

# FIGAT7TH

INTERSECTION OF LIFE × STYLE



BANK OF AMERICA  
PLAZA

WELLS FARGO CENTER  
NORTH TOWER

WELLS FARGO CENTER  
SOUTH TOWER

GAS COMPANY  
TOWER

HALO

FIGUEROA AT  
WILSHIRE

777 TOWER

EY PLAZA TOWER

7TH ST. / METRO  
CENTER STATION

110 FREEWAY

FIGAT7TH

# WHY DTLA?

## OVERVIEW

**5.84 SQ. MILES**

radius of DTLA

**\$34 BILLION**

invested in DTLA since 1999

**1,000+**

New Restaurants, Bars, Retail, Nightlife  
and Amenities Opened from 2010-2019

**MOST ACCESSIBLE**

region in Greater Los Angeles linked  
by public transit/metro system

## STRONG MARKET DEMOGRAPHICS

**80,000**

Residents

**\$123,000**

Residents Avg. HH Income

**38 YRS**

Median Age of Residents

**500,000**

Weekday Population

**\$122,000**

Workers Avg. HH Income

**41 YRS**

Median Age of Workers

## BOOMING RESIDENTIAL MARKET

**37,759**

Units Constructed  
Since 1999

**95%**

Occupied in  
Current Stock

**4,829**

Units Under  
Construction

**29,338**

Units proposed

## TOURISM\*

**22 MILLION**

Total Number of  
Visitors to DTLA

**1.6 MILLION**

Hotel Guests

**\$142**

Average Daily Spend  
Per Person in DTLA



"Every structure seems to house artists, musicians, designers, tech developers, chefs—the whole Who are the people in your neighborhood of the creative class. After decades of being all but forgotten, Downtown has approached a critical mass of cool..."

GQ MAGAZINE



IN GOOD COMPANY

# DTLA HAS SO MUCH TO OFFER

1



- Danny Boy's Pizza
- Kindercare
- Nick + Stef's Steakhouse
- Trejo's Coffee & Donuts
- Trejo's Tacos
- Shake Shack
- (more coming soon)

2

THE BLOC

- Alamo Drafthouse Cinema
- Bring Something to the Party
- Café Balzac
- Coffeewalk Yogurtalk
- District Bar/Kitchen
- DRNK Coffee + Tea
- Drybar
- Eli & Ella Rose
- Everytable
- Eyes on The Bloc
- GNC
- Hatch Yakitori + Bar
- Jewelry Pavilion
- Joey Restaurants
- LA Fitness
- Leo's Auto Detail
- Macy's Flagship
- Marco Valentino
- Marugame Udon
- Nordstrom Local
- Paper Source
- Qwench Juice Bar
- Starbucks
- T-Mobile
- Uniqlo
- USPS
- Video Vortex

3

L.A. LIVE

- Conga Room
- Fleming's Prime Steakhouse
- Glance Lobby Bar
- Illy Espressamente
- Katsuya
- Los Angeles Convention Center
- Lucky Strike Lanes
- Microsoft Theater
- Nest at WP24
- New Era Store
- Patxi's Pizza
- Red Mango
- Regal Cinemas L.A. LIVE
- Rock' N Fish
- Savoca

4

BROADWAY RETAIL CORRIDOR

- A.P.C.
- Acne Studios
- Aesop
- Apple Store (coming soon)
- COS
- Daniel Patrick
- Foot Locker
- GAP
- Gentle Monster
- Jordan Brand
- Mykita
- Paul Smith (coming soon)
- Ross Dress for Less
- Urban Outfitters
- Vans
- West Elm

