



801 S. BROADWAY

BROADWAY

TRADE CENTER

LOS ANGELES, CA

2013

OFFERING MEMORANDUM

CONVERSION OPPORTUNITY FOR SALE



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801 S. BROADWAY

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TRADE CENTER

LOS ANGELES, CA

2013

• — WE PROUDLY PRESENT THE — •
EXECUTIVE
SUMMARY



BROADWAY TRADE CENTER

La Cafa



• EXECUTIVE SUMMARY •

The sale of the Broadway Trade Center, the largest conversion opportunity in Downtown Los Angeles at approximately 1,080,000 square feet. This commercially-zoned property is improved with a 9-story building which houses the largest available floorplates in Downtown at approximately 113,000 square feet, and ceiling heights as high as 25.7 feet. This investment opportunity affords the investor the ability to acquire prominent positioning within the heart of the "Bringing Back Broadway Initiative" alongside the new LA Street Car Route, and is immediately adjacent to the Historic Core, Financial, and South Park districts. The Broadway Trade Center is a unique opportunity for the right investor in what is presently Downtown's most architecturally significant corridor, and what will soon be the piece de resistance in the revitalization of Downtown Los Angeles.



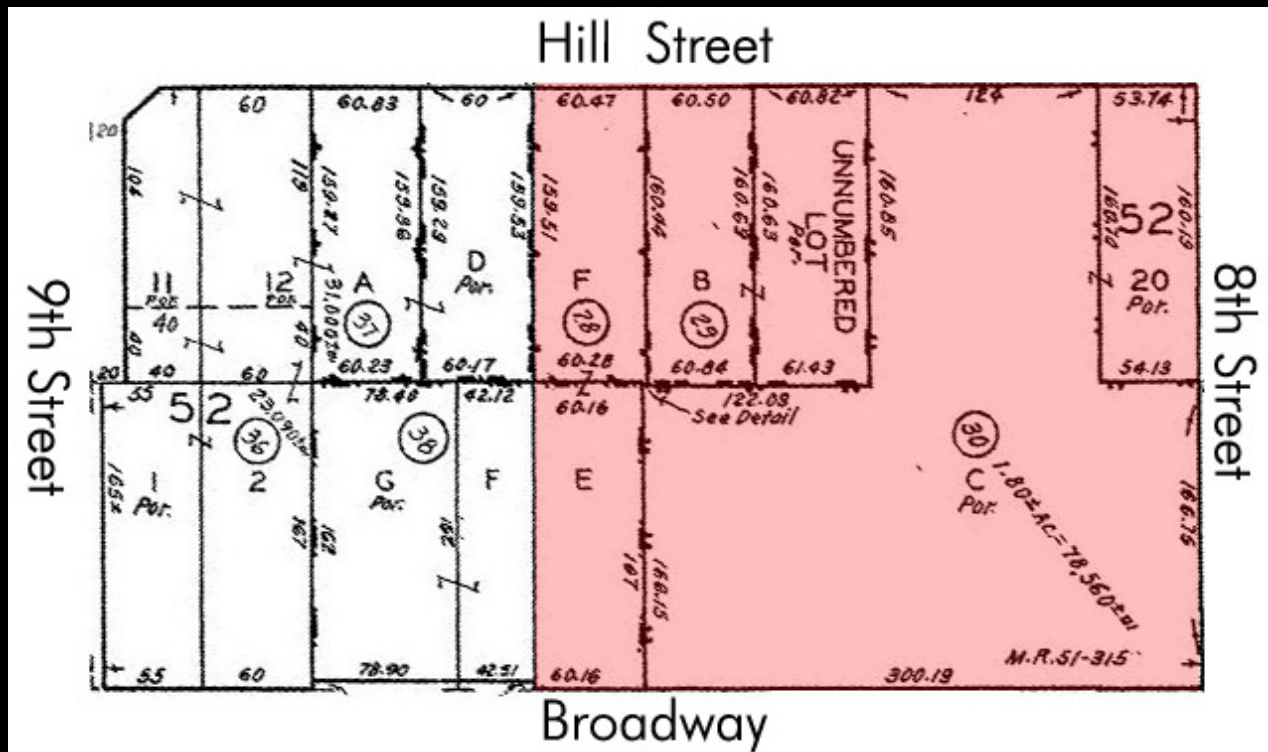
PROPERTY **BROADWAY TRADE CENTER**
801 South Broadway
Los Angeles, CA 90014

PROPERTY OVERVIEW

Gross Building Area:	1,080,000 SF
Site Coverage:	93.4%
Parking:	315
Year Built:	1908-1929
No. of Stories:	9
Assessor's Parcel No.:	5144-017-030
Total Land Size:	2.702 Acres
Current Zoning:	C5-4D and [Q]C5-4D
Approximate Occupancy:	57.9%
Approx. Monthly Gross Income:	\$374,390
Price:	Submit Offer

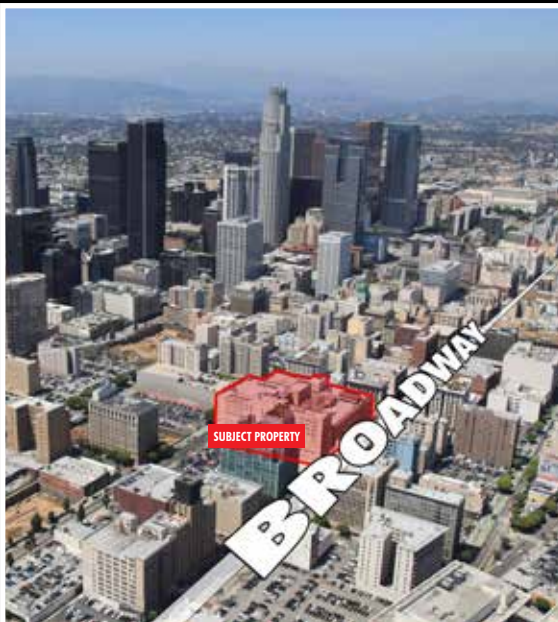


• PARCEL MAP •



PROPERTY MAP

1. New Urban outfitters opening in Quarter 1 of 2014
 2. New 180-room Ace Hotel
 3. Bottega Louie: Downtown's highest grossing restaurant
 4. The iconic Eastern Columbia building
 5. 700-unit Carmel Partners site – under construction
 6. 32-Story residential tower – under construction
 7. Wood Partner's 22-Story residential tower – under construction
 8. \$160 million renovation of Macy's Plaza
 9. Conversion building under contract with a residential developer
 10. Hanover Company's 281 unit development – under construction
 11. \$1 billion Wilshire Grand Hotel – under construction
 12. Rumored site of brand new Hilton Hotel tower
 13. 92-unit Union Lofts
 14. 168-unit Chapman Lofts
 15. Coast Savings Building: creative office home to Modcloth & Pacsun
 16. FIDM
 17. Umamicattessen & the Iconic Orpheum Theatre
 18. Popular New Figaro Bistro
 19. 23-story Marriott- under construction
 20. 2nd Highest Grossing Ralphs in the Chain
 21. New Zara & City Target
 22. Ross Store
 23. Whole Foods Premium Market Opening 2015
- New LA Street Car Route



• AREA OVERVIEW •



PAST

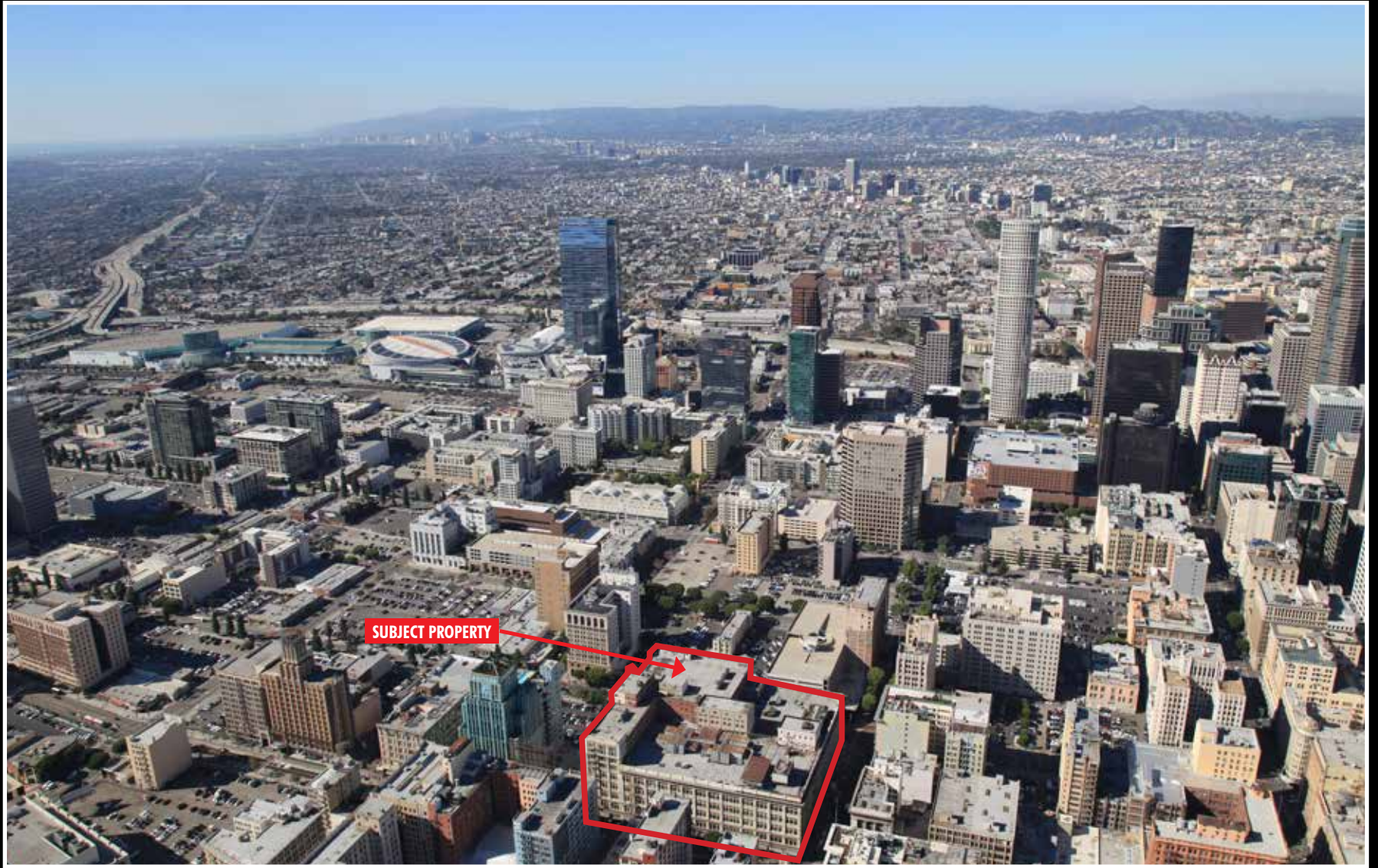


PRESENT



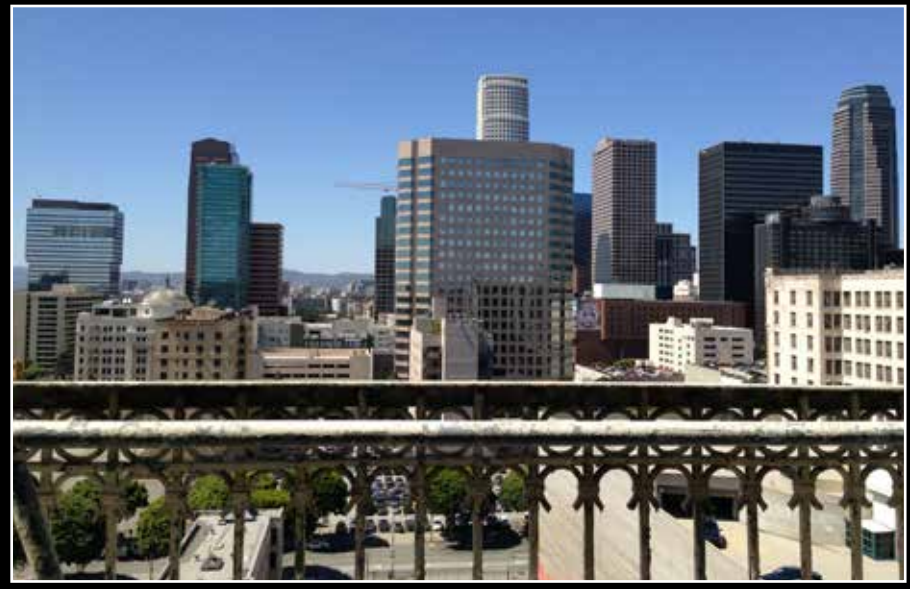
• PROPERTY AERIALS •





SUBJECT PROPERTY

• PROPERTY PHOTOS •



PROPERTY INTERIOR VIEWS





... INTRODUCING THE ...
**PROPERTY
DESCRIPTION**

HISTORICAL DESIGNATIONS

Historic-Cultural Monument Status

The city of Los Angeles designated the Hamburger's Department Store as Historic-Cultural Monument Number LA-459 on October 17, 1989.

California Register of Historical Resources

The state of California included the subject property in their list of Historic Preservation Historical Resources Inventory as State Property Number 020790 on June 1, 1992. It is apparently also included in Number 020843 as part of a larger district.

