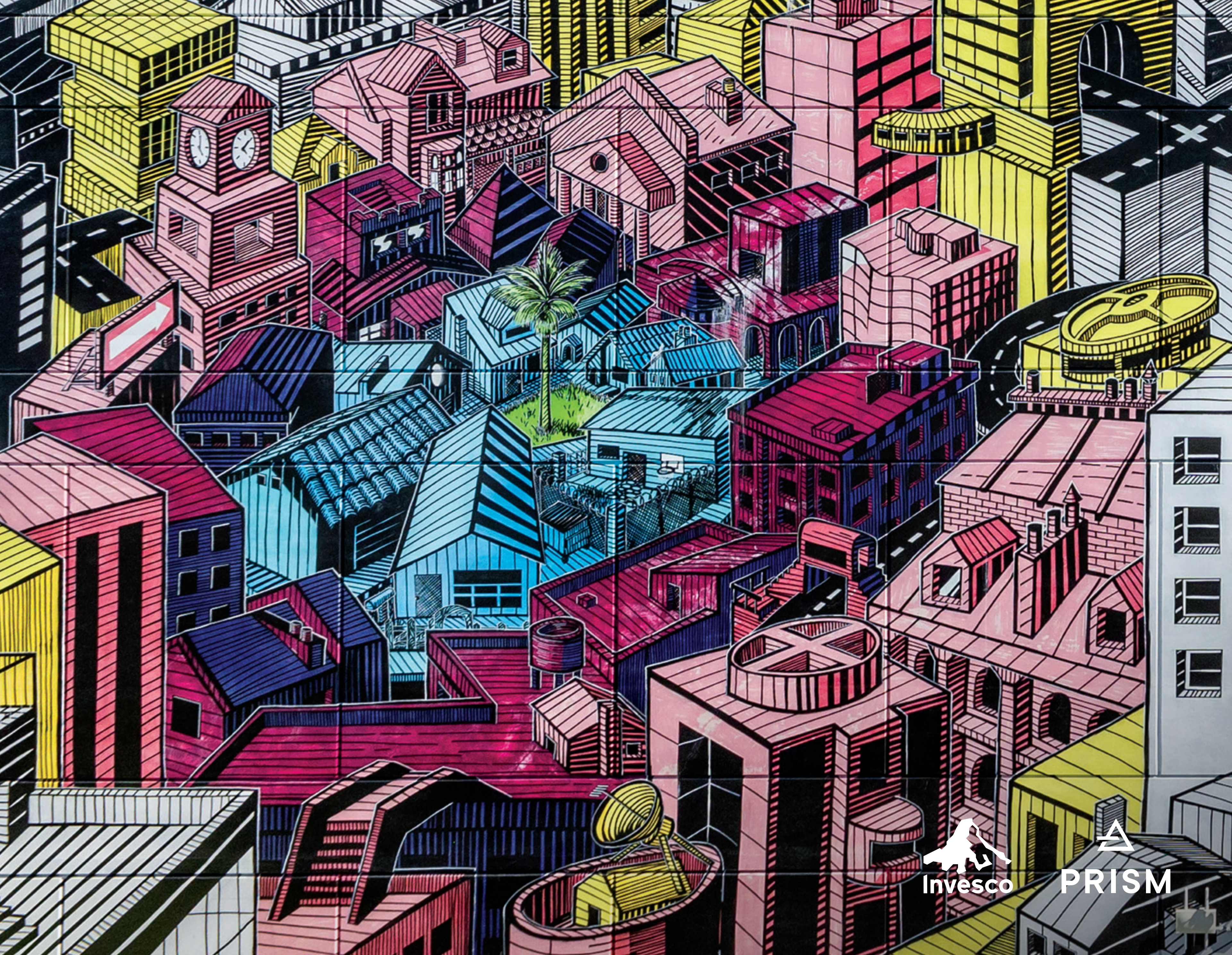
