



you are here

LOS ANGELES

STREET

A WALKABLE CORRIDOR IN THE HEART OF THE FASHION DISTRICT. READY FOR RE-IMAGINATION.

THE LOS ANGELES STREET STORY

TABLE OF CONTENTS

1

Open For Business

The Real Estate + Investment Opportunity

2

Mixing it Up on Los Angeles Street

Merchandising + Tenant Mix

3

Location, Location, Destination

The Trade Area

4

The Creative Community

Living it up on Los Angeles Street





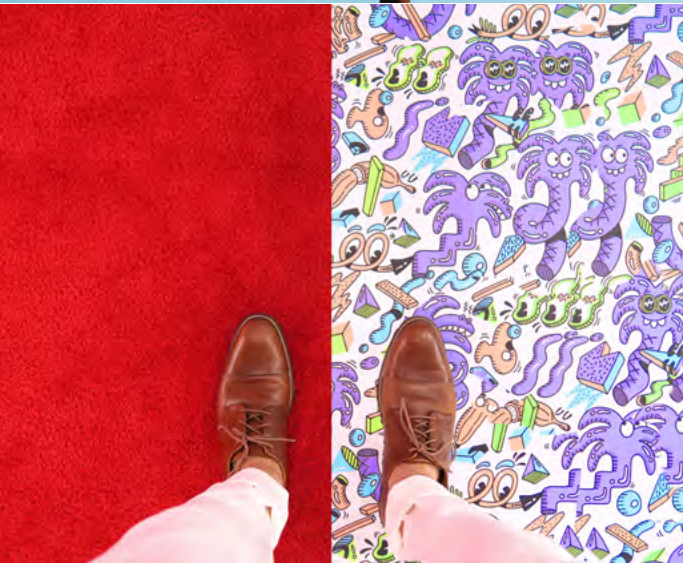
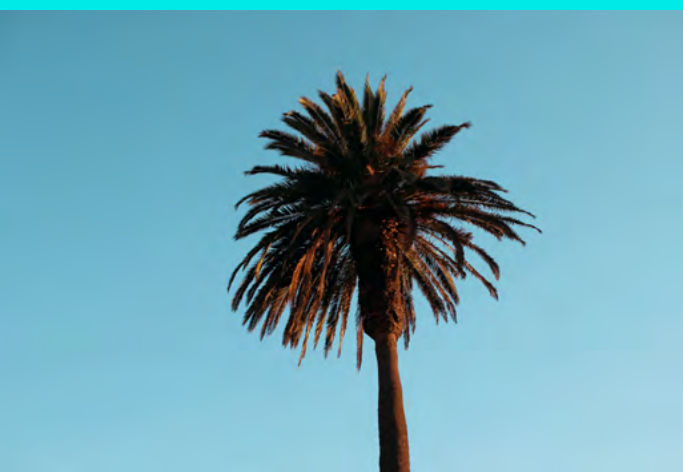
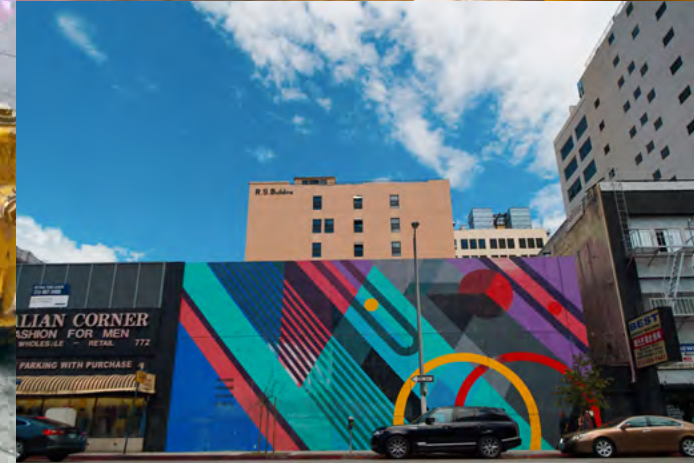
OPEN FOR

BUSINESS

The Los Angeles Street Opportunity:
Major employment center, connected to public transit, with hot residential and hospitality growth and high appeal to young workers in creative fields.

THE FASHION DISTRICT

**100 BLOCKS OF CREATIVITY,
COMMUNITY AND COLOR**



LOS ANGELES STREET

**5 BLOCKS OF REAL ESTATE
READY FOR RE-IMAGINATION**

THE LOS ANGELES STREET PROPERTY OWNERS

Unique among urban centers, Los Angeles Street features a community of neighboring property owners who have come together to guide growth and opportunity.

