Importing Investment and Intellect THE NEW PARADIGM

































COMING IN 2017 WILSHIRE GRAND

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BROUGHT TO YOU' IN

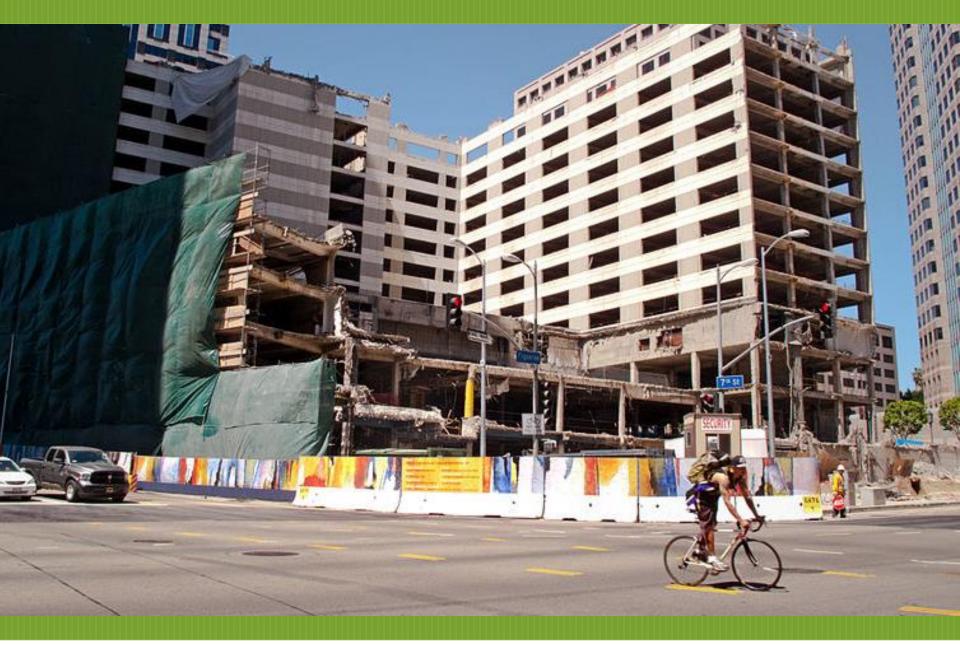
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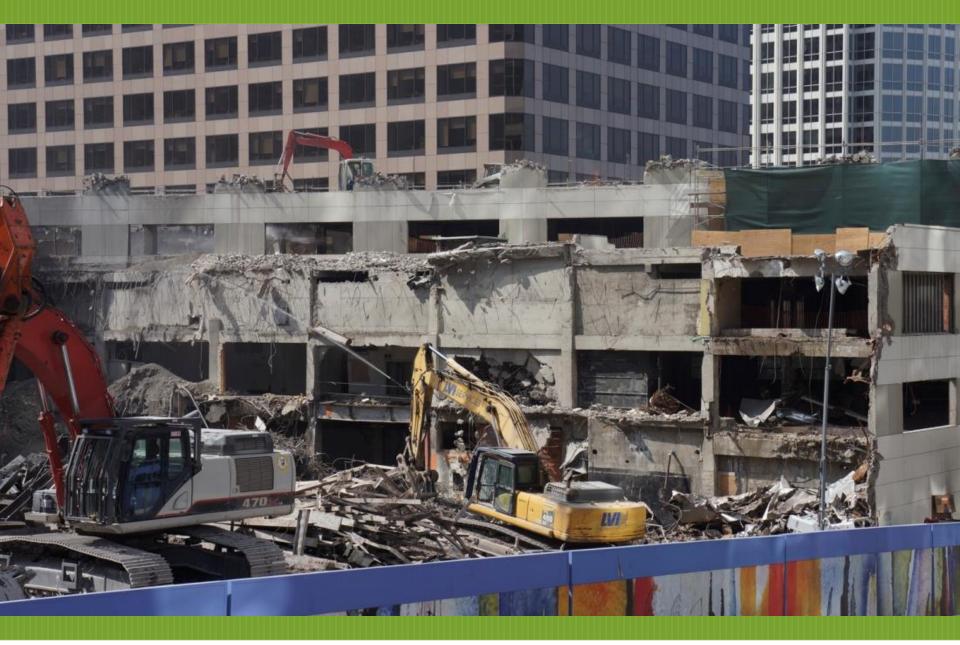








