



THE INTERSECTION



LA PLAZA
VILLAGE

OF EVERYTHING

A partnership between Trammell Crow Company / High Street Residential, Cesar Chavez Foundation and Principal RE Investors.

THE INTERSECTION OF
TRANSIT
RETAIL
CULTURE



HIGHLIGHTS

- **DIRECT ACCESS TO FREEWAY & ADJACENT TO LOS ANGELES UNION STATION**
- **OVER 40 MILLION ANNUAL VISITORS WITHIN 3 BLOCKS:**
 - 3.7M CHINATOWN
 - 1.0M EL PUEBLO
 - 36.5M UNION STATION
- **WITH 13,000 EMPLOYEES AND 20,000 VISITORS, THE ADJACENT CIVIC CORE IS THE LARGEST GOVERNMENT CENTER IN THE U.S. OUTSIDE OF WASHINGTON, DC**
- **\$84.50 AVERAGE DAILY SPEND PER PERSON IN DTLA**



LA Plaza Village stands at the intersection of transit, retail, culture, and lifestyle in Los Angeles. Located at the birthplace of Los Angeles and the city's historic cultural crossroads, this mixed-use development brings new life to the heart of DTLA. LA Plaza Village is about connections—it is a critical junction for traveling through the metro center, and it is a place that brings a wide spectrum of people together for dining, shopping and cultural events.

The 425,000 square foot residential/commercial project is located at the intersection of Cesar Chavez Avenue and North Spring Street —**just north of the 101 Freeway and two blocks west of Union Station**. LA Plaza Village features **43,000 square feet of ground-floor retail and restaurant space and 355 residential units**.

The project's defining characteristic is an east-west Paseo that highlights the area's role as LA's ultimate intersection. Beginning at the eastern Hill Street portion of the project, the **Paseo will connect Union Fort Moore Memorial, LA Plaza de Cultura y Artes Museum, historic Olvera Street and El Pueblo de Los Angeles - all leading into the existing thoroughway to Union Station**. The Paseo not only connects the new development to its neighbors, but also brings together the many cultural elements that distinguish this vital section of LA — Chinatown, with its hipster food haven Far East Plaza, and Little Italy, which is celebrating resurgence with the recent opening of the Italian American Museum of Los Angeles.

