IMAGINE LAB

hospitality placemakers

LOS ANGELES

X

HABITAT

Contents

Habitat - 3401 S La Cienega, South La Cienega Boulevard, Los Angeles, CA, USA

01

Recommendations

Criteria

Market

Los Angeles, CA

Location Size

3750

SQUARE FEET

Competitive Radius

1.0

RESTAURANTS WITHIN THIS RADIUS ARE CONSIDERED FOR COMPARATIVE ANALYSIS
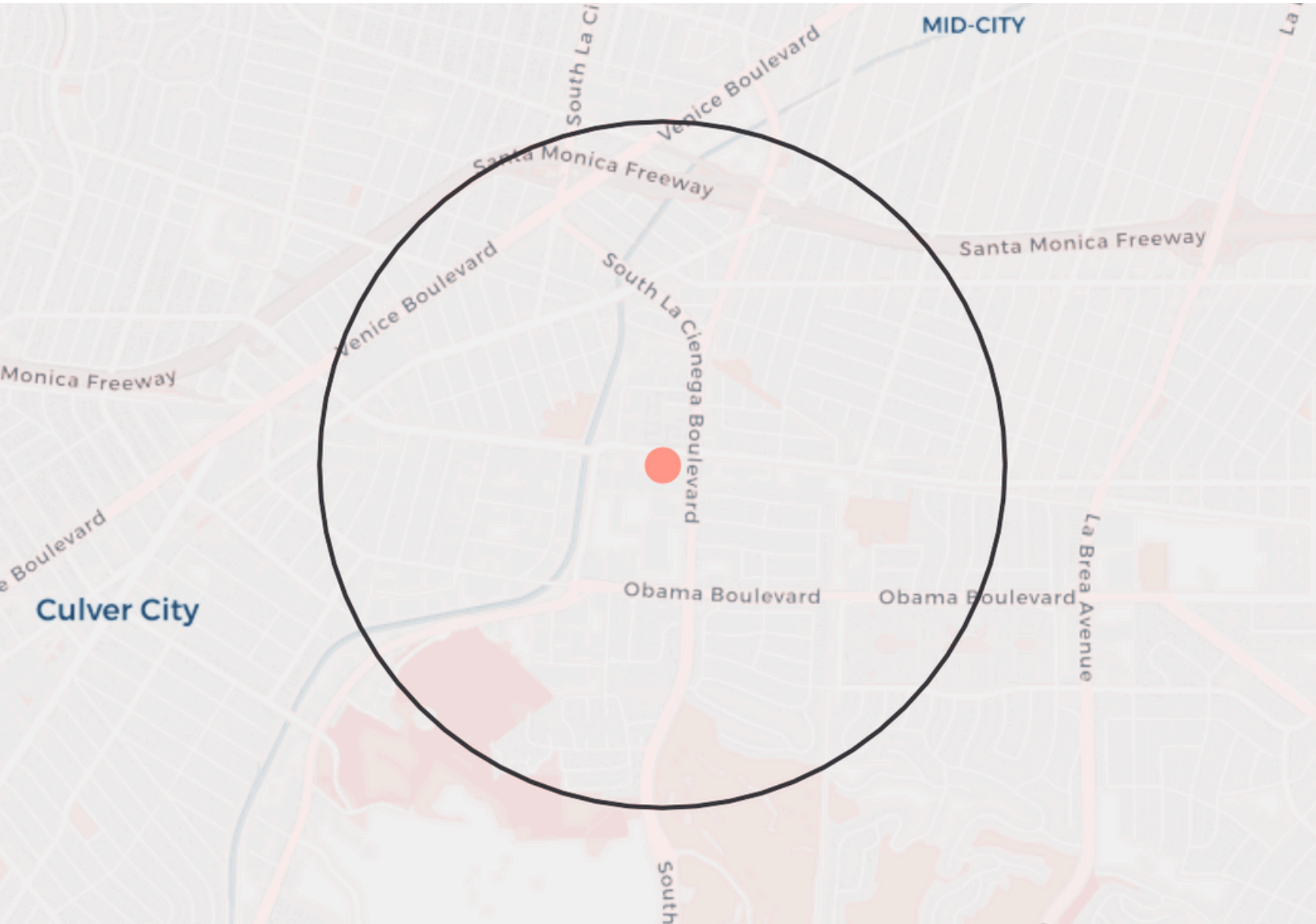
A "Concept" is defined by the combination of a Cuisine Category and Service Type (e.g. Mediterranean + Fast Casual.)

RECOMMENDATIONS

Recommended Cuisines

1

Gastropub

TOP LINE REV

$ 5.21 M

OCCUPANCY BUDGET

$ 30.4 k / month

2 Eastern European

TOP LINE REV
$ 5.74 M

OCCUPANCY BUDGET
$ 33.5 k / month

3 British

TOP LINE REV
$ 5.37 M

OCCUPANCY BUDGET
$ 31.3 k / month

4 Moroccan

TOP LINE REV
$ 5.15 M

OCCUPANCY BUDGET
$ 30.1 k / month

5 Pizzeria

TOP LINE REV
$ 4.79 M

OCCUPANCY BUDGET
$ 27.9 k / month

These are the top five concepts selected for this address by our model. Concepts are ranked by their chance of success.

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CONCEPT. SCORES

Concept

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Café

TOP LINE REV

5.29 M

Sun-Thur
8am-9pm

OCCUPANCY BUDGET

30.8 k / month

Fri-Sat
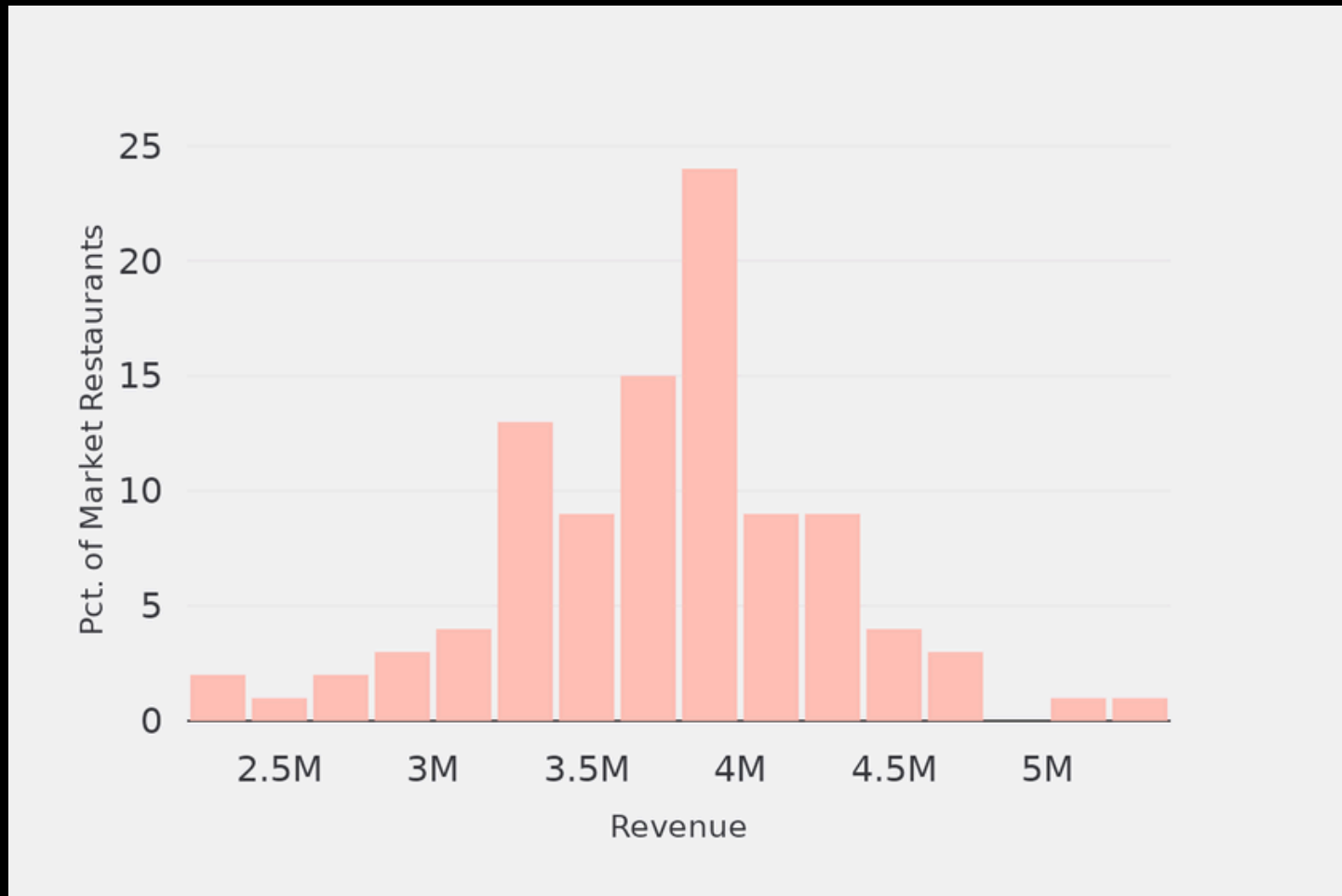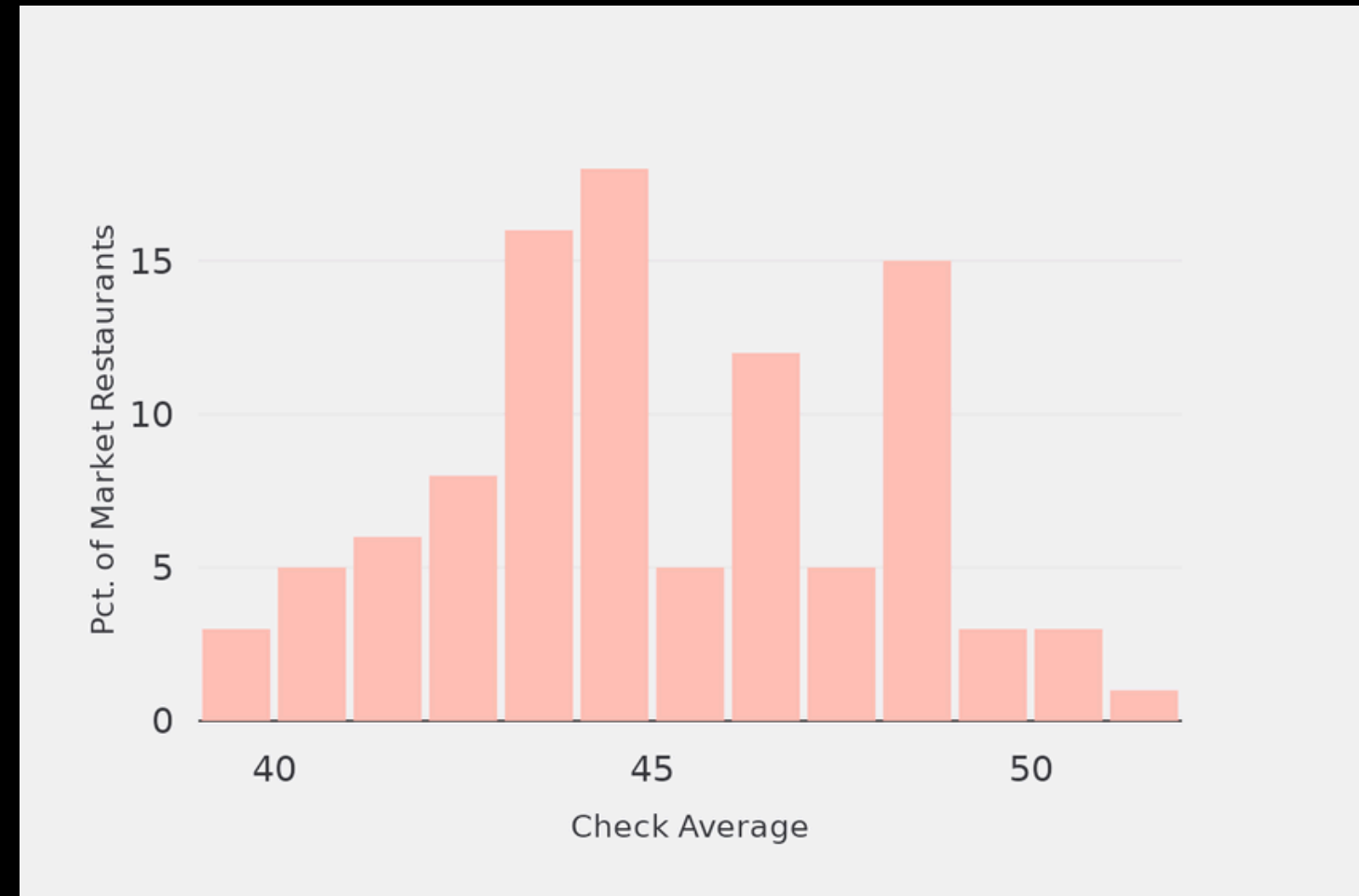8am-10:30pm

Here, see our projections for your concept.

