Founded in 1998, the Downtown Center Business Improvement District (DCBID) has been a catalyst in Downtown Los Angeles’ transformation into a vibrant 24/7 neighborhood. A coalition of nearly 2,000 property owners in the Central Business District, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles.

Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard and 9th Street to the south, the organization helps the 65-block Central Business District achieve its full potential as a great place to live, work, and play.

DCBID services include:

- 24 Hr. Safety and Maintenance Services – “The Purple Patrol”
- Economic Development and Business Recruitment/Retention programs
- Strategic Marketing Programs that promote the area to residents, workers and visitors.

For more than 20 years, these programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance that has seen the city become one of the nation’s most dynamic urban centers.
INSIDE

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Downtown LA is becoming a city unto itself. It’s still the Downtown of Greater Los Angeles and the economic engine of the Southern California region, but it is also evolving at a pace and scale that are catapulting it onto the global stage. It is an agglomeration of unique districts from Bunker Hill to South Park, Historic Core to the Arts District — at the center of a constellation of some of the city’s most appealing neighborhoods like Silver Lake, Echo Park, Koreatown, Boyle Heights, and South LA. It is also the hub of LA County’s rapidly expanding Metro system, extending its gravitational pull far beyond its boundaries, north, south, east and west, and connecting it to a massive regional market unparalleled in its breadth and diversity.

Over the past two decades, Downtown has undergone a phenomenal renaissance, but now the big story is the next phase of that transformation — DTLA 3.0. With more development than at any time since the 1920’s, Downtown is booming. The population has more than tripled from 18,000 to 70,000+ and is projected to triple again to 200,000 by 2040. Coupled with a weekday population of close to 500,000, and a concentration of business, culture and civic institutions unrivalled in the region, DTLA is clearly ascending to new heights.

That rise can be seen in all sectors of the Downtown market — in the dynamic diversification of the office sector with its expanding ecosystem of tech and creative companies; in the residential sector, with its explosive growth, impressive demographics and strong community spirit; in the hospitality and tourism sector with its diverse mix of new hotels serving a dramatically increasing number of visitors — both tourists and business travelers; and in the cultural sector with its world-class collection of arts and educational institutions and broad array of sports and entertainment offerings.

Keeping pace with, serving and supported by the growth in all these areas, the retail sector has reached a tipping point and is poised to leap to the next level. The first phase of Downtown’s revitalization brought a combination of basic amenities and services along with pioneering restaurants and boutique retailers. The second brought critical anchors like Whole Foods, City Target, and a Macy’s flagship, along with forward-looking national brands like Urban Outfitters, H&M, Zara, and A.P.C. As this phase evolves into the next, DTLA is seeing an even bigger wave of national and international brands in every category: retailers such as Uniqlo, West Elm, Nordstrom, Theory, COS, Vans, and the Jordan Brand Store; upscale coffee purveyors from Blue Bottle to Stumptown; and popular fast-casual chains like Shake Shack and SweetGreen, alongside a culinary scene rivalling that of any world-class city.

And what world-class city doesn’t have an Apple Store? The company’s Downtown flagship at the historic Tower Theater on Broadway is to be something special and will be transformative for DTLA: “In the upper echelon of what Apple does, it very much differs from the other Apple stores.
you see in L.A. This will be a mecca, because of all the talent that is around Los Angeles,” according to BJ Siegel, senior director of retail design at Apple.

Apple’s arrival marks a watershed moment for Broadway - which is making a triumphant return to its glory days as a prime retail corridor. Unlike that previous era, today’s Broadway is definitely not Downtown’s only prime retail area. Like the world-class cities it is coming to resemble, DTLA is building multiple shopping hubs – from FIGat7th, The Bloc, and 7th Street’s Restaurant Row to the Arts District’s Row DTLA and South Park’s LA Live/Convention Center complex. Other game-changing developments delivering large blocks of retail space to the DTLA market in the coming years include The Grand (200,000sf), City Market (225,000sf), Oceanwide Plaza (166,000sf), and Broadway Trade Center (200,000sf). Together, these projects will give Downtown a truly dominant scale of retail, with a variety of offerings and diversity of experiences that simply can’t be matched anywhere else in the region.

