

BILLBOARD AND LAND DEVELOPMENT
PURCHASE OPPORTUNITY

8500 Holloway Drive

WEST HOLLYWOOD, CA



NEWMARK

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8500 Holloway

Holloway Drive sits between the Sunset Strip and Santa Monica Boulevard corridors—two of Greater Los Angeles’ strongest mixed-use and hospitality districts. The property has two billboards generating significant annual revenue.

Entitlements are being pursued for “Brisas Weho” a Health and Wellness development totaling 9,860 RSF.

The Development will include cold plunges, Saunas, Yoga, Meditation, Pickleball Courts and many other amenities to support the neighborhood.

List of Historical Advertisers









Property Highlights / Development Opportunity

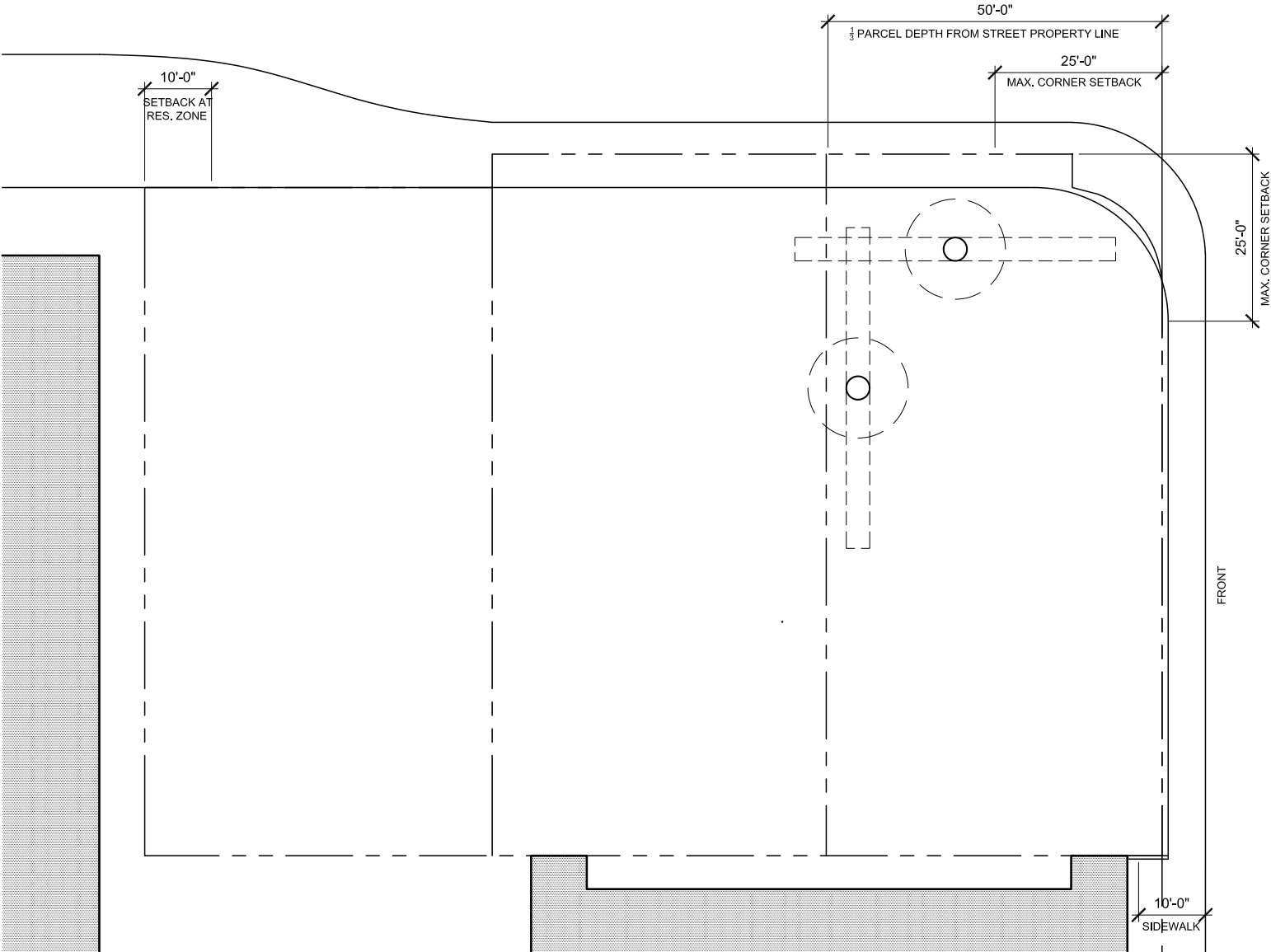
- Proposed development for Health & Wellness.
- Realize consistent Billboard cash flow while development is being pursued
- Billboard income consistently generating on average \$1,000,000 per year in income

CUP Submission:	2-3 Weeks
CUP Application Process:	6-12 months
Building Permit Approvals and Construction Documents:	2-3 Months
Construction timeline:	9-12 months
Anticipated construction costs	\$3-\$4M.



Rendering for visual purposes only

Site Plan



Offering

Purchase Price:	Call Broker for Details
Land Area:	15,682 SF (0.36 acres)
Zoning:	WDC2A*/WDR4*
Frontage:	139' on Holloway / 85' on La Cienega Blvd
Traffic Count:	39,917 cars at N. La Cienega & Holloway
APN	4339-003-005 4339-003-006 4339-003-007

West Hollywood

West Hollywood is a dense, high-barrier, infill city where development is largely about redeveloping or intensifying existing sites, with a growing policy push toward mixed-use and housing (including affordable) along commercial corridors.

Retail Overview

Retail in urban infill markets with strong demographics and tourism has held up better than many investors expected, and West Hollywood fits squarely in that category. Nationally, retail vacancy is near historic lows around the mid-5% range, with limited new construction helping to support rent levels despite slower leasing momentum.

West Hollywood’s retail is concentrated along the Sunset Strip, Santa Monica Boulevard, and the Design District, with a mix of restaurants, nightlife, fashion, showrooms, and experiential concepts.

Given the constrained supply and high foot traffic, well-located street retail in areas like this tends to see relatively strong tenant demand versus commodity suburban centers.



WEST HOLLYWOOD DEMOGRAPHICS		
	1 MILE	3 MILES
POPULATION	39,373	253,243
HOUSEHOLDS	24,577	132,355
MEDIAN AGE	44.1	41.2
MEDIAN HH INCOME	\$103,767	\$251,245
DAYTIME EMPLOYEES	40,060	251,245



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