YOU ARE HERE
POP-UP RETAIL GUIDE
ABOUT “YOU ARE HERE”

The LA Fashion District BID’s YOU ARE HERE pop-up initiative is creating retail pop-up activation space at (3) locations within the LA Fashion District BID boundaries starting July 2021. The spaces available will be rent-free opportunities for tenants to temporarily have their businesses reside in the LA Fashion District neighborhood for at least (3) months or longer.

The goal of YOU ARE HERE is to enhance the pedestrian experience in the LA Fashion District, support local makers, entrepreneurs and retailers, and bring attention to properties for lease in the LA Fashion District neighborhood.

To apply to be a YOU ARE HERE pop-up tenant, please review the program overview and submit your proposal to: miranda@fashiondistrict.org

Proposal Requirements can be found on Page 14

Deadline: On-going. If you wish to among the first, please submit application materials by May 31st, 2021 (early submissions are encouraged).
The following sites have been identified as potential locations for **YOU ARE HERE**. Each space will be secured depending on tenants and availability.

Our **YOU ARE HERE** properties were selected due to their location within the LA Fashion District, both the state and size of the spaces, the sites’ exposure to pedestrian traffic, and the mutual desire of the property owners to use creative tactics to market these properties.

**SITE ONE**
134 W 7th St

**SITE TWO**
828 S Los Angeles St

**SITE THREE**
Provide address here
134 W 7th ST
- 711 SF of usable retail space
- Approximately 14’ of frontage on 7th St
- Existing bathroom setup
- Storage space available
- Notable surrounding tenants:
  • Oldvine Florals
  • Little Damage
  • Juice Crafters
YOU ARE HERE
SITE TWO

828 S Los Angeles St

- Approximately 750 SF of usable retail space
- Frontage on Los Angeles St
- Access to bathroom
- Storage space available
- Notable surround tenants:
  • Holy Grail
  • Ron Tomson
  • International House of Music
YOU ARE HERE
SITE THREE

ADDRESS HERE

- Detail 1
- Detail 2
- Detail 3
- Detail 4
- Detail 5

COMING SOON
YOU ARE HERE
SPACES THAT WORK

WE WANT TO SEE SPACES THAT ARE:

- INVITING
- CREATIVE
- UNIQUE MATERIALS - WELL-BRANDED
- ORGANIZED
- COHESIVE
- INTENTIONAL
- CLEAN
- EYE-CATCHING
YOU ARE HERE
SPACES THAT DON’T WORK

WE DON’T WANT TO SEE SPACES THAT ARE:

- POORLY BRANDED
- POORLY LIT
- CHAOTIC
- TRYING TOO HARD
- NOT TRYING HARD ENOUGH!
- NOT CONSISTENT WITH PRODUCT
- NOT CUSTOMER FRIENDLY
- NOT USING PROPER SIGNAGE
YOU ARE HERE
GUIDELINES

SIGNAGE & STOREFRONT

1. All signage to be approved by the LA Fashion District BID (in accordance with the City’s signage ordinance).
2. The “YOU ARE HERE” sign in the window must stay visible to the public and remain in one of the window bays.
3. You must name, brand and market your own shop and place additional signage up as such. If you need assistance with this, let the LA Fashion District BID know.
4. Any additional signage you put up may not: a) infringe on the visibility of the YOU ARE HERE sign, and b) take up more than one-half of one additional window bay, unless transparent film is used.
5. You must provide & place an “Open/Closed” sign on the door and visibly post your hours of operation so customers know when to find you.
6. Shelving, racks and other display units may not be placed in window bays in ways that may block visibility into the retail space.
7. Indecipherable, provocative & controversial imagery and language may not be used in any capacity. If in doubt, ask us!
8. You cannot alter the façade in any capacity.
9. Use of minimal sidewalk space is permitted, pending the 5’ sidewalk clearance for ADA access.
YOU ARE HERE
DO’S AND DON’TS

DO’s:
- WELL-LIT
- CLEAN
- UNIQUE
- INTENTIONAL
- BRINGS VIBRANCY
- ENTICES CUSTOMERS

DON’TS:
- POOR QUALITY
- POOR GRAMMAR & SPELLING
- DARK
- DISORGANIZED
- NOT CUSTOMER-ORIENTED
You must provide all your own display units.

Units must be mobile and must be removed upon end of pop-up. Display units cannot permanently alter the space.

Units must be clean, properly organized and placed appropriately in space.

Units must be assembled to provide proper access and circulation throughout space.

Displays that are creative, unique, interesting, eye-catching, well assembled and generally awesome will be noted, documented and marketed as such!

Displays must be free of clutter, trash and non-retail items.

Pricing must be easily noted and legible.
YOU ARE HERE
OTHER THINGS TO THINK ABOUT

DO YOU...

1. Have a marketable and catchy business name?

2. Have pamphlets, business cards, and flyers to hand out or hang in the store?

3. Have a website or blog you can refer customers to?

4. Have a brand theme? Color palette? Logo?

5. Have enough inventory to fill the space?

6. Have events and/or promotions that may entice customers to return?

7. Have strategic ideas about unique pop-up retail displays?
To apply to be a YOU ARE HERE pop-up tenant, please review this program overview and the proposal requirements provided on the next page.

**Tenant Responsibilities:**
- All furniture and furnishings needed for their pop-up
- Creative storefront display and temporary window signage
- Open and operate the pop-up during the days and hours specified in the use agreement with the LA Fashion District BID
- All marketing and promotion of the specific pop-up
- All staffing of the space during the hours the pop-up is to be open
- Qualifying tenants should obtain insurance to cover value of merchandise, etc.

**LA Fashion District BID Responsibilities:**
- LA Fashion District BID agrees to pay all rent and utilities for each property during the activation period.

**Deadline:** On-going. If you wish to be among the first considered, please submit by May 31st, 2021 (early submissions encouraged).

**QUESTIONS?** Email: miranda@fashiondistrict.org
YOU ARE HERE
PROPOSAL REQUIREMENTS

All proposals should be submitted in a single PDF document, which should include:

• **Contact Information**: Activation or Business Name, Name of Applicant, Email Address, Phone Number, Mailing Address (City, State, Zip Code)

• **Business Information**
  - Tell us about your retail or pop-up experience.
  - What is the primary product you intend to sell or exhibit?
  - What is the price range of your product?

• **Pop-Up Information**
  - Provide a detailed, concise description of your Pop-Up concept (200 words or less).
  - Include up to 4, high quality photos of your merchandising concept.
  - Which space(s) are you most interested in? (Select from the three locations provided)
  - How many days a week can you operate the pop-up? What hours of the day would you operate? What month(s) do you prefer to operate?
  - How long would you want to operate the space? (3-6 months)

**Businesses may collaborate in 1 space, but must submit a joint proposal**

**Submission Deadline**: On-going. If you wish to among the first, please submit by May 31st, 2021 (early submissions are encouraged) to: miranda@fashiondistrict.org