



The Ports O' Call property has enjoyed a nearly 55-year history of drawing patrons to dine, shop and entertain themselves on the San Pedro waterfront. Its roots are deep, authentic, alive. West Harbor will usher in a brand-new era.

A reinvention of public, port and historic locations is under way.



WELCOME ABOARD







- 42-ACRE WATERFRONT DEVELOPMENT IN LA
- ONE-MILE-LONG PROMENADE AND DIRECT WATERFRONT ACCESS
- ENTITLED FOR 375,000 SQUARE FEET OF ENTERTAINMENT, RESTAURANT, RETAIL, AND RECREATIONAL GLA
- PROPOSED 6,200 SEAT OPEN-AIR WATERFRONT AMPHITHEATER
- 4-ACRES OF OUTDOOR PARK AND RECREATIONAL TENANT SPACES
- LONGEST PUBLIC COURTESY DOCK IN SOUTHERN CALIFORNIA
- DOG-FRIENDLY PROMENADE, PATIOS, AND OFF-LEASH MEMBERSHIP PARK
- 1,700 PARKING SPACES ON-SITE AND 10,000 PARKING SPACES WITHIN .25 MILES

# Σ M O

DRIVE TIMES	10 MINUTES	15 MINUTES	20 MINUTES
TOTAL POPULATION	91,132	298,388	717,404
AVERAGE HOUSEHOLD INCOME	\$106,761	\$109,768	\$110,301
TOTAL HOUSEHOLDS	33,562	104,574	249,380
DAYTIME POPULATION	77,815	298,837	756,867
MEDIAN AGE	36.1	36.6	37.0

# 4.1M

people in the primary trade area with over 40% of households making over \$75,000 per year

# 1.2M

daytime employees within five minutes

# 400K SF

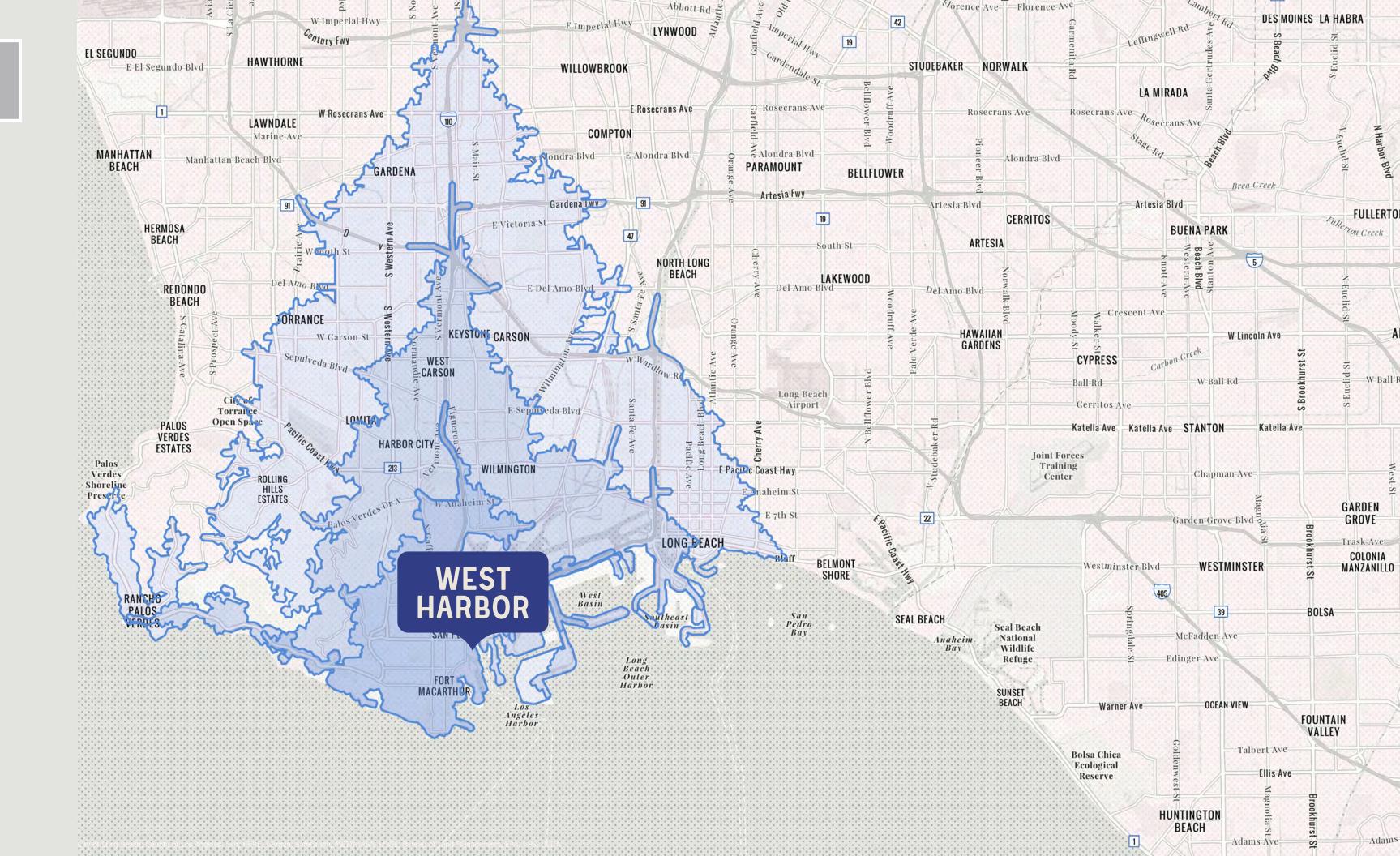
Campus at AltaSea neighboring site will include over 35 acres