National Register of Historic Places

Included in the National Register as part of the Broadway Theater and Commercial District. This district, which was listed May 9, 1979, includes properties from 300-849 South Broadway.

Mills Act

The property is most likely eligible for inclusion in the Mills Act program; however, no application has been filed.

Historic Preservation Overlay Zone

This property is not located within a City Historic Preservation Overlay Zone





Hamburger's
LARGEST DEPARTMENT STORE
IN THE WEST

1940





• PHYSICAL DESCRIPTION •

CONSTRUCTION DETAILS

Structural Composition

Foundation & Sub-Floor: Foundation is poured-in-place concrete; ground floor is poured-in-place concrete; upper floors consist of a combination of plaster-encased steel “I” beams and poured in place concrete with concrete columns with “mushroom” capitals.

Exterior Wall Structure: Concrete with brick infill in areas; wood-framed windows and doors. Terra cotta or ornamental stone facing around all fenestration

Roof Structure/Cover: Built-up composition roll over concrete structure.

Mechanical Systems

Electrical: Typical and adequate for the occupancy;

HVAC: Roof-mounted – not operational

Conveyance System: Total of sixteen elevators, including eight servicing the six-story building, and eight serving the nine-story tower. Escalators servicing floors 1, mezzanine, and 2 in the six story tower.

Fire Protection: Full fire sprinkler system

Critical Interior Dimensions

Bay Spacings: Average bay spacing is 20 feet x 19 feet 6 inches; one bay is 32 feet (CtoC)

Floor-to-floor Dimensions:

- Subbasement: 12 feet - 6 inches
- Basement: 16 feet - 7 inches
- First Floor: 25 feet - 7 inches
- Second Floor: 20 feet - 7 inches
- Floors 3-5: 18 feet - 7 inches
- Sixth Floor: 13 feet - 0 inches
- Seventh Floor: 12 feet - 6 inches
- Eighth Floor: 11 feet - 6 inches
- Ninth Floor: 10 feet - 7 inches

Restrooms

Typical and adequate for the occupancy.

Floors: Ceramic tile

Walls: Plaster is typical; ceramic tile wainscot

Ceilings: Plaster over wood lath assumed

Interior Finishes

Ground Floor

Floors: Bare concrete in areas, with Terrazzo in areas

Walls: Metal studs with drywall, taped and painted

Ceilings: Bare concrete slab ceiling; painted in areas.

Upper Levels

Floors: Bare concrete in areas, with Terrazzo in areas

Walls: Metal studs with drywall, taped and painted

Ceilings: Bare concrete slab ceiling; painted in areas.



• PHYSICAL DESCRIPTION •

SITE DATA

The subject property is a rectangular parcel containing approximately 117,679 feet or 2.702 acres. The property has approximately 326.94 feet of frontage on 8th Street, 359.53 feet of frontage on Hill Street, and an additional 360.35 feet on Broadway. The intersections of 8th Street and Hill Street, and 8th Street and Broadway are controlled by single-stage lights. The site has good corner visibility with pedestrian access from all streets. The subject site has commanding street visibility. The property is not located in an Alquist-Priolo Special Study Zone, and is located in Flood Zone X (Unshaded), areas of minimal flooding. This is defined as an area of moderate or minimal hazard from the principal source of flooding in the area. Flood insurance is not required in this zone by regulation.

ZONING DESIGNATION

In the State of California, allowable land uses can be implemented by the adoption of a general plan for a city, or, if more detailed zoning requirements are necessary, a specific plan, which focuses on a portion of a general plan. The subject land use is controlled by the General Plan for the City of Los Angeles, as implemented in the Central City Community Plan, a part of the General Plan for the City. This Plan, which was approved by the City Planning Commission and adopted by the City Council, shows the entire subject property as Regional Commercial, which allows the following zones: CR, C1.5, C2, C4, C5, R3, RAS3, R4, RAS4, and R5 (see top graphic overleaf).

ALLOWABLE USES

The subject property is zoned C5-4D and [Q]C5-4D, (Commercial), City of Los Angeles. This designation permits a wide variety of commercial uses, including professional office buildings, medical office buildings, retail uses, lodging uses, automobile sales, rental and repair, colleges, churches, schools, hospitals, restaurants, and certain wholesale businesses. Height District 4 allows the highest density in the city of Los Angeles; however, the special designation “D” restricts maximum height.



IMPROVEMENT DATA

Summary of Improvements

The subject site is improved with a Class “B” (reinforced concrete frame and masonry floor) former department store constructed in 1908, with additions in 1932. The building, built in a classical-revival style, represented one of the largest buildings of its kind when completed. The improvements were built for the Hamburger Department Store. The store was acquired by the May Company, and subsequently converted to their downtown flagship store.

The parking consists of one level of basement space providing a current 167 spaces of standard parking, 140 spaces of tandem parking, and an additional 8 handicap spaces, for a total 315 spaces (per the garage map). The building improvements above grade provide a Floor Area Ratio (FAR) of 7.8:1 (915,417 sf vs. 117,679 sf land) and a site coverage of 93.4% (113,389 sf first floor footprint ÷ 117,679 sf land).

Floor	Estimated Rentable	Current %
Ninth	4.1%	43,775
Eighth	4.1%	43,775
Seventh	4.1%	44,420
Sixth	11.4%	123,516
Fifth Mezzanine	2.7%	28,658
Fifth	10.6%	114,988
Fourth	10.6%	114,918
Third	10.7%	115,311
Second	11.5%	124,161
Mezzanine	4.5%	48,506
First	10.5%	113,389
Total Above Grade	84.7%	915,417
Basement	11.7%	126,224
Subbasement	3.6%	39,099
Total	100.0%	1,080,740



A TRIP BACK IN
HISTORY

DISCOVER THE LEGACY

A HISTORY THAT INSPIRES

At the turn of the last century, the Hamburger Building broke ground as the largest department store in the West, boasting the region's very-first escalator and revolutionary efficiencies.

During the First World War, the name of the business was changed to May Company. And today, The Hamburger Department Store is a Historic-Cultural Monument, home to the Broadway Trade Center.

We invite you travel back in time through clippings of the Los Angeles Herald, to discover how the Hamburger Building first enchanted Downtown Los Angeles.



"Compare, if you can, the little room on Main street where our firm commenced business twenty-four years ago . . . with the magnificent proportions of this new structure, which will cover more than 400,000 square feet, peopled with a thousand willing, loyal helpers, then think of the possibilities before us."

—W.E. Chamberlain, Assistant to (President) M.A. Hamburger.

• ————— LOS ANGELES HERALD, 1908 ————— •

CROWDS VISIT HAMBURGERS

ATTENDANCE PUT AT OVER EIGHTY THOUSAND

**MOVING STAIRWAY AND MANY OTHER INGENUOUS INNOVATIONS
EXCITE THE ADMIRATION OF VAST THRONG OF CUSTOMERS**

'Never in the history of Los Angeles have there been such crowds on Broadway as we had today,' said D.A. Hamburger. . . More than 80,000 persons visited the new city of Hamburger location at Broadway, 8th and Hill streets. . .

The big building, with its 30.1 acres of floor space, is really 57 varieties of stores in one, for there are that many selling departments, in addition to 12 non-earning departments. They make up a city of 2,000 employees, with every feature that might be called to make up a city, except, possibly, sleeping facilities. . . A complete emergency hospital and physician's office...are features of the second floor. Manicure parlors, rest rooms, babies' nurseries, toy department...and French fitting apartments are also on this floor. . .

The escalator, or moving stairway was a leading attraction. . . [It] is the only one installed west of St. Louis. Probably 35,000 persons took a ride. . .

New features are apparent everywhere.

Not the least striking of these is the delivery system. . . It does away with any handling of goods on the sidewalk and establishes the highest standards of cleanliness in handling stock. . . every detail of the opening moved off smoothly and without a hitch. . .



SOURCE: THE LOS ANGELES HERALD, 1908, AUGUST 8TH AND 11TH



THE LEGACY

of the Hamburger Building was born when it set the standard for how Downtown LA would respond to a new kind of value-oriented marketplace—investing in a business environment that delights its customers' intangible expectations, from the convenience of choice to the aesthetic of openness.

The Hamburger Building brought lifestyle buzz to DTLA's corridor of movie palaces and multi-floor shopping in the 1920s. Now, it's time for a new era. The Building is poised with the unique harmony of a preminent past and a promising future.

MAKE IT YOURS.



• BRINGING BACK BROADWAY •

“**URBAN OUTFITTERS UNDERSTANDS THE MARKET AND KNOWS WHERE BROADWAY IS GOING, AND I THANK THEM FOR PLANTING THEIR FLAG AND SAYING THEY WANT TO BE PART OF BRINGING BACK BROADWAY.**” –**CITY COUNCILMAN JOSE HUIZAR**



THROUGH THE BRINGING BACK BROADWAY INITIATIVE, THE CITY IS ACTIVELY PROMOTING A SPECIAL:

- :: Broadway Sign District
- :: Facade Lighting Program
- :: Pedestrian friendly streetscape revitalization effort
- :: Creative Office/ Commercial Reuse corridor
- :: Entertainment themed development overlay
- :: Hospitality express plan for restaurants and hotels
- :: New business tax exemption, use tax rebate, new market tax credit and work opportunity tax credit
- :: In addition to the transformative LA Street Car



DOWNTOWN
LOS ANGELES
OVERVIEW

• DOWNTOWN LOS ANGELES OVERVIEW •

For more than 100 years, Downtown Los Angeles has been at the heart of the city's commercial and financial dealings. Today Downtown remains the major commercial center in Southern California. Its influence now extends well beyond the city limits of Los Angeles as the gateway to the Pacific Rim, Latin America and all major financial markets around the world. With the largest concentration of Class A office towers in the region, Downtown is home to the financial services, legal and insurance industries. Downtown is also home to the Civic Center, which is the largest government office complex outside of Washington DC. One of the key strengths of the Downtown Los Angeles market is the stability it has achieved as it has evolved from a two-

sector submarket in the early 1990's dominated by large banks and energy companies to a broader and diverse culture of businesses.

Downtown Los Angeles is the regional hub of Southern California, with the largest concentration of office inventory, an extensive transportation network and cultural amenities; it is also the focal point for investment by the City and private capital sources. In the last decade, over \$15 billion has been invested in major projects located in Downtown. An additional \$3 billion is proposed or currently under construction. The region's transportation systems, all of which are directed Downtown, include one of the most extensive freeway networks in the world,





numerous major surface streets, an expanding rail system and three major airports. Businesses and gathering places, catering to a wide variety of tastes, enrich Downtown. Over 200 restaurants (from gourmet to fast food) satisfy every culinary appetite. Numerous retailers, business clubs, health clubs and other amenities also add to the dynamic mix that attracts a diverse, highly educated work force from all over the world. Downtown is home to twenty-five hotels, nine museums and eight performing arts venues.

Downtown is clearly on its way to becoming a “24-hour” city. The addition of thousands of new residential units, combined with several

DOWNTOWN IS CLEARLY ON ITS WAY TO BECOMING A 24-HOUR CITY

major entertainment and cultural developments and existing amenities give momentum to Downtown as a thriving cultural center. Significant development activity, including Staples Center/LA Live, Walt Disney Concert Hall, Los Angeles Center Studios, Cathedral of Our Lady of the Angels and expansion of the Metro system, will continue to enhance Downtown Los Angeles. Downtown has become a confluence of arts-oriented schools, including the Colburn School of Performing Arts, the Southern California Institute of Architecture (SCI-Arc) and the Fashion Institute of Design and Merchandising (FIDM). In addition, the University of Southern California (USC) is located two miles south of Downtown and Loyola Law School is located just west of Downtown. Multiple residential developments totaling approximately 16,000 housing units are either being considered, planned, permitted or are under construction, which will greatly expand the character and vitality of Downtown.

• THE DOWNTOWN RESIDENT •

A demographic study released in 2009 shows that in spite of the uncertain economy, “Downtown is larger, more diverse, and healthier than it was in 2006 when a similar study was conducted.” Downtown residents are increasingly educated, and affluent. They are just as likely to be married or “partnered” as single and over half of them work Downtown. And they keep coming! Even in the downturn, the residential population’s grown over 40% (Data from April 15, 2009 BID survey). According to DTLA BID the average household income in Downtown

THE AVERAGE HOUSEHOLD INCOME IN DOWNTOWN IS \$96,200 AND 70% OF PEOPLE ARE EMPLOYED FULL TIME

Is \$96,200 and 70% of people are employed full time. Of the 70% of people that hold a full-time job 33% hold top level or professional staff level jobs.

It’s the little things that make Downtown a great place to live such as the seemingly small projects like the 2007 opening of Ralph’s grocery can make a huge difference in the life of a neighborhood. Being able to catch a movie at the new Regal cinemas or walk the dog at the park on Spring St., attend a great college or have access to several health facilities are part of what makes Downtown not just a global destination, but a place to call home.

According to a DTLA BID survey 78% completed 4 or more years of college. Downtown LA is full of many great opportunities to attend an institution of higher learning. There are over 14 colleges in the LA area, including: University of Southern California, USC’s Marshall School of Business, UCLA Extension at Figueroa Courtyard, Fashion Institute of Design and Merchandising (FIDM), Otis College of Art & Design- Fashion Design Campus, Southern California’s Institute of Architecture (SCI-Arc), The Chicago School of Professional Psychology, Loyola University’s School of Law, The Colburn School of Performing Art, Southwestern School of Law, Los Angeles Trade Technical College, Abraham Lincoln University, Golden Gate University and Mount St. Mary College.