THE INTERSECTION OF
TRANSIT

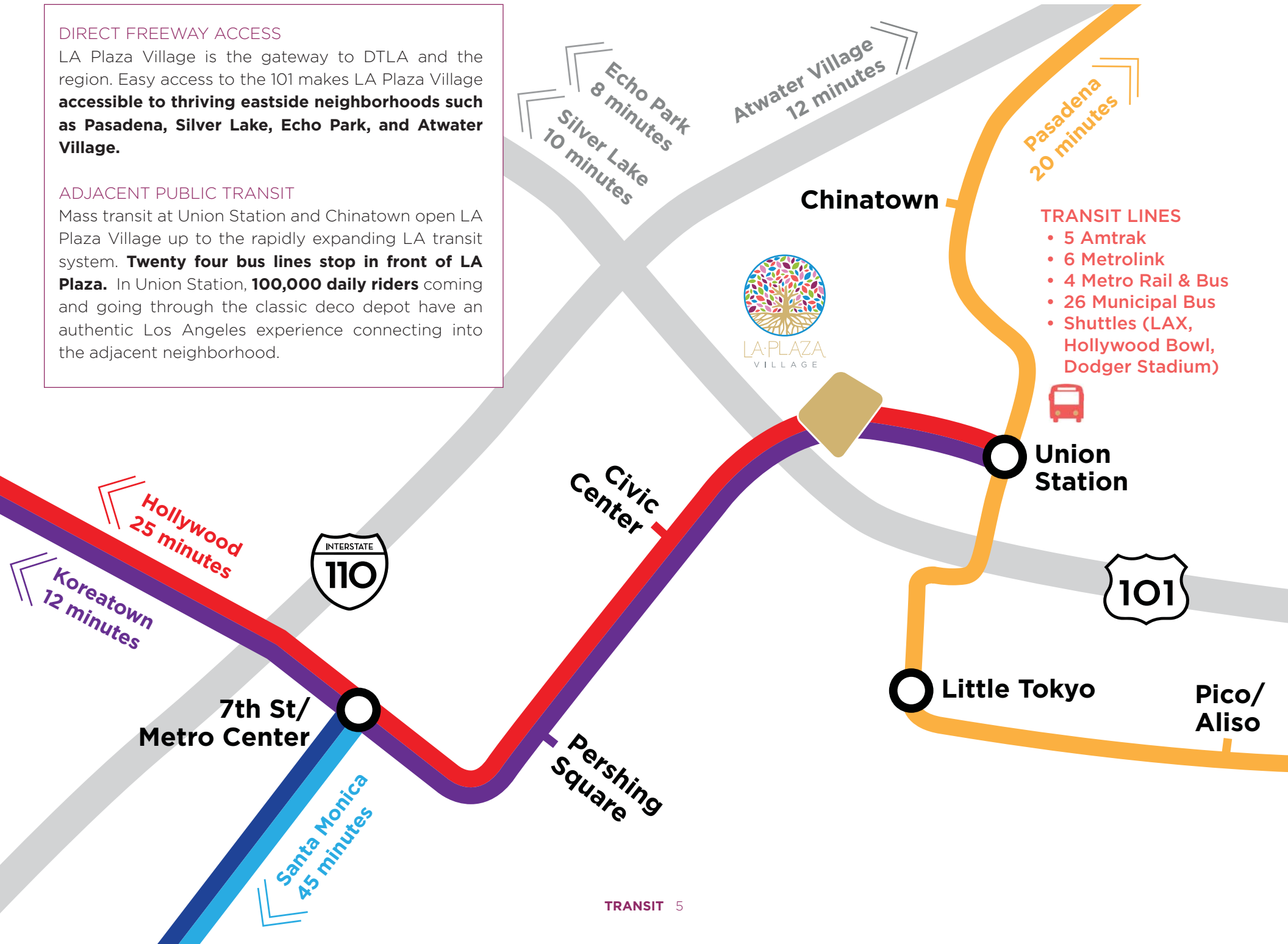


DIRECT FREEWAY ACCESS

LA Plaza Village is the gateway to DTLA and the region. Easy access to the 101 makes LA Plaza Village **accessible to thriving eastside neighborhoods such as Pasadena, Silver Lake, Echo Park, and Atwater Village.**

ADJACENT PUBLIC TRANSIT

Mass transit at Union Station and Chinatown open LA Plaza Village up to the rapidly expanding LA transit system. **Twenty four bus lines stop in front of LA Plaza.** In Union Station, **100,000 daily riders** coming and going through the classic deco depot have an authentic Los Angeles experience connecting into the adjacent neighborhood.



TRANSIT LINES

- 5 Amtrak
- 6 Metrolink
- 4 Metro Rail & Bus
- 26 Municipal Bus
- Shuttles (LAX, Hollywood Bowl, Dodger Stadium)

LA PLAZA VILLAGE



TRANSIT
SCORE

100



WALK
SCORE

91



BIKE
SCORE

78

SURROUNDING NEIGHBORHOODS

DTLA

Transit Score - **98**

Walk Score - **94**

Bike Score - **72**

HISTORIC CORE

Transit Score - **90**

Walk Score - **79**

Bike Score - **55**

SILVERLAKE

Transit Score - **54**

Walk Score - **76**

Bike Score - **51**

HIGHLAND PARK

Transit Score - **47**

Walk Score - **72**

Bike Score - **53**

CULVER CITY

Transit Score - **NA**

Walk Score - **83**

Bike Score - **64**

UNION STATION TO

2h 30m
SANTA BARBARA

2h 50m
SAN DIEGO

8h 30m
SACRAMENTO

8h 20m
SAN FRANCISCO

UNION STATION
IS THE LARGEST
RAILROAD
PASSENGER
TERMINAL
IN THE WESTERN
UNITED STATES

INFORMATION

LA Plaza Village is **a true urban, transit-oriented development**. More Angelenos than ever are utilizing Los Angeles' growing network of public transportation options, making the LA Plaza area desirable both as a base and as a destination. The recently opened Metro Expo Line connecting Downtown Los Angeles to Santa Monica brings the Westside east and vice versa. With the Metro Regional Connector well underway and Measure M ensuring the continued improvement of transit systems, **traveling around Los Angeles will only become easier** and more neighborhoods will have increased accessibility to the **culturally rich offerings of LA Plaza and Downtown Los Angeles**.

A block and a half from LA Plaza, Union Station is the transit mothership for Southern California. **Travelers can access regional, statewide, and national train lines from this easily accessible hub.**

One hundred fifty (150) parking licenses within the development are reserved for LA County employees from the adjacent Civic Center. This connection strengthens the ties to the government seat that is an integral part of LA Plaza and ensures built-in, non-residential pedestrian traffic.