5

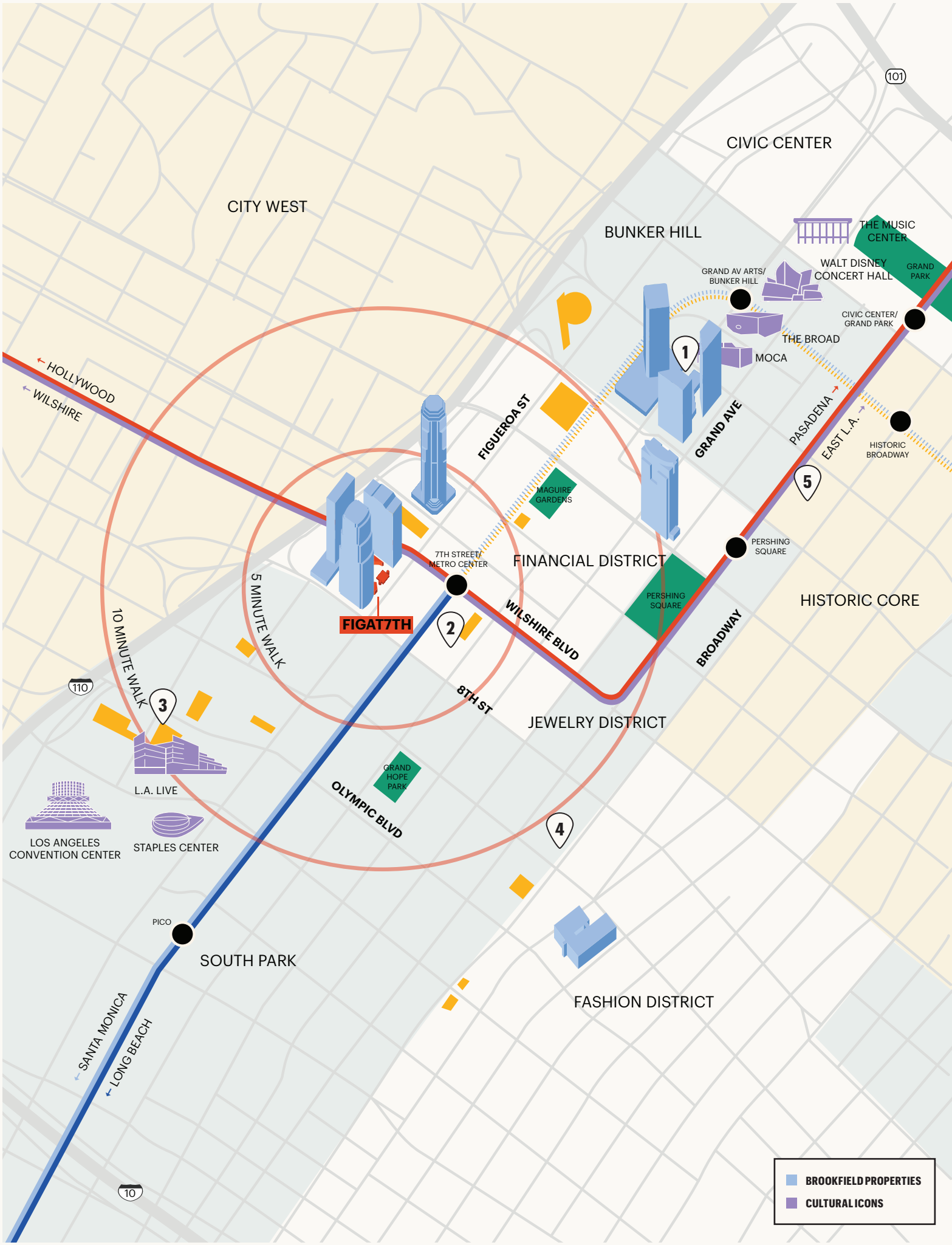
GRAND CENTRAL MARKET

- Ana Maria
- Belcampo Meat Co.
- Bento Ya Japanese Cuisine
- Berlin Currywurst
- Chiles Secos
- China Café
- Clark Street Bread
- DTLA Cheese and Kitchen
- Donut Man
- Eggslut
- Fat & Flour
- G&B Coffee
- Golden Road
- Grand Central Jewelry
- Horse Thief BBQ
- Jose Chiquito
- Knead & Co. Pasta
- La Huerta
- La Fruteria
- La Tostaderia
- Lucky Bird
- McConnell's Fine Ice Cream
- Olio GCM Wood Fired Pizzeria
- The Oyster Gourmet
- PBJ.LA
- Prawn
- Press Brothers Juicery
- Ramen Hood
- Roast To Go
- Sari Sari Store
- Sarita's Pupuseria
- Sticky Rice
- Tacos Tumbras a Tomas
- Torres Produce
- Valeria's
- Villa Moreliana
- Wexler's Deli