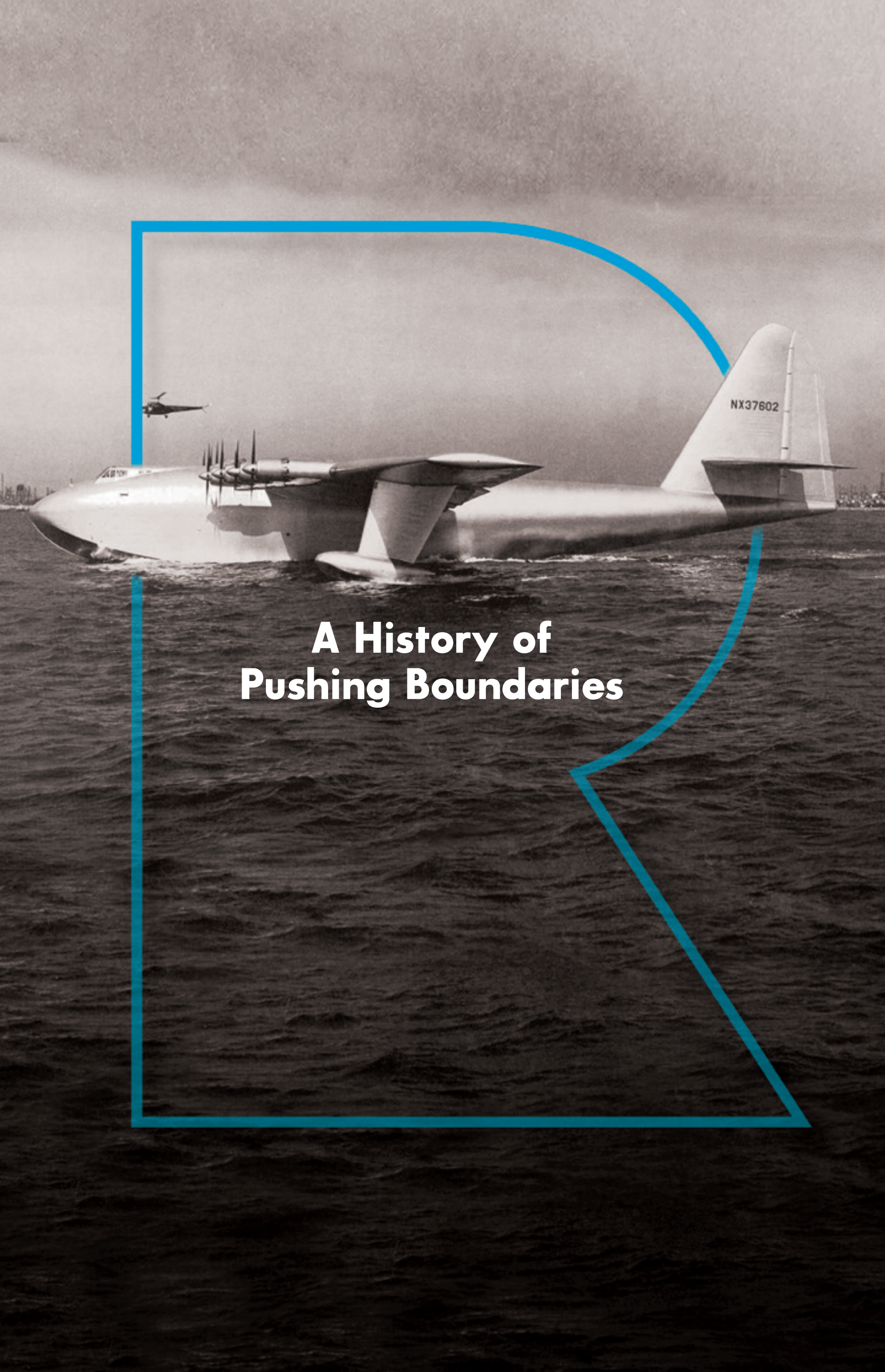




