

RETAIL AT  
CENTURY PLAZA

LOS ANGELES





*“The centerpiece of our  
city’s future landscape.”*

DAVID REUBEN JR.

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01

INTRODUCTION



## Claim Your Space in the Heart of Modern LA

Poised at the intersection of entertainment, business, and luxury living, Century Plaza is an incomparable \$2.5 Billion development ushering in a new era for Century City as LA's modern urban core.

Guided by the visionary prowess of Reuben Brothers and anchored by the reimagined Fairmont Century Plaza Hotel, two sleek 44-story residential towers, and an intimate retail escape, Century Plaza brings inspired design and vibrant energy together in a secure, walkable destination.

CENTURY PLAZA AT A GLANCE

**\$2.5 Billion**

Century Plaza Development

**93.8K SF**

Premium Dining and Shopping Venues Across  
an Array of Open-Air Streetscapes  
and Landscaped Plazas

**400**

Rooms at the Reimagined  
Fairmont Century Plaza Hotel

**331**

Luxury Condominium Residences,  
Including Two 44-Story Residential Towers  
and Fairmont Residences Century Plaza

**1,203**

On-Premise Parking Spaces\*

\*723 public parking spaces and 480 reserved for shared hotel and retail valet



02

THE LOCATION



## An Unparalleled Neighborhood

At the heart of Los Angeles, Century City stands as a symbol of connectivity and innovation. Its central location places it within arm's reach of sought-after areas, from Beverly Hills to Hollywood and beyond. Here, luxury living intertwines with a vibrant business landscape, creating an epicenter for professionals and culture enthusiasts alike. With world-class hotels, shopping and dining around every turn, Century City is the truest reflection of a modern urban neighborhood.

NEIGHBORHOOD SNAPSHOT



18 Million

Annual Visitors to the Revamped Westfield Century City, Directly Adjacent to Century Plaza



45,000

Office Professionals Within 1 Mile, including CAA, ICM, AECOM, CBRE, Wells Fargo, JP Morgan, Chase and Fidelity Investments