But scale and square footage isn’t even the real story of DTLA. With eight unique districts, each with its own special personality and positioning, every retailer – from large chains to quirky boutiques – can find locations ideally suited to their respective brands and concepts. And what those businesses will find in Downtown is streets bustling day and night with a vibrant population of residents, workers, and visitors passionate about a place where fashion and food, art and culture, community and commerce all convene in celebration of urban life in the New Downtown – the beating heart of the City of Angels.
**Downtown Los Angeles Retail Hubs**

1. **LA LIVE**
   - Regal Cinemas
   - Lucky Strike Lanes
   - Ritz-Carlton Spa

2. **Oceanwide Plaza (UC)**

3. **Metropolis (UC)**

4. **FIGat7th**
   - City Target
   - H&M
   - Zara
   - Nordstrom Rack
   - Victoria’s Secret
   - MAC Cosmetics
   - L’Occitane
   - Bath & Body Works
   - Lenscrafters

5. **The Bloc**
   - Macy’s
   - GNC
   - LA Fitness
   - Nordstrom Local
   - Uniqlo
   - Alamo Drafthouse Cinema

(UC) = Under Construction
6 Grand Central Market
- Eggslut
- Lucky Bird
- G&B Coffee
- Belcampo Meat Co.
- Horse Thief BBQ

7 Broadway Trade Center (UC)

8 Apple Store (UC)

9 9th & Broadway
- Acne Studios
- Aesop
- APC
- Theory

10 Santee Alley

11 Capitol Milling building (UC)

12 Japanese Village
- Sanrio
- Popkiller
- RIF
- Shoe Palace

13 Little Tokyo Galleria

14 3rd & Traction
- Shinola
- Wittmore
- Voyager Shop
- Hammer & Spear

15 ROW DTLA (UC)
- A+R
- Bodega
- Hawkins New York
- Oak NYC
- Tartine Manufactory
WHAT’S HOT

Restaurants & Bars
• Bottega Louie
• Fogo de Chão
• Mendocino Farms
• Sugarfish
• Morton’s
• Urban Oven
• 71 Above
• Drago Centro
• Karl Strauss Brewing Co.
• Little Sister
• Faith & Flower

Retail
• Whole Foods
• Brooks Brothers
• Macy’s
• City Target
• Victoria’s Secret
• H&M
• Zara
• Nordstrom Rack
• Handcrafted LA
• Uniqlo

Hotels
• The Standard
• Hilton Checkers
• The Biltmore
• Sheraton
• Hotel Indigo
• NoMad
• Intercontinental
• Westin Bonaventure

FINANCIAL DISTRICT

Once a strictly 9-to-5 area for commuters, the Financial District has become a vibrant 24-7 neighborhood. Residents and visitors, pedestrians and Metro riders now share the streets and shops with the huge daytime population of workers, giving the district a vitality that is drawing a new wave of retailers and restaurants.

The FIGat7th retail complex leads the way with major national brands including Nordstrom Rack, City Target, H&M and Victoria’s Secret. The diverse options at its TASTE Food Hall bustle at lunch while evening and weekend events fill its plaza with both workers and local residents, making this a gathering place for the whole Downtown community.

One block away, The Bloc, a radically reimagined open-air shopping
plaza with multilevel podiums, terraces, and courtyards, is home to a recently upgraded flagship **Macy's** and will soon welcome signature tenants **Uniqlo** and **Alamo Drafthouse Cinema**, complementing a unique mix of national and boutique brands filling the remaining space.

In 2017, the 73-story **Wilshire Grand Center**—the tallest tower west of the Mississippi—opened and reshaped the skyline and streetscape of Figueroa and 7th, one of Downtown's busiest intersections, transforming the thoroughfare into an inviting pedestrian shopping corridor. Inside the tower, the 900-room **Intercontinental Hotel** includes destination restaurants, amenities, and the highest rooftop bar in the city.

Connecting these signature spaces is 7th Street, which has emerged as DTLA's restaurant row. Anchored by **Bottega Louie**, one of the most successful restaurants in the country, the eclectic mix of cuisines found here is a reflection of the diverse cultures of Los Angeles. The 2018 opening of **The NoMad Hotel** represented a new high water mark and solidified the area's reputation as a dining destination.
7th STREET CORRIDOR

In the heart of the Financial District is DTLA’s largest concentration of retail, restaurants, and hotels, clustered around 7th Street between Figueroa and Broadway. Unsurprisingly, this area has seen considerable development across all sectors and has emerged as a premier destination across all categories.