RUNWAY

Playa Vista, CA





A History of Pushing Boundaries



A Future of Fueling Innovation

RUNWAY's history is one of pushing the boundaries of possibility and shaking up the world. As the site where Hollywood pioneer Howard Hughes sought to create a plane beyond human imagination, we are standing on the shoulders of past legends to bring new innovation to light. RUNWAY is the community hub for current and future innovators in the tech, creative and entertainment spheres.



217,000 SQFT OF DIVERSIFIED RETAIL

- 36,000 SQFT WHOLE FOODS
- 9 SCREENS AT CINEMARK
- 5 FITNESS/ WELLNESS STUDIOS
- 20,000 SQFT OF FREE MARKET
- 13 LIFESTYLE SERVICES
- 17 RETAIL BOUTIQUES



13 EATERIES

42,000 SQFT



LUXURY RESIDENTIAL

420 APARTMENTS



OFFICE

34,500 SQFT



OVER 1 ACRE OF PUBLIC GATHERING SPACE



400+ EVENTS ANNUALLY

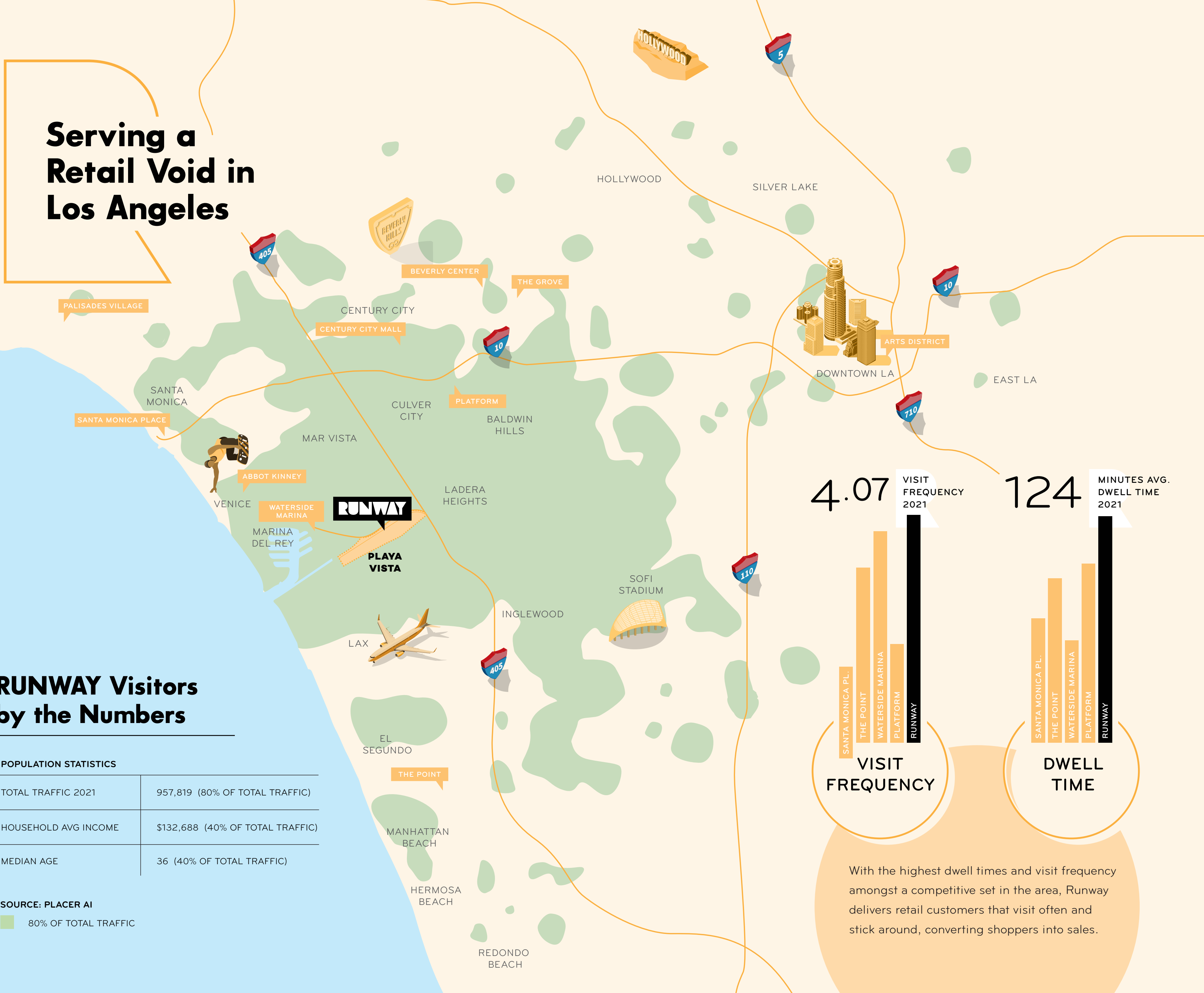


**THE NEW HOME FOR
LA'S MOST CREATIVE
COMMUNITY**

As the heart of LA's most vibrant and innovative neighborhood, RUNWAY brings kinetic culture and elevated community to the colorful creators and bold innovators that make up Playa Vista's new guard.

