvd, a mixed-use retail and boutique hospitality asset in the heart of West Hollywood, including the adjacent parking parcel located at 7501 Santa Monica Blvd. Both parcels must be acquired together.

TERMS OF THE SALE

The property is being offered free and clear of existing financing.

PROPERTY TOURS

Prospective purchasers are encouraged to visit the property prior to submitting offers. Please do not contact the on-site management or staff without prior approval. All property tours must be coordinated through the listing team.

Financial Indicators

7494 Santa Monica Blvd

PRICE	\$7,500,000
PRICE/SF	\$456.51
CURRENT CAP RATE (Based on Current Occupancy of 87%)	5.22%
YEAR 1 CAP RATE (Upon Lease-Up of Suite 101)	6.92%
MARKET CAP RATE	10.12%

7501 Santa Monica Blvd

PRICE	\$1,000,000
PRICE/SF	\$232.89
CURRENT ASSESSED VALUE	\$1,087,237

N VISTA ST

SANTA MONICA BLVD

N GARDNER ST





Santa Monica Lofts

PROPERTY DESCRIPTION

Section 02

TENANT OVERVIEW

Suites 102 & 201

JAVISTA

Javista Coffee is a highly curated café concept that has established itself as a neighborhood gathering place and community hub within West Hollywood.

Far more than a traditional coffee shop, Javista combines premium organic coffee and specialty matcha offerings with a thoughtfully crafted all-day food menu featuring breakfast, lunch, sandwiches, salads, pastries, and healthy dining options. The concept further differentiates itself through an evening program offering a curated selection of beer and wine, creating a versatile hospitality experience that transitions seamlessly from daytime café to evening social destination. With design-forward interiors, a strong local following, and an emphasis on quality, community, and hospitality, Javista serves as a premier lifestyle-oriented tenant that enhances the overall appeal of the Property.





“Beyond the exceptional coffee, the serene ambiance of the coffee shop is just what I was looking for. It is an oasis of tranquility, with friendly staff, delicious pastries, and a unique plant shop located on the second floor.” - CUSTOMER REVIEW

“I’ve been doing classical Pilates for more than 20 years and have had excellent instructors over that time. David (Breakthrough Pilates) is truly excellent—precise, challenging, and focused, with a great sense of humor. He’s created a stunning studio space which adds great vibes to a hard workout.” - CUSTOMER REVIEW



TENANT OVERVIEW

Suite 202

BREAKTHROUGH Pilates



Breakthrough Pilates is a boutique fitness studio offering Pilates-based wellness and fitness instruction.

Located on the second floor, the studio serves a dedicated clientele and maintains a strong reputation within the community, complementing the Property's mix of lifestyle-oriented retail and service tenants.



POTENTIAL MARK-TO-MARKET RETAIL OPPORTUNITY SUITE 101

Following nearly a decade of occupancy by Breakfast by Salt's Cure, the upcoming vacancy of this prominent ground-floor retail suite presents *a potential opportunity to secure a new tenant* at market rents and unlock meaningful income growth.

Subject to modification of the existing CUP for hotel use. The current CUP requires Suite 101 to be converted to hotel use to satisfy ADA compliance requirements. Alternative compliance solutions may include conversion of Suite 202 or the existing garage, subject to buyer verification and municipal approval.