Downtown LA is home to eight leading health facilities and acute-care hospitals, including: Los Angeles Orthopedic Hospital, USC's Kenneth Norris Cancer Center, Good Samaritan Hospital, California Hospital Medical Center, Children's Hospital Los Angeles and The House Ear Institute.

• DOWNTOWN EMPLOYMENT •

Over the years Downtown Los Angeles has grown to have the largest concentration of government workers in the region. These jobs are in Federal, State, County and City Government, as well as in special agencies such as the Metropolitan Transportation Authority and Metropolitan Water District. It also has a large number of people engaged in arts and entertainment; a significant number of whom are independent contractors and do not show up on official employment data. Also, despite declines in manufacturing jobs, Downtown Los Angeles' fashion and apparel industry remains a billion-dollar industry that still has significant potential for additional growth. DTLA is home to a number of large, nationally known firms, including: Capital Group, Parent of the American Funds family, Reliance Steel & Aluminum Co., AECOM Technology Corp., US Bank, Deloitte & Touche, Mellon Bank, Wells Fargo, Bank of America, Ernst & Young, Latham & Watkins, AT&T, City National Bank, and Gensler.



• DOWNTOWN AMENITIES •

Downtown Los Angeles provides a concentration of cultural and social amenities not available anywhere in the Los Angeles basin. Institutions such as the Museum of Contemporary Art (MOCA), the Dorothy Chandler Pavilion, the Mark Taper Forum, the Richard Riordan Central Library, the Japanese American Cultural Community Center, the Cathedral of Our Lady of the Angels and the Walt Disney Concert Hall are only a few parts of the cultural infrastructure. Along with other amenities (such as Staples Center, LA Live, Grand Central Market, the Fashion District, Water Court, Maguire Gardens, Union Station, Pershing Square, Olvera Street, Little Tokyo and Chinatown), these attractions create an energetic urban core.





• DOWNTOWN RESTAURANTS & BARS •

Downtown Los Angeles is attracting some of the city's finest eateries. As more people are coming to Downtown to different entertainment venues, restaurant demand is increasing. Additional demand is also coming from the numerous newly built residential developments. Each year seems to bring familiar names in the restaurant business. These include Arnie Morton's of Chicago at 7th + Figueroa, Patina at the Disney Concert Hall, The Palm across from Staples Center on Flower Street and The Daily Grill, at the corner of 6th and Flower and Roy's Hawaiian Fusion Cuisine at 8th and Figueroa.

Well-known restaurateur Joachim Splichal's latest addition to Downtown is Patina at the Disney Concert Hall. Splichal also owns Zucca at 801 Tower, Café Pinot, located in the Maguire Gardens at the Central Library, and Nick & Stef's, a gourmet steakhouse at Wells Fargo Plaza. The Water Grill, a seafood restaurant with a world-class atmosphere has been located at Pacific Center since 1991 and is hailed as "the best seafood in Southern California" by the internationally recognized Zagat Guide.

There are also a number of popular bars providing nightlife entertainment including the rooftop at the Standard Hotel, The Perch, The Golden Gopher, McCormick & Schmicks, Casey's, Flower Street Café and Pete's. Other Local Downtown Favorites are: The Edison Downtown (old power station turned into a modern bar), Seven Grand Whiskey Bar, Savage Lounge, and Redwood Bar and Grill. Many new bars are also planned for Downtown. This renaissance of fine dining and nightlife is satisfying the demand initiated by Staples Center, and expanded by the Disney Concert Hall.

Bottega Louie, the highest grossing restaurant in Downtown LA -- one of the most well-known additions to the Downtown dining scene -- is a palatial restaurant/gourmet market/patisserie opened in the spring of 2009 at the corner of 7th and Grand. The restaurant is a marvel of white marble, brass trim and floor-to-ceiling windows that's swarmed with smiling servers. One look at all those macarons at the pastry counter, and you can almost imagine a world without the reverberations of a subprime credit crisis.





• RESIDENTIAL DEVELOPMENTS •

The DCBID tracks both existing and proposed residential developments in the Downtown Los Angeles area. The most recent surveys indicate that as of the second quarter of 2012, 28,861 residential units exist in Downtown. The residential population is expected to grow with the addition of 1,180 units currently under construction or in the development process, increasing the number above the current 45,518 population. One of the largest projects in process for residential housing is the Chinatown Gateway Project which is a 300,000 square feet with 280 apartments and 20,000 square feet of retail space. This project will cost approximately \$90 million.

DOWNTOWN LOS ANGELES HOUSING UNITS

STATUS	UNITS
Existing Development	28,861
Under Development	1,180
Development Subtotal	30,041



• BRIEF HISTORY OF RESIDENTIAL DEVELOPMENT IN DOWNTOWN •

Residential development has been escalating since the completion of Staples Center in October of 1999. The transformation of Downtown into a “24-hour” city is the favorable result from this explosive development trend. The significance of this trend is highlighted in the following brief history of residential development in Downtown.

During the 1960s, after the freeway system physically and culturally changed Los Angeles; all the buildings on Bunker Hill were razed, in what was at the time the largest urban renewal project in the nation. The Bunker Hill district was master-planned as an urban center to include nine office buildings (10.3 million square feet), three hotels (2,262 rooms), 11 residential towers (3,991 units) and numerous cultural facilities. Most of Bunker Hill’s nine existing residential towers were developed between 1968 and 1988 as apartments and condominiums. These high-rise residential buildings are typically full-service facilities with numerous amenities including pools, gyms, tennis courts, doormen and retail components. The Grand Promenade, with 391 units, was completed in 1989 and Grand Promenade Phase II and III, with 300 units each, remain available for development.

Between 1991 and 2000, most of the new Downtown residential development occurred in the South Park District (south of 9th Street and east of Flower Street). During this period, eight residential projects containing 888 units were built.

Also during the 1990s, loft developments were completed in Downtown primarily in the Artist Loft District near the architectural school, SCI-Arc. Most of these lofts were converted industrial buildings. By the year 2000, the Bunker Hill and South Park areas had a combined inventory of 4,988 residential units. In 1999, two important residential projects started construction, which later proved to be the catalyst for a further wave of residential development. The first project was the Medici, a two-phase 632-unit luxury apartment complex, and the second was the conversion of

three historic buildings in the Old Bank District. Both of these projects were on the periphery of Downtown, but when both leased up quickly, residential developers immediately took notice.



• HOTEL ACCOMODATIONS •



There are approximately 4,700 hotel rooms within the Downtown luxury hotel market, which include the Millennium Biltmore, The Ritz Carlton, Westin Bonaventure, Omni Los Angeles Hotel, Hyatt Regency, Hilton Checkers and a \$1 million project to replace the Wilshire Grand Hotel. Located at the northeast corner of Flower and 6th Streets, the former Bank of California headquarters has been converted into the chic upscale hotel - The Standard. Owned by the same company that operates the famous Chateau Marmont and

The Standard Hotel on the Sunset Strip, and also the Mercer Hotel in Lower Manhattan, The Standard has dramatically changed the perception of Downtown for a new and younger demographic. In addition, the recently created Ritz-Carlton/J.W. Marriott hotel hybrid was created to be one-part J.W. Marriott, one part Ritz-Carlton. The hotel includes 1,023 rooms and is situated on the upper floors of a 54-story tower which will also include 224 private condominiums.

• MAJOR RETAILERS •



Two high-profile shopping centers, Macy's Plaza and 7th + Figueroa (formerly Seventh Marketplace), are located along the 7th Street retail corridor. These centers contain Downtown's department store, Macy's, as well as a variety of national retailers including Ann Taylor, Victoria's Secret, Express, Sports Chalet, Bally Total Fitness, Gold's Gym and in 2003 a Home Depot, Food 4 Less and Rite Aid

opened in a shopping center four blocks west of the Harbor Freeway at Wilshire and Union. One highly anticipated event was the ground breaking of Ralphs supermarket at Flower and 9th Street in response to Downtown's growing residential base. Ralphs opened in the fourth quarter of 2007. Whole Foods, the premium organic and natural foods store, will open in 2015 and will occupy 42,000 square feet inside a luxury apartment complex at 770 Grand Ave.

CULTURAL & RECREATIONAL AMENITIES

Downtown Los Angeles represents the cultural focus of the region. World-class venues for cultural and sporting events feature everything from symphony and theater to professional basketball and hockey. The Stuart M. Ketchum Downtown YMCA, a modern three-story, 80,000-square-foot full-service facility, caters to the Downtown community. Cultural venues include the Disney Concert Hall, the Music Center of Los Angeles County and the Museum of Contemporary Art (MOCA). LA Live includes a 7,000-seat live theater (Nokia Theater) that has become the home of the annual Grammy Awards. Also in Downtown, the beautifully renovated Central Library houses a collection of 2.5 million books.

Downtown is within minutes of Dodger Stadium (the home of the Los Angeles Dodgers), the 150-acre campus of the University of Southern California (USC), The Hollywood Bowl (an outdoor amphitheater hosting live musical performances), Eli Broad's new \$100 million Bunker Hill Art Museum and Exposition Park (located just south of Downtown Los Angeles). Exposition Park is home to the Memorial Coliseum, the Sports Arena and a cluster of museums that focus on science, aerospace, natural history and African-American heritage.



AREA REVITALIZATION PROJECTS

Downtown and the surrounding area will benefit from the dramatic and dynamic revitalization currently underway. Over \$15 billion has been invested in Downtown Los Angeles (DTLA) in the past dozen years. The pay-off: Downtown Los Angeles is happening. As LA LIVE! likes to tout, it is “the event capitol of the world.” While DTLA has always been the employment, transportation and cultural arts hub of the region, it has now exploded as a tourist destination with approximately 14.6 million visitors each year (almost matching Disneyland). Its residential population has blossomed to 42,000 and its daytime population is over 500,000. In addition, these projects will enhance the perception of Downtown’s forward momentum as the location of the future for business, dining, hospitality, shopping, theatre, culture and entertainment.



STAPLES CENTER

Completed in the fall of 1999, Staples Center is a state-of-the-art professional sports arena and entertainment center located adjacent to the convention center at the south end of Downtown. The Staples Center hosts in excess of 270 events a year, including professional sports and high-profile events. This 20,000-seat arena serves as the permanent home to the Los Angeles Lakers, Los Angeles Clippers, WNBA Los Angeles Sparks (basketball); Los Angeles Kings (hockey); and Los Angeles Avengers (arena football). Other noteworthy events have included the Democratic National Convention, the Grammy Awards, the Latin Grammy Awards, World Championship Boxing and the National Figure Skating Championships, as well as concerts by major artists. The facility includes 160 luxury suites, two private arena clubs, restaurants, retail and office space for the Lakers and the Kings.

Direct and indirect benefits resulting in Staples Center's development include increased tax and payroll increments, expanded convention and tourism business and neighborhood revitalization. An independent consultant's report projected that this facility will generate \$200 million annually in spending in the region.

LA Live, a \$1 billion expansion of Staples Center by AEG has helped to further enhance the convention center and arena facilities to create world-class destination entertainment center on six blocks adjacent to Staples Center. LA Live has capitalized on its expansive 27-acre setting by creating an urban open-air ambience and providing a vibrant year-round sports and entertainment district complementing its South Park and Convention Center neighbors.



The immense demand for non-sports events at Staples Center has encouraged AEG to develop a facility specifically designed to accommodate performing arts. The Nokia Theater, which opened in fall 2007, is a 7,300-seat live theater. The theatre is part of a complex that includes a nightclub, multiple restaurants and a 40,000 square foot public plaza focal point. Recently completed at LA Live is a 4,000-seat multi-screen movie complex, which includes a large, 750-seat theater for movie premiers.

GRAND AVENUE

The \$1.2 billion proposed Grand Avenue project is focused on revitalizing the upper part of Bunker Hill. Plans call for a new high density residential and retail center with pedestrian corridors and urban parks stretching from the Music Center at the top of Bunker Hill to City Hall. Grand Avenue will transform the civic and cultural center of Downtown by showcasing entertainment venues, restaurants, retail, office buildings, and the new \$50 million Grand Avenue Park has just been completed increasing the areas desirability as a pedestrian friendly urban escape. Existing cultural landmarks such as the new Disney Concert Hall, the Museum of Contemporary Art, the Dorothy Chandler Pavilion and the Mark Taper Forum will benefit from the synergy created by these adjoining uses.

WALT DISNEY CONCERT HALL

The \$300 million, Frank Gehry-designed Disney Concert Hall at First Street and Grand Avenue opened in October of 2003. The 2,380-seat venue serves as the new home of the Los Angeles Philharmonic. Patina, opened by Restaurateur Joachim Splichal, is located within the facility and is open for lunch and dinner. Patina features a 1,500-bottle wine list, a pre-performance prix fixed menu and a private dining room for up to 20 people. The Disney Concert Hall has become a major architectural icon and tourist attraction.