02

Operations

General Considerations

REVENUE DISTRIBUTION (FULL SERVICE)

CHECK AVERAGE (FULL SERVICE)

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(i) *These distributions show our model's predictions for a sample of full service restaurants in Los Angeles, CA. Use these histograms to understand price level and cost in your market.*

AVG. UNIT VOLUME

3.75 M

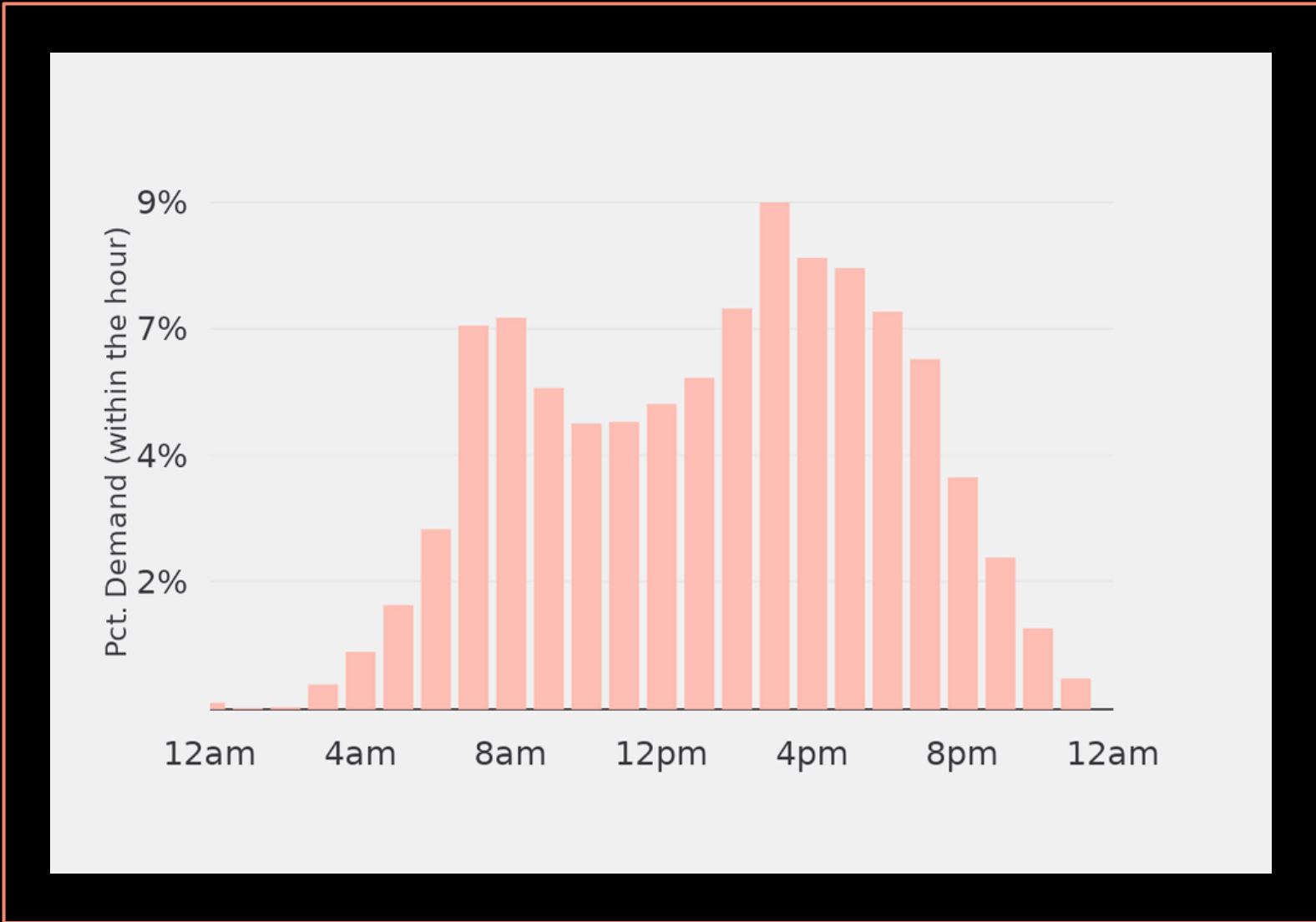**FOR FULL SERVICE RESTAURANTS IN LOS ANGELES, CA**

CHECK AVG.

$45

FOR FULL SERVICE RESTAURANTS IN LOS ANGELES, CA

Hourly Demand

DEMAND BY HOUR

TYPICAL MEAL PERIODS

BREAKFAST/BRUNCH
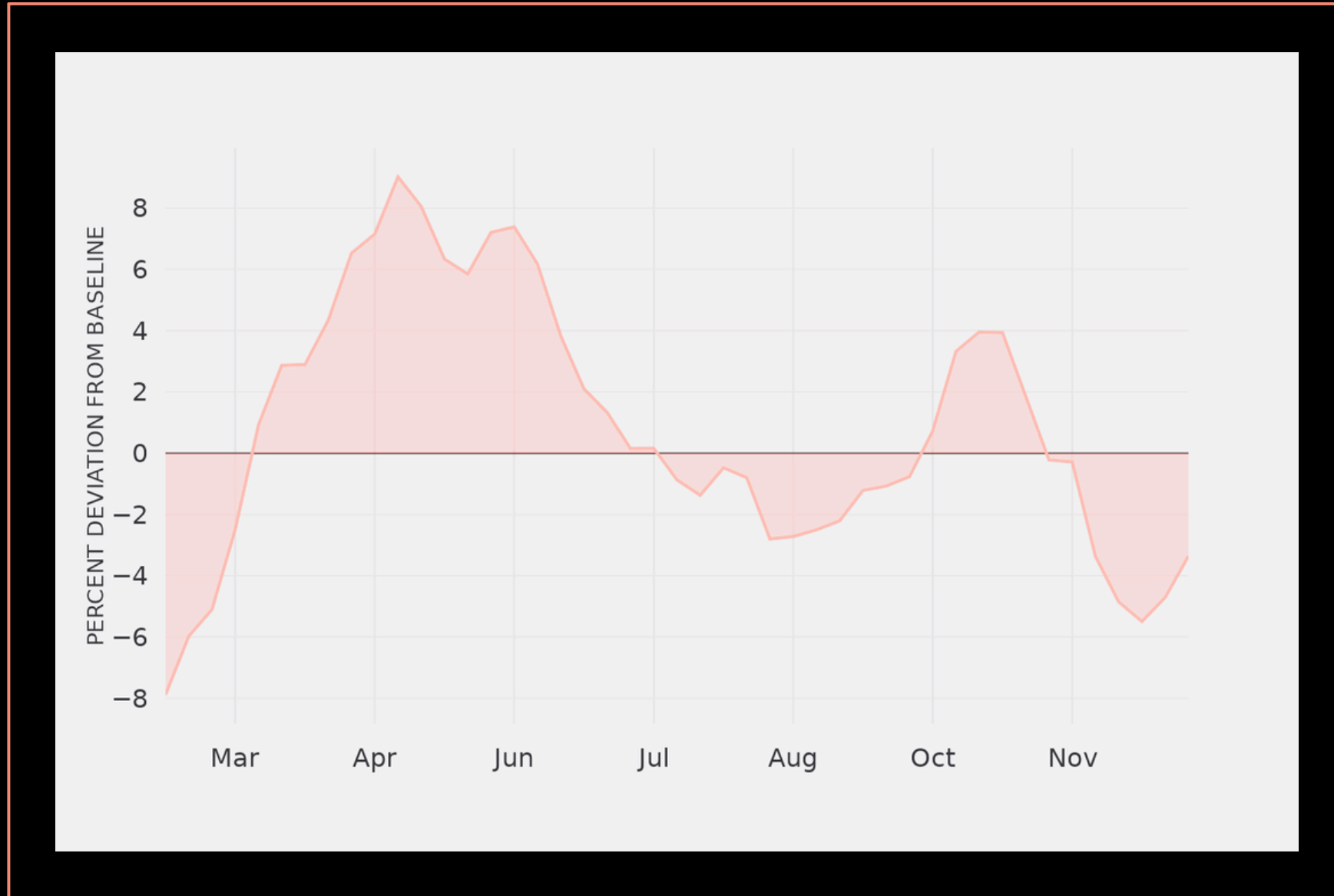# 5AM to 2PM

LUNCH
10AM to 2PM

DINNER
5PM to 8PM

The demand chart shows the percentage of restaurant arrival times by hour for an average day. The time ranges encompass 68% of demand for that meal period.

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Seasonality & Weather Patterns

