



THE COLLECTION
— AT —
OCEANWIDE
PLAZA

RETAIL • RESTAURANTS • ENTERTAINMENT
IN DOWNTOWN LOS ANGELES

www.CollectionAtOceanwide.com

KENNEDY WILSON





Discover a new downtown destination



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An Iconic Project with Local Identity & Global Appeal

Located on 4.6 acres across from Staples Center, in the heart of the entertainment district in Downtown L.A., Oceanwide Plaza is a transformative mixed-use project - an exciting gathering place for visitors, residents and daytime workers.



TOTAL PROJECT SIZE
1,488,101 SF



RETAIL SPACE
153,000 SF



LUXURY CONDOS
504 Units



PARK HYATT
184 Rooms



EXPECTED DELIVERY
2019

The crown jewel of DTLA's sports & entertainment district



The Collection at Oceanwide Plaza is located in the South Park District of DTLA — the city's sports and entertainment district, and the center of residential growth for the area.

Staples Center and the adjacent LA Convention Center host 600 events and welcome 6 million visitors annually.

By 2019, the residential population in South Park is expected to triple from 6,414 to 22,452.

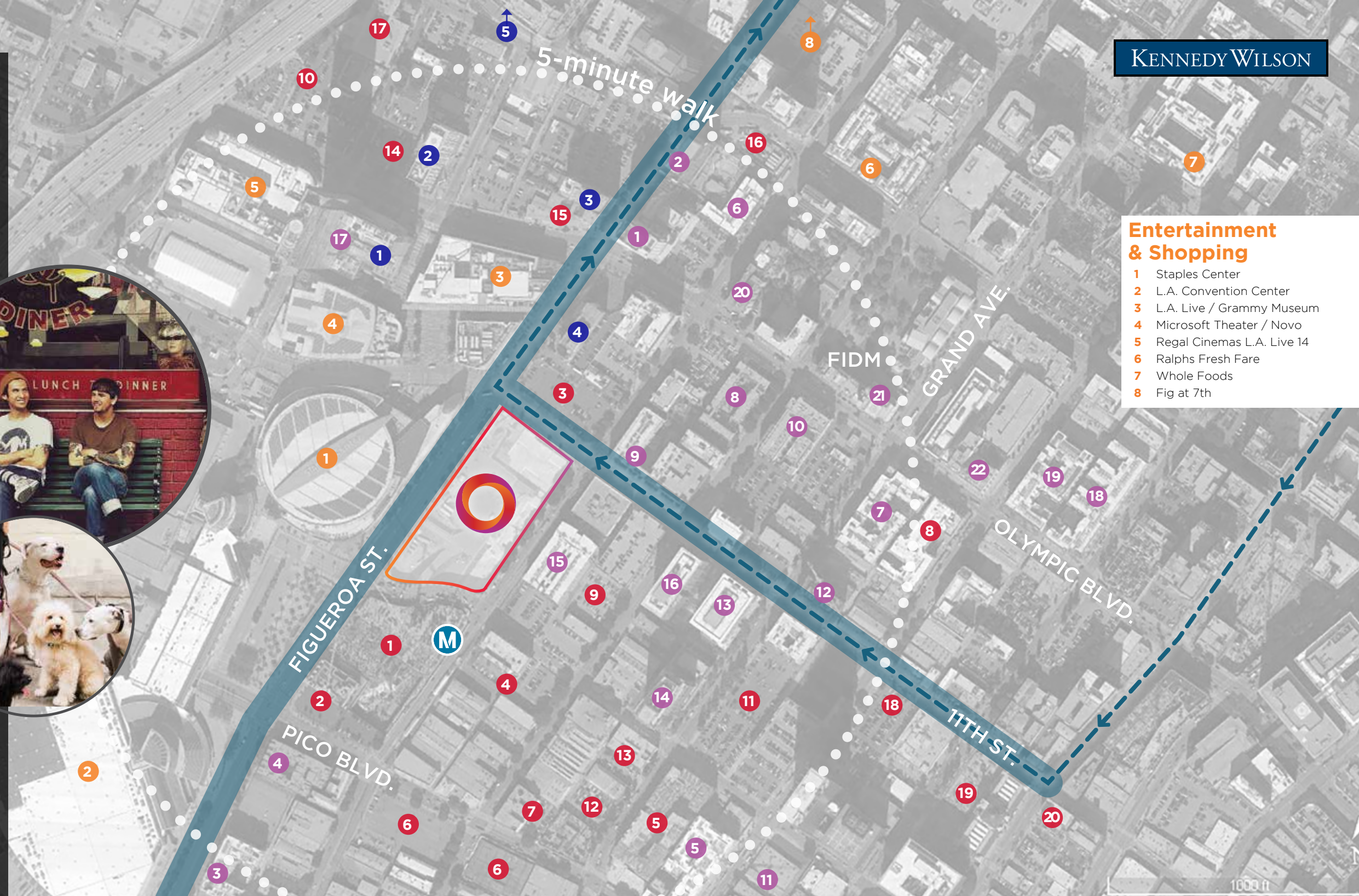
Source: South Park BID / South Park Stakeholders Group



