YOUR GUIDE TO DOWNTOWN LA

OFFICE
SPACE

2018
You’ve heard something is happening in DTLA – the food, the art, the shopping, the walkable lifestyle and vibrant community. You’re wondering if it’s the place for you – to live, to work, maybe to move your business. We’re here to help you explore, experience, and find the DTLA that’s right for you. And MAKE IT YOURS.
As our organization grows, we feel there will be an intrinsic benefit to **immersing in the progressive culture of downtown Los Angeles**… Our new location will afford us a better opportunity to identify market trends where they happen.

**Truman Kim**
Chairman & Chief Executive of K-Swiss Global Brands

Innovation, sustainability and California roots are core to Califia Farms. Our new offices reflect this in both their design and in their location in one of the country’s most exciting creative incubator districts: DTLA Arts District.

**Greg Steltenpohl**
CEO of Califia Farms

DTLA is one of the key financial epicenters of Southern California, which is very desirable to employees and other businesses… The synergies of this location are important to our human capital and the future growth of our firm both nationally and internationally.

**Stanley Iezman**
CEO of American Realty Advisors

This strategic move will allow us to expand our operations and continue to **attract the best talent in this dynamic market**… As our company embarks on a new phase of rapid growth, all of us at Evite remain focused on our mission of bringing people together face-to-face.

**Victor Cho**, Chief Executive Officer of Evite

When looking for new offices, we took many factors into consideration, including square footage, location and commutes… But above all, we wanted an exciting space that enables us to preserve our unique company cultures, while promoting greater collaboration across divisions.

**Stephen Cooper**
CEO of Warner Music Group
THE DTLA STORY
PROPERTIES
Class A
Historic
Industrial
MAPS
TENANTS
Finance, Legal & Business Services
Real Estate & Architecture
Creative & Media
Technology & Innovation
NEIGHBORHOODS
Neighborhood Map
Bunker Hill
Financial District
Historic Core
Arts District
South Park
Fashion District
Little Tokyo
Chinatown
DTLA 3.0
ABOUT THE DCBID
It feels like you’re in a real city, not in a Hollywood or Silicon Beach bubble. You look out of the windows and it’s like you’re watching a scene from ‘Chinatown’ or some other movie like that. There’s such a hubbub of activity. It just feels vibrant and thriving, which is not something you could say about L.A. downtown 10 years ago.”

Zach Blume
Co-Founder, Portal A

Downtown Los Angeles (DTLA) has reclaimed its status as the economic and cultural center of Southern California and has captured the imagination of the city and beyond.

Headlines proclaim the opening of new restaurants, arrival of new companies, and construction of new projects. But behind the scenes an even more compelling story is unfolding – by and about people passionate about DTLA and companies committed to its future. We invite you to be part of that story and Make It Yours.

Downtown has long been home to industries like real estate, finance and legal services. Now it is attracting a new generation of companies in growth sectors such as technology, design, and media. These creative and entrepreneurial companies are establishing a dynamic innovation scene in DTLA, with a vibrancy that extends to its trend-setting restaurants and culture, and the forward-thinking design of its streetscapes and public spaces.

Nearly 500,000 people work in DTLA, and the residential population has grown to over 70,000 today (projected to top 85,000 over the next few years). They are passionate, creative, and highly skilled – representing a deep pool of talent, broad customer base, and engaged civic community. They are also driving DTLA’s social and cultural ascendance, in concert with the world-class institutions and pioneering organizations that are shaping trends in everything from art to food to fashion.

For all its cache, Downtown also represents an increasingly practical option for today’s office tenants. Its central location, unparalleled access to freeways and public transportation, and equal proximity to Silicon Beach and Hollywood are among its geographic advantages. It is also the largest office market in Southern California with an unparalleled number and variety of buildings and spaces to choose from including prestige towers, historic properties, and converted industrial buildings.

Convenience also applies to the DTLA lifestyle. There is a wide range of retail, restaurants and amenities, and easy access to everything from cultural events to government offices across its unique and increasingly interconnected neighborhoods, from Civic Center to South Park, Bunker Hill to the Arts District.

In the following pages we present the story of DTLA – its appeal, benefits, and competitive advantages. This story is happening in real-time and is highly interactive – so we encourage you to jump in, and Make It Yours.
$1b
Invested in DTLA startups such as...

$1b
NationBuilder

37m
Square feet of Class A office space

37m
Soylent

35%
35% of downtown workers live within 10 miles

35%
Oblong

60k
Workers with a bachelor’s degree or higher within 10 miles of DTLA

60k
Hyperloop One

500k
Workers with a bachelor’s degree or higher within 10 miles of DTLA

500k
DTLA

15M
15 million passengers a year at 7th/Metro Center

15M
Regional transportation hub

6 freeways
6 Metrolink lines
5 Metro rail lines

15 miles to LAX
15 miles to Burbank Airport
25 miles to Long Beach Airport

25 miles to Long Beach Airport

15 miles to LAX
Downtown LA is the region’s biggest commercial real estate market, with over 37 million square feet of Class A office space. It is also the most diverse, including the best collection of historic office buildings in Southern California as well as 30 million square feet of warehouse and industrial space.

The DTLA office market is also radically transforming with buildings in every class and neighborhood evolving inside and out. New ownership, tenants, and workspaces are bringing Class A properties into the 21st century, while historic buildings return to their former glory, retrofitted with modern technology, and industrial spaces are repositioned for a new generation of tech and creative companies.