SEASONALITY

AVG. MONTHLY TEMPERATURE
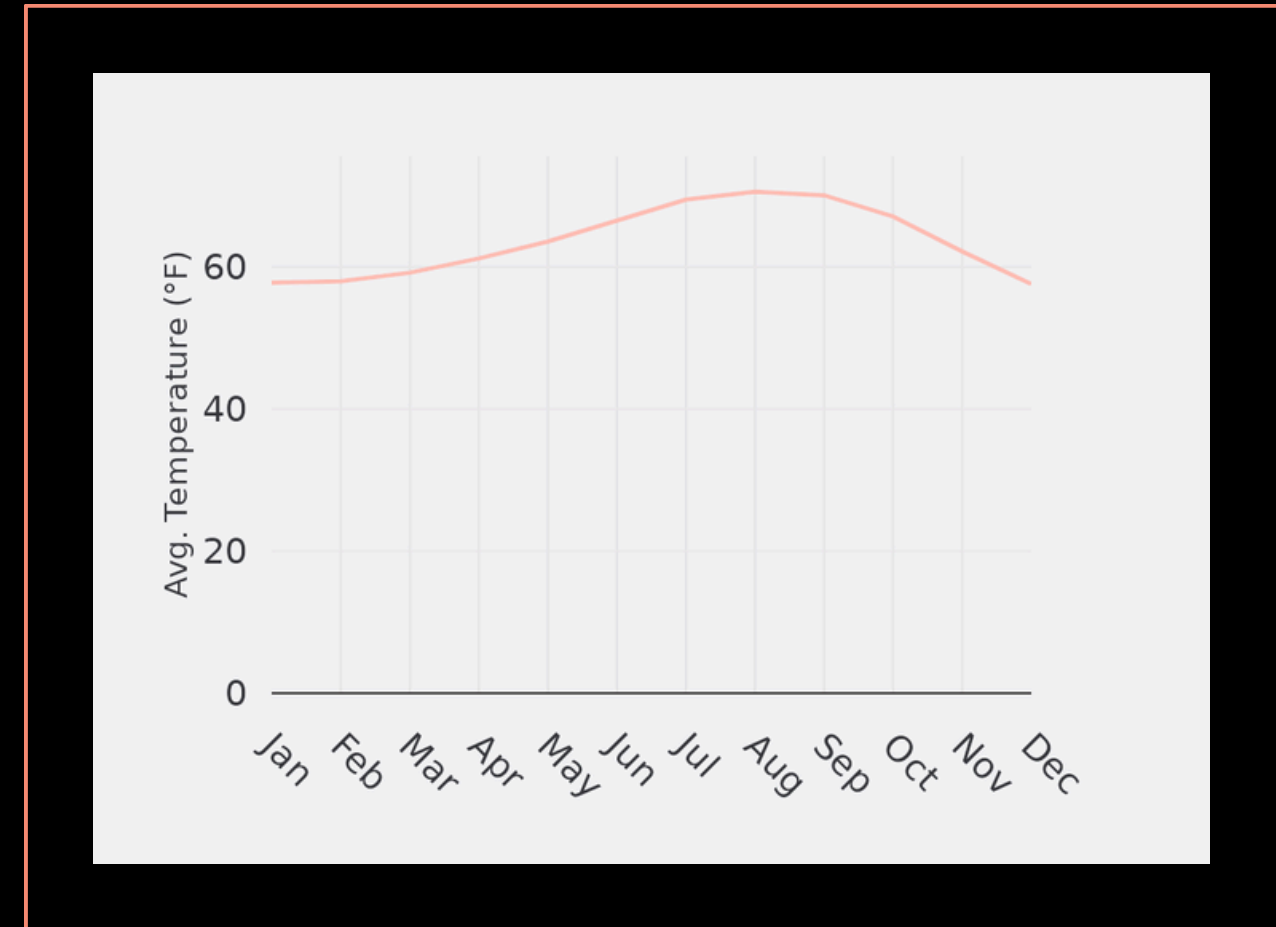
AVG. MONTHLY PRECIPITATION
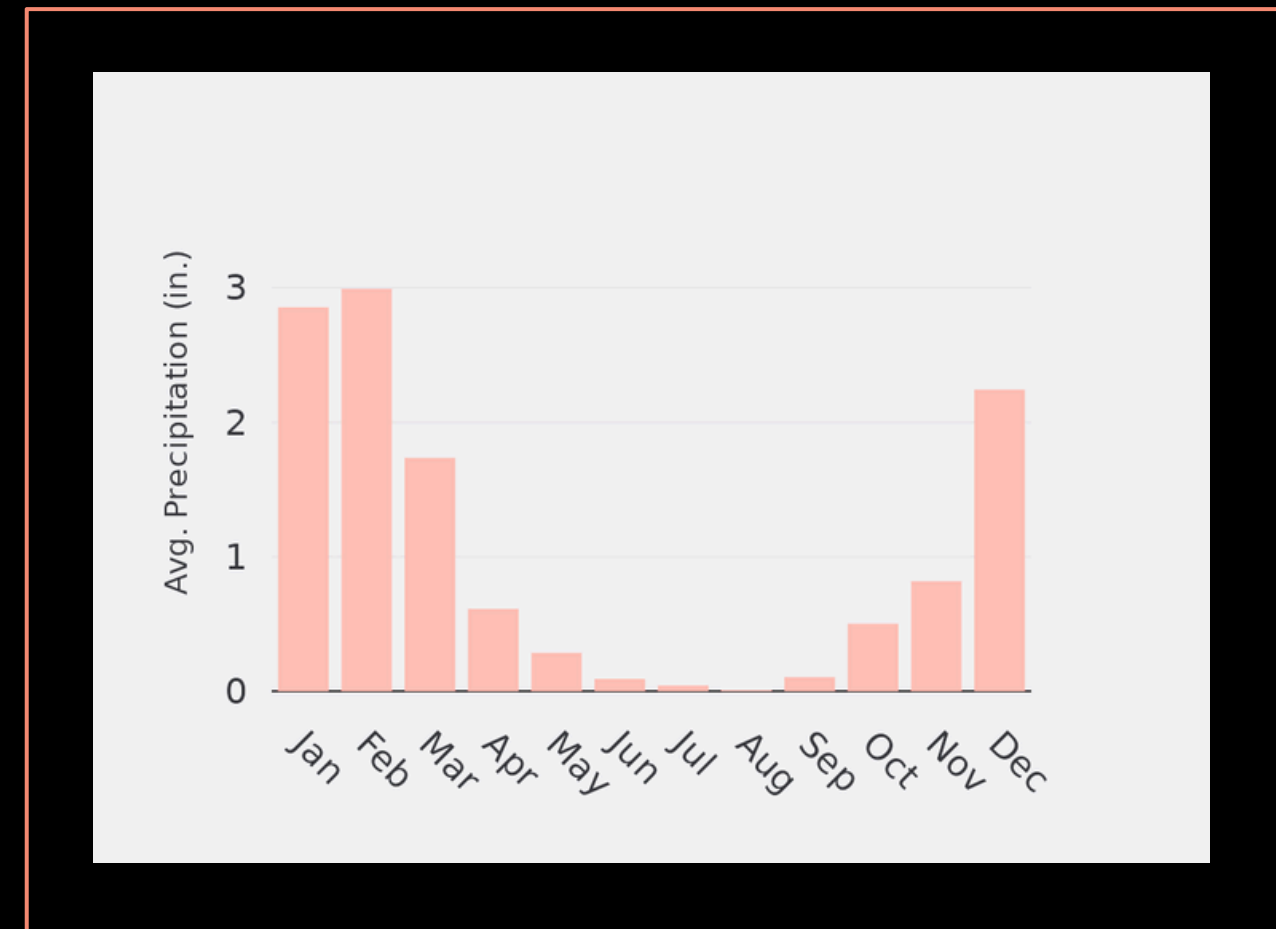

This chart shows traffic to nearby restaurants and bars as the percentage gain/lost relative to normal traffic volumes. The baseline is 1910 trips/day.

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Points of Interest

(i) *Points of interest in these categories are significant sources of restaurant trips. Consider these nearby trip sources for promotions, advertising, and partnerships.*
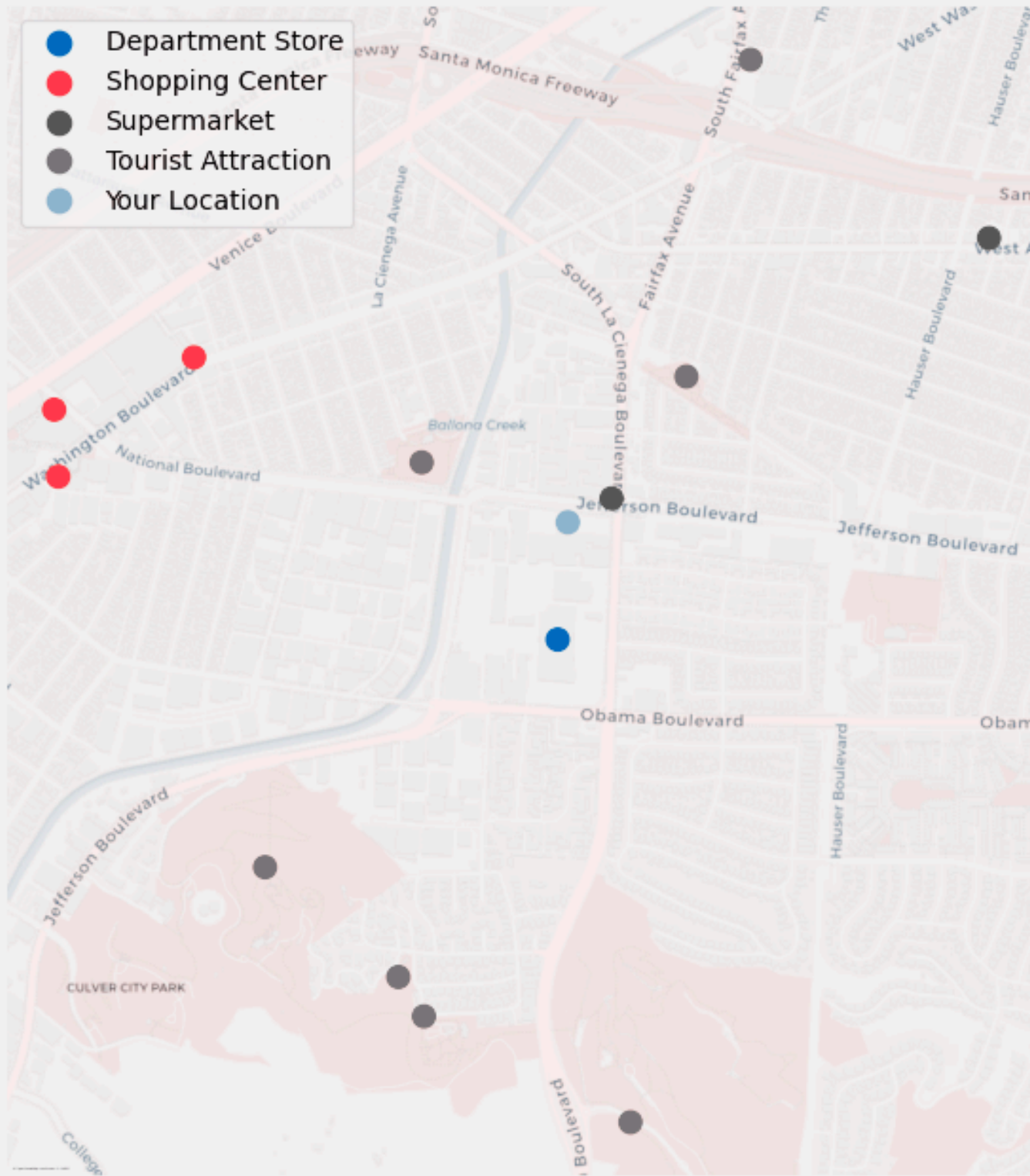
DEPARTMENT STORE
Target

SHOPPING CENTER
Helms Bakery District
Ivy Station
Platform

SUPERMARKET
Advance Food Market And
MoneyGram
Whole Foods Market

TOURIST ATTRACTION
Baldwin Hills Scenic Overlook
Blair Hills Park
Genesee Avenue Park
Kenneth Hahn State Recreation Area
Stoneview Nature Center
Syd Kronenthal Park
Westside Neighborhood Park

03

Restaurant Trip Taker Patron Profile

Capture Potential

66/81

TRANSIT/WALKING SCORE

ⓘ *Transit score is on a scale of 0-100 (100 being the best). This measures access to public transportation (bus, subway, train, etc.) serving your address. Walk score is on a scale of 0-100 (100 being the best). This considers amenities within walking distance from your address.*