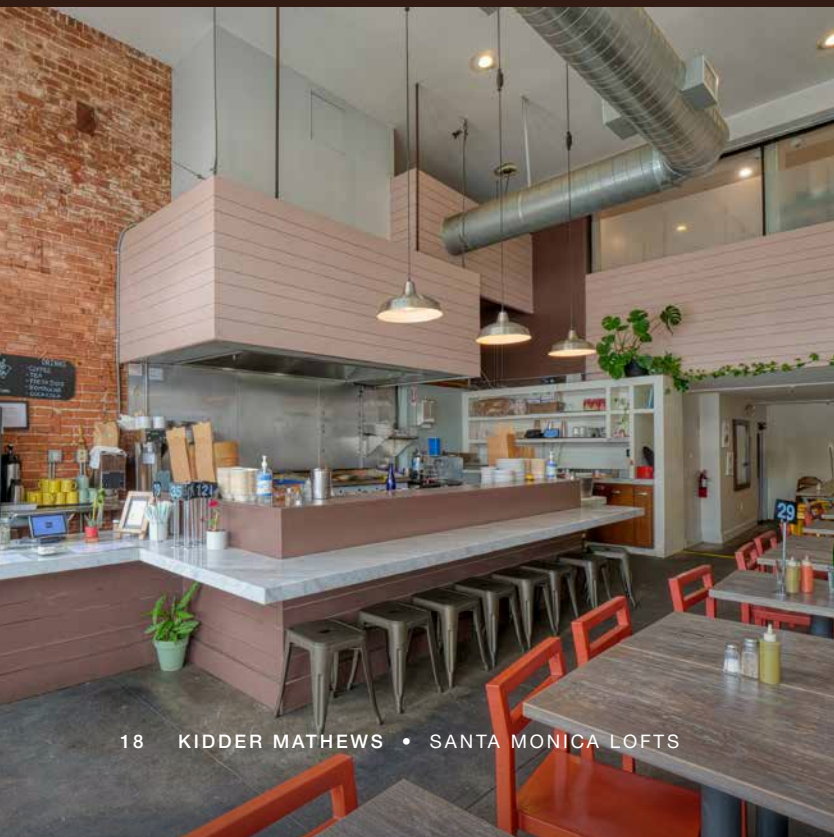




Photo edited for marketing purposes

LUXURY RESIDENTIAL

The Property features **four fully furnished residential units** that have established a proven track record of strong short-term rental performance, supported by premium rental rates and consistent occupancy throughout the year. With recently approved **CUP entitlements permitting hotel use**, the residential component is uniquely positioned to continue capitalizing on strong demand for high-quality accommodations in West Hollywood.



Interior Features

- Distinctive Mid-Century Modern Design
- Dramatic Skylights & Abundant Natural Light
- Exposed Brick Accent Walls
- Private Balconies
- Expansive Open-Concept Floor Plans
- Soaring Loft-Style Ceilings
- Designer Kitchens with Premium Finishes
- Spa-Inspired Bathrooms
- Flexible Live-Work Layouts
- Professionally Curated Furnishings Throughout
- Polished Concrete Floors