And it’s all in the middle of “America’s Most Colorful Neighborhood” (Forbes) which is what everyone really cares about - especially at the end of the work day when DTLA has more restaurants, bars and entertainment than anywhere in the city.

While increased demand for office space has pushed rents over $3.00 per square foot amid declining vacancy, DTLA continues to offer tremendous value for Class A tenants.

DTLA vs. WEST LA

<table>
<thead>
<tr>
<th>MARKET</th>
<th>BUILDINGS</th>
<th>SPACE</th>
<th>RENT</th>
<th>SAVINGS IN DTLA</th>
</tr>
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<tbody>
<tr>
<td>Downtown LA</td>
<td>79</td>
<td>38,199,878</td>
<td>$3.25</td>
<td>--</td>
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<tr>
<td>Beverly Hills</td>
<td>45</td>
<td>5,211,623</td>
<td>$5.78</td>
<td>43.8%</td>
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<tr>
<td>Marina Del Rey/Venice</td>
<td>33</td>
<td>4,964,210</td>
<td>$4.87</td>
<td>33.2%</td>
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<tr>
<td>Santa Monica</td>
<td>62</td>
<td>7,829,725</td>
<td>$5.50</td>
<td>40.9%</td>
</tr>
<tr>
<td>Century City</td>
<td>21</td>
<td>10,713,924</td>
<td>$4.32</td>
<td>24.7%</td>
</tr>
<tr>
<td>Culver City</td>
<td>14</td>
<td>2,628,757</td>
<td>$4.47</td>
<td>27.3%</td>
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<tr>
<td>Westwood</td>
<td>26</td>
<td>5,753,585</td>
<td>$4.27</td>
<td>23.9%</td>
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<tr>
<td>Hollywood/Silver Lake</td>
<td>29</td>
<td>2,690,738</td>
<td>$4.73</td>
<td>31.2%</td>
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<tr>
<td>West Hollywood</td>
<td>18</td>
<td>2,435,344</td>
<td>$4.32</td>
<td>24.9%</td>
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<tr>
<td>Total West LA</td>
<td>263</td>
<td>45,804,235</td>
<td>$4.72</td>
<td>31.2%</td>
</tr>
</tbody>
</table>

Source: CoStar
PROPERTY TYPES

CLASS A
Modern glass and steel towers, long-desired for their high-quality spaces and amenities, large floorplates, and prestige locations.

HISTORIC
Classic buildings from the early 20th century updated for today’s creative firms in architecture, design, fashion and technology.

INDUSTRIAL
Traditional warehouse and manufacturing properties retrofitted and repositioned as flexible open space.
CLASS A

Bunker Hill is home to nine of the largest Class A properties in DTLA, concentrating over 10 million square feet of office space into four city blocks. Most of these properties are under new ownership that has been making significant investments to upgrade infrastructure, amenities, programming, and design to meet the demands of a new generation of tenants. And they’ve still got the best views in town!
<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>ADDRESS</th>
<th>BUILT/RENO</th>
<th>STORIES</th>
<th>AREA</th>
<th>OWNER</th>
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</thead>
<tbody>
<tr>
<td>Wells Fargo Center</td>
<td>333/355 S Grand Ave</td>
<td>1982</td>
<td>54</td>
<td>2,571,000</td>
<td>Brookfield Properties</td>
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<tr>
<td>U.S. Bank Tower</td>
<td>633 W 5th St</td>
<td>1989</td>
<td>72</td>
<td>1,432,539</td>
<td>Overseas Union Enterprise Limited</td>
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<tr>
<td>Bank Of America Plaza</td>
<td>333 S Hope St</td>
<td>1974</td>
<td>55</td>
<td>1,432,285</td>
<td>Brookfield Properties</td>
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<tr>
<td>Two California Plaza</td>
<td>350 S Hope St</td>
<td>1992</td>
<td>52</td>
<td>1,371,385</td>
<td>CIM Group</td>
</tr>
<tr>
<td>The Gas Company Tower</td>
<td>555 W 5th St</td>
<td>1991</td>
<td>50</td>
<td>1,303,703</td>
<td>Brookfield Properties</td>
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<tr>
<td>One California Plaza</td>
<td>300 S Grand Ave</td>
<td>1985</td>
<td>42</td>
<td>1,039,449</td>
<td>Rising Realty Partners</td>
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<tr>
<td>Citigroup Center</td>
<td>444 S Flower St</td>
<td>1981</td>
<td>48</td>
<td>891,056</td>
<td>Coretrust Capital Partners</td>
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<tr>
<td>400 S Hope</td>
<td>400 S Hope St</td>
<td>1982</td>
<td>26</td>
<td>701,535</td>
<td>PNC Financial Services</td>
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</table>