NOTABLE HOTELS

- Ace Hotel
- Courtyard by Marriott (at LA Live)
- Hotel Figueroa
- Hotel Indigo
- InterContinental Hotel
- JW Marriott
- NoMad Hotel
- O Hotel
- Ritz Carlton
- Sheraton
- The Freehand
- The Hoxton Hotel
- The L.A. Grand Hotel Downtown
- The Proper Hotel
- The Standard
- Wayfarer
- Westin Bonaventure



LOS ANGELES

# FIGAT7TH TO...

LOS ANGELES  
INTERNATIONAL AIRPORT

15 Miles

BOB HOPE BURBANK AIRPORT

16 Miles

HOLLYWOOD

8 Miles

BEVERLY HILLS

10 Miles

SANTA MONICA

15 Miles







IN THE HEART OF DTLA

# OPEN-AIR SHOPPING & DINING

In the heart of Downtown Los Angeles, FIGat7th stands as a shopping, dining, and fitness destination with a decidedly Southern California flavor. Enhanced by Brookfield's \$40 million makeover, this open-air lifestyle center offers a modern, urban retail experience for DTLA's professional and residential population, as well as visitors to the cultural hub of Los Angeles. This premier shopping venue for Downtown Los Angeles showcases fan favorites Zara, H&M, Nordstrom Rack, Target, Sephora, and Victoria's Secret.

FIGat7th boasts more than 300,000+ SF of retail and public space, including TASTE Food Hall, a thriving, global collection of fast-casual eateries. FIGat7th also offers indoor and outdoor seating for more than 500 guests, including an outdoor courtyard and park-like Plaza level with café-style dining. A robust arts and events program keeps FIGat7th active with live music, art installations, and branded fashion and fitness events.



# FIGAT7TH RETAILERS

## SHOPPING

Bath & Body Works x H&M x M.A.C Cosmetics  
Nordstrom Rack x Sephora x Sunglass Hut x Target  
Victoria's Secret x Victoria's Secret PINK x ZARA

## DINING

California Pizza Kitchen x CoCo Fresh Tea & Juice  
Five Guys x George's Greek Grill x Mendocino Farms  
Morton's The Steakhouse x New Moon Café  
Ocho Mexican Grill x Oleego by Parks BBQ x Pizza Studio  
Salata x Sprinkles Cupcakes x Starbucks  
The Melt x Twist & Grill

## FITNESS + SERVICES

BESPOKE Cycling Studio x DownTown Hi-Tech  
Gold's Gym x LensCrafters x T-Mobile



# FIGAT7TH RATED MOST POPULAR SHOPPING DESTINATION

by both residents and workers in the 2020 Downtown LA survey performed by the DCBID

## SHOPPER PROFILE

<b>1,241,003</b> Trade area (resident population)	<b>42,612</b> Daytime population within four blocks	<b>49%</b> Shoppers between the ages of 25-44
<b>AVERAGE TIME SHOPPERS VISIT</b> <b>7.4X /MO</b> (vs. a U.S. benchmark of 2.6x per month)	<b>AVERAGE SPENT PER SHOPPER</b> <b>\$384.13/MO</b> (vs. \$255.89 U.S. benchmark)	<b>AVERAGE DAYTIME POPULATION</b> <b>61% (25,993)</b> employed in professional services