HOME LOCATION

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154

79

38

16

5

0
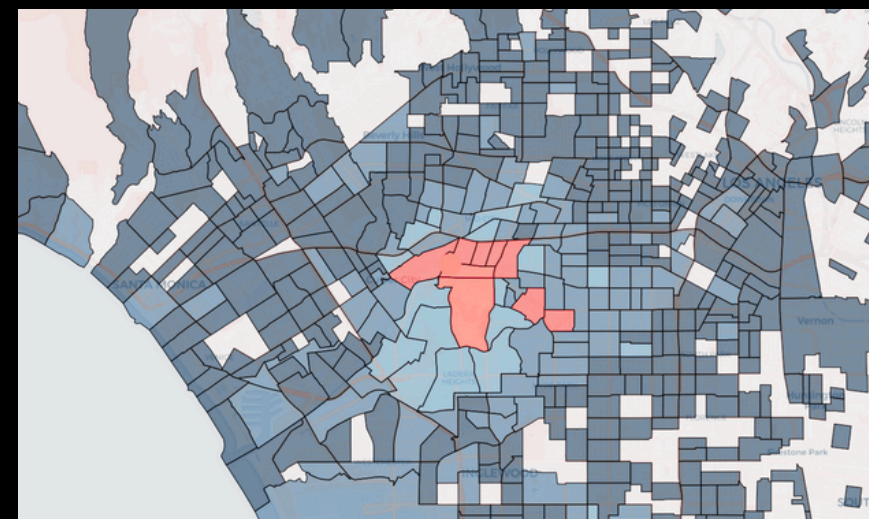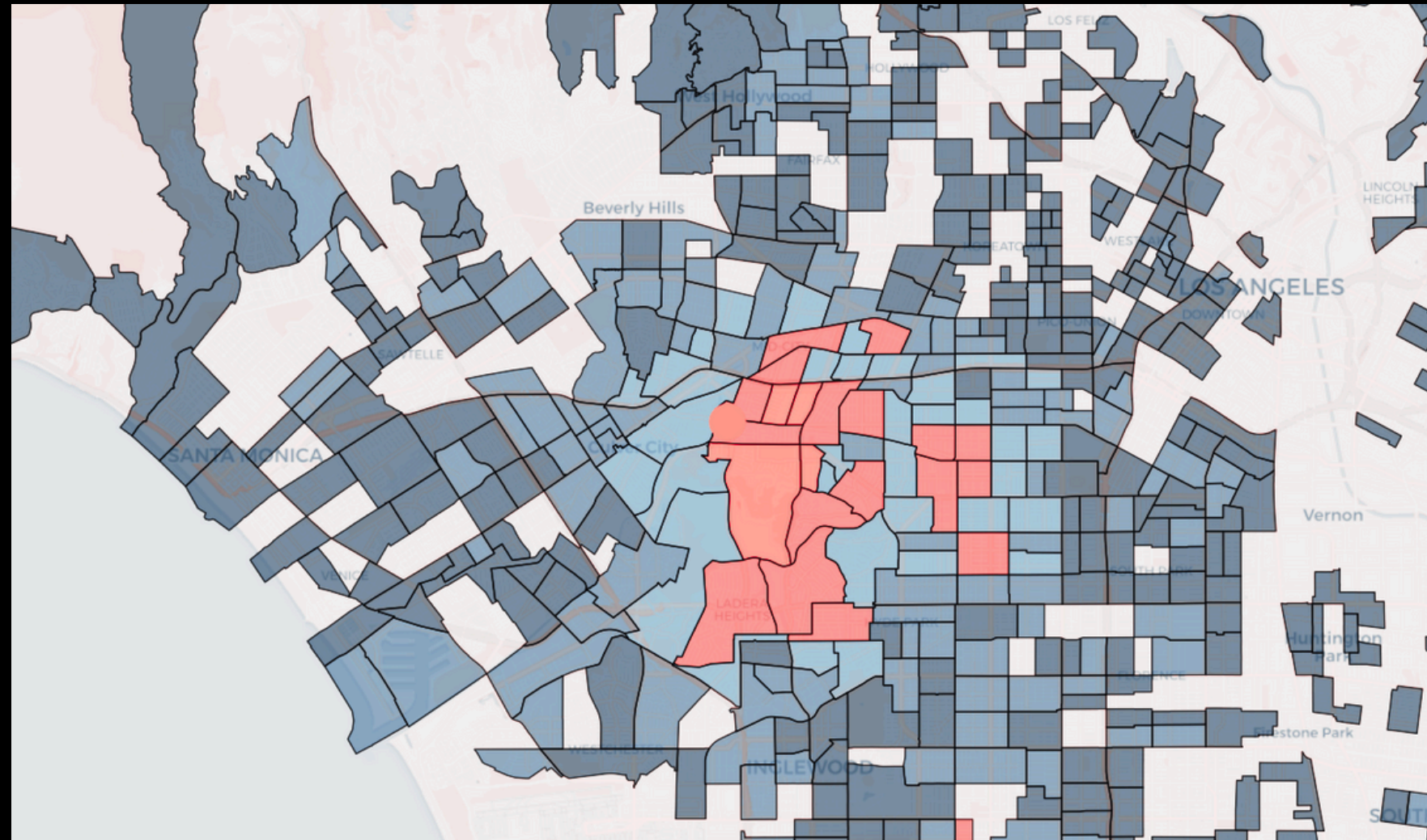
TRIP ORIGIN
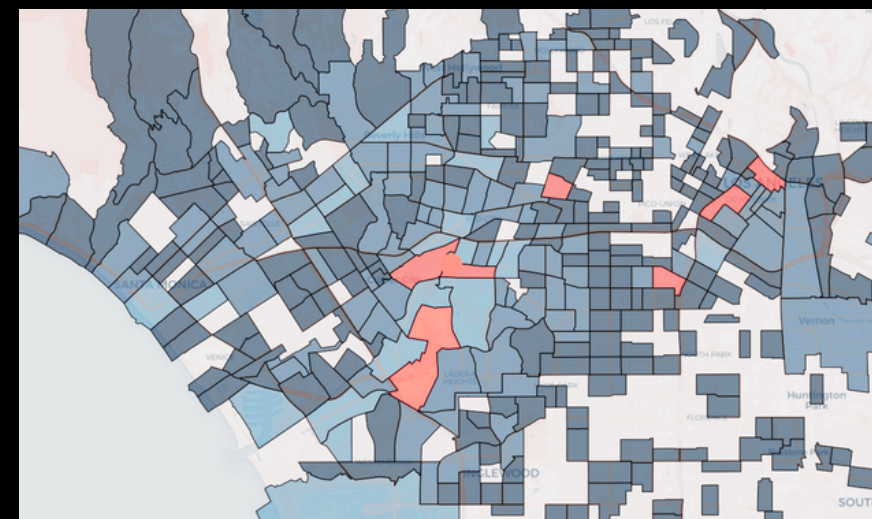
WORK/SCHOOL LOCATION
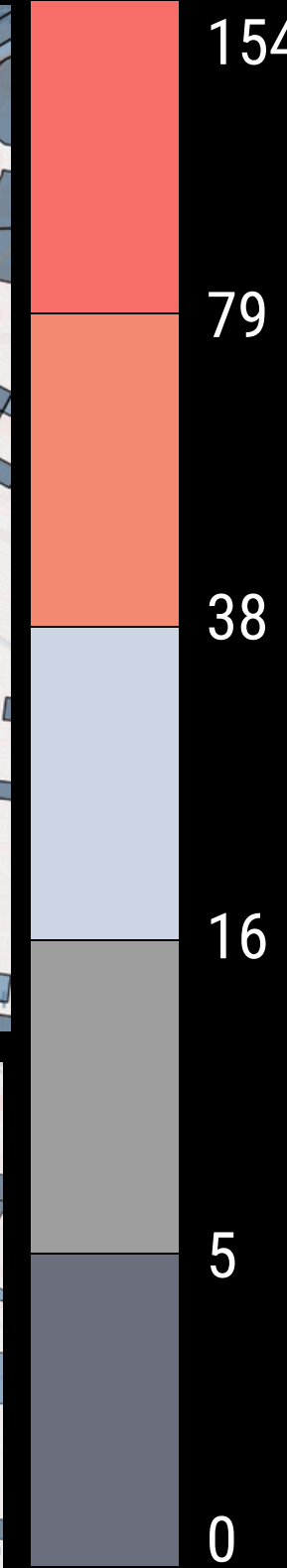
0%

OF VISITORS COME FROM NEARBY AIRPORT

91.9%

OF VISITORS WORK WITHIN 15 MILES AWAY

2.1k

DAILY TRIPS INTO SURROUNDING CENSUS TRACT

4.1M

DAILY TRIPS INTO SURROUNDING URBAN AREA

PATRON PROFILE

Capture Demographics

RACE/ETHNICITY

NUMBER OF PEOPLE IN EACH RACE & ETHNIC GROUP

Bar chart values:
- HAWAIIAN/PACIFIC ISLANDER: 5
- AMERICAN INDIAN/ALASKA NATIVE: 19
- ASIAN: 161
- TWO OR MORE RACES: 211
- OTHER: 364
- WHITE: 387
- BLACK OR AFRICAN AMERICAN: 389
- HISPANIC OR LATINO: 793

AGE

NUMBER OF PEOPLE IN EACH AGE GROUP

Bar chart values:
- UNDER 18: 26
- 18-24: 186
- 25-34: 453
- 35-49: 537
- 50-64: 410
- 65+: 157

SEX

- MALE 48.2%
- FEMALE 51.8%

FAMILY STRUCTURE

- FAMILY SINGLE 29%
- MARRIED COUPLE 45.3%
- NONFAMILY SINGLE 12.1%
- LIVING ALONE 12.5%

RESIDENTS

54.5%

LIVE < 10 MILES AWAY

COMMUTERS

44.8%

LIVE 10 TO 30 MILES AWAY

VISITORS

0.6%

LIVE 30+ MILES AWAY

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Capture Demographics

36.4%

OF WORKING PATRONS ARE WHITE COLLAR, MOSTLY EDUCATION SALES, FINANCE.

14.4%

OF RESTAURANTS ARE PART OF A NATIONAL SCALED BRAND

OCCUPATION

Occupation (NAICS)	Pct.
NOT WORKING	23.2%
HEALTH CARE AND SOCIAL ASSISTANC...	10.9%
RETAIL TRADE	7.9%
PROFESSIONAL, SCIENTIFIC, AND TE...	7.4%
EDUCATIONAL SERVICES	6.6%
ACCOMMODATION AND FOOD SERVICES	6.5%
OTHER SERVICES	5.7%
INFORMATION	5.5%
ADMINISTRATIVE AND SUPPORT AND W...	4.5%
MANUFACTURING	3.9%

TENURE

GROUP QUARTERS 19
OWNER 740
RENTER 1027

0   500   1000

NUMBER OF PEOPLE WHO OWN/RENT THEIR HOMES

EMPLOYMENT

UNEMPLOYED 81
NOT IN LABOR FORCE 381
EMPLOYED 1324

0   500   1000

NUMBER OF PEOPLE WITH EACH EMPLOYMENT STATUS

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Trip Characteristics

MODE OF TRANSPORTATION

CARPOOL
29.1%

PRIVATE AUTO
56.3%

WALKING
8.85%

PUBLIC TRANSIT
3.58%
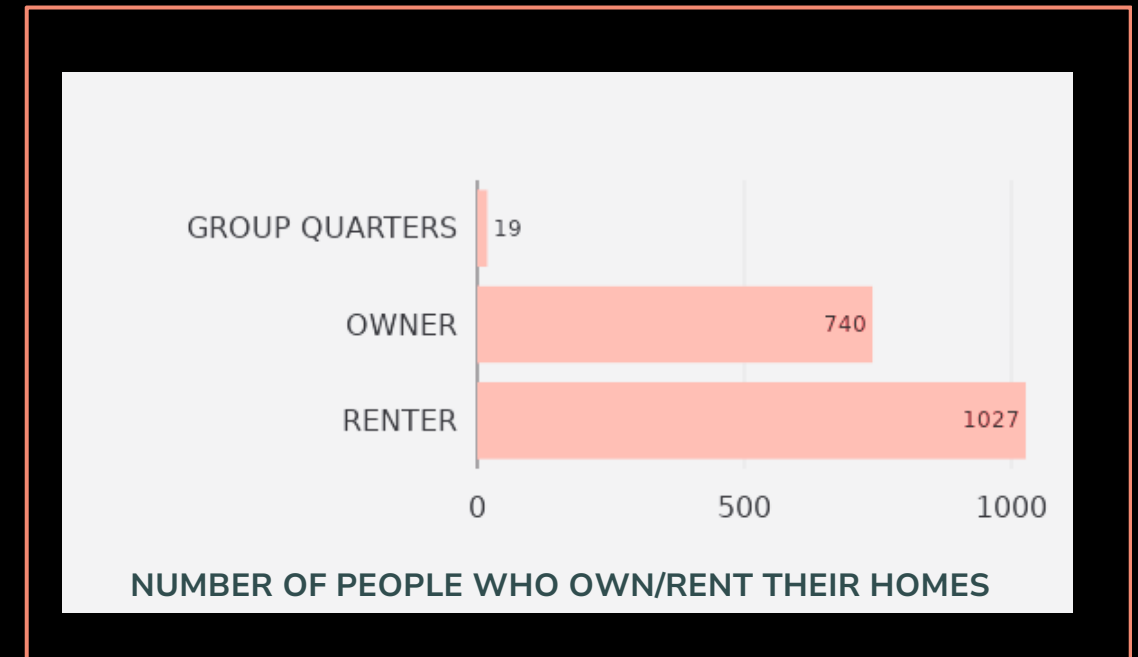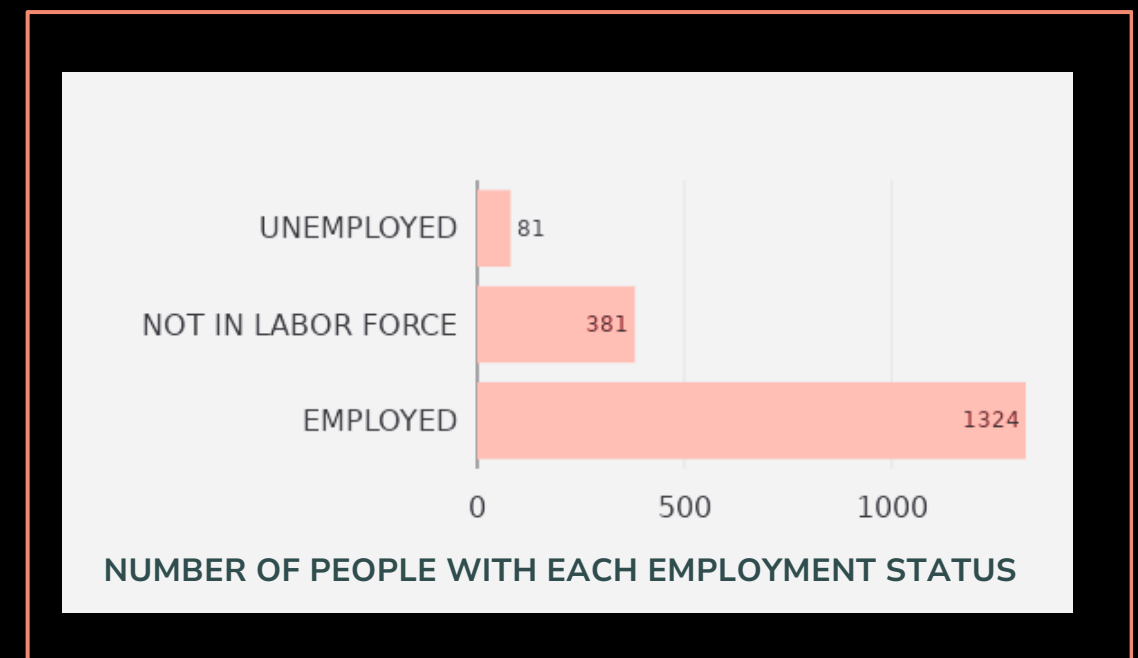
3.2

MEDIAN TRAVEL DISTANCE (MI.)

