

ALLOY

THE ARTS DISTRICT



UKROPINA
SABAUGH



The Arts District is a **proving ground** for LA's most creative and innovative to push culinary and retail boundaries. With inventive standouts like *Bestia* and *Hayato*, social meccas like *Soho Warehouse*, and international retail icons like *Dover Street Market*, the Arts District remains the West Coast's most notable hotbed of **big flavors, creative culture, fashion, and connection as fine art.** This memorable neighborhood continues to define the city's best spots, clandestine cocktail dens, and artistic hideaways filled with **clamorous crowds**, built upon authentic style and creative character, where the ambiance rivals the culinary delights.

WHO WE ARE ALLOY

ALLOY, A BREATHTAKING 35-STORY ARCHITECTURAL MARVEL, IS TRANSFORMING THE ARTS DISTRICT SKYLINE.

Alloy sets the stage for the ultimate live-work-play environment, where boundaries blur and creativity comes to life. Sitting front and center along Mateo, Alloy will be the largest project to hit the Arts District. With **475 apartments**, **142,000 sq ft** of retail and office space, anchored by the **Paseo**, the project's centerpiece, Alloy is set to become the pulsating heartbeat of the region.

A vibrant district
that pushes the
boundaries
between work,
culture, and play.

CLICK HERE
to Explore Video

A MAGNET FOR TRENDSETTERS AS THE SOHO OF THE WEST

- | | | | | | |
|----|-----------------------|----|---------------------------|----|---------------------|
| 1 | Eat Drink Americano | 19 | Sixth + Mill | 37 | Maru Coffee |
| 2 | Poketo | 20 | Dover Street Market | 38 | Everson Royce Bar |
| 3 | Wurstkuche | 21 | Church & State | 39 | Pour Haus Wine Bar |
| 4 | Angel City Brewery | 22 | Little Bear | 40 | LA Cha Cha Cha |
| 5 | EightyTwo | 23 | Pizzanista! | 41 | Here & Now |
| 6 | Umami Burger | 24 | Tony's Saloon | 42 | Father's Office |
| 7 | Manuela | 25 | Bread Lounge | 43 | Girl & the Goat |
| 8 | The Pie Hole | 26 | Bestia | 44 | KTCN |
| 9 | Groundwork Coffee | 27 | Stumptown Coffee Roasters | 45 | La Barra |
| 10 | Arts District Brewing | 28 | Soho House | 46 | Nightshade |
| 11 | Salt & Straw | 29 | Maccarone | 47 | Loqui |
| 12 | Urth Café | 30 | Two Bit Circus | 48 | Breadlam |
| 13 | Zinc Café | 31 | Bavel | 49 | Amazebowls |
| 14 | Bar Mateo | 32 | One Santa Fe | 50 | Yunomi Handroll |
| 15 | Blue Bottle Coffee | 33 | Verve Coffee | 51 | Everson Royce Bar |
| 16 | Factory Kitchen | 34 | Damien | 52 | Afuri Ramin |
| 17 | Willow Studios | 35 | Ditroit | 53 | Hauser & Wirth |
| 18 | Officine Brera | 36 | RVCC | 54 | Prince Street Pizza |



