



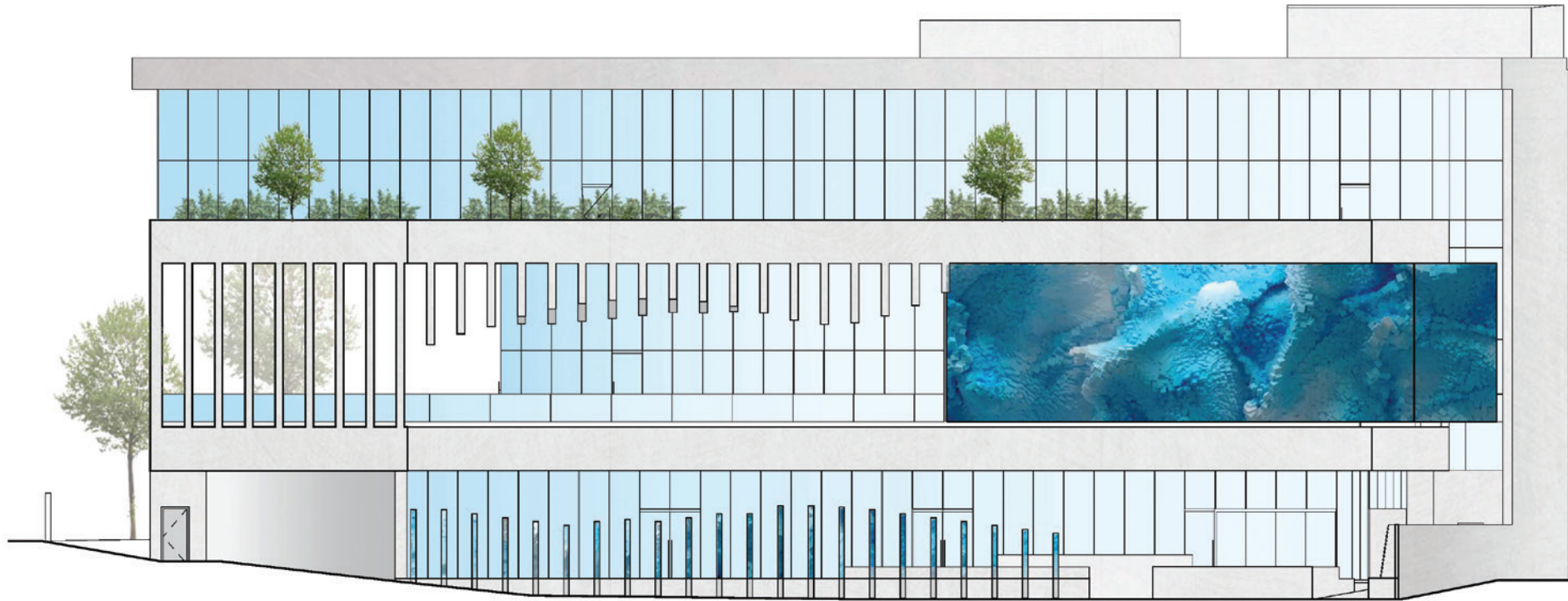


ARCHITECTURE

The mixed-use building is designed to act as a metaphorical keystone in order to anchor the proposed, visually dynamic, media district. Conceptually, the design juxtaposes a luminous media “cube” with a strong, stoic concrete mass which has been configured to receive and orient it to the surrounding environment. The effect is to subordinate the building itself in a manner much like that of a picture frame, which compliments the art it supports. The cast-in-place concrete frame of the building, with highly refined, minimal detailing, will position it within the ranks of notable civic buildings rather than the more common stucco or panelized buildings, while highlighting the powerful geometric constraints of its location.

The ground and middle floors seamlessly join chic retail, office or restaurant spaces, with expansive patios and large indoor/outdoor spaces. The top floor is a lush terrace garden with spectacular views of the Sunset Strip and L.A. Basin - along with more premium office space.

The diverse elements in this structure—art, advertising, dynamic architectural form, and dense landscaping throughout—merge to create fluid, evolving experiences as you move around and through the building.