12.0

MEDIAN TRAVEL DURATION (MIN.)

TRIP DISTANCE

UNDER .5   170
            110
1 TO 2   330
            413
4 TO 8   228
16 TO 32   55
            13
64+   1

NUMBER OF TRIPS WITH EACH TRAVEL DISTANCE (MI.)

TRIP DURATION

UNDER 5   298
5 TO 10   382
10 TO 20
20 TO 40   429
40 TO 80   80
80+   7

NUMBER OF TRIPS WITH EACH TRAVEL DURATION (MIN.)

PREVIOUS ACTIVITY

WORK
17.1%

SHOP
8.85%

OTHER
7.89%

HOME
54.4%

EAT
6.72%

SOCIAL
2.97%

PATRON PROFILE
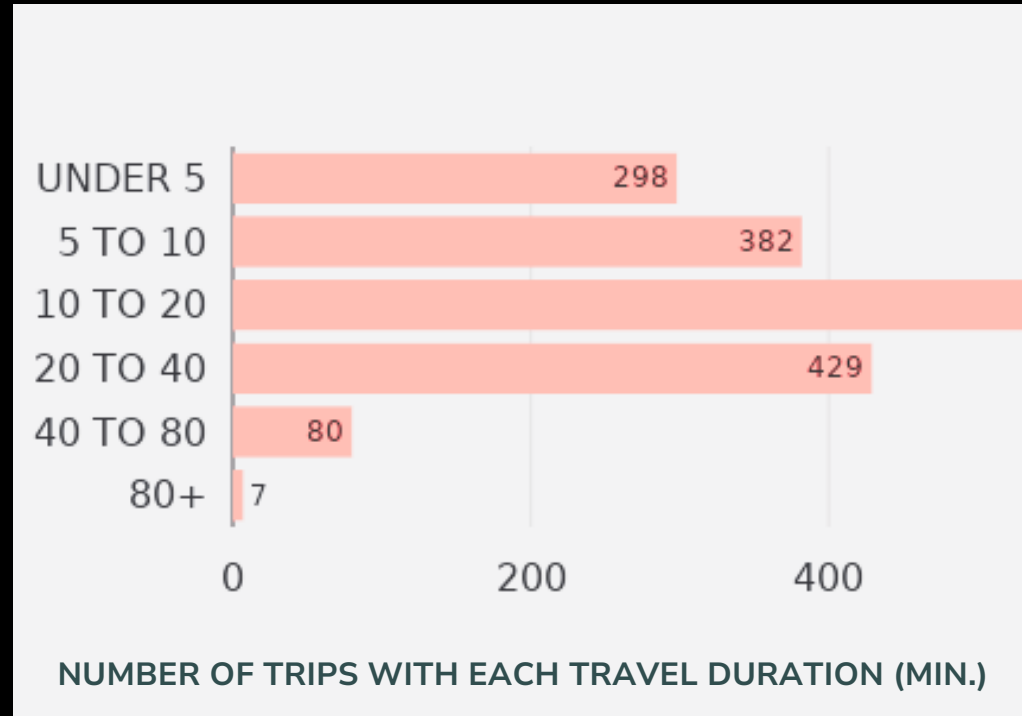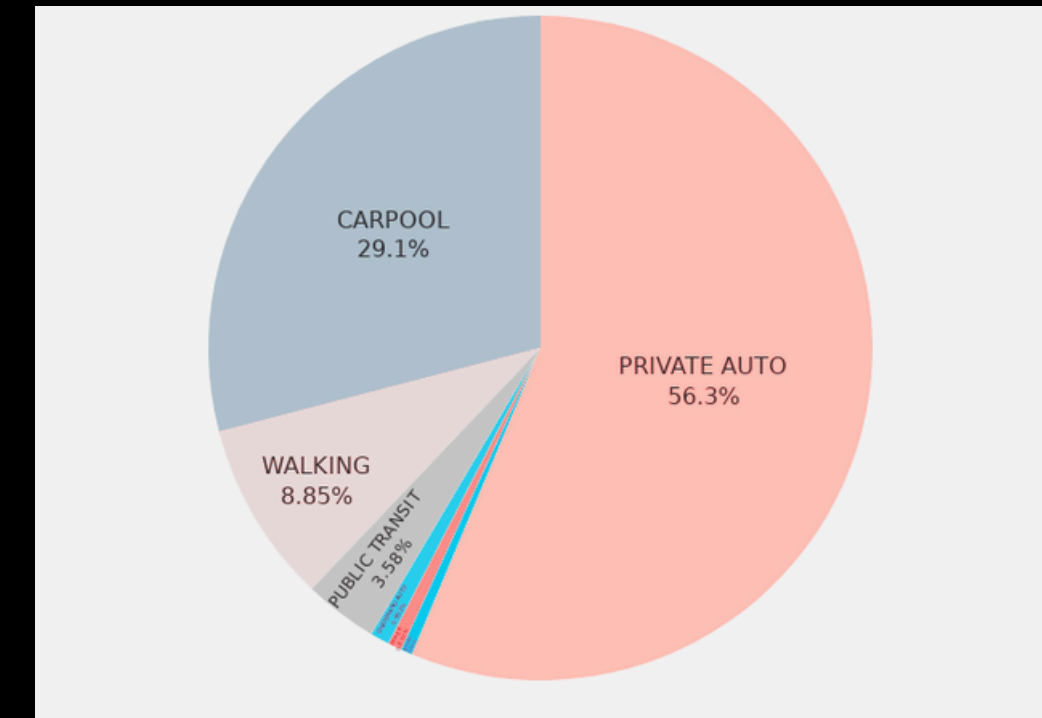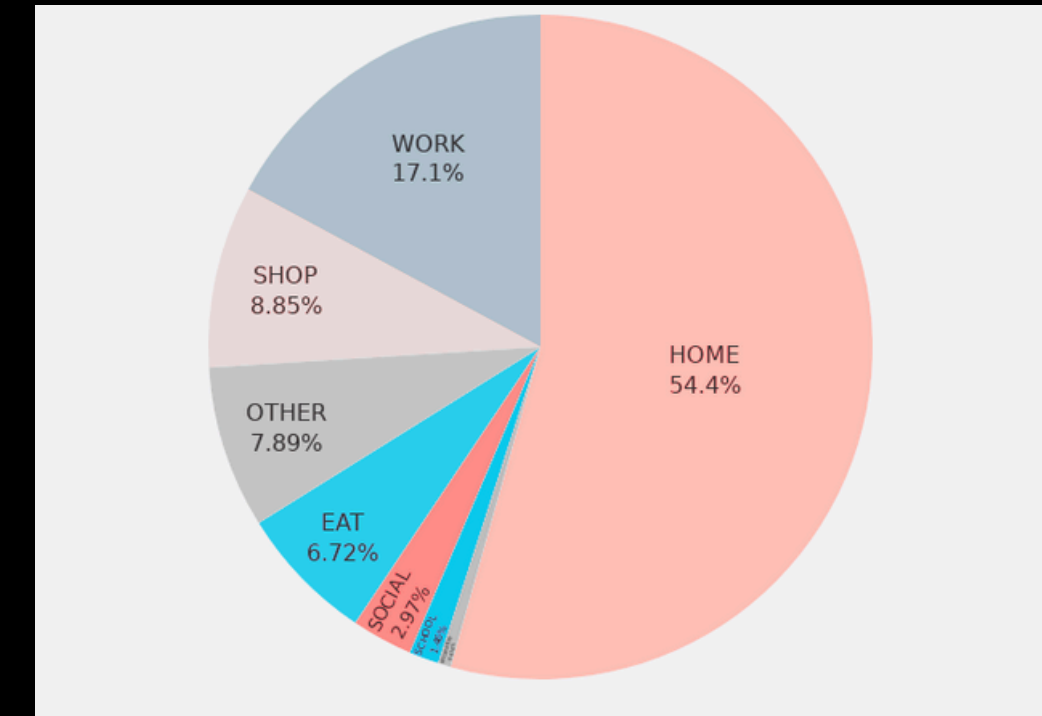
Income & Spend

MEDIAN DISPOSABLE INCOME

$81k

DAILY RESTAURANT & BAR SPENDING

DAILY RETAIL SPENDING
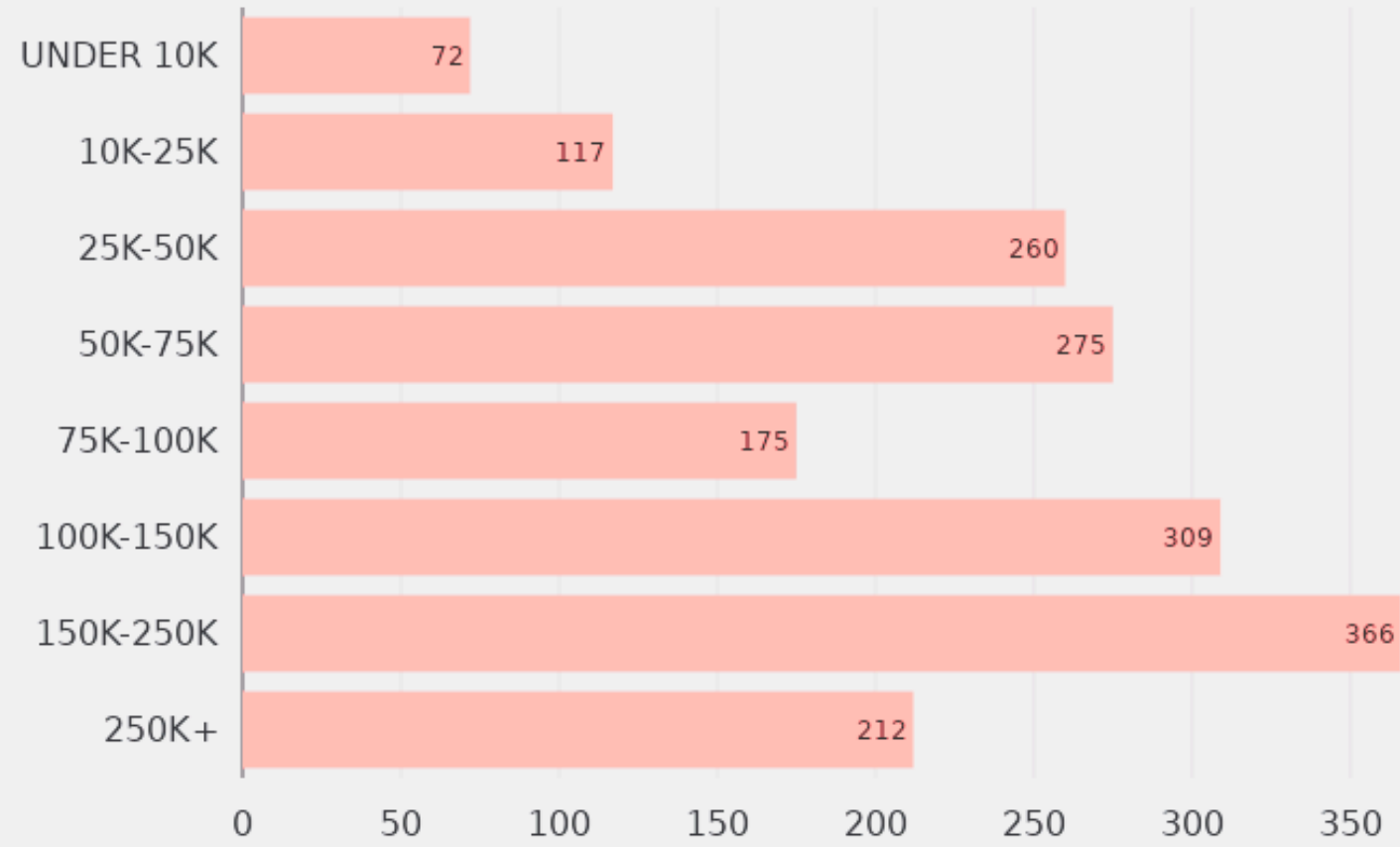
PEOPLE IN EACH HOUSEHOLD INCOME GROUP

Income Group	People
UNDER 10K	72
10K-25K	117
25K-50K	260
50K-75K	275
75K-100K	175
100K-150K	309
150K-250K	366
250K+	212

