



VALLEY PLAZA

REGIONAL RETAIL

12121 VICTORY BOULEVARD, N HOLLYWOOD, CA 91606 | 155,305 SF

Valley Plaza boasts a rich history and significant cultural influence. Originally constructed in 1951 as a single-tenant Sears department store, it played a pivotal role in the local retail and cultural scene for decades. After acquiring the property in 2021, Gryphon reimagined the single-store property into a multi-tenant center, thus revitalizing the space to meet modern retail needs. In doing so, Gryphon also provided valuable space and opportunities for businesses looking to enter this vibrant but dense market, one which offers very few areas to redevelop.

Located in North Hollywood, part of the Los Angeles MSA, the property benefits from excellent visibility from tens of thousands of vehicles passing along North Laurel Canyon and Victory Boulevards. The Hollywood Freeway and the Ventura Freeway also add to the accessibility of the center.

HIGHLIGHTS

- The surrounding area is densely populated, with over 300,000 residents within a five-mile radius and average household incomes exceeding \$101k, projected to grow to \$111.6k by 2028
- In 2022, the workday population in the area was 53,839 within two miles of the center with a total consumer spend of \$3.1b
- Beyond its retail significance, Valley Plaza has also made its mark in the film industry with its distinctive architecture and location serving as a backdrop for numerous films, including *Magnolia*, *Captain Marvel*, *Pineapple Express*, and *Don Jon*, enhancing its recognition beyond the local community

MAJOR TENANTS



VALLEY PLAZA / N HOLLYWOOD

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■ Open

STORE DIRECTORY

Burlington

Ross Dress for Less

Target



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