



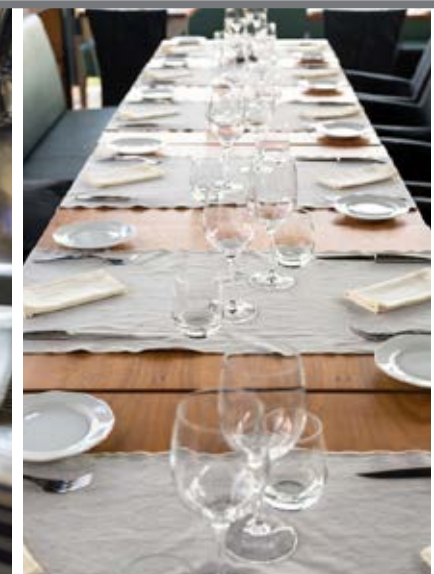
# PREMIER SOUTH PARK RESTAURANT LOCATION

**1150 S. OLIVE STREET**

NEC OLIVE STREET & 12TH STREET / DOWNTOWN LOS ANGELES











4,583 SQUARE FEET • OUTDOOR SEATING FOR 40+ • DRAMATIC 19 FOOT CEILINGS • VALET PARKING

The iconic 1150 Tower is part of a two building mixed-use complex totaling close to 1 million sf with a unique opportunity for a street front, lobby level restaurant concept in the emerging South Park District of Downtown Los Angeles. Conveniently situated in the middle of LA Live and the Fashion District, the 1150 Tower is the connection point between entertainment and style. Notable tenants include: USC's Marshall School of Business, Transamerica's West Coast Headquarters, Fox Sports West and Steelcase. The restaurant will be the place to be for both locals and tourists.

**3,500**  
OCCUPANTS  
ON CAMPUS

**2,000+**  
ROOMS  
7-Four Star  
Hotels

**60,000**  
DTLA  
RESIDENTS

**450+**  
EVENTS/YEAR  
LA Live/  
Convention Center

**30+**  
RESIDENTIAL  
DEVELOPMENTS

THE CONNECTION POINT BETWEEN

# STYLE & ENTERTAINMENT

1. ACE HOTEL
2. ACNE STUDIOS
3. AESOP
4. COOPER UNION
5. CONVENTION CENTER
6. FIDM
7. LA LIVE
8. LUXE HOTEL
9. NEW MART
10. STAPLES CENTER
11. TANNER GOODS
12. THE MAYAN
13. THE RESERVE
14. THE RITZ / JW MARRIOTT
15. URBAN OUTFITTERS
16. VICEROY
17. WHOLE FOODS