3 ±9,644 SF
INTERIOR: ±5,432 SF
EXTERIOR: ±4,232 SF
CEILING HEIGHT: 21'

2 ±10,906 SF
INTERIOR: ±7,818 SF
EXTERIOR: ±3,088 SF
CEILING HEIGHT: 20'

1 ±8,380 SF
INTERIOR: ±6,907 SF
EXTERIOR: ±1,473 SF
CEILING HEIGHT: 19'

P 88 PARKING STALLS
2 LEVELS SUB PARKING

THE NOW

8497 SUNSET BOULEVARD, WEST HOLLYWOOD

BUILDING SIZE 28,930 rsf

NUMBER OF STORIES 3

DELIVERY DATE May 2024

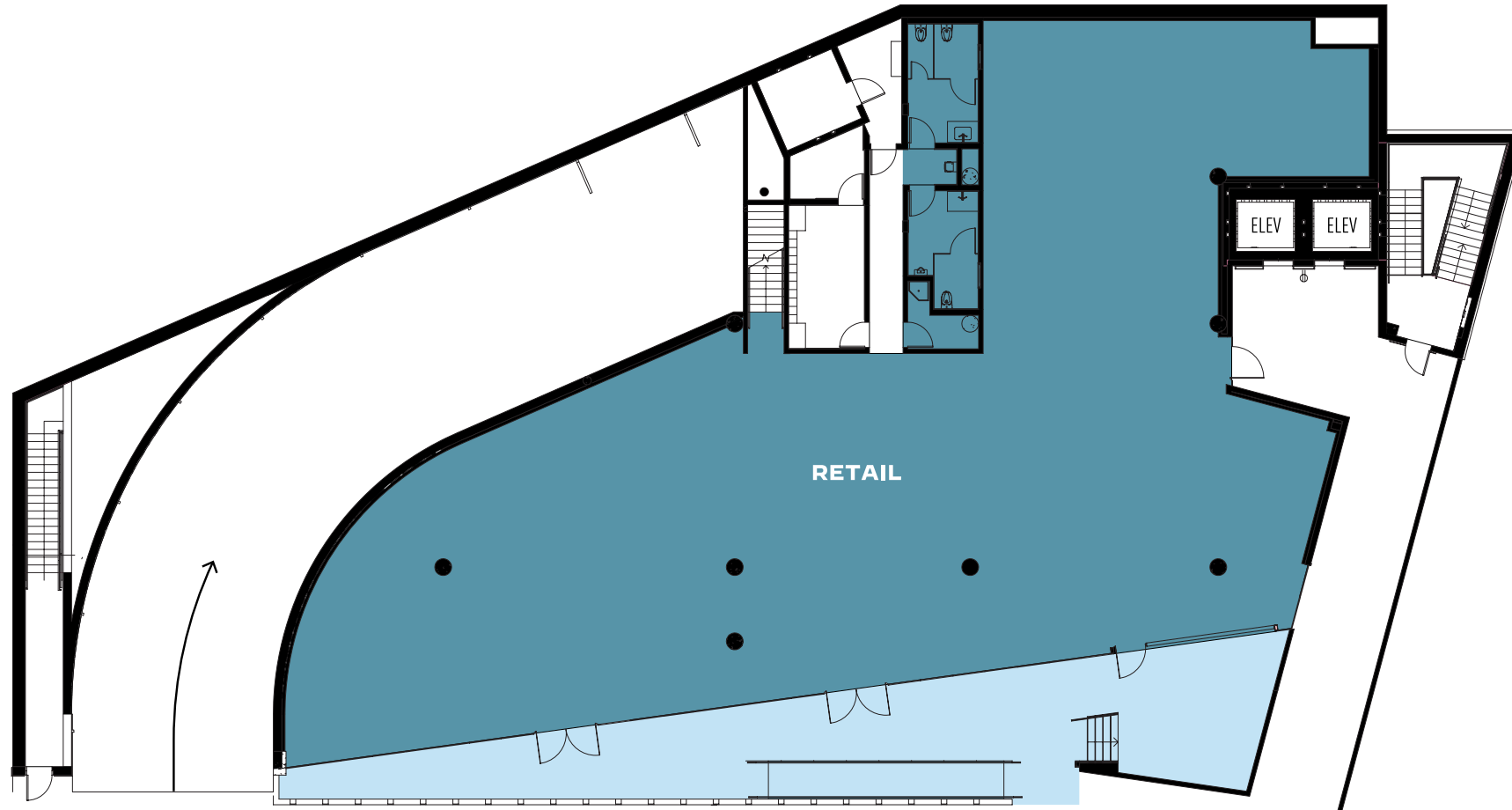
PARKING 88 spaces (additional with valet assist)