**CLASS A: FINANCIAL DISTRICT**

<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>ADDRESS</th>
<th>BUILT/RENO</th>
<th>STORIES</th>
<th>AREA</th>
<th>OWNER</th>
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</thead>
<tbody>
<tr>
<td>City National Plaza</td>
<td>515/555 S Flower St</td>
<td>1971/2005</td>
<td>52</td>
<td>2,774,000</td>
<td>CommonWealth Partners</td>
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<tr>
<td>Figueroa at Wilshire</td>
<td>601 S Figueroa St</td>
<td>1990</td>
<td>52</td>
<td>1,118,941</td>
<td>Brookfield Properties</td>
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<tr>
<td>Aon Center</td>
<td>707 Wilshire Blvd</td>
<td>1974/2009</td>
<td>62</td>
<td>1,110,000</td>
<td>Shorenstein</td>
</tr>
<tr>
<td>777 Tower</td>
<td>777 S Figueroa St</td>
<td>1991</td>
<td>52</td>
<td>1,024,834</td>
<td>Brookfield Properties</td>
</tr>
<tr>
<td>Ernst &amp; Young Plaza</td>
<td>725 S Figueroa St</td>
<td>1985/1999</td>
<td>41</td>
<td>915,316</td>
<td>Brookfield Properties</td>
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<tr>
<td>The Bloc</td>
<td>700 S Flower St</td>
<td>1973/2016</td>
<td>32</td>
<td>721,693</td>
<td>National Real Estate Advisors</td>
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<tr>
<td>KPMG Center</td>
<td>550 S Hope St</td>
<td>1991</td>
<td>28</td>
<td>590,207</td>
<td>Morgan Stanley</td>
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<tr>
<td>USC Tower (South Park)</td>
<td>1150 S Olive St</td>
<td>1963/2007</td>
<td>32</td>
<td>590,000</td>
<td>LBA Realty</td>
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<tr>
<td>The Wedbush Center</td>
<td>1000 Wilshire Blvd</td>
<td>1987</td>
<td>21</td>
<td>476,491</td>
<td>Cerberus Capital Management</td>
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<tr>
<td>888 Figueroa</td>
<td>888 S Figueroa St</td>
<td>1985</td>
<td>21</td>
<td>374,106</td>
<td>JADE Enterprises</td>
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<tr>
<td>Wilshire Grand Center</td>
<td>900 Wilshire Blvd</td>
<td>2017</td>
<td>30</td>
<td>372,775</td>
<td>Korean Airlines</td>
</tr>
</tbody>
</table>
CLASS A:

HACKING THE HIGHRISE

With over $6.5 billion invested in Class A Office Towers since 2013, new owners are maximizing the value and appeal of their buildings by reimagining them from the inside out, and reconnecting them to a revitalized DTLA. From lobbies and plazas redesigned as communal gathering spaces, to radical office renovations for creative tenants, and amenities and programming to enrich the employee experience and integrate with the surrounding neighborhood, DTLA’s office towers are an active testing ground for the workplace of tomorrow in the Downtown of today. Good examples include CommonWealth Partners’ City National Plaza, left, and Brookfield’s Gas Company Tower, right.
A range of seating types

Expanded patio space

DesignHive spec suites
At the heart of Downtown’s renaissance has been the revitalization of some of its most beautiful historic buildings. From Historic Broadway to the Financial, Fashion and Jewelry Districts, dozens of these architectural gems have been reactivated as modern workplaces for innovative companies, loft-style residences for creative individuals, and boutique hotels for trendsetting travelers, and are now among the most prized properties in DTLA.
### HISTORIC: FINANCIAL DISTRICT

<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>ADDRESS</th>
<th>BUILT</th>
<th>RENO</th>
<th>STORIES</th>
<th>AREA</th>
<th>OWNER</th>
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<tbody>
<tr>
<td>PacMutual</td>
<td>523 W 6th St</td>
<td>1926</td>
<td>2003</td>
<td>12</td>
<td>446,023</td>
<td>Callahan Capital Properties</td>
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<tr>
<td>St. Vincent Jewelry Center</td>
<td>650 S Hill St</td>
<td>1920</td>
<td>10</td>
<td></td>
<td>435,000</td>
<td>St. Vincent Jewelry Center</td>
</tr>
<tr>
<td>818 W 7th</td>
<td>818 W 7th St</td>
<td>1925</td>
<td>1985</td>
<td>12</td>
<td>281,747</td>
<td>Downtown Properties Holdings</td>
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<tr>
<td>The CalEdison Building</td>
<td>601 W 5th St</td>
<td>1930</td>
<td>1993</td>
<td>13</td>
<td>272,600</td>
<td>Rising Realty Partners</td>
</tr>
<tr>
<td>Pershing Square Bldg</td>
<td>448 S Hill St</td>
<td>1924</td>
<td>2007</td>
<td>16</td>
<td>150,000</td>
<td>JMF Development</td>
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<tr>
<td>Coast Savings Bldg</td>
<td>315 W 9th St</td>
<td>1926</td>
<td>1987</td>
<td>12</td>
<td>139,697</td>
<td>Onni Group</td>
</tr>
<tr>
<td>Fine Arts Building</td>
<td>811 W 7th St</td>
<td>1926</td>
<td>1983</td>
<td>12</td>
<td>115,902</td>
<td>Sorgente Group of America</td>
</tr>
<tr>
<td>The Oviatt Bldg</td>
<td>617 S Olive St</td>
<td>1928</td>
<td>1988</td>
<td>13</td>
<td>107,396</td>
<td>Robhana Group</td>
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<tr>
<td>The Collection</td>
<td>521-527W 7th St</td>
<td>1935</td>
<td>2016</td>
<td>13</td>
<td>75,251</td>
<td>United Grand Corporation</td>
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</table>

