

DTLA DEVELOPMENT SITE

LOCATED ON THE BORDER OF SOUTH PARK & FASHION DISTRICT



8,120± SF of Buildings on 9,170± SF of Land
106 E 12th Street, Los Angeles, CA 90015

106 E 12TH STREET, LOS ANGELES, CA 90015
ASKING PRICE: \$5,500,000 (\$599.78 PER SF LAND)



9,170
LAND SF

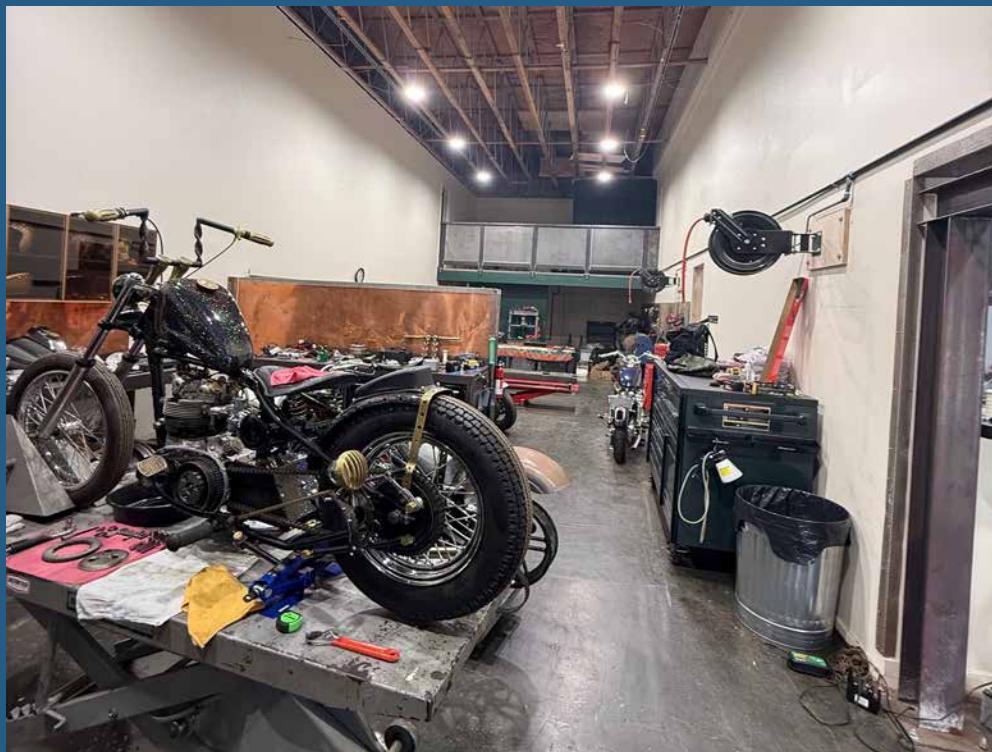
8,120
BUILDING SF

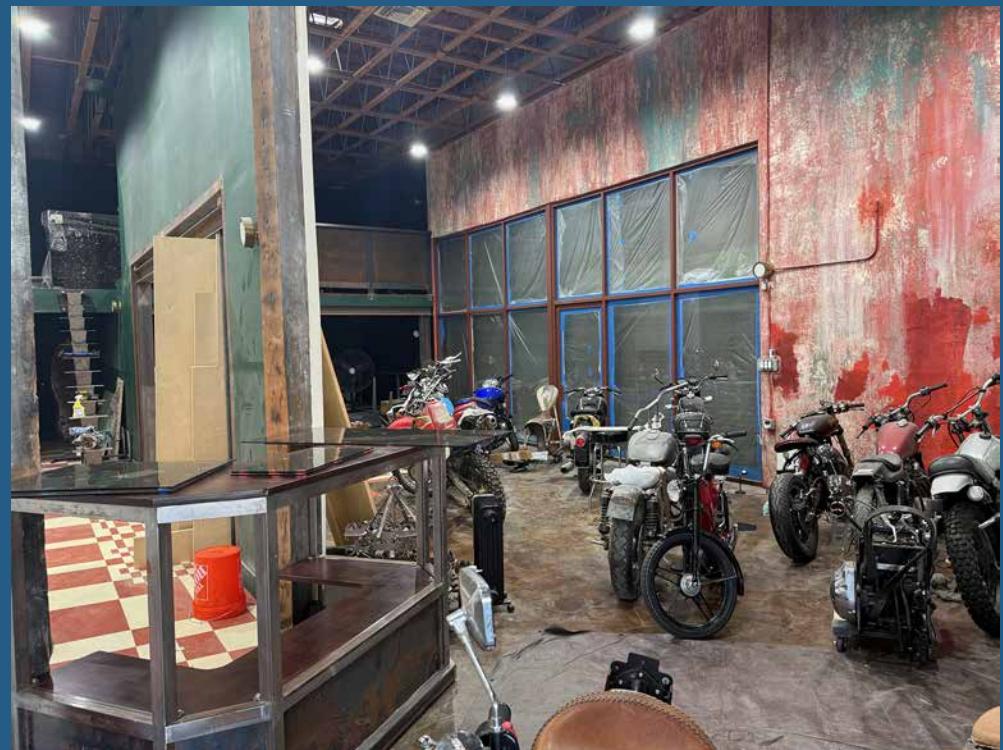
[HB1-G1-5]
[CX3-FA] [CPI0]
ZONE

5139-027-017
APN

1913
YEAR BUILT

SE CORNER
MAIN & 12TH STS
LOCATION





PREMIER DOWNTOWN LOS ANGELES LOCATION