THE INTERSECTION OF

RETAIL

Los Angeles



View South to Broadway at Cesar Chavez Ave



Olvera Street

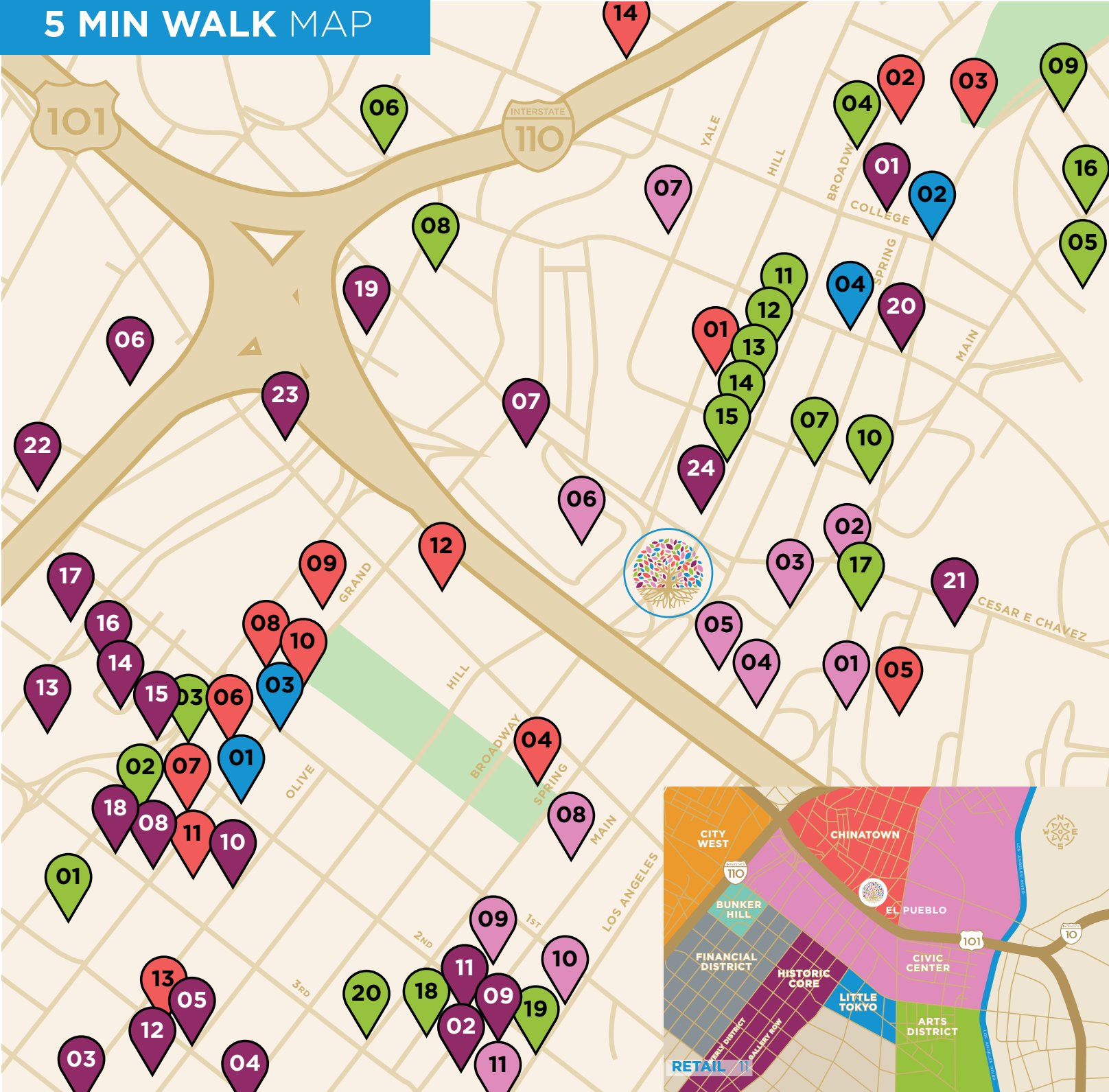
Of LA Plaza Village's 16 retail spaces, 14 are available to innovative restaurants and dynamic retail concepts willing to mix seamlessly into the existing historic fabric of LA Plaza. **Available spaces range from 540 square feet to 13,300 square feet. The Cesar Chavez Foundation has already committed to relocating their headquarters to LA Plaza Village and the LA Plaza de Cultura y Artes Museum has committed to creating a 2,500 SF world class demonstration kitchen at the mouth of the Paseo.**

LA Plaza **attracts DTLA workers, area residents, families and tourists** alike with its vibrant mix of the modern and traditional. LA Plaza Village is a **rare opportunity for brands** to create a mix of neighborhood and destination retail that serves the existing neighborhood population, as well as working families, employees in the Civic Center, and robust visitor base.

