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# FITNESS CLUB OPPORTUNITY

1150 SOUTH OLIVE STREET & 1149 SOUTH HILL STREET, LOS ANGELES CA





# REBIRTH OF A LANDMARK

Every global city has signature office properties that provide superior environments to meet the needs of its tenants, employees and neighbors. What make these landmark addresses a success are their unique ability to combine spaces for working and living together into an environment that is greater than its individual parts.

Here, in downtown Los Angeles, just blocks from LA Live! And Staples Center in the burgeoning South Park District, LBA Realty has created such an inspirational environment in the building. It truly is a signature office property that is now home to AT&T Transamerica, State Bar of California, Fox Sports and the University of Southern California along with many other key corporations.

A distinctive Los Angeles landmark since 1965, the 32-story building has emerged from a \$35-million renovation and redesign program as one of the city's true iconic mixed-use properties. Originally designed by William Pereira as Los Angeles' first modern high-rise, the property's brilliant metallic silver architectural façade, dramatic exterior lighting and artistic landscaping provide a sleek appeal. Led by world-renowned architect, Gensler, the re-design of the multi-building campus advances Pereira's modernist design into the 21st century.

Inside, the buildings continue to offer dramatic modernist-inspired details including floor-to-ceiling glass walls, elegant wood paneling and brushed stainless-steel accents throughout.

The Center's 5,500 employees and the surrounding neighborhood will delight in the abundant array of new amenities including a fitness center, Market Café by Patina Restaurant Group, and all the retail that a growing neighborhood requires. The project stands as an architectural beacon and a landmark address in downtown's new entertainment district.

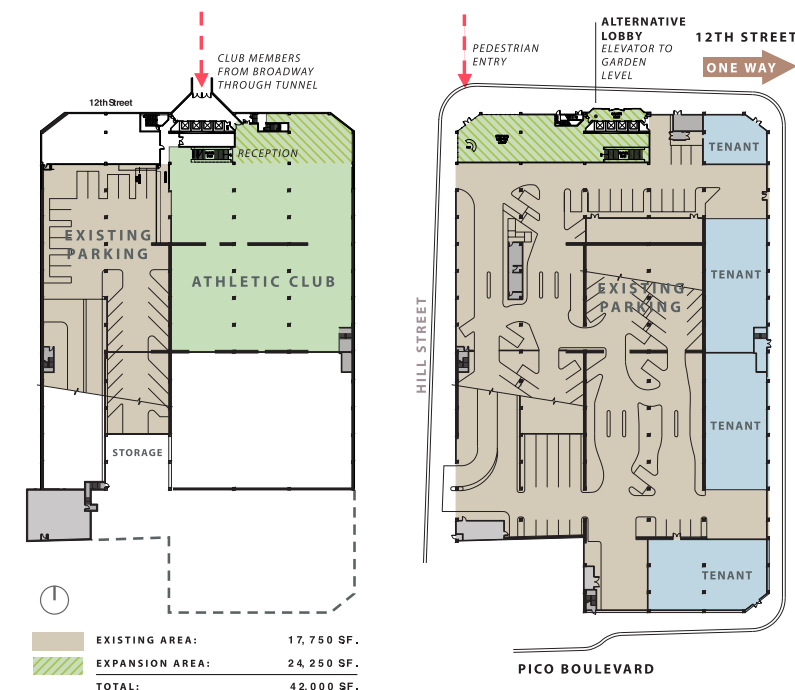


# SITE ADVANTAGES

1150 South Olive Street and 1149 South Hill Street is now offering a new and unique health club opportunity in South Park's office and residential epicenter.



