

242 S. Broadway

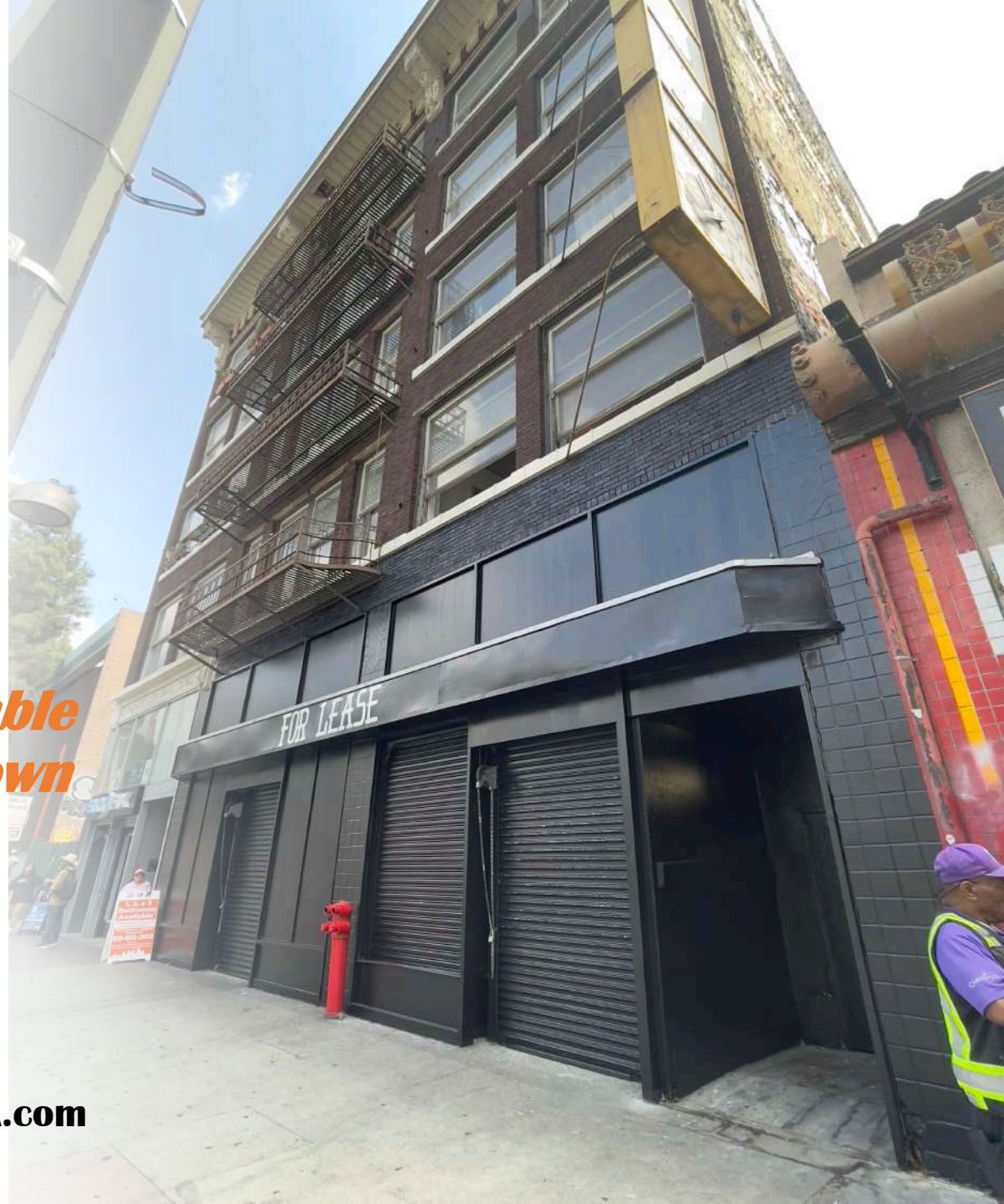
*Retail Spaces Available
for Lease in Downtown
Los Angeles*

JEFF MALIN

Standard Development

(818) 873-8007

Jeff@StandarddevelopmentLA.com



A large mural on the side of a building. It depicts a man in a brown suit, a yellow vest, and a white shirt, standing with his arms outstretched. He is positioned in front of a large, ornate doorway. Above the doorway, the words "VICTOR CLOTHING CO" are written in a stylized, blocky font. The background of the mural features a pattern of blue and white zig-zags. The floor in front of the doorway is made of reddish-brown tiles.

VICTOR CLOTHING CO

Property Highlights

The **Victor Clothing Company Building** was included in the National Register of Historic Place's Broadway Theater and Commercial District in 2002.

Originally built in 1914 as the Hosfield Building, this former office building previously served as an annex to the 1888 City Hall.

In 1964, the retail store Victor Clothing Company moved into the building and remained there until its closure in 2001.

Beginning in the 1980s, the building became known for its murals painted by prominent Latino artists. The most famous is Eloy Torrez's 1984 piece, *"The Pope of Broadway,"* featuring actor Anthony Quinn, which faces the Bradbury Building across the street.

In 2001, the building was adaptively reused into 37 residential apartments.

Retail spaces, including a 10,000 SF basement, are available for lease.

