

Retail

Los Angeles High Street & Urban
Brokerage Services

Intelligence to achieve your retail ambitions



*Achieve
Ambitions*

How our intelligence helps you

Market intelligence

These are the facts and figures. We have reliable market data and 4,000 retail professionals to give you meaningful insights to help achieve your goals. We collaborate with powerful connections industry-wide, making us your retail industry advocate and a bold voice for physical retail and its relationship to online.

People intelligence

Our people thrive on solving complex challenges, they love retail and they love what they do for you. We don't just meet with you, we greet every opportunity to help with a fresh perspective. We listen and do our best to get to know you. This enables us to customize our services to fit your specific needs, and to get us over the finish line hand-in-hand.

Future intelligence

This is where natural curiosity comes into play. In order to create an environment of inspiration, we ourselves must be inspired. That's why we never stop seeking out new information from every corner of the industry, so we can share the best examples from around the world. We have our fingers on the pulse of technological advancement, staying ahead so we can flex as your needs evolve. We are your roadmap to a successful future.

Achieve Ambition

Finding your right space strategically

As your strategic advisor, we will lower your real estate costs and occupancy risks while maximizing workplace flexibility and productivity by:

- Providing objective, unbiased advice so you can make the best decision for your company
- Making the real estate process easier while saving you money every step of the way
- Giving you an efficient and professional business experience from start to finish
- Providing you with everything you need, all in one place
- Representing your interests only, without compromise



High Street Team

Los Angeles

The team has multi-faceted experience and has positioned the JLL high street retail group as a superior one-stop shop offering clear, comprehensive guidance across the full retail property spectrum, whether you are looking to lease or purchase retail space.

Our seasoned experts and associates are regularly appointed to work with some of the most prestigious brands and retail developers across Los Angeles.

With an exclusive roster of family office portfolios and developers in Beverly Hills, West Hollywood, Brentwood, Santa Monica and Venice, our group is adept to handle all tenant requirements from across the globe. The team collectively has 30 years of experience.



Los Angeles

Market Overview

Los Angeles is the cultural, financial, and commercial epicenter of Southern California. It is the second most populous city in the United States with 4 million residents. Located in a large coastal basin, Los Angeles covers an area of about 469 square miles. The city is the focal point of the Greater Los Angeles Area region, which contain roughly 18 million people, making it one of the most desired metropolitan areas in the world.

- Tourism is a leading industry in Los Angeles, in 2019 LA had 50 million visitors with a total spend amount of \$37.8 billion.
- In addition to tourism, the Los Angeles International Airport also broke a significant record this past year with 84.6 million travelers passing through the airport, 22.6 million of which were international travelers.
- Los Angeles is well prepared for large athletic events given its multiple sports venues, including Dodgers Stadium, The Los Angeles Memorial Coliseum, The Forum, the StubHub Center, Staples Center, The Rosebowl, and the new Rams stadium that scheduled to be completed in 2020.
- With 841 museums and art galleries in Los Angeles County, Los Angeles has more museums per capita than any other city in the world. Some of the notable museums are the Los Angeles County Museum of Art, the Getty Center, the Museum of Contemporary Art and The Broad.
- SoFi Stadium is a 3 million square foot sports and entertainment complex in Inglewood spanning 298 acres. The stadium is home to the Los Angeles Chargers and Los Angeles Rams and is scheduled to host Super Bowl LVI in 2022, the College Football Championship game in 2023, and the Opening and Closing Ceremonies of the 2028 Olympics. The Stadium has 70,000 fixed seats with the flexibility to expand to 100,000. In addition to being home of two NFL teams, the project will also have a building for the NFL and NFL Network.
- Among the 4 million total population, the median age is 35.6, with the median household income \$54,432, and the median home value \$615,000. Among the 166,243 businesses, 23.1 percent are retail businesses.

Leasing

That is our code word
for increased rents and revenue.

Our leasing agents are fixated on developing fresh merchandising strategies that provide the best results for properties in both urban and suburban markets. Working one-on-one is the only way to develop the one-of-a-kind approaches necessary for maximizing property income. We explore every lease option to increase consumer traffic, retailer occupancy, and retention. Our network of committed retailer relationships serves to attract and secure leading brands that match the demand of your market.

