

THE ALAMEDA LIVE

1530 S. ALAMEDA STREET
LOS ANGELES, CA 90021



Armando Aguirre
Founder | Corporate Broker
License No. 01245842
213.926.5595
armando.aguirre@legendarycre.com



Sheretta Morris
Leasing Specialist
License No. 01739452
213.842.2670
sheretta.morris@legendarycre.com

Legendary Commercial | 1725 Camino Palmero Ste. 430, Los Angeles, CA 90046 | www.LegendaryCRE.com

The information contained herein was derived from sources deemed reliable. Though we do not doubt its accuracy, we do not guarantee it.

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021

RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



Project includes outdoor lighting for parking area, outdoor dining space, and eight 1,000 gallon grease traps for restaurants.

PROPERTY HIGHLIGHTS

- New ±27,571 Downtown Retail & Restaurants Project on 62,486 Sq. Ft. Lot
- Available Stores From ±690 Sq. Ft. to ±8,055 Sq. Ft.
- Rental Rate: \$3.50 - \$4.50 PSF Mo. ±.65¢ PSF Mo. NNN Charges
- Located just south of the Santa Monica (110) Freeway & Alameda Street with Freeway on and off ramps to Alameda Street from the 10 Freeway
- Alameda Street serves as one of the main arterial feeders to the Commerce and Vernon Industrial areas to the South and the Downtown Los Angeles Arts, Fashion, Produce, Flower & Toy Districts to the North
- Signalized Intersection, Left Turn Lane From Alameda
- High Volume \ Underserved Retail Location
- Tremendous Traffic Counts:
 - Alameda Street: ±51,153 CPD
 - Santa Monica (10) Freeway: ±281,000 CPD

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021

RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



THE ALAMEDA LIVE CENTER

The Alameda Live Center is a new ±27,571 sq. ft. Retail Shopping Center that will cater to the abundance of new young urban apartment dwellers that are now living in the many newly developed apartment projects in and around the Arts, Produce, Fashion and Toy Districts just north of this new Center as well as the area workers and the ±51,153 cars per day of daily traffic that drives to and from work past this center daily.

This Center is targeting hip, forward thinking life style restaurants, coffee roasters, microbrewers, Sports Bars and local retailers who already cater to this clientele. The Center already has 8-1,000 gallon in ground grease traps for restaurants looking to located here and plenty of power as well as an outdoor patio area for outdoor dining. This center will become a convenient, stylish place for lunch, dinner, daily necessities, or a cold beer after work and a place to watch the game.

JOIN EXISTING TENANTS:

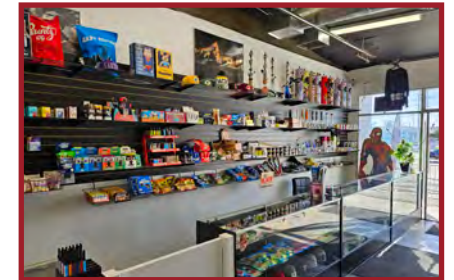
● JUNGLE BOYS CANNIBIS & CLOTHING



● MAKE UP ARTIST



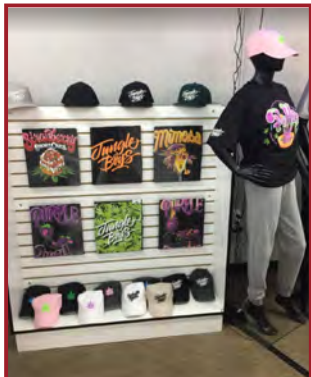
● PRESSURE EXOTIC



● PERSONAL TRAINER



SMOKESHOP



THE ALAMEDA LIVE CENTER

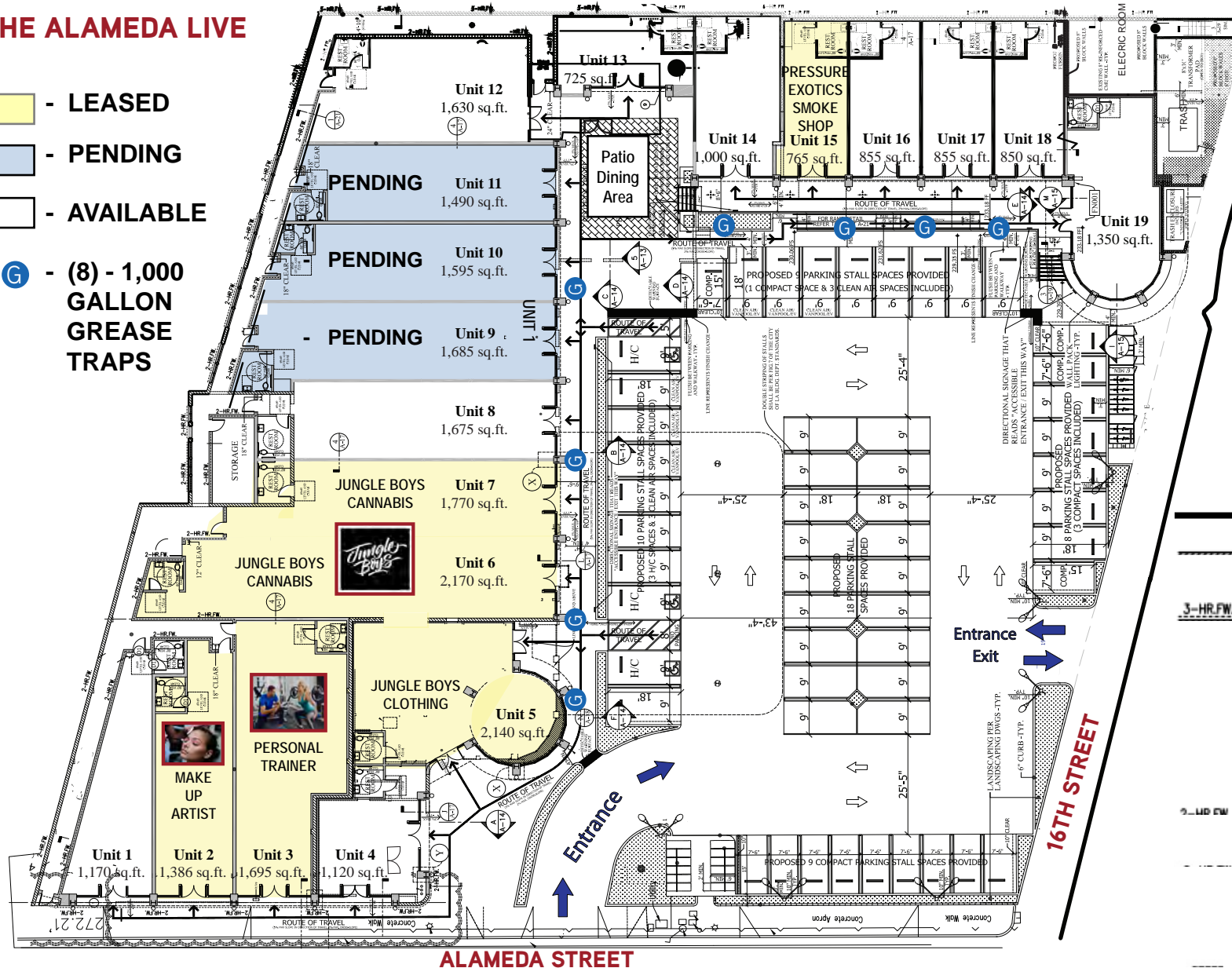
1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021

RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



THE ALAMEDA LIVE

- LEASED
- PENDING
- AVAILABLE
- (8) - 1,000 GALLON GREASE TRAPS



POTENTIAL COMBINATIONS

1. UNIT 1 - 1,170 SF
2. UNIT 2 - Make Up Artist
3. UNIT 3 - Personal Trainer
4. UNIT 4 - 1,120 SF
5. UNIT 5 - Jungle Boys Cannabis
6. UNIT 6 - Jungle Boys Cannabis
7. UNIT 7 - Jungle Boys Clothing
8. UNIT 8 - 1,675 SF
9. UNIT 9 - 1,685 SF
10. UNIT 10 - 1,595 SF
11. UNIT 11 - 1,490 SF
12. UNIT 12 - 1,630 SF
13. UNIT 13 - 725 SF
14. UNIT 14 - 1,000 SF
15. UNIT 15 - 765 SF - Pressure Exotic Smoke
16. UNIT 16 - 855 SF
17. UNIT 17 - 855 SF
18. UNIT 18 - 850 SF
19. UNIT 19 - 1,350 SF

LEGEND

- E XISTINGR E-INFORCED BRICKW ALLS (2-HOUR FIRE RATED)
- E XISTINGR E-INFORCED BRICKW ALLS (3-HOUR FIRE RATED)
- E XISTINGR E-INFORCED CMUW ALLS (2-HOUR FIRE RATED)
- E XISTINGW ALLS TO BE REMOVED
- P ROPOSED WALLS
- P ROPOSED EXTERIOR 2-HOUR FIRE RATED WALL
- P ROPOSED INTERIOR 2-HOUR FIRE RATED WALL
- P ROPOSED BLOCKW ALLS
- P ROPOSED BLOCKW ALLS

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021

RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



LANDMARK LOCATION



ALAMEDA STREET END CAP

SIGNATURE PROJECT



ANCHOR & IN-LINE STORES \ RESTAURANTS



IN-LINE STORE FRONTS & PARKING AREA



RESTAURANTS, RETAIL, OFFICE, & MEDICAL

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021

RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



North on Alameda Street to Arts Districts, Fashion District, Produce District, Flower District & Toy District

TRAFFIC COUNTS:

CROSS STREET	TRAFFIC VOLUME	YEAR	DISTANCE
E 15th St S Alameda St	8,933 CPD	adj to 2023	0.09 mi
S Alameda St E 15th St	42,220 CPD	adj to 2023	0.11 mi
Total	51,153 CPD		
I-10 Freeway	281,000 CPD		