PROPERTY HIGHLIGHTS

- Iconic New Building providing West Hollywood's finest retail and office leasing opportunities
- Multi-Functional space with multiple large outdoor patio spaces for best-in-class Tenants
- Unobstructed city views

DESIGN FEATURES

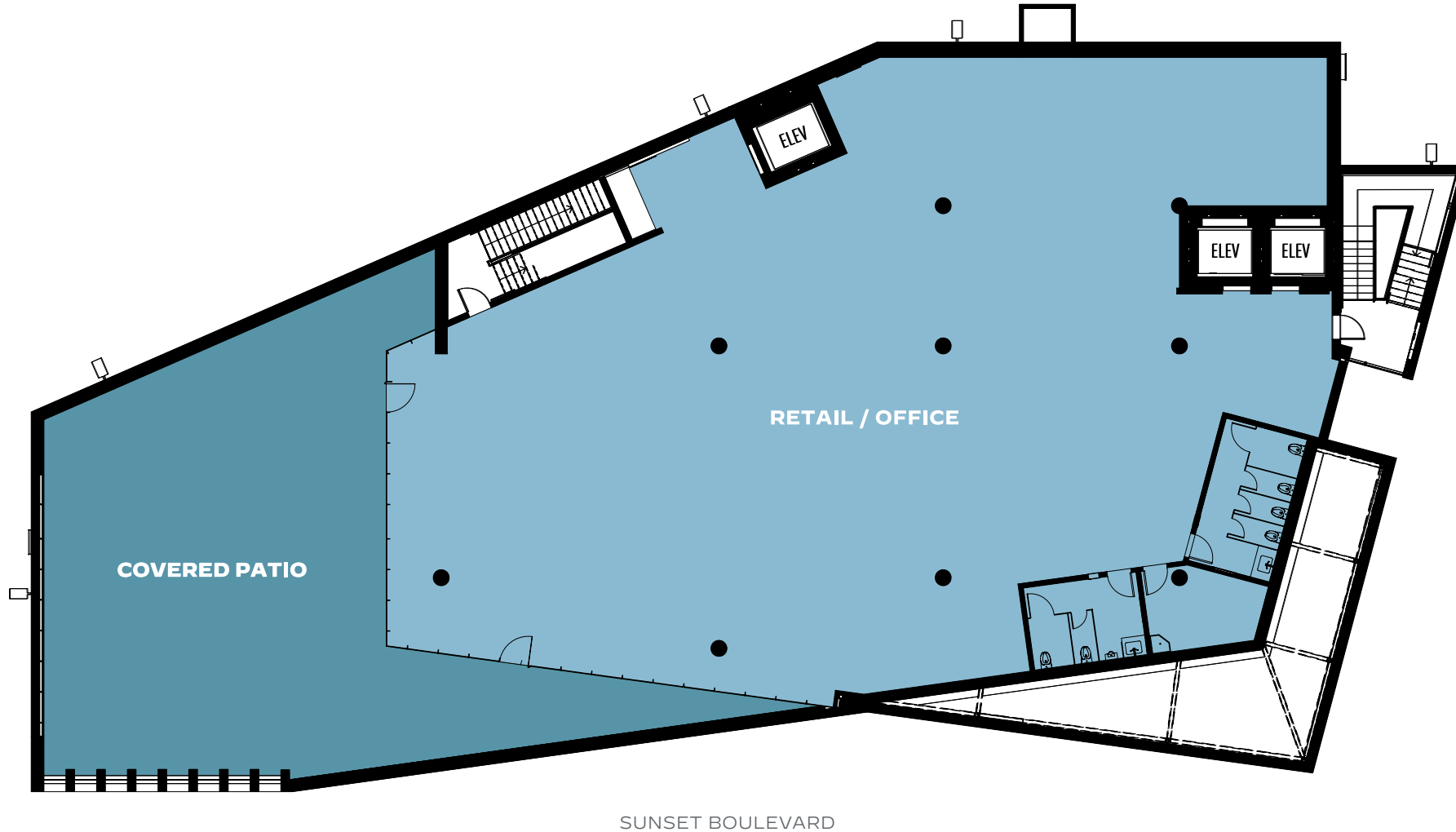
- 19' - 21' ceiling heights
- Museum level finishes
- 8,793 square feet of outdoor patio space