### 7th STREET AVERAGE HOURLY PEDESTRIAN COUNT

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Source: Quality Counts
WHAT'S HOT

Restaurants & Bars
• Shake Shack
• Sweetgreen
• Paris Baguette
• Pitchoun
• Farid
• St Vincent Deli
• Pizza Italia
• Golden Gopher

Hotels
• Freehand
• LA Athletic Club

WHAT'S NEXT

Park Fifth
• 660 Residential units
• 14,000sf retail
• Developer: Macfarlane Partners

Green Street
• 45,000sf office
• 7,000sf retail

Pershing Square Renew
• Complete redesign of 5-acre park in the heart of DTLA.

JEWELRY DISTRICT

At the intersection of Downtown’s fastest growing neighborhoods, DTLA’s Jewelry District is the second-largest in the nation with 5,000 merchants, 15,000 jobs, and over $3 billion in annual sales. Occupying some of Downtown’s most historic buildings, the street-level is a glittering array of retailers selling designer jewelry and gems, while the upper floors house hundreds of thousands of square feet of wholesale and manufacturing.

Central to this district’s vitality is Pershing Square, a 5-acre public park that will undergo a $50-million redesign in the years to come. Other new additions include the renovation of the LA Jewelry Mart and the upcoming “Green Street” building – an entire office building hosting cannabis-related businesses. The Jewelry District is also home to the iconic LA Athletic Club and the International Jewelry Center, which houses over 350 retail and wholesale jewelry businesses alone.

Despite the continued strong presence of the jewelry industry, the district is changing with the rest of Downtown. Nowhere is this more evident than on the south side of 7th Street between Olive and Hill, where the Foreman & Clark building is being revitalized as creative office and residential space, and South Korean grocer PK Market plans to open their first U.S. store.
BUNKER HILL

Developed in the 1960s as a freeway-accessible, modern alternative to the densely packed Historic Core, Bunker Hill has become a world-class cultural and architectural destination with Frank Gehry’s iconic Walt Disney Concert Hall, the Los Angeles Museum of Contemporary Art (MOCA), and Diller Scofidio + Renfro’s The Broad museum. Additionally, the Colburn School of music and performing arts is planning a Gehry-designed expansion, and the celebrated Music Center plaza is undergoing major renovations.

Adjacent to the city’s Central Business District and its Civic Center, surrounded by high-rise office, residential, and hotel towers, the neighborhood also boasts Downtown’s newest and most popular public space - the 3-block-long Grand Park.

The area is primed for new retail with the addition of several major projects – the Regional Connector Metro Station at Hope Street which links Bunker Hill to the city’s rapidly expanding mass transit network; Related California’s mixed-use, Gehry-designed The Grand, with over 200,000sf of retail space, movie theatres, and an Equinox-brand hotel; and Brookfield Properties’ Halo, a completely redesigned indoor/outdoor dining and amenity space at Wells Fargo Center.

WHAT’S HOT

**Entertainment & Culture**
- The Broad
- MOCA
- Walt Disney Concert Hall
- The Music Center
- The Colburn School
- Cathedral of Our Lady of Angels
- Angels Flight
- Grand Park

**Restaurants & Bars**
- Otium
- Pez Cantina
- Vespaio
- Patina
- Blue Cow Kitchen
- Mendocino Farms
- The Bunker Hill Bar & Grill
- Li Orient

**Hotels**
- Omni Hotel
- L.A. Grand

WHAT’S NEXT

**The Grand**
- Designed by Frank Gehry
- Mixed-use project with residential, hotel and retail
- Developer: Related California
SOUTH PARK

South Park is the premier sports and event destination of Southern California, with Staples Center, the L.A. LIVE entertainment complex, and the L.A. Convention Center attracting more than two million annual visitors for professional basketball and hockey games, concerts, conferences and movie premieres. With the Convention Center slated for a major expansion and modernization, and several new hotels planned, the area’s appeal and excitement will only increase.

South Park, however, is expanding beyond this high-profile identity and becoming a full-fledged residential community in its own right, with a growing cache of shopping and dining amenities. Located within walking distance of the Financial and Fashion Districts and Historic Core, the South Park neighborhood has 12,500 residential units and 807,000sf of new retail space in development, the most in any part of Downtown.