600K+

Daytime Employees Within Five Miles



60 Million SF

Occupied Office Space Within Three Miles



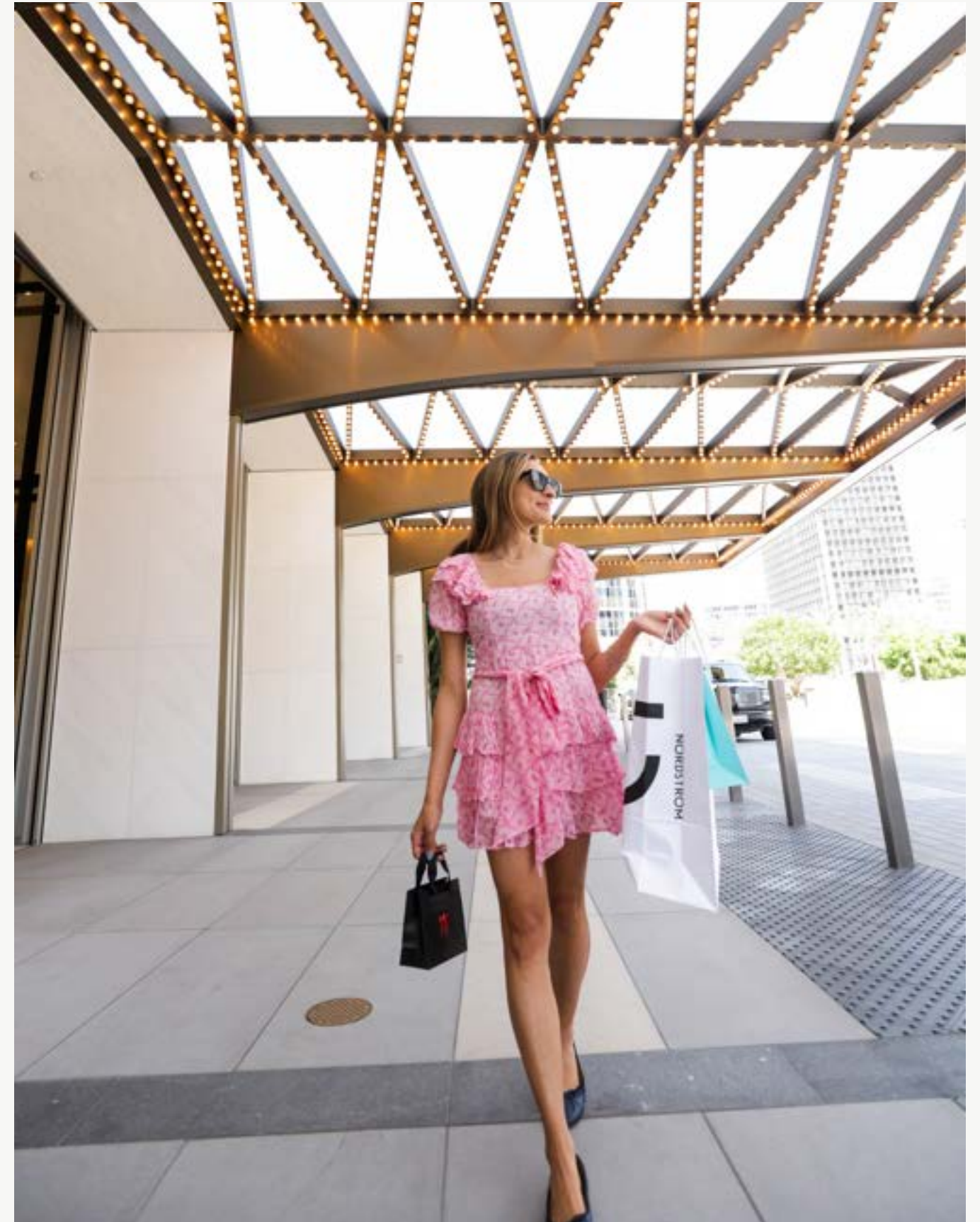
Six

Major Hollywood Studios Within Five Miles



Five

Luxury Hotels Within 1 Mile, including Waldorf Astoria, The Beverly Hilton and Hotel Bel-Air





- HOTELS**
  - 1 Beverly Hilton
  - 2 Waldorf Astoria Beverly Hills
  - 3 The Peninsula
  - 4 Maison 140
  - 5 Mosaic Hotel
  - 6 Intercontinental
  - 7 Courtyard by Marriott
  - 8 Century Park Hotel
  - 9 Fairmont Century Plaza
  - 10 Four Seasons Beverly Wilshire
- RESTAURANTS**
  - 1 The Livingroom
  - 2 Craft LA
  - 3 The Stand
  - 4 Hinoki & The Bird
  - 5 CUT by Wolfgang Puck
  - 6 Nerano
- RETAIL**
  - 1 Neiman Marcus
  - 2 Saks Fifth Avenue

- OFFICE**
  - 1 Merrill Lynch Wealth Management
  - 2 Fox Studios
  - 3 Topa Management Company
  - 4 Newmark Knight Frank
  - 5 Creative Artists Agency (CAA)
  - 6 Ares
  - 7 JLL
  - 8 AECOM Worldwide HQ
  - 9 Miramax
  - 10 Charles Schwab
  - 11 ICM Partners

- LUXURY RESIDENTIAL**
  - 1 Ten Thousand
  - 2 The Century
  - 3 Beau Visage Apartments
  - 4 Century View
  - 5 Legendary Century City
  - 6 Keswick Avenue Apartments
  - 7 Beverly Glen Plaza

- Westfield**
- Apple
  - AMC Century City
  - Anthropologie
  - Banana Republic
  - Bloomingdale's
  - Din Thai Fung
  - Eataly LA
  - Equinox
  - Gelson's Market
  - Javier's
  - Macy's
  - Nordstrom
  - Orange Theory Fitness
  - Sephora
  - Shake Shack
  - Swarovski
  - Tesla Motors
  - Tiffany & Co.