## CONVENIENT LOCATION

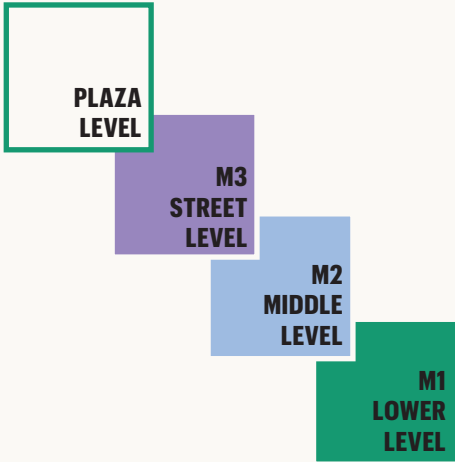
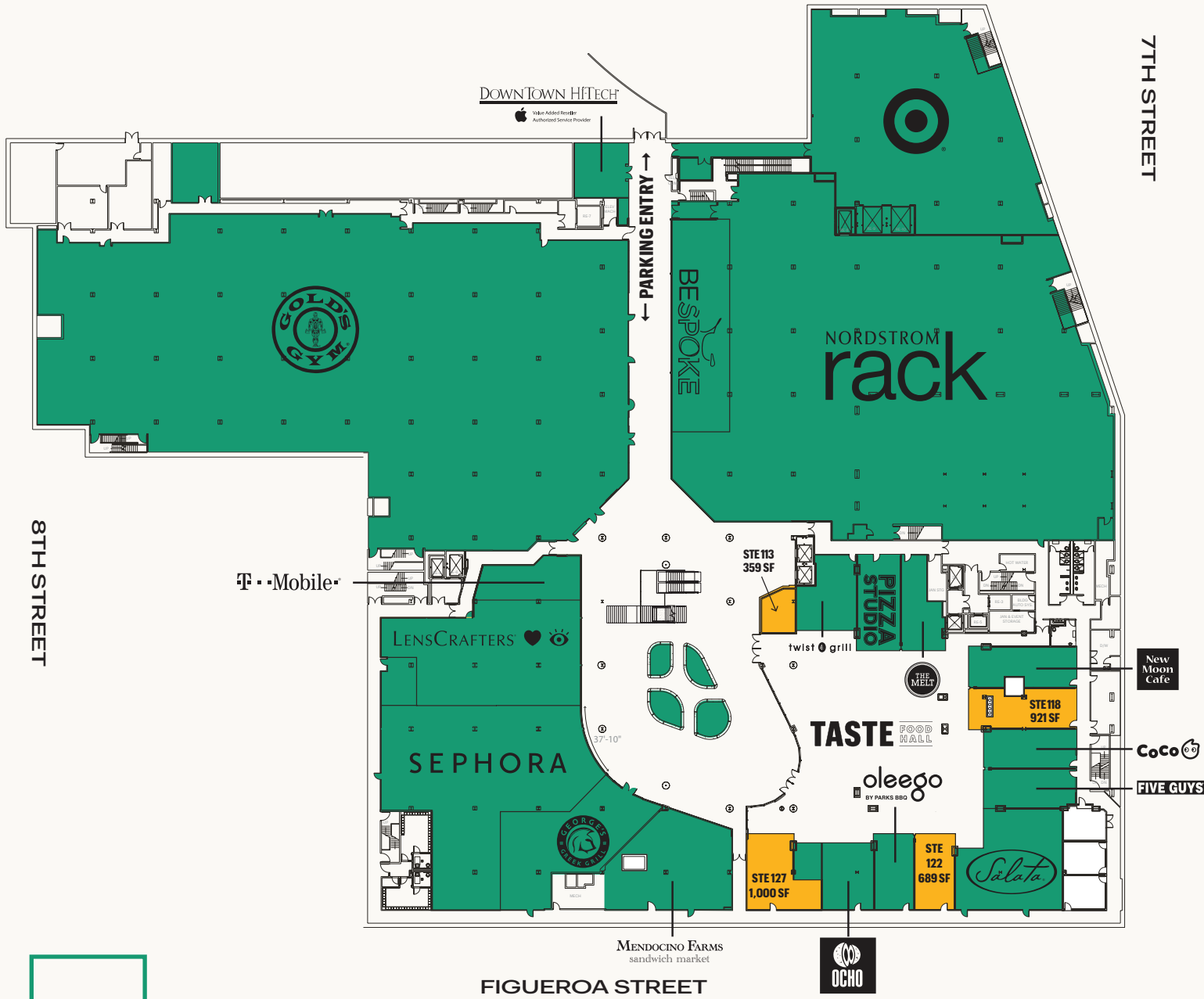
## HOW DO SHOPPERS GET HERE?