- Steeped in “maker” culture – thanks to the area’s long history of design, style and manufacturing
- Open to cutting-edge concepts and artistic endeavors
- Collaborative in addressing community issues



enhancing life on LOS ANGELES STREET

LA FASHION DISTRICT BUSINESS IMPROVEMENT DISTRICT



FULL-TIME NEIGHBORHOOD CLEANING STAFF

Graffiti Removal
Trash Removal
Pressure Washing



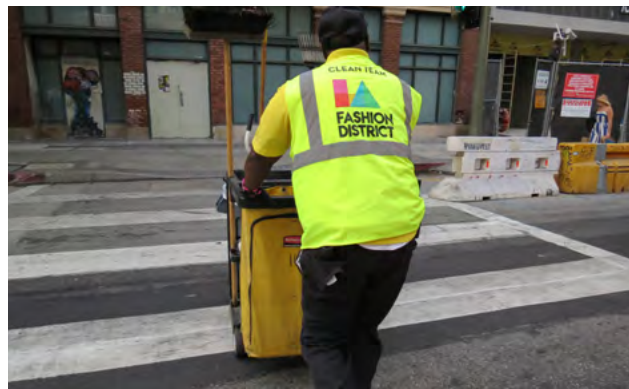
ADVOCACY

Neighborhood leadership
with law enforcement, elected
officials and policymakers



PRIVATE SECURITY FOR QUALITY OF LIFE

24/7 Safety Patrol
Wellness checks for people
experiencing homelessness



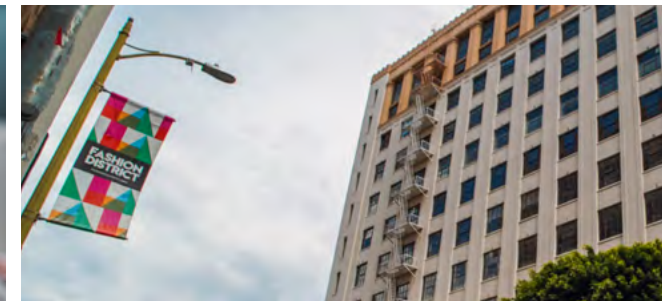
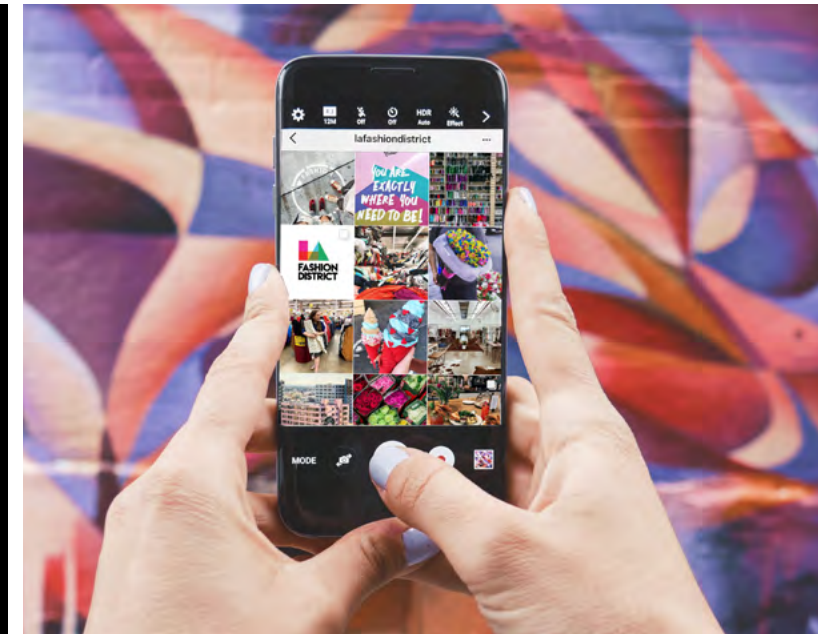
MARKETING

 57K @lafashiondist

 10K @lafashiondist

 45K @lafashiondistrict

479,744
fashiondistrict.org



being in the FASHION DISTRICT

DTLA'S EMERGING NEIGHBORHOOD AND CULTURALLY CREATIVE HUB

DTLA RESIDENTIAL GROWTH

Residential Units

45,506

Units Under Construction

5,259

Units Planned

31,072

Average Rent

\$2,593

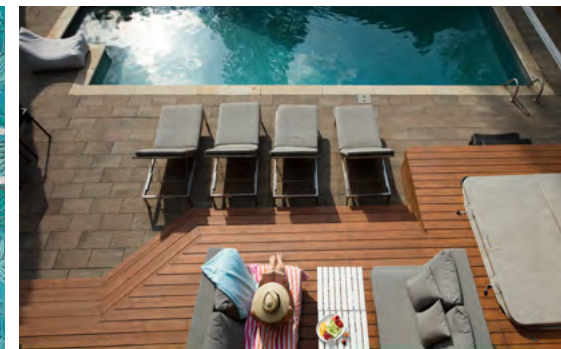
Units within 10-minute walk
of Los Angeles Street