### HISTORIC: HISTORIC CORE & FASHION DISTRICT

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>801 Broadway</td>
<td>801 S Broadway</td>
<td>1908</td>
<td>2017</td>
<td>10</td>
<td>955,561</td>
<td>Waterbridge Capital</td>
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<tr>
<td>Cooper Building</td>
<td>846-860 S Los Angeles St</td>
<td>1924</td>
<td>11</td>
<td>351,736</td>
<td>850-860 South Los Angeles</td>
<td></td>
</tr>
<tr>
<td>The Trust Building</td>
<td>433 S Spring St</td>
<td>1927</td>
<td>2017</td>
<td>12</td>
<td>320,000</td>
<td>Rising Realty Partners</td>
</tr>
<tr>
<td>Broadway Media Center</td>
<td>205 S Broadway</td>
<td>1926</td>
<td>1987</td>
<td>10</td>
<td>212,283</td>
<td>Broadway Civic Center</td>
</tr>
<tr>
<td>Spring Arts Tower</td>
<td>453 S Spring St</td>
<td>1914</td>
<td>11</td>
<td>193,816</td>
<td>Spring Arts Investment</td>
<td></td>
</tr>
<tr>
<td>Ninth &amp; Broadway</td>
<td>850 S Broadway</td>
<td>1929</td>
<td>14</td>
<td>183,000</td>
<td>Steve Needleman</td>
<td></td>
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<tr>
<td>The Bradbury</td>
<td>300-310 S Broadway</td>
<td>1893</td>
<td>1991</td>
<td>5</td>
<td>108,103</td>
<td>Downtown Properties</td>
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<tr>
<td>The Harris Building</td>
<td>110 W 11th St</td>
<td>1923</td>
<td>2017</td>
<td>8</td>
<td>62,800</td>
<td>JADE Enterprises</td>
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<tr>
<td>The Pettebone</td>
<td>510-514 S Broadway</td>
<td>1905</td>
<td>2017</td>
<td>5</td>
<td>36,975</td>
<td>RYDA</td>
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<tr>
<td>The Grayson</td>
<td>353 S Broadway</td>
<td>1913</td>
<td>2016</td>
<td>6</td>
<td>29,652</td>
<td>Flatiron Development</td>
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</table>
The PacMutual Building, built in 1908, served as headquarters for the Pacific Mutual Life Insurance Company until 1973 when, like many of its peers, its namesake firm moved to a suburban office park and the property languished. Forty years later, Rising Realty made strategic investments to upgrade and reposition the property as a creative campus, attracting a new wave of tenants in fashion, design, technology and communications. Current owners Callahan Capital are continuing the transformation, adding new amenities including a fitness center and bike spa. An emblem of the new Downtown, which also embodies its authentic heritage, the PacMutual building is a classic example of DTLA’s transformation, its unique character, and its bright future.
INDUSTRIAL

From the ultra-hip Arts District to the emerging Industrial and Fashion Districts, DTLA’s 25 million SF of industrial space is suddenly a very hot commodity. Companies like Hyperloop One and Califia Farms have turned raw buildings into hives of innovation and creativity. These locations have become even more desirable as the surrounding residential community, retail offerings, and restaurant scene have exploded with exciting new businesses and bold new projects.
## PROPERTIES

### INDUSTRIAL: ARTS DISTRICT

<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>ADDRESS</th>
<th>BUILT</th>
<th>RENO</th>
<th>STORIES</th>
<th>AREA</th>
<th>OWNER</th>
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<tbody>
<tr>
<td>ROW DTLA</td>
<td>767 S Alameda St</td>
<td>1918</td>
<td>2017</td>
<td>6</td>
<td>1,200,000</td>
<td>Atlas Capital Group</td>
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<tr>
<td>Metro</td>
<td>1340 E 6th St</td>
<td>1924</td>
<td>2017</td>
<td>6</td>
<td>287,000</td>
<td>ETO Doors</td>
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<td>Ford Factory</td>
<td>777 S Santa Fe Ave</td>
<td>1914</td>
<td>2017</td>
<td>5</td>
<td>257,028</td>
<td>Shorenstein Properties</td>
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<tr>
<td>4th &amp; Traction</td>
<td>963 E 4th St</td>
<td>1938</td>
<td>2017</td>
<td>4</td>
<td>130,000</td>
<td>Hudson Pacific Properties</td>
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<tr>
<td>AT MATEO</td>
<td>555 Mateo St</td>
<td>2017</td>
<td>3</td>
<td></td>
<td>130,000</td>
<td>Blatteis &amp; Schnur</td>
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<tr>
<td>5th &amp; Seaton</td>
<td>1101-1135 E 5th St</td>
<td>1924</td>
<td>2</td>
<td></td>
<td>91,500</td>
<td>Open Market</td>
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<td>Factory Place Arts Complex</td>
<td>1308 Factory Pl</td>
<td>1923</td>
<td>2010</td>
<td>5</td>
<td>77,018</td>
<td>Factory Place Arts Complex</td>
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<td>Maxwell Building</td>
<td>405 Mateo</td>
<td>1924</td>
<td>2017</td>
<td>5</td>
<td>56,637</td>
<td>Hudson Pacific Properties</td>
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<td>915 Mateo</td>
<td>915 S Mateo St</td>
<td>1923</td>
<td>2013</td>
<td>2</td>
<td>55,350</td>
<td>Capital Foresight</td>
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</table>