<b>37% WALK</b>	<b>34% DRIVE</b>	<b>24% PUBLIC TRANSPORTATION</b>
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## BROOKFIELD PROPERTIES SUPERBLOCK

<b>2 MILLION SQ. FT.</b> Brookfield Properties onsite office towers	<b>780+ UNIT</b> Brookfield Properties residential tower delivering in 2022
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LOWER LEVEL – M1



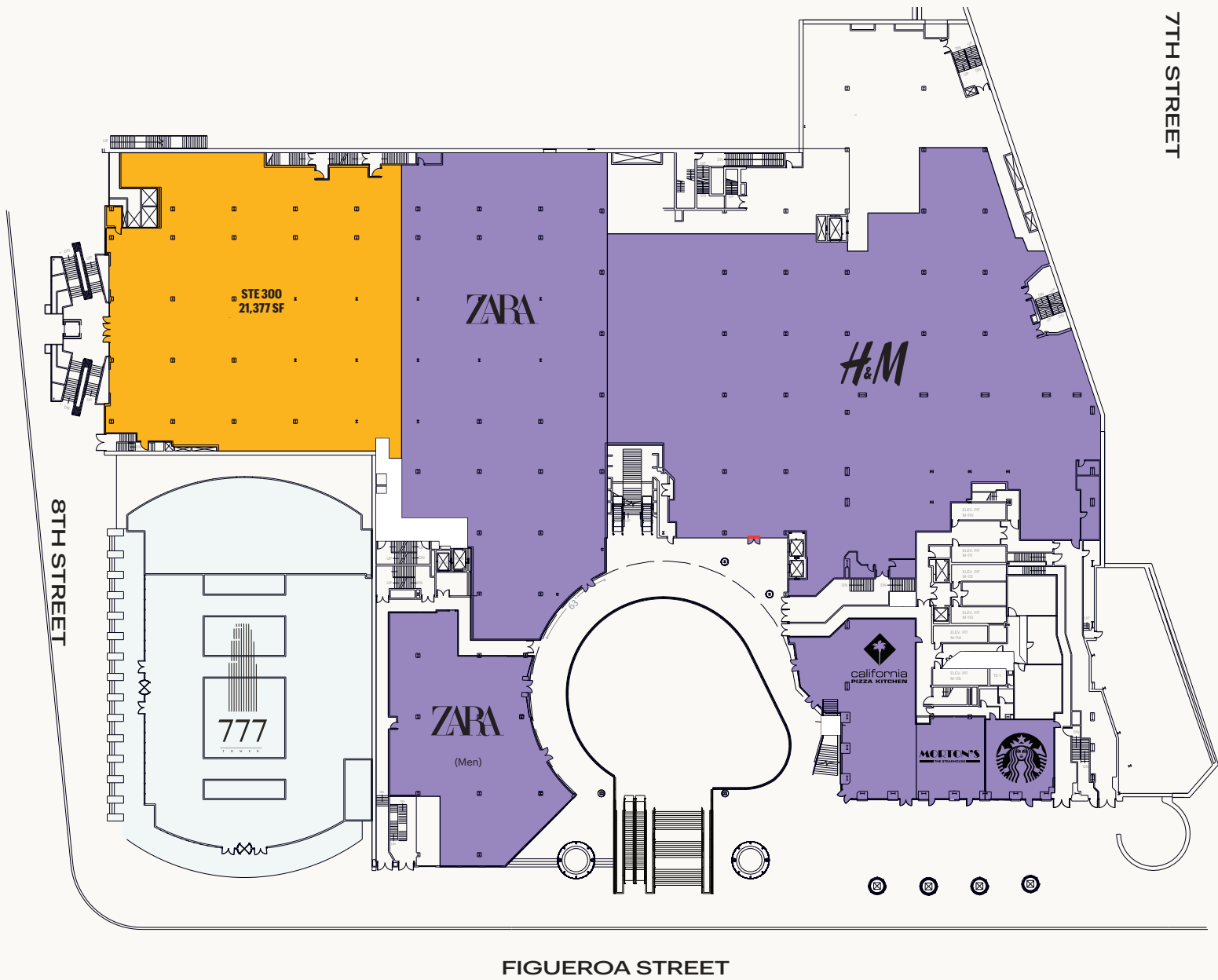
AVAILABLE OPPORTUNITIES

MIDDLE LEVEL – M2



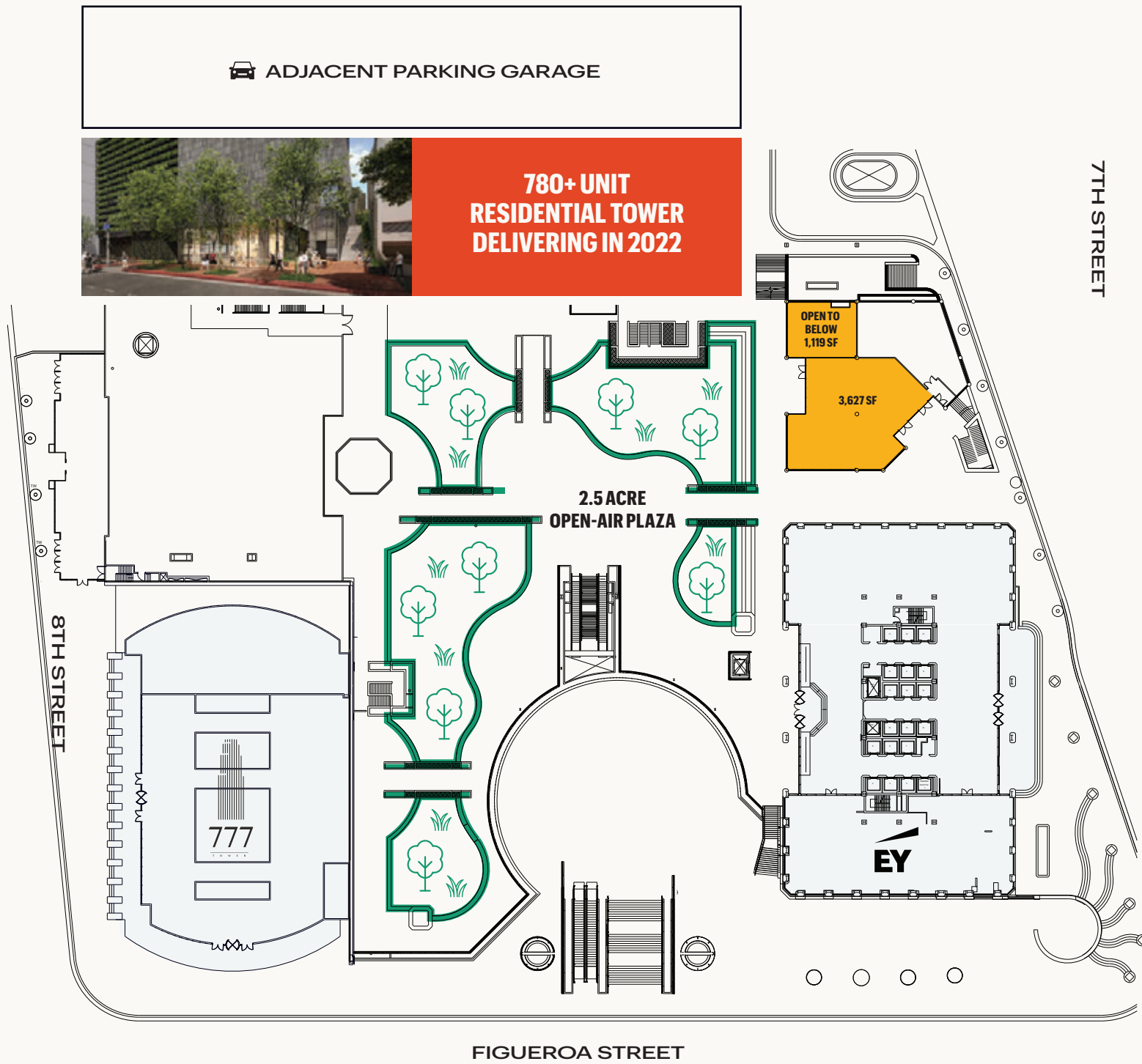
AVAILABLE OPPORTUNITIES