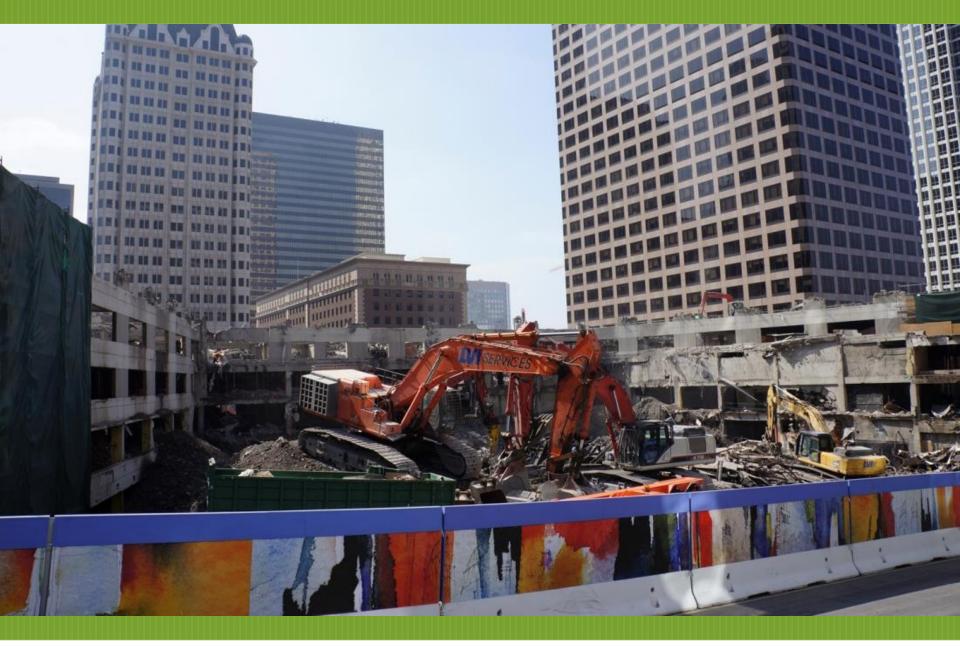




















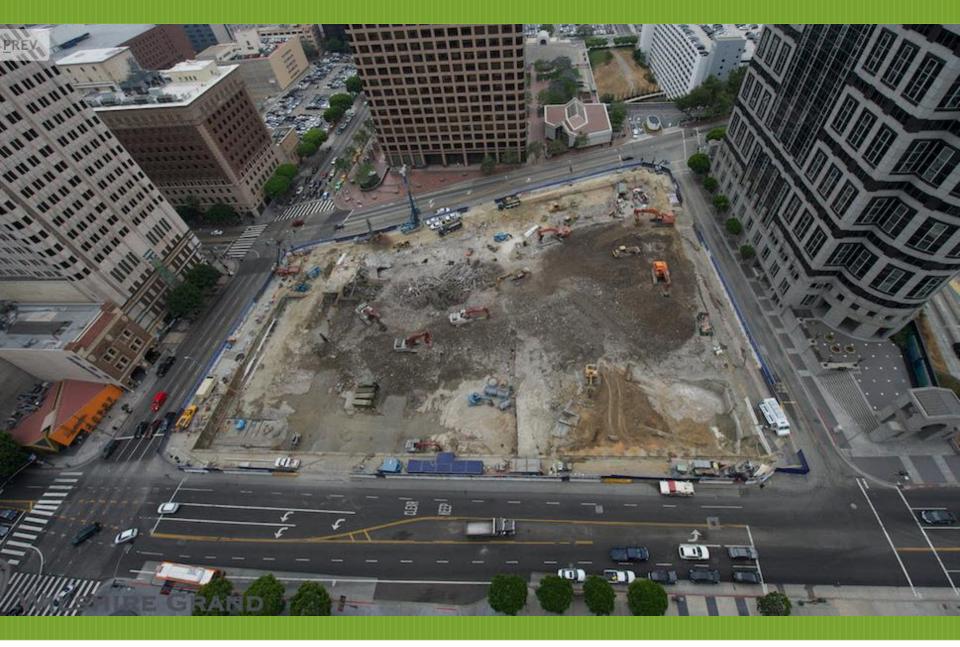
















Revenue Generators

- 1. 900 Room, 4 Star Hotel
- 2. 360,000 square feet of office space
- 3. 7-level convention hotel base
- 4. Retail at the base, dining and entertainment at the top





Revenue Generator – Signage District