Centrally located with unmatched access to entertainment, dining, retail, and business hubs in the adjacent South Park and Financial Districts, 106 E 12th Street is within walking distance of globally recognized amenities, including LA LIVE, Crypto.com Arena, and the Peacock Theatre.

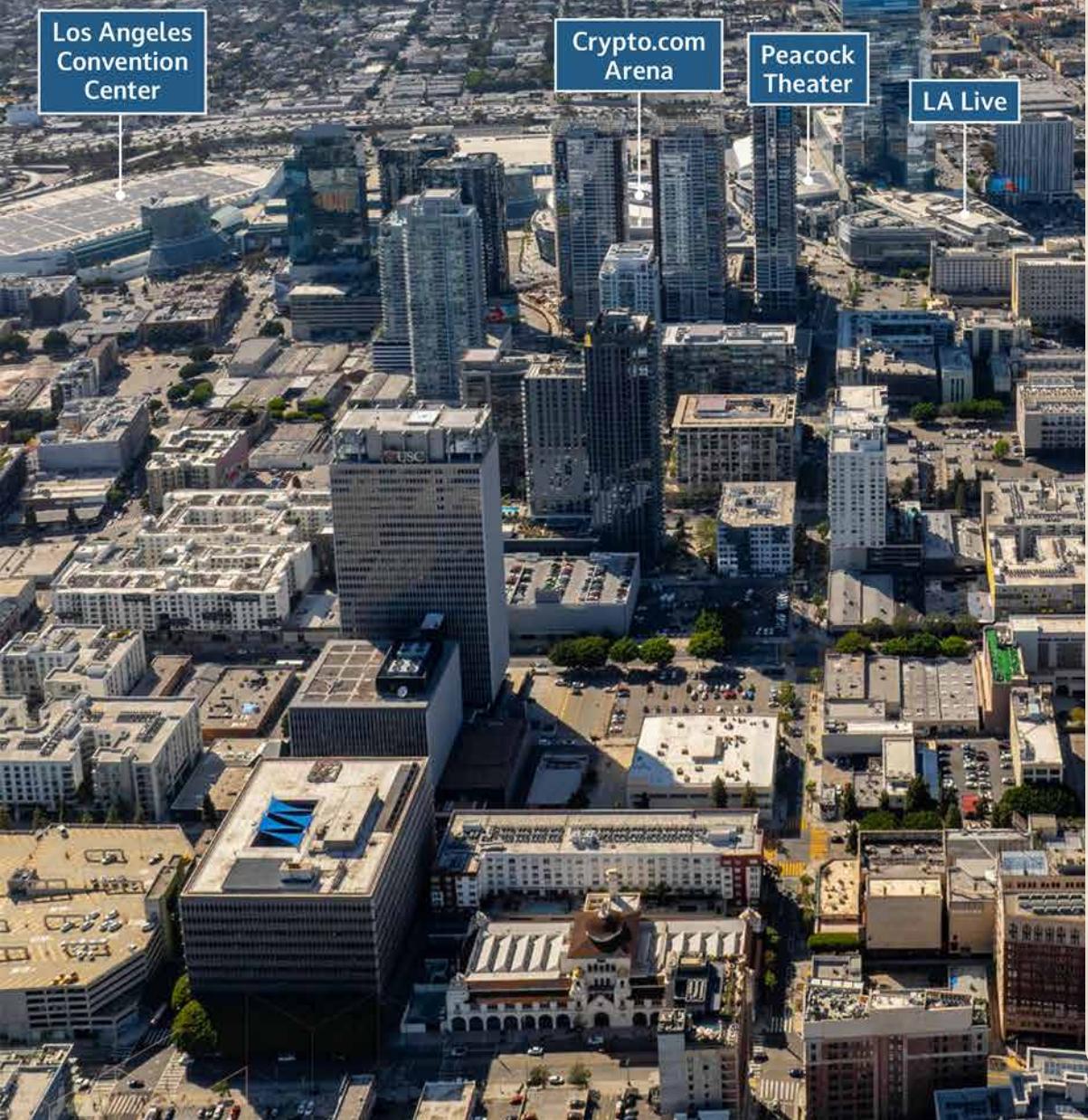
DEVELOPMENT OPPORTUNITY

Located on the border of the South Park District and Fashion District at the southeast corner of Main Street and 12th Street, 106 E 12th Street presents a rare chance to shape the future of one of Los Angeles's most dynamic and rapidly evolving neighborhoods.

