

RESEDA THEATRE
+ PUBLIC MARKET

A NEW DESTINATION FOR FOODIES + FILM LOVERS

18447 West Sherman Way, Reseda, CA 91335



AZURE
DEVELOPMENT

A LANDMARK REIMAGINED



From the time it opened in 1948, the Reseda Theatre served as the centerpiece of Reseda's thriving business district. However, by the 1970s the movie house had fallen into decline. For a few years in the 1980s, the Reseda Theatre operated as a Spanish-language movie house, advertising under the name Cine Reseda, but eventually in 1988, the theatre shut its doors. The building remains vacant today.

Azure Development will transform this long-vacant theatre into a 15,860 SF food hall and micro cinema with a unique space for local chefs and culinary variety. We don't like labels though—so we don't call ourselves a food hall. We like to think that we are reinventing restaurant spaces, blending our development expertise with a creative approach to design and dining.

Reseda Theatre + Public Market is about authenticity, creativity, and fresh variety.

Concept Rendering



EAT, SIP, GATHER: A PLACE FOR EVERY MOMENT

A PLACE TO BRING THE FAMILY
FOR BRUNCH ON SUNDAY.

A PLACE FOR YOU AND YOUR
GIRLS TO HAVE A GLASS OF
WINE AND CATCH UP ON THE
LATEST.

A PLACE TO GRAB DINNER
WHEN YOU ARE ON THE GO AND
CAN'T STAY—THOUGH WE WILL
MISS YOU!

SEATING, PARKING + AMENITIES

Reseda Theatre + Public Market's success derives from an attention to detail and Azure's deep experience in creating retail environments that flourish. Crafting the right experience begins with how easy it is to find Reseda Theatre + Public Market, access to parking and then the dining experience once you arrive and enjoy the facilities.

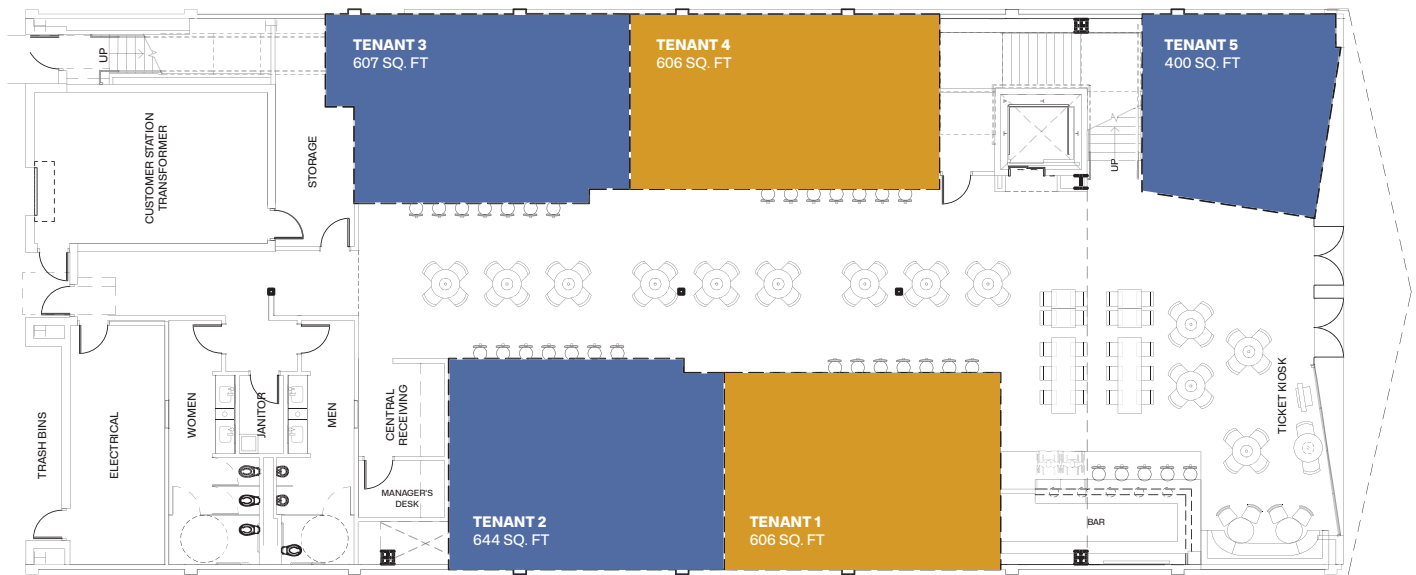
Reseda Theatre + Public Market is designed to have communal and private seating areas, a beer or wine garden with 116 seats. Ample parking on City-owned lots throughout Sherman Way and Reseda Boulevard.



FLEXIBLE BUILDOUTS, CREATIVE FREEDOM

The food hall will be programmed for approximately 6 specialty tenants and can include a beer or wine garden and one (1) anchor tenant. Each suite will have a “frontage” that can be creatively customized for each tenant’s brand, menu, and identity. Those tenants that execute a lease early will have the most flexibility to customize lighting, cue lines and construction materials.

In a standalone restaurant, an operator would have to fund their own buildout, which can cost between \$500,000 and several million dollars depending on the location and size of the project. Reseda Public Market offers a full build-out for its tenants which will require little to no cost to customize your suite.