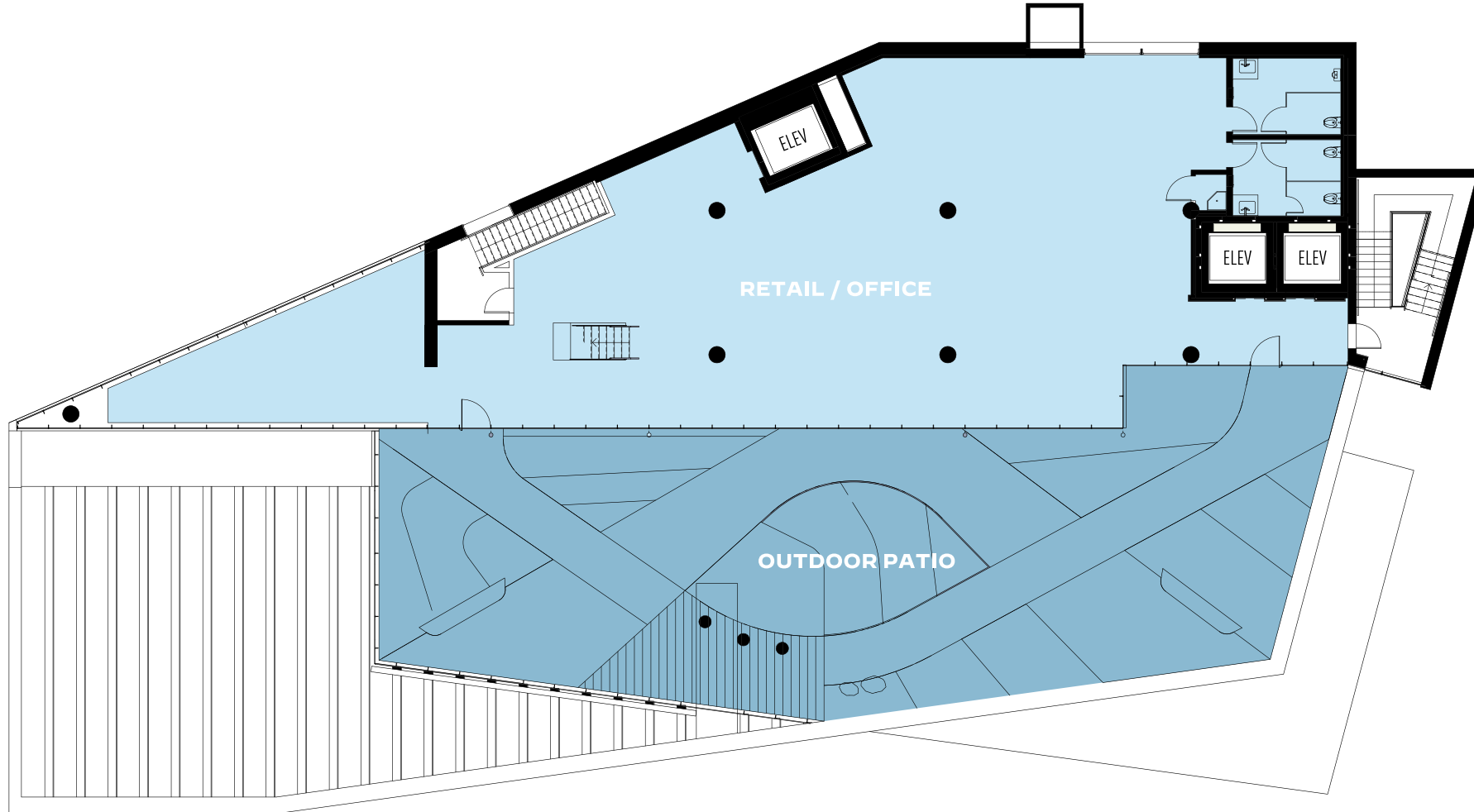
PARKING ENTRANCE

SUNSET BOULEVARD

1 ±8,380 SF
INTERIOR: ±6,907 SF
EXTERIOR: ±1,473 SF
CEILING HEIGHT: 19'