49%

of the population in the immediate trade area has attended college or earned a degree

25%

increase in median home prices since 2021



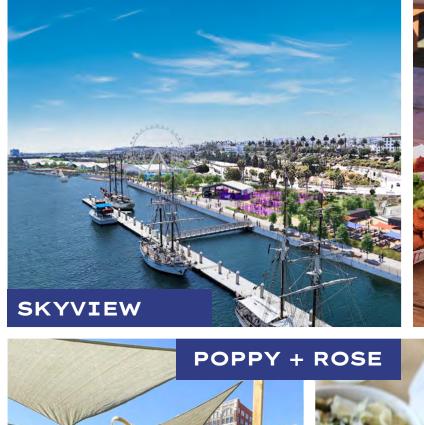


# NORTH PARK 40 EVENTS ANNUALLY 200,000 VISITORS SAN PEDRO FISH MARKET 1.8M ANNUAL VISITORS PRE-CONSTRUCTION KING OF PADEL NEDERLANDER MIKE HESS 75,000 VISITORS AMPHITHEATER BEER GARDEN YAMASHIRO IN SAN DIEGO 339,000 VISITORS 30 SHOWS AND 20 EVENTS ANNUALLY 335,000 VISITORS HOPSCOTCH 246,000 VISITORS IN SAN ANTONIO, TX 279,000 VISITORS AVERAGE FOR LARGE BREWERIES IN HOLLYWOOD BARK SOCIAL 262,000 VISITORS IN BETHESDA, MD COURTESY DOCK BOUTIQUE AMUSEMENT KING + QUEEN CANTINA 200,000 VISITORS DRIVERS OF WEST HARBOR CENTRAL PARK ESTIMATING OVER 4.4 3 EVENTS ANNUALLY HARBOR BREEZE 45,000 VISITORS MILLION VISITORS\* WATERSIDE CRUISES + EXCURSIONS \*VISITORS ESTIMATED FROM EXISTING WATERFRONT PROJECTS AND PRE-DEVELOPMENT TRAFFIC CONCEPTUAL RENDERING

NOTABLE EXISTING RETAIL PROJECTS	ANNUAL VISITORS
SANTA MONICA PIER	6.6M
PIER 39	6.6M
PIKE OUTLET	5.4M
WEST HARBOR	4.4M
SEAPORT VILLAGE	4.0M
DANA POINT HARBOR	4.0M