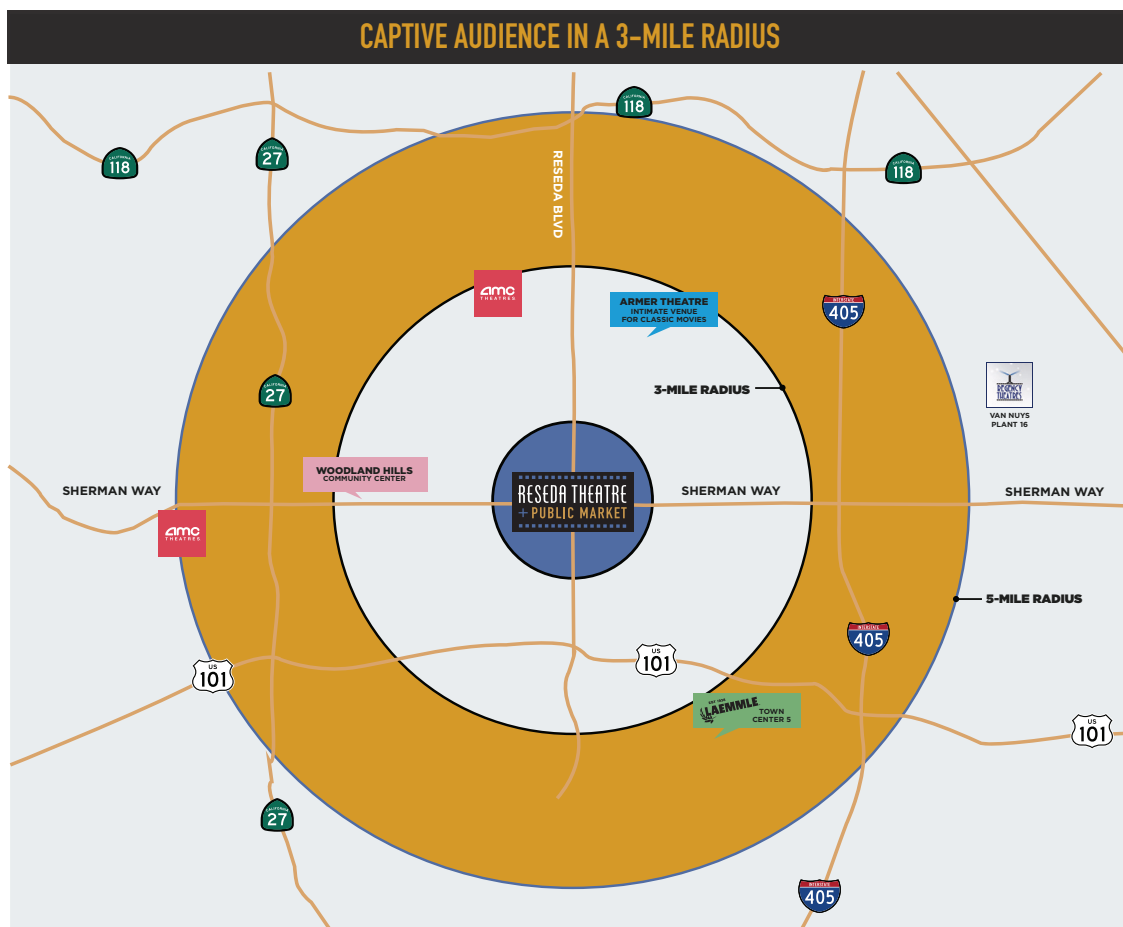
*Square footages are subject to change

GROUND LEVEL

In addition to building out their suite, tenants will be offered a forgivable loan of up to \$50,000 for start-up costs or equipment. These loans will be forgiven over the term of their lease. We want them to thrive at Reseda Theater + Public Market.

IN THE HEART OF RESEDA'S COMMERCIAL DISTRICT

The Reseda Theatre + Public Market will transform a long-vacant Theatre in the heart of Downtown Reseda into a 15,860 SF food hall and micro cinema. The Theatre is located on Sherman Way between Reseda Boulevard and Canby Avenue in Downtown Reseda. The 101, 405 and 118 Freeways are accessible within a 5-mile radius and the site is centrally located in the San Fernando Valley surrounded by other businesses and housing developments.



COMMUNITY-DRIVEN DEVELOPMENT

Azure Community Development, Inc. was created to develop transformation projects in collaboration with and in harmony with the communities they serve. Each development gives back to the community with local hiring, architectural excellence, affordability, or a carefully selected tenant mix.

Azure Community Development, the creator of Reseda Theatre + Public Market, was founded by a Latina entrepreneur who started the company from her garage. We are committed to helping other small, female, or minority entrepreneurs in pursuing their dreams. Selected tenants at Reseda Theatre + Public Market will be paired with public agencies to seek low-cost loans or grants to fund the tenant buildout costs. These programs are highly dependent on operator experience and credit history, but we are committed to helping to create a plan for the up-front costs for those tenants that may need to find non-traditional investment sources. We do expect selected tenants to hire employees from the local area, where possible, and contribute back to those who need help in the community

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