### INDUSTRIAL: FASHION DISTRICT & INDUSTRIAL DISTRICT

<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>ADDRESS</th>
<th>BUILT</th>
<th>RENO</th>
<th>STORIES</th>
<th>AREA</th>
<th>OWNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Market Center</td>
<td>110 E 9th St</td>
<td>1963</td>
<td></td>
<td></td>
<td>1,837,247</td>
<td>Brookfield/Jamison</td>
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<td>The Reef</td>
<td>1933 S Broadway Ave</td>
<td>1957</td>
<td></td>
<td></td>
<td>793,158</td>
<td>PHR LA Mart</td>
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<td>Overland Terminal</td>
<td>1807-1925 E Olympic Blvd</td>
<td>1931</td>
<td></td>
<td></td>
<td>420,000</td>
<td>Uni Hosiery Company</td>
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<tr>
<td>The New Mart</td>
<td>127 E Olympic Blvd</td>
<td>1925</td>
<td>1987</td>
<td>12</td>
<td>253,000</td>
<td>New Mart Inc</td>
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<td>Alameda Tower</td>
<td>1753 E Pico</td>
<td>1925</td>
<td>2009</td>
<td>5</td>
<td>240,000</td>
<td>Mbn Real Estate Investments</td>
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<td>Bendix Bldg</td>
<td>1206 S Maple Ave</td>
<td>1929</td>
<td></td>
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<td>173,631</td>
<td>1206 Maple Avenue</td>
</tr>
<tr>
<td>F.W. Braun Building</td>
<td>1236-1252 S Main St</td>
<td>1925</td>
<td>2003</td>
<td>6</td>
<td>168,000</td>
<td>Shlomo Botach</td>
</tr>
<tr>
<td>Maple Tower Fashion Mart</td>
<td>1216-1224 Maple Ave St</td>
<td>1927</td>
<td>2003</td>
<td>6</td>
<td>168,000</td>
<td>Shlomo Botach</td>
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<tr>
<td>1208 Stanford</td>
<td>1208 Stanford Ave</td>
<td>1930</td>
<td></td>
<td></td>
<td>114,584</td>
<td>Peykar Family Trust</td>
</tr>
<tr>
<td>The Atrium @ 8th</td>
<td>309 E 8th St</td>
<td>1914</td>
<td>2012</td>
<td>6</td>
<td>74,400</td>
<td>Force-aryeh</td>
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</tbody>
</table>
INDUSTRIAL:

INDUSTRIAL EVOLUTION

Built in 1914 to manufacture Ford Model T automobiles, the poured-concrete and block building at 7th and Santa Fe was the second Ford Motor plant west of the Mississippi. After Ford left the property in 1929 it went through various occupants and renovations, ending up with its windows boarded over, a shell of its former self. Over the past two years, it has been lovingly restored and modernized by new owner Shorenstein, and, in 2018, will become the new home of Warner Music Group – a testament to the resurgent appeal of both industrial properties and the Downtown spirit.
PROPERTY HIGHLIGHTS: BUILDING LOCATIONS

- CLASS A
- HISTORIC
- INDUSTRIAL
TENANT HIGHLIGHTS: WHO'S WHERE

1. USC Tower
2. 777 Tower
3. Ernst & Young Plaza
4. Wilshire Grand Center
5. Aon Center
6. City National Plaza
7. Citibank Center
8. US Bank Tower
9. The Gas Company Tower
10. 400 S. Hope
11. Bank of America Plaza
12. Wells Fargo Plaza
13. Two Cal
14. One Cal
15. The Harris Building
16. The Platt Building
17. 801 Broadway
18. 818 W 7th
19. PacMutual
20. The CalEdison
21. The Biltmore Court
22. The Trust Building
23. Broadway Media Center
24. ROW DTLA
25. 915 Mateo
26. The Ford Factory
27. Industrial Arts Center
28. AT MATEO
29. 4th & Traction
30. Maxwell Building
DTLA Companies: Who’s Here and Why

Downtown LA has been the city’s commercial center and home to traditional industries like finance and law since the 1920’s. As we approach the 2020’s, Downtown has become LA’s capital of creativity, and as a result, it is emerging as a prime location for innovative industries like media and technology.

New companies are choosing DTLA for a range of reasons:

- Quality and diversity of buildings and spaces
- Value and availability relative to other submarkets
- Convenience of commuting via car, rail or bus
- Skilled, educated talent pool in and near DTLA
- Amenities and appeal of walkable urban center
- Culture and community of a world-class city

This mix of companies – from entrepreneurial start-ups to corporate headquarters – and range of industries – from fashion to food, marketing to design – is making DTLA a dynamic hub of creativity – fertile ground for launching new ventures and growing existing businesses. This energy, along with all the tangible benefits and competitive advantages Downtown offers, is driving DTLA’s evolution.

CURRENT DTLA TENANTS

A Hundred Years AECOM All Def Digital Arquitectonica Bank of America Blankspaces Boston Consulting Group Brookfield Buro Happold CBRE Cross Campus Daqri Ernst & Young Evite Gensler Golin Hautelook Haworth HelloGiggles HopSkipDrive Humanscale Hyperloop One Indie Desk Industrious Jacobs Engineering Group Joymode KPMG K-SWISS Level 3 Communications Lewis Brisbois Bisgaard Smith Lucky Brand Magnopus mitu Miyamoto International NationBuilder Navigant O’Melveny & Myers Oblong Industries OFS Brands Onni Group Opodz Output Gibson Dunn Perverse Sunglasses Protiviti Psomas Resources Global Professionals Rising Realty Sheppard Mullin Sidley Austin Skidmore, Owings & Merrill Social Reality Splendid/Ella Moss Steelcase Steinberg Syncromatics Tangram Interiors Tarina Tarantino The dFm The Park The Sydell Group Unispace Vixlet Warner Music Group Wedbush Securities Wells Fargo WeWork
### TRADITIONAL OFFICE

#### FINANCE
Financial services firms have long been drawn to Downtown for its Class A office spaces, prestige locations and amenities, easy freeway access, and even skyline signage opportunities. Renewals and expansions by some of the sector’s largest tenants underscore its continuing appeal.