STREET LEVEL – M3



AVAILABLE OPPORTUNITIES

PLAZA LEVEL

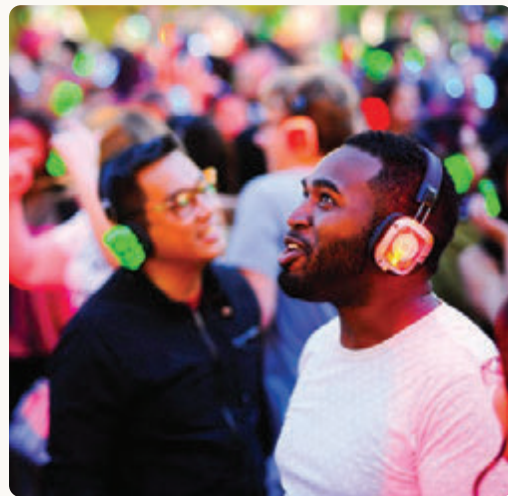


AVAILABLE OPPORTUNITIES



## RESIDENTIAL TOWER **COMING IN 2022**

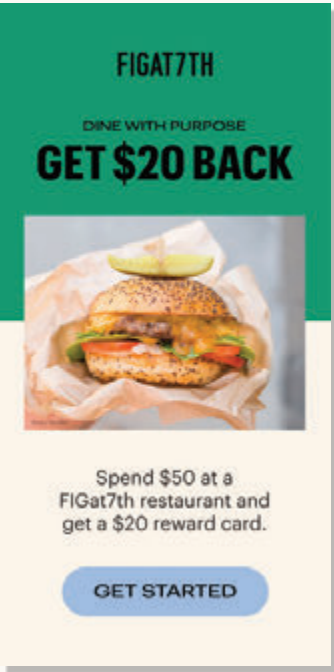
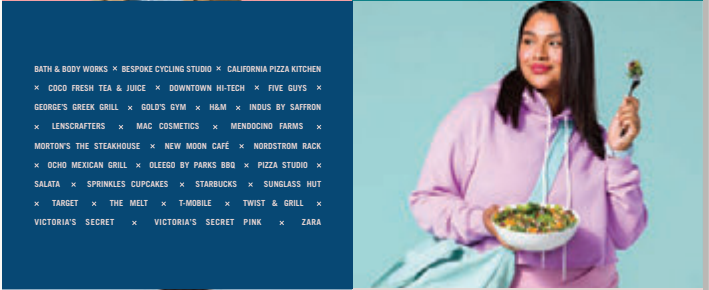
Under construction adjacent to FIGat7th, is a high-rise development project featuring 780+ rental residences with best-in-class finishes, amenities, and unparalleled views of the City. It will be the final piece of a Brookfield Properties superblock, encompassing a true live/work/shop mixed-use community, which is unprecedented in downtown Los Angeles. The residential development will share the Plaza Level with FIGat7th.



## ARTS & EVENTS

# ENTERTAINMENT DESTINATION

FIGat7th's world-class arts and events program activates its outdoor and indoor public spaces year-round with a mix of art installations, live music, and experiential events, drawing crowds from across Los Angeles. Arts Brookfield is the largest, privately-funded, public arts program.