4,431



1.5 MILLION ANNUAL
FASHION DISTRICT VISITORS

5 MAJOR MARKET WEEKS
PER YEAR



DOWNTOWN AMENITIES

8,814

Hotel Rooms

New Hotels Adjacent
to Los Angeles Street

Hoxton Hotel

The Proper Hotel

Mart South Hotel

Ace Hotel

800+

Restaurants, Bars, Retail + Nightlife

15+

Entertainment Venues

30+

Museums + Galleries

9

Grocery Stores

WHAT'S NEW

AND WHAT'S NEXT

***TRANSFORMATION HAPPENING
ON LOS ANGELES STREET**



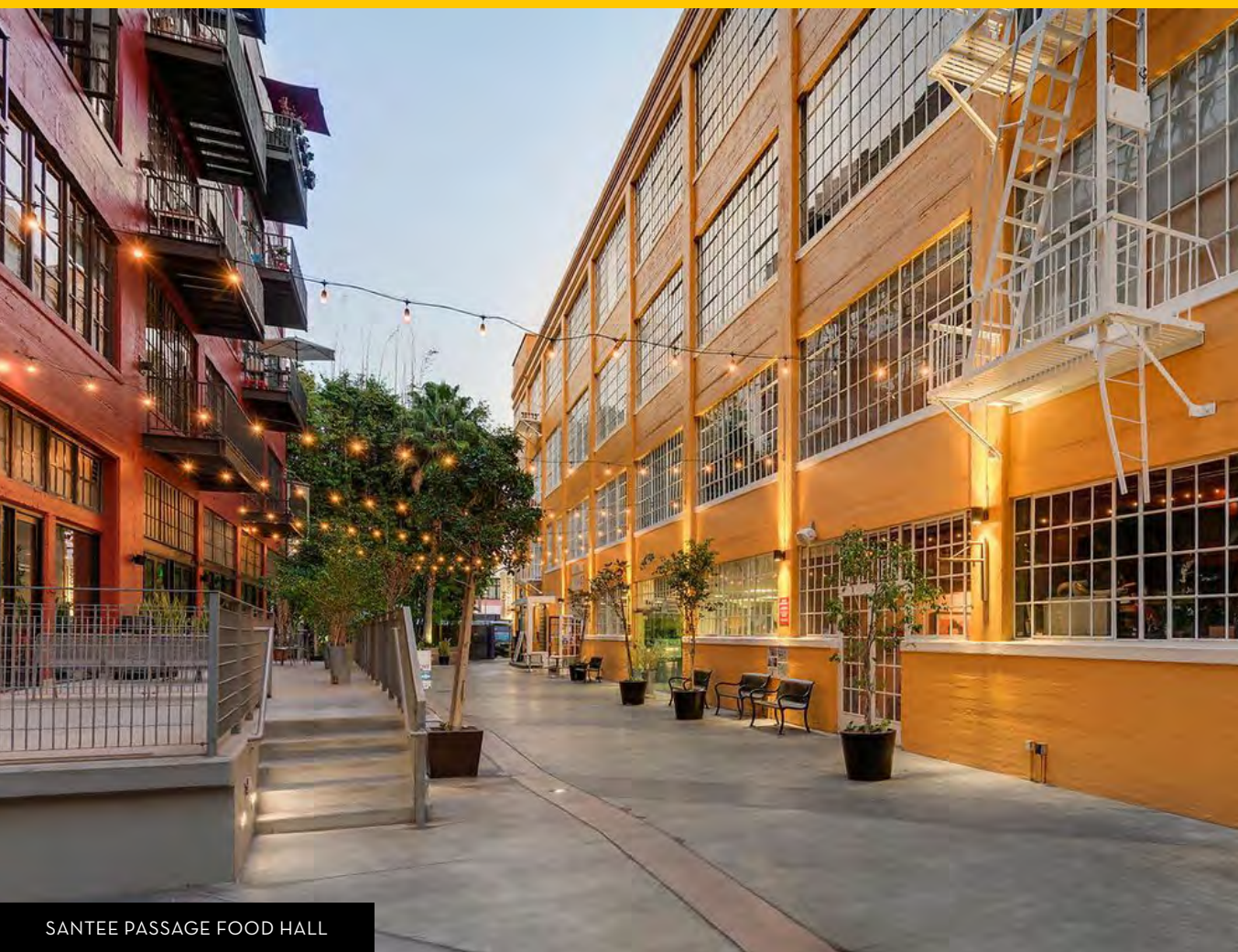
CALIFORNIA MARKET CENTER

CALIFORNIA MARKET CENTER

A makeover of the massive CMC complex will enliven the streetscape and offer new creative office space to fashion, entertainment and tech firms.

SANTEE PASSAGE FOOD HALL

The team behind the award-winning overhaul of Grand Central Market is curating a new 20,000 square foot food hall at 700 S. Los Angeles Street.



