ABOUT THE BID

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 1,700 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 15 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.

DATA SOURCES & METHODOLOGIES

Survey: The 2015 Downtown LA Survey was an Internet-based questionnaire designed by Instantly, a leading provider of insights for the consumer goods and retail industries, and produced in partnership with The Downtown News. The survey ran from September 12-October 15, 2015. A self-selecting sample of 3,841 completed surveys were received. Full survey results will be published in early 2016.

Pedestrian Counts: Data is based on recordings taken on 9/19-9/22 or 9/25-9/28 2015. Recording and counting was conducted by Quality Counts Inc. and provided to the DCBID in 5-minute increments. Average hourly pedestrian estimates are calculated from multiple hours of data during selected time periods.

Location Analysis: UberRetail collects data in the process of serving ads to GPS-enabled devices. A visiting mobile device produces 1 record per 10 minutes of activity in a location, as measured by ad serving activity. Data includes users’ likely home location and their path to and from a selected location. Results for each location are based on over 12 months of aggregated data up to September, 2015.

Retail Sales in Downtown: Retail sales data for 2010-2014 are based on gross receipts figures provided by the City of Los Angeles Office of Finance. Data was provided to the DCBID as an aggregate for the zip codes 90012, 90013, 90014, 90015, 90017, 90021, 90017 and broken out by 3-digit and 6-digit NAICS Codes.
INSIDE

4  DTLA’s Retail Evolution
6  Faces of DTLA
8  Downtown Survey
10  Map of DTLA Districts
12  Financial District
14  South Park
16  Historic Core
18  Arts District
20  Fashion District
21  Bunker Hill
22  Little Tokyo
23  Chinatown
24  The Future of DTLA
26  Location Analysis
The Renaissance of Downtown Los Angeles (DTLA) started with the adaptive re-use of historic buildings and its emergence as an entertainment, dining and nightlife destination. This lead to an explosion of new residential development and the arrival of convenience-oriented retail anchors. DTLA's evolution has now entered the next phase as a viable location for a broad array of retail, including comparison goods stores and large national/international brands.

Unprecedented growth has tripled Downtown's population to over 50,000, with another 20,000 units of housing in the pipeline. Coupled with 500,000 people working in DTLA and 8,000 hotel rooms serving business and leisure visitors, this surge of urban dwellers has given rise to a truly dynamic city center with high levels of pedestrian traffic at all times of day and week.

Recent years have seen an influx of retail anchors, with a renovated Macy's flagship store set to join the likes of City Target, H&M, Zara, Urban Outfitters and Ross Dress for Less as well as Ralph's Fresh Fare (one of the highest grossing stores in the chain), Whole Foods Market and Walmart Neighborhood Market. And this is just the beginning, with game-changing new
developments delivering large blocks of retail space to the DTLA market in the coming years, including The BLOC (450,000sf), Oceanwide Plaza (180,000sf), Broadway Trade Center (200,000sf), and AT MATEO (200,000sf), among numerous others.

The retail potential, however, is about more than just square footage. DTLA also offers tremendous diversity in its eight discrete districts, each with its own unique personality and positioning, enabling retailers – from large chains to quirky boutiques – to find locations ideally suited to their respective brands and concepts.

In addition to the well-known names found in the Financial District and South Park are the “niche” brands and independents of the Historic Core and Arts District, the ethnic eateries and shops of Little Tokyo and Chinatown, and the variety of discounters and wholesalers of the Fashion District.

Downtown was once the premier shopping and entertainment destination for all of Los Angeles – a bustling urban center like Midtown Manhattan. Following decades of decline, DTLA is now regaining its sparkle and swagger, 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 FACES OF DTLA

With a contingent of young, high-end shoppers fueling downtown’s growth, and 1.8M square feet of retail space under construction, we are excited to see which global brands, fashion labels and iconic retailers are next to be integrated into the wonderful fabric we have in Downtown Los Angeles.”
— Carol Schatz, The Central City Association

Our restaurant group is in growth mode, and with all the entrepreneurial, institutional, and international capital investing in DTLA, it is an obvious fit for us. Not only do we have 6 restaurants downtown, I moved my office here, I moved my home here, and I play here.”
— Kerry Moy, The M2K Group

The DTLA retail landscape is becoming a vibrant combination of local, regional and national brands.”
— Hal Bastian, President & CEO, Hal Bastian, Inc.