We also go beyond specialty leasing, and into absolute necessity. We transform traditional specialty leasing programs into new and exciting income opportunities. Think pop-up retail concepts, product samplings, sponsorships, and any other host of events. These can be used to optimize common area space, deliver short-term leasing solutions, and inspire consumer loyalty. We look past today's retail trends, and into tomorrow's. All with the goal of positioning you as a market trailblazer for elevated customer experiences.

Development

We aim to make the most of your project's potential. Development is deep in our roots from the ground up of a new development, to a regeneration or repurposing. We help investors make the most of renovations, expansions and remerchandising strategies. We're constantly reinventing the relationship between retail space and the retailers who seek to lease them.

Our ultimate goal is to transform your property into an outperforming asset.

- Ground-up development
- Redevelopment
- Store repurposing and repositioning



Property Marketing

Build it and they will come doesn't always work with today's fickle consumer. Lean on modern consumer marketing methods to create a shopper community you can count on.

Our seasoned marketing pros are proven thought leaders. Day-in and day-out we develop creative marketing campaigns that proactively address the specific needs of individual properties. Digital and social media is incorporated to drive results and facilitate measurement. Carefully curated onsite experiences engage consumers and increase footfall. We do all this in collaboration with leasing and management so that we can be certain we're targeting the right tenants and loyal consumers. Our property marketing services include:

- **Marketing for leasing:** Our marketing professionals collaborate with leasing to craft each property's unique "story." We use digital tools and technologies to deliver property specific, market-specific and retailer-specific marketing materials to help attract and retain key retailers.
- **Marketing for sales:** For your property to thrive, so must its tenants. We help retailers drive sales through seasonal campaigns and in-store experiences targeted to consumers. We target new and loyal customers through our proprietary Shop Pings program that uses digital geo-targeting to send retailer promotions to shoppers' mobile devices all while capturing valuable shopper data via the center's WiFi service.
- **Marketing for revenue:** Our onsite team members have a shared goal to generate alternative revenue. We focused on creating incremental revenue via sponsorships, advertising, sampling and promotional events. Your property team develops partnerships with local business, and we leverage our national relationships to generate new sources of revenue for your asset.

Market Research

Market Overview

As consumer trends develop, we take note and prepare ourselves for the next phase in retail, and the phase after that, too. Our researchers go beyond tracking performance in local markets. We also forecast the future of the industry. To help you stay ahead, we must be ahead. We do this by pairing global expertise with in-depth regional and local market data worldwide, and by analyzing the key attributes at the heart of successful retail.



*Need to expand here and contract there?
We have experts in each market to help.*

Collaborations

Market to Market

We represent some of the world’s best-known brands and shopping centers in every major city across the world. We immerse ourselves in each and every city and transaction which allows us to connect local teams with regional and global partners. Together, we use our collective industry wisdom to source the best locations for your brand.

LA High Street

Local Markets Represented

Beverly Hills
West Hollywood
Downtown LA
Pacific Palisades
Miracle Mile
Marina Del Rey

Hollywood
Larchmont
Brentwood
Westwood
Hollywood
Santa Monica
El Segundo

Culver City
Malibu
Studio City
Silverlake
Manhattan Beach
Venice





Population
35,179



Avg. household income
\$175,721



Retail goods
\$634m

24% millennial population
67,554 daytime population
10,437 businesses
9.2% retail businesses

Retailers/Restaurants

Louis Vuitton, Gucci, Chanel, YSL, Spago, Cartier, Goyard, MCM, Rolex, Hermes, Celine, Alexander McQueen, Valentino



Population
36,589



Avg. household income
\$108,998



Retail goods
\$603m

38% millennial population
59,726 daytime population
5,402 businesses
12% retail businesses

Retailers/Restaurants

Oscar de la Renta, Restoration Hardware, A.P.C., Fred Segal, Catch, Rag & Bone, Mansour Gavriel, Outdoor Voices, Chloe





Population
63,661



Avg. household income
\$83,653



Retail goods
\$719m

38% millennial population
165,243 daytime population
18,914 businesses
20% retail businesses

Retailers/Restaurants

Acne Studios, BNKR, Shinola,
Air Jordan, Bestia, Baco
Mercat, Theory, Mykita, A.P.C.