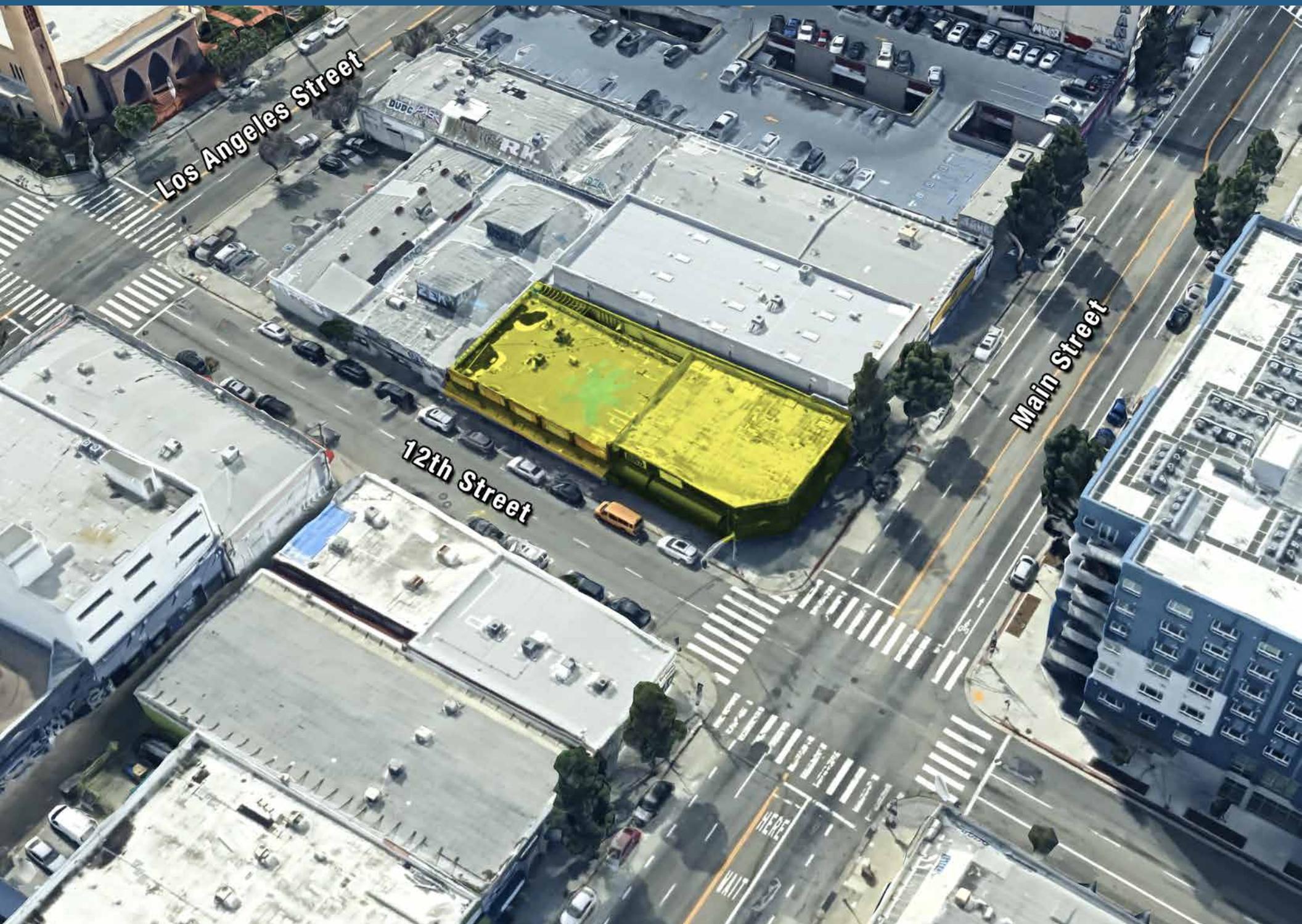
The property is ideally positioned to capitalize on the area's ongoing revitalization and the anticipated surge in development leading up to the 2028 Los Angeles Olympics.

REVITALIZED DOWNTOWN

Downtown LA is a cultural epicenter with a rich history and is expected to be revitalized with proposed efforts by the City of Los Angeles in preparation for the 2026 World Cup, the 2026 NBA All-Star Game, the 2027 Super Bowl, and the 2028 LA Olympics.



AERIAL PHOTO



PLAT MAP



SOUTH PARK DTLA'S PREMIER DISTRICT

South Park, a rapidly growing neighborhood within Downtown Los Angeles, stands out as an excellent example of urban renewal and well-planned mixed-use development. With key attractions like the Crypto.com Arena and LA LIVE complex at its core, South Park has drawn significant investment from large institutions in high-end residential towers, top-tier office spaces, and retail projects.

This concentration of amenities and infrastructure has led to strong increases in rental rates and high occupancy levels. The area's economic indicators, such as population density, average income, and commercial property values, have consistently trended upward. As a result, South Park has become a crucial factor in DTLA's overall market performance and a central focus for future urban investment.