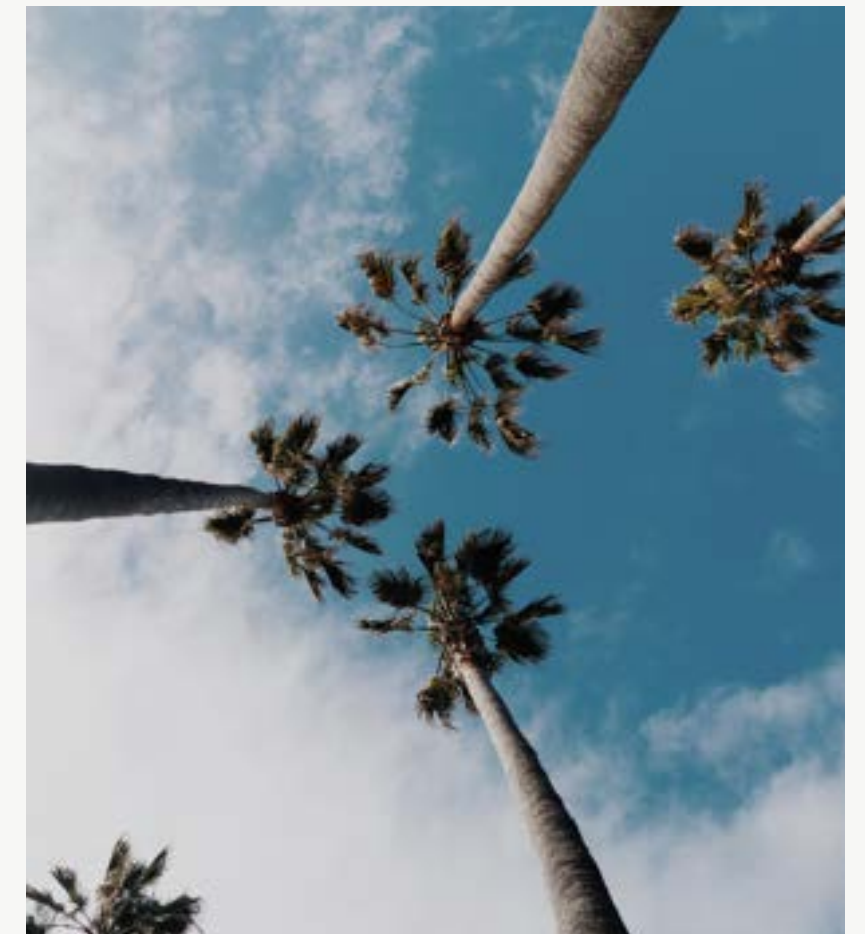
*What we're witnessing now is the next exciting chapter in its storied history. One that will see Century City become the modern heart of LA.*

## CENTURY CITY

# The Here-and-Now of LA's Evolution

With its blend of modernity, elegance, and charm, all in a pedestrian-friendly and safe environment, Century City represents the vanguard of LA's evolution.

The city has long been a centerpiece of culture and entertainment in LA, from its studio backlot days to when it was master-planned in the 1960s as a pedestrian city-within-a-city, and of course, with the original Century Plaza hotel.