● 1150 TOWER

● PLANNED AND  
UNDER CONSTRUCTION  
RESIDENTIAL



# RESTAURANT OPPORTUNITY



14

7

10

8

6

17

13

2

3

15

1

12

4

11

9

16

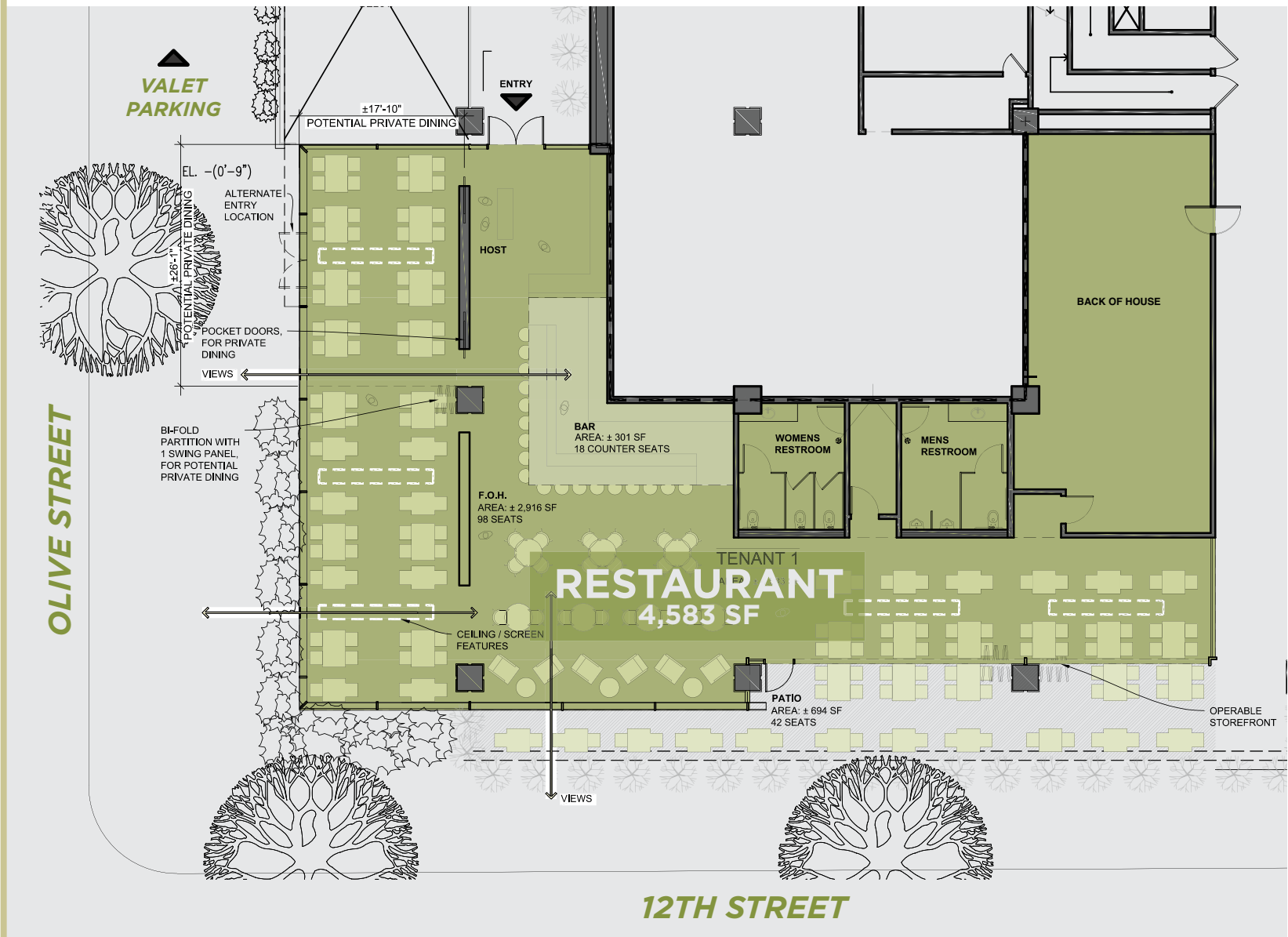
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# CONCEPTUAL RESTAURANT LAYOUT