RUNWAY

Serving a Retail Void in Los Angeles



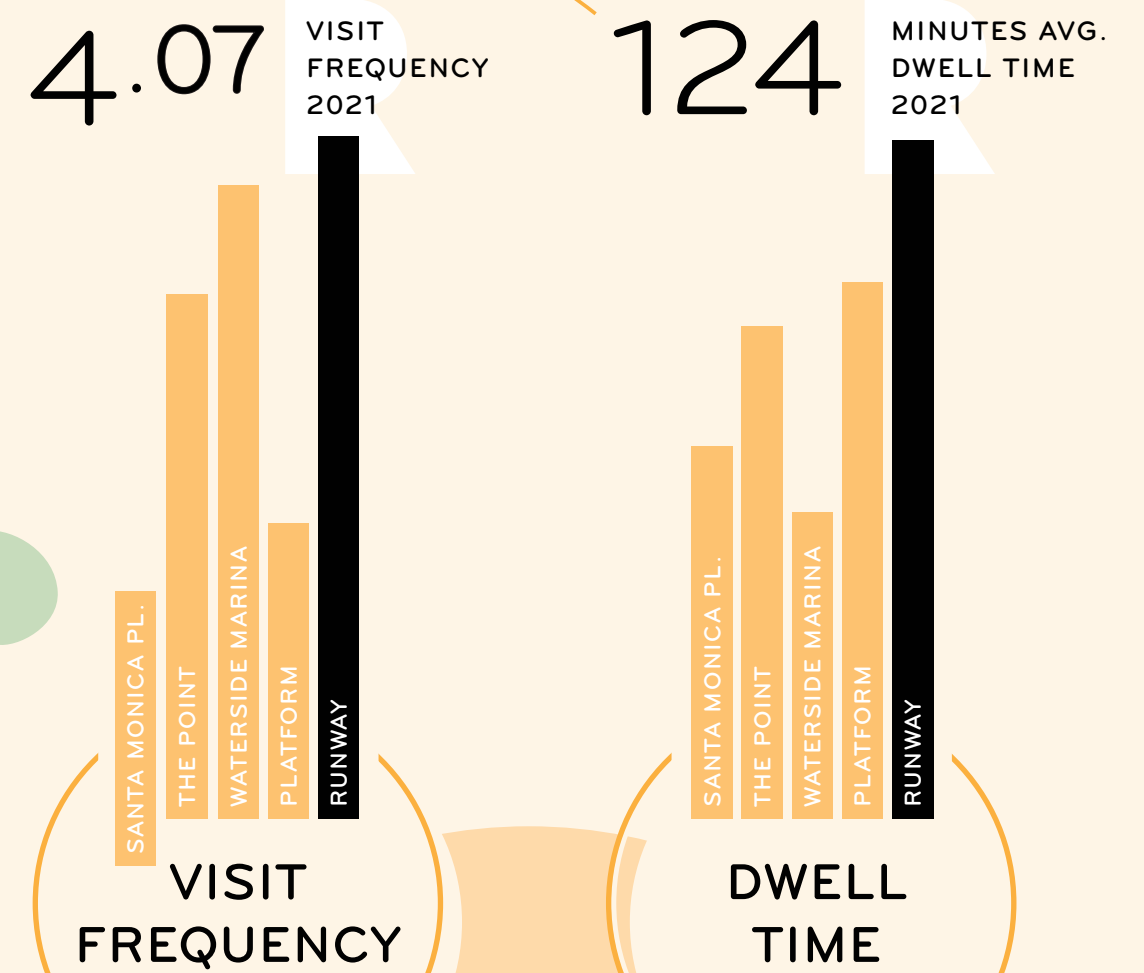
RUNWAY Visitors by the Numbers

POPULATION STATISTICS

TOTAL TRAFFIC 2021	957,819 (80% OF TOTAL TRAFFIC)
HOUSEHOLD AVG INCOME	\$132,688 (40% OF TOTAL TRAFFIC)
MEDIAN AGE	36 (40% OF TOTAL TRAFFIC)

SOURCE: PLACER AI

80% OF TOTAL TRAFFIC



VISIT FREQUENCY

DWELL TIME

With the highest dwell times and visit frequency amongst a competitive set in the area, Runway delivers retail customers that visit often and stick around, converting shoppers into sales.