Oceanwide Plaza and Metropolis, two major mixed-use projects,
will radically alter the Downtown skyline and reshape the streetscape with a combined 250,000sf of new retail space, along a pedestrian promenade of stores. Across from LA LIVE, Oceanwide Plaza will feature a 45,000sf wall of LED billboards (part of a special signage district) lighting up this retail destination and enabling brands to connect with shoppers on the street to tell their story with interactive digital imagery.

The LA Convention Center has undergone a resurgence since the City of LA handed operations over to AEG, with occupancy rates climbing by over 50%. Slated to play a major role for both the 2022 Super Bowl and the 2028 Olympics, AEG is planning a $1.2-billion expansion and modernization that includes an 800-room hotel and a transformation of the outdoor plazas that will better connect it with the surrounding neighborhood.

New public green spaces and reimagined streetscapes, combined with top-tier stores, restaurants and nightlife, a rapidly growing residential population, explosion of new hotels, and close proximity to DTLA’s major job center, are making this area a magnet for locals desiring a dynamic urban lifestyle and visitors seeking a sensory experience rivaling that of New York’s Times Square.
**WHAT’S HOT**

**Entertainment & Culture**
- The Globe Theater
- The Main Museum
- Downtown Art Walk

**Restaurants & Bars**
- Clifton's Cafeteria
- Guisados
- Grand Central Market
- The Edison
- Clayton’s Public House
- Blue Bottle Coffee
- Dolly Llama
- Hock + Hoof
- Bäco Mercat

**Retail**
- Apple
- Ross
- GAP Factory Store
- Acne Studios
- Shiekh Shoes
- COS
- Vans
- Theory
- Pocket Square Clothing
- Footaction
- The Last Bookstore

**HISTORIC CORE**

The Historic Core centers on Broadway, once the premier shopping and entertainment destination for all of Los Angeles, and now the focus of the City’s “Bringing Back Broadway Initiative.” Always one of DTLA’s busiest pedestrian corridors, the street has become a hotspot for the hippest retailers and nightspots.

Revitalization of the Historic Core started in the Old Bank District, with architecturally significant buildings transformed into residential lofts with upscale amenities. At the same time, more mainstream, moderately priced anchors have located nearby, including a GAP Factory Store, Ross Dress for Less, Footaction, and Vans.

This transformation is marching up Broadway, with projects like Clifton’s Cafeteria, refashioned for a new generation with a nostalgic cafeteria, tiki bar and nightclub; The Spring Arcade, modeled after the 19th century arcades of Paris and London, attracts busy crowds of...
locals and visitors to some of DTLA’s best quick-serve restaurants; and one of Downtown’s most exciting upcoming businesses, the Jordan Brand shoe store. Yet it is the news that Apple is taking over the iconic Tower Theatre building that marks the true tipping point moment for Broadway.

On Spring Street, The Last Bookstore anchors not just the retail corridor but the community itself, with an eclectic mix of books, an art gallery, and coffee house – a unique asset and symbol of the vibrancy of independent, specialty retail in DTLA.

Catalyzing Broadway’s revival on the north end, Grand Central Market is a broadly popular destination featuring longtime icons like La Huerta Fruit & Nuts alongside newer “foodie” offerings such as Eggslut, Belcampo Meat Co, Lucky Bird, and G&B Coffee.

The future of Broadway can be seen in the radical transformation of the massive Broadway Trade Center. Once the flagship store of the May Company, and spanning a full city block, the building will contain 409,000sf of retail, 358,000sf of creative office space and a 186-room hotel. The retail mix is expected to include high-end shops, an artisanal food market, as well as restaurants and bars.
Entertainment & Culture
- Hauser & Wirth
- Art Share LA
- Two Bit Circus
- Architecture + Design Museum
- The Container Yard

Restaurants & Bars
- Bestia
- Bread Lounge
- Factory Kitchen
- Church & State
- Zinc Café & Market
- Tartine Manufactory
- The Pie Hole
- Umami Burger
- Würstküche
- Angel City Brewery
- Bavel
- Officine Brera
- Rappahannock Oyster Bar
- Café Gratitude

Retail
- Urban Radish
- Malin + Goetz
- Apolis
- Alchemy Works
- Warby Parker
- Hammer and Spear
- Shinola
- 3.1 Philip Lim

ARCTS DISTRICT

Since pioneering artists started occupying its abandoned warehouses in the 1980s, the Arts District has evolved organically into a compelling destination for unique retail offerings and uber-trendy dining and nightlife. Despite its growing stock of luxury lofts and the redevelopment of many of its industrial buildings, local residents and merchants are committed to protecting its quirky individualism and creative sensibility.