SUITE 200



SUITE 301







SUITE 302



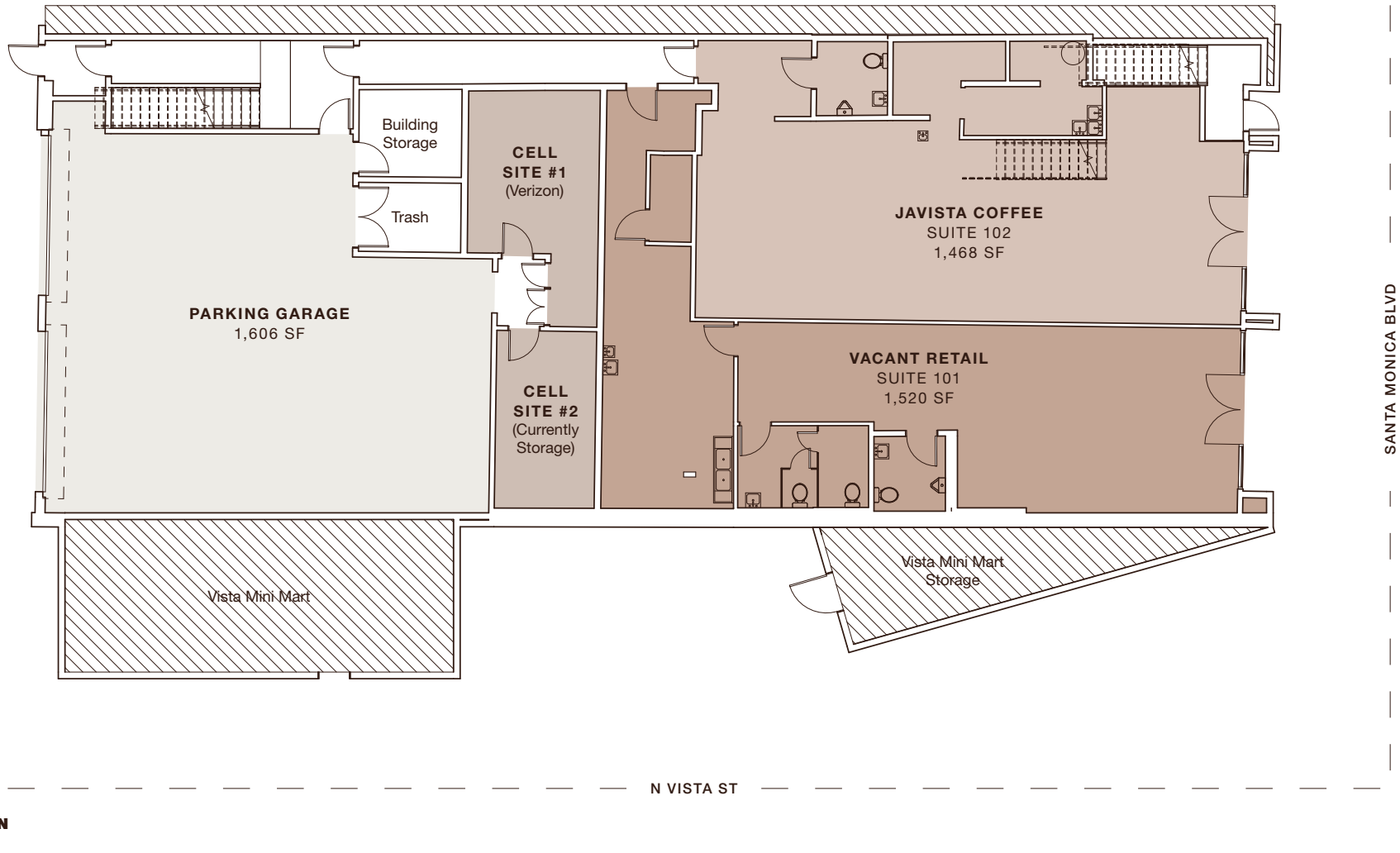
SUITE 303



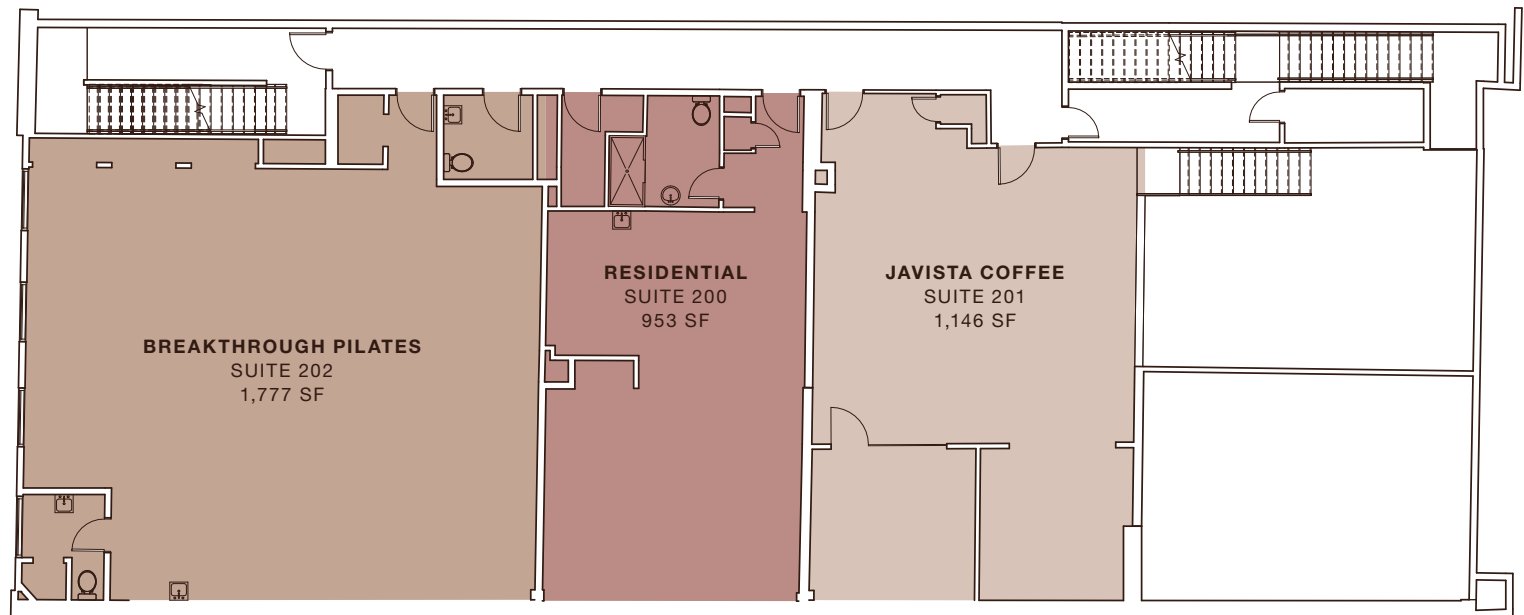


FLOOR PLANS

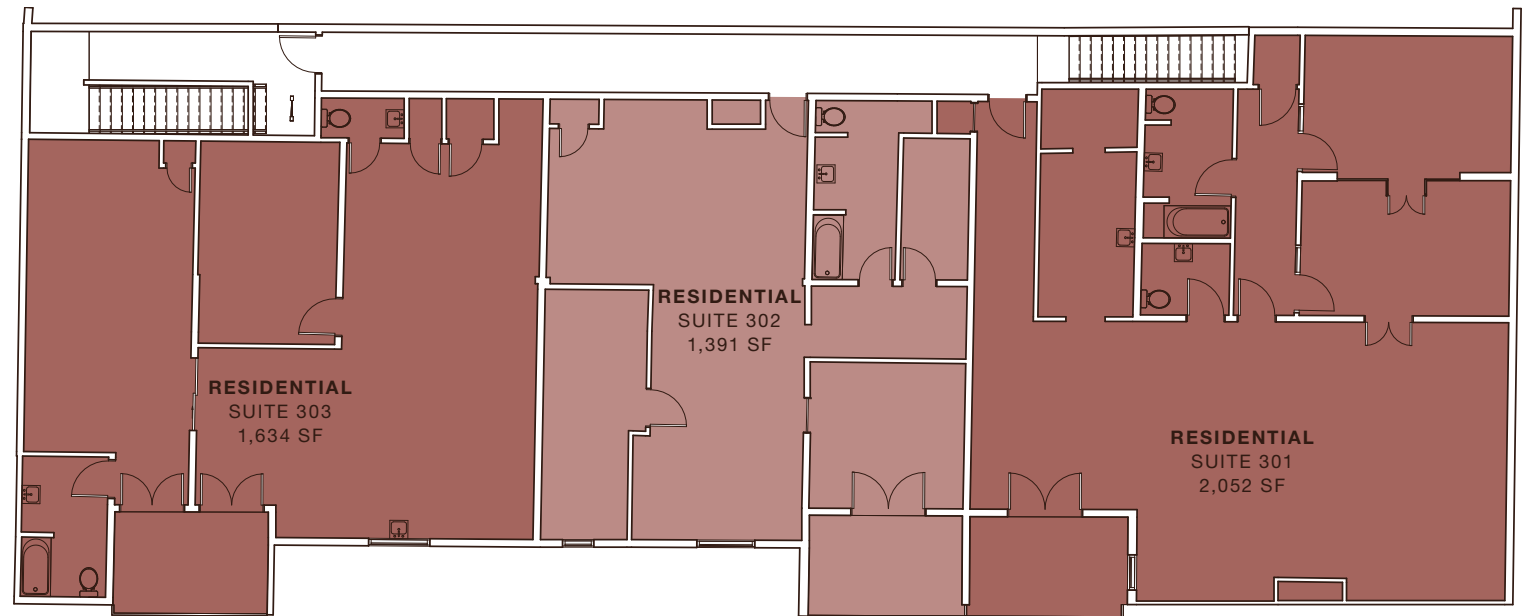
First Floor



Second Floor



Third Floor



PROPERTY DETAILS

7494 Santa Monica Blvd

ADDRESS	7494 Santa Monica Blvd West Hollywood, CA 90046
APN	5531-023-002
PROPERTY TYPE	Mixed-Use (Retail/Hospitality)
STORIES	3
ZONING	CC1
YEAR BUILT/RENOVATED	1925/2004
RESIDENTIAL UNITS	4
RETAIL SUITES	4 Total (2 Ground Floor & 2 Second Floor Suites)
CELL TOWER SITES	2
BILLBOARD	1
GROSS BUILDING AREA	±16,429 SF
NET RENTABLE AREA	±12,332 SF
PARCEL SIZE	±6,293 SF (±0.14 Acres)
PARKING	5 Garage Spaces