Population
30,858



Avg. household income
\$125,025



Retail goods
\$466m

40% millennial population
39,294 daytime population
3,510 businesses
13% retail businesses

Retailers/Restaurants

Sweet Green, Garret Leight,
Bonobos, Undeatead,
Republique, American Rag,
Reigning Champ, STAMPD,
Stone Island, Y-3





29% millennial population

116,906 daytime population

3,544 businesses

7% retail businesses

Retailers/Restaurants

Urban Outfitters, Sweetfin, Palamino, STK, 800 Degrees Victoria's Secret, Brandy Melville, Tocaya, KazuNori, Barney's Beanery, Diddy Riese



28% millennial population

39,032 daytime population

2,770 businesses

8% retail businesses

Retailers/Restaurants

Intermix, Christian Louboutin, Rag & Bone, Farm Shop, Baltair, Sid Mashbarn, James Perse, Joe & the Juice, Jon & Vinny's, Ron Herman





Population
93,525



Avg. household income
\$141,524



Retail goods
\$1.5b

29% millennial population
132,112 daytime population
10,807 businesses
11% retail businesses

Retailers/Restaurants

Adidas, Apple, Nike, Cassia, Melisse, Sephora, Louis Vuitton, Bloomingdales, Alo Yoga



Population
38,999



Avg. household income
\$157,527



Retail goods
\$717m

32% millennial population
38,062 daytime population
2,586 businesses
16% retail businesses

Retailers/Restaurants

Rag & Bone, Shinola, Vince, Aviator Nation, Gjellina, Felix, Butcher's Daughter, Marine Layer





Population
8,168



Avg. household income
\$91,820



Retail goods
\$70m

29% millennial
population
7,763 daytime
population
544 businesses
9% retail
businesses

Retailers/Restaurants

Blue Mercury, Salt & Straw,
Groundwork Coffee, Café
Gratitude, Go Get Em Tiger,
Jeni's Splendid Ice Creams,
Buck Mason, Sweetfin and Lip
Lab



Population
39,735



Avg. household income
\$133,014



Retail goods
\$540m

26% millennial
population
63,141 daytime
population
4,309 businesses
13% retail
businesses

Retailers/Restaurants

H.D. Buttercup, Linda Farrow,
Reformation, Lukshon,
Destroyer, Vespertine, Soul
Cycle and Equinox

Landlord

Representation

Aschkenazy Aquisition Corp.	Blatteis & Schnur	Churchill Management
City of West Hollywood	Cityview Properties	Deutsche Bank
Dominium Management Corp.	Domino Realty	Federal Realty
Gindi Capital	Goldrich Kest	GPI Companies
IAC	Jenel Management	Maxxam Enterprises
Nasa Group	Starpoint	WS Communities
Vertigo USA	Four Seasons	Lexington Capital Mgmt
Sterling Capital LP	Indivest	RDR Properties
	Kilroy	

Brokered Deals

& brands represented

All Saints (Flagship)	Jill Sander	The LABB	Wynn Fine Arts
Lululemon (Flagship)	BCBG	DJULA	Sunlife Organics
Battistoni Roma (Flagship)	Frey Willie	Tarte Tartin	Smashburger
Soul Cycle	Penhaligon's	Ronan	Innovative Dining
Anil Arjandas	Stuart Weitzman	HPE	Edo
Ladurée	Etro	Blue Bottle Coffee	Trufusion
Nespresso (Flagship)	Paul & Shark	Platefit	Y7
Cos (Flagship)	Stefano Ricci (Flagship)	Illuminate	Solidcore
Sam Edelman	West	Cos Bar	Clark Street Bakery
Sandro	Celine (Flagship)	Amorino Gelato	Knockout Beauty
Diptyque	David Orgell	Hakkasan	Eddie V's
Gucci	Novo Body	Café Solar	Raymond James
Tory Burch	Ralph Lauren (Flagship)	Mercado	Ruti
Alice & Olivia	Zadig & Voltaire (Flagship)	The Shade Store	Only Roses
Saint Laurent (Flagship)	Kreation	Pea in the Pod	Planet Blue
Eres	Berluti (Flagship)	Creed	Blue Plate Taco
Froyo	General Porpoise	Melanie Grant	Shinola
G-Star Raw	Celestino Drago	Amiri	Grand Seiko
Geox	Frontrunners	Vhernier	Fala Bar
Herve Leger	Aharon Coffee	Pronovious	Joe and The Juice
Jigsaw	Schutz	California Pizza Kitchen	The Ice Cream Lab
Levis	Blue Star Donuts	Fjall Raven	La Perla
Missoni (Flagship)	Souliers	Roark Revival	Guisados Tacos
Mont Blanc	Jonathan Antin Salon	Van Leeuwen	Panache Bridal
Prada (Flagship)	Winn Slavin Art Gallery	Burton	Anthropologie
Sen Asian Kitchen	Alfred's Coffee	Roca	Urban Outfitters