One of the greatest symbols of DTLA’s blossoming sense of community, Grand Central Market is a microcosm of how in any great city, diverse individuals and families, both in front of and behind the counters, come together. In this instance, some of the world’s best food is the common language.”
— Adele Yellin, President, The Yellin Company

We’ve had incredible growth for our stores Apolis & Alchemy Works. Free Market, at The Bloc, will be a new community market where artists and designers sell their creations and shoppers have access to the most unique merchandise….There’s so much energy in all the new retail opening downtown, it’s exciting to be in the middle of it.”
— Raan Parton, Owner and Creative Director, Apolis

Bringing back Clifton’s is a natural for our company. We restore historic buildings in the hopes of recreating historic experiences. Our employees are a great cross section of the community and our guests feel like they have come home. Everyone has a Clifton’s story!”
— Barbara Jacobs, The Edison and Clifton’s
“The big opportunities for retailers Downtown are taking a chance on locations in the “path of progress” – that “Class C” location will be “Class A” in 6-12 months, and specializing in product types and lines that cater to young, urban sensibilities and draw visitors from all over the city.”
— Justin Weiss, Senior Associate, Kennedy Wilson Brokerage Group

“We see downtown LA as the next major developing area in the U.S., the only major city still underdeveloped. With The Broadway Trade Center and all the buildings along Broadway, there’s just an undeniable history and sense of place that’s associated with all Los Angelenos.
— Elizabeth Peterson-Gower, Elizabeth Peterson Group, Inc.

“We are a lifestyle brand centered around modern, progressive urban living. DTLA is a city in transformation, driven by peoples’ desire to re-connect with their urban centers. We couldn’t be in a more fitting place.
— Nate Koach, Suburban Riot

“Today’s “Millennial” generation is less car-dependent and demands more retail amenities and socializing venues close to – or easily accessible by mass transit from – where they live and work.”
— Patrice Russell Hopper, Director of Marketing for Brookfield Properties

“Downtown’s growing residential base, along with the increasing employee population, is really the catalyst for the demand in upscale and lifestyle amenities. Many new retailers are thoughtfully selecting how to meet these demands while enhancing the overall prestige and brand of the properties they occupy.”
— Derrick Moore, Principal, Avison Young

“My storefront and studio in the heart of downtown, immersed in the local scene from which the garments are created, is a space where artisans of all walks of life discover themselves through the articulation of style, a taste of real life, full of the grit and energy of this city, both past and present.”
— Maya Reynolds, Designer, CLADEMam.com

“We’re from the East Coast and want to be part of DTLA and serve the local clientele as well as the community. My son moved from Boston to Downtown Los Angeles, and we’re very excited to bring our Italian steakhouse cuisine to L.A.’s exciting downtown.”
— Steve DiFillippo, Founder and CEO, Davio’s Northern Italian Steakhouse
This past September, the DCBID launched its fifth major survey of Downtown residents and workers. Over 3,800 surveys were completed, with answers covering basic demographics, attitudes about Downtown, and retail behaviors and preferences. The full survey report will be published in early 2016. Here are some of the highlights.

### Median Income
- **Residents:** $98K
- **Workers:** $101K

### Median Age
- **Residents:** 36 yrs
- **Workers:** 43 yrs

### 4-year Degree or Higher
- **Residents:** 78%
- **Workers:** 74%

#### Attitudes About DTLA

- **Downtown LA is moving in the right direction**
  - **Residents:** 79%
  - **Workers:** 79%

- **I appreciate the increase in the number of retail stores that have opened in Downtown LA**
  - **Residents:** 89%
  - **Workers:** 83%

- **I have noticed there are certain retailers I shop at that are not located in Downtown LA**
  - **Residents:** 86%
  - **Workers:** 80%

- **I am passionate about Downtown LA**
  - **Residents:** 83%
  - **Workers:** 67%
# RETAIL SALES

## Total Gross Retail Receipts for Downtown LA

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Source: City of LA

## Gross Retail Receipts by Categories for Downtown LA

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<td>Cosmetics &amp; Beauty</td>
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Source: City of LA

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**Most Popular Shopping Destinations**

- FIGat7th: 75% (RESIDENTS), 87% (WORKERS)
- Grand Central Market: 59%, 79%
- Little Tokyo: 53%, 76%
- LA LIVE: 62%, 75%

Source: DCBID
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 massive worker population, giving the district a new vitality that is drawing a new wave of retailers and restaurants.

