

FIGAT7TH

INTERSECTION OF LIFE × STYLE



BANK OF AMERICA
PLAZA

WELLS FARGO CENTER
NORTH TOWER

WELLS FARGO CENTER
SOUTH TOWER

HALO

FIGUEROA AT
WILSHIRE

777 TOWER

7TH ST. / METRO
CENTER STATION

FIGAT7TH

110 FREEWAY

WHY DTLA?

OVERVIEW

5.84 SQ. MILES

Radius of DTLA

\$35 BILLION

Invested in DTLA Since 1999

9 MILLION

Visits a Month to DTLA

\$4.8 BILLION

Retail Sales in 2022

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

62%

Residents Aged 25-49

500,000

Average Daily Population

\$122,000

Workers Avg. HH Income

59%

Workers Aged 30-54

BOOMING RESIDENTIAL MARKET

43,425

Units Constructed
Since 1999

4,655

Units Under Construction

93%

Occupied in Current Stock

29,170

Units Proposed

37%

Residential Population
Growth from 2010 to 2022



“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



Janet
2014
© DOZHEARTIST

IN GOOD COMPANY

DTLA HAS SO MUCH TO OFFER

1



- Danny Boy's Pizza
- KinderCare
- Nick + Stef's Steakhouse
- Trejo's Tacos
- Shake Shack
- (more coming soon)

2

THE BLOC

- Alamo Drafthouse Cinema
- Bellaluna Gelato
- Bring Something to the Party
- Café Balzac
- District Bar/Kitchen
- DRNK Coffee + Tea
- Drybar
- DTLA Proud A+R=T
- Community Center
- Eyes on The Bloc
- Farmer's Fridge
- GNC Live Well
- Hatch Yakitori + Bar
- Jewelry Pavilion
- Joey Restaurants
- LA Fitness
- LAN Auto Detailing
- Macy's Flagship
- Marco Valentino
- Marugame Udon
- Paper Source
- Qwench Juice Bar
- Sculpt
- Starbucks
- T-Mobile
- UCLA Health
- Uniqlo
- USPS
- Video Vortex
- Volvo Studio DTLA

3

L.A. LIVE

- The Agave Library at Sendero
- Conga Room
- Corteza at Sendero
- Crypto.com Arena
- Fixins Soul Kitchen
- Fleming's Prime Steakhouse
- Glance Lobby Bar
- Grammy Museum
- Illy Caffè
- Katsuya
- Lazy Dog Restaurant & Bar
- Leña at Sendero
- LA Convention Center
- Lucky Strike Lanes
- The Mixing Room
- The Novo
- Peacock Theater
- Regal Cinemas L.A. LIVE
- Ritz-Carlton Spa
- Savoca
- Smashburger
- Sol Agave
- Starbucks
- TEAM LA Store
- Tom's Watch Bar
- Yard House

4

BROADWAY RETAIL CORRIDOR

- A.P.C.
- Acne Studios
- Adidas (coming soon)
- Aesop
- Apple Store
- Foot Locker
- Gentle Monster
- Jordan Brand / Jumpman
- Mykita
- PacSun
- Paul Smith
- Ross Dress for Less
- Timothy Oulton
- Urban Outfitters
- Vans
- West Elm