5 MIN DRIVE MAP



5 MIN WALK MAP



POINTS OF INTEREST

- 01 FAR EAST PLAZA, CHINATOWN
- 02 MANDARIN PLAZA, CHINATOWN
- 03 LA STATE HISTORIC PARK, CHINATOWN
- 04 GRAND PARK, CIVIC CENTER
- 05 UNION STATION
- 06 WALT DISNEY CONCERT HALL
- 07 THE BROAD, BUNKER HILL
- 08 AHMANSON THEATRE
- 09 MARK TAPER FORUM
- 10 DOROTHY CHANDLER PAVILLION
- 11 MOCA
- 12 CATHEDRAL OF OUR LADY OF THE ANGELS
- 13 ANGEL'S KNOLL
- 14 DODGER STADIUM

RESTAURANTS

- 01 NICK + STEF'S STEAKHOUSE
- 02 OTIUM
- 03 PATINA
- 04 BURGERLORDS
- 05 E-SEA FRESH SEAFOOD
- 06 EASTSIDE MARKET
- 07 LITTLE JEWEL OF NEW ORLEANS
- 08 MEXICALI TACO & CO
- 09 NICK'S CAFÉ
- 10 PHILIPPE THE ORIGINAL
- 11 BAOHAUS
- 12 CHEGO
- 13 HOWLIN' RAY'S
- 14 LAO TAO
- 15 LASA/UNIT 120
- 16 CHIMNEY COFFEE HOUSE
- 17 CIELITO LINDO
- 18 BADMAASH
- 19 REDBIRD
- 20 SPRING

CIVIC & CULTURAL

- 01 UNION STATION RENOVATION
- 02 THE ITALIAN AMERICAN MUSEUM OF LOS ANGELES
- 03 MERCED THEATER AND MASONIC HALL
- 04 CHINESE AMERICAN MUSEUM
- 05 LA PLAZA DE CULTURA Y ARTES MUSEUM
- 06 RAMÓN C. CORTINES SCHOOL OF VISUAL & PERFORMING ARTS
- 07 CHINATOWN PARK
- 08 CITY HALL
- 09 LAPD HEADQUARTERS
- 10 CAL TRANS
- 11 BUDOKAN OF LOS ANGELES