DESIGNINFLUENCES





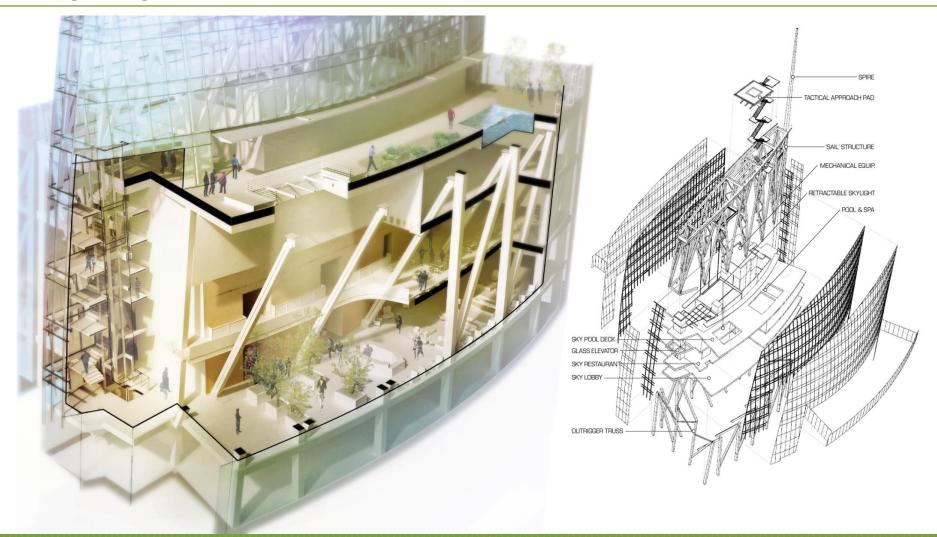








The building incorporates efficiencies; a large multi-use project defined by modularity, repetition and flexibility to change over time. This relates to the initial and long-term uses, ease of maintenance and lower annual operating costs, resulting in a long-term value for return on investment.