Retail Spaces Available

Retail Space	SF	Price	Term
Ground Floor	+/- 4,750	Negotiable	Flexible
Mezzanine (Proposed)	+/- 1,900	Negotiable	Flexible
Basement	+/- 10,430	Negotiable	Flexible

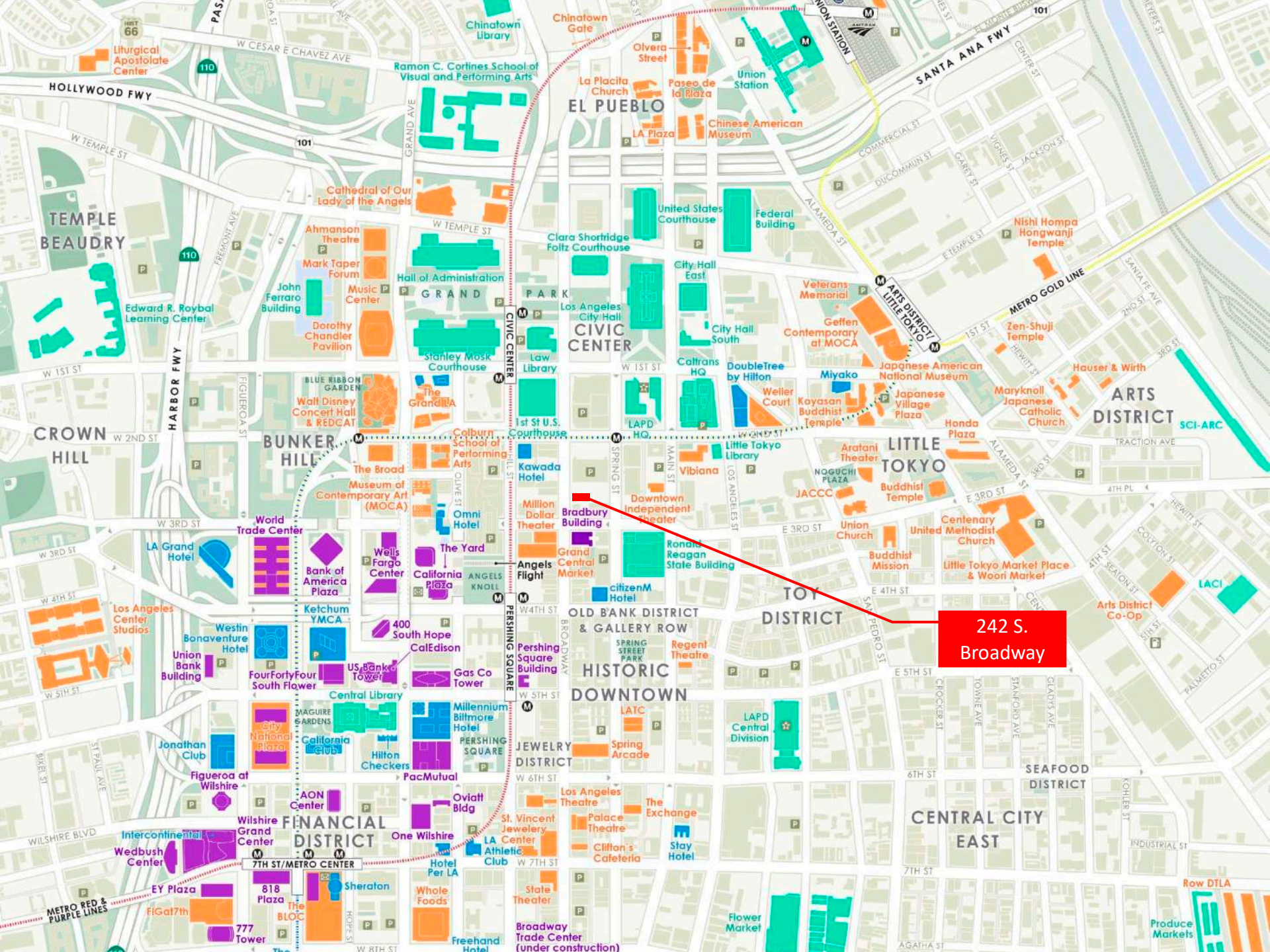
Excellent street frontage and visibility on a high traffic street in downtown Los Angeles.

Located steps away from the Grand Central Market, the Bradbury Building, the downtown Los Angeles Civic Center and two (2) Metro Transit Stations.

Negotiable pricing and flexible terms available.

Walk Score	Transit Score	Bike Score
97	100	79
Walker's Paradise	Rider's Paradise	Very Bikeable





242 S.
Broadway

Demographic Highlights (DTLA, 2025)

Residents

- 90,000 resident population (2025)
- Projected 200,000 residents by 2040
- \$93,000 Avg. HHI
- 61% aged 25-54
- 90% residential occupancy

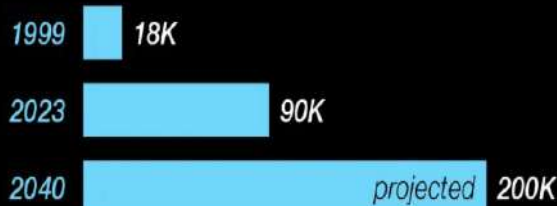
Workers

- 325,000 jobs (as of March 2025), a 10% increase since 2021
- \$120,000 Avg. wage (21% wage growth since 2021)
- 61% aged 30-54
- 81% of surveyed downtown employers plan for at least 50% of employees to work full time (March 2025)

Visitors

- 17 million visitors to DTLA (2023)
- 58% visited Grand Central Market (half a block from the site)
- Los Angeles County saw 49.1 million visitors in 2023, a 97% recovery to pre-pandemic levels
- Los Angeles to host:
 - FIFA World Cup 2026
 - Super Bowl 2027
 - 2028 Summer Olympic and Paralympic Games

DTLA Population



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FOR LEASE 818-873-8007