MAKE YOUR SPACE



Flagship Dining Spaces



Tree-lined Retail Paseo



Fitness Concepts



Wellness Experiences



Creative Offices



Public Art

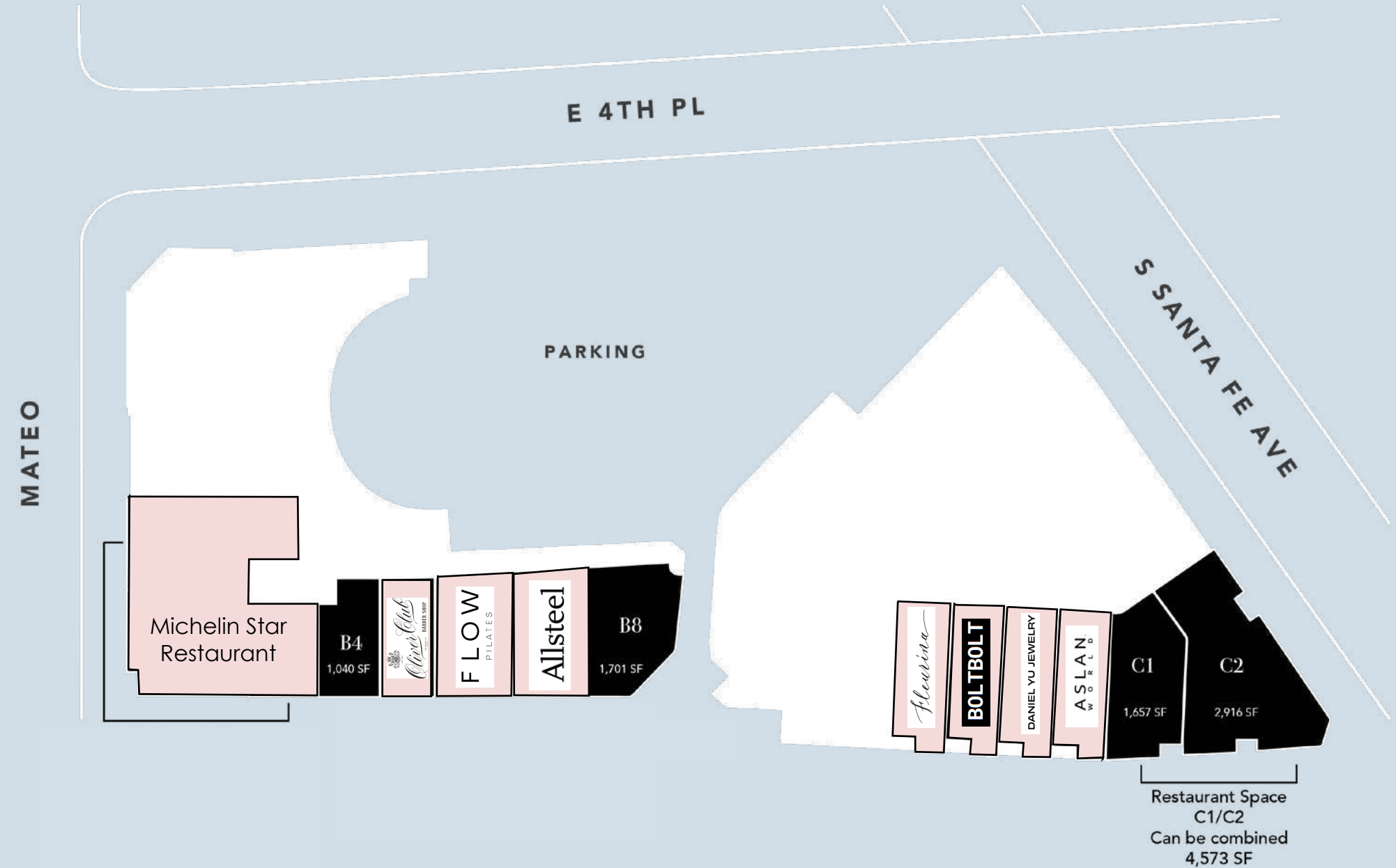


Bespoke Retail



Events & Activations

WE'RE HANDPICKING A LINEUP FROM THE BEST OF LA AND ACROSS THE COUNTRY, INCLUDING CULINARY CREATORS, ART MAKERS, AND RETAILERS READY TO ANCHOR THE ARTS DISTRICT IN ITS MOST NOTABLE PROJECT YET.



- FLAGSHIP RESTAURANT ALONG MATEO AND SANTA FE AVE

- TURNKEY RETAIL READY SPACES ALONG PASEO
- CLUSTER OF FOUR (4) LIVE/WORK LOFTS

WHY ALLOY?

34.9

AVERAGE AGE

15% HIGHEST

INCOME PERCENTILE FOR
NEIGHBORHOODS
IN THE USA

93

AVERAGE WALK SCORE
IN DTLA

LA ARTS DISTRICT
VOTED ONE OF
THE 23 *Best*
PLACES TO VISIT
IN THE USA IN 2023
CONDÉ NAST

\$1,217,607

MEDIAN REAL ESTATE PRICE

85K

RESIDENTS IN DTLA

15M

VISITORS TO DTLA
IN 2021

500,000

AVERAGE DAILY POPULATION
IN DTLA

**CULTURAL ENTHUSIASTS WHO APPRECIATE THE
AVANT-GARDE AND REVEL IN THE FUSION OF CULTURES**

The Arts District is a community that attracts a diverse mix of residents and visitors from every corner of the globe. Here, you'll encounter a melting pot of creative minds, passionate artists, and brilliant entrepreneurs.