**98**  
TOTAL  
INSIDE SEATING

**40+**  
TOTAL  
OUTSIDE SEATING

**140**  
TOTAL  
SEATING COUNT

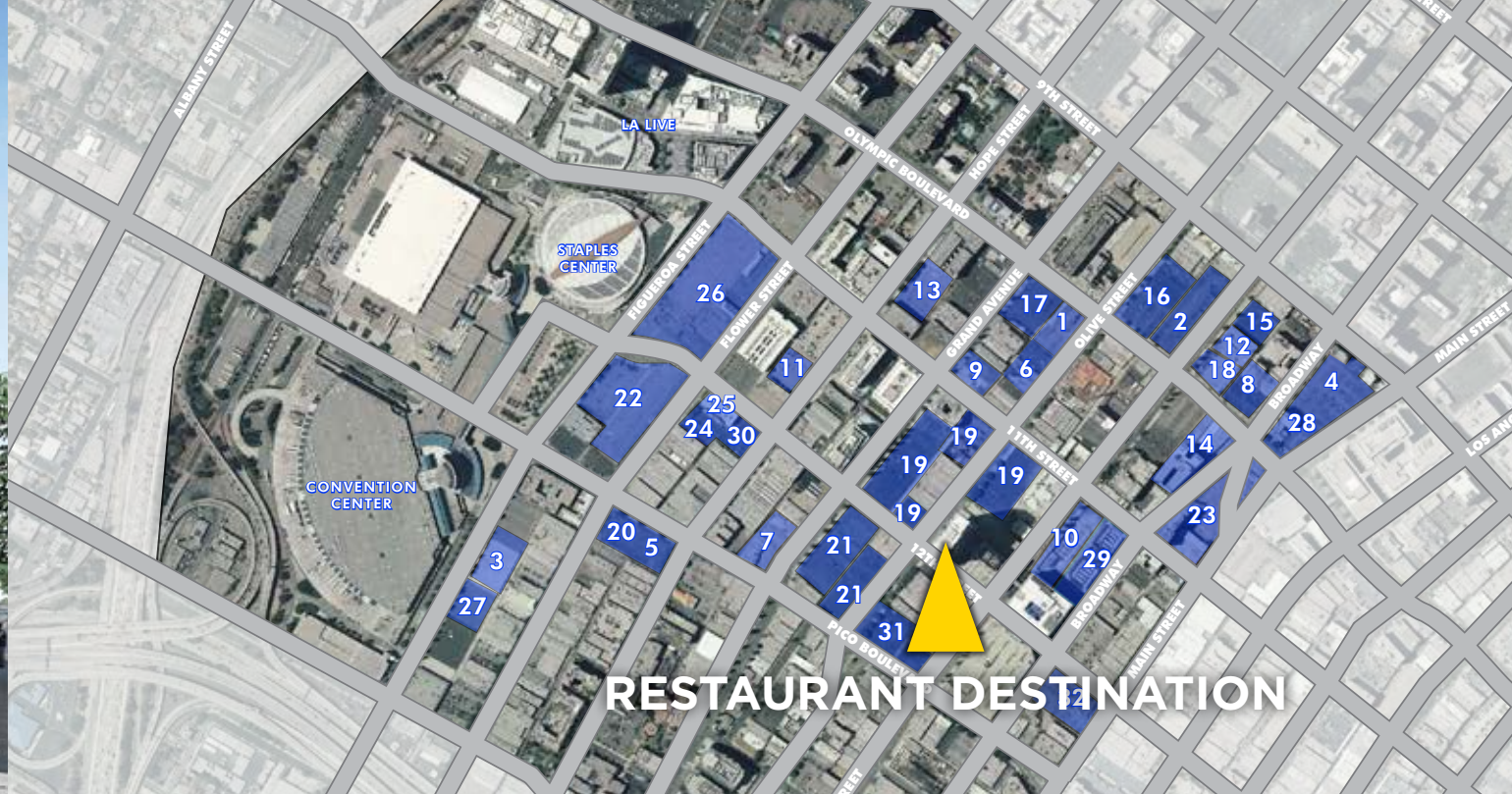


# THE NEIGHBORHOOD

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.