Top LA Retail

Location Rents

RETAIL LOCATIONS	RENTAL RATES (MONTHLY)
<i>Beverly Hills</i>	\$7 - \$105
<i>West Hollywood</i>	\$5 - \$20
<i>Downtown LA</i>	\$2- \$8 PSF
<i>Miracle Mile</i>	\$4 - \$8
<i>Westwood</i>	\$4 - \$8
<i>Brentwood</i>	\$6 - \$20 PSF
<i>Santa Monica</i>	\$4 - \$25
<i>Venice</i>	\$5 - \$22
<i>Culver City</i>	\$4 - \$10
<i>Larchmont</i>	\$8 - \$12 PSF

Mixed Used Projects

Track Record

NAME	LOCATION	SIZE
Manhattan Village	Manhattan Beach	648,000 SF
Sherman Oaks Galleria	Sherman Oaks	253,187 SF
HHLA	Los Angeles	248,841 SF
The Shops at El Paseo	Palm Desert	105,000 SF
Brentwood Gardens	Brentwood	157,265 SF
Rodeo Collection	Beverly Hills	87,000 SF
1355 Third Street Promenade	Santa Monica	34,000 SF
Beverly Wilshire Hotel	Beverly Hills	22,000 SF
1328 S Sante Fe	Downtown	19,000 SF
433 N Camden Drive	Beverly Hills	19,000 SF
MGM Building	Beverly Hills	15,000 SF
9533 Brighton Way	Beverly Hills	14,294 SF
Haven, 11924 W Washington Blvd	Culver City	13,181 SF
Brentwood Town Center	Brentwood	11,933 SF
1231 Third Street Promenade	Santa Monica	9,160 SF
The Pearl, 687 S Hobart Blvd	Koreatown	7,100 SF
909 N Pacific Coast Hwy	El Segundo	5,256 SF
Montage Hotel	Beverly Hills	3,500 SF
Four Seasons, Doheny	Beverly Hills	2,000 SF
Sunset Media Tower	Hollywood	1,746 SF
229 N Beverly Drive	Beverly Hills	1,500 SF
The Shore Hotel	Santa Monica	1,400 SF
The Peninsula Hotel	Beverly Hills	500 SF



*We all wish we had a crystal ball.
In our case we have a team of keen
researchers who can help you look
into the future.*

Research

To help you stay ahead, we must be ahead. We keep our fingers on the pulse of consumer behavior which keeps us proactive and prepared for the next trend, big or small. We not only track property and retailer performance in local markets, but we go so far as to forecast the future of the industry. What makes successful retail places profitable? How can we build on that strategy to apply to you? Let us analyze the latest local, regional and global retail insights to help you win.

Publications

- Trade Area Report - DTLA
- Trade Area Report - Beverly Hills
- Trade Area Report - Santa Monica
- LA Insight Report
- U.S. First Look at Retail
- U.S. Retail Investment Outlook
- West Coast Economic Overview
- Destination Retail
- Flagship Confidential

Additional Real Estate Services

- Retailer representation
- Cross-border connections
- Retail e-commerce distribution
- Integrated portfolio services
- Retail strategy services
- Transaction management
- Lease renewal management
- Lease and debt restructuring
- Brand, experience & design
- Construction management
- Facility management
- Lease administration



Retail Portfolio

Southern California

5

Number Of Locations:

JLL provides retail services in 5 offices across Southern California. www.jllretail.com

35

Retail team members:

JLL has over 35 retail team members in Southern California.

