

242 S. Broadway

*Retail Spaces Available
for Lease in Downtown
Los Angeles*

Standard Development
(844) 494-2677
Jeff@StandarddevelopmentLA.com



Property Highlights



The **Victor Clothing Company Building** was included in the National Register of Historic Place's Broadway Theater and Commercial District in 2002.

Originally built in 1914 as the Hosfield Building, this former office building previously served as an annex to the 1888 City Hall.

In 1964, the retail store Victor Clothing Company moved into the building and remained there until its closure in 2001.

Beginning in the 1980s, the building became known for its murals painted by prominent Latino artists. The most famous is Eloy Torrez's 1984 piece, *"The Pope of Broadway,"* featuring actor Anthony Quinn, which faces the Bradbury Building across the street.

In 2001, the building was adaptively reused into 37 residential apartments.

Retail spaces, including a 10,000 SF basement, are available for lease.

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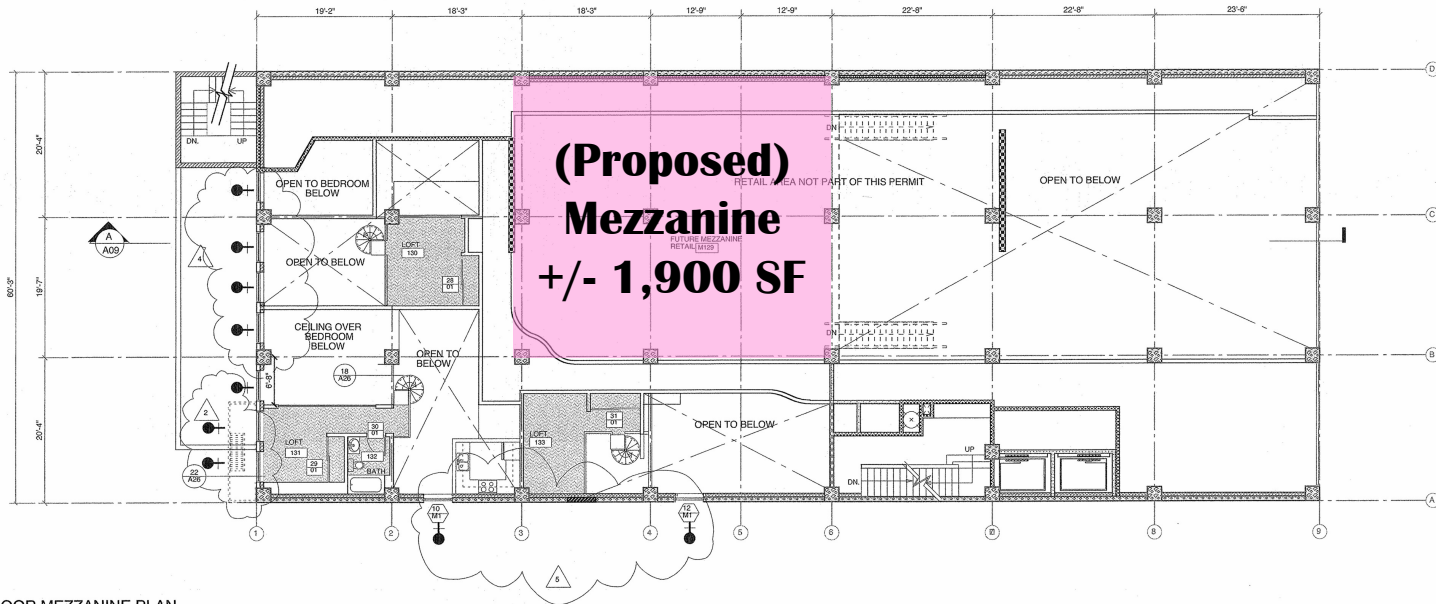
Retail Spaces Available

Retail Space	SF	Price	Term
Ground Floor	+/- 4,750	Negotiable	Flexible
Mezzanine (Proposed)	+/- 1,900	Negotiable	Flexible
Basement	+/- 10,430	Negotiable	Flexible

- Excellent street frontage and visibility on a high traffic street in downtown Los Angeles.
- Located steps away from the Grand Central Market, the Bradbury Building, the downtown Los Angeles Civic Center and two (2) Metro Transit Stations.
- Negotiable pricing and flexible terms available.