The redeveloped FIGat7th retail complex led the way with major national brands including 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, Macy’s, DTLA’s only full-scale department store, is undergoing a flagship remodel at The BLOC, a radically reimagined open-air shopping plaza with multilevel podiums, terraces, and courtyards. The square foot mix will welcome innovative businesses like Wingtip, the San Francisco-based menswear purveyor that doubles as a private club, and Austin-based Alamo Drafthouse Cinema, offering in-theater dining and drink.

Looking ahead, and up, the 73-story Wilshire Grand Center promises to reshape both the skyline and streetscape of Figueroa and 7th, one of Downtown’s busiest intersections. Featuring 350,000sf of Class A office space,
an Intercontinental Hotel, and 45,000sf of luxury retail space, the project also includes major street improvements to transform this thoroughfare into an inviting pedestrian shopping corridor.

The historic heart of Downtown, Pershing Square is also slated for a significant upgrade, with an international design competition to reimagine and revitalize this important public space. Home to landmarks like the Millennium Biltmore Hotel, the park has attracted such new businesses as French bakery/café Pitchoun, high-end retailer/art gallery Please Do Not Enter and Starbucks.

JEWELRY DISTRICT
Adjacent to Pershing Square, 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. This vibrant corridor is now attracting national retail tenants like Burlington and independents like Ricebar.

SURVEY SAYS
FINANCIAL DISTRICT WORKERS
22% live in Downtown LA
82% visit FIGat7th several times a year
88% regularly shop at City Target
81% shop for clothing and apparel in DTLA
South Park is the premier sports and event destination of Southern California, with Staples Center, the L.A. LIVE entertainment and dining complex, and the L.A. Convention Center bringing 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 District, Fashion District and Historic Core, the South Park neighborhood has in development 5,000 residential units and 416,000sf of new retail space, 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.

**PROJECT SPOTLIGHT**

**Metropolis** 2018
- 1,310 residential units
- 350 hotel rooms
- 65,000 sq. ft. retail
- Developer: Greenland USA

**Avenue of Angels**, a proposed high-design public promenade fronting the Metropolis project, will connect LA LIVE to FIGat7th and the 7th Street Retail Corridor & Restaurant Row, creating a continuum of shopping and dining between the residential density and entertainment activity of South Park and the commercial bustle of the Central Business District.

New public green spaces and reimagined streetscapes, combined with top-tier stores, restaurants and nightlife, a rapidly growing residential population, and close proximity to DTLA’s major job center, will make this area a magnet for an energetic demographic seeking an urban experience rivaling the commercial dynamism and sensory thrill of New York’s Times Square.

**COMING UP**

**Oceanwide Plaza** 2018
- 540 Residential units
- 183 hotel rooms
- 180,000 sq. ft. retail
- Developer: Oceanwide

**1020 S. Figueroa**
- Proposed mixed-use development
- Condos and a W Hotel
- 80,000 sf of retail
- Developer: Hazens

**MyFigueroa** 2016
A four mile streetscape improvement with dedicated cycle tracks, enhanced landscaping, and public art.

**SURVEY SAYS**

**SOUTH PARK RESIDENTS**
- 60% work in Downtown LA
- 71% visit FIGat7th more than once a month
- 82% want more supermarkets
- 88% want a Nordstrom
- 61% have lived in DTLA for less than 5 years
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. This spawned a wave of trendy retail and food and beverage concepts, culminating in the opening of The Ace Hotel, harbinger of all things creative and cool.

The Ace in turn has been a magnet for a growing collection of boutique brands – such as Acne Studios, APC, Oak, Aesop and Tanner Goods – that have clustered at the corner of Broadway & 9th Street.

At the same time, more mainstream, moderately priced anchors have located nearby, including a GAP Factory Store, Ross Dress for Less, and an Urban Outfitters in a creative conversion of the historic Rialto Theater.

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 a busy crowd of locals and visitors to some of DTLA’s best quick-serve restaurants.

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 Belcampo Meat Co. 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 200,000sf of retail, 500,000sf of creative office space and a 200-room hotel. The retail mix is expected to include high-end shops, an artisanal food market, as well as restaurants and bars.
Since pioneering artists started occupying its abandoned warehouses in the 1980s, the Arts District has evolved organically into an underground destination for alternative shopping 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 unique, eclectic merchandise and a socially progressive sensibility. In addition to small-scale boutiques, they encompass the kind of brands drawn to such emerging neighborhoods, like Voyager, Warby Parker and Kit and Ace (the new label from the wife and daughter of Lululemon Athletica founder Chip Wilson).
Home of the Southern California Institute of Architecture, the Arts District will soon welcome Hennessey + Ingalls, the famed art and architecture bookstore, and Hauser, Wirth & Schimmel, the internationally renowned art gallery.