At the epicenter of DTLA's recent building boom

There has never been a more exciting time to be in Downtown Los Angeles. The Collection at Oceanwide Plaza is a part of the significant DTLA development pipeline which includes: 29,000+ residential units, 6,500+ hotel rooms, 2 million+ SF of office space, and 2.8 million+ SF of retail.

Source: South Park BID / South Park Stakeholders Group



Entertainment & Shopping

- 1 Staples Center
- 2 L.A. Convention Center
- 3 L.A. Live / Grammy Museum
- 4 Microsoft Theater / Novo
- 5 Regal Cinemas L.A. Live 14
- 6 Ralphs Fresh Fare
- 7 Whole Foods
- 8 Fig at 7th

In Development

1	Circa	648 Apts / 48,000 SF Retail
2	Fig+Pico	1,100 Keys
3	W Hotel & Residences	250 Keys / 650 Condos / 80,000 SF Retail
4	1212 S. Flower	730 Apts
5	G12	347 Apts / 19,005 SF Retail
6	Onyx (I & II)	410 Apts / 30,000 SF Retail
7	E. on Grand	115 Apts / 5,000 SF Retail
8	1001 Olive	201 Apts / 4,100 SF Retail
9	1133 S. Hope St.	208 Apts
10	Shenglong Hotel	650 Keys

11	Grand Highrise	536 Apts / 10,000 SF Retail
12	Grand Residences	165 Apts
13	1201 S. Grand	126 Apts
14	JW Marriott Expansion	755 Keys
15	Olympic Tower	374 Apts/373 Keys/33,500 SF Off./65,000 SF Ret.
16	Apex II	341 Apts / 11,700 SF Retail
17	Cambria Hotel	225 Keys
18	Mack Urban Site 3	243 Apts
19	11th & Hill	177 Apts / 7,500 SF Retail
20	Proper Hotel	151 Keys

Existing Multifamily

1	717 Olympic	152 Apts	12	Ten50	151 Condos
2	Apex	271 Apts	13	Elleven Lofts	37 Condos
3	Avant	440 Apts	14	Evo	316 Condos
4	City Lights on Fig	100 Apts	15	Flower Street Lofts	91 Condos
5	OLIVE DTLA	293 Apts	16	Luma Lofts	236 Condos
6	Concerto Lofts	77 Condos	17	Ritz-Carlton Residences	224 Condos
7	1000 Grand by Windsor	273 Apts	18	South Park by Windsor	284 Apts
8	Hope Village	66 Apts	19	Hanover Olympic	263 Apts
9	Met Lofts	264 Apts	20	The Met	270 Apts
10	Packard Lofts	116 Apts	21	Renaissance Tower	221 Apts
11	Wren	362 Apts	22	Reserve Lofts	79 Apts

Hotels

1	JW. Marriott / Ritz-Carlton	1,001 Keys
2	Residence Inn by Marriott	393 Keys
3	Hotel Figueroa	285 Keys
4	Luxe City Center	178 Keys
5	Hotel Indigo (Metropolis)	350 Keys

My Figueroa: Figueroa Corridor Streetscape Project (see page 9)

LA Streetcar route (see page 9)