6.4M

SF OF OFFICE

2.5M

SF OF RETAIL (95% OCCUPIED)

KEY TENANTS

 **University of Southern California**

228 K SF

 **Dignity Health.**

600K SF


LA 28
160K SF

 **Arizona State University**

85K SF

 **Federal Reserve Bank of San Francisco**

600K SF





LA28 2028 OLYMPIC GAMES HOST

LA28 Will be a Catalyst for Urban Development and Reshape the City in a Positive Way



Los Angeles is set to host the Olympic Games for the third time in 2028, following its previous hosting duties in 1984 and 1932. The LA28 Games will once again bring the world's top athletes to the city. Unlike many other Olympic games, LA28 is managed by an independent, privately funded non-profit organization.

This organization generates its revenue through various channels, including corporate partnerships, licensing deals, hospitality programs, and ticket sales. Additionally, it receives significant financial support from the International Olympic Committee. This unique funding model distinguishes the LA28 Games. Los Angeles' third Olympic Games would also create the equivalent of as many as 79,307 jobs and between \$152 million and \$167 million in additional tax revenues.

LOS ANGELES EVENT CALENDAR

BADMINTON

USC SPORTS CENTER IN LOS ANGELES

FENCING

CONVENTION CENTER IN DTLA

GOLF

RIVIERA COUNTRY CLUB IN LOS ANGELES

JUDO

CONVENTION CENTER IN DTLA

BASEBALL

DODGER STADIUM

TABLE TENNIS

CONVENTION CENTER IN DTLA

TAEKWONDO

CONVENTION CENTER IN DTLA

WEIGHTLIFTING

THEATER IN LOS ANGELES

WRESTLING

CONVENTION CENTER IN DTLA

BOXING

PEACOCK THEATER IN DTLA

717 OLYMPIC

27-story residential tower with 151 apartment units

1000 GRAND

7-story residential tower with 273 apartment units

ASU CAMPUS

Arizona State University's California Center

AVEN

38-story residential tower with 536 apartment units

G12

6-story residential tower with 347 apartment units

MET LOFTS

8-story residential tower with 266 apartment units

OLIVE DTLA

7-story residential tower with 293 apartment units

ONNI TOWER

54-story residential tower with 685 apartment units

PACKARD LOFTS

5-story residential tower with 116 apartment units

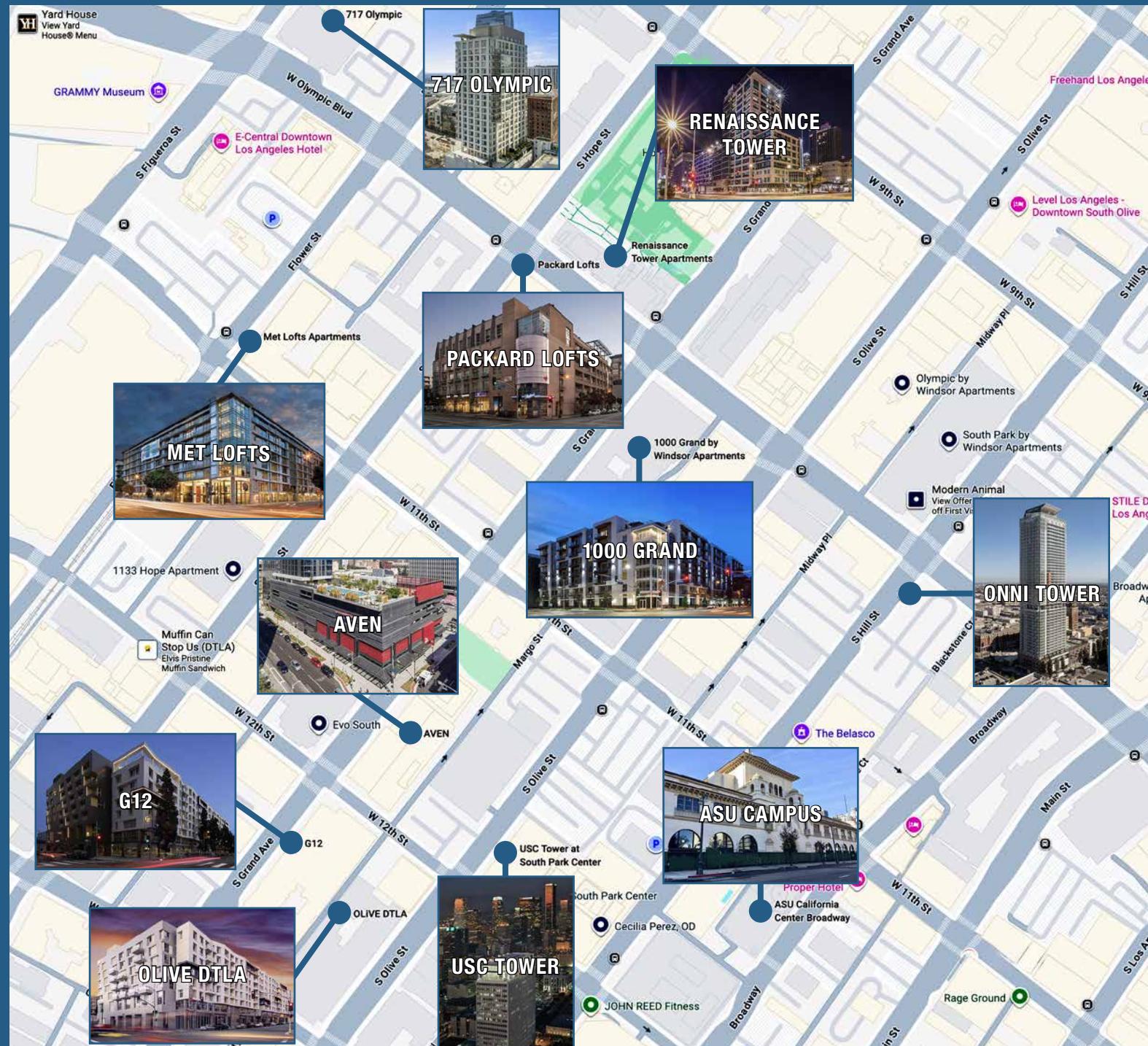
RENAISSANCE TOWER

17-story residential tower with 205 apartment units

USC TOWER

32-story tower with event, office & classroom space

EXISTING DEVELOPMENTS IN THE NEIGHBORHOOD