5

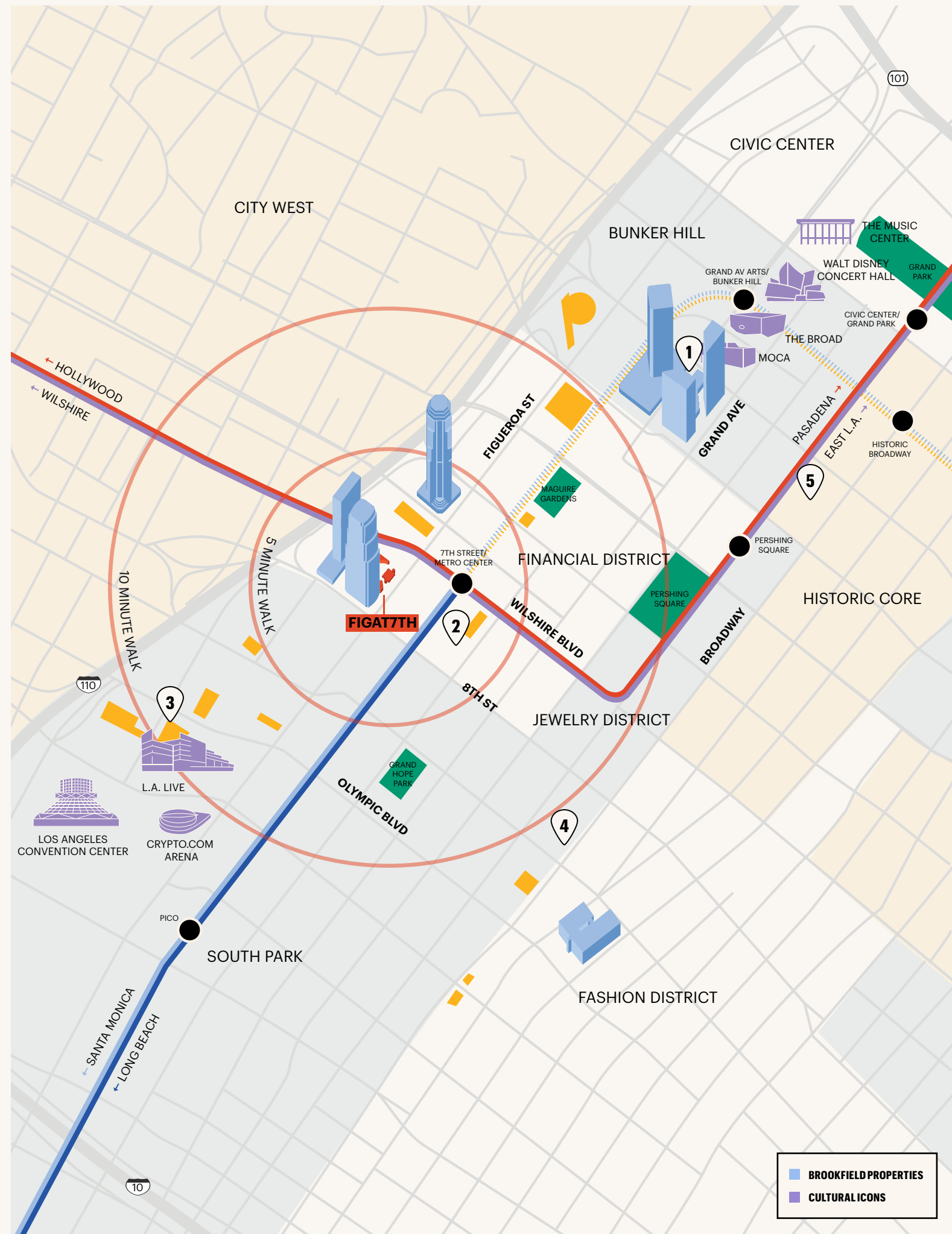
GRAND CENTRAL MARKET

- Ana Maria
- Bastion Bakery
- Bento Ya Japanese Cuisine
- Berlin Currywurst
- Broad Street Oyster Co.
- China Café
- Donut Man
- Eggslut
- Fat & Flour
- For The Win
- G&B Coffee
- Ghost Sando
- Golden Road
- Grand Central Jewelry
- Jose Chiquito
- The Juice
- Knead & Co. Pasta
- La Fruteria
- La Huerta Candy
- La Tostaderia
- Lucky Bird
- Maple Block
- McConnell's Fine Ice Cream
- Moon Rabbit
- Olio GCM Wood Fired Pizzeria
- The Oyster Gourmet
- Ramen Hood
- Roast To Go
- Sari Sari Store
- Sarita's Pupuseria
- Shiku
- Sticky Rice
- Sushi Rush
- Tacos Tumbras a Tomas
- Teddy's Tiny Bites
- Torres Produce
- Valeria's
- Villa Moreliana
- Wexler's Deli