35% VISITORS

WHO LIVE GREATER THAN 50
MILES AWAY

\$5 B

RETAIL SALES ANNUALLY

9,000+

HOTEL ROOMS

THE EPICENTER OF LA CULTURE

“

Downtown Los Angeles is in the midst of a major glow-up—transforming from a don't-go to a don't-miss part of the city.

Forbes

”

“

Young people are moving into the neighborhood's fancy new buildings; an up-and-coming Arts District with hip galleries, murals and craft breweries is just around the bend.

USA TODAY

”

“

Home to a plethora of innovative restaurants, businesses and bars... this hip neighborhood caters to every kind of Angeleno through its vibrant culinary scene, casual craft breweries and inspiring shops and galleries.

LOCALE

”

“

Downtown L.A.'s Arts District has recently re-emerged as a hotbed for creatives of all types...it's now an exciting place for locals and visitors alike to explore—not to mention, eat, drink, and sleep.

CONDÉ NAST

”

“

It is the murals, street art, maker co-ops and an influx of trendy eating establishments that have made the Arts District a “thing.”

tripsavvy

”

“

One of the hottest development markets in the country.

LA BUSINESS JOURNAL

”

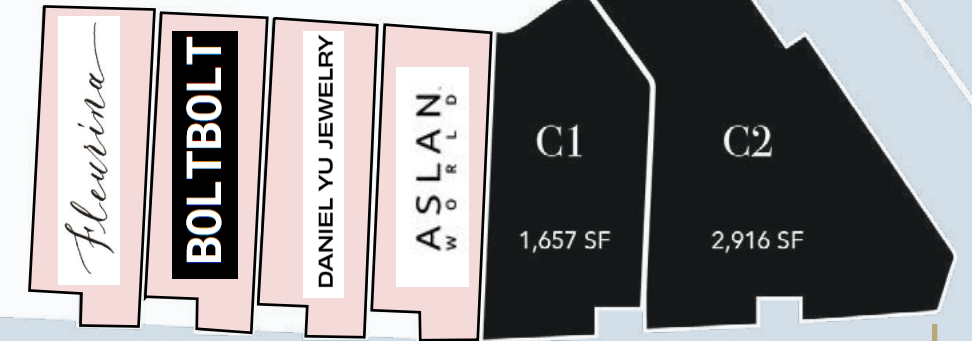
MATEO

PARKING

TA FE AVE

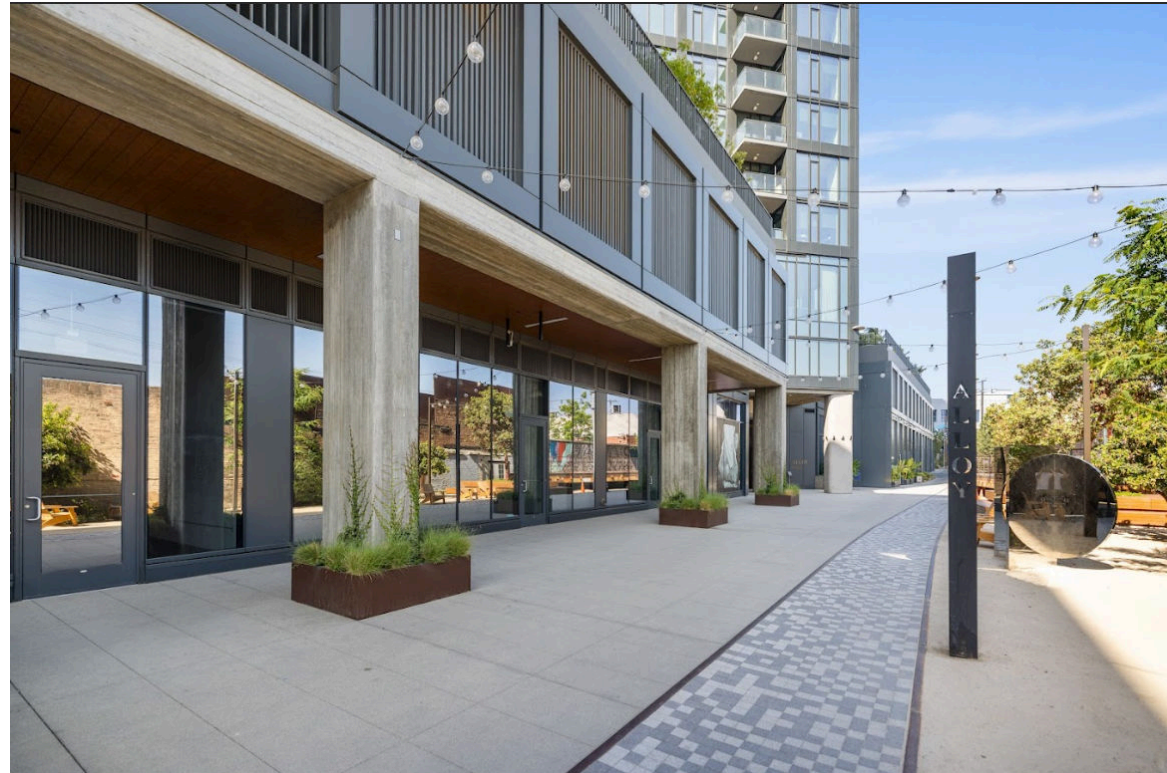
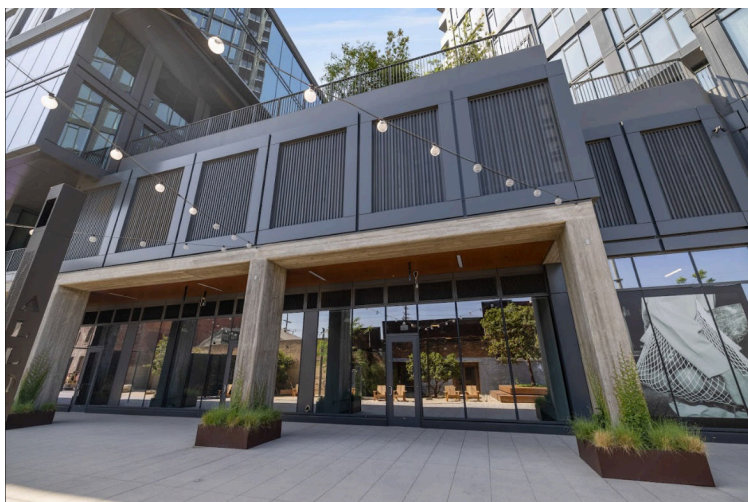
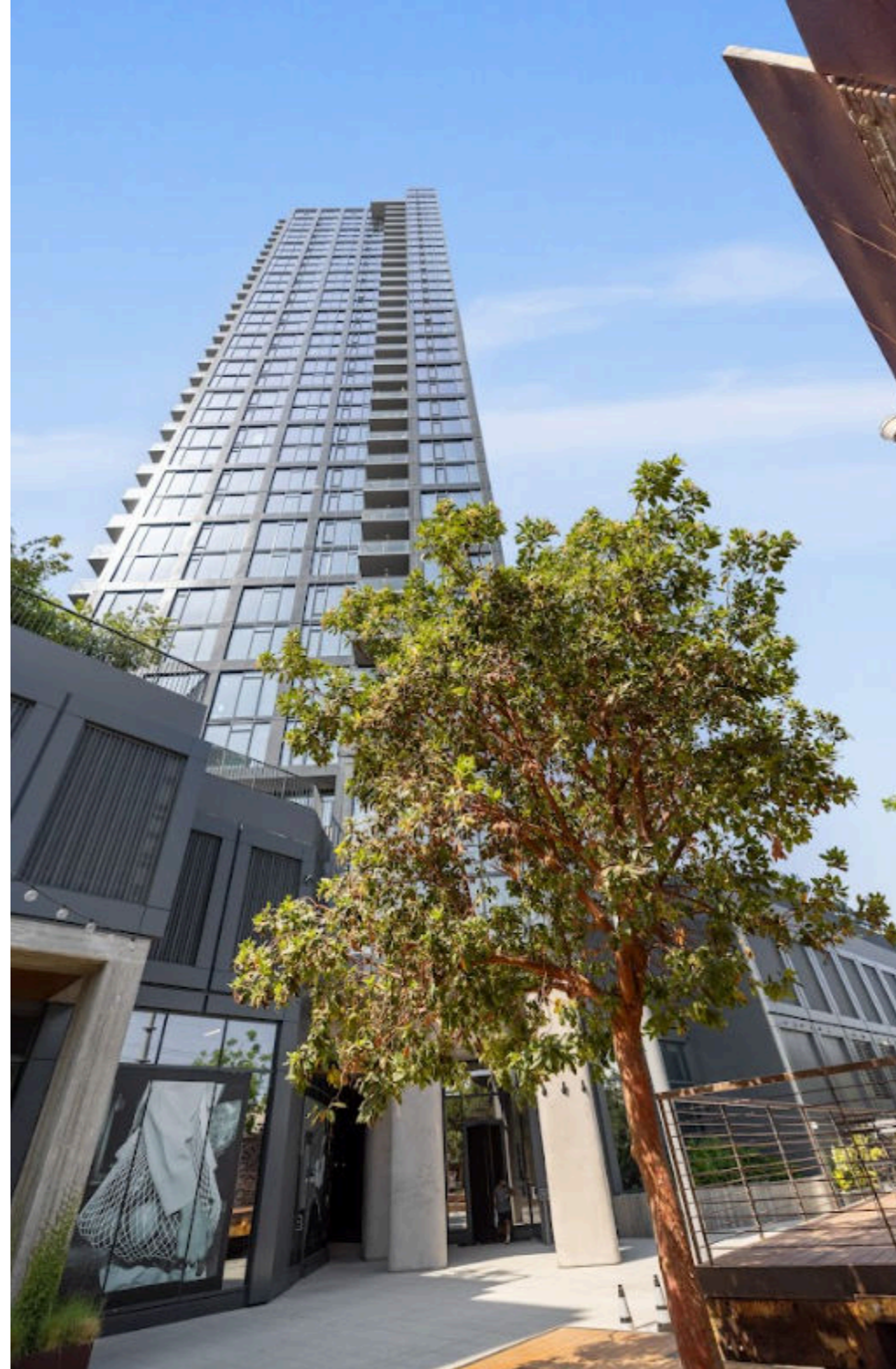