<table>
<thead>
<tr>
<th>HIGHLIGHTS:</th>
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<tbody>
<tr>
<td>Bank of America</td>
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<tr>
<td>City National Bank</td>
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<tr>
<td>Ernst &amp; Young</td>
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<tr>
<td>Oaktree Capital Management</td>
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<tr>
<td>Wells Fargo</td>
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</tbody>
</table>

#### LEGAL
With one of the largest concentrations of courts and government agencies in the country, Downtown is a prime location for legal services, with globally-recognized firms like Fragomen (immigration) and Wilson Sonsini (tech) setting up shop in DTLA over the past few years.

<table>
<thead>
<tr>
<th>HIGHLIGHTS:</th>
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<tr>
<td>Gibson Dunn</td>
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<tr>
<td>Lewis Brisbois Bisgaard Smith</td>
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<td>O’Melveny &amp; Myers</td>
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<tr>
<td>Sheppard, Mullin, Richter &amp; Hampton</td>
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<td>Sidley Austin</td>
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</tbody>
</table>

#### BUSINESS SERVICES
As the center of a global gateway city, and one of the world’s largest regional economies, DTLA is ideal for B2B services firms. The concentration of businesses, range of industries, and access to the region, give these companies a competitive advantage.

<table>
<thead>
<tr>
<th>HIGHLIGHTS:</th>
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<tbody>
<tr>
<td>Boston Consulting Group</td>
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<td>Navigant</td>
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<td>Willis Towers Watson</td>
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<td>Resources Global Professionals</td>
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</table>
REAL ESTATE
Downtown is the primary hub of the real estate industry in Los Angeles, and its most dynamic market. Leading firms like CBRE, Brookfield, and Rising Realty are pushing boundaries, embracing DTLA’s innovative spirit and fueling its dynamic growth.

ENGINEERING
Downtown is a natural fit for engineering with its concentration of related industries and government entities for LA City and County like LA Metro and Public Works departments. Talent is another big draw with three of the country’s best engineering schools – USC, UCLA, and CalTech – in striking distance.

HIGHLIGHTS:
- AECOM
- Buro Happold
- IBI Group
- Miyamoto International
- Psomas

HIGHLIGHTS:
- Brookfield
- CBRE
- Onni Group
- Rising Realty
- The Sydell Group
ARCHITECTURE
Gensler’s relocation from Santa Monica sparked a wave that has made DTLA the center of the region’s architecture industry and attracted other creative industries. For these firms, being in Downtown, with the scale and scope of its development pipeline, is a major competitive advantage.

INTERIOR DESIGN & FURNITURE
With its critical mass of architects, engineers and real estate firms, DTLA is a great option for related industries like interior design and furniture. Creative energy, access to talent, and a high volume of project opportunities make the area even more desirable.

HIGHLIGHTS:
• Arquitectonica
• Gensler
• Skidmore, Owings & Merrill
• Steinberg
• Unispace

HIGHLIGHTS:
• Haworth
• Humanscale
• OFS Brands
• Steelcase
• Tangram Interiors
FASHION
Downtown has long been the “back room” of the fashion industry, with the largest collection of wholesale businesses outside of NYC. Today, that supports a new generation of globally recognized designers and a new wave of fashion-tech companies making DTLA home.

HIGHLIGHTS:  
• Hautelook  
• K-SWISS  
• Lucky Brand Jeans  
• Perverse Sunglasses  
• Splendid/Ella Moss  
• Tarina Tarantino

CONSUMER GOODS & SERVICES
While fashion is the largest consumer goods industry in DTLA, a diverse range of new companies are building toward a critical mass in the design, manufacture, and sale of innovative products in categories such as food, household, pet supplies, and experiential services.

HIGHLIGHTS:  
• Califia Farms  
• Ergo Baby  
• Joymode  
• Repurpose  
• Soylent
MEDIA & ENTERTAINMENT

The growth of media and entertainment in DTLA is tied to its emergence as a cultural center and hub of creative talent. From pioneers like All Def Digital to established companies like Warner Music Group, Downtown is rapidly becoming the place to be.

MARKETING & COMMUNICATIONS

It’s no surprise that companies at the intersection of creative and commercial would be drawn to DTLA. Perhaps no other industry benefits more directly from close proximity to business clients and creative talent, and being immersed in the cultural energy that defines today’s Downtown.

HIGHLIGHTS:
- All Def Digital
- HelloGiggles
- mitu
- Output
- Warner Music Group

HIGHLIGHTS:
- A Hundred Years
- Golin
- Level 3 Communications
- Social Reality
- The dFm
Emerging organically from the creative energy and diversity of industries and talent in DTLA, the rapidly growing tech scene is one of Downtown’s most dynamic sectors.