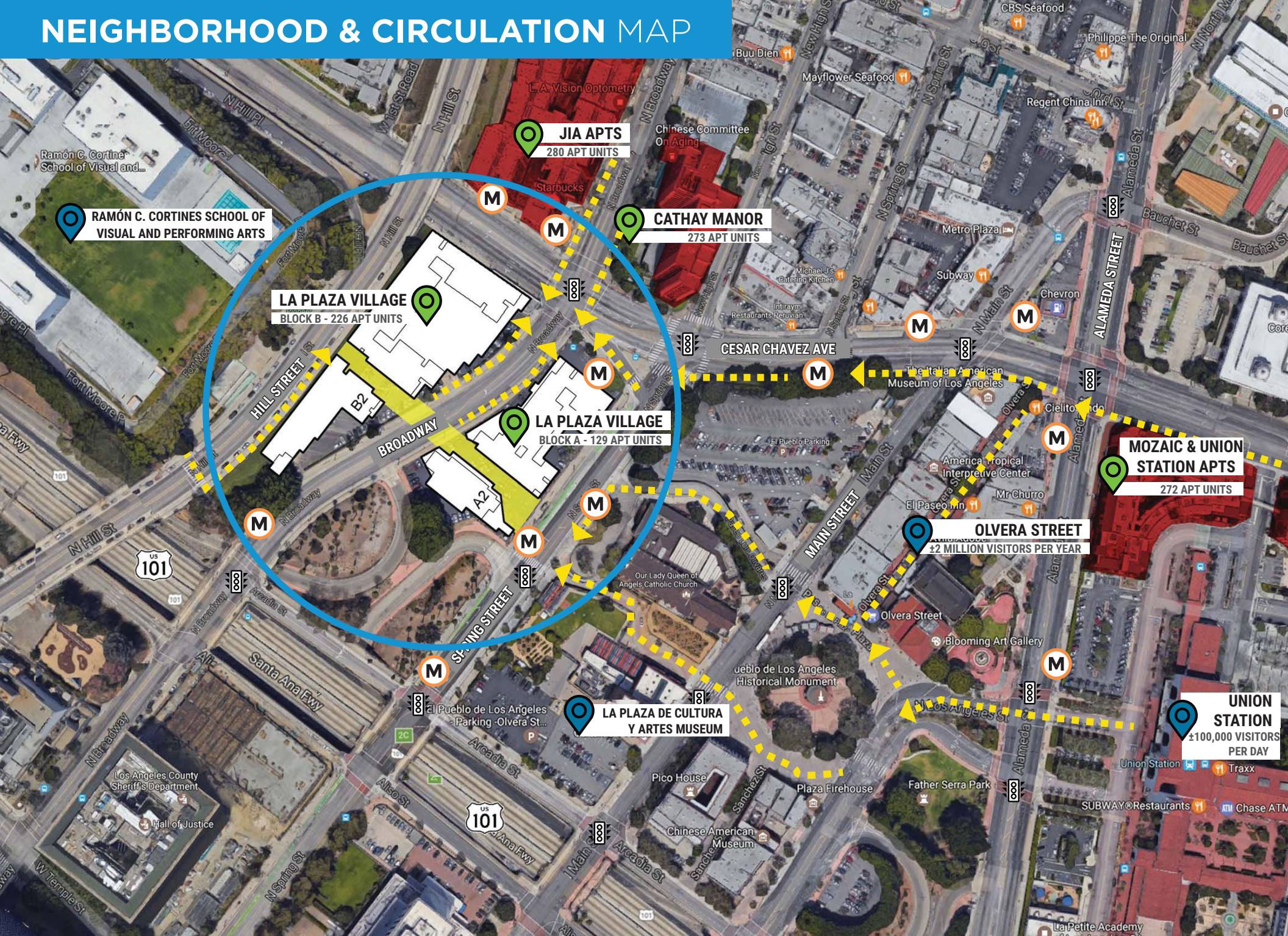
MAJOR MIXED USE

- 01 GRAND AVENUE PROJECT (450 UNITS - 300 HOTEL ROOMS - 47,000 OFFICE SF - 209,000 RETAIL SF)
- 02 COLLEGE STATION (770 UNITS - 51,000 RETAIL SF)
- 03 THE GRAND (450 UNITS - 300 HOTEL ROOMS)
- 04 211 ALPINE ST (122 UNITS - 4,200 RETAIL SF)

RESIDENTIAL

- 01 BLOSSOM PLAZA (237 UNITS - 19,000 RETAIL SF)
- 02 VIBIANA LOFTS (237 UNITS - 4,000 RETAIL SF)
- 03 PARK FIFTH (650 UNITS - 17,000 RETAIL SF)
- 04 4TH AND BROADWAY (450 UNITS - 7,000 RETAIL SF)
- 05 BEACON TOWER (428 UNITS - 2,900 RETAIL SF)
- 06 FERRANTE (8500 UNITS - 30,000 RETAIL SF)
- 07 GRAND & CESAR CHAVEZ TOWER (299 UNITS - 8,000 OFFICE SF)
- 08 255 GRAND (391 UNITS)
- 09 222 S. MAIN STREET (247 UNITS)
- 10 225 S. OLIVE ST (APARTMENTS - 217 UNITS)
- 11 108 W 2ND ST (LOFT-STYLE CONDOS - 135 UNITS)
- 12 417 HILL ST (LOFT-STYLE APARTMENTS - 277 UNITS)
- 13 222 S FIGUEROA ST (APARTMENTS - 456 UNITS)
- 14 800 W 1ST ST (CONDOMINIUMS - 255 UNITS)
- 15 121 S HOPE ST (CONDOMINIUMS - 140 UNITS)
- 16 880 W 1ST ST (CONDOMINIUMS - 135 UNITS)
- 17 THE PROMENADE TOWERS (APARTMENTS - 512 UNITS)
- 18 255 GRAND TOWER (APARTMENTS - 332 UNITS)
- 19 505 N FIGUEROA ST (APARTMENTS - 296 UNITS, 556 UNITS)
- 20 THE METRO AT CHINATOWN SENIOR LOFTS (123 UNITS)
- 21 MOZAIK AT UNION STATION APARTMENTS (272 UNITS)
- 22 CANVAS L.A. (APARTMENTS - 204 UNITS)
- 23 DAVINCI APARTMENTS (230 UNITS)
- 24 JIA APARTMENTS (APARTMENTS - 280 UNITS)