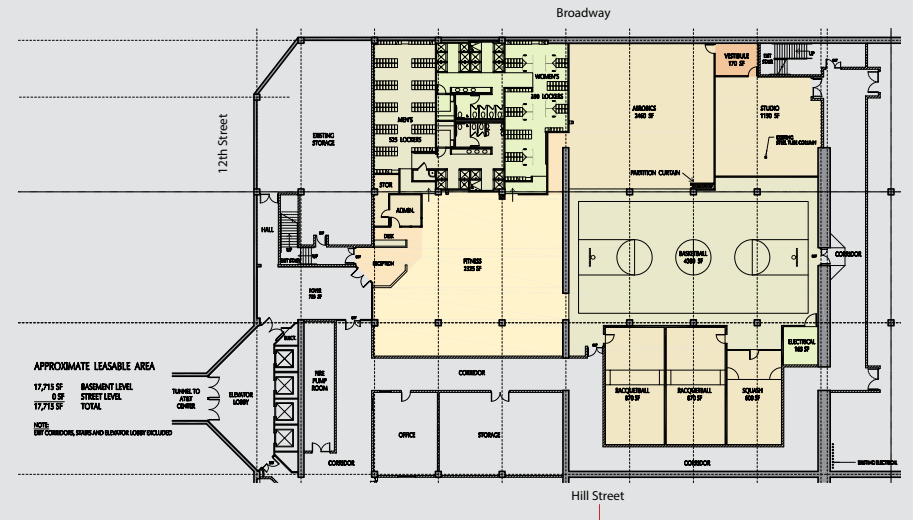
- EXISTING HEALTH CLUB WITH A BASKETBALL COURT AND AN ESTABLISHED CLIENT BASE THAT CAN BE EXPANDED TO A 25,000-40,000 SQUARE FOOT STATE-OF-THE-ART FACILITY
- ABILITY TO CREATE AN ATTRACTIVE, HARD CORNER FEATURE ENTRANCE AND TO HAVE PROMINENT TOP BUILDING SIGNAGE
- A PART OF THE CENTER, WHICH HAS OVER 5,500 EMPLOYEES
- WITHIN WALKING DISTANCE TO WHAT WILL ULTIMATELY BE OVER 11,320 RESIDENTIAL UNITS WITH AN ESTIMATED POPULATION OF OVER 14,700 RESIDENTS
- NEIGHBORING RESIDENTIAL UNITS HOUSE A YOUNG, ACTIVE, AND AFFLUENT DEMOGRAPHIC
- ABUNDANT STRUCTURED PARKING AVAILABLE ON SITE
- LOCATION IS PROXIMATE TO LA LIVE! AND STAPLES CENTER AND IS EASILY ACCESSIBLE FROM THE 10 AND 110 FREEWAYS
- THE CENTER IS ALREADY HOME TO MARKET CAFÉ BY PATINA RESTAURANT GROUP, STARBUCKS, SUBWAY, FEDEX KINKOS AND OTHER NOTABLE RETAIL TENANTS