NOTABLE UPCOMING NEIGHBORHOOD DEVELOPMENTS



CONVENTION CENTER EXPANSION

The expansion, which would be carried out in partnership with AEG and Plenary Group, calls for building a new structure above Pico Boulevard to connect the center's existing South and West Halls. This would add 190,000 square feet of exhibit space, including a 98,000-square-foot multi-purpose room at the top floor. Following construction, the Convention Center would boast more than 1 million square feet of exhibit space, allowing the facility to better compete for large events against other major cities such as New York or Chicago. City officials have estimated that the expansion could double the amount of revenue the facility generates, in part by allowing for an increase to rental rates that have not been raised in more than a decade, as well through the addition of new signage that could be displayed on the center.

51-STORY MACK TOWER

Mack Real Estate Development has secured the approval of the Los Angeles City Council for a proposed high-rise apartment building at the intersection of 11th and Olive Streets in DTLA. The project, slated to replace a surface parking lot at 1105-1123 S. Olive Street, calls for the construction of a 51-story tower featuring 536 studio, one, two, and three-bedroom homes above 4,178 square feet of ground-floor commercial space. A 581-car garage would be provided within a four-level podium and six subterranean levels. Arcadis is designing the glass-and-steel high-rise, which would stand 603 feet in height and incorporate amenity decks at its rooftop and above its parking podium. Construction of the tower is expected to occur over a 30-month period, per an environmental study certified last year by the City Council.



EREWHON PURCHASE

An entity affiliated with the ultra-high market has shelled out \$13.5 million to acquire a long-vacant commercial building. The property at 940 S. Hill Street (located at the northeast corner with Olympic Boulevard) sold in late June to a company listed as Erehwon's headquarters. The entity listed as the buyer—755 Sarbonne Rd, LLC—is managed by Mariano Antoci, the chief executive officer of Erehwon.



MAIN STREET
TOWER
30 STORIES
363 UNITS

1



HYATT CENTRIC
HOTEL
15 STORIES
139 ROOMS

2



212 W 12TH
8 STORIES
405 UNITS

3



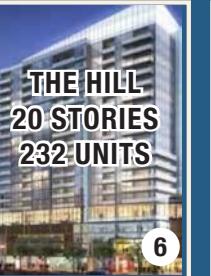
1120 OLIVE
MACK PHASE III
60 STORIES
713 UNITS