NEIGHBORHOOD & CIRCULATION MAP



RAMÓN C. CORTINES SCHOOL OF VISUAL AND PERFORMING ARTS

LA PLAZA VILLAGE
BLOCK B - 226 APT UNITS

JIA APTS
280 APT UNITS

CATHAY MANOR
273 APT UNITS

LA PLAZA VILLAGE
BLOCK A - 129 APT UNITS

MOZAIC & UNION STATION APTS
272 APT UNITS

OLVERA STREET
±2 MILLION VISITORS PER YEAR

LA PLAZA DE CULTURA Y ARTES MUSEUM

UNION STATION
±100,000 VISITORS PER DAY



BaoHaus

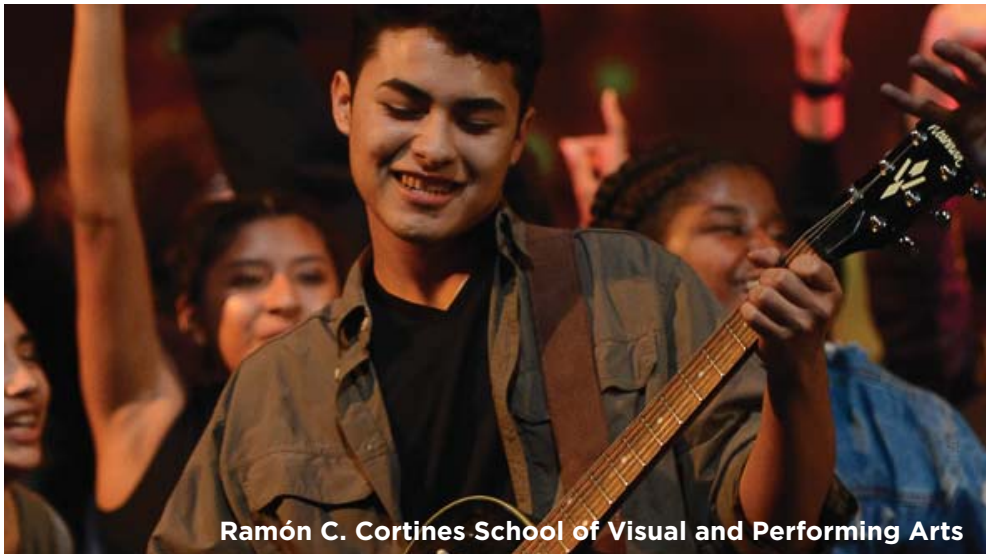
NEIGHBORHOOD

5 MINUTE WALK:

- 4,393 APARTMENT UNITS
- 665 CONDO UNITS
- 900 HOTEL UNITS

5 MINUTE UBER:

- 132,608 RESIDENTS
- 178,093 OFFICE EMPLOYEES



Ramón C. Cortines School of Visual and Performing Arts



Homegirl Cafe - Homeboy Industries

REGIONAL ATTRACTIONS

11 MAJOR CULTURAL CENTERS within a 5 minute drive time

CHEGO, HOTVILLE CHICKEN, HOWLIN RAYS AND BAOHAUS among other restaurants to recently open north of the 101 freeway



LA Plaza is at the intersection of culture, retail, and transit

40 MILLION+ VISITORS within 3 blocks of LA Plaza annually

- 3.7M in Chinatown
- 1.0M in El Pueblo
- 36.5M in Union Station

\$84.50 Average daily spend per person in DTLA

Less than a quarter mile away from the project, the Civic Core is the **LARGEST GOVERNMENT CENTER IN U.S. OUTSIDE OF WASHINGTON, DC** with 13,000 employees and 20,000 visitors.

New 32-acre Los Angeles State Historic Park open in Chinatown





View West to Paseo at Spring Street

THE INTERSECTION OF CULTURE

LA Plaza dates to 1781, when a dozen families located on the nearby banks of the Los Angeles River. At that time, the city center was anchored by an **enormous sycamore tree called El Aliso**. The great tree served as a sacred refuge and a gathering place for the Tongva people and subsequently became a landmark for the new settlers as well.

The legacy of the deep roots and protective branches of El Aliso is depicted in the LA Plaza Village logo is a **reminder of the area's history as a community gathering place and reflection of what is to come**. Vendors and restaurants lining Olvera Street continue to bring a mix of families and visitors to the site. The adjacent Italian American Museum and Chinatown add dimension to this cultural epicenter.

LA Plaza Village will enhance the existing historic fabric of the neighborhood through **integrated, community-serving retail and restaurants that reflect the multi-faceted cultural mix of the neighborhood**. As part of the development of LA Plaza Village, a new sycamore of the same variety as will be planted at the Paseo entrance to the development and a new generation will begin to claim this historic cultural center as its own.

Historic El Aliso Tree
400 Year Landmark & Gathering Place



La Iglesia de Nuestra Señora la Reina de los Ángeles

Founded in 1814. Oldest Church in Los Angeles.

Earliest-known photograph of Los Angeles -
California Historical Society Collection.

*La Iglesia de Nuestra Señora
la Reina de los Ángeles*



View East to El Pueblo on Hill Street



LA Plaza Village is partnered with LA Plaza de Cultura y Artes Museum, a Smithsonian affiliated institution. The mission of LA Plaza de Cultura y Artes is to celebrate and cultivate an appreciation for the enduring and evolving influence of Mexican and Mexican-American culture, with a specific focus upon the unique Mexican-American experience in Los Angeles and Southern California.