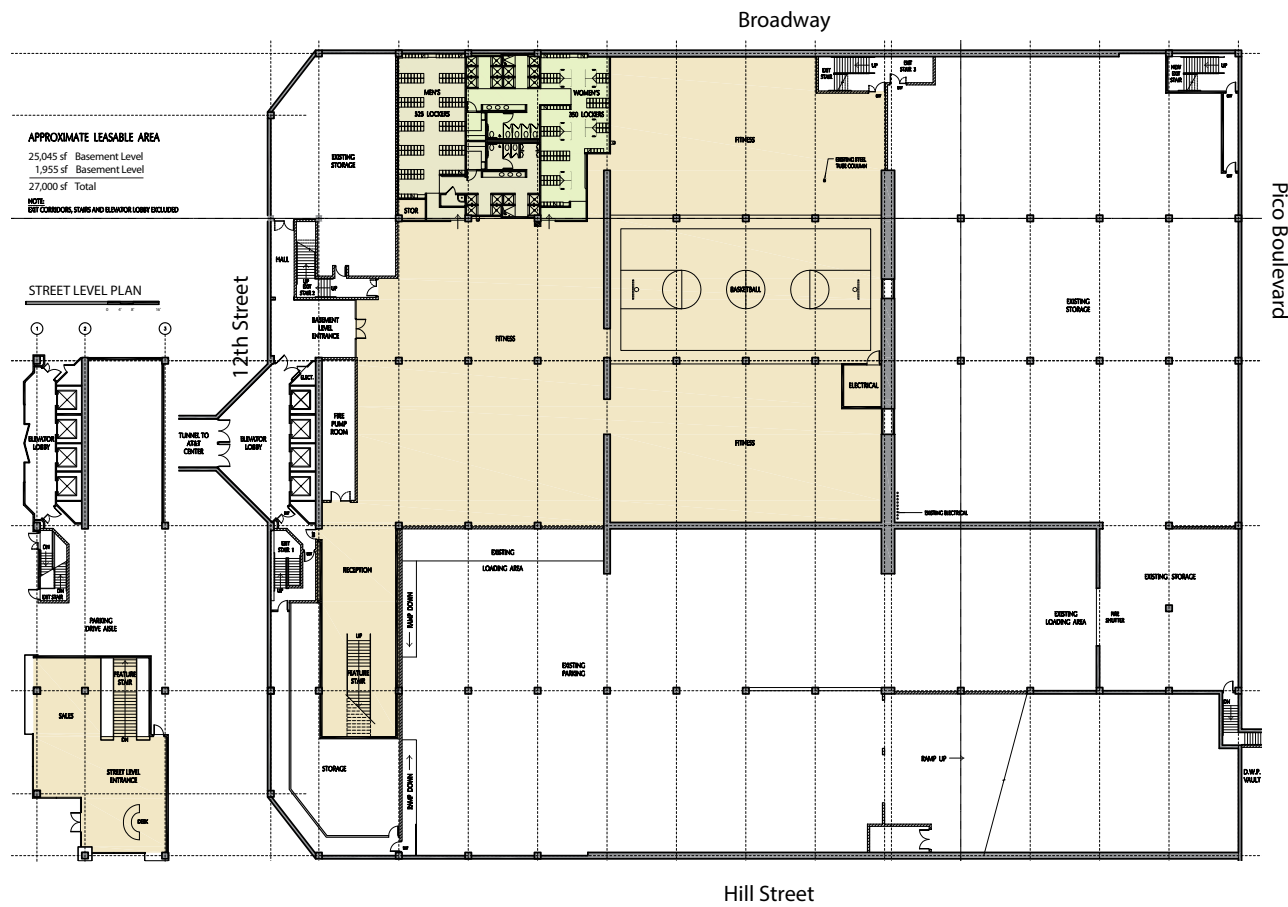


# SPACE ADVANTAGES

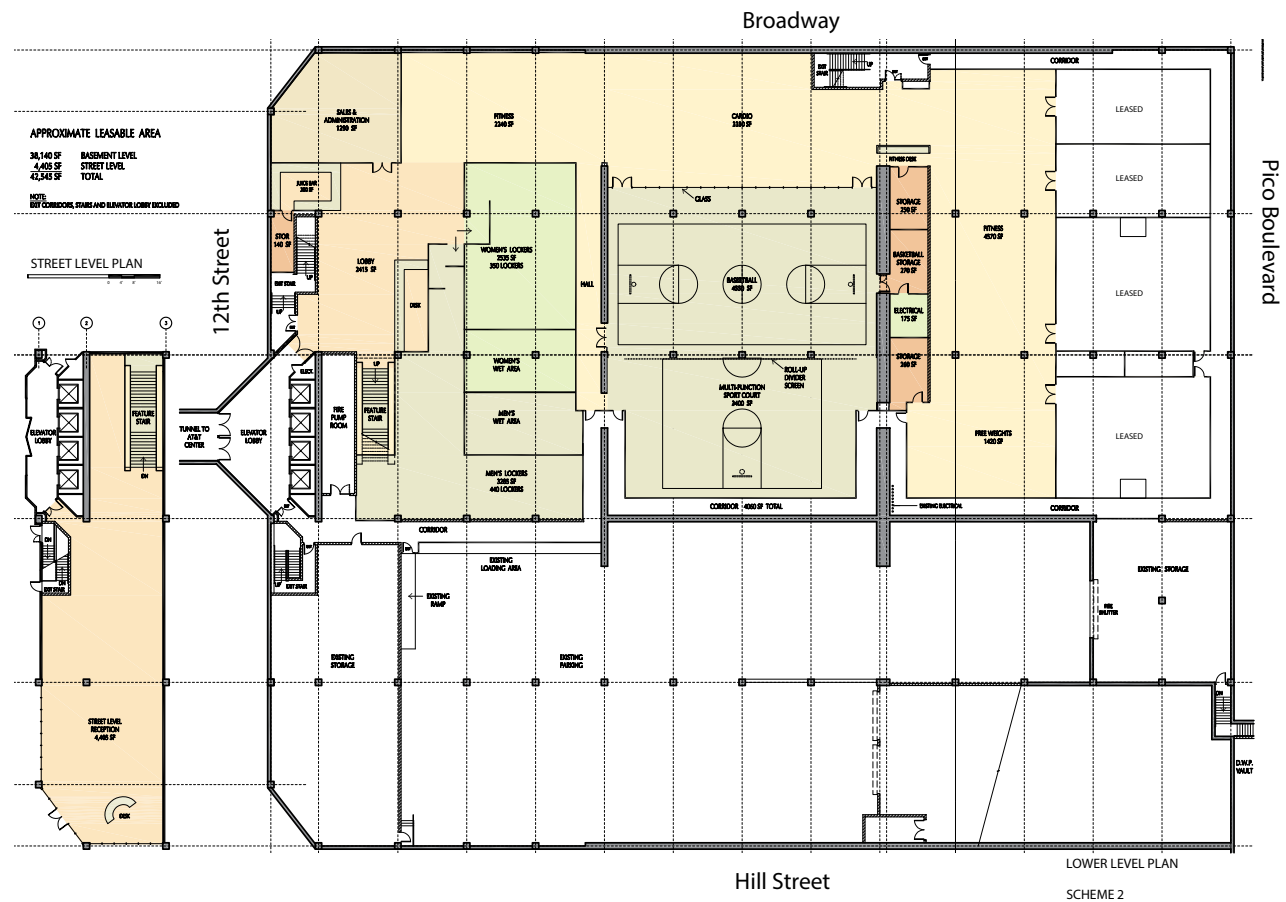


EXISTING SITE PLAN

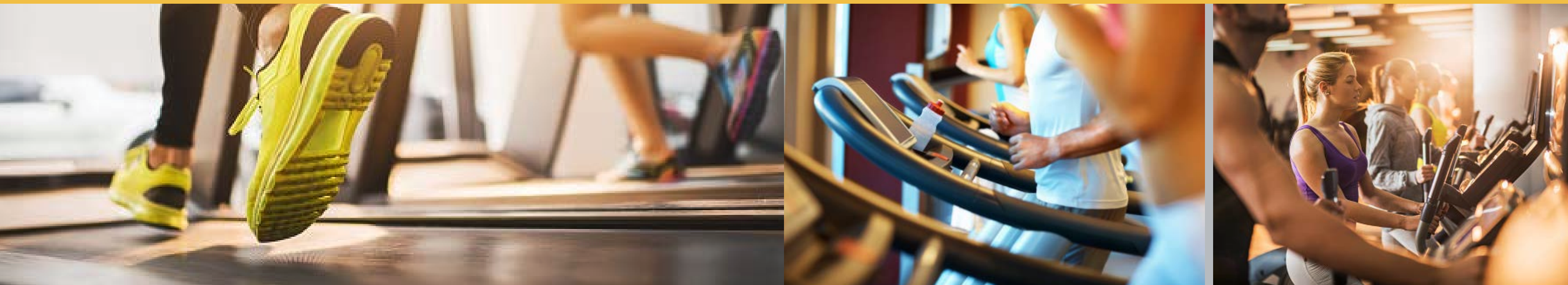
EXPANSION CONCEPT 1



EXPANSION CONCEPT 2



LOWER LEVEL PLAN  
SCHEME 2







South Park is one of the hottest development markets in the United States. It includes 1,800 residential units with another 5,500 planned/under construction, within a one-mile radius. South Park's lively entertainment includes Microsoft Theater, the LA Convention Center, and Staples Center; home to the Los Angeles Lakers, Clippers, and Kings. These three venues host over 450 events throughout the year. The future Downtown

Streetcar running down Broadway and 11th Street over to LA Live and back up to the historic core will create a strong and convenient connection point for all of Downtown to the vibrant South Park District. South Park has become a highly desirable mixed-use urban neighborhood that provides access to attractive residential product, world-class entertainment, high-end restaurants and stylish retail.