379K+
DAILY DRIVERS ON 405

5.6M
SQFT OF OFFICE SPACE
IN PLAYA VISTA /
MARINA DEL RAY

14%
GROWTH PROJECTED BY 2024
(3RD HIGHEST IN LA AREA)
SOURCE: GLOBE ST

16,000+
RESIDENTS IN PLAYA VISTA
AND GROWING BY THE DAY

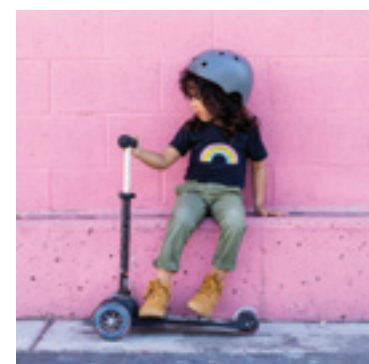
Where Silicon Beach Kicks its Feet Up

RUNWAY is surrounded by some of the most innovative companies in the world. Employees of these companies make up a large portion of the West LA economy. RUNWAY is a home away from home for these digital dreamers, elevating convenience, wellness, leisure and camaraderie for our little corner of West LA.



Celebrating Culture to Bring Community to Life

RUNWAY provides a forward-looking selection of amenities, brands and lifestyle offerings that elevate the story of everyday life for commuters, locals and visitors alike.



It's a Beautiful Day in the Neighborhood

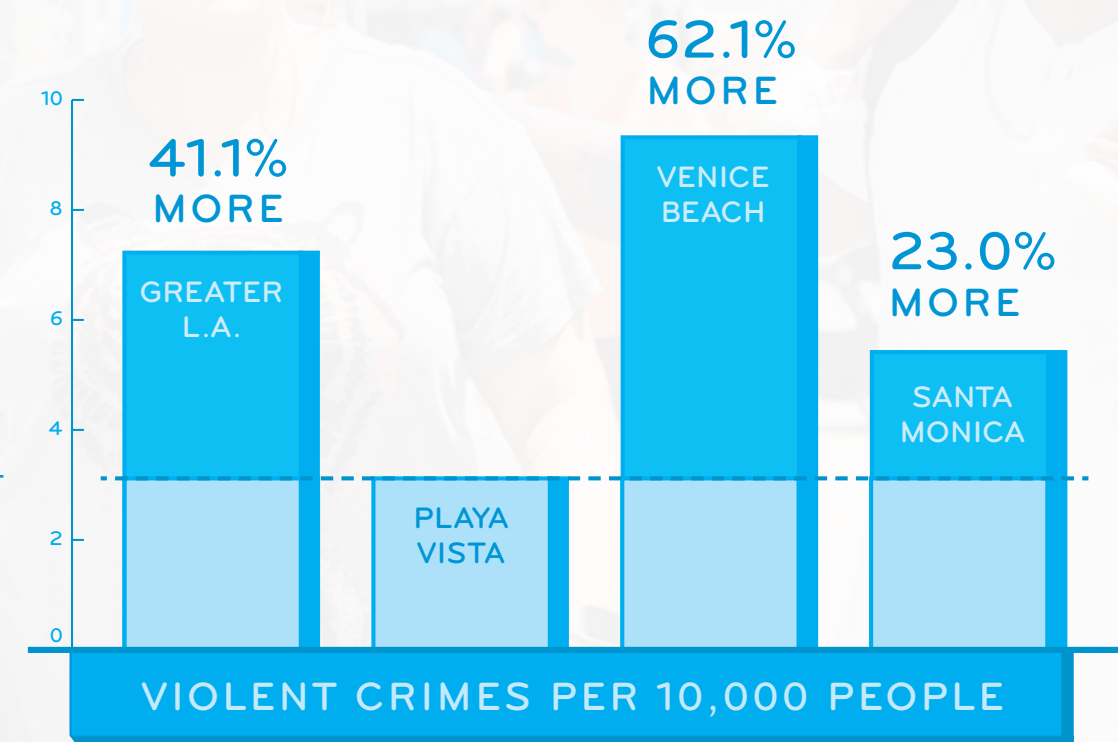


As a safe, clean location, close to the beach, and now in the middle of a thriving creative scene, Playa Vista is paving the way to be West LA's top destination, with all the charm of Venice and Santa Monica and none of the headaches.