7501 Santa Monica Blvd

ADDRESS	7501 Santa Monica Blvd West Hollywood, CA 90046
APN	5530-010-013
PROPERTY TYPE	Surface Parking Lot
ZONING	CC1
OVERLAY	Mixed-Use Incentive Overlay Zone (MUIOZ)
PARCEL SIZE	±4,294 SF (±0.10 Acres)
PARKING	18 Single or 30+ Tandem Spaces
CURRENT USE	Accessory Parking Serving the Property
FRONTAGE	±175 Feet
ACCESS	North Gardner Street



STRATEGIC ENHANCEMENT OPPORTUNITIES

RESIDENTIAL CONVERSION OPPORTUNITY – SUITE 202

Suite 202, a second-floor space comprising approximately 1,800 square feet and currently occupied by Breakthrough Pilates, presents a compelling opportunity for conversion into two luxury residential suites upon lease expiration. The existing layout includes two bathrooms located on opposite ends of the suite as well as a kitchen, features that may help facilitate a future residential conversion and reduce associated buildout costs.

GARAGE-TO-ADU CONVERSION POTENTIAL

The existing five-car garage presents the opportunity to be converted into two Accessory Dwelling Units (ADUs), subject to applicable approvals. In addition to generating new rental income, the conversion may provide a pathway to satisfy ADA-related requirements associated with the recently approved CUP, potentially allowing ownership to retain and maximize the commercial use of Suite 101.

PARKING LOT MONETIZATION & REDEVELOPMENT POTENTIAL

The separate parking parcel offers multiple avenues for future value creation. Near term, ownership may increase revenue through professional parking management, monthly memberships, event parking, valet agreements, or a master lease to a parking operator. Longer term, the parcel may provide redevelopment potential, subject to zoning and municipal approvals, while serving as a strategic land bank that preserves future optionality and generates interim parking income.

CELL SITE REVENUE & UPSIDE POTENTIAL

The Property features an income-producing Verizon Wireless cell site that generates stable recurring revenue. Verizon has recently expressed interest in extending its lease and has indicated a willingness to provide a substantial upfront payment as part of a new long-term agreement. New ownership will have the opportunity to pursue these negotiations and potentially unlock additional value. The Property also includes a second vacant cell site, providing further upside through future lease-up and monetization.





46,029+ VPD

7501 SANTA
MONICA BLVD

7494 SANTA
MONICA BLVD

SANTA MONICA BLVD

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Santa Monica Lofts

FINANCIALS

Section 03

FINANCIALS

7494 Santa Monica Blvd

PRICE	\$7,500,000
PRICE/SF	\$456.51
CURRENT CAP RATE (Based on Current Occupancy of 87%)	5.22%
YEAR 1 CAP RATE (Upon Lease-Up of Suite 101)	6.92%
MARKET CAP RATE	10.12%

7501 Santa Monica Blvd

PRICE	\$1,000,000
LOT SIZE	±4,294 SF
PRICE/SF	\$232.89
APN	5530-010-013
ZONING	CC1
OVERLAY	Mixed-Use Incentive Overlay Zone (MUIOZ)
2025-26 ASSESSED VALUE	\$1,087,237



Estimated Annualized Operating Data

	CURRENT	MARKET
INCOME		
SCHEDULED RENTAL INCOME ¹	\$594,528	\$966,958
CAM REIMBURSEMENT ²	\$40,514	\$64,848
STORAGE INCOME ³	\$6,000	\$6,000
TOTAL SCHEDULED GROSS INCOME	\$641,042	\$1,037,807
VACANCY/COLLECTION ⁴	\$0	(\$29,195) 5.0%
EFFECTIVE GROSS INCOME	\$641,042	\$1,008,612
OPERATING EXPENSES		
NEW PROPERTY TAXES ⁵	\$88,136	\$88,136
DIRECT ASSESSMENTS ⁶	\$6,194	\$6,194
INSURANCE	\$10,490	\$10,490
MANAGEMENT FEES	\$20,855	\$20,855
MANAGEMENT FEES - HOTEL	\$28,353	\$28,353
ELECTRICITY	\$43,929	\$43,929
WATER & SEWER	\$8,714	\$8,714
RUBBISH REMOVAL	\$8,808	\$8,808
LANDSCAPING	\$600	\$600
JANITORIAL	\$5,720	\$5,720
JANITORIAL - HOTEL	\$24,000	\$24,000
REPAIRS & MAINTENANCE ⁷	\$4,000	\$4,000
TOTAL OPERATING EXPENSE	\$249,800	\$249,800
NET OPERATING INCOME	\$391,243	\$758,812

INCOME NOTES

¹ Current is based on actual current collected revenue from all income streams, with vacant Suite 101 and the vacant cell site carried at \$0. Residential income is based on each unit's average monthly collected revenue from April 2025 - March 2026, inclusive of vacancy and downtime. Market assumes all units are leased at estimated market rents.