SANTEE PASSAGE FOOD HALL

MART SOUTH HOTEL

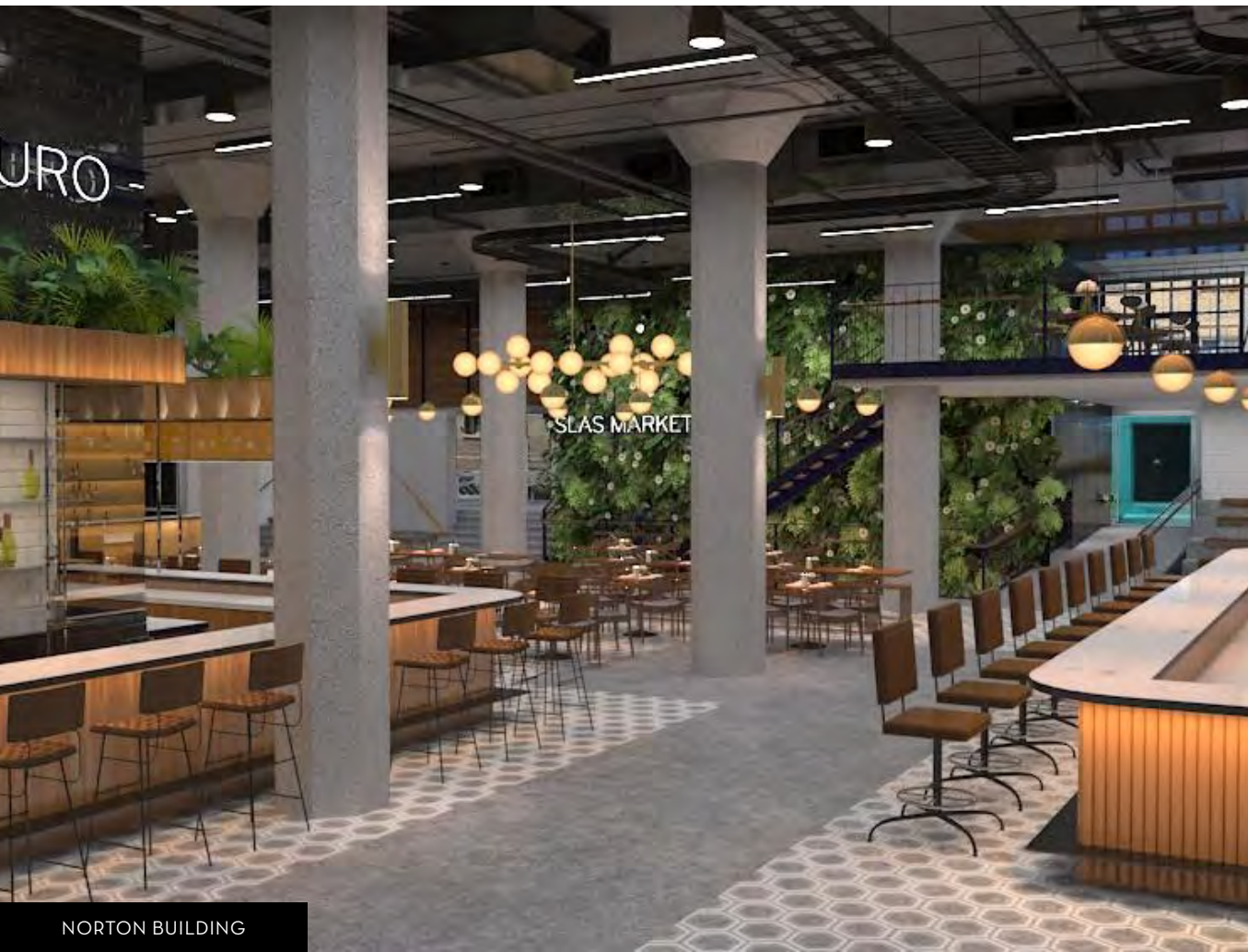
Transformation of a 1950s office building at Los Angeles Street and Olympic into a 149-room hotel is in the works.

NORTON BUILDING AT 755 S. LOS ANGELES ST.

Refurbishment of a century-old building into creative office space and nearly 43,000 square feet of shops and restaurants – including a ground level food hall – is underway.



MART SOUTH HOTEL



NORTON BUILDING

823 S. LOS ANGELES ST.

Built in 1920 as a manufacturing facility, the four-story building is becoming 12 live-work apartments.



ARIZONA STATE UNIVERSITY

The university is opening a 80,000 square foot campus at Broadway and 11th, a 3-minute walk from Los Angeles Street.