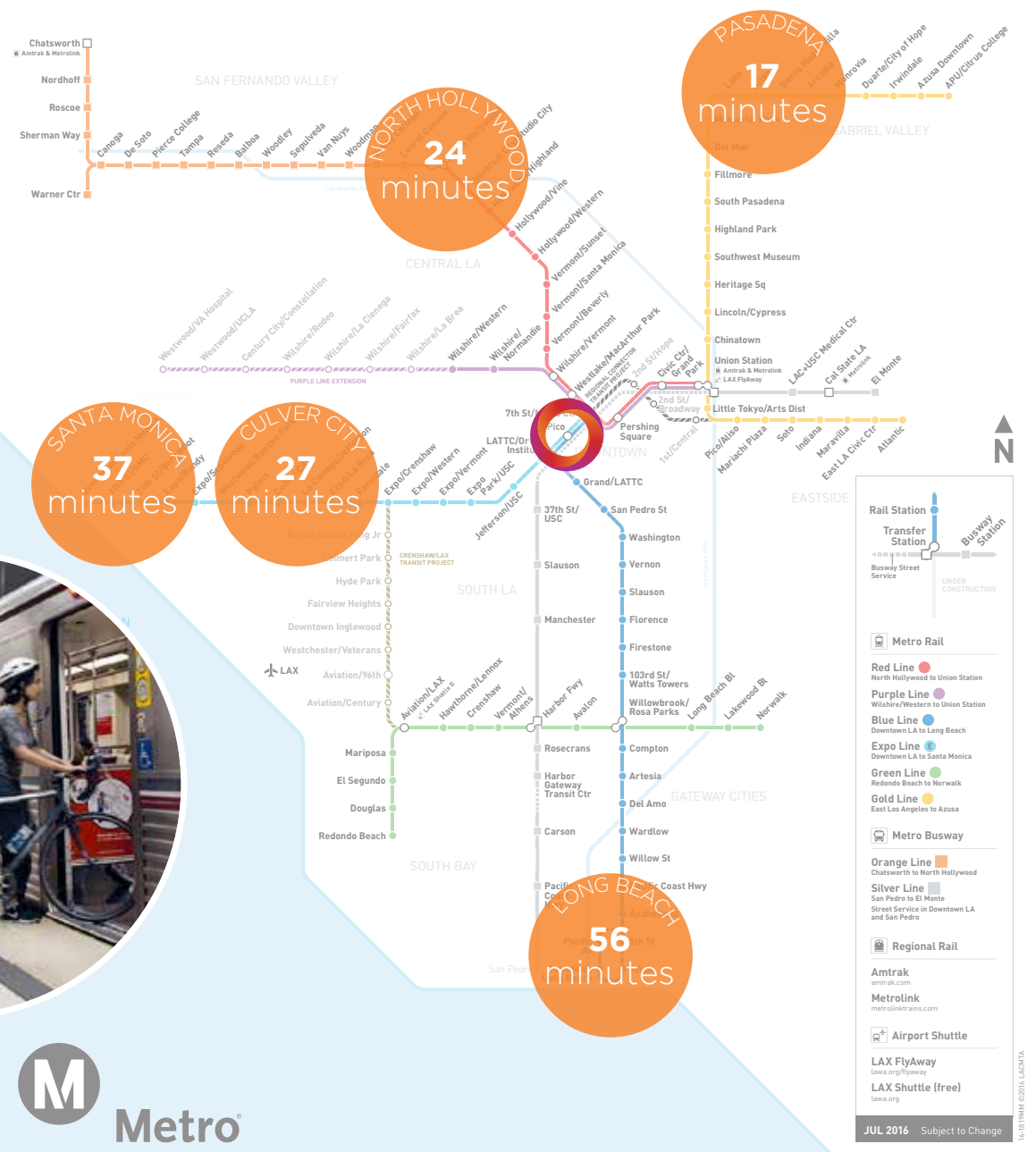


THE COLLECTION AT OCEANWIDE PLAZA

The beach to DTLA in 37 minutes

Downtown Los Angeles is the hub of the rapidly growing transit system in Los Angeles County. With a central location, five rail lines crossing Downtown, quick access to regional destinations, and the confluence of major freeways, Downtown L.A. offers convenient and fast transportation options in a city known for gridlock.

The Collection at Oceanwide Plaza is adjacent to Pico Station which serves travelers on the Metro Expo and Blue Lines.



Los Angeles

STREETCAR!

Running directly past The Collection, the LA Streetcar will tie together DTLA'S districts, destinations, and regional transit options. The 4-mile line will run frequently, with a train always just around the corner and ready to connect riders to the Financial District and Historic Core, Grand Park and the Civic Center, the Fashion District, the Convention Center and LA Live, and much more.

www.streetcar.la



MyFigueroa

The MyFigueroa project area is between 7th St. and USC from DTLA to Expo Park and will bring improved transit and pedestrian access, protected bike lanes, a more organized and efficient Figueroa St., and most importantly a safer Figueroa for all users.