NOTABLE HOTELS

- Ace Hotel
- The AC Hotel
- citizenM Hotel
- Conrad Los Angeles
- Courtyard Los Angeles L.A. Live
- The Delphi Hotel
- Downtown LA Proper Hotel
- Freehand Los Angeles
- Hilton Checkers Hotel
- Hotel Figueroa
- Hotel Indigo
- Hotel Per La
- Hoxton Hotel
- InterContinental Hotel
- JW Marriott
- Mayfair Hotel
- Millennium Biltmore Hotel
- The Moxy
- O Hotel
- The Ritz-Carlton Los Angeles
- Sheraton Grand
- Soho Warehouse
- The Wayfarer
- Westin Bonaventure



■ BROOKFIELD PROPERTIES
■ CULTURAL ICONS

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.



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 Indus by Saffron
Mendocino Farms x Mighty Bowl x Morton's The Steakhouse
New Moon Café x Ocho Mexican Grill x Oleego by Parks BBQ
Salata x Sbarro x Sprinkles Cupcakes x Starbucks
The Melt x Twist & Grill x Velo Coffee

FITNESS + SERVICES

DownTown Hi-Tech x 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

1,241,003

Trade area
(resident population)

42,612

Daytime population
within four blocks

49%

Shoppers between the ages
of 25-44

AVERAGE TIME SHOPPERS VISIT

7.4X /MO

(vs. a U.S. benchmark of
2.6x per month)

AVERAGE SPENT PER SHOPPER

\$384.13/MO

(vs. \$255.89 U.S. benchmark)

EDUCATION

63%

residents with post-secondary
education

CONVENIENT LOCATION

BUSIEST PEDESTRIAN INTERSECTION IN DTLA

at the 7th and Figueroa intersection

BUSIEST METRO RAIL STATION IN LA

at the 7th Metro Center, adjacent to FIGat7th

DEDICATED ONSITE PARKING

with complimentary charging stations

HOW DO SHOPPERS GET HERE?