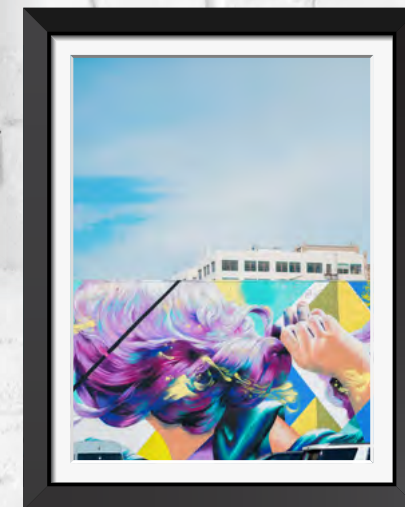
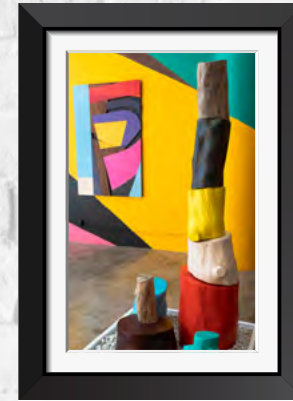
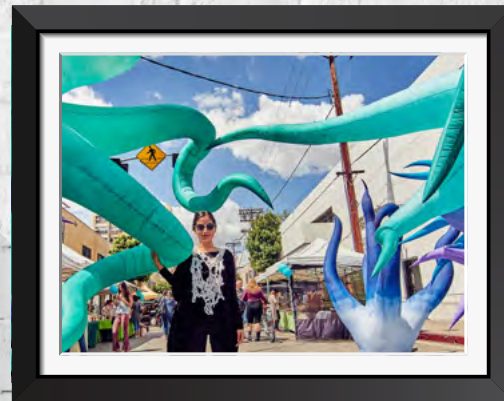
**This is only a sample of projects that are transforming Los Angeles Street and the surrounding area. Descriptions are based on information available at press time and project details are subject to change.*

MIXING IT UP

OUR VISION FOR A TENANT MIX THAT HAS FLAVOR,
CULTURE, STREET STYLE, INDIE SPIRIT AND INNOVATION.



ART & CULTURE



WHEN YOU VISIT LOS ANGELES STREET, YOUR CURIOSITY HEIGHTENS. THERE ARE PLACES OBVIOUS AND SOME HIDDEN TO BE DISCOVERED. THE VISUAL AESTHETIC OF THE DISTRICT COMES ALIVE. LOOK AROUND.

STREET STYLE

An urban beat meets the most livable street and up-and-coming neighborhood in DTLA. Everywhere you look you're reminded of LA Style — whether it's the garment rack rolling down the street or the fresh streetwear boutique where iconic shoe brands live alongside hip upstarts.



**"The recent emergence of
"Sneaker Row" in downtown
positions L.A. as the white-hot
nexus of the footwear explosion."**

Los Angeles Magazine, March 2019

indie spirit



Who says bigger is better? Indie retail and restaurants are giving the big guys a run for their money. Highly curated, personal, and proprietor managed, these high-concept places become sought-after destinations.

"Shops drawing a glittering who's who to the Fashion District include A.L.C., Anine Bing, Michael Costello, Skingraft and Zoë Chicco, who's had her studio for a decade and is a jeweler to Mandy Moore and Alison Brie."

LA Confidential Magazine, April 2019

LA FLAVOR

on Los Angeles Street you can grab a coffee with a colleague or neighbor. You can taste flavors from around the city and around the world. You might discover an "old school" lunch counter with "new school" appeal or cozy into a lounge at a newly opened hotel. Whatever your taste, we've got lots to offer and lots more coming soon.



"YOU'RE GONNA WANT TO GO AHEAD AND DOUBLE YOUR ORDER AT THIS CULT LOS ANGELES TAQUERIA."

Bon Appétit Magazine on Sonoratown



INNOVATE & INCUBATE

With more than 175 design studios finding a home in the LA Fashion District, Los Angeles Street is a place for cutting-edge concepts and creative enterprises...co-habiting with “industry” mainstays.



“There is an influx
of likeminded designers,
chefs and artists
making their mark now.
It’s exhilarating.”