# Market Overview

WITHIN 3 MILES OF CENTURY PLAZA

## ESTIMATED DAYTIME POPULATION

<b>40,525</b>	<b>67,209</b>	<b>438,820</b>
.5 Miles	1 Mile	3 Miles

## TOTAL HOUSEHOLDS

<b>3,106</b>	<b>13,106</b>	<b>136,725</b>
.5 Miles	1 Mile	3 Miles

## AVERAGE HOUSEHOLD INCOME

<b>\$178K</b>	<b>\$168K</b>	<b>\$122K</b>
.5 Miles	1 Mile	3 Miles

## MEDIAN AGE

<b>51.5</b>	<b>45</b>	<b>36</b>
.5 Miles	1 Mile	3 Miles

## AVERAGE HOME VALUE

<b>\$1.06M</b>	<b>\$1.07M</b>	<b>\$983K</b>
.5 Miles	1 Mile	3 Miles

## APPAREL EXPENDITURE\*

<b>\$4.67K</b>	<b>\$4.45K</b>	<b>\$3.39K</b>
.5 Miles	1 Mile	3 Miles

## FOOD AND DINING EXPENDITURE\*

<b>\$16.9K</b>	<b>\$16.13K</b>	<b>\$12.53K</b>
.5 Miles	1 Mile	3 Miles

\*Per household, annually

03

CENTURY PLAZA



## Ushering in a New Modern LA Way of Life

Century Plaza is LA's newest and most paradigm-shifting development. Walkable, vibrant, outdoors, and serene, Century Plaza takes center stage at the crossroads of LA's cultural, artistic, and entertainment pulse. With the Fairmont Century Plaza Hotel as its cornerstone, this destination is an embodiment of innovation, seamlessly integrating luxury residences, open-air shopping, immersive retail pavilions, and landscaped gardens. Here, life goes beyond conventional boundaries; it's a harmonious blend of elegance and excitement.



From morning coffee, power lunches, and afternoon respites to evening drinks, fine dining, and late-night desserts, Retail at Century Plaza keeps you coming back for more.

CAFE  
Plaza Level | Avenue of the Stars Facing Fairmont Century Plaza Hotel

## THE RETAIL SPACES

# A Multi-layered Experience Pulsing with Style and Energy

Century Plaza introduces an open-air retail destination like no other. An intimate enclave where sophistication and intimacy intersect with vibrant energy. Set within a self-contained urban oasis, Century Plaza exudes a distinctive ambiance that evokes a sense of wonder while integrating seamlessly with the surrounding neighborhood. Lush gardens, enchanting fountains, and illuminated plazas establish a sequence of experiences that unfold across multiple levels.

Each environment presents a distinctive experience waiting to be explored — from the sophisticated storefronts along Constellation Avenue to the vibrant energy of the central plaza to waterside venues that capture the romance of LA.





A verdant central plaza, which flows directly from the hotel lobby breezeway, is where water features and sunshine spills across lively patio dining and shopping. Every turn reveals a new layer of sensory enchantment.

HOTEL LOBBY



HENRI VANNIER

HV

HENRI VANNIER

HV

By day, it's a serene escape from the city. By night, it transforms into an atmospheric, vibrant scene with illuminations casting their glow across the plaza.

CORNER RETAIL  
B1 Level | Avenue of the Stars at Constellation Blvd



Fivondra

RESTAURANT  
Plaza Level





THE HOTEL

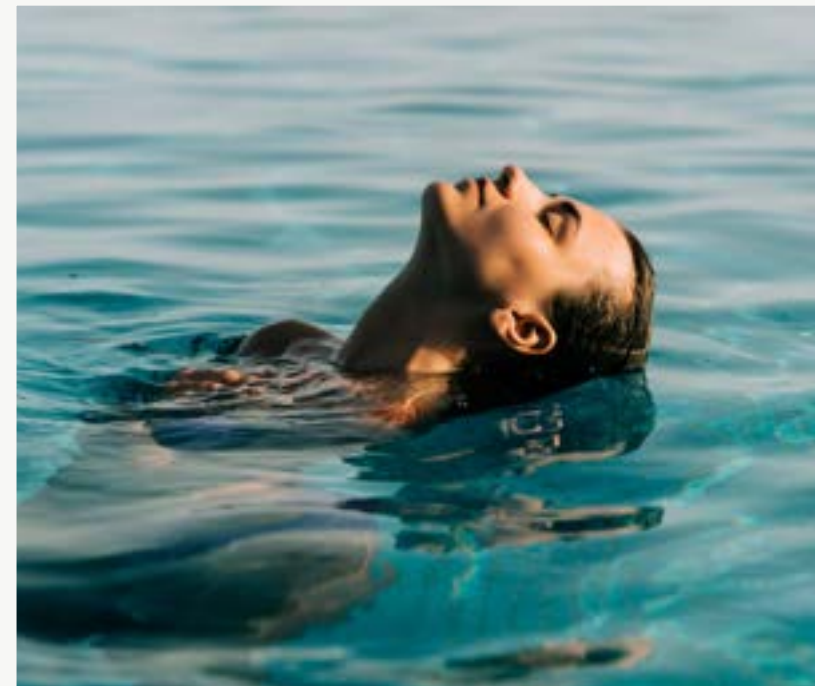
## An Icon Reborn

The new Fairmont Century Plaza takes its place as LA's most legendary social hub. The redesigned lobby breezeway, where Mid-Century inspiration meets contemporary energy, welcomes visitors from around the world. Sip cocktails in the Lobby Breezeway or indulge in fine dining at the critically acclaimed Lumiere Brasserie.