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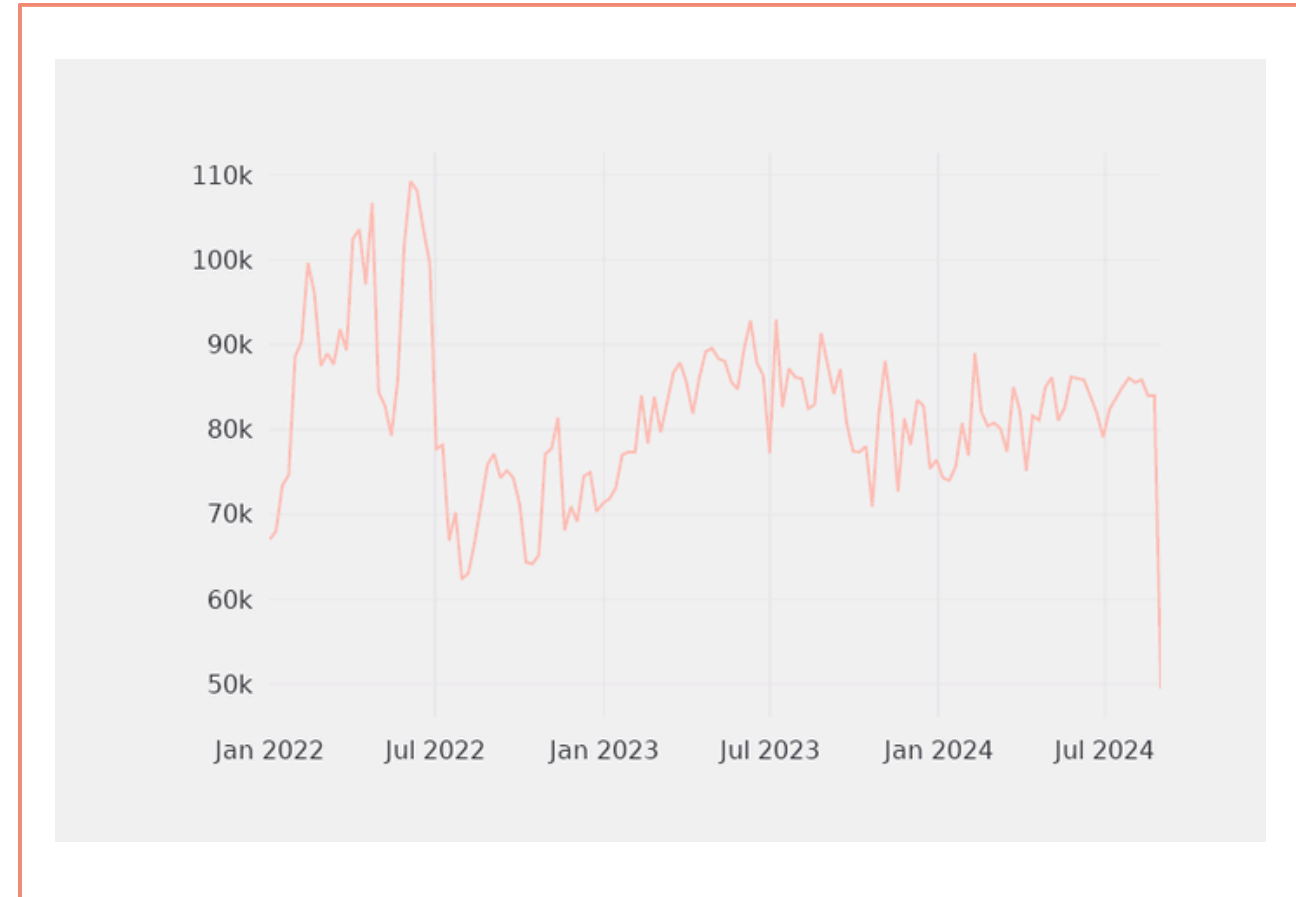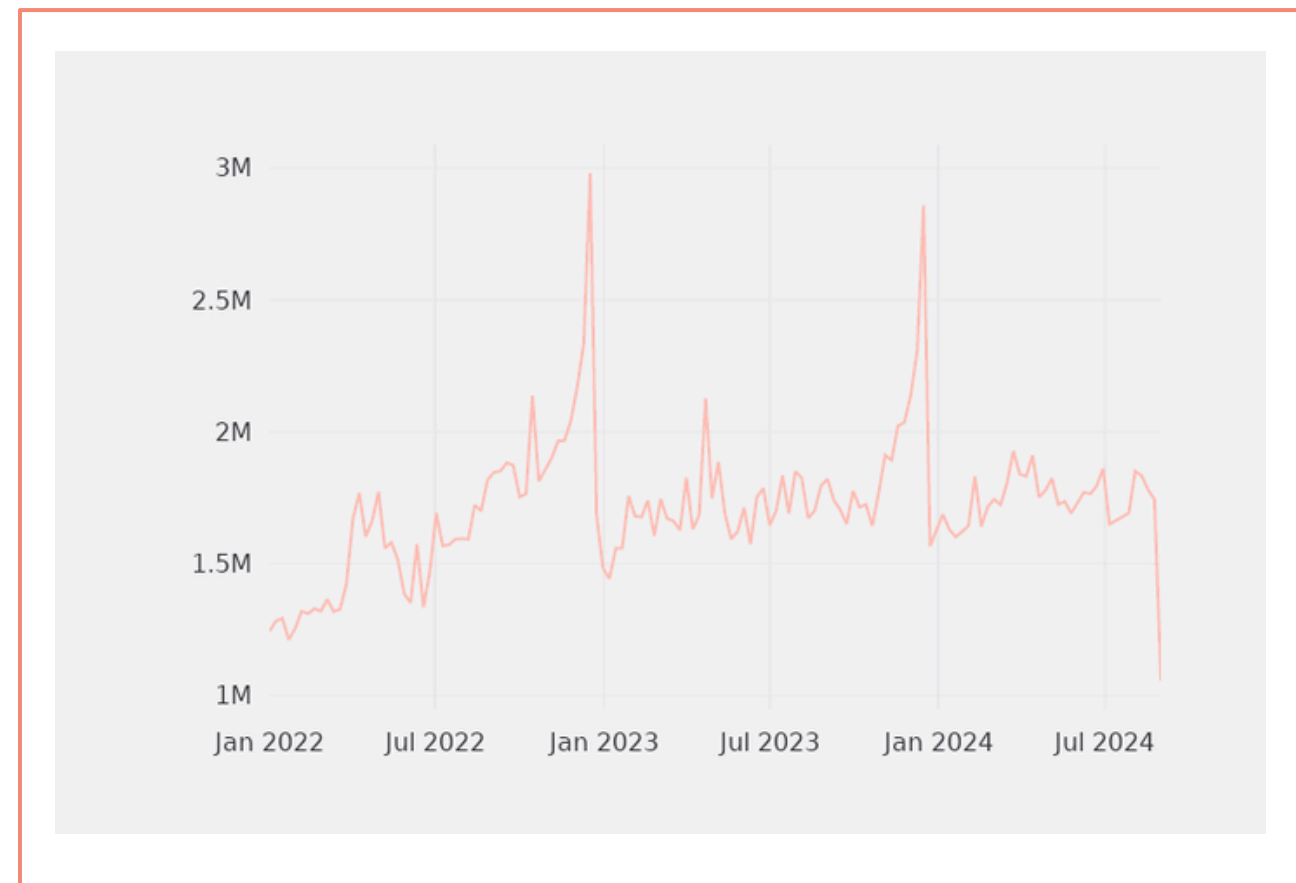
Tapestry Segmentation

Tapestry Segments are priority groups developed by ESRi based on multiple data sources. More on the segments

24%

Diverse Convergence

218	221
AVG WEEKEND TRIPS	AVG WEEKDAY TRIPS

Diverse Convergence neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly 1 in 4 households are linguistically isolated. Young families renting apartments in older buildings dominate this market; about one quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. Residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

13%

City Strivers

119	101
AVG WEEKEND TRIPS	AVG WEEKDAY TRIPS

These high-density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, City Strivers residents commute long distances to find work in the service, healthcare, or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings. Single parents rely on this close-knit community to provide invaluable support while they work. City Strivers consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.

12%

Family Extensions

107	95
AVG WEEKEND TRIPS	AVG WEEKDAY TRIPS

Family Extensions is a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children's apparel—and convenience—fast food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

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Spending by Tapestry Segment

Tapestry Segment
— City Strivers
— Diverse Convergence
— Family Extensions

% of restaurant spending in market

Jan 2022 — Jul 2022 — Jan 2023 — Jul 2023 — Jan 2024 — Jul 2024

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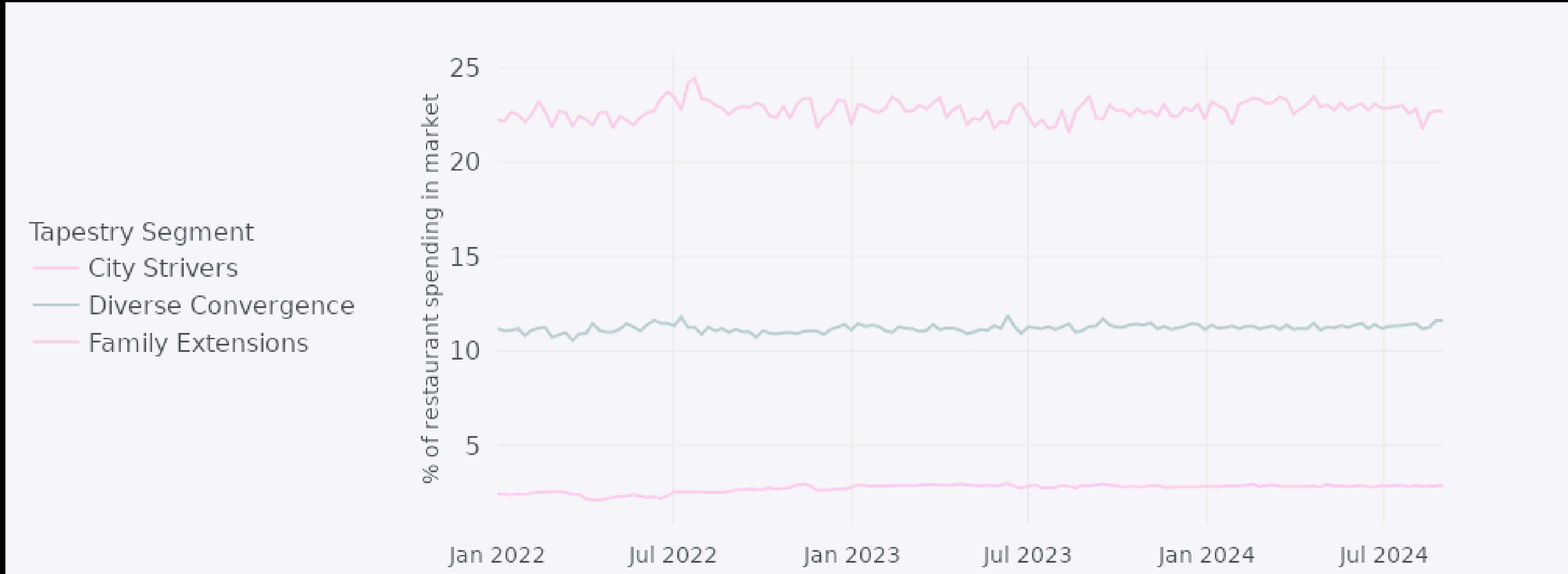
ⓘ *Shows relative daily restaurant/bar spending by Tapestry Segment for residents of Los Angeles, CA.*