SoCal fashion designer Heidi Merrick
LA Confidential Magazine

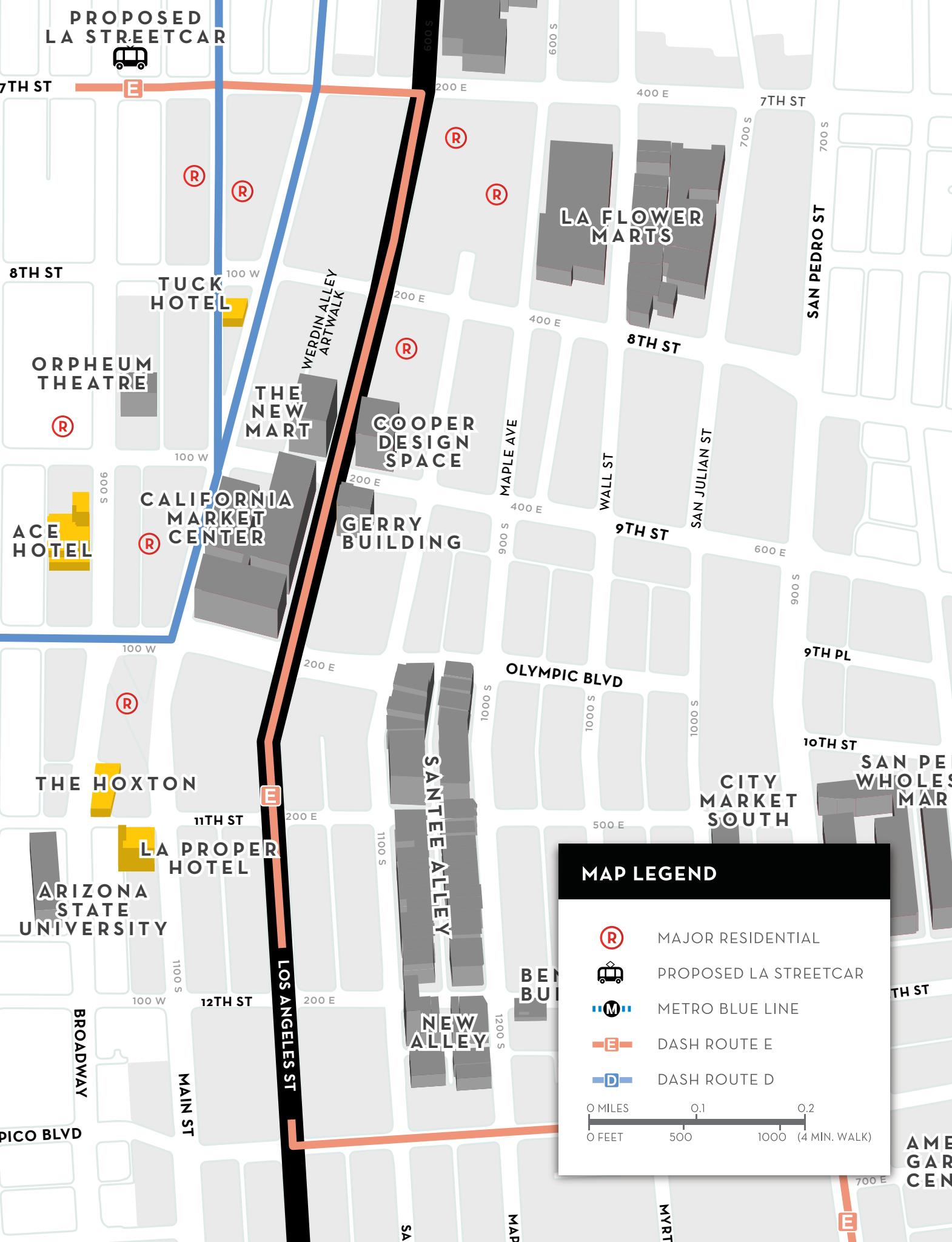
A vibrant city street scene, likely in San Francisco, featuring a mix of historic and modern architecture. In the foreground, several pedestrians are walking across the street, including a woman in a blue shirt and sunglasses. The street is lined with mature trees, and a blue street sign for 'Main St' is visible on the left. In the background, tall buildings rise against a clear blue sky, including a prominent red brick skyscraper and a modern glass-fronted building. A 'CHASE' sign is visible on one of the buildings. The overall atmosphere is bright and urban.

LOCATION,

LOCATION,

DESTINATION

THE TRADE AREA



ACCESS IS EVERYTHING

Not only is Los Angeles Street accessible from four major freeways, but DASH Routes D and E connect Los Angeles Street to the entire LA region via Metro Rail and Union Station. A network of Metro bikes, LA Dept. of Transportation car-share stations, and even electric scooters make it easy to zip around.

LAX and the Hollywood Burbank Airport are easily accessible from Los Angeles Street.



NEW MART
300K SF

**COOPER
DESIGN SPACE**
350K SF

**GERRY
BUILDING**
122K SF

**CALIFORNIA
MARKET CENTER**
1.85M SF

**LADY LIBERTY
BUILDING**
60K SF

LOS ANGELES STREET

WHERE THE FASHION INDUSTRY CONVENES

At the intersection of Los Angeles and 9th Streets, the retail and fashion industries converge at the Fashion District's most iconic showroom buildings. From California cool to LA's signature street chic, this is where designers' newest looks become tomorrow's fashion trends.