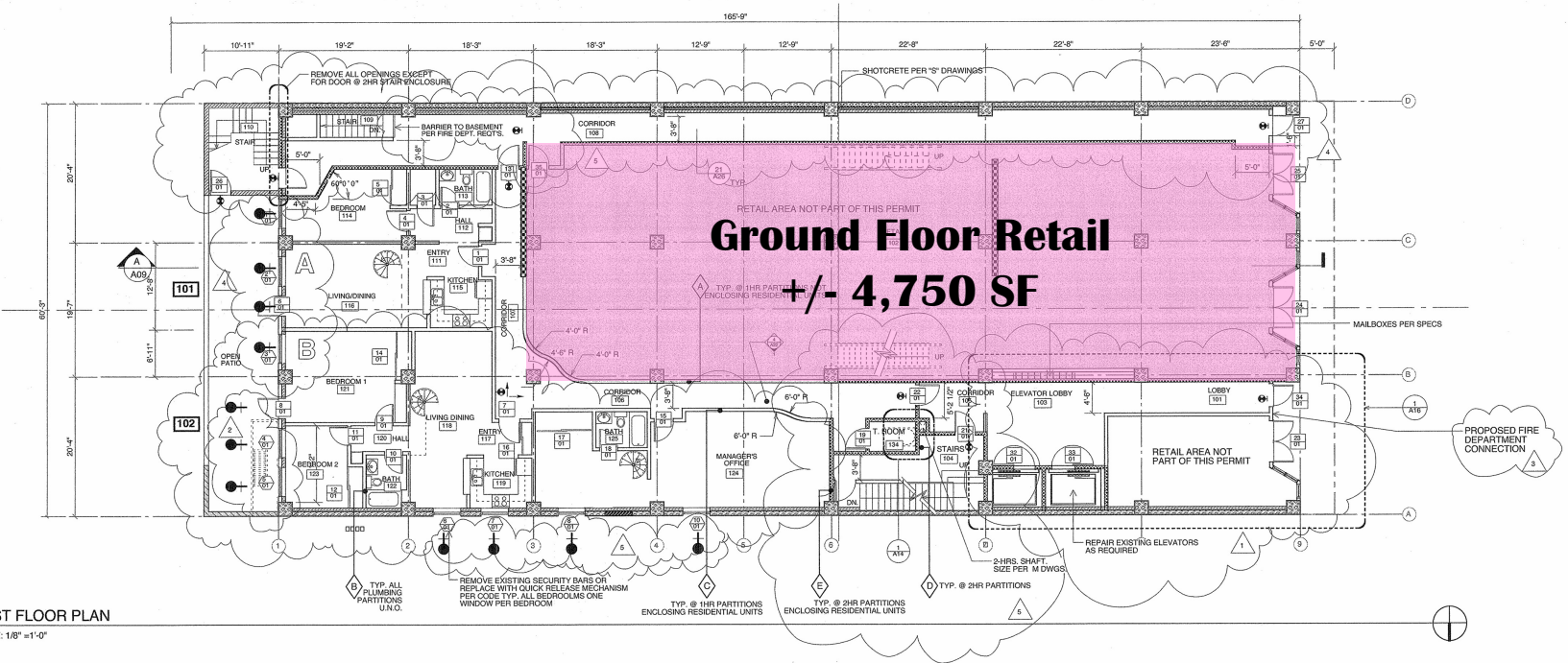
Walk Score	Transit Score	Bike Score
97	100	79
Walker's Paradise	Rider's Paradise	Very Bikeable





FIRST FLOOR MEZZANINE PLAN

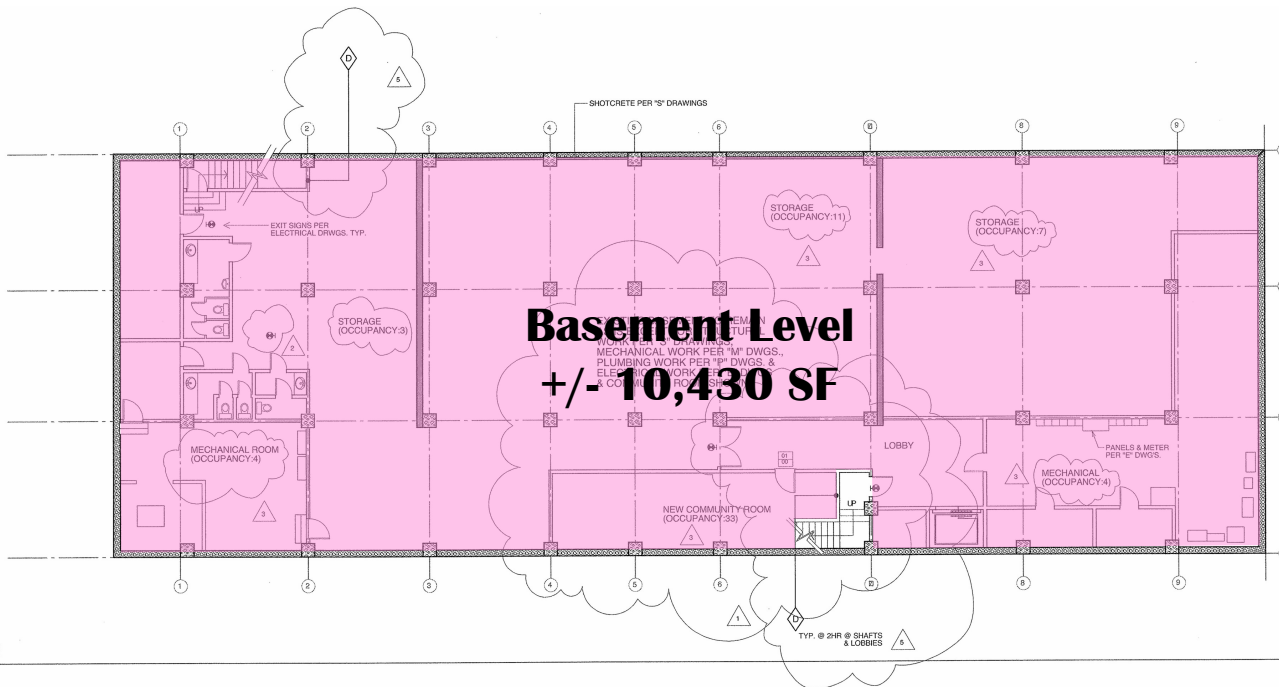
SCALE: 1/8" = 1'-0"