² Current reflects the average CAM charges billed to Suites 102 and 201 from March 2025 through February 2026, based on the Owner's operating statement. Market is estimated using each suite's pro rata share of the non-hotel operating expenses for Suites 101, 102, and 201.

³ Javista leases adjacent storage room for \$500 per month under a separate agreement.

⁴ Market is estimated at a 5% vacancy and collection loss factor applied to non-residential income only.

EXPENSE NOTES

All expenses are per the Owner's Feb 2026 T-12 Income Statement unless otherwise noted below.

⁵ Based on ad valorem tax rate of 1.175148%

⁶ Based on LA County Tax Assessor rate of \$6,193.65

⁷ Estimated at \$1000 / Residential Unit / Year



Rent Roll

Suite #	Tenant Name	Est. SF	% Total	Base Rent	Current Rent/SF	CAM Reimb.	Market Rent	Market Rent/SF	Lease Start	Lease Expiration	Lease Type	Notes
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RETAIL

101	Vacant	1,520	12.33%	\$0.00	\$0.00	\$0.00	\$10,640.00	\$7.00	6/1/2019	5/31/2022		Breakfast by Salt's Cure Vacated 6/30/26
102	Javista Coffee	1,468	11.90%	\$5,183.48	\$3.53	\$2,884.45	\$8,808.00	\$6.00	6/1/2022	5/31/2032	NNN	3% Annual Rent Increases + (2) 5-Year Options to Renew, First at 95% FMV, Second at FMV
201		1,146	9.29%	\$3,762.69	\$3.28	\$491.74	\$6,303.00	\$5.50	6/1/2022	5/31/2032	NNN	
202	Breakthrough Pilates	1,777	14.41%	\$5,400.00	\$3.04	\$0.00	\$8,885.00	\$5.00	3/1/2023	2/29/2028	Gross	3% Annual Rent Increases

RESIDENTIAL

200	Studio	953	7.73%	\$6,204.97	\$6.51	-	\$6,204.97	\$6.51	-	-		
301	2 Bed / 2 Bath	2,052	16.64%	\$9,296.32	\$4.53	-	\$9,296.32	\$4.53	-	-		
302	2 Bed / 2 Bath	1,391	11.28%	\$7,883.42	\$5.67	-	\$7,883.42	\$5.67	-	-		
303	2 Bed / 2 Bath	1,634	13.25%	\$8,537.53	\$5.22	-	\$8,537.53	\$5.22	-	-		

OTHER/ANCILLARY

CELL SITE	Verizon Wireless	210	1.70%	\$3,021.60	-	-	\$3,021.60	\$14.39	3/8/2006	10/31/2031	Gross	
CELL SITE	Vacant	181	1.47%	\$0.00	-	-	\$3,000.00	\$16.57	-	-		Vacant
SIGN	Lamar Media Corp.	-	-	\$254.00	-	-	\$2,000.00	-	4/1/2034	12/31/2015	Gross	

ADU POTENTIAL

ADU-1	Parking Garage Conversion	550	-	\$0.00	-	-	\$3,000.00	\$5.45	-	-	Requires City Approval
ADU-2		550	-	\$0.00	-	-	\$3,000.00	\$5.45	-	-	
Totals		12,332		\$49,544.01	\$4.02	\$3,376.19	\$80,579.84	\$6.53			

7494 SANTA
MONICA BLVD

7501 SANTA
MONICA BLVD

SANTA MONICA BLVD

N GARDNER ST





Santa Monica Lofts

MARKET OVERVIEW

Section 04

WEST HOLLYWOOD

West Hollywood is one of Los Angeles County's most densely populated and commercially active municipalities, occupying 1.9 square miles between Beverly Hills and the City of Los Angeles.

Despite its compact geography, the city's resident population of approximately 34,900 is nearly 70% renters, creating a high-density daytime and nighttime consumer base that supports retail, dining, and hospitality demand well above what population figures alone would suggest.