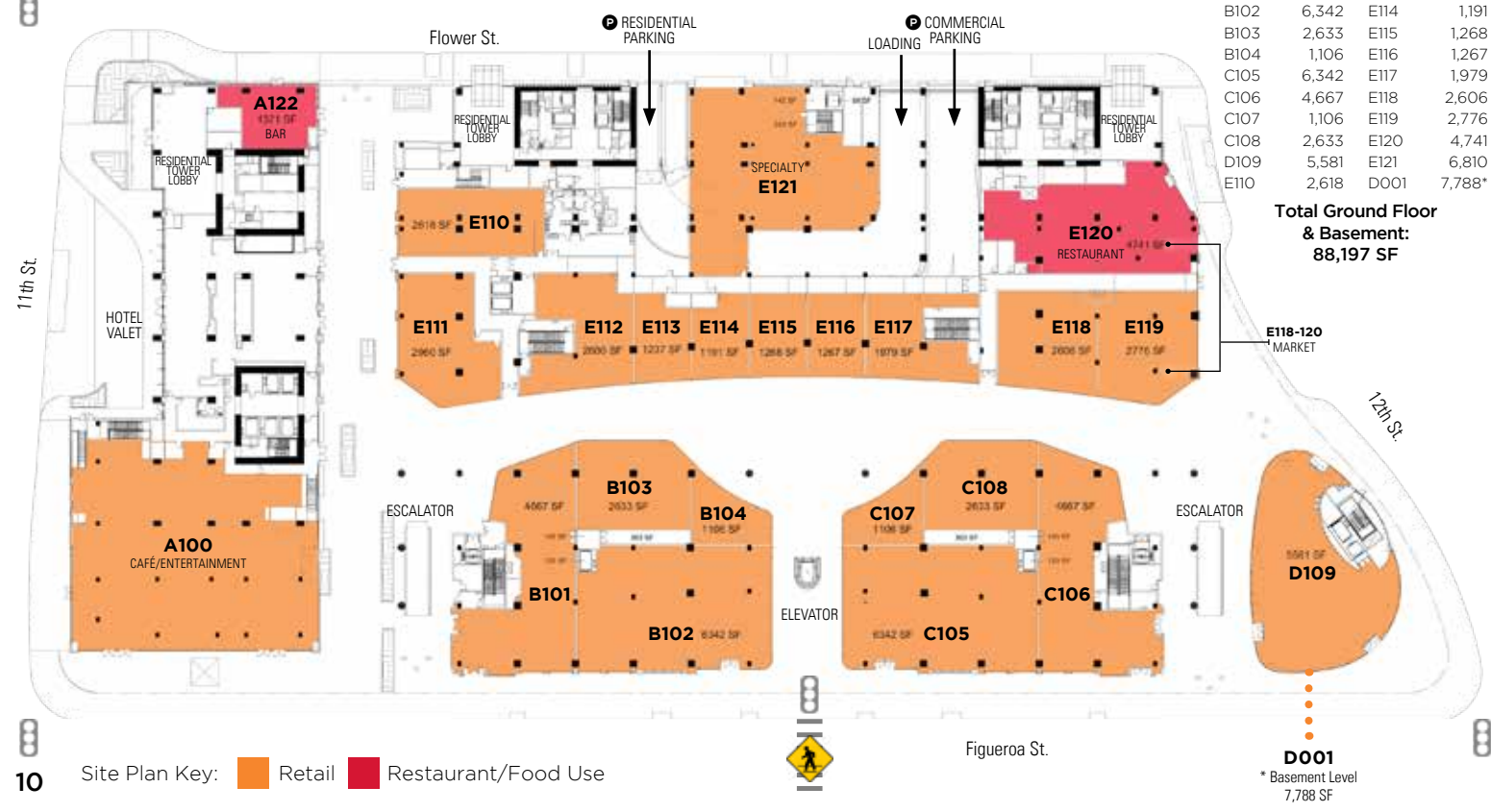
www.myfigueroa.com



Over 153,000 square feet of carefully curated retailers and restaurants



GROUND FLOOR RETAIL



SECOND FLOOR RETAIL



1.3 million residents & workers within a 15-minute drive

The Collection at Oceanwide Plaza will be a destination and draw for the diverse communities surrounding it as well benefit from its unmatched location across from Staples Center and LA Live.