37% WALK

34% DRIVE

24% PUBLIC TRANSPORTATION

FIGAT7TH BLOCK

2 MILLION SQ. FT.

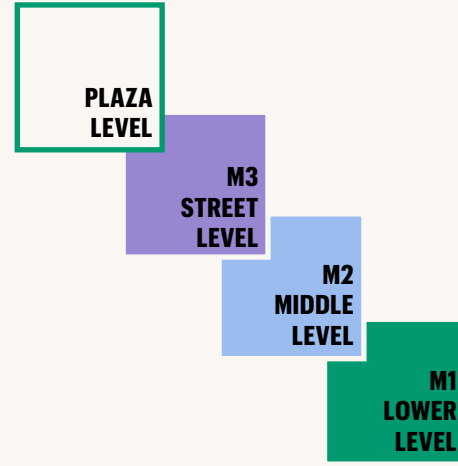
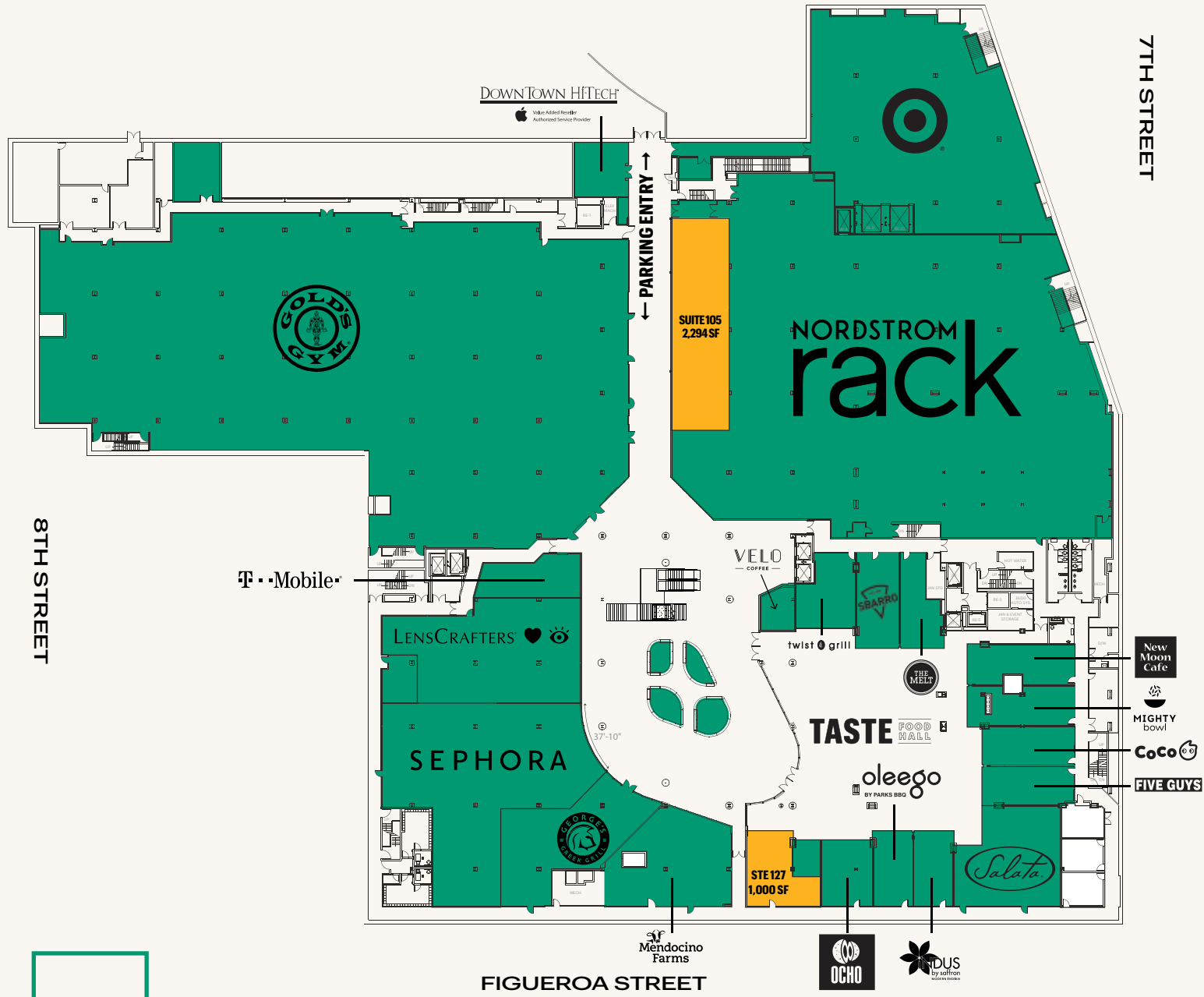
onsite office towers