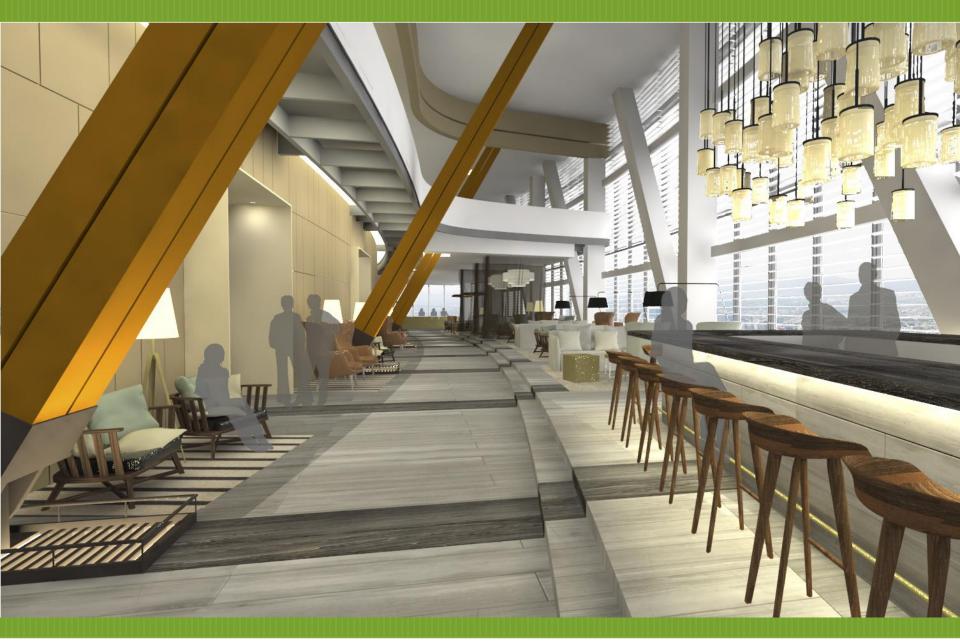














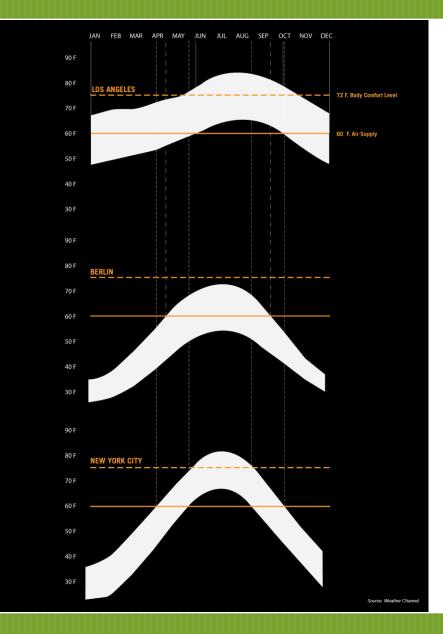


828 ft. (252m) – Plaza to Sky Pool; 928 ft. (285m) – Plaza to Top of Crown; 1,100 ft. (335m) – Plaza to Top of Spire; 400,000 SF of office space; 900 hotel rooms; 38 elevators; 16 escalators; 2.1M SF of total project area.



UII Urban Land Institute



























THE NEW CENTER OF DOWNTOWN

BUNKER HILL

WILSHIRE GRAND

SOUTH PARK

FINANCIAL CORE

HISTORIC Downtown

#ULIFall13

JEWELRY DISTRICT

FASHION DISTRICT





Situated at the intersection of the Financial District and the Sports and Entertainment Zone, it also sits on the newly emerging Figueroa corridor directly across from the 7th Street/Metro Center Station, setting the benchmark for transit oriented development and sustainability.









The building takes advantage of its location in the city where its address continues to unfold as the center of activity and as a lively urban center. The landscaping and open, friendly urban spaces connect to rather than stand away from the urban fabric.





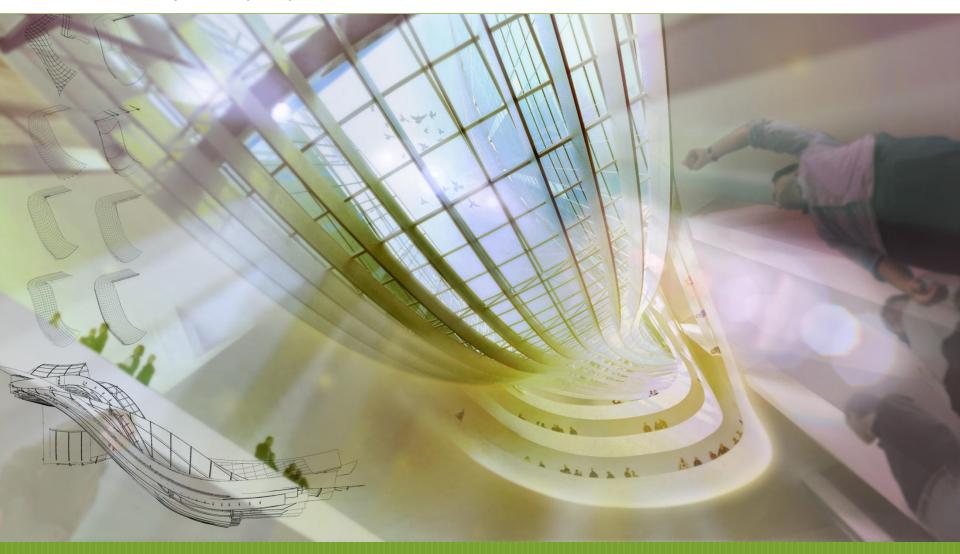








The projects amenities consist of unparalleled access to light and air for all office tenants, hotel guests and residents; a dramatic and lively urban open space; and indoor and outdoor cafés, restaurants and bars.