The average annual household income is approximately \$136,661, with a median household income of \$96,995 — a consumer profile that supports premium retail and experiential spending.

34,900

ESTIMATED POPULATION

\$136,661

AVERAGE HH INCOME

\$96,995

MEDIAN HH INCOME



SUPPLY CONSTRAINT & DEVELOPMENT PIPELINE

8850 SUNSET PROJECT

Renderings Courtesy of Silver Creek Development



West Hollywood's 1.9-square-mile footprint and stringent entitlement environment create a durable supply barrier. *New commercial and hospitality development is limited.*

The most notable pipeline project in the submarket is a planned 269,263 SF mixed-use development at an 11-story scale, recently financed with a \$71 million investment, with a developer target of a 2029 debut — confirming that meaningful new supply is years away and that existing entitled assets command a significant scarcity premium.



AMENITY MAP

RESTAURANTS & EATERIES

- 01 Astro Burger
- 02 Guac Daddy Cantina
- 03 Fatburger
- 04 Galanga Thai Fusion
- 05 Las Perlas
- 06 Louisa Coffee & Roasters
- 07 Wingstop
- 08 Kashtan
- 09 Bar Lubitsch
- 10 Mechta Deli
- 11 Kung Pao Bistro
- 12 Mamie
- 13 Potato Chips Deli
- 14 Delilah
- 15 Phorage Vietnamese
- 16 Miss Melbourne Coffee
- 17 Mao's Kitchen
- 18 Harlowe
- 19 Thunder Road Café
- 20 Le Pho WeHo
- 21 Jones

LOCAL ATTRACTIONS

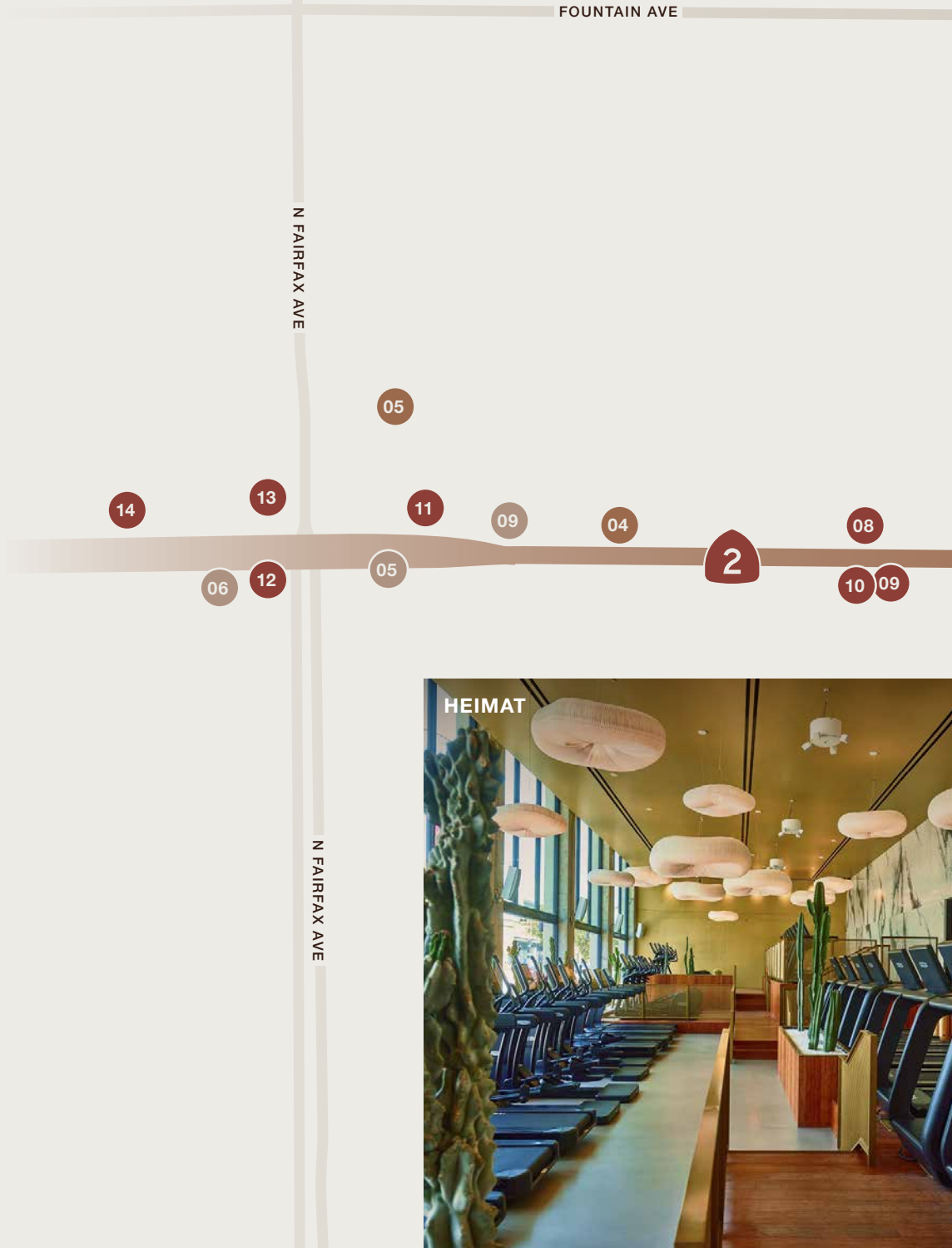
- 01 West Hollywood Gateway Mall
- 02 Poinsettia Recreation Center
- 03 Helen Albert Farmers' Market
- 04 Plummer Park