780+ UNIT

Brookfield Properties residential tower

LOWER LEVEL - M1

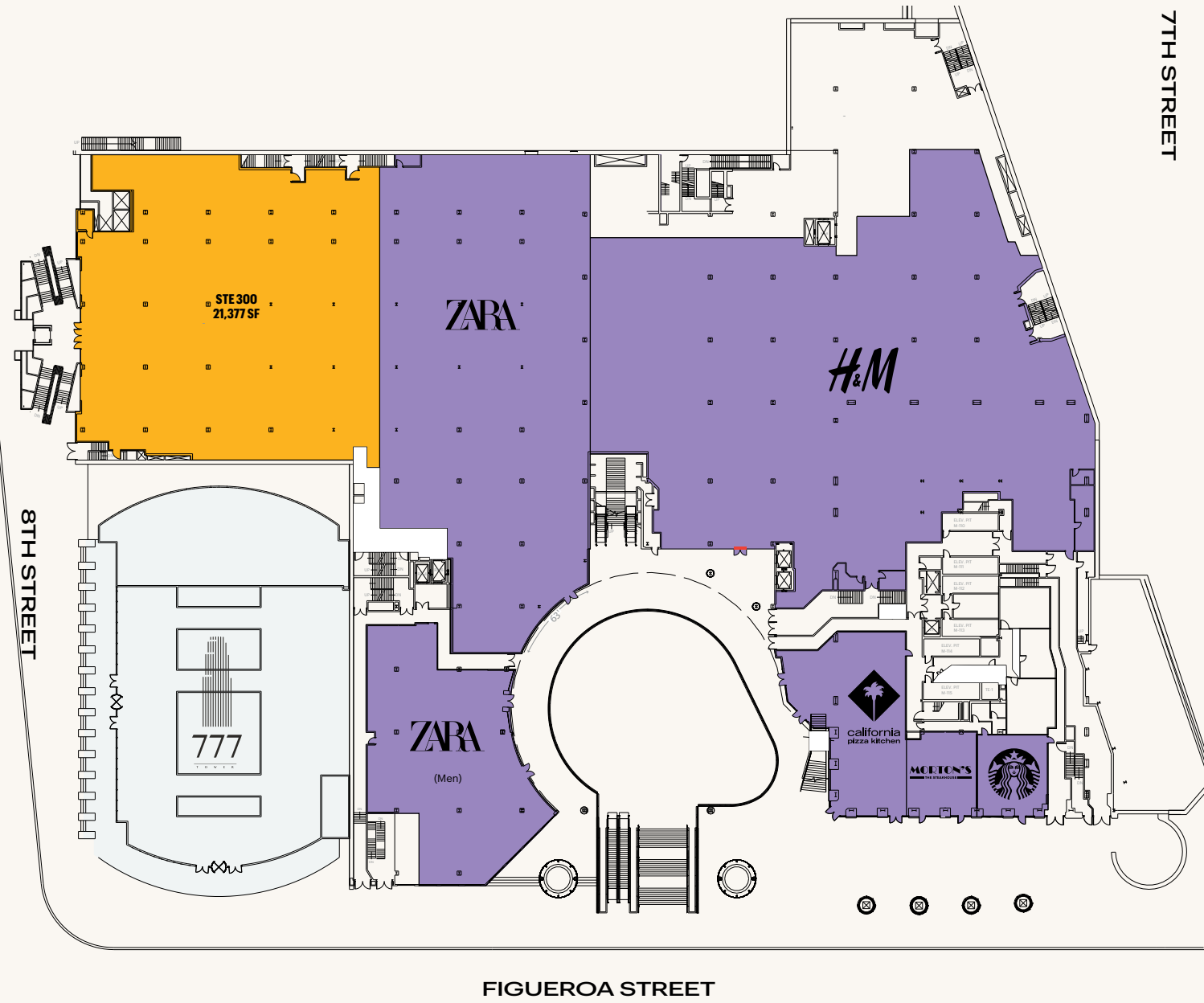
MIDDLE LEVEL - M2



AVAILABLE OPPORTUNITIES

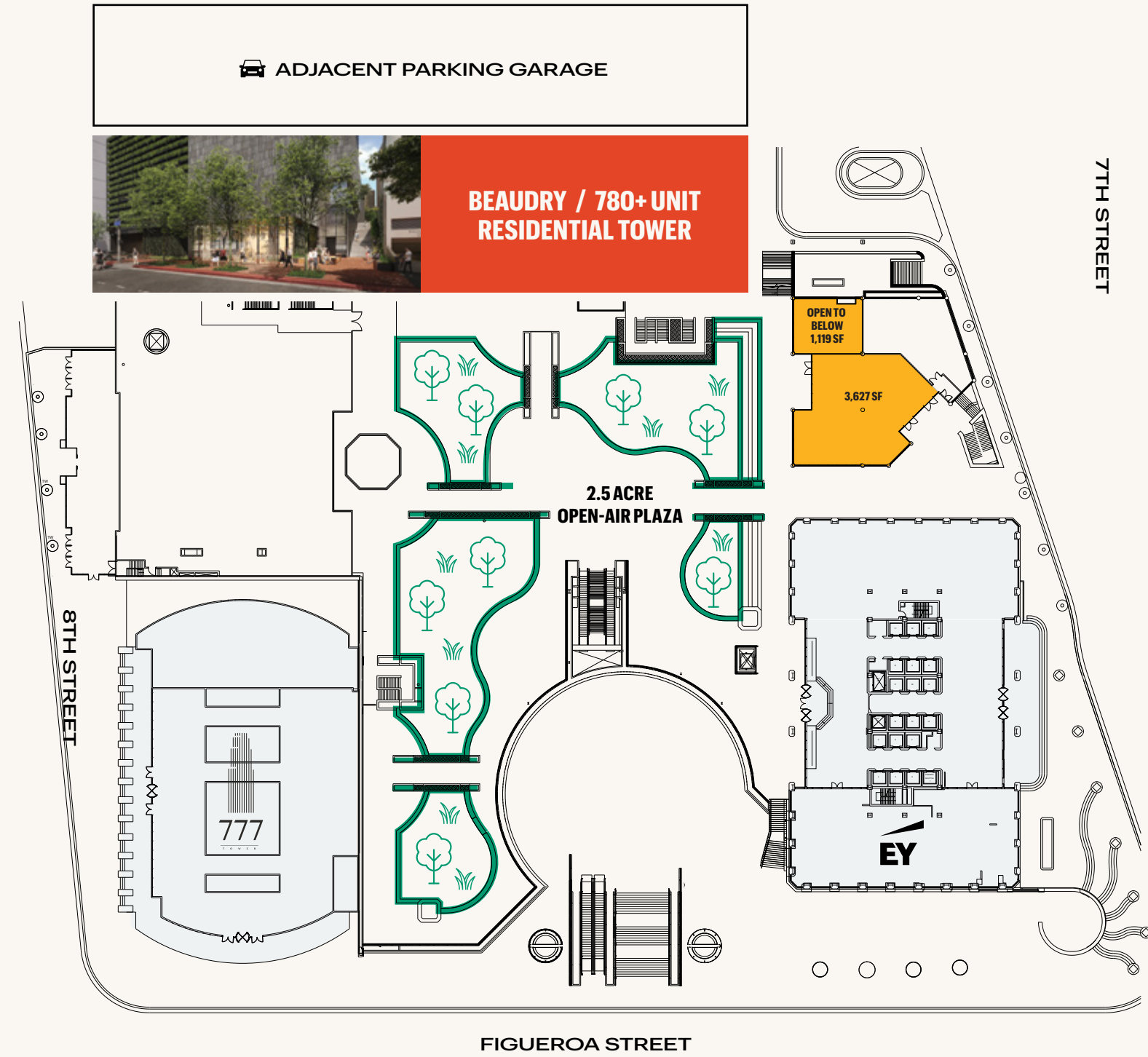
AVAILABLE OPPORTUNITIES

STREET LEVEL - M3



AVAILABLE OPPORTUNITIES

PLAZA LEVEL



AVAILABLE OPPORTUNITIES



RESIDENTIAL TOWER

BEAUDRY NOW LEASING

Adjacent to FIGat7th, is a Brookfield Properties high-rise residential tower, featuring 780+ rental dwellings with best-in-class finishes, amenities, and unparalleled views of the City. Beaudry offers the ultimate DTLA living experience in a true live/work/shop mixed-use community all within the same block, which is unprecedented in downtown Los Angeles. FIGat7th shares its Plaza Level with Beaudry.