South on Alameda Street to Vernon & Commerce Industrial Districts

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021

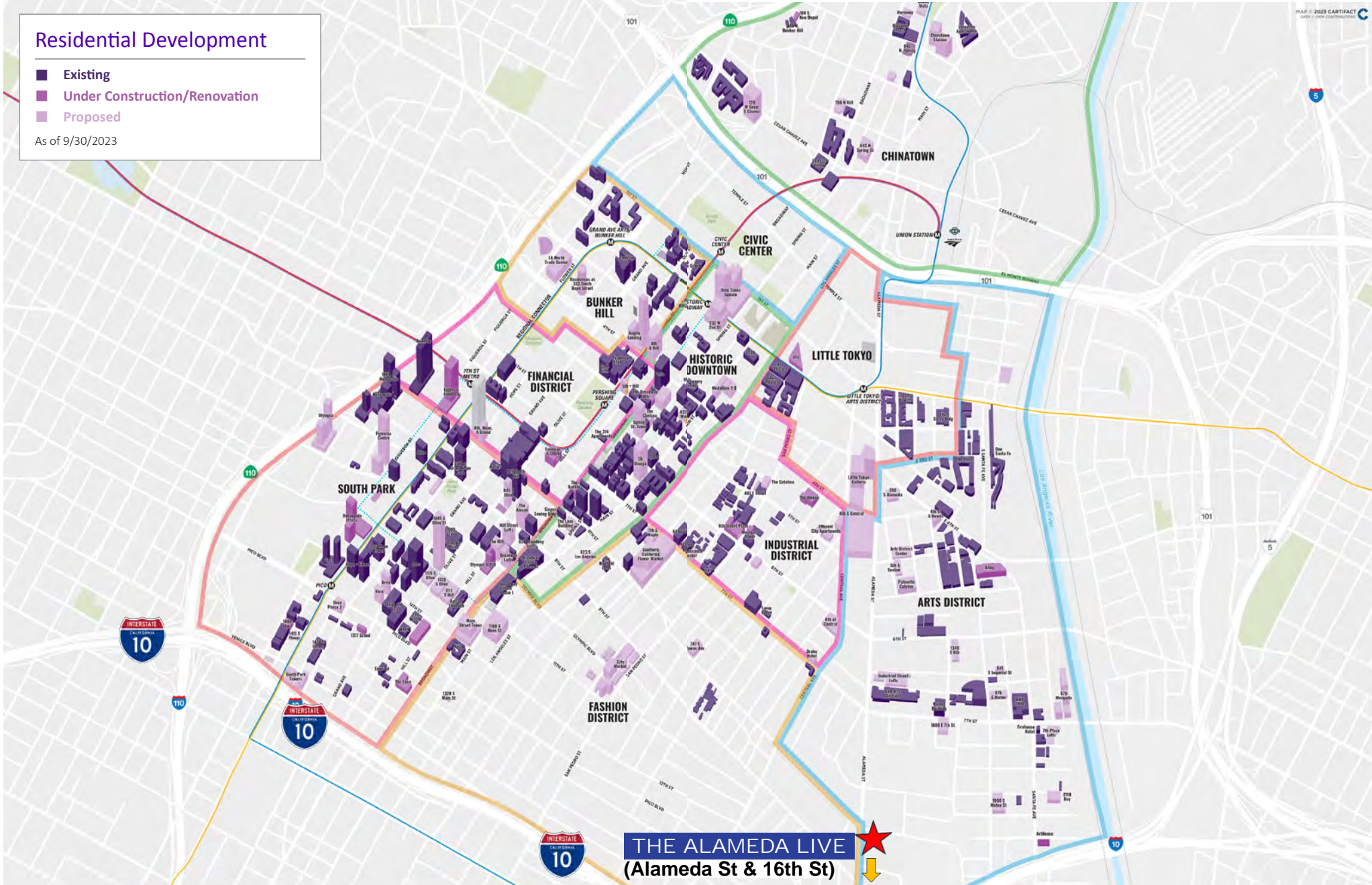
RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



Residential Development

- Existing
- Under Construction/Renovation
- Proposed

As of 9/30/2023



THE ALAMEDA LIVE
(Alameda St & 16th St)

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021



RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



THE 'CITY' OF LOS ANGELES - DISTRICTS

Representing just 1.4% of the total land area of the City of Los Angeles, DTLA plays an outsized role in the city's economy. It does this with a combination of density and diversity, creating a central meeting point for all Angelenos. While it has long served as the city's principal commercial business district, the renaissance of the past 25 years has added a vibrant residential community, a global center for arts & culture, and a retail sector that continues to add to an already impressive roster of businesses.

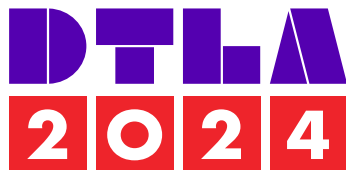


THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021



23 DOWNTOWN LOS ANGELES NEW ARTS DISTRICT AREA DEVELOPMENTS



Downtown Los Angeles is the primary hub of commercial activity for Los Angeles. It is the most significant job center in the region, a diverse collection of thriving urban neighborhoods, and a popular destination with national and global recognition.