Ascend to the hotel's sun-drenched rooftop to find the ultimate oasis, complete with cabanas, firepits, and panoramic city views. With 260,000 square feet of indoor/outdoor facilities, this Los Angeles legend offers both intimacy and grandeur. The new Fairmont Century Plaza interweaves decades of cherished memories into an icon reborn.





THE RESIDENCES

## LA's New Landmark of Luxury

Rising 44 stories above Century Plaza are two icons of their own — Park Elm's stunning residential towers. Designed by renowned architects Pei Cobb Freed & Partners, these sleek high-rise homes offer a quiet refuge above the plaza below. 244 elegant residences with floor-to-ceiling windows provide unimpeded views of Century City, Beverly Hills, and the Los Angeles skyline.

Private residential amenities include an outdoor pool, landscaped terraces, and a state-of-the-art fitness center and yoga studio. With their set back, elevated position and sophisticated interior spaces, Park Elm's two towers exemplify private luxury living at its pinnacle.





FAIRMONT RESIDENCES CENTURY PLAZA

## Hotel-Serviced Living

Gracing the top of the reimagined Fairmont Century Plaza is a collection of one- to three-bedroom hotel-serviced residences for lease masterfully designed by internationally acclaimed firm Yabu Pushelberg. Fairmont Residences offer one- and two-story floor plans available for a minimum six-month stay, enhanced by exclusive resident-only amenities and services, along with the world-class offerings of the renowned Fairmont Century Plaza. Discover the pinnacle of modern luxury living in Los Angeles' most exclusive residential leasing collection.



04

THE TEAM



## A Visionary Prowess

### REUBEN BROTHERS

Few names stand out in retail and hospitality like Reuben Brothers. At their core is an unwavering commitment to unforgettable guest experiences beyond mere commerce. Their brilliance shines through flagship retail properties like London's Burlington Arcade and New York's Madison Avenue and boutique hotels like The Wellesley.

Now, the Reuben Brothers are set to infuse Century Plaza curating an assembly of extraordinary restaurants and boutiques. With their unwavering attention to detail, hallmark elegance, and commitment to excellence, Century Plaza is set to experience a renaissance of luxury that only the Reubens can usher in.

## Architecture

Building upon the vision of the hotel's original architect Minoru Yamasaki, Century Plaza's transformation has been led by a renowned team of architects and designers, including Pei Cobb Freed & Partners, Marmol Radziner, and Gensler. The reimagined Fairmont Century Plaza, two 44-story residential towers, nearly 100,000 square feet of retail space, landscape promenade and public gathering plaza with a Jaume Plensa sculpture completes the development.

## Retail Leasing

Jay Luchs, a Vice Chairman at Newmark's Century City office in Los Angeles, is a leading national retail expert with a focus on representing runway's finest fashion and luxury brands in finding their retail stores and office headquarters. Luchs represents landlords and tenants from coast to coast and has been finding locations for some of the most important and influential brands in the fashion industry over the last 20 years. Luchs has been involved in some of the most prominent leasing deals as well as some of the highest profile property sales in Los Angeles in the last decade. Luchs is most well-known for his landlord representation of retail buildings throughout Los Angeles and has helped change the landscape of various streets and areas from the ocean to Beverly Hills and West Hollywood to Downtown.

## Restaurant Leasing

### CULTIVATE HOSPITALITY GROUP

Cultivate Hospitality, a full-service food & beverage consulting team, connects Century Plaza with acclaimed chefs and restaurant operators. With extensive expertise in both culinary operations and real estate development, Cultivate positions Century Plaza as a premier culinary destination in the city.