FIGAT7TH

INTERSECTION OF LIFE - STYLE

COFFEE COMMUNITY

VELO COFFEE NOW OPEN



With a passion for coffee, developing high-quality drinks, and supporting barista culture, Velo Coffee strives to create their own community. Now open, head to the entrance of DASH Food Hall, Velo Coffee's signature drinks include Nitro Honeysuckle Cold Brew, Blood Orange Sparkling Espresso, and Matcha Lemonade.

VIEW MENU

SPECIAL OFFER
FOOD FEST AT WORK



We invite you to participate in Food Fest at Work, powered by Ritual. Now through April 5, enjoy food and beverage discounts of up to 20% off on almost every menu item, every day, at the best restaurants at FIGat7th when you order on the Ritual app.

GET STARTED

MENU SECRETS
TASTY FOOD HACKS



Have you tried the Sprinkles Hack that turns your cupcake into a sandwich? It is less messy to eat, but just as delicious. What about the Five Guys Grilled Cheese Burger? Better yet, when you Dine with Purpose at any FIGat7th restaurant, get a \$15.00 (tax included) when you spend \$30 or more.

SPRINKLES FOOD HACK

FIVE GUYS FOOD HACK

ASIA'S FLAVORS
ONE BOWL AT A TIME



Join Jen of Mighty Bowl for a tour of the Asian flavors of 2022 Food Hall's newest eatery. Grab a Trend and show down on one bowl. Healthy bowls only, also get a \$5.00 (tax included) when you spend \$30 or more at Mighty Bowl or any FIGat7th restaurant.

WATCH NOW

EASTER FINDS
NORDSTROM RACK



Skip, Source, and Top on down to Nordstrom Rack for Easter gifts, starting at \$20. Located on the Lower Level, M1 of FIGat7th, next to the new Velo Coffee.

FIGAT7TH SHOPPING

NEW SALAD
COUNTRYSIDE COBB



Introducing the new Countryside Cobb salad from Mendocino Farms, featuring applewood smoked bacon, grilled hard-boiled egg, Mendocino apples, green onions, roasted asparagus and green onions, pickled pepperoncini peppers, red onions, chopped romaine and baby spinach with a mustard-dressed vinaigrette.