A PLACE TO WORK

288,000+ JOBS

\$95,000
Average Household Income



61%
30 - 54 Years Old

57% Postsecondary Education

65%
Currently work 3-5 days in DTLA



79%
Expect to be in the office at least half the time

A PLACE TO VISIT, SHOP, & DINE

17+ million VISITORS
per year



\$4.5+ billion
retail sales per year

745

Retail+F&B Businesses per Square Mile



171

Food/Beverage Businesses per Square Mile

93

Walkscore



A PLACE TO LIVE

90,000+ RESIDENTS

\$93,000
Average Household Income



26% All new residential in the City of LA since 2010



24% Less Income Spent on Housing + Transportation than LA Average

61%
25 - 54 Years Old



67%
Postsecondary Education

41% Population Growth 2010 - 2022

90%
Residential Occupancy



46%
Walk/Bike/Transit or Work from Home

DowntownLA.com/DTLA2024



THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021



23 DOWNTOWN LOS ANGELES NEW ARTS DISTRICT AREA DEVELOPMENTS

DTLA RESIDENTIAL

DTLA BY THE NUMBERS

MARKET OVERVIEW

47,000

RESIDENTIAL UNITS



38,000

EXISTING INVENTORY

MARKET RATE
RENTALS &
CONDOS

24%

ADAPTIVE
REUSE



43%

MID RISE

33%

HIGH RISE

27,000

UNITS IN THE PIPELINE



DTLA RESIDENTS

88,000

CURRENT
RESIDENTS



37% RESIDENTIAL GROWTH FROM 2010 TO 2022

62% OF RESIDENTS BETWEEN THE AGES OF 25 TO 49

\$85K AVERAGE HOUSEHOLD INCOME

44% WALK/BIKE/TRANSIT OR WORK FROM HOME

FUTURE RESIDENTIAL CAPACITY

DTLA 2040 COMMUNITY PLAN:



100,000+ RESIDENTIAL UNITS

175,000+ NEW RESIDENTS

82%

INCREASE IN BY-RIGHT
RESIDENTIAL ZONING

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021



23 DOWNTOWN LOS ANGELES NEW ARTS DISTRICT AREA DEVELOPMENTS

DTLA RESIDENTIAL

ARTS DISTRICT

Situated on the eastside of DTLA, adjacent to the LA River and railyards, the Arts District is famously home to galleries and cultural spaces, live/work lofts, and unique restaurants and retail in converted warehouses and former factories. It's also become a haven of innovative space for technology, media, and other creative companies. The neighborhood's buzz can be felt day and night and has made it one of the hottest real estate markets in the country.

EXISTING INVENTORY

2,280
MARKET

719
CONDO

341
AFFORDABLE

PIPELINE

4,431

First residential high-rise in the neighborhood is currently under construction.



Two Bit Circus



Row DTLA - 1521 Apts



Bike Shed Moto Co - 30,000 Sq. Ft. L.A. Venue



One Santa Fe - 438 Apts



Future Development: 4th & Central - 1500 Apts Planned

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021



23 DOWNTOWN LOS ANGELES NEW ARTS DISTRICT AREA DEVELOPMENTS

DTLA RESIDENTIAL

FASHION DISTRICT

Once known exclusively as Downtown's wholesale quarter, the Fashion District now counts more than 1,000 retail stores in its 100 blocks, selling everything from fabrics to flowers, and of course, fashion. Crowds come to peruse the deals at Santee Alley or take advantage of frequent "Sample Sale" events. It is home to an increasing number of residents and will be one of the fastest growing neighborhoods in DTLA.

EXISTING INVENTORY

1,419
MARKET

192
CONDO

0
AFFORDABLE

PIPELINE

2,465

Current pipeline is 150% of existing inventory.