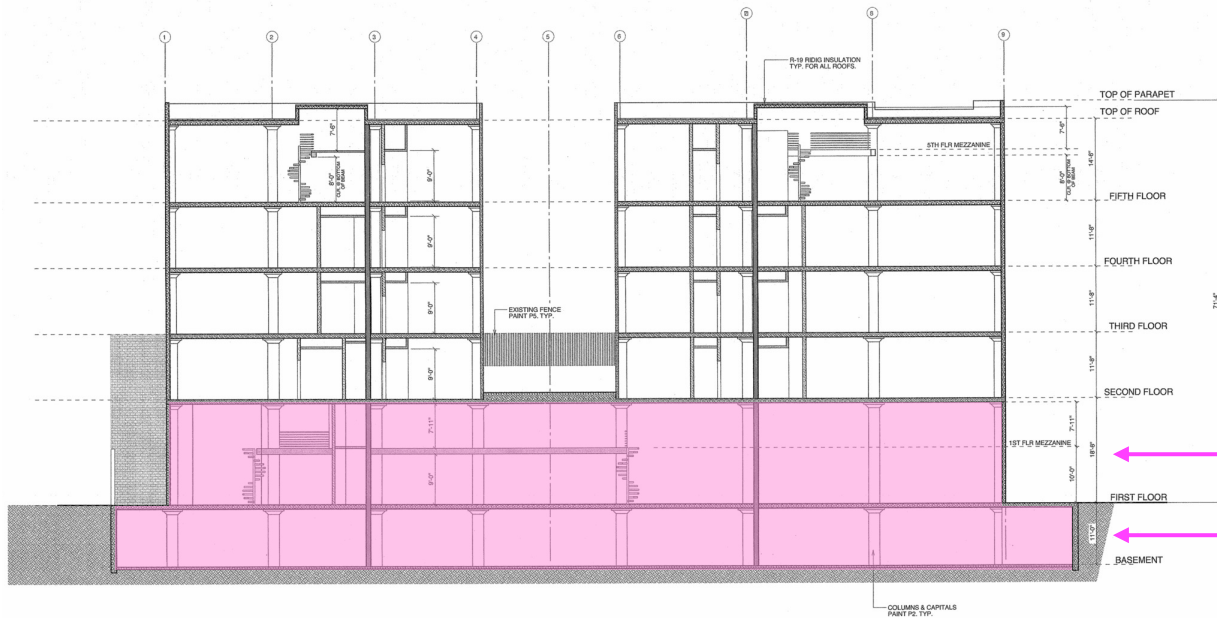
FIRST FLOOR PLAN

SCALE: 1/8" = 1'-0"