VOTED
#2

Neighborhood in LA to Raise a Family

NICHE BEST PLACES



AREAVIBES.COM

PLAYA VISTA IS RATED THE 8TH SAFEST NEIGHBORHOOD IN LA OUT OF 400

BLUEGROUND

PEEPS

Playa Vista is a world-class community, and mecca for innovation. At RUNWAY we serve a wide variety of people drawn from all across the varied canvas that is LA.



Day Trippers

Working commuters and digital dreamers that lunch, shop and happy hour at RUNWAY.



Forward Thinking Families

Families looking for good times and great goods.



Local Flavor

24,000 locals that live and breath the creative culture of Playa Vista.



Visitors

People that stop by to see what is new in the creative world of West LA.



RUNWAY Residents

A built in market that defines RUNWAY living on the daily.

2.7M

PEOPLE VISIT PLAYA VISTA ANNUALLY
[PLACER.AI]

\$138K

AVG. HOUSEHOLD INCOME OF RESIDENTS IN PLAYA VISTA
[NICHE.COM]

63%

OF PLAYA VISTANS OWN VS. RENT THEIR HOME
[NICHE.COM]

38

MEDIAN AGE OF RESIDENTS IN PLAYA VISTA
[NICHE.COM]

ROUND
WAY



PRISM



6



2



3



5



7

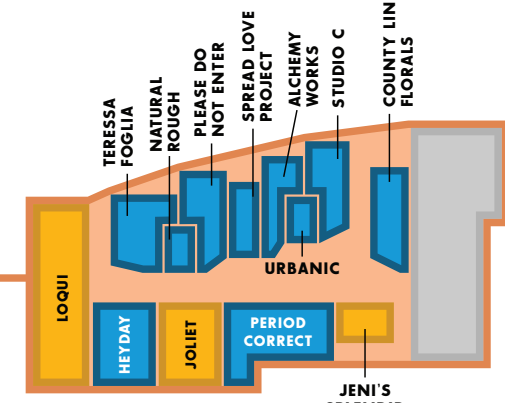
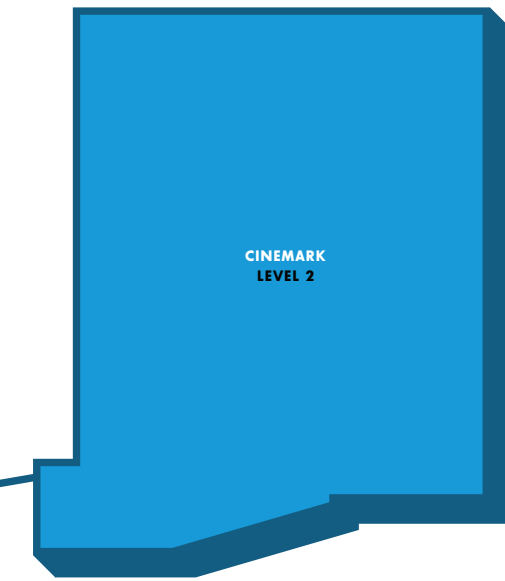


The One Place for Everything You Need

With unique takes on retail, workspace, lifestyle, and spaces to just hang out, RUNWAY is stepping outside the norm to bring forward thinking brands to the creative minded community of Playa Vista.



11



4



1



12



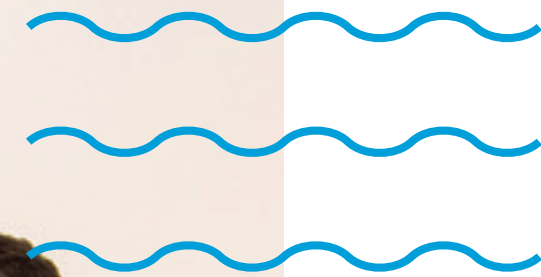
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8



RUNWAY



RETAIL AT RUNWAY

Retail that Delivers the Goods

RUNWAY provides a forward looking selection of amenities, brands and lifestyle offerings that elevate the story of everyday life for commuters, locals and visitors alike.