4



BROADWAY
LOFTS
14 STORIES
163 UNITS

5



THE HILL
20 STORIES
232 UNITS

6



HILL STREET
LOFTS
33 STORIES
239 UNITS

7



MAY COMPANY
GARAGE
6 STORIES
OFFICE/RETAIL

8



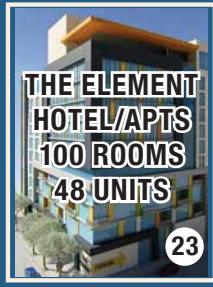
THE ALEXAN
27 STORIES
305 UNITS

9



1410 S
FLOWER ST
7 STORIES
147 UNITS

24



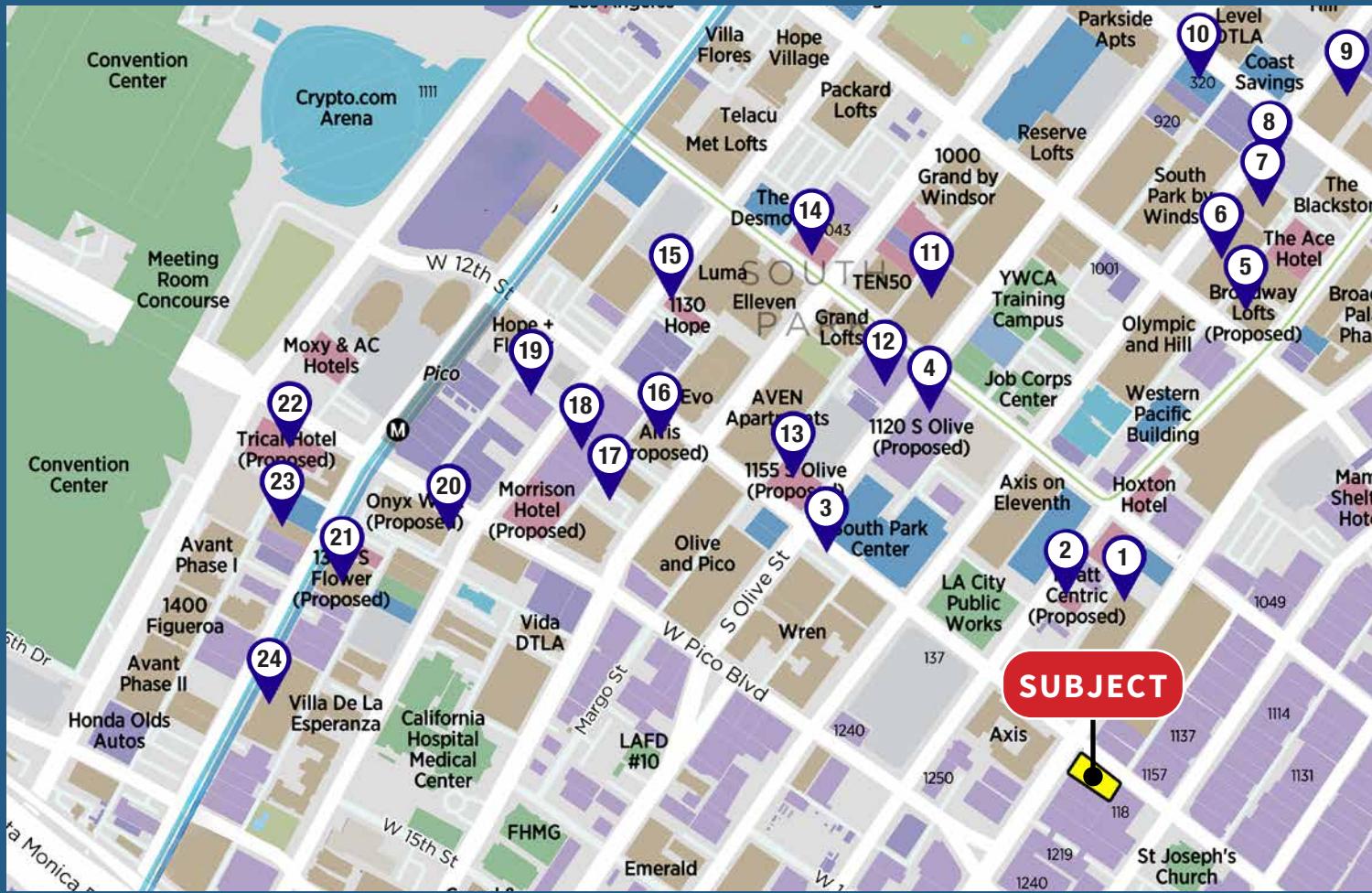
THE ELEMENT
HOTEL/APTS
100 ROOMS
48 UNITS

23



TRICA HOTEL
53 STORIES
1,024 ROOMS

22



SUBJECT



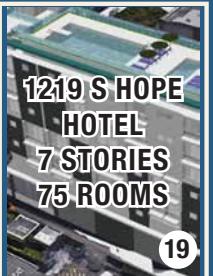
1334 S FLOWER
STREET
7 STORIES
177 UNITS

21



ONYX
PHASE II
7 STORIES
248 UNITS

20



1219 S HOPE
STREET
7 STORIES
75 ROOMS

19



1220 S HOPE
STREET
8 STORIES
504 UNITS

18



VARA
24 STORIES
148 UNITS

17



ARRIS
40 STORIES
312 UNITS

16



1130 S HOPE
HOTEL
11 STORIES
112 UNITS

15



1099 S GRAND
HOTEL
13 STORIES
160 ROOMS

14



1155 S OLIVE
HOTEL
12 STORIES
243 ROOMS

13

DTLA DISTRICTS MAP



THE HEART OF LOS ANGELES

17+ MILLION

Visitors to DTLA (2024)

6,000+

Retail/Food & Beverage Businesses

\$5 BILLION

Retail Sales Annually

CRYPTO.COM ARENA

4M+ Visitors Per Year

250 Events Per Year

LA LIVE CAMPUS

20M+ Visitors Per Year

500 Events Per Year

5M+ Visitors From Outside the U.S.