Broadway



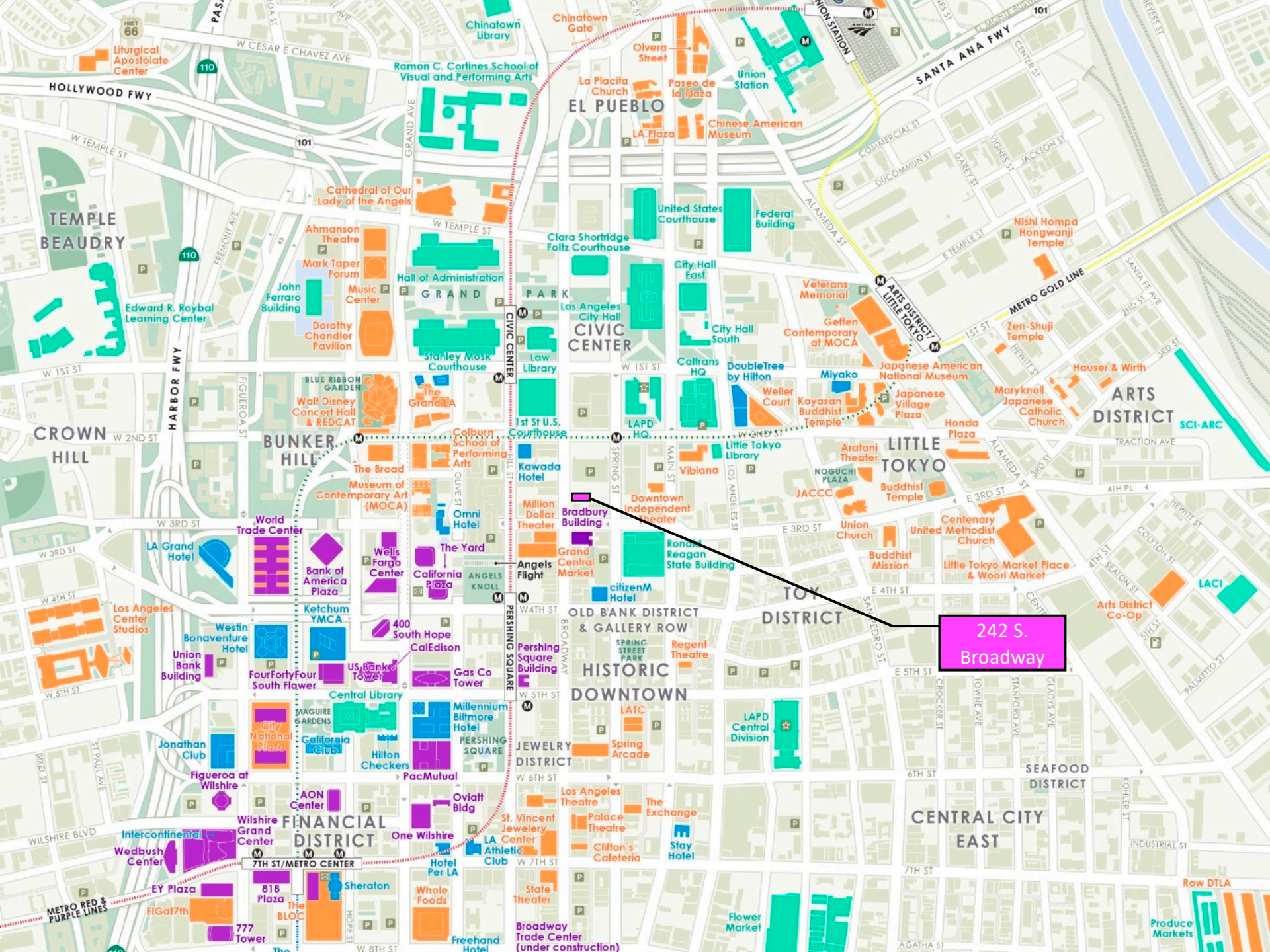
BASEMENT PLAN
SCALE: 1/8" = 1'-0"



**1st Floor
Height: 18' 8"**

**Basement
Height: 11'**

SECTION A-A
SCALE: 1/8" = 1'-0"



242 S.
Broadway

Demographic Highlights (DTLA, 2025)

Residents

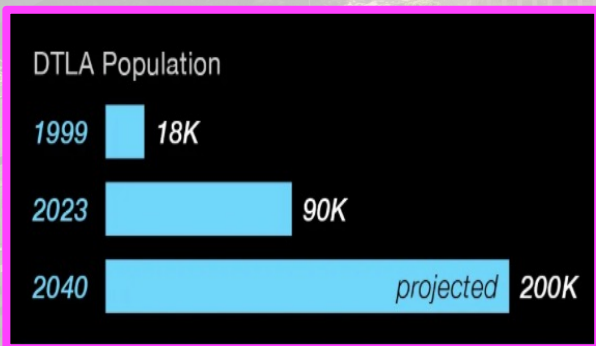
- **90,000** resident population (2025)
- **Projected 200,000** residents by 2040
- **\$93,000** Avg. HHI
- **61%** aged 25-54
- **90%** residential occupancy

Workers

- **325,000** jobs (as of March 2025), a 10% increase since 2021
- **\$120,000** Avg. wage (21% wage growth since 2021)
- **61%** aged 30-54
- **81%** of surveyed downtown employers plan for at least 50% of employees to work full time (March 2025)

Visitors

- **17 million** visitors to DTLA (2023)
- **58%** visited Grand Central Market (half a block from the site)
- **Los Angeles County** saw 49.1 million visitors in 2023, a 97% recovery to pre-pandemic levels
- **Los Angeles to host:**
 - FIFA World Cup 2026
 - Super Bowl 2027
 - 2028 Summer Olympic and Paralympic Games



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