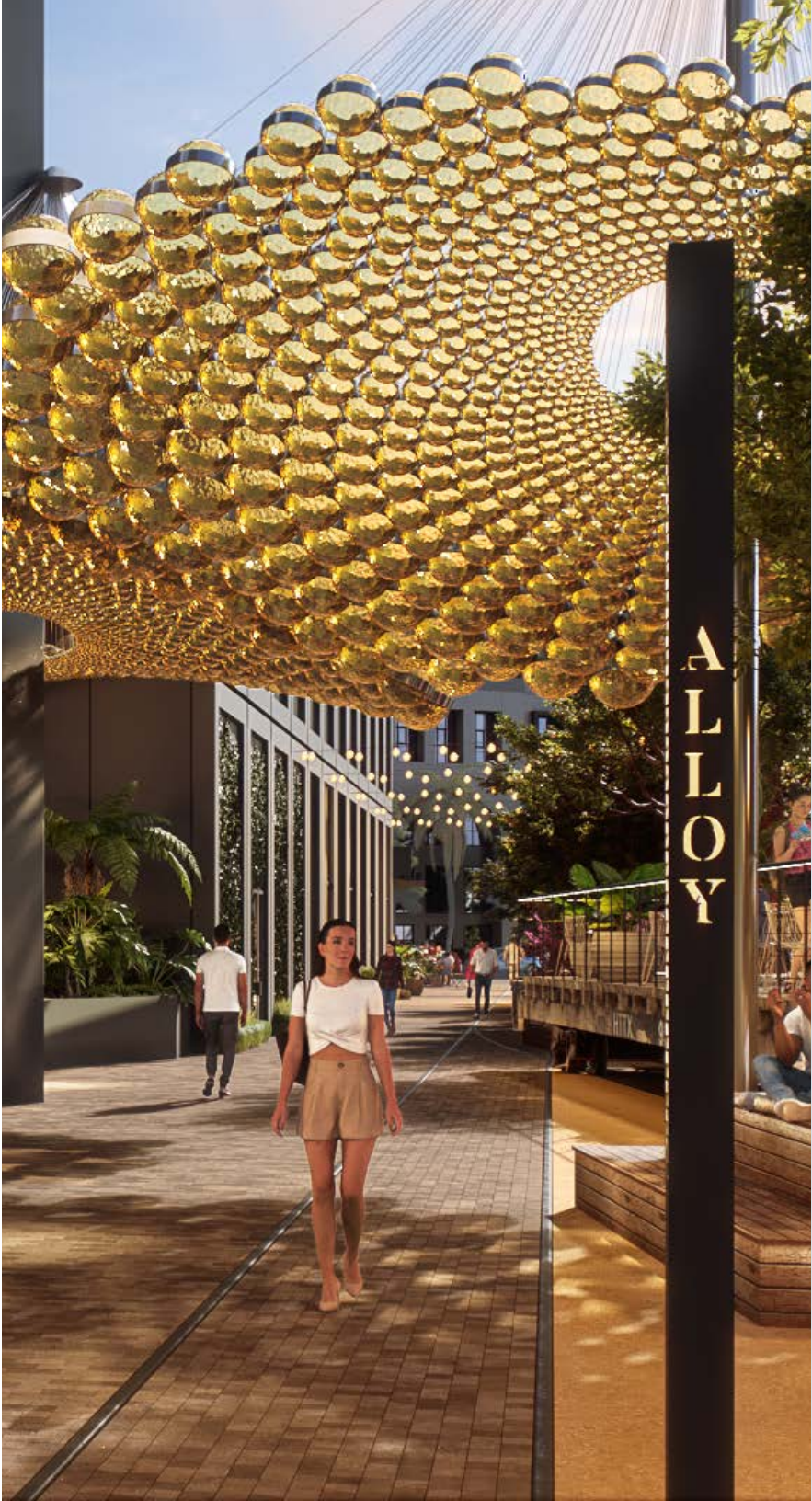
Michelin Star Restaurant



Restaurant Space
C1/C2
Can be combined
4,573 SF







CONSIDER THE BUZZ

LEVERAGE THE INFLUX OF TOURISTS AND ANGELINOS ALIKE

Position yourself in the apex of LA's cultural hub, a place where the creatives continue to gather for the best, with the best.



© KPOP.BESTEAS



© MANUELA



© BOOMTOWNBREWERY



TASTE THE CUISINE



TAP INTO THE ARTS DISTRICT'S BURGEONING CULINARY SCENE

The District has a growing reputation as a food and dining destination where unique flavors and innovative concepts thrive. Your space will be surrounded by an exciting range of restaurants, cafes, breweries, and specialty markets, providing an additional draw for customers seeking an immersive experience.

REVEL IN THE **RETAIL**

FLOURISH IN A GROWING RETAIL ECOSYSTEM

The Arts District is a nucleus for artists, designers, and innovators, fostering a fertile ground for collaborations and partnerships to elevate your brand and attract a devoted following.



@ BANKSJOURNAL



@ DOVERSTREETMARKET



@ BOOMTOWNBREWERY



@ HAUSER&WIRTH



@ FREAKSWITHLINES



IMAGINE THE **ARTS**

EMBRACE THE SYNERGY BETWEEN ART AND COMMERCE

The distinct art scene of the District creates an enchanting atmosphere, drawing locals and tourists alike. Collaborations and partnerships with local artists and galleries can further brand visibility and social connection, establishing you as a destination and savant for art enthusiasts.

WE CHAMPION THE CREATOR IN YOU



COLLABORATION OPPORTUNITIES:

Alloy sets the stage for a thriving community of creative businesses, professionals, and thought leaders to come together. Tenants will excel in a collaborative environment that encourages innovation, growth, and abundant opportunities for partnerships and exchanging ideas.

COMMUNITY ENGAGEMENT:

Through networking events, workshops, and social gatherings, tenants will have opportunities to connect with like-minded individuals and businesses and develop a friendly reputation in the community.

ON-SITE MANAGEMENT AND SUPPORT:

The Alloy team offers on-site management and support services, ensuring that tenants' needs and concerns are promptly addressed. This provides convenience and peace of mind, allowing businesses to focus on core operations while knowing that support is readily available.

MARKETING SUPPORT:

Alloy's dedicated marketing team and vast resources can assist tenants in developing marketing approaches, identifying unique selling propositions, and implementing strategies to attract customers and drive business growth.

WELCOME TO
YOUR COMMUNITY

ALLOYLA.COM

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Join us at *Alloy* and be a part of the destination redefining the culinary and retail experience in the heart of the Arts District.