RESTAURANT DESTINATION

## 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





● RESIDENTS ● 500,000+ EMPLOYEES



#### INCOME

\$98,700

\$98,020



\$540,000

HOUSING VALUES



#### COLLEGE EDUCATED

76%

80%

#### MEDIAN AGE

34

39



#### OWN PETS

51%

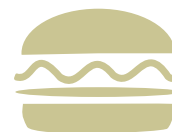
42%



#### MEDIAN GROCERY

\$107.00 PER WEEK

\$103.00 PER WEEK



#### PER PERSON MEDIAN SPEND IN DOWNTOWN

\$14.54 ON LUNCH

\$16.42 ON LUNCH



#### PER PERSON MEDIAN SPEND IN DOWNTOWN

\$31.35 ON DINNER

\$30.06 ON DINNER

#### SPORTING EVENTS

1.8 TIMES/YEAR

2.0 TIMES/YEAR

#### MUSIC, THEATER OR DANCE

2.4 TIMES/YEAR

3.0 TIMES/YEAR

#### ART MUSEUM/GALLERIES

2.2 TIMES/YEAR

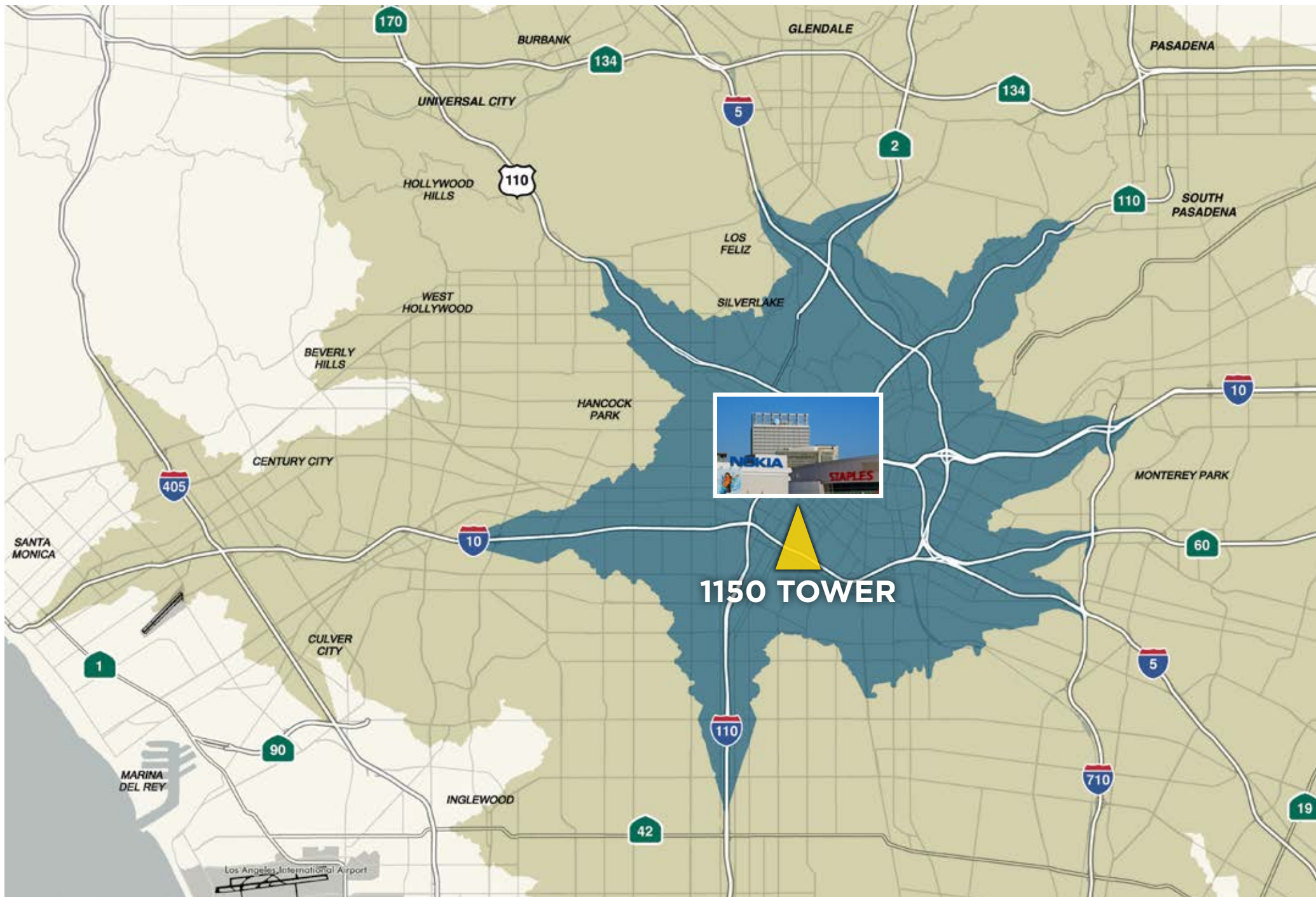
3.2 TIMES/YEAR





# DOWNTOWN LOS ANGELES DEMOGRAPHICS





1150 TOWER

FROM PASADENA TO SANTA MONICA, ALL ROADS LEAD HERE

45 MINUTES - POPULATION 7,414,223

30 MINUTES - POPULATION 3,845,575

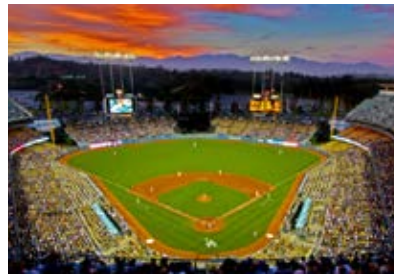
15 MINUTES - POPULATION 819,236

# DOWNTOWN LA UNITES ALL OF SOUTHERN CALIFORNIA

MAJOR COLLEGES, SPORTS ARENAS, CONVENTION VENUES AND HIP HOTELS JUST MINUTES AWAY!



USC  
2 MILES



DODGER STADIUM  
3.5 MILES



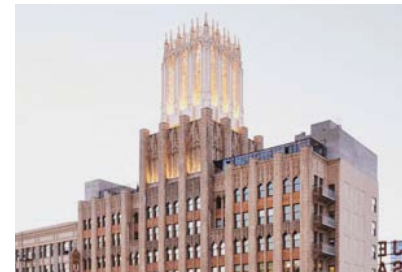
CONVENTION CENTER  
5 BLOCKS



STAPLES CENTER  
4 BLOCKS



FIDM  
3 BLOCKS



ACE HOTEL  
4 BLOCKS



ALL RAIL COMES THROUGH  
**DOWNTOWN/**  
**1150 TOWER**



**47**  
**MILLION**  
ANNUAL RIDERS



### VENTURA COUNTY LINE

To Burbank Airport, Northridge, Camarillo, Ventura

### ORANGE LINE

To Canoga Park  