In total, DTLA and the surrounding markets account for nearly 1.2 million potential customers for The Collection at Oceanwide Plaza—all within a 15 minute drive:

DTLA daytime population: 500,000
Surrounding residents: 850,000+

Sources: downtownla.com, neighborhoods.discoverlosangeles.com, REgis Online



DTLA Demographic Snapshot

- 500,000+ weekday population
- 70,000 residents
- \$99,000 avg. median household income of residents
- Residents within a 7-minute walk of Oceanwide Plaza earn over \$150,000 per year
- 66% of residents are ages 23-44
- 18.9% of DTLA residents are under 18 years old
- 80% of residents have a college degree or higher
- Staples Center: 4 million visitors and 250 events per year
- LA Convention Center: 2 million visitors and 350 events per year

Continued Growth in DTLA

HOTEL ROOMS	RES. UNITS
9,277 Current Inventory	40,935 Current Inventory
1,516 Under Construction	9,620 Under Construction
6,594 Pipeline	29,444 Pipeline

DTLA is Open for Business

800+ new restaurants, bars, retail, nightlife and amenities 2008-2017	257.14% total property value increase since 1997
\$28.5 Billion total investment in DTLA 1999-2017	2.9% property value increase 2015-2016
	90% DTLA residential occupancy rate

Sources for pages 12-13: Downtown Center Business Improvement District, Annual Report 2017 and UberMedia

A gathering place for residents, employees, visitors & tourists

The Collection's two-story, open-air galleria features pedestrian friendly "paseos" that link Figueroa and Flower Streets from west to east, and the Park Hyatt with 12th Street from north to south. The over 50-foot high central galleria on the ground floor will feature special events and exhibitions, and a third-floor deck overlooking Staples Center and LA Live will give visitors a view like nothing else in the city.



19 MILLION annual visitors to DTLA



15 MILLION travelers through the 7th St./ Figueroa Metro station annually



4 MILLION Staples Center visitors and 250 events per year



2 MILLION LA Convention Center: visitors and 350 events per year



500,000+ weekday population



70,000 DTLA residents



The largest LED display in the U.S.

Above Oceanwide Plaza's two floors of shopping and dining and a third floor event deck, the project will feature 35,000 square feet of LED advertising space—the west coast's largest—stretching a full city block along Figueroa between 11th and 12th Streets. There is potential for national, credit tenant anchors to receive promotional time on the LED ribbon.





One of only five Park Hyatt locations in the U.S.

Boasting a unique culinary experience and world-class spa, Park Hyatt Los Angeles will be comprised of 184 luxurious guest rooms, including 34 premium suites. It all started with the vision to create an intimate hotel experience that celebrates fine art, innovative and authentic culinary offerings and truly personalized service.

Explore more at www.ParkHyatt.com

Events Across the Street

STAPLES CENTER

Total Events per Year: **250+**
Visitors per Year: **4,000,000+**

Home Games

Kings (NHL)	41
Lakers (NBA)	41
Clippers (NBA)	41
Sparks (WNBA)	17
Avengers (AFL)	9

Awards Shows*

- Peoples Choice Awards
- GRAMMY Awards
- BET Awards
- MTV Video Music Awards
- Emmy Awards
- AMA Awards

**Hosted at Staples Center in past years*

LOS ANGELES CONVENTION CENTER

Total Events per Year: **350**
Visitors per Year: **2,000,000+**

Signature Events

- E3 (Electronic Entertainment Expo)
- Los Angeles Auto Show
- WonderCon
- Anime Expo
- Special Olympics
- Comikaze Expo
- KCON





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Contact a Member of the Retail Leasing Team

ED SACHSE

President
310-887-6250
esachse@kennedywilson.com
CalBRE #01021349

LEE SHAPIRO

Executive Vice Pres.
310-887-6226
lshapiro@kennedywilson.com
CalBRE #00961769

JUSTIN WEISS

Vice President
213-538-8631
jweiss@kennedywilson.com
CalBRE #01920886

DIANE BRANDES

Sr. Leasing Consultant
818-383-3179
diane.brandes@att.net
CalBRE #01883888

DAVID PRESSBERG

Vice President
310-887-6281
davidpressberg@kennedywilson.com
CalBRE #01985788

JORDAN RUBINSTEIN

Vice President
310-887-3489
jordanrubinstein@kennedywilson.com
CalBRE #01736033

KENNEDY WILSON