## RETAIL SUPPORT

# TENANT MARKETING

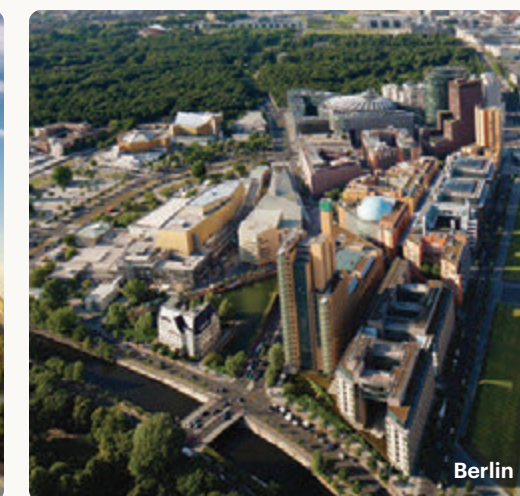
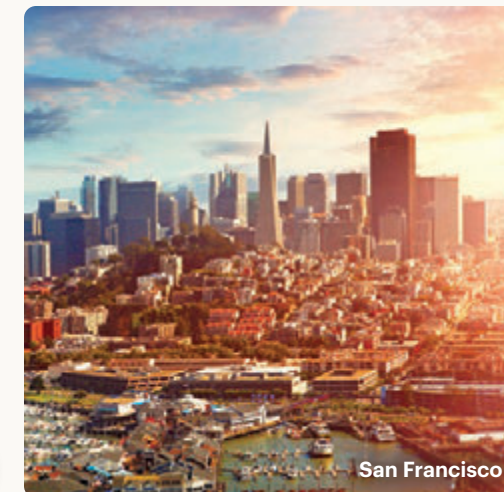
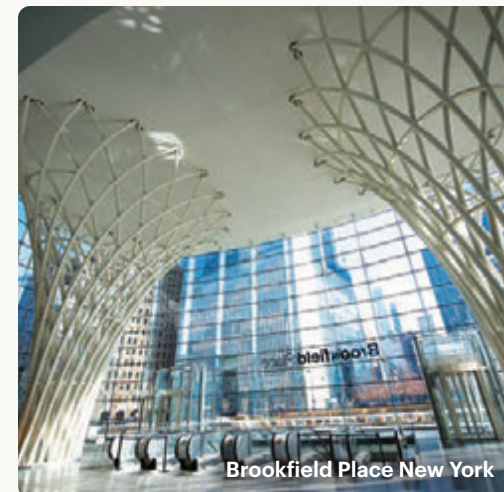
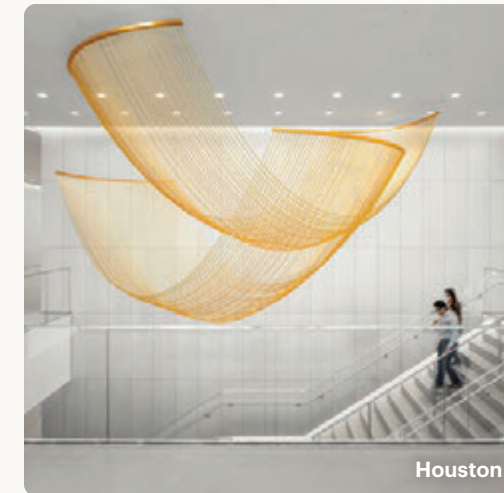
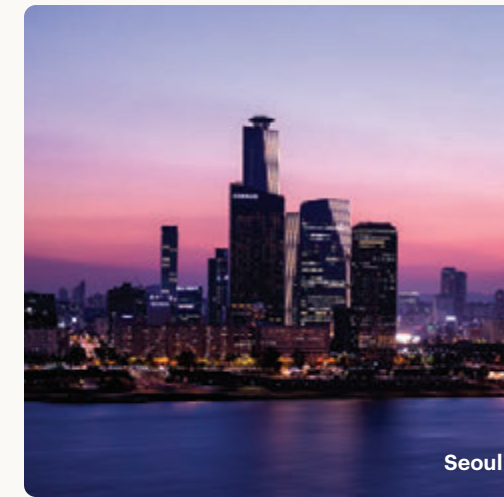
FIGat7th promotes the center and retail tenants with a robust, multi-platform marketing program, including the following:

- FIGat7th Brand Ad Campaigns
- Experiential Fashion & Fitness Events
- Dining Promotions
- FIGat7th Social Media Content Creation
- FIGat7th Public Relations Pitches
- Email Marketing
- Onsite Digital & Printed Signage
- FIGat7th Website
- Brookfield Properties Office Tenant App

BROOKFIELD PROPERTIES

# WE ARE IN THE BUSINESS OF CREATING PLACES

We aim to make lasting impressions on the cities and neighborhoods in which we do business. The architecture of our iconic projects define skylines and streetscapes around the globe, and the commercial districts we create combine both historic and modern architecture. Our distinctive place making integrates destination shopping, dining and amenities on-site; the highest standards in sustainability and efficiency; and a strong social, cultural and community involvement. Brookfield is setting a new benchmark for the modern urban live-work-play environment, embracing the changing lifestyle of today's sophisticated individual.



# **LEASING CONTACT:**

**RACHAEL ZANETOS**

rachael.zanetos@bpretail.com

(818) 459-6840

**LICENSE ID: 01718390**

**Brookfield**  
Properties