CATHEDRAL OF OUR LADY OF THE ANGELS

The new Cathedral of Our Lady of the Angels, located at Temple Street and Grand Avenue, opened in September of 2002. It was the first Catholic cathedral erected in the U.S. in 25 years. The structure was designed by Pritzker Prize-winning Spaniard Jose Rafael Moneo and is the second largest Catholic cathedral in the U.S. (exceeded in capacity only by St. Patrick's Cathedral in New York City). Approximately \$195 million was privately raised to build the facility that serves the area's five million Catholics and celebrates Sunday mass in 42 languages.

THE STANDARD HOTEL

Known in sophisticated design circles for his cutting edge style, New York-based hotelier Andre Balaz opened his third Los Angeles hotel, The Standard, in the former Bank of California headquarters. The hotel features 207 rooms, two meeting rooms, one restaurant and two bars, including a rooftop bar/restaurant. Located, ironically, next door to the venerable California Club, The Standard has been a catalyst for Downtown nightlife.

DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT

The Downtown Center Business Improvement District (DCBID) covers the 65-block Central Business District (CBD) bounded roughly by the Harbor (110) Freeway on the west, 1st Street on the north, Main and Hill Streets on the east and Olympic Boulevard on the south. The organization helps the CBD achieve its full potential as a great place to live, work and play and has helped to create a positive image of Downtown. Downtown Los Angeles continues to enhance its image, attracting tenants and residents alike, through the efforts of the Central City Association and the Downtown Center Business Improvement District (DCBID), established in 1997. The DCBID is funded through assessments of 250 property owners providing an annual budget in excess of \$5 million. The funds are used for enhanced security, maintenance programs for public/private areas, business recruitment and retention, image enhancement, special events, and visitor guide books.



• TRANSPORTATION •

Increased growth brings increased traffic congestion. Downtown is uniquely positioned to benefit from this dynamic, however, since new and existing public transportation systems have all been directed toward Downtown.

Over 1,600 miles of freeways form one of the most extensive systems in the world with Downtown as its hub. Surrounded by the area's four major freeways, Downtown provides easy access to the entire Southern California region.

Los Angeles has invested over \$2.5 billion in Downtown area mass transit improvements over the last few years alone. An extensive rail system, which includes over 400 miles of commuter rail, light rail and subway, connects Downtown to most of Greater Los Angeles. The commuter rail service consists of two major rail systems, Metro Rail and Metrolink, both of which connect at Union Station in Downtown Los Angeles.

The Metro Rail system, operated by the Los Angeles County Metropolitan Transportation Authority, consists of the Metro Red Line subway system, the Metro Blue Line, the Metro Green Line and the Gold Line. In total, the Metro Rail system serves several rail stations

stretching from Long Beach to Downtown Los Angeles to Hollywood, LA neighborhoods, such as the Arts District, Little Tokyo and Boyle Heights, South Bay, Universal City and North Hollywood in the San Fernando Valley to Norwalk, El Segundo, Pasadena, coming soon the 3rd street Promenade in Santa Monica and points in between.

The Metrolink system provides commuter service along seven lines: Ventura County, Antelope Valley, San Bernardino, Riverside, Orange County, IEOC (Inland Empire/Orange County) and 91 (Riverside/Fullerton/Los Angeles). Five of the routes provide express trains from the outlying suburbs to Union Station. The system has 81 stations and covers 512 miles. Each day 37,400 passengers board the Metro.



Downtown Los Angeles is also the central hub to the Metro Bus Line, the largest bus system in the country. The Los Angeles Metro Bus Line averages weekday ridership of 308,678. A priority bus service, the Metro Rapid Bus, offers passengers a chance to reach their destination up to 25% faster than local service. A vote to expand the Rapid Bus service to include 23 additional corridors was recently passed. Downtown is also served by the Dash (Downtown-Area-Short-Hop) Bus System, which provides service to a 150-block area every 5-12 minutes Monday thru Friday and every 10-20 minutes on weekends. Downtown employees are offered numerous existing transportation options with expanded opportunities by way of the increase in Metro Bus Line and

SOUTH PARK

The South Park district in Downtown Los Angeles is bounded by Ninth Street to the north, the 10 Freeway to the south, Broadway to the east and the 110 Freeway to the west.

For most of Los Angeles' history, the area now known as South Park was dominated by industrial concerns, taxi dance halls, automobile dealerships, and residential hotels, the area has begun to rapidly transform with infill development. Starting in 2000, luxury apartments and condominiums with ground floor retail began construction. The district's proximity to the University of Southern California, as well as the Blue Line light rail line, has made it an attractive area for young professionals. Like many neighborhood transformations, this change in demographics has a few concerned about displacement and gentrification issues.

Metro Blue Line capacity and the extension of the Metro Gold Line.

Alike, through the efforts of the Central City Association and the Downtown Center Business Improvement District (DCBID), established in 1997. The DCBID is funded through assessments of 250 property owners providing an annual budget in excess of \$5 million. The funds are used for enhanced security, maintenance programs for public/private areas, business recruitment and retention, image enhancement, special events, and visitor guide books.

In October 2007, The Elleven and Luma Residences developed by The South Group, received the coveted Leadership in Energy and Environmental Design (LEED) Gold designation for their incorporation of sustainable materials: "green streets" to manage stormwater, energy-efficient construction techniques and amenities. Luma and Elleven are the first two condos in California to receive the Gold designation.

But the star of the area is the entertainment behemoth L.A. Live. The Figueroa blocks that once featured a lonely Convention Center and Staples Center are now filled with new restaurants, Club Nokia, the Conga Room, the Lucky Strike bowling alley and the Grammy Museum. The development culminated in 2010 with the opening of the glass-clad J.W. Marriott hotel and potentially, adding a billion dollar NFL Football Stadium.

• CONCLUSION •

In ten years, the Downtown market has reinvented itself from a commercial core to a vibrant mixed-use economy, adding cultural, residential, and retail amenities faster than any other area in Los Angeles. This \$15 billion urban revitalization has made Downtown a true world-class 24-7 city center, capturing a significant percentage of the new retail development in the county, and almost all of the new

housing. This development is ongoing, with several regional projects still under construction or in advanced planning. These projects will continue to build on the tremendous success of Downtown, providing the investor/developer an ideal opportunity to acquire a critical investment at the beginning of the next expansionary business cycle in the most dynamic submarket in Southern California.