04

Marketing

MARKETING

Social

The percentages represent daily trips stemming from these zip codes ending in your desired trade area with the purpose of eating. The recommendation is to use these geographies to effectively target advertising efforts on social platforms
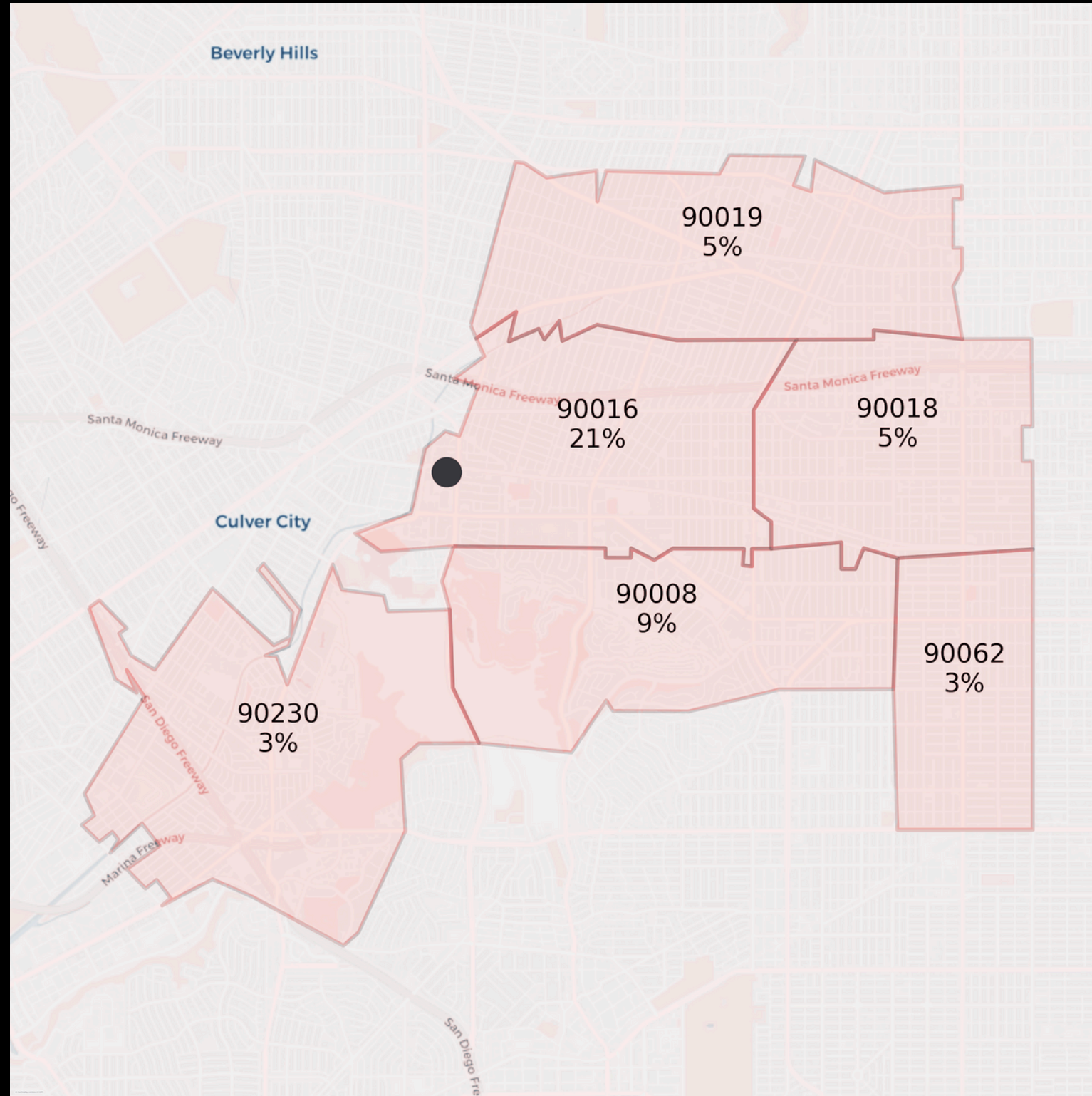
PAID SOCIAL GEOGRAPHIES

21%	9%	5%
90016	90008	90018
5%	3%	3%
90019	90062	90230

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05

Competition

COMPETITION

Most Popular Restaurants

All restaurants within 1.0 miles are ranked by foot traffic over the last six months. The top ten are listed below. Foot traffic data is provided by Foursquare

Restaurant	Cuisine	Distance (mi)	Popularity (0-100)
Chick-Fil-A	Fried Chicken, American, Fast Food	0.82	100
McDonald's	Burger, Fast Food	0.16	90
Del Taco	Fast Food, Mexican	0.97	86
Del Taco	Fast Food, Mexican	0.87	82
Farmhouse Kitchen Thai	Thai	0.67	79
Vicky's All Day		0.83	78
Carl's Jr.	Fast Food	0.33	78
Los Angeles Ale Works	Beer Bar, Brewery	0.82	76
Bianca Restaurant	Bakery, French, Italian	0.84	74
Taco Bell	Fast Food, Mexican, Taco	0.26	74

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COMPETITION

Competition Density

62nd

Los Angeles, CA HAS THE 62nd MOST RESTAURANTS PER DINING TRIP OUT OF ANY MARKET IN THE COUNTRY (776 TOTAL)

82
NEARBY RESTAURANTS

10
NEARBY BARS

ⓘ *Shows nearby open restaurants and bars within 1.0 miles of the location.*

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COMPETITION
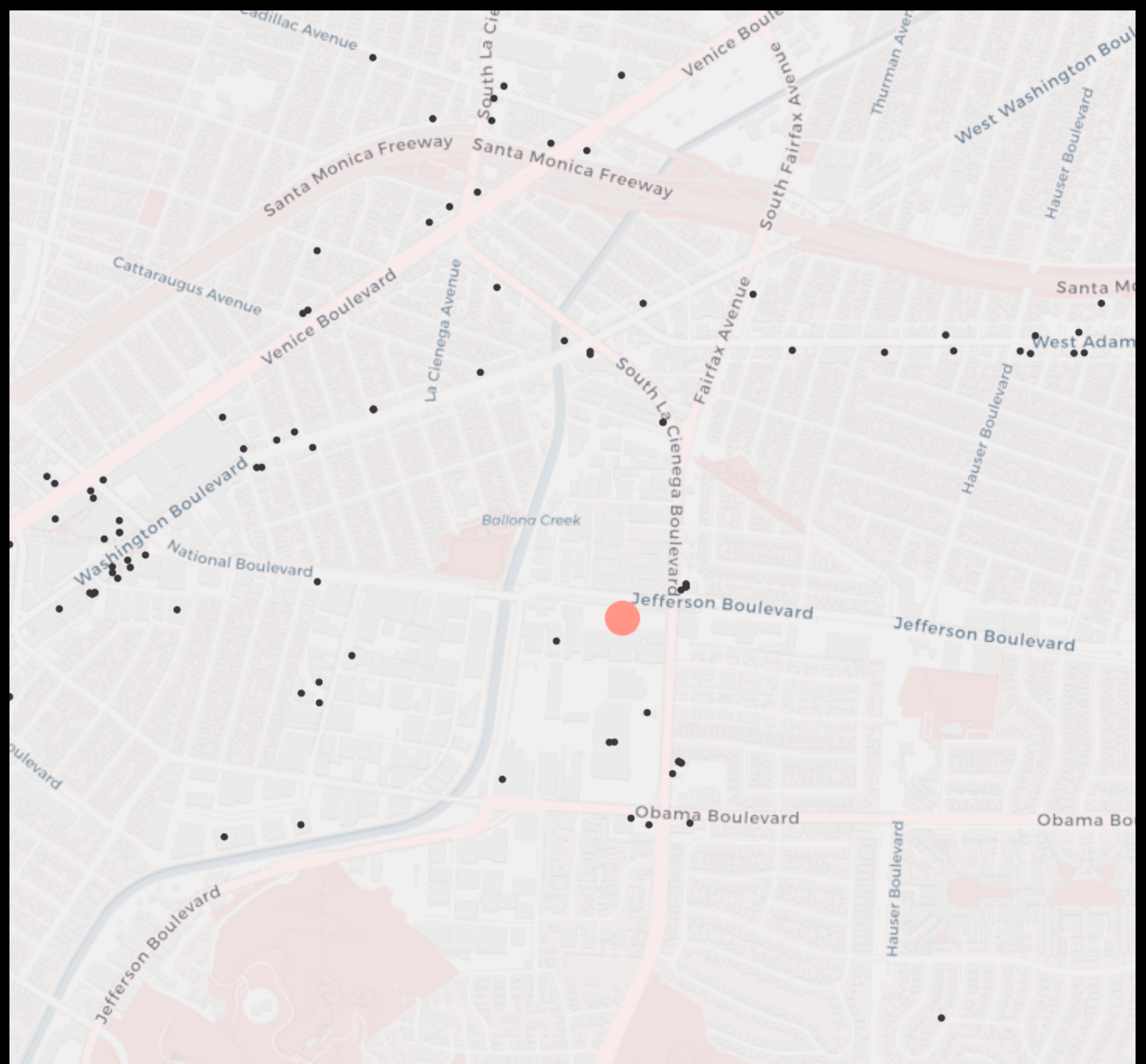
Cuisine Density

13	Fast Food	**4**	Italian
9	Mexican	**4**	Mediterranean
8	Burger	**4**	American
7	Bakery	**4**	Pizzeria
7	Sandwich Spot	**3**	BBQ
6	Deli	**3**	Food Truck
6	Vegan and Vegetarian	**2**	Night Club
5	Bar	**2**	Poke
5	Taco	**2**	Seafood
4	Café	**2**	Sushi
4	Coffee Shop	**2**	French

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History of Closed Restaurants by Cuisine

12 YEAR HISTORY

#	CUISINE
20	Bakery
17	Bar
15	Café
15	American
15	Coffee Shop
14	Mexican
12	Fast Food
10	Burger
7	Deli
7	Chinese
6	New American
6	BBQ
6	Food Truck
6	Sandwich Spot
5	Ice Cream Parlor
5	Wine Bar

#	CUISINE
5	Dessert Shop
5	Seafood
5	French
5	Cocktail Bar
5	Italian
4	Latin American
4	Pizzeria
3	Asian
3	Lounge
3	Gastropub
3	Vegan and Vegetarian
3	Hot Dog
2	Bagel Shop
2	Street Food Gathering
2	Cupcake Shop
2	Brewery

N/A

MEAN YELP RATING IN THE SURROUNDING AREA

4.2

MEAN GOOGLE RATING IN THE SURROUNDING AREA

ⓘ *The table shows the number of restaurants with that cuisine that have closed in the past 12 years within 1.0 miles.*

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Gap Analysis & Positioning

1 **Tex-Mex**

2 **Dessert Shop**

3 **Winery**

4 **Wings**

5 **Indian**

6 **Buffet**

7 **Steakhouse**

8 **Vietnamese**

9 **Dive Bar**

10 **Japanese**

11 **Hot Dog**

12 **Juice Bar**

13 **Korean**

14 **Diner**

15 **Food and Beverage**

16 **Retail**

17 **Ice Cream Parlor**

18 **Sports Bar**

19 Night Club

20 Thai

21 Bagel Shop

22 Wine Bar

23 Brewery

24 Vegan and Vegetarian

25 Asian

26 Lounge

27 Bakery

28 Chinese

29 Italian

30 Cocktail Bar

31 Sushi

32 Food Truck

33 Pizzeria

34 Mexican

35 Southern Food

36 Bar

37 Coffee Shop

38 Burger

39 Sandwich Spot

40 Café

41 Deli

42 BBQ

43 New American

44 Fast Food

45 Mediterranean

46 Seafood

47 Latin American

48 Fried Chicken

49 Taco

50 American

33

OF THE TOP 50 NATIONAL CONCEPTS ARE COVERED WITHIN 1.0 MILES

20

OF THE TOP 50 NATIONAL CONCEPTS ARE COVERED WITHIN .5 MILES

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This lists the top 50 cuisines nationwide. A bolded cuisine is a gap within 1.0 miles while an unbolded, unfaded one is a gap within .5 miles.

06

Direction

ANALYSIS

Anecdotal Recommendation:

- Cafe

Data Recommendations:

- Gastropub,
- Eastern European,
- British,
- Moroccan,
- Pizzeria

Operations Deductions

- Breakfast & Early Dinner|Happy Hour represent highest demand, signals employment center
- Reduced Winter & Holiday demand signals lack of dining options in the area
- Low density of national brands (14.4%) of overall restaurant
- Hyper-dense market (fast food) with 92 restaurants & bars within 1 mile radius

Restaurant Trip Taker aka Organic Diner

- Hyper local, with 90% of trip takers within 15 miles, not a destination dining area, 0% trips taken from airport
- Majority of organic dining trips come from Baldwin Hills, West Adams, Mid-City and Jefferson Park
- Average organic diner is Hispanic or Latino, 40 years old, female, and lives with family
- Average organic diner is urban suburban, foreign born, young, with a family, and represent 25% of all dining dollars spend in a 1 mile radius.
- Low median income of $81k, but highest represented income is $150-250k

Competition

- Low density of seafood, French, European
- Low closure rate of seafood, Asian, wine-centric and value oriented foods
- White space opportunities concentrated in wine, Asian cuisines, and retail food & beverage
- Hyper-local white space exists in coffee, cafe, seafood and value oriented foods

Concept
Recommendation

TO BE CONSIDERED

The equation for restaurant location success

- Market prevalence & high multi-category traffic
- White space in competitive landscape
- Opportunity for revenue & profitability

Why restaurant locations fail

Wrong Concept ➕ Wrong Location

- Boring or unremarkable concept
- Too much competition for similar concepts
- Unclear income metrics and data
- Not knowing what people search for SEO
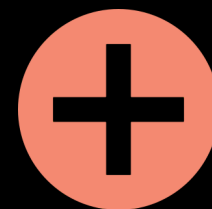
- History of failures
- Not enough sources of data to fuel knowledge
- bad lease deal in relation to financial projections
- Not knowing consumer value sentiment across concepts and financials

IMAGINATION, FOR THE PRACTICAL WORLD.