180

Number of properties:

JLL has 180+ properties.

35

Development/Redevelopment:

JLL has over 35 projects currently in its portfolio.

25^m

Size of retail space leased in southern California:

Leasing over 25M square feet of space.

Houman Mahboubi

Executive Vice President, Retail



Current Responsibilities

Houman is celebrated among colleagues and clients for his integrity, loyalty and expertise in the Los Angeles commercial real estate market. With over 15 years of experience, Houman is a leading authority on sales, purchases, management and leasing. He has closed multimillion-dollar transactions with some of the world's most prestigious commercial real-estate clients. Houman's focus is on transactions, acquisitions, administration and leasing of commercial real estate. With his experience, local market savvy, and outstanding network of business partners, Houman is an advisor leading a dedicated group of over 20 leasing agents and brokers.

Experience

Houman has developed his business portfolio with a characteristic personal touch to every deal, meeting and transaction. Houman's professional trademark is illustrated by the principles he advocates in his business practice: Integrity, Diligence, Commitment and Collaboration. Houman has received media features for his accomplishments—including in press outlets like Bloomberg TV, LA Business Weekly TV, Blog Talk Radio, Realty Times and Entrepreneur's Network. Based in Beverly Hills, Houman has a

keen understanding of the local and commercial real-estate trends and developments. With local geographic specialization, he has attained and sold topnotch income properties to some of Southern California's most prestigious clients. As a client-loyal specialist, Houman has tracked top trends and guided with assurance certain forecasts about sales, purchases, management and leasing of commercial real estate. His personable approach, marketing savvy, intimate community knowledge and perception have expedited deals and endeared him to his peers and clients alike.

Education and Affiliations

Houman is a member of the Beverly Hills Rotary Club, Chamber of Commerce, Economic Development Committee (EDC), Rodeo Drive Committee and The Maple Counseling Center. A proud husband and father, Houman is based in Beverly Hills; an area that is home to his community and business alike. Houman holds a Bachelor's Degree in Business Administration from the University of Southern California.



Devin Klein

Vice President, Retail

Current Responsibilities

Devin Klein specializes in tenant and landlord representation with JLL's high street/urban retail in Century City.

Experience

Devin has a long-standing legacy in real estate. Devin's real estate career is deeply rooted with his experience growing up in a family owned small food business as well as his family's owned retail portfolio in the greater West Los Angeles area. The family extended their real estate operations into commercial shopping centers, single family residential spec development and multifamily dwelling investments throughout the greater West Los Angeles area. Devin has over twelve years of leadership experience in acquisitions, high-end real estate development, design,

property management, leasing and sales. In 2010, Devin formed a strategic partnership with Houman Mahboubi wherein Devin helped create one of the most successful luxury retail leasing & sales brands in Los Angeles. His tremendous experience in residential and high street retail, gives him the capability to get in the trenches with Developers and Landlords alike to identify the best programming for their mixed use projects.

Education and Affiliations

A graduate of the University of California at Santa Barbara with a BA in Film Studies, Devin resides in Westwood with his wife and twin boys. Involved with ICSC, Jewish Federation, Guardians, Stop Cancer and Partner of the Six Restaurant in Los Angeles.



Greg Briest

Vice President, Retail

Current Responsibilities

Greg specializes in retail leasing, focusing on tenant representation for high-end luxury fashion and jewelry brands, restaurants, as well as helping discover and place unique up and coming brands in locations that will best serve their clientele.

Experience

Greg began his career working in the entertainment industry for major studios and talent agencies while in college and law school. Shortly after law school, Greg began to work in the luxury watch and jewelry business, catering to needs of high-end clientele in Beverly Hills

and throughout the United States. Ultimately, Greg's desire to represent and grow unique clients drew him to commercial real estate representation. Greg's experiences have provided him with an innate understanding of business and negotiations, while always believing that the needs of the client come first.

Education and Affiliations

A Los Angeles native, Greg holds a Juris Doctorate from Southwestern Law School and a Bachelor of Arts in Motion Pictures and American Studies from the University of Miami.



To learn more about our Los Angeles Retail Services, please contact:

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