ORDER NOW

FIGAT7TH

736 S. Figueroa St., Los Angeles, CA 90017



RETAIL SUPPORT

TENANT MARKETING

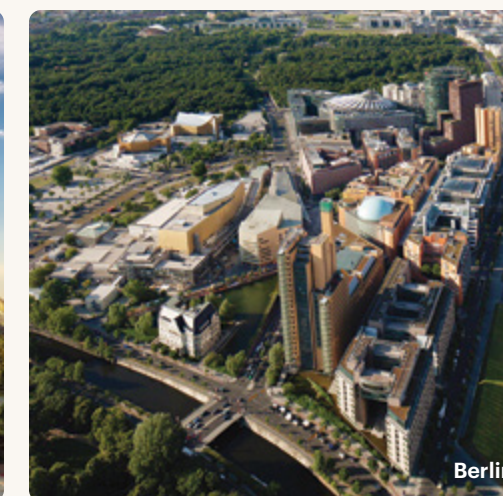
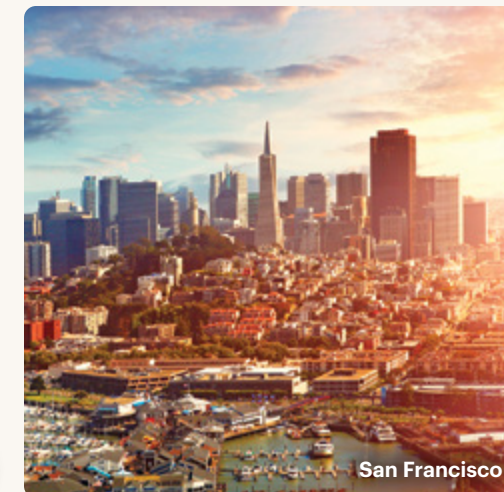
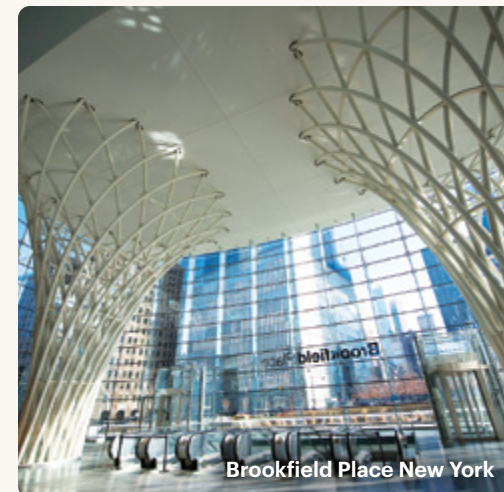
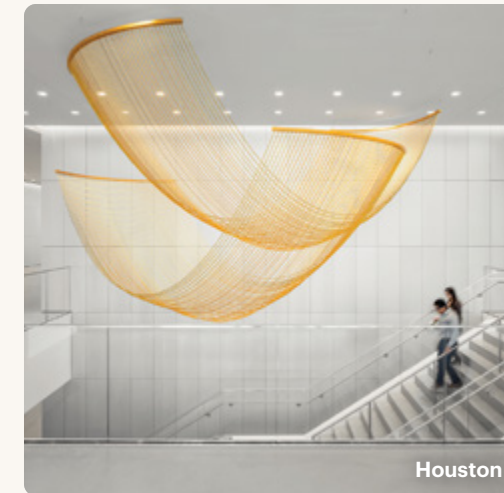
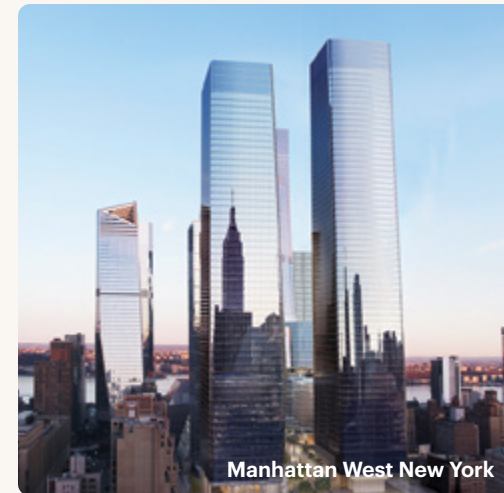
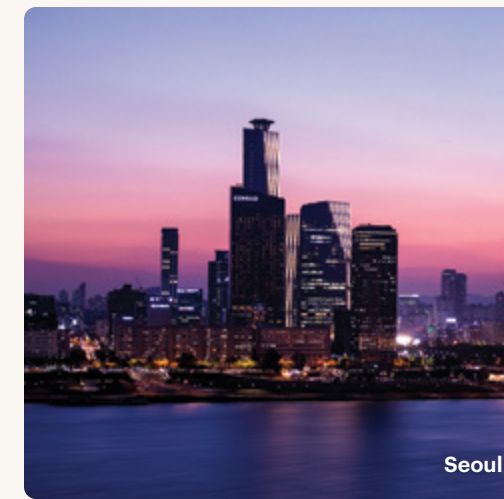
FIGat7th promotes the center and retail tenants with a multi-platform marketing program, including the following:

- Email Marketing (35K+ list)
- Onsite Digital & Printed Signage
- Brookfield Properties Office Tenant App
- Dining Promotions
- FIGat7th Social Media
- FIGat7th Website

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