GROCERY

- 01 Smart & Final
- 02 Trader Joe's
- 03 Target Grocery
- 04 Odessa Grocery
- 05 Whole Foods Market
- 06 Ralphs
- 07 Sprouts Farmers Market

SPA & WELLNESS

- 01 Prince Men's Massage & Spa
- 02 Momo Massage Spa
- 03 Vista Healing Spa
- 04 Beauty Vault Med Spa
- 05 Leela Spa & Thai Massage
- 06 LIV
- 07 HEIMAT
- 08 Burke Williams Day Spa
- 09 Brick Fitness





FOUNTAIN AVE

FOUNTAIN AVE

N LA BREA AVE

N LA BREA AVE

SANTA MONICA LOFTS

SANTA MONICA BLVD

SANTA MONICA BLVD

2



FORMOSA CAFE



JONES

WEST HOLLYWOOD GATEWAY

WEST HOLLYWOOD DEMOGRAPHICS

POPULATION

	1 Mile	3 Miles	5 Miles
2025 TOTAL	60,839	346,246	911,207
2030 PROJECTION	58,281	336,656	890,883
2020 CENSUS	56,511	325,914	879,926
PROJECTED GROWTH 2025 - 2030	-0.8%	-0.6%	-0.4%
MEDIAN AGE	37.8	39.3	38.7

EMPLOYMENT & INCOME

	1 Mile	3 Miles	5 Miles
2025 MEDIAN HH INCOME	\$94,502	\$101,415	\$96,942
2025 PER CAPITA INCOME	\$83,888	\$79,278	\$65,836
TOTAL BUSINESSES	4,850	32,658	73,357
TOTAL EMPLOYEES	27,376	213,066	486,610

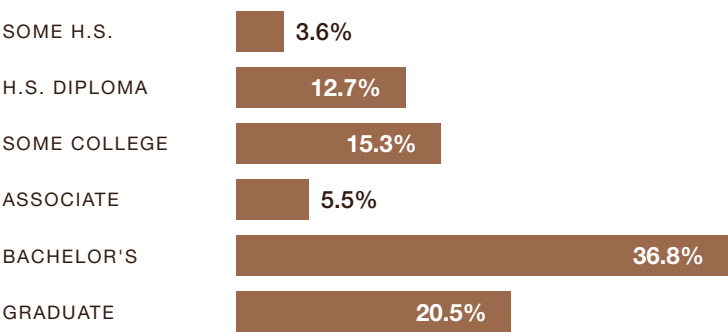
HOUSEHOLDS

	1 Mile	3 Miles	5 Miles
2025 TOTAL	34,547	173,809	409,228
2030 PROJECTED	34,292	174,885	412,398
2020 CENSUS	34,013	166,905	392,916
GROWTH 2025 - 2030	-0.1%	0.1%	0.2%
OWNER-OCCUPIED	15.5%	22.8%	23.8%
RENTER-OCCUPIED	84.5%	77.2%	76.2%

AVERAGE HOUSEHOLD INCOME



EDUCATION



Data Source: ©2026, Sites USA



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