POTENTIAL
FLOOR PLANS

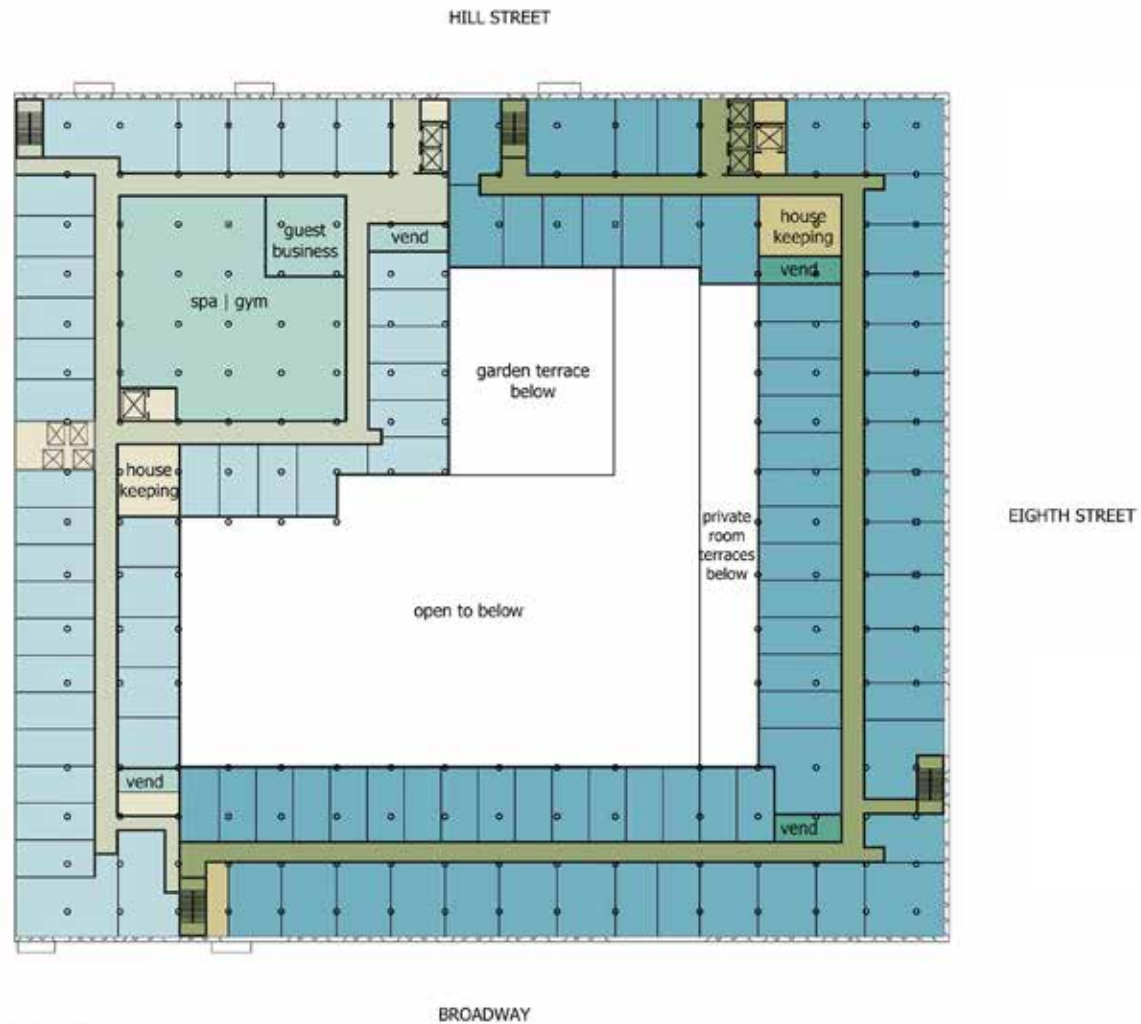


POTENTIAL FLOOR PLAN



broadway trade center

POTENTIAL FLOOR PLAN



broadway trade center

Level 3

POTENTIAL FLOOR PLAN



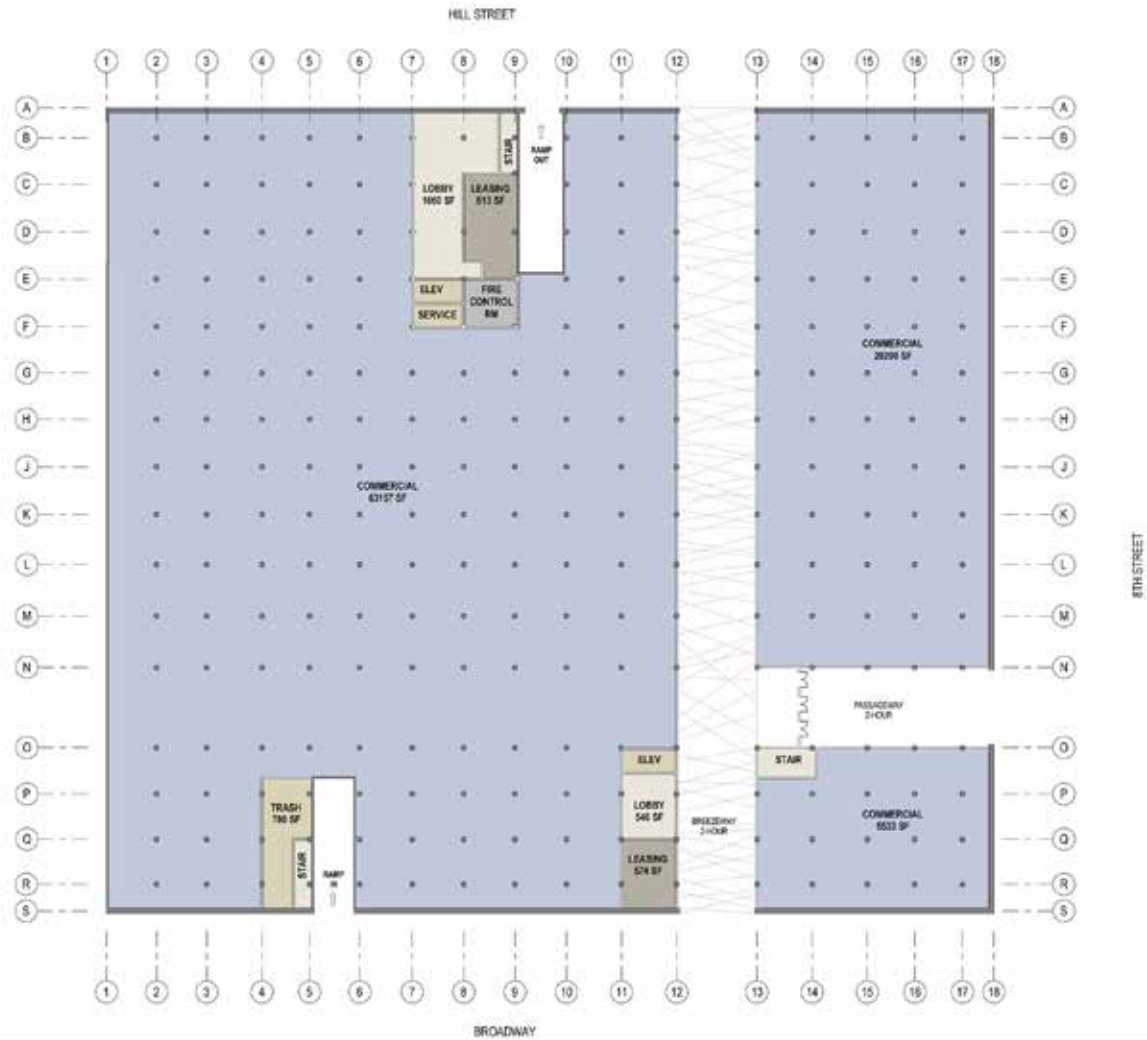
FOURTH/FIFTH/SIXTH FLOOR PLAN

10.26.11

BROADWAY CITY CENTER



POTENTIAL FLOOR PLAN



FIRST FLOOR PLAN

BROADWAY CITY CENTER

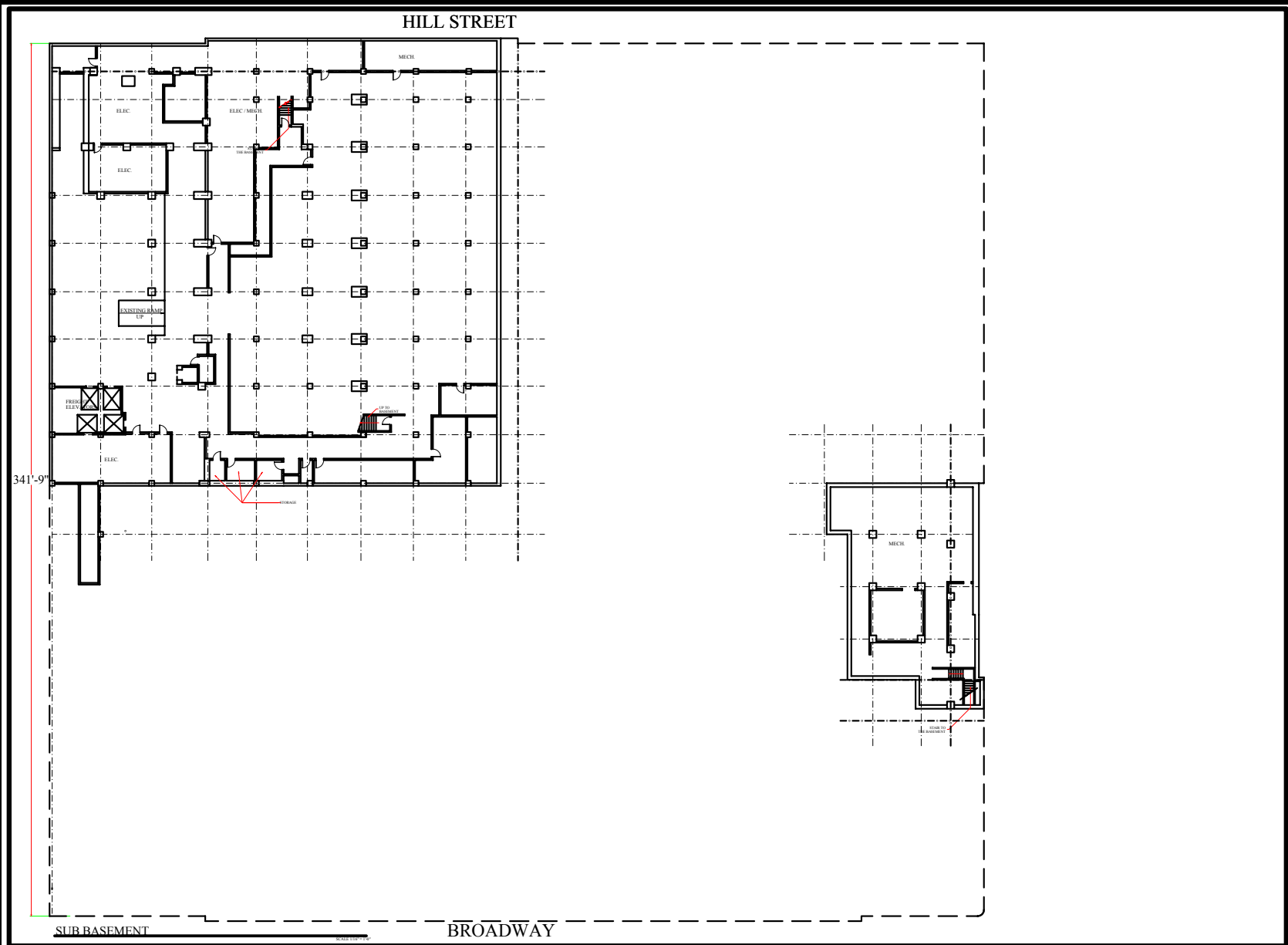


AS-BUILT
FLOOR PLANS



• FLOOR PLANS •

SUB BASEMENT



REVISIONS BY

NO.	DATE	BY	DESCRIPTION

BAHRAM RAEEN
 CONSULTANT ENGINEER
 1028 SANTA MONICA BLVD., SUITE 201, W. LOS ANGELES, CA 90025
 TEL: (310) 826-2844
 FAX: (310) 426-2371



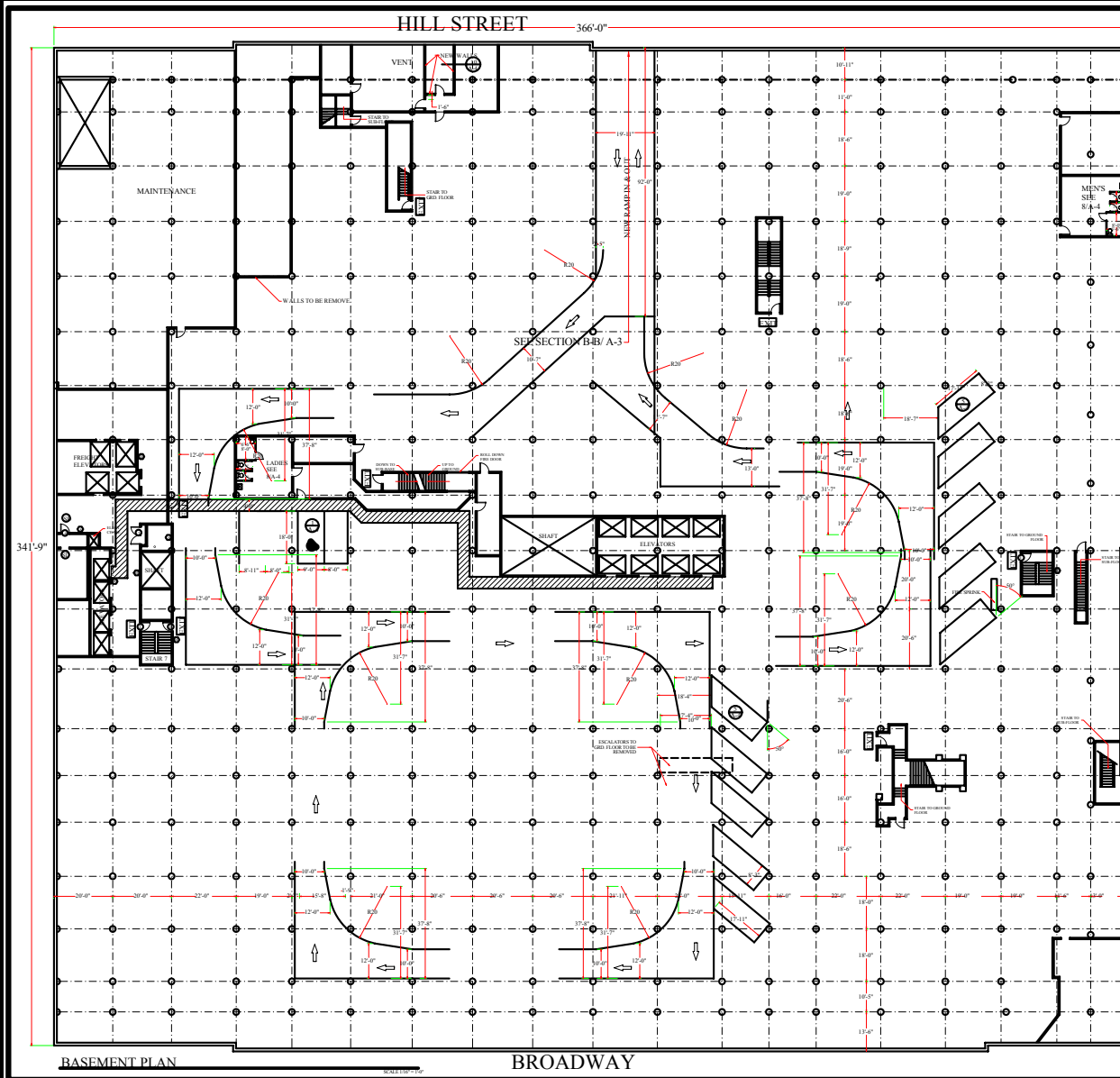
BROADWAY TRADE CENTER
 801 S. BROADWAY FIFTH FL.
 LOS ANGELES, CA

DATE	
BY	
CHKD	
APPD	
SCALE	

A-1



BASEMENT



APPROX. SQUARE
FOOTAGE: 126,224 SF

SLAB TO SLAB
HEIGHTS: 16'7"

REVISIONS	BY

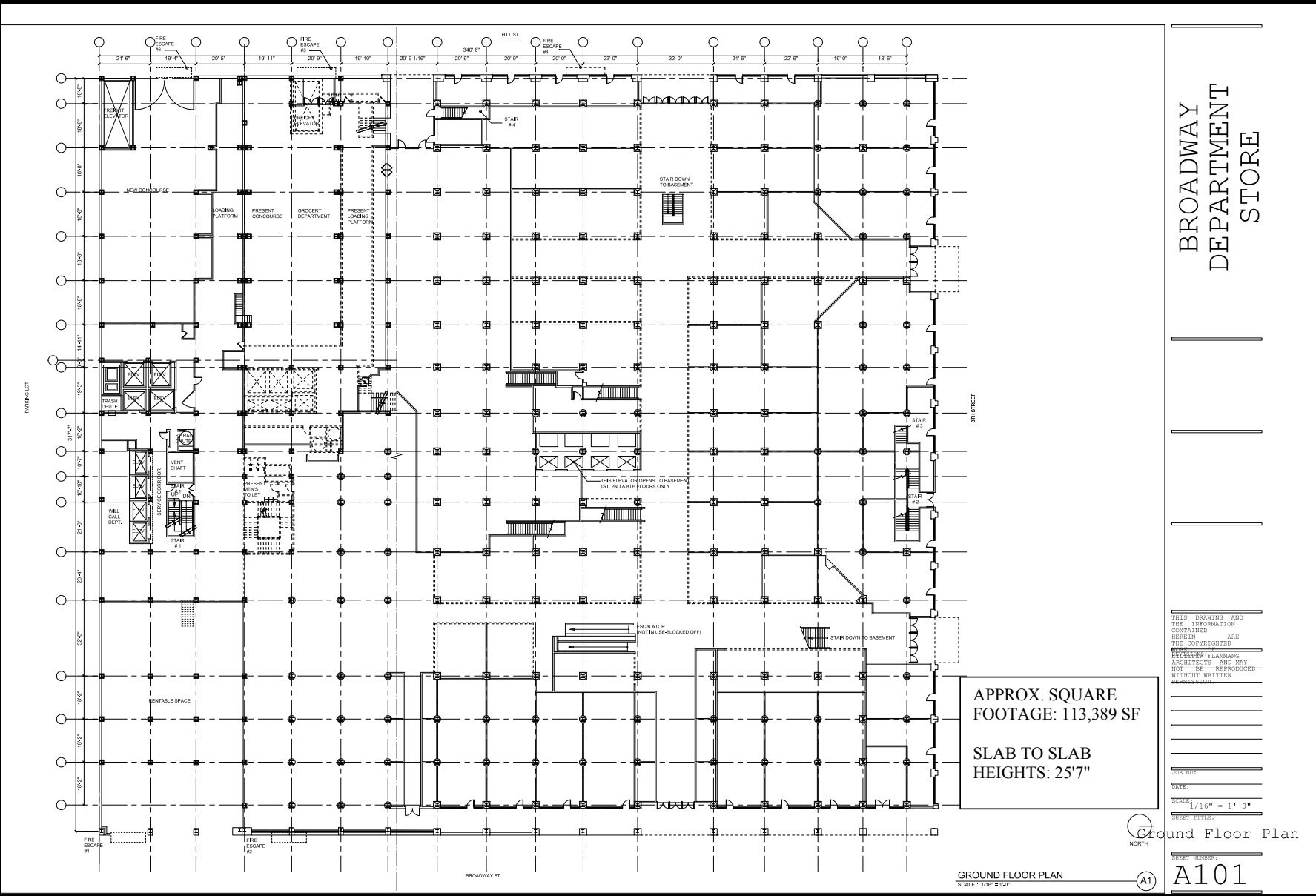
REGISTERED PROFESSIONAL ARCHITECT
 ARCHITECT AND CIVIL ENGINEER
 11628 SANTA MONICA BLVD., SUITE 201, W. LOS ANGELES, CA 90025
 TEL: (310) 828-2586
 FAX: (310) 828-2577