This is the sort of district where the jewels are not always visible or easy to find and one must embrace the spirit of exploration to truly understand the ethos and dynamic. While many businesses have clustered at key locations like 3rd & Traction, other intriguing destinations are further off the beaten path, with surprising attractions along the way, like the street art-covered Container Yard collaborative for artists and makers.

Arts District retailers are characterized by alternative and eclectic merchandise and a socially progressive sensibility. In addition to small-scale boutiques like Apolis, Alchemy Works and Poketo, they encompass the kind of brands drawn to such emerging neighborhoods, such as Warby Parker, Shinola, and Salt & Straw.

The area also has a leading contingent of educational and cultural
institutions, including the Southern California Institute of Architecture (SCI-Arc), The Institute for Contemporary Art (ICA LA) and Hauser \& Wirth, the internationally renowned art gallery. Complementing these organizations are related retail businesses such as Hennessey + Ingalls, the famed art and architecture bookstore, and Hammer and Spear, a cutting-edge hybrid of showroom and interior design studio.

Meanwhile, food and beverage offerings include upscale destinations like Bestia, with its highly acclaimed Italian food; Würstkuche, a wildly popular beer-and-sausage hall concept; and most recently Bavel, an upscale middle-eastern restaurant. Other highlights include locally known favorites like Bread Lounge, Pie Hole, Urth Caffé, and the Urban Radish grocery store.

Perhaps the biggest game-changer for retail in the Arts District is ROW DTLA, a massive complex with 200,000sf of retail and 1,200,000sf of office space. Even with much of the project still a construction zone, ROW has already attracted an impressive roster of tenants including A+R, Bodega, Paramount Coffee Project, Rappahannock Oyster Bar, and the Tartine Manufactory. It also serves as host for Smorgasburg LA, one of the region’s most popular food fairs.

Like many such districts, from the Mission to Williamsburg, this one is likely to continue moving up-market. New residential projects such as The Aliso and AMP Lofts are just the beginning. The impending arrival of major companies like Warner Music Group and Spotify and chic players like SoHo Warehouse has reinforced developer confidence in the area, leading to a wave of new project proposals across all sectors.
WHAT’S HOT

Restaurants & Bars
• Rossoblu
• Sonoratown
• Broken Mouth
• Poppy + Rose
• Terroni
• Peking Tavern
• Preux & Proper
• Verve Coffee Roasters
• Pattern Bar
• WoodSpoon
• Dama
• Corporation Food Hall

Retail
• Santee Alley
• L.A. Flower Mart
• BNRK
• Gentle Monster
• West Elm
• Urban Outfitters
• Aesop
• A.P.C.
• Skingraft
• Moskatels
• Pskaufman
• Michael Levine

FASHION DISTRICT

Once known primarily as Downtown’s wholesale and off-price quarter, the Fashion District counts more than 1,000 stores in its 100 blocks, selling everything from fabrics to flowers, and of course, fashion.

Home to the city’s $10 billion apparel industry, with 30,000 workers and 50,000 annual buyer visits, the area draws crowds to monthly “Sample Sale” events. Its most famous destination, Santee Alley, boasts more than 150 shops offering the latest fashions at steep discounts.

As the revitalization of Broadway has taken hold, the boundaries between the Fashion District and the Historic Core have blurred, with the 2-million square foot California Market Center emerging as a new commercial center, and several new hospitality projects in development on Broadway south of Olympic. With the increased residential and commercial activity, the district is evolving beyond the wholesale trade.
The transition began with BNKR at 9th and Broadway, part of Australian Fashion Labels whose showroom is in the nearby Cooper Building. Following suit, several of the country’s top fashion designers with deep roots in the area, such as Heidi Merrick and Michael Costello have also opened retail locations in the district. This spawned a wave of trendy retail and food and beverage concepts, culminating in the opening of The Ace Hotel, which quickly became the place to be for the cool and creative. The Ace in turn has been a magnet for a growing collection of brands – such as A.P.C., Aesop, Urban Outfitters, and West Elm – that have clustered at the corner of Broadway & 9th Street.