2 ±10,906 SF
INTERIOR: ±7,818 SF
EXTERIOR: ±3,088 SF
CEILING HEIGHT: 20'



3 ±9,644 SF
INTERIOR: ±5,432 SF
EXTERIOR: ±4,232 SF
CEILING HEIGHT: 21'

SUNSET BOULEVARD

AT THE INTERSECTION OF LA'S PAST & FUTURE

SUNSET @ LA CIENEGA

The intersection of Sunset Blvd and La Cienega Blvd in West Hollywood has long been heralded as a nexus of creativity, commerce, and culture, making it an ideal location for retail and creative office tenants to establish their presence. Situated in the heart of the iconic Sunset Strip, this vibrant area boasts a diverse and affluent customer base, which guarantees a steady stream of foot traffic and potential clients for businesses. The numerous high-profile establishments, including upscale boutiques, renowned restaurants, and historic music venues, create a synergistic ecosystem that fosters growth and innovation for new and established companies alike. Additionally, the area is well-connected to the rest of the city, with easy access to public transportation and major thoroughfares.



DEMOGRAPHICS **3 MILE RADIUS**

2022 DEMOGRAPHIC DETAILS

TOTAL CONSUMER SPENDING **\$4.2B**

AVERAGE ANNUAL SPENDING PER HOUSEHOLD

POPULATION **235,764**

MEDIAN AGE **42.5**

BACHELOR'S DEGREE+ **56%**

HOUSEHOLDS **124,169**

AVERAGE HH INCOME **\$121,357**

MEDIAN HOME VALUE **\$1,030,183**

APPAREL **\$1,597**

ENTERTAINMENT / HOBBIES / PETS **\$5,005**

FOOD & ALCOHOL **\$9,352**

HOUSEHOLD **\$5,620**

TRANSPORTATION & MAINTENANCE **\$7,700**

HEALTHCARE **\$1,569**

DAYCARE **\$2,830**





MEDIA CUBE

Imagine a luminous cube - a gorgeously vivid apparition made of 3 seamlessly integrated LED panels. A vibrant visual welcome to travelers coming up La Cienega and a captivating beacon for those exploring the Strip.

The panels dynamically cycle through a kaleidoscope of colorful visuals and curated advertising or tenant identity signage. The high visibility and innovative display format of the media cube give advertisers both the opportunity and the encouragement to invest in unique content for this site.

INTERACTIVE OUTDOOR ART

A row of decorative illuminated bollards lines the exterior of the building entrance, at street level. Like a trail of stars, they visually echo the media cube content.

These bollards display artwork that responds dynamically to pedestrian activity through motion sensors - thus creating a "mood ring" that constantly reflects pedestrian activity on the Strip.

Like the lively terraces above, this interactive art gallery creates the feeling of a dynamic, living, evolving space - one that changes mood, vibe, and even color depending on the surrounding human energy.



PARTNER PROJECT

Following the development schedule of the NOW building is our Sunset3 property that will be another iconic moment in the architectural fabric of West Hollywood. Also sited at the prominent intersection of La Cienega and Sunset Blvd, it plays against the geometry of the NOW to its west. The two buildings flow together at a bend in Sunset Blvd and an uphill approach of La Cienega Blvd to create a dynamic composition of stacked forms.

The architects of Sunset3 developed an organic design in conversation with The NOW architecture. Together the buildings create a unified composition of glass volumes, outdoor terraces, and billboards.

Travelers arriving to the Sunset Strip on La Cienega northbound will be greeted by the spectacular sight of two digital corner wrap billboards capable of carrying 3D content - the only 3D billboards on the Sunset Strip.





RETAIL / RESTAURANT

CREATIVE OFFICE

INDUSTRY

ARAM POGOSIAN
818.631.2442
ap@industrypartners.com
Lic. 01816276



CITYSTREET

ELAN KERMANI
310.749.0140
elan@citystreetcre.com
Lic. 01441510

CBRE

STAN GERLACH
310.550.2662
stan.gerlach@cbre.com
Lic. 00745833

JEFF GERLACH
310.550.2507
jeff.gerlach@cbre.com
Lic. 01942825