Meanwhile, food and beverage offerings include upscale destinations like Bestia, with its highly acclaimed Italian food, and Wurstkuche, a wildly popular beer-and-sausage hall concept. Other highlights include locally well-known names, like Umami Burger, Pie Hole, Urth Café, the Urban Radish grocery store, and The Springs, a hybrid vegan restaurant and yoga/wellness center in a 13,000sf converted warehouse.

Like many such districts, from the Mission to Williamsburg, this one is likely to continue moving up-market. A sampling of current development includes 800 luxury lofts and 41,000sf of retail space at new projects like The Garey Building and 950 E. 3rd Street, and 400,000sf of new creative office space in the reconfigured Ford Building and Coca-Cola Factory. Perhaps the biggest game-changer for retail in the Arts District is At Mateo, a 200,000 square foot outdoor shopping and dining destination from developer Blatteis & Schnur slated to open in 2016.
Downtown’s wholesale and off-price quarter, the Fashion District counts more than 1,000 stores within 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.

The district, however, has evolved beyond the wholesale trade. Art galleries abound, former factories have become residential lofts and leading-edge retailers like Austere showcase international design, with curated programming and pop-up exhibitions.

Several major mixed-use projects will help shape the area’s future, including City Market South, an innovative adaptation of industrial buildings to include 75,000 square feet of retail space for artisanal and fresh food purveyors as well as restaurants and a hotel.

Extending the Broadway renaissance further south, the landmark Herald-Examiner building is undergoing a full renovation with 80,000sf of creative office space and retail and restaurants along an interior paseo serving the increasingly cool crowd in this burgeoning creative district.
BUNKER HILL

Redeveloped in the 1960s as a freeway-accessible, open and 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), the Colburn School of music and performing arts, and most recently, Diller Scofidio + Renfro’s The Broad museum.

Adjacent to the city’s Central Business District and its Civic Center, surrounded by high-rise residential, office and hotel towers, and boasting Downtown’s newest and most popular public space is the 3-block long Grand Park. Despite these cultural and community assets, the neighborhood is surprisingly lacking in retail amenities.

This should change, however, with the addition of two major projects – the Regional Connector Metro Station at Hope Street which links Bunker Hill to the city’s rapidly expanding mass transit network; and Related California’s mixed-use, Gehry-designed Grand Avenue Project, with over 200,000sf of retail space well-positioned for the up-market brand eager to associate with such high-culture anchors and the well-heeled patrons the area attracts.
LITTLE TOKYO

WHAT’S HOT

ENTERTAINMENT & CULTURE
Japanese American Museum
Blue Whale Jazz Club
The Geffen at MOCA

RESTAURANTS & BARS
Daikokuya Ramen
Hama Sushi
Johnny Rockets
Sushi-Gen
Wolf & Crane Bar

RETAIL
American Apparel
RIF Los Angeles
Daiso Japan
Hob Nob
Muttropolitan, Inc.
Non Factory
Office Depot

COMING UP
Block 8-D 2016
• 240 residential units
• 16,000 sq. ft. retail
• Developer: Sares-Regis Group

Vibiana Lofts 2017
• 238 residential units
• 4,000 sq. ft. retail
• Developer: Weintraub Real Estate Group

Not surprisingly, Little Tokyo boasts some of Downtown’s finest sushi restaurants and noodle houses while also embracing an increasingly diversified 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 young moms and primarily serves a convenience function. Evenings draws a more youthful, energetic, leisure-oriented crowd, with novel concepts like Far Bar (pairing sushi and burgers), cool live-music venues such as The Blue Whale Jazz Club, and entertainment emporiums like X Lanes.

Looking forward, two new mixed-use projects, Block 8-D and Vibiana Lofts will bring 20,000sf of new retail space to the district. Metro rail access is also being enhanced with 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. Helped by its 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 ever since.

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 Chinese population has declined in recent decades, 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.

More recent arrivals include a Walmart Neighborhood Market and Forest City’s Blossom Plaza mixed-use development, which will bring an additional 28,000sf of retail space to the district. 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.
THE FUTURE OF DTLA RETAIL

So what does it all mean for DTLA retail? What does the future hold? Probably a little of everything. Maybe a lot of everything!