BAHRAM RAHEN
 CONSULTANT ENGINEER

B

BROADWAY TRADE CENTER
 801 S. BROADWAY
 BASEMENT
 LOS ANGELES, CA

A-1a



BROADWAY
DEPARTMENT
STORE

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SUB NO: _____
DATE: _____
SCALE: 1/16" = 1'-0"
SHEET TITLE: _____

Ground Floor Plan

APPROX. SQUARE FOOTAGE: 113,389 SF
SLAB TO SLAB HEIGHTS: 25'7"

GROUND FLOOR PLAN
SCALE: 1/16" = 1'-0"

A1

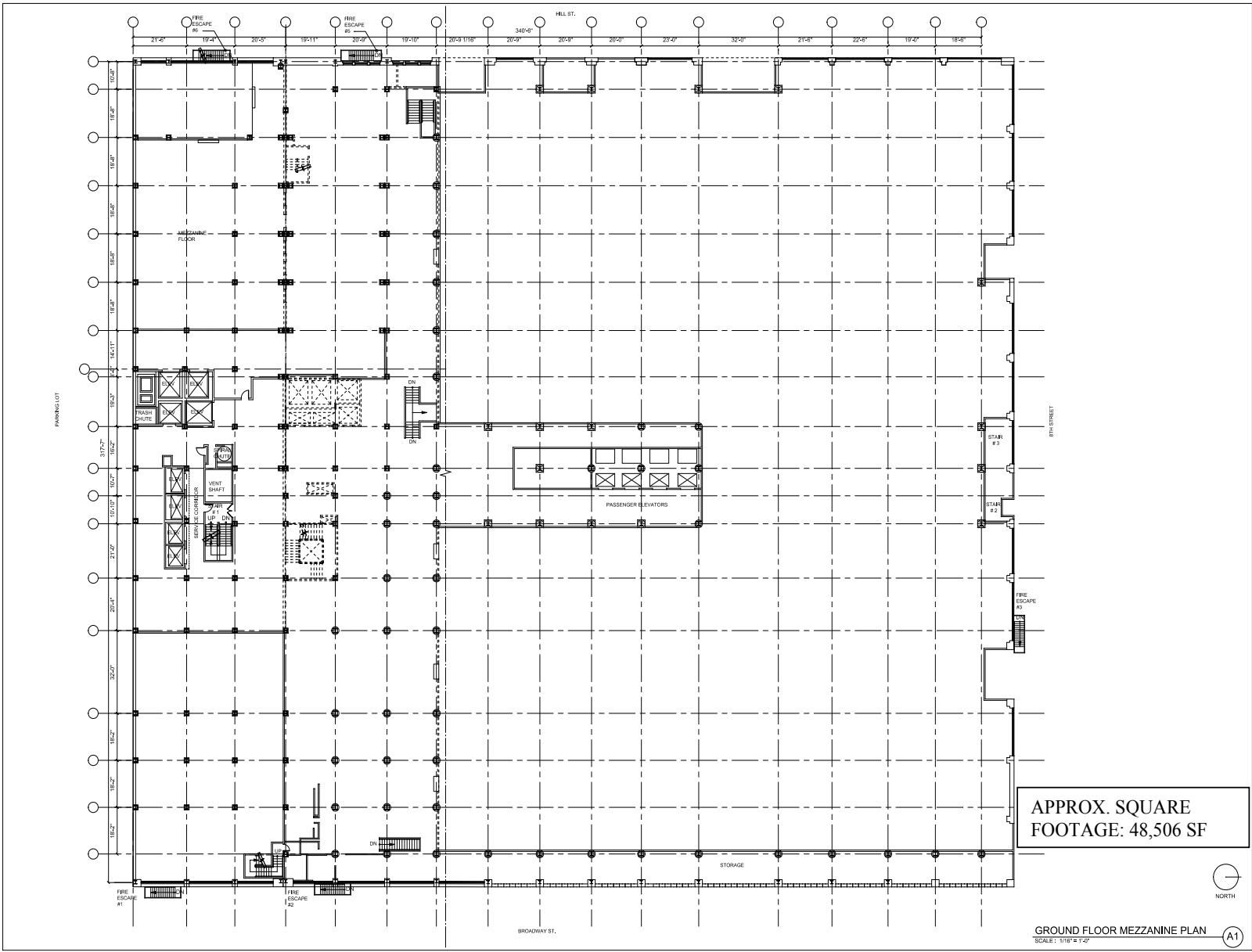
A101



60

BROADWAY TRADE CENTER BUILDING

GROUND FLOOR MEZZANINE



APPROX. SQUARE
FOOTAGE: 48,506 SF

GROUND FLOOR MEZZANINE PLAN
SCALE: 1/16" = 1'-0" (A1)

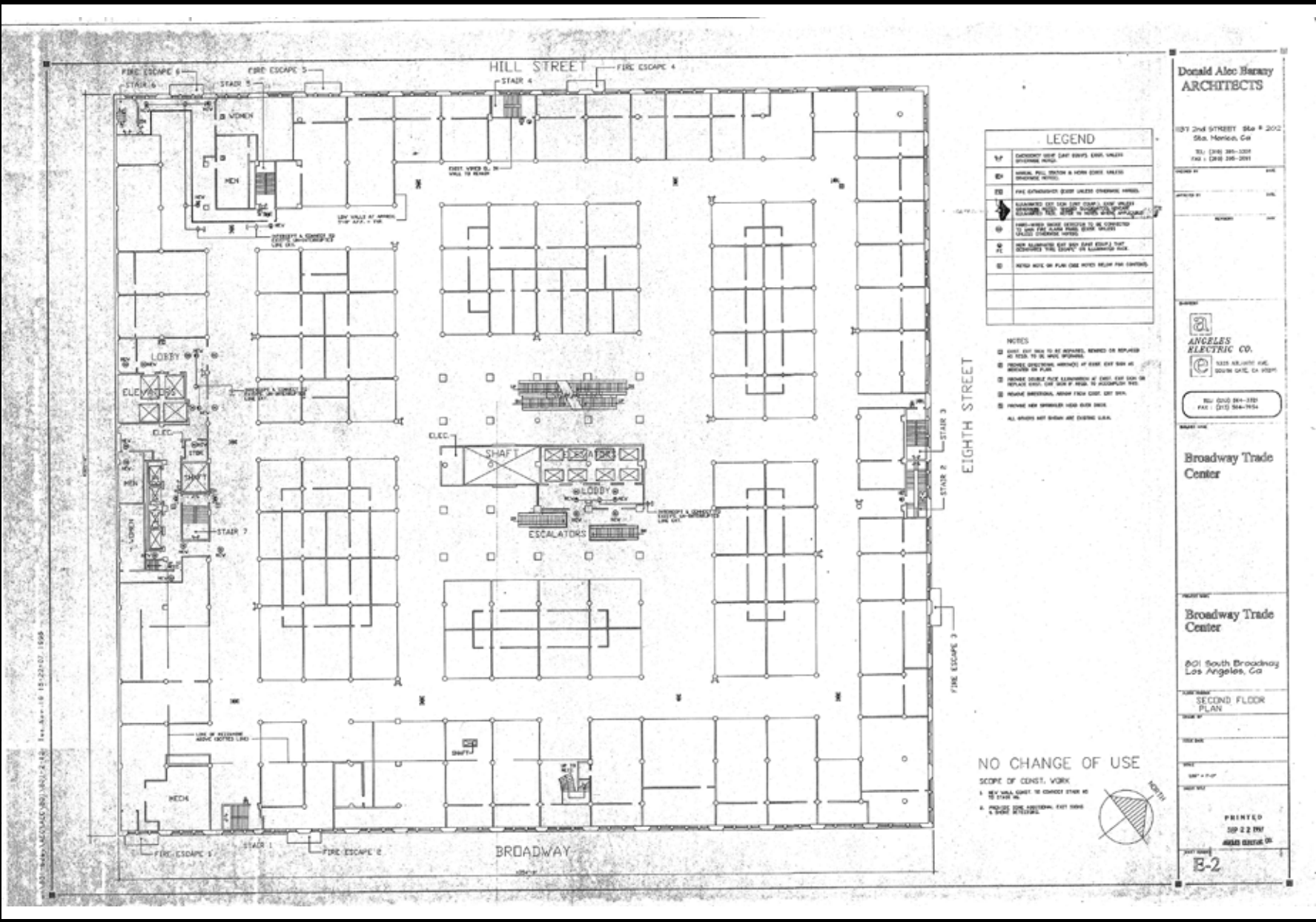
BROADWAY
DEPARTMENT
STORE

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DATE: _____
SCALE: 1/16" = 1'-0"
SHEET TITLE: _____

Ground Floor
Mezzanine
A Plan 2





Donald Alec Barany
ARCHITECTS

107 2nd STREET Ste # 202
Sta. Monica, Ca
Tel: (310) 391-1201
Fax: (310) 391-1201

ANGELES
ELECTRIC CO.
1333 ALHAMBRA AVE.
DOWNEY, CALIF. CA 90241

TEL: (213) 944-1100
FAX: (213) 944-1924

Broadway Trade
Center

Broadway Trade
Center

801 South Broadway
Los Angeles, Ca

SECOND FLOOR
PLAN

PRINTED
SEP 22 1987
ARCHITECTS

B-2

LEGEND

VP	VERTICALLY SLOPED GLASS PARTS, GLASS WALLS OR GLASS PARTS
ED	EXTERIOR WALL, SECTION & WORK DONE UNDER EXTERIOR WALLS
ES	EXISTING EXTERIOR WALLS UNDER EXTERIOR WALLS
ES	EXISTING EXTERIOR WALLS UNDER EXTERIOR WALLS
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- NOTES
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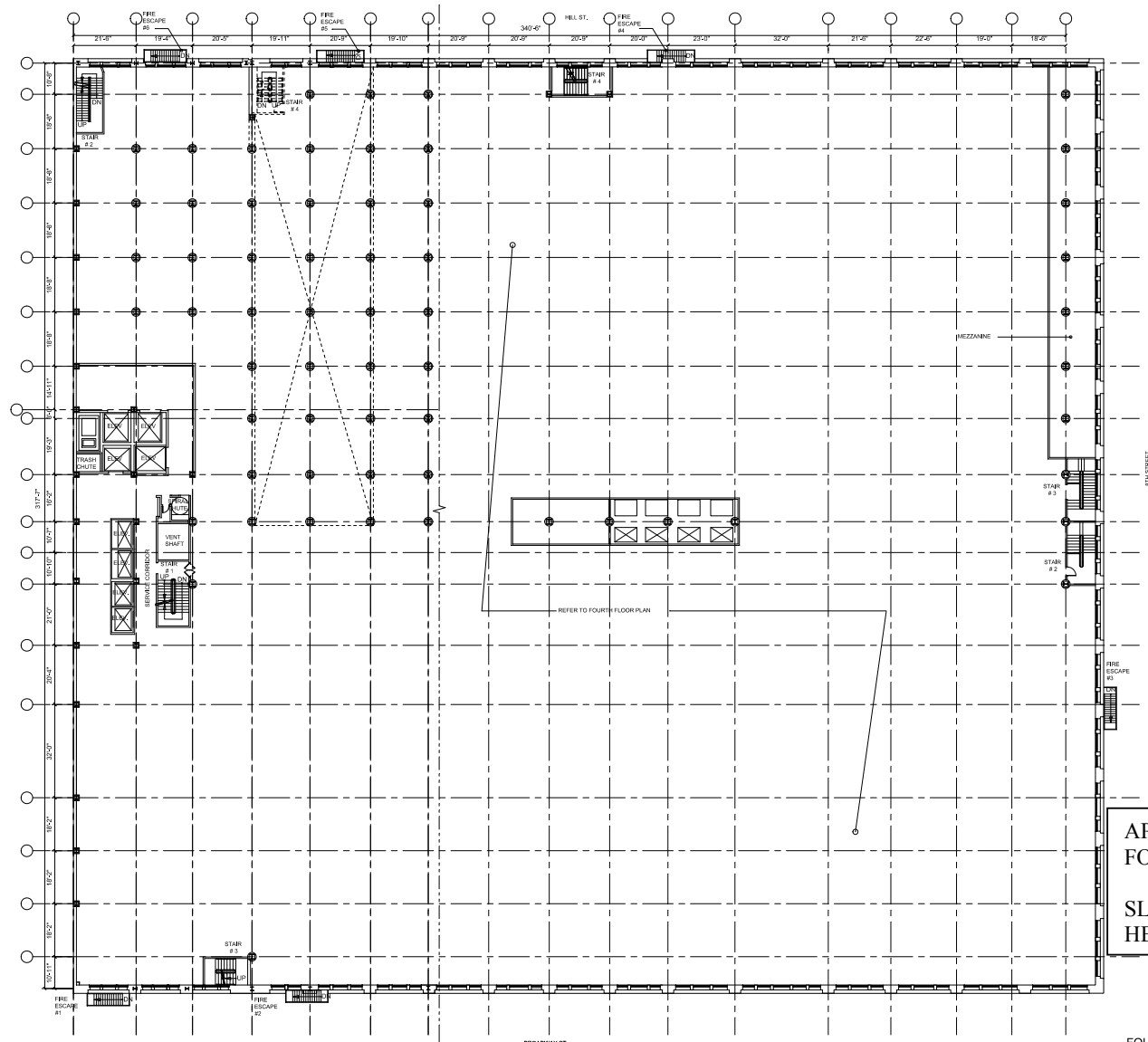
NO CHANGE OF USE
SCOPE OF CONST. WORK