With critical mass in key areas such as educational institutions, research funding, industry infrastructure, talent base, entrepreneurial ventures, and funding sources, DTLA’s innovation ecosystem is increasingly able to attract and nurture new firms, creative talent and business investment.

The same qualities that make DTLA a great place to live, work and play – community, culture and convenience – also make it a compelling base for innovative companies.
UNIVERSITY OF SOUTHERN CALIFORNIA

Perhaps no single institution is a greater driver of Downtown’s future economy than USC. The University is a leading source of innovative talent and incubator of new companies. In the past, most of this talent and these companies left the area. Today, many see DTLA as the place to be.

- **43,000 students**—13,000 Degrees
- **Ranked #1** for Cinematic Arts, Video Game Design, and Journalism
- **Ranked #3** for Undergraduate Business and Entrepreneurial Studies
- **Over $1 billion** raised at 180 companies (ranked 17th for VC-backed entrepreneurs)
- **$192 million** in NIH funding in 2015 (ranked 30th in R&D expenditure)
Downtown is a collage of unique neighborhoods, each with its own personality, mix of people and companies, buildings, amenities, and activities. Tenants can choose the place that’s just right for them, while still enjoying all the benefits and advantages of the rest of DTLA.

Downtowners can walk from their apartment in South Park to their office in the Financial District, do lunch in the Historic Core, a meeting in the Civic Center, and bike to the Arts District for happy hour.

Connecting these areas is a sophisticated transit infrastructure, with reimagined streetscapes and public spaces. DTLA is at the forefront of the revolution in creative placemaking, which is redefining the Downtown lifestyle, and reshaping its business and professional communities.

**THE AVERAGE PERSON IN DOWNTOWN HAS 34 RESTAURANTS, CAFES, AND BARS WITHIN A 5 MINUTE WALK.**

- **1000+** NEW BARS, RESTAURANTS, & NIGHTCLUBS
- **97** WALKABILITY SCORE (HIGHEST IN LA)
- **65** BIKE SHARE STATIONS WITH **800** BIKES & **15** MILES OF BIKE LANES
- **100+** LIVE MUSIC VENUES
- **60+** ART GALLERIES
- **15+** FARMERS MARKETS, GROCERS & COFFEE ROASTERS

*Source: Walkscore
**BUNKER HILL**

A mix of soaring skyscrapers and internationally-known cultural institutions, Bunker Hill is also home to an increasing number of desirable residential properties.

While still bustling with office workers on weekdays, the success of The Broad and adjacent culinary destinations has ushered in a new population, altering perceptions and activating the area on evening and weekends as well.

The coming arrival of a Regional Connector Metro station and construction of the long-awaited Grand Avenue project will take the Hill to new heights.
Dense, diverse, and dynamic, the Financial District is the heart of DTLA. Sitting at the center of the regional Metro rail system, and possessing an unparalleled selection of restaurants, it is the epitome of convenience.

The area is home to major retailers like Target, Macy’s and Whole Foods, great hotels like the The NoMad, Sheraton, and InterContinental, and authentic attractions like Pershing Square and the adjacent Jewelry District.

Rental and condo properties in the area add a residential community that keeps the neighborhood buzzing throughout the day and into the evening.
**HISTORIC CORE**

With its collection of classic buildings adapted for both office and residential use, this neighborhood boasts many of the things that originally put Los Angeles on the world stage — ornate movie palaces, showcase architecture, and the bustling Broadway corridor.

It's also where visitors can experience DTLA's contemporary reputation as a one-of-a-kind food, arts, and shopping destination, with monthly community events like Downtown Art Walk, Shop Walk and a popular weekly farmers market drawing crowds to the district through the week and weekend.

| GET LUNCH | Grand Central Market  
| Guisado's  
| KazuNori  
| Blue Bottle Coffee  
| Spring for Coffee  
| Tierra Mia  
| Le Petit Paris  
| Orsa & Winston  
| Spring  
| Art Walk (2nd Thurs./month)  
| Clifton's Cafeteria  
| The Main Gallery  
| GO OUTSIDE | Spring Street Park  
| LIVE | Properties: 27  
| Units: 3,395  
| Average Rent: $2,383  
| Under Construction: 1,981  
| DRIVE HERE | 101/10 Fwy - Exit Broadway  
| METRO | Pershing Square Station  
| Alameda Station  
| Regional Connector (2021)  
| Bike Share Stations: 11  
| MUST SEE |
Situated on the eastside of DTLA, adjacent to the LA River and railyards, the Arts District is famously home to galleries and cultural spaces, live/work lofts, and unique restaurants and retail in converted warehouses and former factories.

It’s also become a haven of innovative space for technology, media, and other creative companies. The neighborhood’s buzz can be felt day and night and has made it one of the hottest real estate markets in the country, with numerous residential, retail, and office projects under development.
SOUTH PARK

What was once a sea of surface parking lots and nondescript warehouses is now a booming residential and entertainment district.

Home to some of the county’s biggest visitor attractions, L.A. LIVE, STAPLES Center, and Los Angeles Convention Center, over 6,000 Downtowners call South Park home, with many more to come due to the largest concentration of residential development in the Downtown area.

In addition to residents, South Park is home to a growing number of companies, restaurants, coffee shops, and other amenities.