Data on the spending habits of Downtown residents indicates that the majority of their discretionary shopping currently takes place outside of DTLA’s boundaries. According to the 2015 DCBID resident survey, only 39% buy more than half of their apparel Downtown, suggesting a large amount of category expenditures are leaking elsewhere. However, given its rapidly growing residential population and large worker and visitor contingents, DTLA could arguably stand alone as a separate trade area for many retail chains.

Patrice Russell Hopper, Director of Marketing for Brookfield Properties, notes that today’s “Millennial” generation (aged 18 to 34) is less car-dependent and demands more retail amenities and socializing venues close to – or easily accessible by mass transit from – where they live and work. This would seem to put DTLA in an enviable position vis-à-vis many of its primary competitors.

According to the DCBID’s survey, DTLA residents are most interested in Trader Joe’s, Nordstrom, Best Buy, Apple, Bed Bath & Beyond, Crate and Barrel, and Toys R Us – indicating its growing appeal to young families.

PROJECTS PLANNED OR IN DEVELOPMENT:
LA Streetcar (1), Wilshire Grand Center (2), Los Angeles Convention Center (3), US Bank Tower Skyspace (4), MyFigueroa Streetscape (5), Bringing Back Broadway (6)
At the other end of the spectrum, a fair number yearn for luxury brands like Louis Vuitton and Gucci.

Today’s urban consumer wants more than just the known brands. Justin Weiss, a commercial real estate broker with Kennedy Wilson, touts innovative retail formats with collections of branded, curated shops under one roof, like Fred Segal’s stores in Santa Monica and West Hollywood or the Helms Bakery District’s home furnishings cluster in Culver City.

Raan Parker, Owner/Creative Director of Apolis and Alchemy Works, says that his Arts District boutiques are merchandised to reflect DTLA’s patchwork of ages, sensibilities and cultures. “We offer variety – assortments that break the mold of retail environments and reflect the diversity of our customers, from a 12 year-old buying eyeglasses at our Warby Parker shop to Mayor Garcetti picking up a gift for a friend.”

Indeed, in the rush to capitalize on DTLA’s rising affluence, it is important to keep in mind that urban retailing is also about diversity and that there will continue to be strong demand for brands and concepts whose pricing and atmospherics can appeal across cultural and socioeconomic lines – hence, the recent arrival of Ross Dress for Less, Walmart Neighborhood Market and City Target.

The beauty of DTLA is that its sheer size and variety allows room for most everyone. While certain transitioning districts are no doubt becoming more expensive, many still offer – at least for now – the kinds of affordable retail spaces that allow for the quirky, innovative and “niche” concepts as well as the more moderately priced retailers. From the largest national/international brand, to the true start-up entrepreneur, it seems DTLA can “have it all”.
UberRetail analyzes 1.2 trillion mobile location and behavioral data points that it collects in the process of serving ads to GPS-enabled devices.

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DTLA Retail Report 2015
Average Hourly Pedestrian Count

Per-hour averages based on 2-4 hours of recording and counting conducted by Quality Counts

- **7th & Flower**
  - Morning: 1182
  - Lunch: 3000
  - Evening: 2192
  - Lunch: 1383
  - Evening: 1182

- **7th & Hope**
  - Morning: 1391
  - Lunch: 2699
  - Evening: 2484
  - Lunch: 1751
  - Evening: 1391

- **Grand Central**
  - Morning: 305
  - Lunch: 1240
  - Evening: 380
  - Lunch: 1780
  - Evening: 726

- **7th & Figueroa**
  - Morning: 2439
  - Lunch: 3430
  - Evening: 2780
  - Lunch: 1330
  - Evening: 1344

- **6th & Spring**
  - Morning: 960
  - Lunch: 1405
  - Evening: 1349
  - Lunch: 1392
  - Evening: 1218

- **Japanese Village**
  - Morning: 67
  - Lunch: 372
  - Evening: 285
  - Lunch: 589
  - Evening: 669

Legend:
- **■** = WEEKDAY
- **■** = WEEKEND
- **■** = WEEKNIGHT

VISIT DISTRIBUTION

Morning = 8-9 AM  |  Lunch = 12-2 PM  |  Evening = 5-8 PM
The 2015 Downtown Survey asked respondents what stores they want in DTLA. These are their answers:

Please contact the DCBID with any questions.

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