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Rev. 10/22/87 10/22/87 10/22/87 10/22/87





BROADWAY
DEPARTMENT
STORE

APPROX. SQUARE
FOOTAGE: 114,918 SF

SLAB TO SLAB
HEIGHTS: 18'7"

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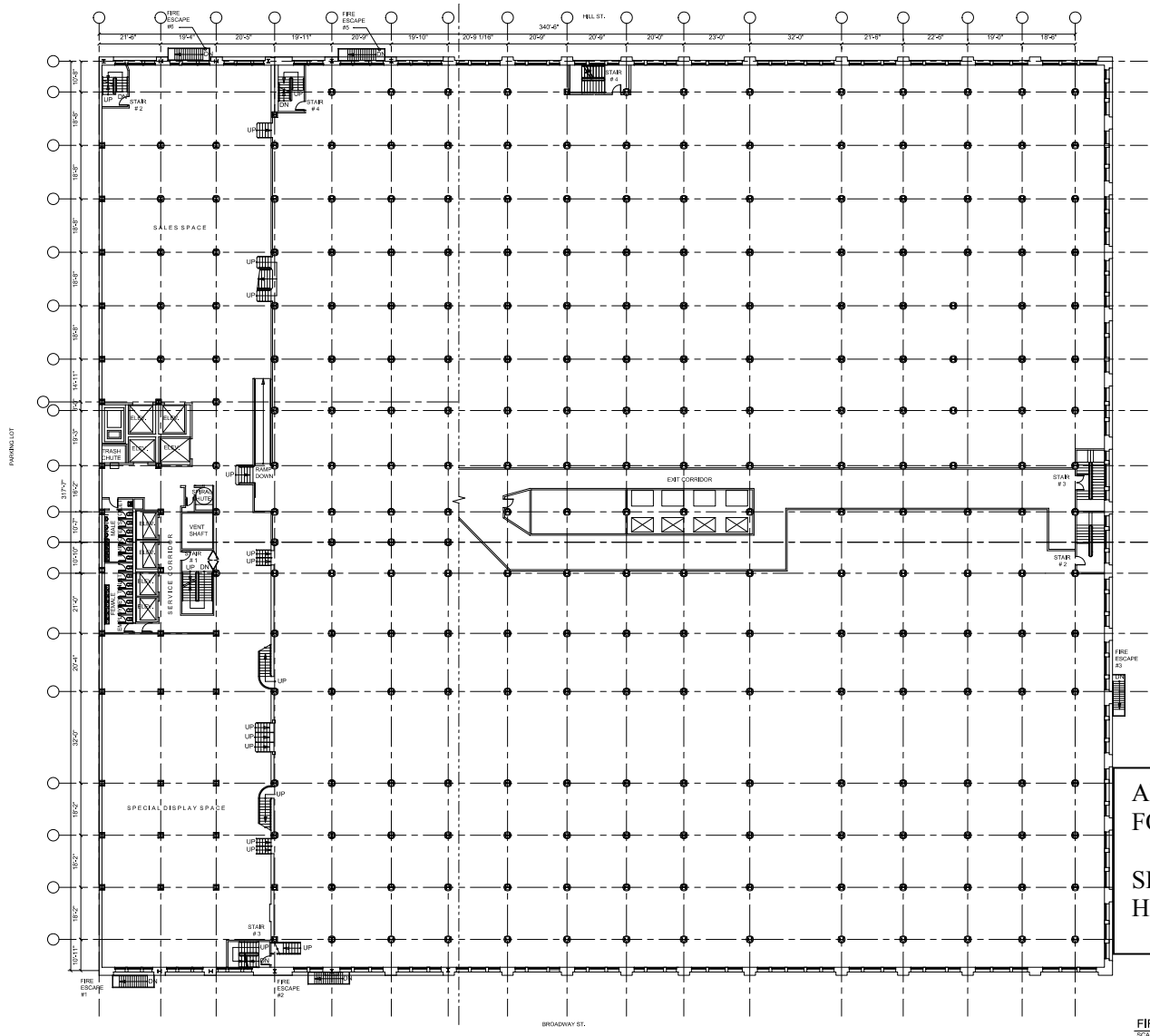
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SCALE: 1/16" = 1'-0"
SHEET TITLE:
Fourth
Floor
Upper
Plan

FOURTH FLOOR UPPER PLAN
SCALE: 1/16" = 1'-0"



FIFTH FLOOR UPPER

BROADWAY DEPARTMENT STORE



APPROX. SQUARE
FOOTAGE: 114,988 SF

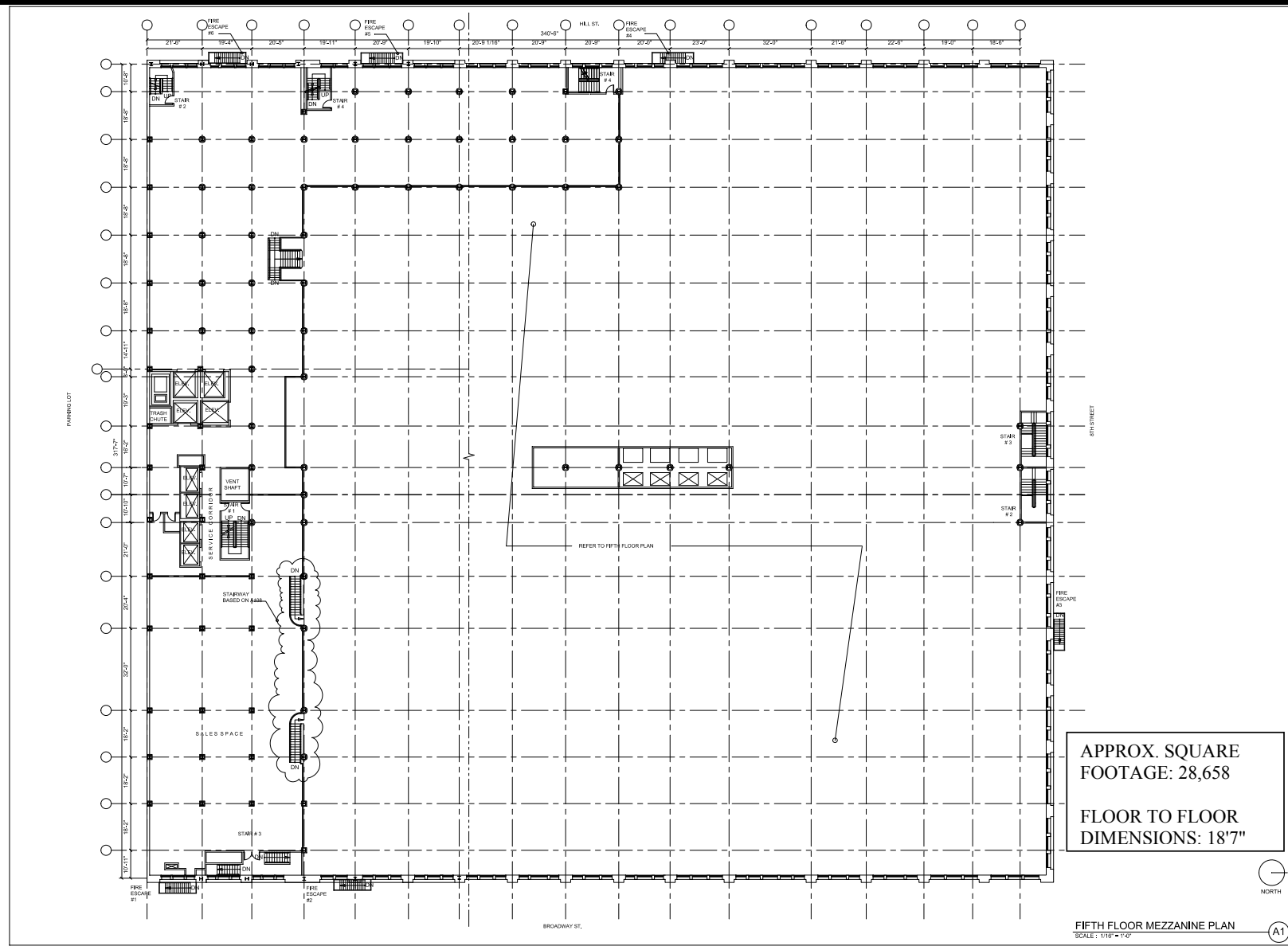
SLAB TO SLAB
HEIGHTS: 18'7"

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DATE: 1/16" = 1'-0"

Fifth Floor Plan
SHEET NUMBER: A108

FIFTH FLOOR PLAN
SCALE: 1/16" = 1'-0"



BROADWAY
DEPARTMENT
STORE

APPROX. SQUARE
FOOTAGE: 28,658

FLOOR TO FLOOR
DIMENSIONS: 18'7"

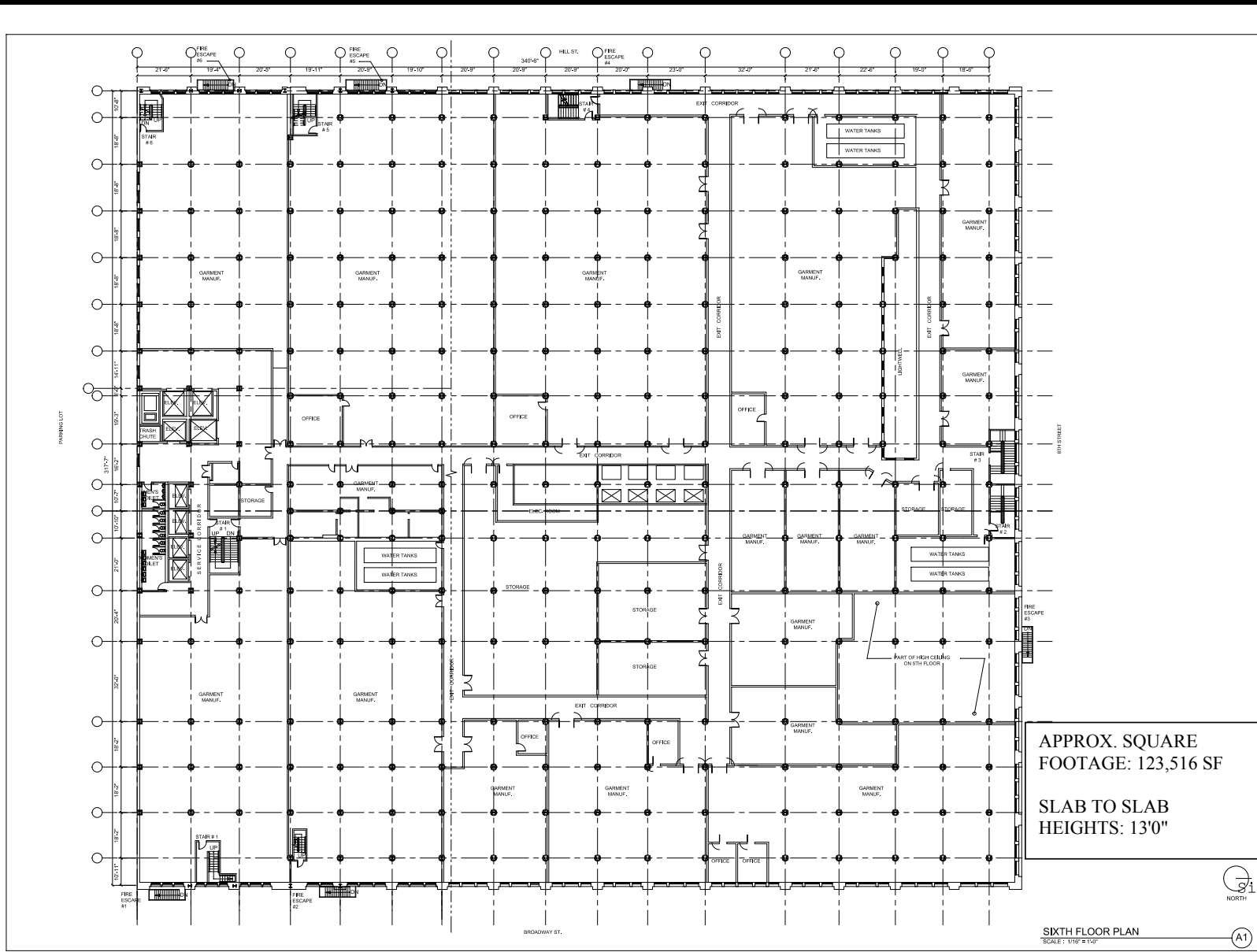
FIFTH FLOOR MEZZANINE PLAN
SCALE: 1/16" = 1'-0"

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JOB NO:
DATE:
SCALE: 1/16" = 1'-0"
SHEET TITLE:
Fifth Floor Mezzanine Plan
A109



SIXTH FLOOR



APPROX. SQUARE
FOOTAGE: 123,516 SF

SLAB TO SLAB
HEIGHTS: 13'0"