Trusted by the world's most valuable real estate, we partner to transform your imagination into successful hospitality businesses by driving engagement, and ultimately real estate value.

OUR PROCESS
data & analytics

| MARKET ANALYSIS	BESPOKE CURATION	ENGAGEMENT	COLLABORATION
We carefully analyze the target market's preferences & consumer behavior with deep and highly focused hospitality specific data sets. We identify and analyze consumer spend, white space opportunity, historic closures, and current brand performance to provide the most strategic concept and brand placements.	We vet, select and implement a mix of food, beverage, and amenity concepts that cater to both the organic and target aspirational audiences. We provide cohesive and visually striking designs that seamlessly integrates the hospitality elements into the overall design of the development.	We implement best in class and AI powered marketing, loyalty, and engagement technology to connect tenants to their guests and customers. We ensure that your tenants are armed with the tools to maximize their potential sales opportunities and retain their earned customer.	We provide ongoing collaboration with all stakeholders to create a vibrant ecosystem that drives footfall to the development area. We cultivate a strong sense of community by facilitating experiences that encourage collaboration and interaction. We provide ongoing added value by supporting tenant success on behalf of landlords.

PLACEMAKING

positioning

We provide strategic solutions to solve complex real estate challenges with a laser focus on adding value to all levels of stakeholders as well as the community. Imagine Lab utilizes 350+ restaurant and food & beverage specific data points supercharged with self-hosted AI, machine learning instances, and hospitality fintech integrations to analyze competition and white space. We provide in depth market analyses to ensure that real estate is no longer the obstacle to a successful hospitality business placement.

IMAGINE LAB
LOS ANGELES
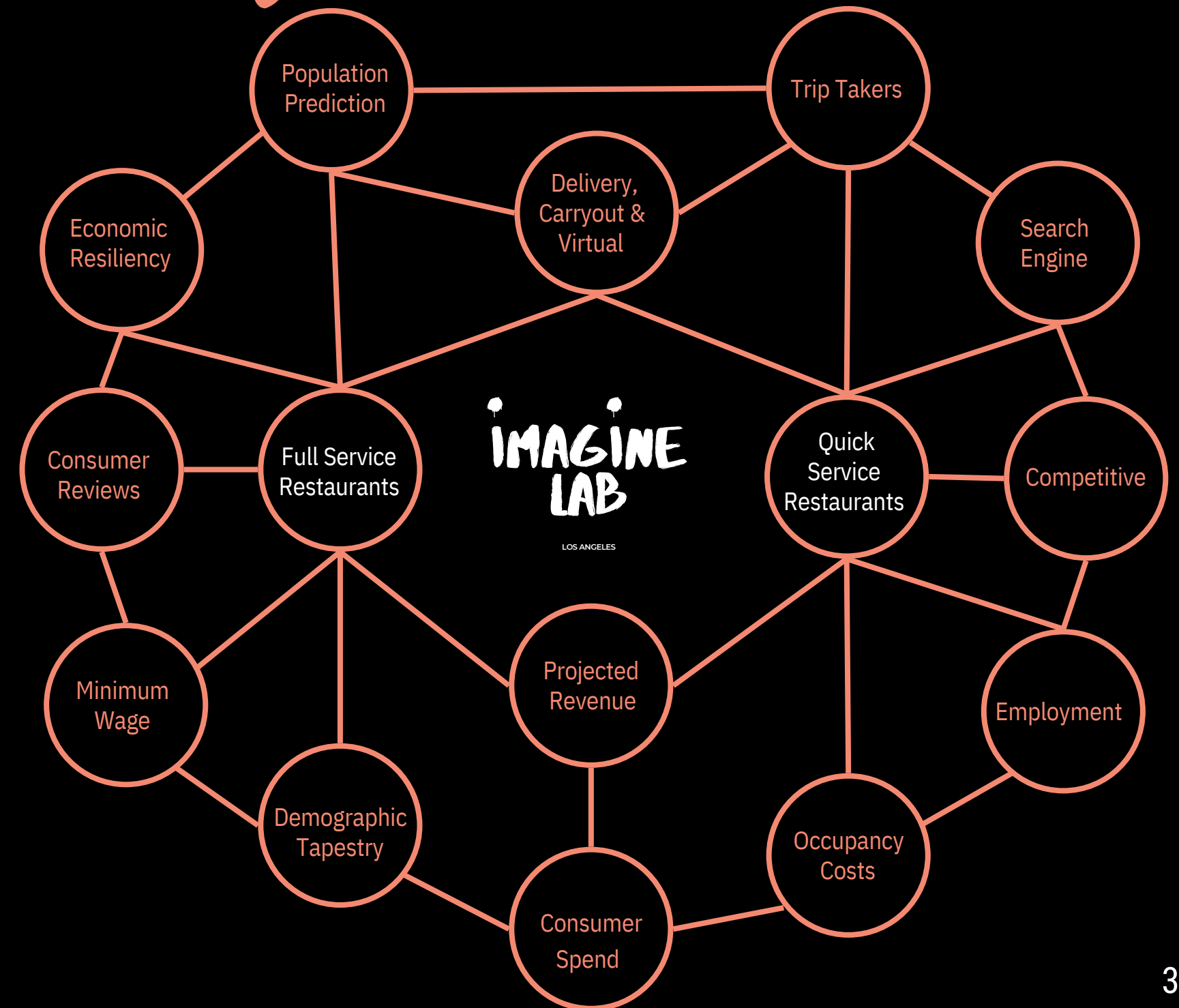
PLACEMAKING
positioning

As part of our strategic placemaking solutions, we provide ongoing oversight services to landlords and developers to our placements, partners & brands to provide critical support and insurance to your tenant improvement investments. Through our operational support services we help widen the reach of your tenant search, closing opportunity gaps along the way. We help to reduce turnover and provide insights, advice and ongoing support help your tenants grow and thrive. We provide platforms and portals to improve operational performance transparency and real time management that allow your tenants make decisions today to ensure the P&L delivers to the plan.

**Amenity Solutions | Campus Repositioning | Holistic Hospitality Planning
Development Strategy | Research & Market Positioning
Public Space Activation | Structured Partnerships | Merchandising**

HOSPITALITY
food & beverage

We provide 360 degree hospitality, food & beverage, and operational solutions to your assets. From idea to execution, from seed to growth, we support the full lifecycle of food & beverage, development to operations.

Market Assessment | Concept Development | Operator Search
Licensed Restaurants & Brands | Performance Analysis | F&B Operations
Operation & Business Planning | F&B Menus & Recipes

BUSINESS
support

We provide full service back office support that allows assets to utilize even the most boutique brands to operate like an established restaurant group, with full investor transparency, providing you with peace of mind.

Finance | Accounting | HR & Compliance
Recruiting | Payroll | Asset Management
Management Advisory | Insurance

37

BRANDING
creative

We build engaging and inspired brands that help our clients connect to their audiences, and ultimately drive conversion and retention. We deliver on the promise of imagination for the practical world—driving innovation with the unconventional and pairing that with focused tactical solutions.

Brand Positioning | Brand Identity & Development
Marketing Campaigns & Content | Go-To-Market Strategy
Social Media | Visual Media Production

ARCHITECTURE
design

From amenity spaces for apartment and office buildings to Michelin-starred restaurants to boutique hotels and retail, we see spaces through the eyes of the end users, designing for engagement and sustainability.

Architecture | Kitchen Consulting | Interior Design
Concept Development | Spacial Programming
Design Guidelines | Construction Admin

OUR CLIENTS
hospitality placemakers

THE BEVERLY HILLS HOTEL
WESTFIELD
CBRE
THE IRVINE COMPANY
MARRIOTT
HYATT
THE CAPITAL GROUP
LBA REALTY
TRINITY INVESTMENTS
LOWE

AECOM
MONTAGE
THE PENDRY HOTEL
LINCOLN PROPERTY CO
UNIV OF PENNSYLVANIA
ANDAZ
THE WATERGATE HOTEL
W HOTELS
STARR RESTAURANTS
THE MUSIC CENTER

RED BULL NORTH AMERICA
LACMA
MIRATE
MAKOTO
ROCKWOOD
BLACKSTONE
OAKTREE CAPITAL

SKY STROUTH

co-founder & head of development

Sky has 25 years of leading development, teams & operations for some of the nation's most prestigious hospitality and real estate organizations. Sky has operated and consulted on over 50 restaurant openings in the nation's largest real estate markets and with celebrity chefs such as Morimoto, Rick Bayless, Jose Andres, and Makoto Okuwa. Sky has served in senior leadership roles with Starr Restaurants, Bon Appetit Management Company and Patina Restaurant Group in Los Angeles where he led the contract food service business for both while expanding their portfolios with chef partnerships. Sky has consulted and partnered in hospitality and real estate positioning for such organizations as Red Bull North America, The Capital Group, The Irvine Company, Westfield, CBRE and LBA Realty. Sky has completed celebrity chef restaurant deals, owned, and operated restaurants from New York City to Mexico City and from Santa Monica to Sao Paulo. Sky has served as an advisor for restaurant technology company Kitchensync advising over 100 prestigious clients nationwide in restaurant company growth, as well as COO of Mosaic repositioning the Shay Hotel in Culver City and the W Hotel in Hollywood. Sky is a Co-Founder & Head of Development for Imagine Lab & Found Hospitality.

MICHAEL SANTORO

co-founder & head of strategy

An Ohio native, Chef Michael is an alum of Johnson & Wales University, where he graduated Magna cum Laude in 2002. Michael completed a number of international stages that would prove invaluable to his development, including Fat Duck, Mugaritz & St. John. Michael's experience includes culinary leadership at such institutions as Gilt at the New York Palace Hotel, Boqueria, Washington D.C.'s Blue Duck Tavern, Starr Restaurants, and his own lauded Philadelphia restaurant, Mildred. Michael began the development side of hospitality in 2015 working to bring a new concept to the Watergate Hotel after its 125 million dollar extensive renovation, where he oversaw the creation and development of cuisine for the hotel's many F&B outlets. After successfully relaunching the Watergate Hotel, Chef Michael moved to LA where he lead the repositioning of one of the world's foremost luxury Food & Beverage Departments at the 5 Star Beverly Hills Hotel including the legendary Polo Lounge, Fountain Coffee Room, Cabana Café, Bar Nineteen12, in-room dining, and events. Chef Michael served as Culinary Director for the American Gonzo group including American Beauty, The Win-dow, and Superba Food & Bread, before taking on all Culinary development for The Shay Hotel, W Hollywood as well as consulting for other projects like the Pendry Hotel in West Hollywood as the Chief Culinary Officer for Mosaic Management. Mike Santoro currently serves as a Head of Strategy for Imagine Lab and Head of Culinary for Found Hospitality.

ALEXA NAFISI
head of design

Alexa's design career dates back to her first experiences wtih Otto Walker Architects in Park City, Utah and Studio Volpe while she pursued her Interior Design degree at the Academy of Art Institute in San Francisco. Alexa's focus on hotels and restaurants began with her work at AvroKO while managing hospitality projects across the world from the US to Mexico to Abu Dhabi. After leaving AvroKO New York, Alexa joined the Soho House. While at Soho House, Alexa focused on revitalizing existing Soho House locations, and designing new Houses being launched in North America, including Soho House Austin and Soho House Nashville. In 2019 Alexa started her own first, Adean Studios in Manhattan before moving it to San Francisco. Adean is a dynamic Interior Design Studio with projects across the United States and around the world. The studio focuses on concept-driven narratives that not only create unique and inspiring interiors but also challenge the everyday user and experience.
Alexa's approach with Imagine Lab is to collaborate and participate - from the integration of large structural pieces to the plateware, stemware, and salt and pepper shakers. Alexa truly believe every piece matters when striving for a cohesive concept driven, unique space. Alexa design focus leans on architectural finishes and layouts with the juxtaposition of found elements against modern fixtures.

THANK YOU

collaborate with us!