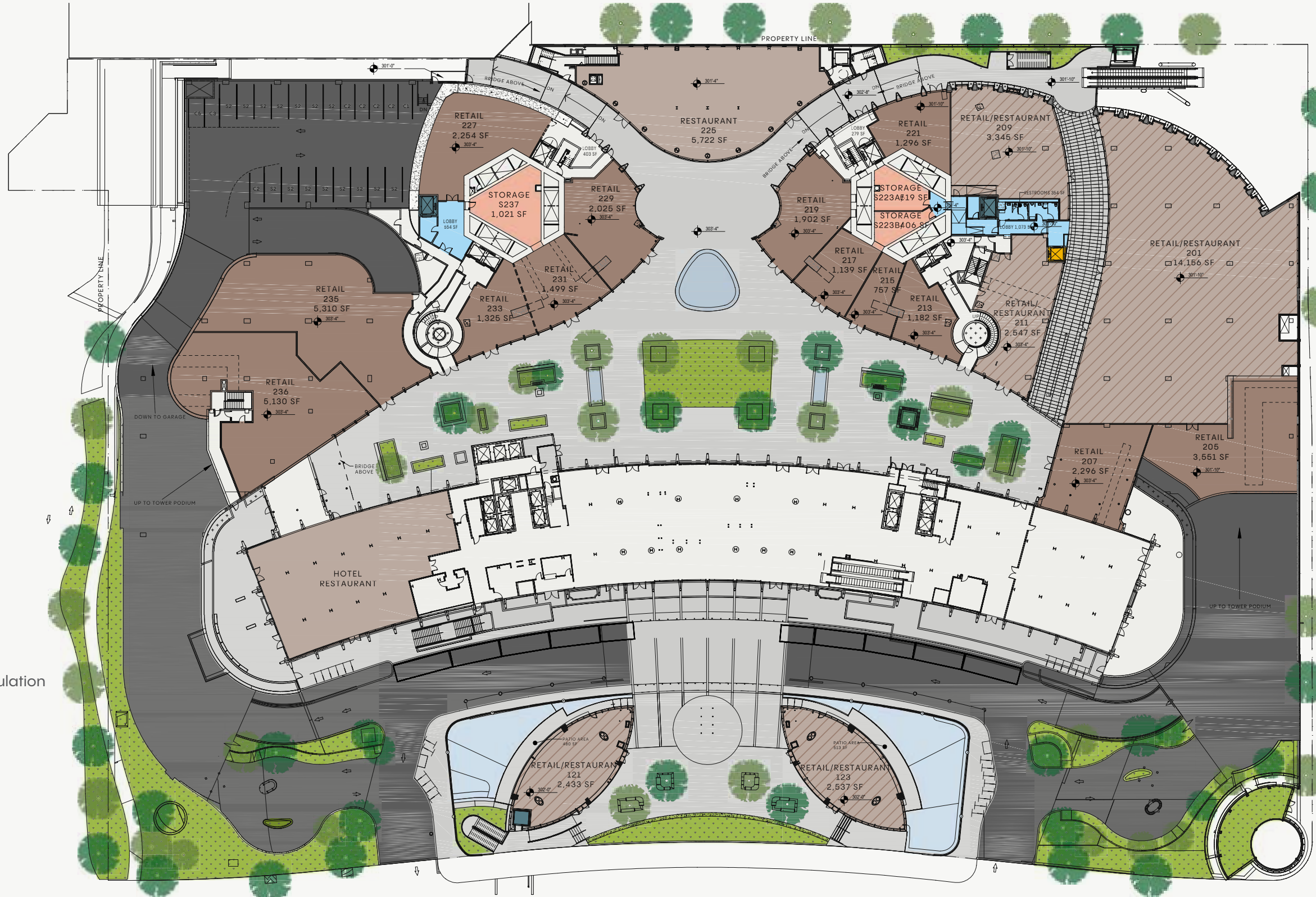




# Plaza Level

SOLAR WAY

- Retail
- Restaurant
- Retail/Restaurant
- Storage
- Retail/Restaurant Support Circulation
- Service Elevator
- Passenger Elevator
- Hotel/BOH
- Common Area
- Road
- Water Features