While several major mixed-use projects will help shape the area’s future, none has the transformative potential of the proposed City Market development. Situated on 10 acres in the heart of the district, City Market is a 20 year project that will ultimately include almost 1,000 residential units, a hotel, an education campus, and 225,000sf of commercial retail space. As a harbinger of things to come, the project’s first phase, City Market South, has attracted the critically acclaimed Rossoblu restaurant, Cognoscenti Coffee, City Market Social House, and new additions Dama and Superfine Pizza.
WHAT’S HOT

Entertainment & Culture
• Japanese American National Museum
• Blue Whale Jazz Club
• The Geffen at MOCA

Restaurants & Bars
• Daikokuya Ramen
• Hama Sushi
• Johnny Rockets
• Sushi Gen
• Wolf & Crane Bar
• Bae
• Kasih
• Prime Pizza
• Chinchikurin

Retail
• Poketo
• RIF Los Angeles
• Daiso Japan
• Muttropolitan, Inc.
• Non Factory
• Office Depot

WHAT’S NEXT

Terasaki Budokan
• Multi-purpose recreation center opening in 2020

LITTLE TOKYO

Not surprisingly, Little Tokyo boasts some of Downtown’s finest sushi restaurants and noodle houses while also embracing an increasingly diverse demographic, with a broader, pan-Asian orientation in its mix of eateries and the cross-over appeal of its supermarket, the H Mart-owned Little Tokyo Marketplace.

This is also a district where national chains and independent retailers mix and mingle easily – with Pinkberry and Office Depot alongside the Muttropolitan pet salon and Non Factory skate shop. By day, the compact, pedestrian, and family-friendly district fills with stroller-pushing parents and primarily serves a convenience function. Evenings draw a more youthful, energetic, leisure-oriented crowd, with novel concepts like Far Bar (pairing sushi and burgers), cool live-music venues such as jazz club bluewhale, and entertainment emporiums like X Lanes.

Metro rail access is also being enhanced by a Regional Connector station. With its location adjacent to the Arts District, the neighborhood is bound to welcome some of the spillover from that burgeoning part of town.
Planned as a tribute to the Chinese-American experience, “New Chinatown” was completed in 1938. With its convenient location at the north end of Downtown and near a hub of the city’s mass transit network, the neighborhood has managed, in spite of demographic change, to remain a destination for authentic regional Chinese cuisine and culture. In addition to its restaurants and shops, the district hosts a farmers market abundant with locally grown Asian produce, and a slate of popular community and cultural events throughout the year.

As the neighborhood’s original Chinese population has declined, shopping streets like Chung King Road have reinvented themselves to stay relevant. This atmospheric, 500-foot pedestrian alley has evolved into a sort of gallery row with lively events featuring performances, art, and music. The area has also attracted an increasing number of exciting culinary and nightlife ventures, including Howlin’ Ray’s Nashville Hot Chicken, star chef David Chang’s Majordomo, and NYC’s Apotheke bar.

The reopening and transformation of LA State Historic Park has produced a groundswell of interest in the area. Upcoming projects include the under-construction Capitol Milling Building, adding 50,000sf of retail space, and the proposed College Station, that would add another 50,000sf along with close to 800 residential units. And yet along with the growth and change, there remains a commitment to the district’s unique cultural flavor with new projects featuring colorful murals, mosaics, lanterns, and umbrellas.

WHAT’S HOT
Entertainment & Culture
- Chung King Road Galleries
- Chinatown Summer Nights
- LA Plaza

Restaurants & Bars
- Majordomo
- Apotheke
- Chego
- Highland Park Brewery
- Oriel
- Tirsa’s
- Kapoor’s Akbar
- Philippe’s, The Original
- Little Jewel of New Orleans
- Howlin’ Ray’s
- Yang Chow

Retail
- Neo Happyland Company
- Fifth Floor
- Realm

WHAT’S NEXT
LA Plaza Cultura Village
- 345 Residential units
- 50,000sf retail

Capitol Milling Building
- 50,000sf retail
- Developer: S&R Partners
In Jan. 2018, the DCBID issued its sixth major survey of Downtown residents and workers. Over 6,100 surveys were completed, with answers covering basic demographics, attitudes about Downtown, and retail behaviors and preferences. Here are some of the highlights.