## SOUTH PARK RESIDENTIAL DEVELOPMENTS

- |                                             |                                              |                                                        |
|---------------------------------------------|----------------------------------------------|--------------------------------------------------------|
| 1. 1001 S. OLIVE ST - 201 UNITS             | 14. 1041 S. BROADWAY                         | 27. 1400 S. FIGUEROA - 106 UNITS                       |
| 2. HANOVER OLYMPIC - 281 UNITS              | 15. 916 HILL ST. - 250 UNITS                 | 28. BROADWAY & OLYMPIC<br>CONDOS - 163 UNITS           |
| 3. AVANT PH II - 443 UNITS                  | 16. OLYMPIC & OLIVE - 263 UNITS              | 29. HERALD EXAMINER BUILDING                           |
| 4. 940 S. BROADWAY - 646 UNITS              | 17. 1000 GRAND - 274 UNITS                   | 30. PROPOSED ONNI<br>MIXED-USE DEVELOPMENT - 730 UNITS |
| 5. 1317 S. HOPE ST - 100 UNITS              | 18. OLYMPIC & HILL<br>APARTMENTS - 281 UNITS | 31. PICO & OLIVE - 362 UNITS                           |
| 6. URBAN VILLAGE  <br>SOUTH PARK - 96 UNITS | 19. MACK URBAN PROJECT - 1500 UNITS          | 32. 12TH & BROADWAY - 214 UNITS                        |
| 7. 1249 GRAND AVE - 112 UNITS               | 20. ONYX EAST & WEST - 410 UNITS             |                                                        |
| 8. 939 BROADWAY - 150 UNITS                 | 21. G12 - 640 UNITS                          |                                                        |
| 9. THE GLASS TOWER - 151 UNITS              | 22. 1200 FIG - 648 UNITS                     |                                                        |
| 10. 156 W. 11TH - 177 UNITS                 | 23. BROADWAY & NINTH - 700 UNITS             |                                                        |
| 11. 1133 HOPE ST. - 208 UNITS               | 24. 1212 FLOWER - 730 UNITS                  |                                                        |
| 12. 920 S HILL ST. - 239 UNITS              | 25. 1200 S FLOWER ST. - 730 UNITS            |                                                        |
| 13. 1028 S. HOPE - 250 UNITS                | 26. FIG CENTRAL - 504 UNITS                  |                                                        |

**11,559**  
TOTAL UNITS



The Center is adjacent to the most exciting and ambitious urban renaissance in the nation. L.A. Live is a \$2.5 billion, multi-million square-foot entertainat, retail, hotel and housing

# LOCATION ADVANTAGES

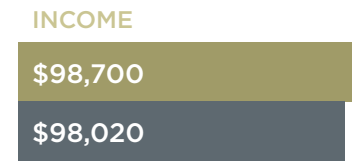
development north of the Staples Center that has elevated the neighborhood from a mere business address to a destination of choice for corporate tenants, local residents, Southern Californians, and tourists alike.

- WITHIN WALKING DISTANCE OF WHAT WILL SOON BE OVER 11,320 RESIDENTIAL UNITS, OF WHICH NEARLY 7,000 UNITS SHALL BE BRAND NEW, MARKET RATE AND LUXURY CONDOMINIUMS, WHICH SHOULD ULTIMATELY HOUSE OVER 14,700 RESIDENTS
- WITHIN A SHORT WALK TO STAPLES CENTER & CONVENTION CENTER
- A QUICK WALK FROM LA LIVE! ONE OF THE LARGEST CAPITAL INVESTMENT PROJECTS IN LOS ANGELES IN 50 YEARS
- COMPLEX INCLUDES THE NEW CO-BRANDED RITZ CARLTON AND JW MARIOTT HOTELS
- SUPERIOR INGRESS AND EGRESS WITH DIRECT ACCESS TO THE 10 AND 110 FREEWAYS

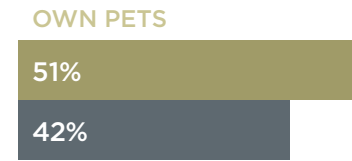




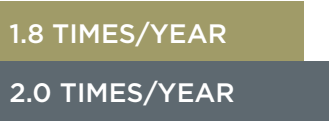
● RESIDENTS ● 500,000+ EMPLOYEES



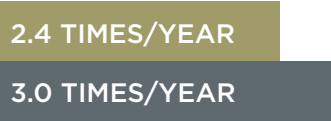
MEDIAN AGE



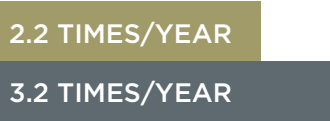
SPORTING EVENTS



MUSIC, THEATER OR DANCE



ART MUSEUM/GALLERIES



# DOWNTOWN LOS ANGELES DEMOGRAPHICS