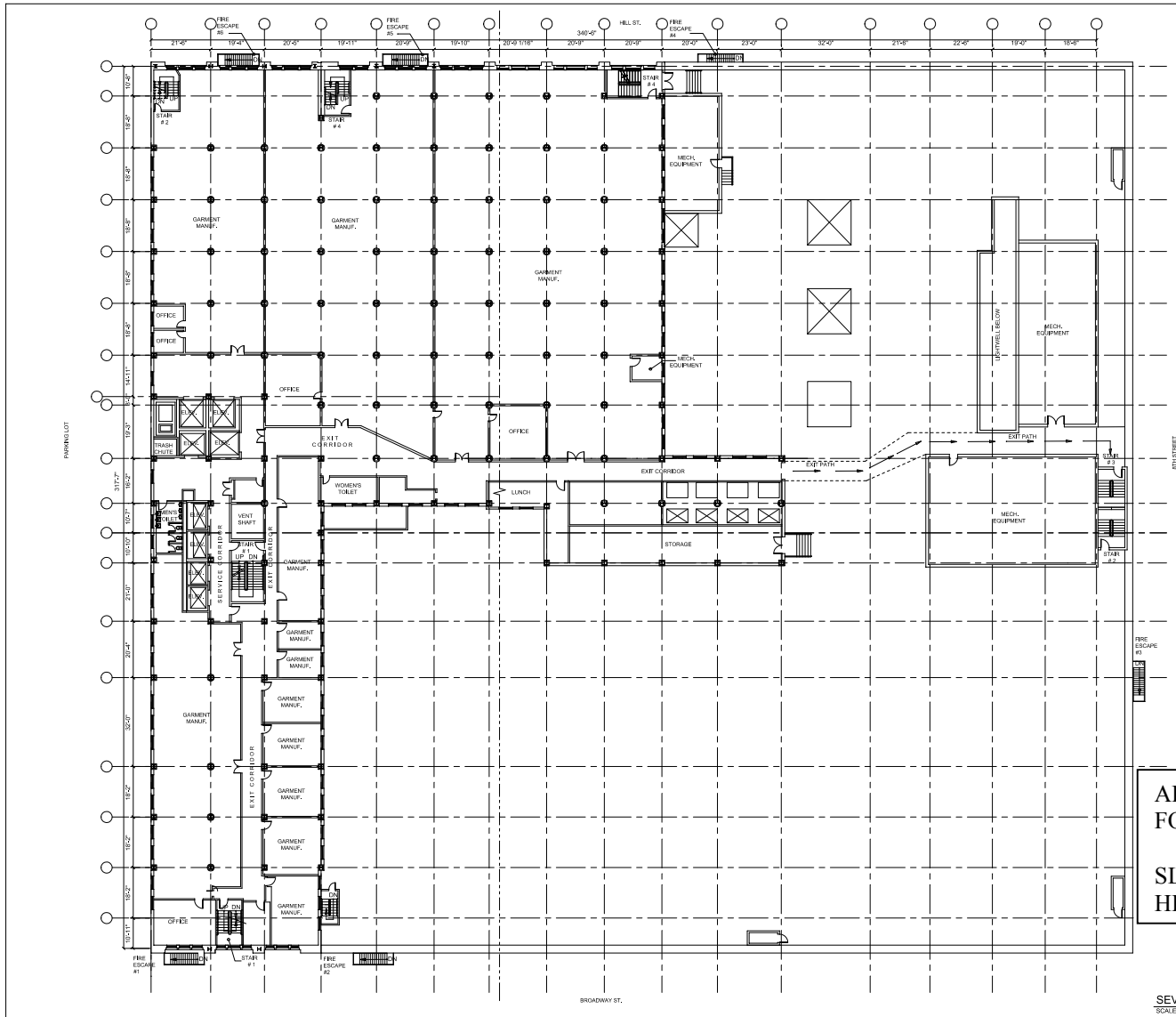
BROADWAY
DEPARTMENT
STORE

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Sixth Floor Plan

A110

SIXTH FLOOR PLAN
SCALE: 1/16" = 1'-0"



BROADWAY
DEPARTMENT
STORE

APPROX. SQUARE
FOOTAGE: 44,420 SF

SLAB TO SLAB
HEIGHTS: 12'6"

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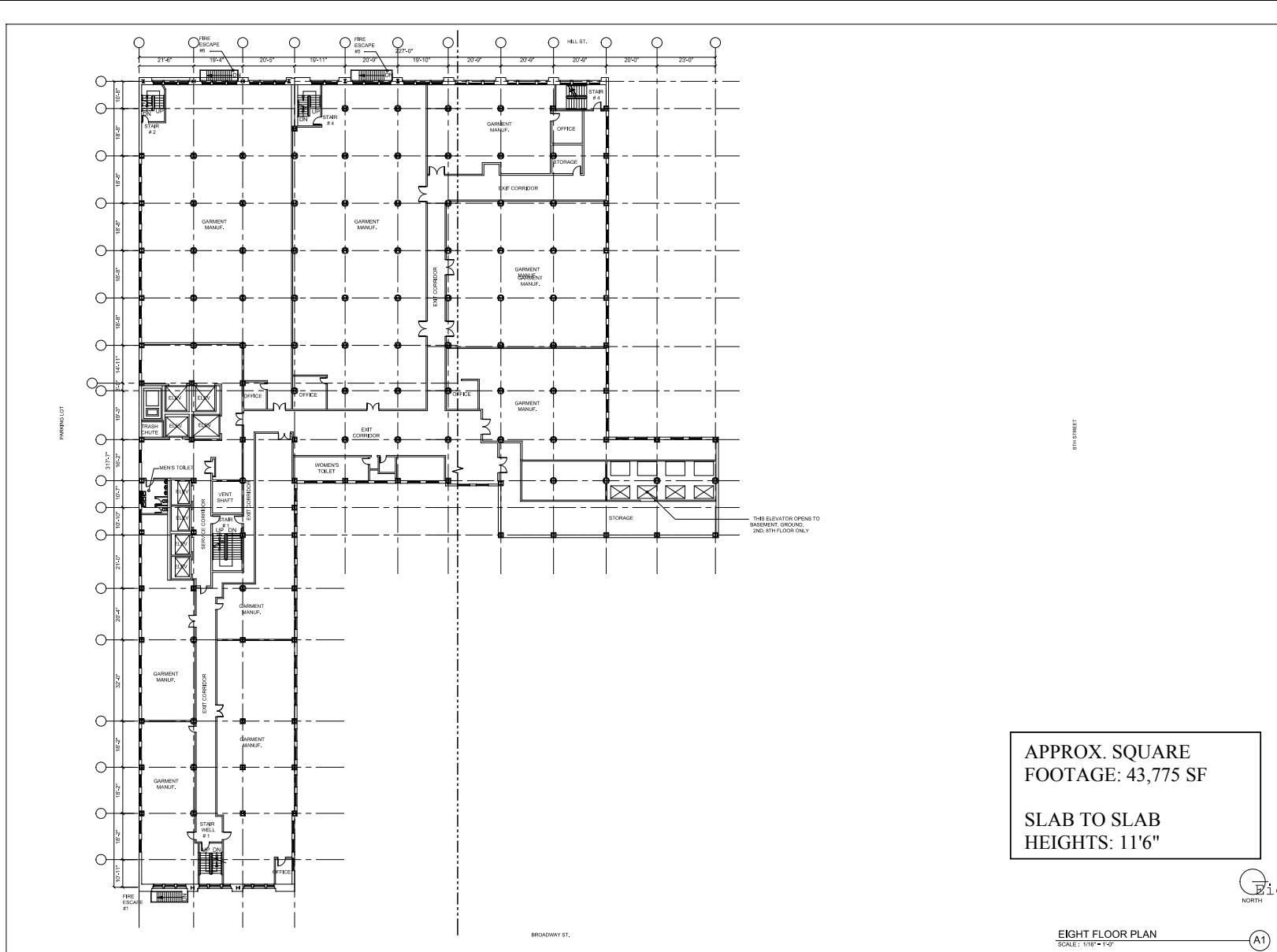
Seventh Floor Plan

SEVENTH FLOOR PLAN
SCALE: 1/16" = 1'-0"

A111



EIGHTH FLOOR



BROADWAY
DEPARTMENT
STORE

APPROX. SQUARE
FOOTAGE: 43,775 SF

SLAB TO SLAB
HEIGHTS: 11'6"

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JOB NO: _____
DATE: _____
SCALE: 1/16" = 1'-0"
SHEET TITLE: _____

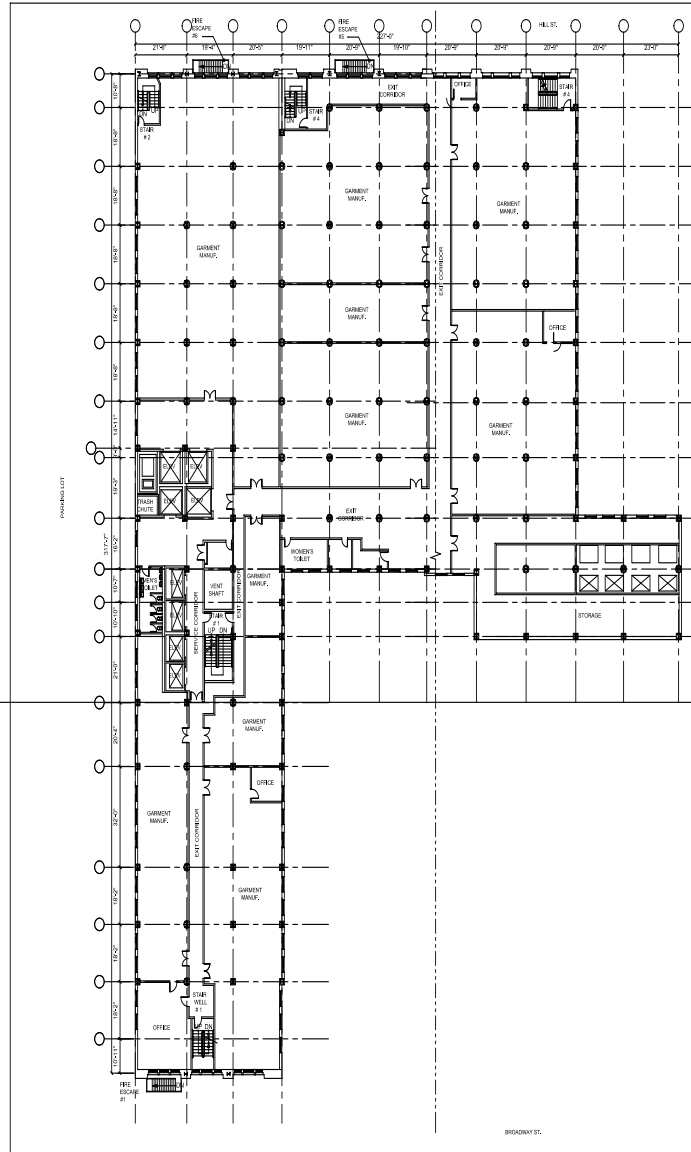
Eight Floor Plan

SHEET NUMBER: **A112**

EIGHT FLOOR PLAN
SCALE: 1/16" = 1'-0"



NINTH FLOOR



BROADWAY
DEPARTMENT
STORE

APPROX. SQUARE
FOOTAGE: 43,775 SF

SLAB TO SLAB
HEIGHTS: 10'7"

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DATE: _____

SCALE: 1/16" = 1'-0"

SHEET TITLE: _____

Ninth Floor Plan

NINTH FLOOR PLAN
SCALE: 1/16" = 1'-0"

A113



70

BROADWAY TRADE CENTER BUILDING

• **ADDENDA** •

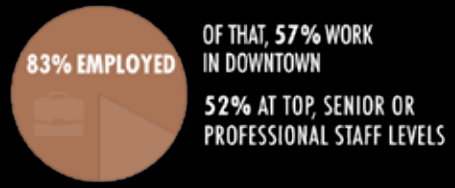
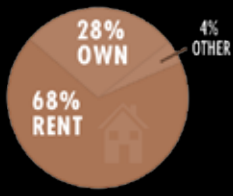
• DOWNTOWN LA DEMOGRAPHIC STATS •

DOWNTOWN RESIDENTS



33
MEDIAN AGE

\$86,300
MEDIAN INCOME



54% FEMALE
46% MALE

3% OWN PETS

80%
COMPLETED 4 YEARS OF COLLEGE OR HIGHER

\$102.00 MEDIAN GROCERY SPEND/WEEK

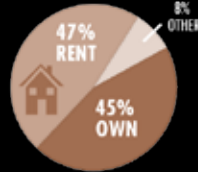
\$15.56 PER-PERSON MEDIAN SPEND ON LUNCH IN DOWNTOWN


\$28.28 PER-PERSON MEDIAN SPEND ON DINNER IN DOWNTOWN



DOWNTOWN EMPLOYEES

38
MEDIAN AGE


\$88,700
MEDIAN INCOME




53% AT TOP, SENIOR OR PROFESSIONAL STAFF LEVELS

 
64% FEMALE 36% MALE


50% OWN PETS


73%
COMPLETED 4 YEARS OF COLLEGE OR HIGHER

 **\$109.00**
 **\$14.05**
 **\$29.12**

MEDIAN GROCERY SPEND/WEEK
PER-PERSON MEDIAN SPEND ON LUNCH IN DOWNTOWN
PER-PERSON MEDIAN SPEND ON DINNER IN DOWNTOWN

ACTIVITIES ATTENDANCE



DOWNTOWN VISITORS

44
MEDIAN AGE

 
64% FEMALE 36% MALE


\$91,400
MEDIAN INCOME


69%
COMPLETED 4 YEARS OF COLLEGE OR HIGHER