NEW MART



BARBOUR
BB DAKOTA
BY DESIGN LLC
CHAN LUU
DANIEL RAINN
EILEEN FISHER
FRENCH CONNECTION
G-STAR RAW
HALE BOB
HUDSON JEANS
JOHNNY WAS
LUCKY BRAND
MAVI JEANS
ROBERT GRAHAM
SANCTUARY CLOTHING
UGG
XCVI

COOPER DESIGN SPACE



7 FOR ALL MANKIND
AG ADRIANO GOLDSCHMIED
ALICE + OLIVIA
AUGUST SHOWROOM
BAILEY 44
BUTIK
BURLINGTON STORES
BRAND ASSEMBLY SQUARE
CLOSED
CP SHADES
LEVIS XX
LNA
MAJESTIC FILATURES
MICHAEL STARS
MICHELLE MASON
MOTHER
N:PHILANTHROPY
REBECCA TAYLOR
ROBERT RODRIGUEZ
SIMON
SPLENDID
TED BAKER LONDON
THE LOCAL SHOWROOM
VERONICA BEARD
ZADIG & VOLTAIRE

GERRY BUILDING



KID DANGEROUS LOS
ANGELES
AVALON APPAREL
CURIOUS APPAREL
ALLIANCE APPAREL GROUP
BADGLEY MISCHKA
SWIMWEAR
IMPULSE MODA
BEKKA FASHION INC.
HAUTE BRANDS SHOWROOM
GLAM ENVY
PRIMA MODA USA
LEFT COAST APPAREL SALES

CALIFORNIA MARKET CENTER



AMAZON
DAKOTA
HERSCHEL SUPPLY CO.
KIKO LEATHER
PAPILLON
PUMA NORTH AMERICA WEST
SUPERDRY
BASIL AND LOLA
ACA JOE
SIMON LA
T AND A SHOWROOM
THE FOUNDATION
DL1961 PREMIUM DENIM
KIDILIZ SHOWROOM
SPLENDID
PJ SALVAGE
SAKS FIFTH AVENUE
URBAN OUTFITTERS
VELVET BY GRAHAM &
SPENCER
LF STORES
REVOLVE
STITCH FIX

LADY LIBERTY BUILDING



FREE PEOPLE
CITIZENS OF HUMANITY
VELVET BY GRAHAM &
SPENCER
SELKIE
SALT & STONE
J BRAND
JENNI KAYNE
GRAYSON

A woman with brown hair tied back, wearing an orange headband and an orange long-sleeved top, is holding a black DSLR camera with a blue strap. She is looking through the camera's viewfinder, which shows a bright orange and blue image. In front of her is a white clothing rack with several white hangers. One hanger holds a bright orange turtleneck sweater with a graphic print that says "HEAD IN THE CLOUDS" in a stylized, bubbly font. Other hangers hold various other colored shirts in shades of orange, yellow, and white. The background is a vibrant blue wall with a repeating pattern of green leaves and small orange flowers.

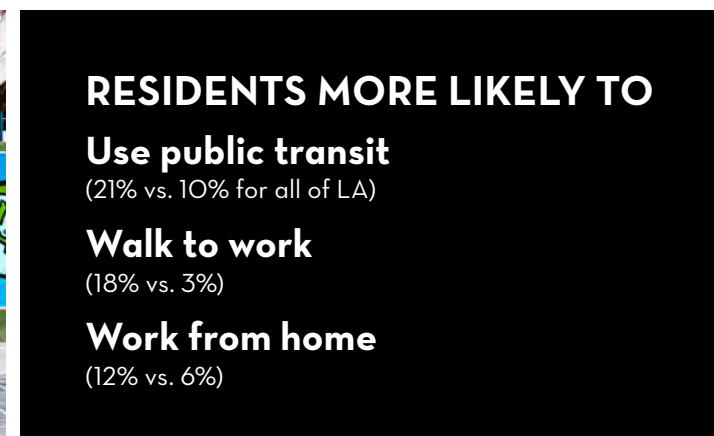
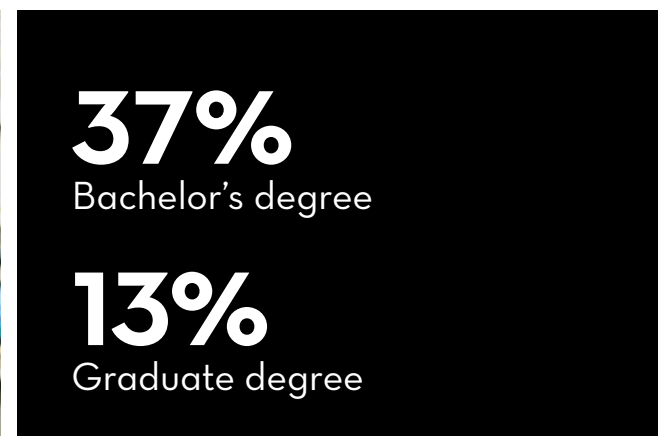
THE CREATIVE

COMMUNITY

LIVING IT UP ON LOS ANGELES STREET

FASHION DISTRICT RESIDENTS

Fashion District residents tend to be young, educated, high-income people working in creative fields.