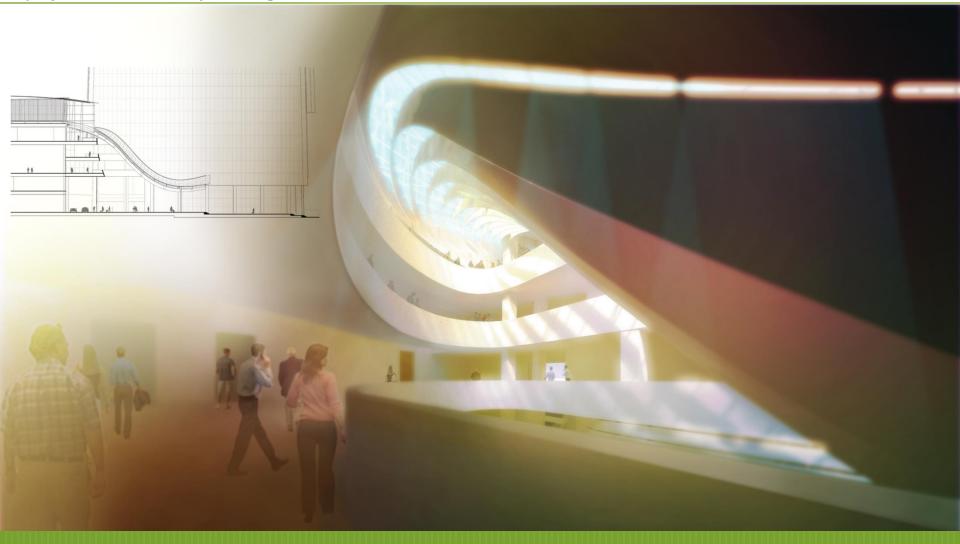








The projects goals call for an efficient complex that creates a welcoming, public open space; one that is highly sustainable by being tuned to the Southern California climate. These goals inform an inspired design that results in a project that is iconically Los Angeles.





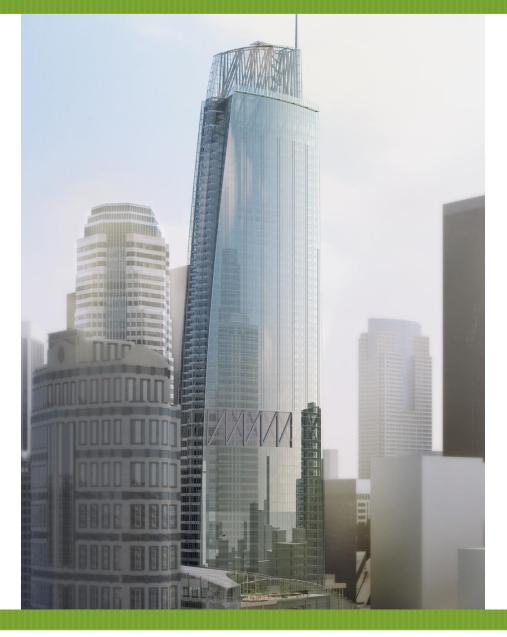


Numerous hospitality experiences that relate to Los Angeles as a destination are explored. These include: a gracious and auto-centric porte-cochere, recreational space that relates to the outdoors, and landscape environments and public spaces that are at-home with the city's casual lifestyle













OFFICE MARKET







OFFICE PLAZA

- •Approximately 360,000 RSF on 18 floors (12 to 30th)
- •Separate office lobby entrances
- High-speed, double cab elevators
- Dramatic 14' floor to ceiling glass exterior wall
- •Easy freeway and public transportation access
- •Efficient and flexible systems
- •LEED certified sustainable space