**PHASE II** to Chatsworth

CANOGA PARK  
WARNER CENTER

SHERMAN OAKS

### RED LINE

To Universal City, North Hollywood

### PURPLE LINE

To Wilshire & Vermont/Normandie/Western  
**PHASE II** to Rodeo, Century City, UCLA, Westwood VA

UCLA  
WILSHIRE/WESTERN

### EXPO LINE

To USC, Vermont, Western,  
La Brea, La Cienega  
**PHASE II** to Culver City,  
Santa Monica

CULVER CITY  
SANTA MONICA

### GREEN LINE

To South Bay, El Segundo, LAX, Norwalk

LAX  
HAWTHORNE  
EL SEGUNDO  
REDONDO BEACH  
SOUTH BAY

### ANTELOPE VALLEY LINE

To Glendale, Burbank, Santa Clarita, Palmdale, Lancaster



BURBANK

GLENDALE

HOLLYWOOD

**DOWNTOWN  
LOS ANGELES**

**★ DESTINATION**

### GOLD LINE (FOOTHILL)

To Pasadena  
**PHASE II** to Citrus College  
**PHASE III** to Ontario Airport

PASADENA  
ARCADIA  
CITRUS COLLEGE  
SAN DIMAS  
CLAREMONT



ONTARIO

### SAN BERNARDINO LINE

To Cal State LA, El Monte, Baldwin Park, Covina, Pomona,  
Claremont, Montclair, Upland, Rancho Cucamonga,  
Fontana, San Bernardino

### SILVER LINE

To LAC/USC Medical Center, Cal State LA, El Monte

### GOLD LINE (EAST)

To East Los Angeles Civic Center

### RIVERSIDE LINE

To Montebello, Industry, Pomona, Ontario, Riverside

### 91 LINE

To Norwalk, Buena Park, Fullerton,  
Placentia, Corona, Riverside

### ORANGE COUNTY / SAN DIEGO LINE / AMTRAK

To Buena Park, Fullerton, Anaheim, Orange, Santa Ana, Tustin, Irvine,  
San Juan Capistrano, San Clemente, Oceanside, Solana Beach, San Diego

### BLUE LINE

To Long Beach

LONG BEACH



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