SENSE OF PLACE

We're setting the stage and enlivening the street for an authentic, relevant and captivating retail and lifestyle experience.



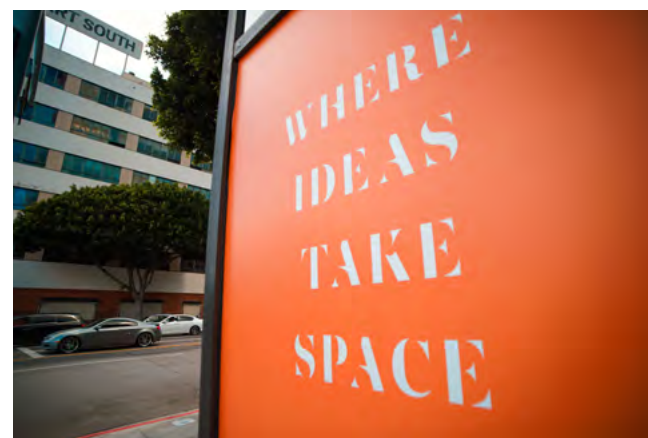
**A CREATIVE AND
CULTURAL MAGNET**
for locals and visitors alike



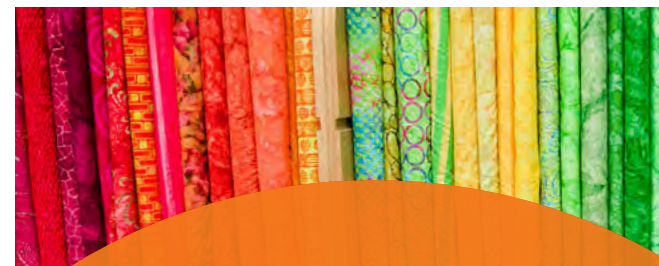
UNIQUELY ATTUNED
to meet the needs of
young, creatively inspired
residents and employees



Growth in creative offices is linked to a pronounced uptick in millennials moving downtown to live. The highest increase in millennial population over a five-year period was downtown L.A., which beat out Manhattan and Portland, OR, in its rate of growth among young adults, according to a recent study by RentCafe.
LA TIMES, NOVEMBER 2018



**A VIBRANT AND ECLECTIC
STREET SCENE**
leveraging local and industry
events and happenings —
that's always in fashion



THE EXPERIENCE

IN THE HEART OF THE FASHION DISTRICT

AN EMERGING CREATIVE HUB

ART AND CULTURE

PEDESTRIAN FRIENDLY,
HUMAN-SCALE CORRIDOR

URBAN ENERGY, STYLISH PEOPLE,
CREATIVE ATMOSPHERE



LINGER LONGER

CONSTANTLY EVOLVING STREETScape
PHOTO WORTHY AND READY FOR ITS CLOSE-UP
WALK, RIDE, COMMUTE – EASY ACCESS
NEIGHBORHOOD JOINTS JUST WAITING TO BE DISCOVERED
ROOFTOP DECKS
STREET-LEVEL ART
SURROUNDING CITY SKYLINE
BIKE SHARE
HOTELS & HOSPITALITY



EVENTS & HAPPENINGS

INDUSTRY EVENTS

LA MARKET WEEKS

LA KIDS MARKET WEEKS

LA MAJORS MARKET

LABEL ARRAY

VEGAN FASHION WEEK

FASHION EVENTS AND SHOWS



EVENTS & HAPPENINGS

COMMUNITY HAPPENINGS

AN URBAN DINNER PARTY

SANTEE WINTER WONDERLAND

LA CONSERVANCY TOURS

LAST REMAINING SEATS SCREENINGS

UNIQUE LA ARTISANAL MARKET EVENTS

WEST ELM MAKERS MARKETPLACE

WEEKLY FARMER'S MARKET

ART WALKS

10 THINGS TO *love*

ABOUT LOS ANGELES STREET

01

You can walk.
You can bike.
You can ride.

02

Murals in
Weridin Alley.

03

Creative vibe.
Creative places.
Creative people.

04

A close-knit global
community.

05

Authentic historic
architecture.

06

Flavor and fusion;
Art. Food. Culture.

07

Last Friday of the Month:
FASHION SAMPLE
SALES

08

Next-level bean and cheese
burritos and tacos at
Sonoratown.

09

Nitro Cold Brew
at Stumptown.

10

Fashion's most
important West Coast
intersection.



FOR MORE

INFORMATION



ADMINISTRATION OFFICE
818 S. Broadway, #801
Los Angeles, CA 90014
213.488.1153



WWW.FASHIONDISTRICT.ORG