LA PLAZA LIFE STYLE

NEIGHBORHOOD CALENDAR

- LOS TRES REYES JANUARY
- CHINESE NEW YEAR FESTIVAL FEBRUARY
- MARDI GRAS FEBRUARY
- LANTERN FESTIVAL MARCH
- LA MARATHON MARCH
- BLESSING OF THE ANIMALS MARCH
- CICLAVIA MARCH/JUNE
- CHINATOWN AFTER DARK APRIL - OCTOBER
- CINCO DE MAYO MAY
- CHINATOWN SUMMER NIGHTS JULY - OCTOBER
- LOS ANGELES CITY BIRTHDAY AUGUST
- MEXICAN INDEPENDANCE DAY SEPTEMBER
- MID-AUTUMN MOON FESTIVAL OCTOBER
- DIA DE LOS MUERTOS NOVEMBER
- LAS POSADAS DECEMBER



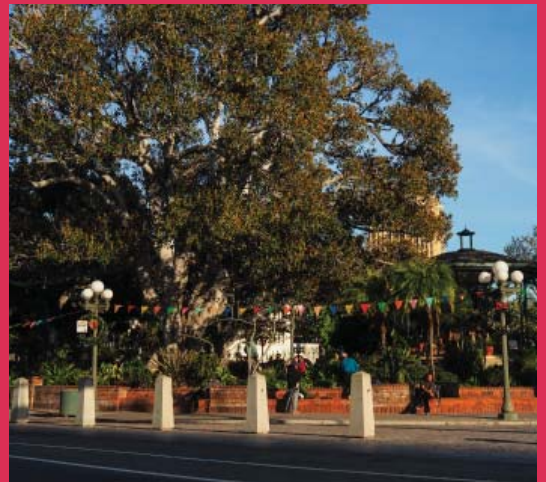
Plaza Firehouse



Chinese American Museum



Historic El Pueblo



Ernesto Yerena



Murals are a mainstay of Latin American public art. To underscore the authentic connection between LA Plaza Village and the heritage of the site, the development **will include incorporate four murals** by artists with ties to the neighborhood. The artists are being selected in conjunction with the project partners, particularly LA Plaza de Cultura y Artes Museum, in order to celebrate the colorful history of public art murals in Los Angeles. **Special events will be coordinated in conjunction with the creation and unveiling of the murals to foster an understanding of the goals of the project and to begin to forge connections with residents and visitors.**

Judithe Hernández





VIGNETTES

WHO IS AT LA PLAZA?

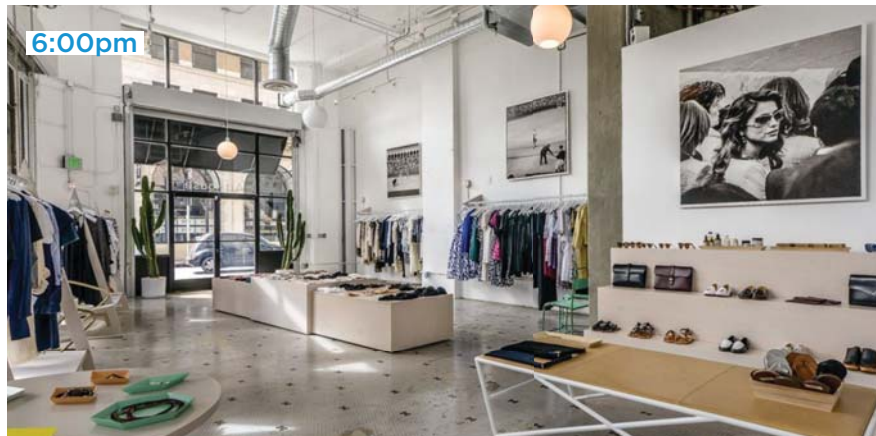
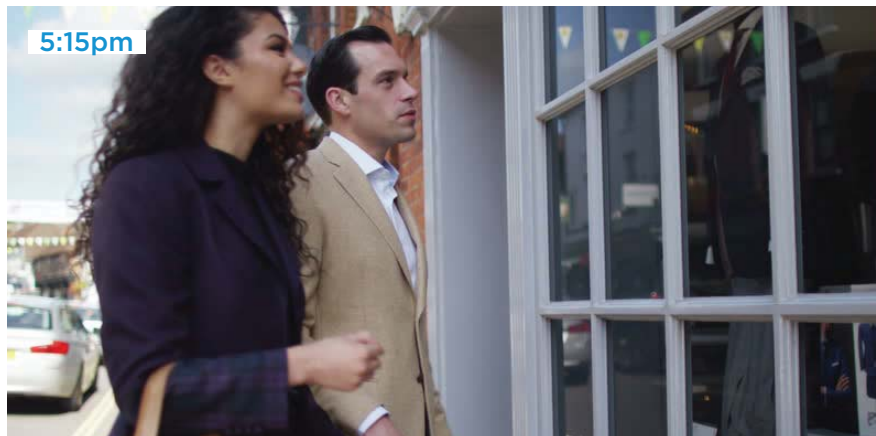
THE VISITOR