LOCAL FLAVOR

Housing Free Market, an ever-changing collection of boutique retail, RUNWAY serves as a shopping hub for the local creative community.



YES FAM

With coffee and cocktails available while you shop, and activities and installations for the kids, RUNWAY creates an engaging experience, day or night, for the whole family.



REPEAT DRAWS

Featuring unique goods from boutique brands, RUNWAY's philosophy creates fresh experiences regularly, driving repeat visits.



BIKE ATTACK



PERIOD CORRECT



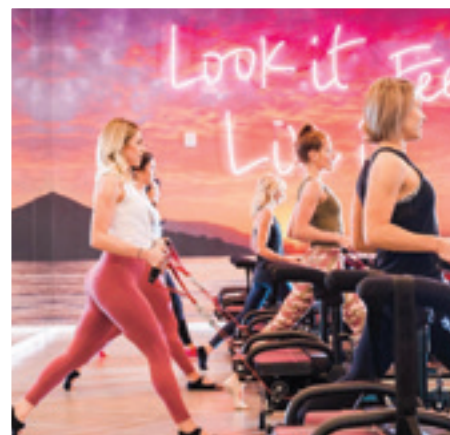
Wellness-Centered Living is the Mantra of the Future

Offering climbing and a variety of fitness and health programs, RUNWAY brings the burn to Playa Vista daily. Wellness tenants not only make for a happy community, they create repeat traffic that translates into evening visits for F&B and retail alike.



GET HIGH

With climbing gym Sender One in house, RUNWAY brings the adventure fitness community to Playa Vista.



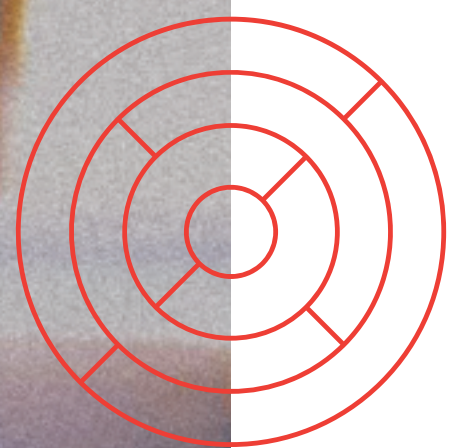
FIND YOUR PACE

Housing both Orange Theory and The Studio (MDR), guests can choose to amp up or slow down to keep fit.



MODERN ANIMAL

Offering the best care for Playa Vista's best friends, RUNWAY gives the community a place to pamper their pets.



Live to Eat

Food is the draw for the new generation. At RUNWAY we provide a variety of food options, from lunchtime go-to spots to elevated options for date nights out.

Award-winning chefs mix with fast casual favorites to bring the best of all worlds to the dining scene at RUNWAY.



FAST CASUAL

Lunchtime favorites & evening bites from LA's finest casuals.



COCKTAILS

Mixologist creations in our restaurants, and available in hand as guests wander Free Market to check out the goods.

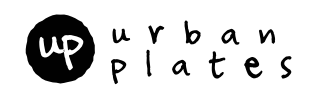


UPSCALE

Up and coming chefs that bring excitement to palates and plates.



BULL & BUTTERFLY



DINING AT RUNWAY



Doing it On the Daily

Anchored by Whole Foods, RUNWAY has daily traffic numbers in the thousands. Bringing services and needs together with food and fun is what RUNWAY is all about.



WHAT YOU NEED

With grocery, bank, pharmacy, and tech focused service tenants, RUNWAY draws everyday locals and commuters on break, creating dwell with these visits.



WHAT YOU WANT

RUNWAY not only draws for needs, we draw for fun. Cinemark brings an entertainment option into the fold, bolstering traffic for F&B and retail.



Whole Foods at RUNWAY averages 100,000 unique visitors monthly



We Celebrate Community

At RUNWAY we know that businesses thrive on community, repeat visits, loyal brand fans and an atmosphere that goes beyond commerce into camaraderie. We have created a place for brands and services to tap into that communal spirit, contributing to the wellbeing and personal story of customers and owners alike.



With over 400 annual programmed events, RUNWAY goes beyond commerce to create community.



Shop small.

Make big dreams come true.



GET IN TOUCH

Contact us to join Playa Vista's
most creative community hub,
and jump start your brand today.

leasing@runwayplayavista.com
runwayplayavista.com