### Attitudes About DTLA

- **I appreciate the increase in the number of retail stores that have opened in Downtown LA**
  - 90% Residents
  - 85% Workers

- **I have noticed there are certain retailers I shop at that are not located in Downtown LA**
  - 82% Residents
  - 73% Workers

- **Downtown LA is moving in the right direction**
  - 62% Residents
  - 64% Workers

- **I am passionate about Downtown LA**
  - 66% Residents
  - 50% Workers

### Demographics

- **Median Income**
  - $99k Residents
  - $98k Workers

- **Median Age**
  - 38 yrs Residents
  - 39 yrs Workers

- **4-year Degree or Higher**
  - 80% Residents
  - 76% Workers
Most Popular Shopping Destinations

- FIGat7th: 86%
- Grand Central Market: 75%
- Little Tokyo: 68%
- LA LIVE: 58%

Retail Findings

- **90%** Respondents appreciate the **INCREASE IN RETAIL OPTIONS** in DTLA
- **82%** Respondents notice that **RETAILERS** they shop at are not located in DTLA
- **80%** Respondents in Financial District want to see more **SUPERMARKETS**
- **70%** Respondents in Financial District want to see more **CLOTHING & APPAREL**
The City of Los Angeles requires all business establishments to provide their annual gross receipts for each of their locations to determine the amount of business license tax they owe. The City is able to share this data as long as it is aggregated to protect the privacy of individual businesses.

**Total Retail Gross Receipts**

The Office of Finance for the City of Los Angeles provided the DCBID with aggregate gross receipts by NAICS Code for the 7 Downtown LA Zip Codes.

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<th>Retail Establishments</th>
<th>Gross Receipts per Establishment</th>
<th>Growth in Gross Receipts per Establishment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$2,836,461,276</td>
<td>–</td>
<td>4,513</td>
<td>$628,509</td>
<td>–</td>
</tr>
<tr>
<td>2015</td>
<td>$2,963,305,486</td>
<td>4.5%</td>
<td>4,682</td>
<td>$632,914</td>
<td>0.7%</td>
</tr>
<tr>
<td>2016</td>
<td>$3,305,605,354</td>
<td>11.6%</td>
<td>4,986</td>
<td>$662,977</td>
<td>4.7%</td>
</tr>
<tr>
<td>2017</td>
<td>$3,686,609,730</td>
<td>11.5%</td>
<td>5,302</td>
<td>$695,324</td>
<td>4.9%</td>
</tr>
</tbody>
</table>
### Top 10 Categories, 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Gross Receipts</th>
<th>Average Square Footage</th>
<th>Average Revenue/SF</th>
<th>YOY Change in Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Service Restaurants</td>
<td>$4,500,000</td>
<td>6,500</td>
<td>$762</td>
<td>+ 9.4%</td>
</tr>
<tr>
<td>Casual Restaurants</td>
<td>$5,100,000</td>
<td>6,250</td>
<td>$903</td>
<td>+ 11.5%</td>
</tr>
<tr>
<td>Fast Casual Restaurants</td>
<td>$1,800,000</td>
<td>2,550</td>
<td>$657</td>
<td>- 1.7%</td>
</tr>
<tr>
<td>National Retailers</td>
<td>$5,100,000</td>
<td>12,875</td>
<td>$421</td>
<td>+ 5.2%</td>
</tr>
<tr>
<td>Boutique &amp; Local Retailers</td>
<td>$795,000</td>
<td>2,375</td>
<td>$383</td>
<td>+ 14.6%</td>
</tr>
</tbody>
</table>

### Fast Growing Sectors, 2014-17

- **Cosmetics & Beauty**: 93%
- **Other Clothing**: 69%
- **General Merchandise**: 52%
- **Jewelry**: 30%

To further illustrate how different categories are performing, the following chart is based on actual revenues for a sample group of 8 to 11 businesses in five different categories. Collectively, these 47 businesses generated $186 million in revenue in 2017 and occupied over 300,000 square feet of space.
PLEASE CONTACT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT WITH ANY QUESTIONS YOU MAY HAVE.

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