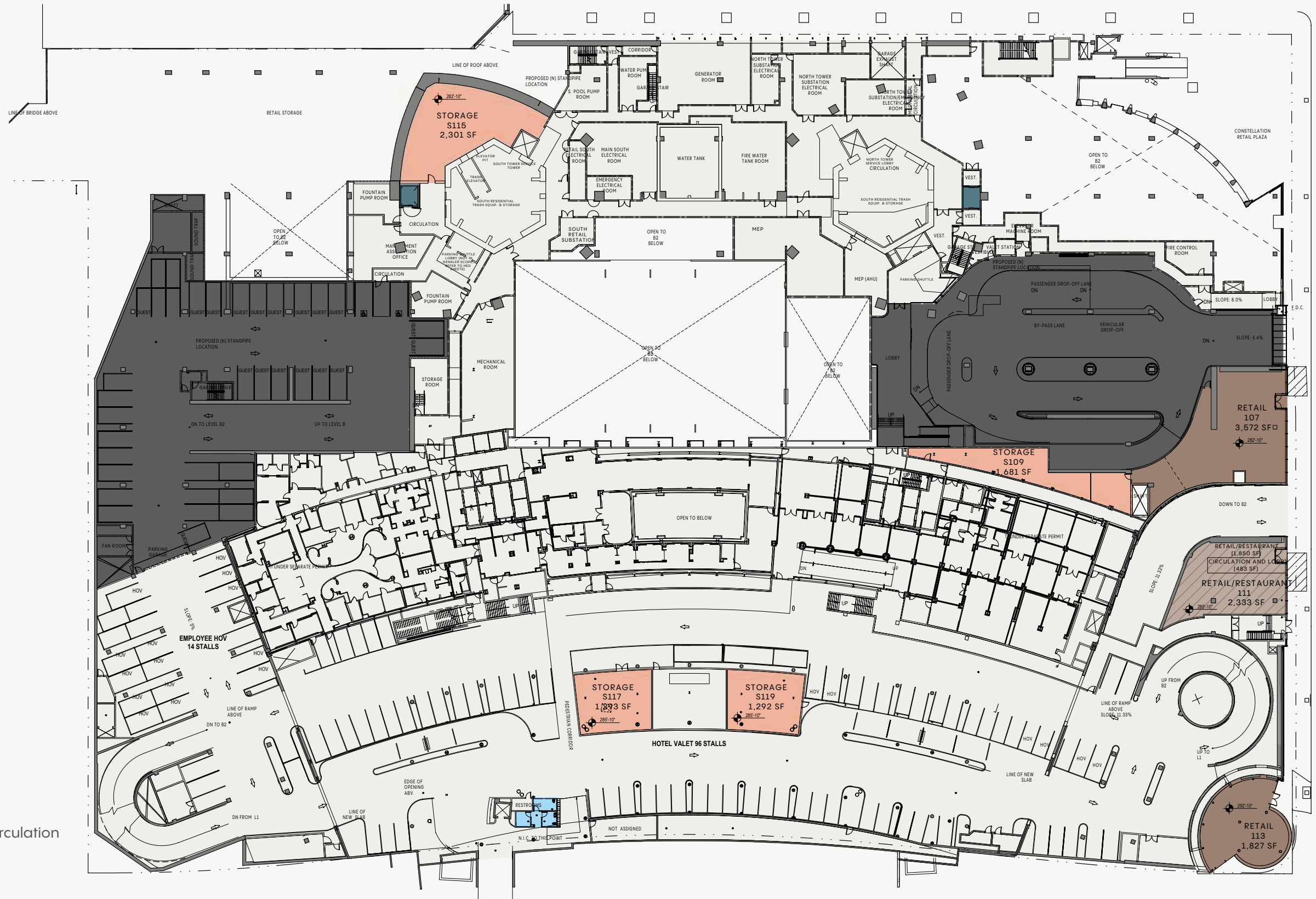


CONSTELLATION BLVD

AVENUE OF THE STARS

# B1 Level

SOLAR WAY



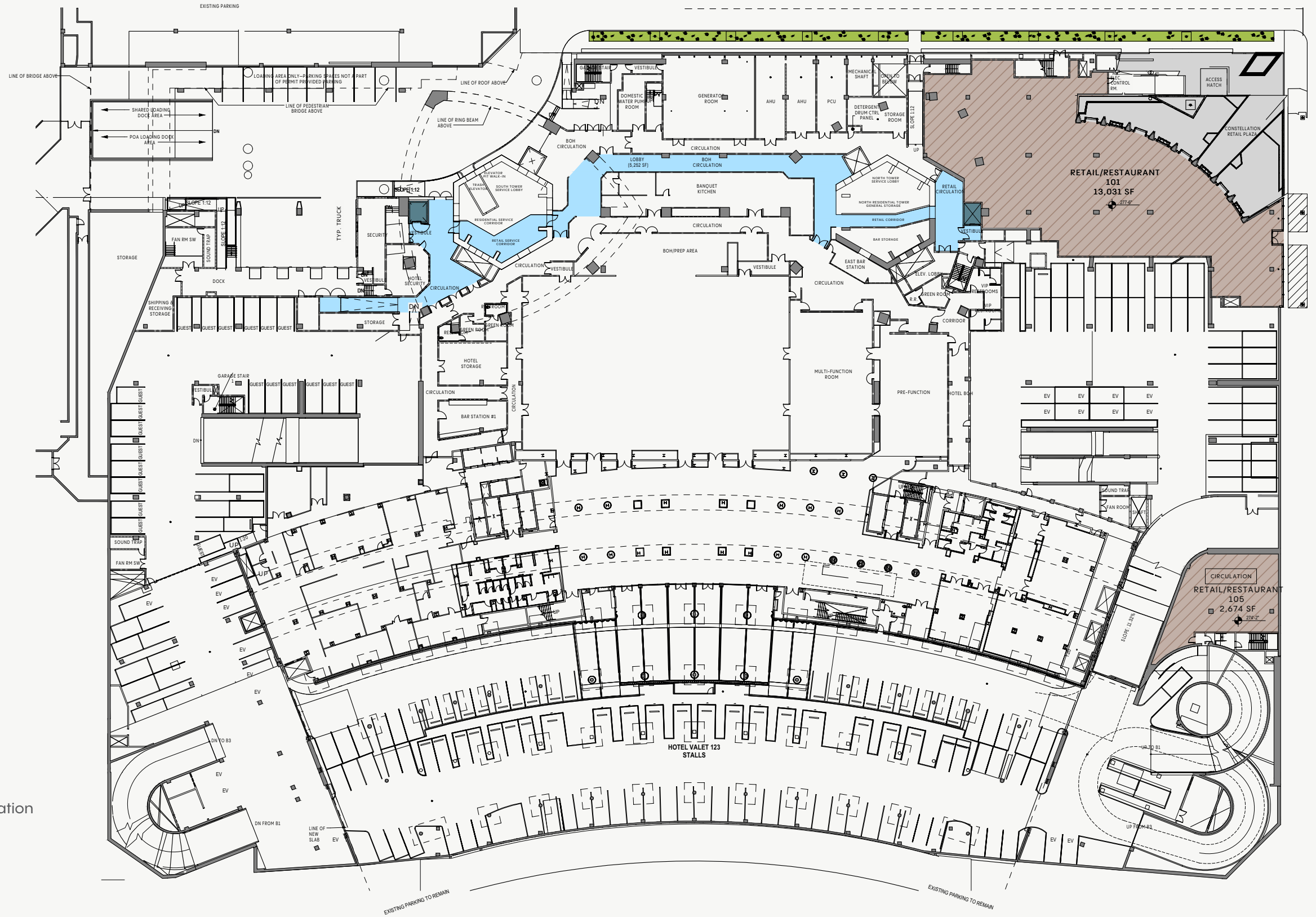
CONSTELLATION BLVD

AVENUE OF THE STARS

- Retail
- Restaurant
- Retail/Restaurant
- Storage
- Retail/Restaurant Support Circulation
- Service Elevator
- Road

# B2 Level

SOLAR WAY



- Retail/Restaurant
- Retail/Restaurant Support Circulation
- Service Elevator
- Common Area
- Road

CONSTELLATION BLVD

AVENUE OF THE STARS



RETAIL LEASING

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