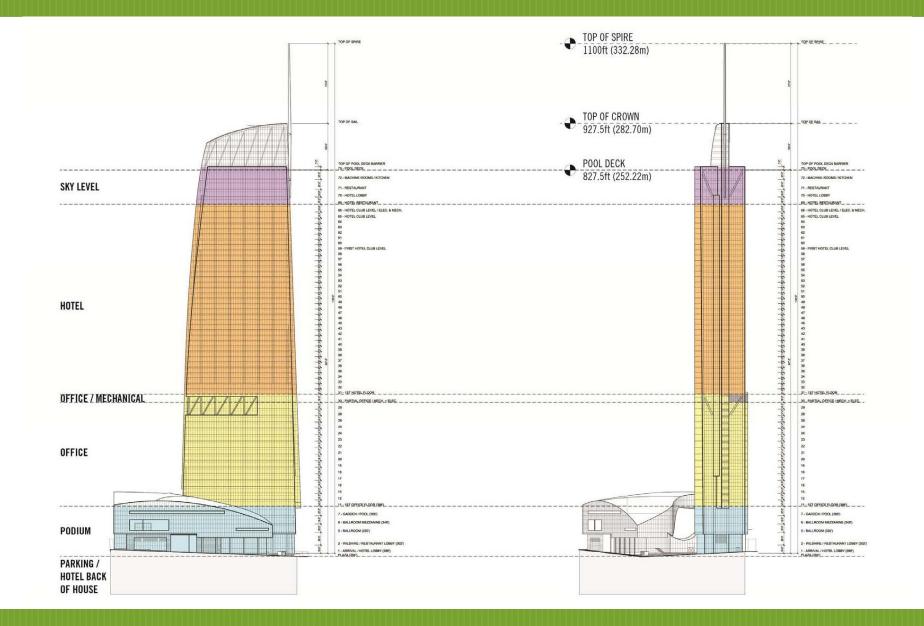












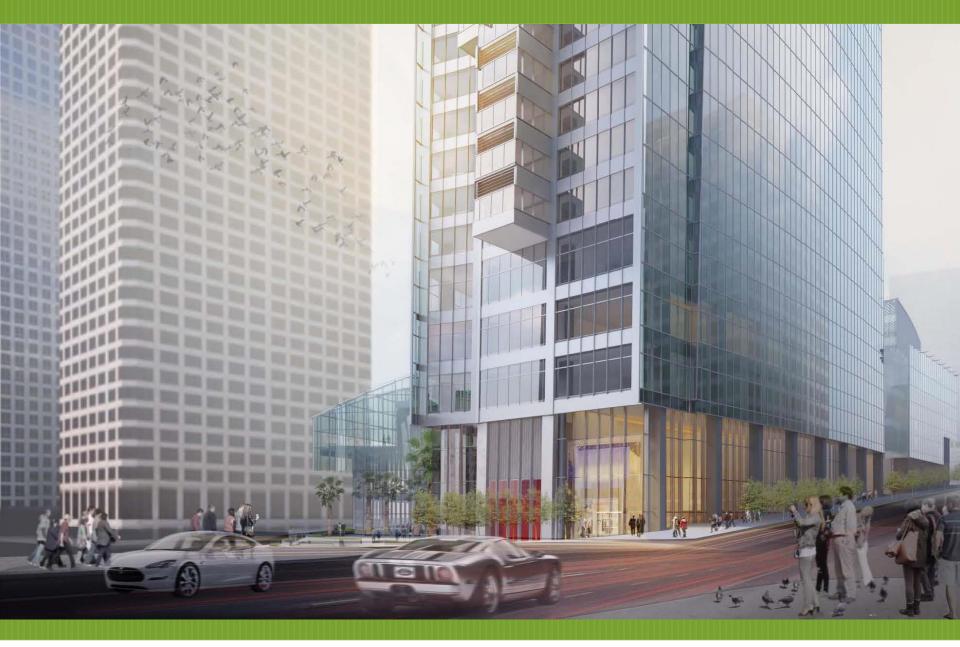






















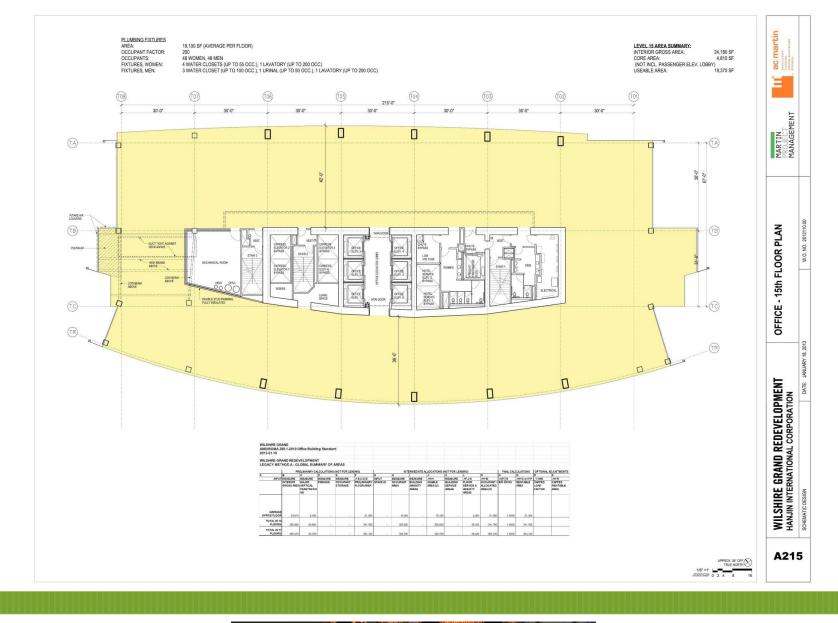




















FULL HEIGHT GLASS – FLOOR TO CEILING OFFICE FLOORS WITH EXPOSED CEILING











HOSPITALITY MARKET







L.A. Convention Center

- Under performing due to lack of available hotel rooms in downtown area
- Severely limited hotel rooms within walking distance to the Convention Center
- Downtown L.A. badly needs more hotel rooms to support the city wide conventions and to compete with nearby cities such as Anaheim and San Diego





Critical Components

- In order to lure more convention business to the city, it needs to contain other activities:
 - Restaurants and Bars
 - Shops
 - Cultural Attractions
 - Entertainment
- Fortunately all of the above have been established during the last 10 years





