

TALLEN & KESHEN HOLDINGS ANNOUNCES

the Pre-Leasing of its New Urban Edge Development at an Exceptional, High Traffic and World Renowned location of street level Retail at Hollywood Boulevard & La Brea Avenue

LOCATED IN A NEW ARCHITECTURALLY DISTINCTIVE PLANNED UPSCALE MIXED USE URBAN DEVELOPMENT OF 180 CONDOMINIUM UNITS WITH 14,800 SF OF GROUND FLOOR UPSCALE/SPECIALTY RETAIL SPACE WITH SUBTERRANEAN PARKING



All renderings & designs are subject to change

Demographics:

	<u>1 mile</u>	<u>3 mile</u>
Population	53,514	340,897
Avg. HH Income	\$51,765	\$69,272

Average Daily Traffic Counts:

La Brea Ave.	25,000 cars per day
Hollywood Blvd. East of La Brea	18,000 cars per day
Hollywood Blvd. West of La Brea	22,000 cars per day

- ◆ *The high profile retail location will cater directly to condominium residents, the local community & the 19 million annual visitors to Hollywood*
- ◆ *This urban edge project is uniquely located in the heart of the entertainment & growing residential community*
- ◆ *Located proximate to the historic Egyptian Theatre & the Kodak Theatre, home of the Academy Awards; adjacent to neighborhoods, businesses & attractions*
- ◆ *Ample shopper parking*



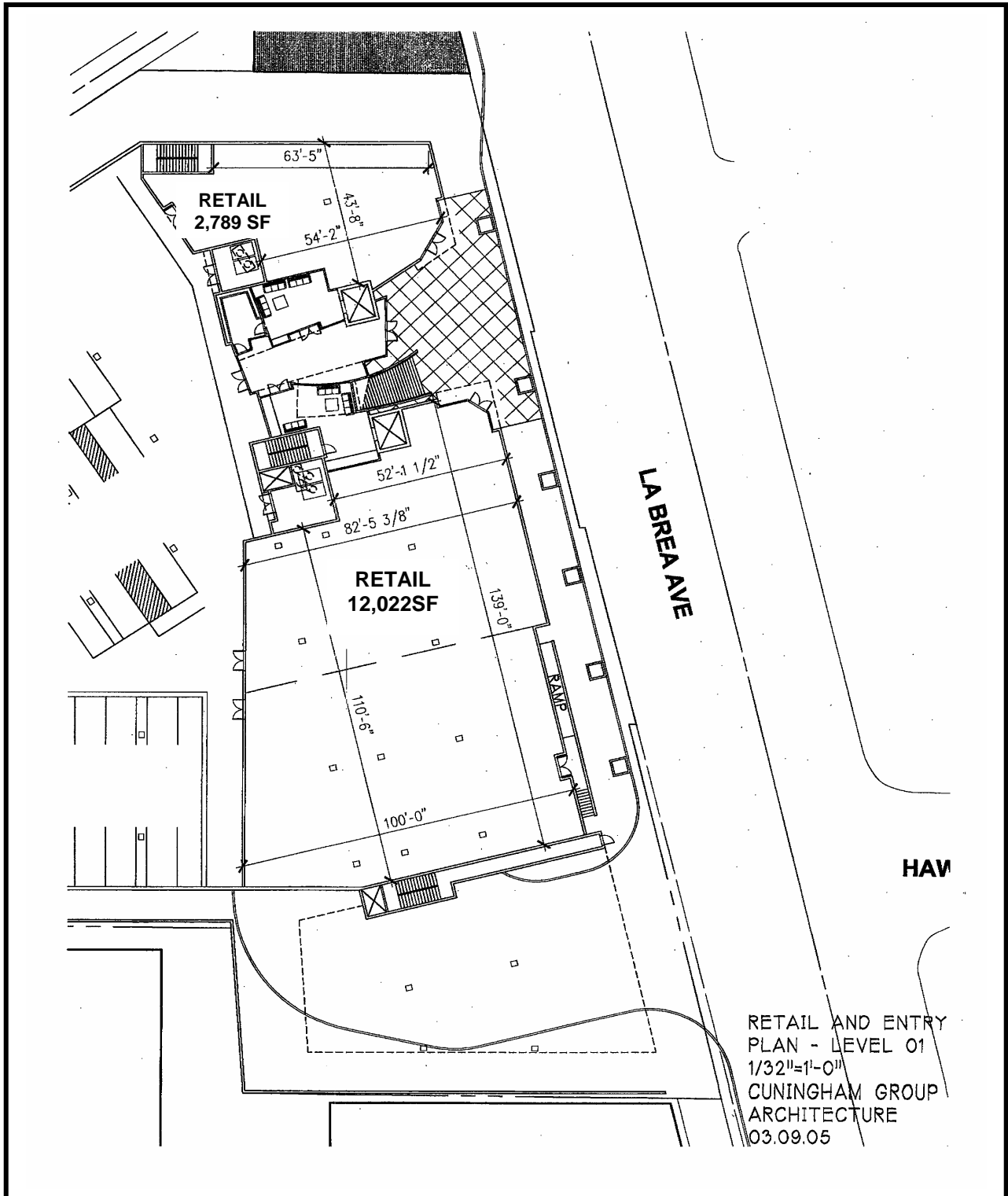
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RETAIL COMPONENT SITE PLAN
(subject to modification or change)



Creating Retail Asset Value & Meeting Community Needs

DEVELOPING & INVESTING IN RETAIL AND MIXED USE PROJECTS IN HIGH GROWTH MARKETS, URBAN LOCATIONS AND UNDERSERVED COMMUNITIES

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