COMMERCE

\$15B+ Spent on Developments
During the Past Five Years

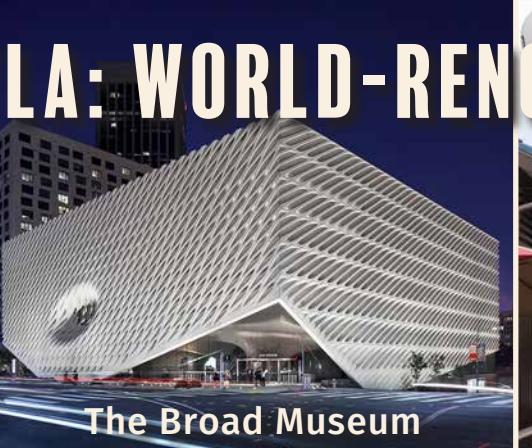
\$1B+ Spent Across the
LA LIVE Campus Per Year

\$500M+ in Sales Across the
LA LIVE Campus Per Year

DTLA: WORLD-REOWNED AMENITIES



Walt Disney Concert Hall



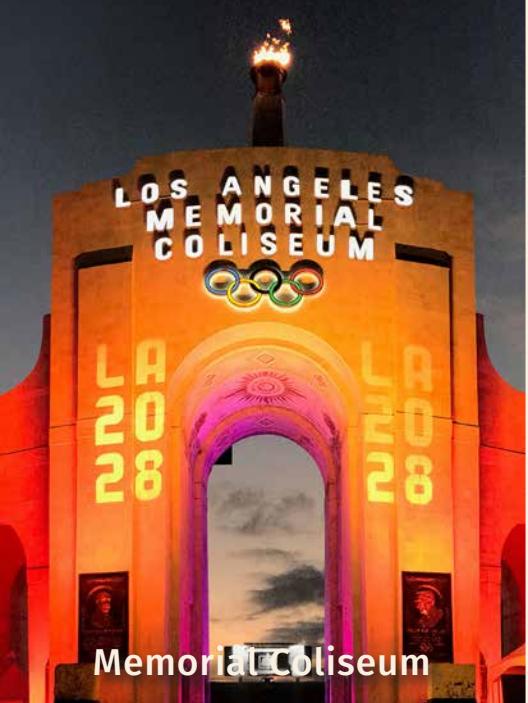
The Broad Museum



Little Tokyo



BMO Stadium



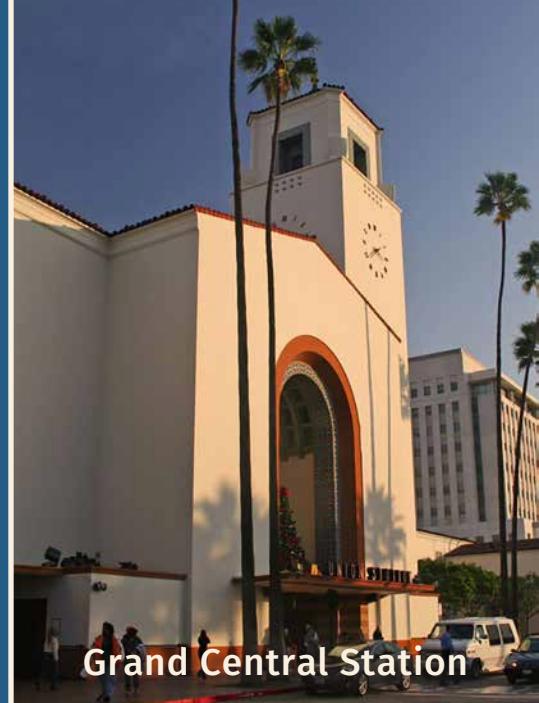
Memorial Coliseum

A GLOBAL SPORTS & ENTERTAINMENT HUB

Downtown Los Angeles is transforming into the Downtown Sports Park, featuring 10 world-class venues for Olympic competitions, athlete housing, and the media hub—projected to deliver a \$1 billion economic boost with lasting neighborhood impact around Main Street Park.

The city is building momentum with the 2026 World Cup, 2026 NBA All-Star Game, and 2027 Super Bowl, all leading to the ultimate stage: the 2028 Olympics, when L.A. will welcome millions and capture the world's spotlight.

Beyond sports, Downtown offers iconic cultural destinations—Walt Disney Concert Hall, The Broad, Little Tokyo, and Angel's Flight—cementing its status as a premier global destination.