Santee Alley



City Market South



Santee Village - 381 Units



Planned City Market Project -1,000 Units Planned

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021



RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



Demographic and Income Comparison Profile

1530 S Alameda St, Los Angeles, California, 90021
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 34.02218
Longitude: -118.23937

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Census 2010 Summary			
Population	14,743	362,059	876,770
Households	3,474	102,456	252,153
Families	2,627	63,148	181,551
Average Household Size	4.16	3.27	3.44
Owner Occupied Housing Units	813	17,941	63,164
Renter Occupied Housing Units	2,661	84,515	188,989
Median Age	27.9	29.1	30.6
2019 Summary			
Population	15,995	395,932	913,766
Households	3,829	116,800	261,456
Families	2,820	68,438	188,287
Average Household Size	4.10	3.16	3.46
Owner Occupied Housing Units	850	18,898	61,260
Renter Occupied Housing Units	2,979	97,903	200,195
Median Age	29.1	30.4	31.7
Median Household Income	\$35,505	\$33,330	\$39,522
Average Household Income	\$47,970	\$53,974	\$54,623
2024 Summary			
Population	16,738	417,150	933,703
Households	4,100	126,824	266,785
Families	2,926	72,163	192,152
Average Household Size	4.01	3.07	3.47
Owner Occupied Housing Units	891	20,417	63,339
Renter Occupied Housing Units	3,209	106,407	203,446
Median Age	31.2	32.2	33.3
Median Household Income	\$40,127	\$41,016	\$46,038
Average Household Income	\$57,824	\$66,804	\$64,780
Trends: 2019-2024 Annual Rate			
Population	0.91%	1.05%	0.43%
Households	1.38%	1.66%	0.40%
Families	0.74%	1.07%	0.41%
Owner Households	0.95%	1.56%	0.67%
Median Household Income	2.48%	4.24%	3.10%

THE ALAMEDA LIVE CENTER

1530 S. ALAMEDA STREET, LOS ANGELES, CA 90021



RETAIL STORES & RESTAURANTS AVAILABLE FOR LEASE



Demographic and Income Comparison Profile

1530 S Alameda St, Los Angeles, California, 90021
Ring Bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 34.02218
Longitude: -118.23937

2019 Households by Income	0 - 1 mile		1 - 3 mile		3 - 5 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	824	21.5%	30,374	26.0%	42,997	16.4%
\$15,000 - \$24,999	555	14.5%	17,334	14.8%	39,131	15.0%
\$25,000 - \$34,999	503	13.1%	12,337	10.6%	32,642	12.5%
\$35,000 - \$49,999	658	17.2%	15,109	12.9%	42,082	16.1%
\$50,000 - \$74,999	674	17.6%	15,829	13.6%	45,702	17.5%
\$75,000 - \$99,999	209	5.5%	9,233	7.9%	25,411	9.7%
\$100,000 - \$149,999	274	7.2%	9,638	8.3%	22,157	8.5%
\$150,000 - \$199,999	88	2.3%	3,475	3.0%	6,491	2.5%
\$200,000+	43	1.1%	3,470	3.0%	4,843	1.9%
Median Household Income	\$35,505		\$33,330		\$39,522	
Average Household Income	\$47,970		\$53,974		\$54,623	
Per Capita Income	\$11,989		\$16,173		\$15,653	

2024 Households by Income	0 - 1 mile		1 - 3 mile		3 - 5 mile	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	783	19.1%	27,983	22.1%	37,131	13.9%
\$15,000 - \$24,999	501	12.2%	15,882	12.5%	33,667	12.6%
\$25,000 - \$34,999	483	11.8%	12,084	9.5%	30,145	11.3%
\$35,000 - \$49,999	667	16.3%	15,688	12.4%	40,916	15.3%
\$50,000 - \$74,999	764	18.6%	18,236	14.4%	48,725	18.3%
\$75,000 - \$99,999	296	7.2%	12,484	9.8%	30,033	11.3%
\$100,000 - \$149,999	388	9.5%	13,346	10.5%	29,331	11.0%
\$150,000 - \$199,999	137	3.3%	5,295	4.2%	9,701	3.6%
\$200,000+	80	2.0%	5,826	4.6%	7,136	2.7%
Median Household Income	\$40,127		\$41,016		\$46,038	
Average Household Income	\$57,824		\$66,804		\$64,780	
Per Capita Income	\$14,872		\$20,520		\$18,535	