PROPERTY	# ROOMS	YEAR OPENED/ESTIMATED OPENING DATE	LOCATION	NOTES	DISTANCE FROM LACC (miles)
			EXISTING PRO	PERTIES	
Ritz-Carlton L.A. Live	123	2010	900 W. Olympic Blvd.		0.433
JW Marriott L.A. Live	878	2010	900 W. Olympic Blvd.		0.433
Millennium Biltmore	683	1923	506 S. Grand Ave.		1.117
Westin Bonaventure	1,354	1976	404 S. Figueroa St.	\$40 million renovation in October 2011	1.169
Hilton Checkers	188	1927/1989	535 S. Grand Ave.	Last renovated in 2009	1.069
Double Tree Hotel	434	1976	120 S. Los Angeles St.	Formerly Kyoto Grand Hotel; switched brands in July 2012	1.672
The L.A. Hotel Downtown	469	1983	222 S. Figueroa St.	Formerly Marriott until August 2012; undergoing \$20 million renovation and will be rebranded as Hyatt Regency	1.42
Sheraton Downtown	485	1973	711 S. Hope St.	\$12 Million renovation in 2010; Macy's Plaza aquired by Ratkovich (June 2013); plans include \$160 million renovation to the existing structure during which the Sheraton will be completely renovated; Expected to begin in 1Q2014 and is anticipated to be complete by 3Q2015	0.843
Omni Hotel	453	1992	351 S. Olive St.	Multimillion renovation in March of 2011	1.34
Standard Hotel	207	2002	550 S. Flower St.		1.012
Hotel Luxe City Center	180	1965	1020 S. Figueroa St.	Formerly Holiday Inn until 2011	0.432
TOTAL	5,454				
			UNDER CONST		
Courtyard	174	August 2014	L.A. Live	Ground breaking began June 2012	0.45
Residence Inn	218	August 2014	L.A. Live	Both hotels to be located within one 23-story building	0.45
Ace Hotel	183	December 2013	935 S. Broadway	Old United Airlines Theatre; Greenfield Partners	0.713
Wilshire Grand Redevelopment	900	2017	930 Wilshire Blvd. (Wilshire & Fig)	Closed in 12/2011; Owned by Korean Air; going through \$1 billion redevelopment to make it into a 70-story building	0.907
TOTAL	1,475				
	0.47		PROPOS		4.050 NE
Hotel Clark	347 183		426 S. Hill St. (4th & Hill)	Owned by Chetrit/Managed by King & Grove	1.256 NE 0.69 NE
Embassy Hotel	183		855 S. Grand Ave.	Owned by Chetrit/Managed by King & Grove; going through entitlements	0.69 NE
X-Ten Architecture			1130 S. Hope St. (Hope between 11th & 12th)	Luxury boutique hotel; developers currently seeing approval from Planning Department	
Homewood Suites & Hampton Inn			1500 S. Figueroa St.	Tarsadia Hotels Group/T2 Development - Preliminary/No Entitlements	0.081 S
Metropolis Hotel (IDS Realty)	840		8th/9th/Francisco St./I-110	240-room boutique hotel & 600-room convention; No Entitlements	0.739 N
Renaissance Hotel	450		NE Quadrant of Olympic Blvd. and Georgia St.	Final Deal has not yet been signed; March 2013 press release classified the project as a 200 million hotel that would break ground 1Q2014 and open two years later	
Convention Center Hotel			621 W. Pico Blvd./1256 & 1258 Figueroa St. (12th and Fig)	City released RFP for three plots of city-owned land	0.117 NE
Grand Avenue Project				Developer related Cos.; Hotel constructed as part of one of the phases	
City Market Proposed Hotel	210		1057 S. San Pedro St.	Part of mixed-use development consisting of college, office, commercial, and residential space	1.002 SE
TOTAL	2,405				
	10 - 10 Mar		PROPOSED (CON	IFIDENTIAL)	
Shammas	200		Flower between 11th & Olympic		0.45
Rising Realty Partners	220	January 2016	611 W. 6th St. (6th & Grand)	Upscale boutique hotel	1.01
Radisson Blu	335		5th/Hill/Olive (Variety Arts Building)	To be developed along with OFO	
PNK I Group (Cambria Suites)			419 S. Spring St. (Spring between 4th & 5th)	To be developed along with 250 condominiums; tentative	1.313
TOTAL	775				
OVERALL TOTAL	10,089				





Total Available Rooms

- Downtown
 Los Angeles
 - 5,454 Rooms

- Anaheim
 - >15,000 rooms





Occupancy Rates

YEAR END 2012

DOWNTOWN LOS ANGELES												
ADR			C	Occupancy Percent			REVPAR					
2012	2011	Var	2012	2011	Var	2012	2011	Var				
\$170.95	\$160.58	6.50%	74.21%	68.23%	8.80%	\$126.86	\$109.56	15.80%				
YTD AUG 2013												
ADR			C	Occupancy Percent			REVPAR					
2012	2011	Var	2012	2011	Var	2012	2011	Var				
\$181.61	\$172.47	5.30%	76.91%	75.91%	1.30%	\$139.68	\$130.91	6.70%				





Newest Hotels (2010)

- JW Marriott
 - YTD ADR &
 Occupancy
 - \$225
 - 85%

- Ritz Carlton
 - YTD ADR &
 Occupancy

- \$428
- 70%





Location, Location, Location







Highlights of New Hotel

- 900 Rooms
- Hotel Starts from 31st Floor
- Check in Lobby Located on the 70th Floor
- Min.400 Square feet with Floor to Ceiling Windows
- King or Double Queen Size Beds
- Over 70,000 Square Feet of Meeting Space
- Spa & Fitness Center
- 3 Restaurants
- Roof Deck Bar and Event Space for up to 200 Pax

New Hotel

- Additional 900 Rooms to the Market
- Hope to Assist Los Angeles Tourism & Convention Board in attracting higher end convention business
- Higher tax revenue to the City
- Increased job creation: From about 400 to 600 staffs