Grand Central Station



Grammy Museum



Convention Center

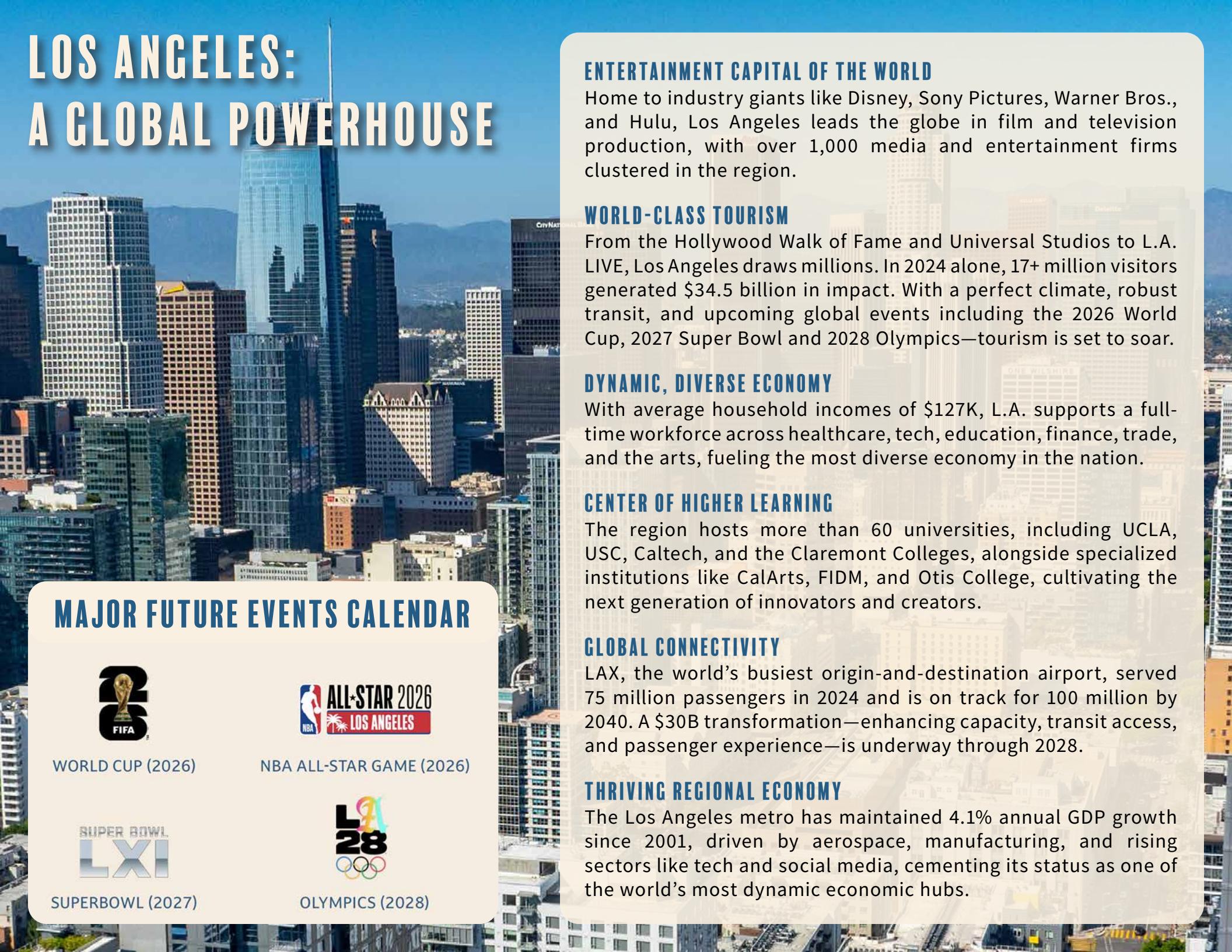


Museum of Contemporary Art



Grand Park

LOS ANGELES: A GLOBAL POWERHOUSE



MAJOR FUTURE EVENTS CALENDAR



WORLD CUP (2026)



NBA ALL-STAR GAME (2026)



SUPERBOWL (2027)



OLYMPICS (2028)

ENTERTAINMENT CAPITAL OF THE WORLD

Home to industry giants like Disney, Sony Pictures, Warner Bros., and Hulu, Los Angeles leads the globe in film and television production, with over 1,000 media and entertainment firms clustered in the region.

WORLD-CLASS TOURISM

From the Hollywood Walk of Fame and Universal Studios to L.A. LIVE, Los Angeles draws millions. In 2024 alone, 17+ million visitors generated \$34.5 billion in impact. With a perfect climate, robust transit, and upcoming global events including the 2026 World Cup, 2027 Super Bowl and 2028 Olympics—tourism is set to soar.

DYNAMIC, DIVERSE ECONOMY

With average household incomes of \$127K, L.A. supports a full-time workforce across healthcare, tech, education, finance, trade, and the arts, fueling the most diverse economy in the nation.

CENTER OF HIGHER LEARNING

The region hosts more than 60 universities, including UCLA, USC, Caltech, and the Claremont Colleges, alongside specialized institutions like CalArts, FIDM, and Otis College, cultivating the next generation of innovators and creators.

GLOBAL CONNECTIVITY

LAX, the world's busiest origin-and-destination airport, served 75 million passengers in 2024 and is on track for 100 million by 2040. A \$30B transformation—enhancing capacity, transit access, and passenger experience—is underway through 2028.

THRIVING REGIONAL ECONOMY

The Los Angeles metro has maintained 4.1% annual GDP growth since 2001, driven by aerospace, manufacturing, and rising sectors like tech and social media, cementing its status as one of the world's most dynamic economic hubs.

DTLA DEVELOPMENT SITE

9,170± SF of Land

8,120± SF of Retail Storefront Buildings

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