- **10:30am** On a Saturday, a family drives into town from Pasadena for Family Day at LA Plaza de Cultura y Artes Museum.
- **12:30pm** After the interactive workshop, they stop to eat at one of LA Plaza Village's family-friendly restaurants and then stroll down the Paseo to watch a street band under the El Aliso Tree.
- **2:30pm** After the break, the family shops for clothes at LA Plaza Village before wondering into Chinatown.
- **4:30pm** The kids pull their parents down to Olvera Street to shop for toys. They stop for a treat at Mr. Churro before stumbling onto the Old Plaza Firehouse museum and heading home.



THE RESIDENT

- **5:15pm** Thursday evening, a **young professional couple meets at LA Plaza Village after work** in their respective offices in the Civic Center and Historic Core.
- **5:30pm** They head to the **rooftop bar and garden at LA Plaza Village and share mojitos made with the mint grown in the herb garden** beside them. Earlier that day, a gardening workshop in this spot taught neighborhood children the basics of edible gardens and healthy cooking.
- **6:00pm** After drinks, the couple **window shops along the Paseo on the way to the new tapas place featured on EaterLA.**
- **8:00pm** On a whim, they walk down to the Old Plaza to sit and listen to a pan flute busker before **heading back to their home at LA Plaza Village.**



THE COMMUTER

- **6:15am** Bright and early, a **County worker** drives in from **Eagle Rock** and parks at **LA Plaza** just in time for her favorite **spin class**.
- **8:30am** She picks up her usual **latte** at the café on her way to work at the courthouse.
- **12:15pm** At lunch, she walks back to her car to drop off clothes at the dry cleaners. She stops for a **quick bite on her way back to work**.
- **5:30pm** After work, she meets friends for **happy hour and dinner** before heading home.



PROJECT DESCRIPTION

As of 2016, there were **63,000 residents** in downtown Los Angeles. LA Plaza Village will bring well over **500 more** residents through the 355 live/work lofts and studio, one-, two-, and three-bedroom apartments. On site amenities will include multiple roof decks, fitness center, swimming pool, dog wash and park, DIY station, bike kitchen, and both destination and community-serving retail.



PROJECT PARTNERS

LA Plaza Village is a partnership between the Trammell Crow Company/High Street Residential, Cesar Chavez Foundation, and Principal Real Estate Investors

TRAMMELL CROW COMPANY / HIGH STREET RESIDENTIAL

Trammell Crow Company (TCC), founded in 1948, is one of the nation's leading developers and investors in commercial real estate. The Company has developed or acquired more than 2,600 buildings valued at more than \$60 billion and over 565 million square feet. As of September 30, 2016, TCC had \$7.1 billion of projects in process and \$3.7 billion in its pipeline.

Trammell Crow Company's teams are dedicated to building value for its clients with professionals in 16 major cities throughout the United States. The company serves users of and investors in office, industrial, retail, healthcare, multi-family residential, through its operating subsidiary High Street Residential and mixed use projects. For those who occupy real estate, TCC can execute the development or acquisition of facilities tailored to meet its clients' needs. For investor clients, the company specializes in joint venture speculative development, acquisition/re-development ventures, build-to-suit development or providing incentive-based fee development services.

CESAR CHAVEZ FOUNDATION

The Cesar Chavez Foundation carries on the legacy of the revered labor advocate and civil rights activist Cesar Chavez, who will forever be remembered for his inspirational saying 'Si, se puede' or 'Yes, we can'. The mission of the Foundation is to 'to enrich and improve the lives of farm worker and Latino families outside the work place by meeting their essential human, cultural, and community needs.' CCF is a leader in affordable real estate development with over 35 projects and 5,000 units in California, Texas, Arizona and New Mexico. CCF is a service-focused provider in the community with programs to support their affordable housing, education outreach, and cultural programming through their radio station, Radio Campesina.

PRINCIPAL REAL ESTATE INVESTORS

Principal Real Estate Investors manages or sub-advises \$69.9 billion in commercial real estate assets*. The firm's real estate capabilities include both public and private equity and debt investment alternatives. Principal Real Estate Investors is the dedicated real estate group of Principal Global Investors, a diversified asset management organization and a member of the Principal Financial Group*.

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LA·PLAZA
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