<table>
<thead>
<tr>
<th>GET LUNCH</th>
<th>GRAB COFFEE</th>
<th>HAVE DINNER</th>
<th>MUST SEE</th>
<th>GO OUTSIDE</th>
<th>LIVE</th>
<th>DRIVE HERE</th>
<th>METRO</th>
</tr>
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</table>
| Arashi Sushi  
Lawry’s Carvery  
Triple 8 China Bar & Grill | Hygge Bakery  
Impresso  
Kaffeebarren | Broken Spanish  
Faith & Flower  
Fleming’s Prime Steakhouse | Microsoft Theatre  
Regal Cinemas Stadium  
The Grammy Museum | Grand Hope Park | Properties: 21  
Units: 4,487  
Average Rent: $2,642  
Under Construction: 3,295 | 110 Fwy - Exit 9th  
10 Fwy - Exit Grand | Pico Station  
Bike Share Stations: 8 |
FASHION DISTRICT

A multi-faceted hub of fashion-related and other businesses, the streets of this district bustle with both industry trade and the general public seeking a diverse range of products and services.

Within its 100 blocks of independently-owned businesses and designer showrooms is the Fabric District, Flower District, and historic Santee Alley.

It’s also rapidly evolving as a residential area and home to a growing number of commercial tenants that thrive off of the district’s creative energy, particularly those in the fashion-tech industry.
Little Tokyo has a rich history dating to its roots as a magnet for immigrating Japanese at the turn of the 20th Century.

Today it is one of Downtown’s most walkable areas, with a lively retail scene that harmoniously balances old and new, hip and traditional, as well as popular cultural institutions such as the Japanese American National Museum and the Geffen Contemporary.

A recent boom of high-quality residential properties and revitalized commercial buildings are driving more newcomers to the district than ever before.
CHINATOWN

Chinatown has a strong heritage as the commercial center for Chinese and other Asian businesses dating back to the early 20th century.

Today it’s undergoing a transformation, with new residential projects such as Blossom Plaza and LA Plaza Cultura Village bringing hundreds of new units to the area, and the long-awaited reopening of LA State Historic Park.

The area also has a significant amount of industrial and warehouse space being converted to office use for creative companies.
As exciting as DTLA is today, its future is even more compelling. New businesses and a booming residential population are radically altering its landscape – physically, economically, and culturally.

Forward-thinking property owners are re-envisioning office towers with cutting-edge infrastructure and state-of-the-art amenities, while millions of square feet of industrial space in emerging areas like the Fashion and Arts Districts are repositioned for creative office and innovative retail, advanced manufacturing and e-commerce.

Current development of 10,000 residential units, over 2 million SF of office and 2 million SF of retail space will accommodate new companies, stores and services, arts, entertainment and food, as well as a huge cohort of new residents and workers to enjoy it all!

The City of Los Angeles and Council District 14, along with agencies like Parks & Recreation, City Planning, and Metro, are also supporting DTLA’s evolution with initiatives like Bike Share, Bringing Back Broadway, Pershing Square ReNew, LA Streetcar, and DTLA 2040, because a thriving Downtown is key to the success of the entire region.

The energy of DTLA’s growth and its spirit of reinvention are a major attraction for the creative people and innovative businesses leading its renaissance. The first phase was its re-emergence as a 24/7 mixed-use community and urban destination – the next is its rise to world-class status. Stay tuned, and Make It Yours!
### UNDER CONSTRUCTION

<table>
<thead>
<tr>
<th>Project</th>
<th>Image</th>
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<tbody>
<tr>
<td>MYFIG Streetscape Improvement</td>
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<tr>
<td>6th STREET VIADUCT Infrastructure</td>
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<tr>
<td>REGIONAL CONNECTOR Light Rail Line</td>
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<td>ROW DTLA Office/Retail</td>
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<td>222 W 2ND STREET Office/Retail</td>
<td><img src="image12" alt="222 W 2ND STREET Office/Retail" /></td>
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</table>
Founded in 1998, the Downtown Center Business Improvement District (DCBID) is a coalition of nearly 1,700 property owners in the central business district, united in their commitment to enhance the quality of life in the area. The organization has been a catalyst in the transformation of the Downtown Center District and all of Downtown LA, turning it into a vibrant 24/7 destination.

The mission of the Economic Development team is to improve and revitalize the District, and bring investment and new businesses to the area. We provide services to current and prospective residents, workers and businesses, including:

- Development Consulting
- Research and Information Requests
- Events and Marketing
- Monthly Housing and Office Tours
- Customized Tours and Reports

Whether you need information on new development, introductions to local decision-makers and influencers, or you just want to learn more about Downtown’s dynamic growth, we are the portal for information about the District and DTLA.

To learn more about Downtown’s Renaissance and how to join us, visit www.DowntownLA.com.
PLEASE CONTACT THE DCBID WITH ANY QUESTIONS YOU MAY HAVE.

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Images courtesy of: Hunter Kerhart: pg. 9, pg. 19, Federal Courthouse on pg. 23; Commonwealth Partners: pg. 12; Brookfield: pg. 13; Callahan Capital Partners: pg. 16; Tangram Interiors: Boston Consulting Group pg. 23, All Def Digital pg. 27; The Ratkovich Company: Hautelook pg. 26; Rising Realty: pg. 24; Gensler: pg. 25; Califia Farms: pg. 26; A Hundred Years: Pg. 27; Hyperloop One: Pg. 28; NationBuilder: Pg. 28; LACI: Pg. 29; WeWork: Pg. 29