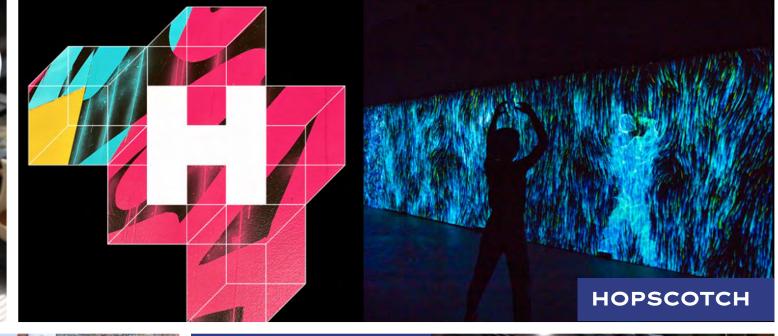
\*VISITOR COUNTS PROVIDED BY PLACER.AI.
WEST HARBOR PROJECTED ANNUAL VISITORS

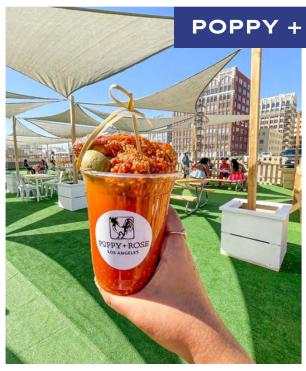
OFF-SITE ATTRACTIONS	ANNUAL VISITORS
USS IOWA MUSEUM	300K
WORLD CRUISE CENTER CRUISE SHIP TERMINAL	1.323M
ESTIMATED CRUISE SHIP PASSENGER CAPTURE	661,500
CABRILLO MARINE AQUARIUM	300K































- 1 PROPOSED AMPHITHEATER
- 2 WATERSIDE ATTRACTIONS
- 3 MIKE HESS BEER GARDEN
- 4 WATERFRONT DINING
- 5 IMMERSIVE ART EXPERIENCE
- 6 SAN PEDRO FISH MARKET
- 7 PROPOSED FERRIS WHEEL
- 8 NORTH PARK RECREATION
- PICKLEBALL AND PADEL FACILITY
- 10 COURTESY DOCK
- 11 WATERFRONT PROMENADE
- 12 PARKING: 2,000 SPACES





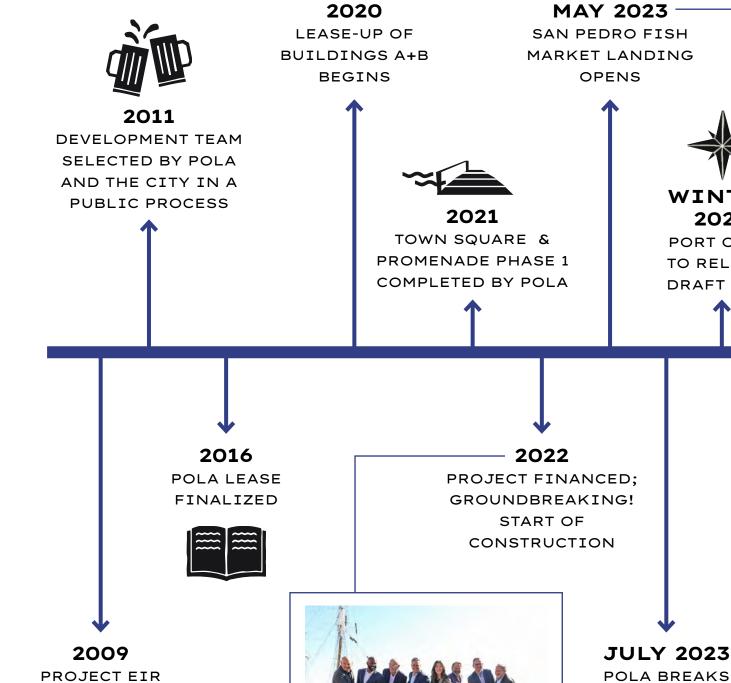
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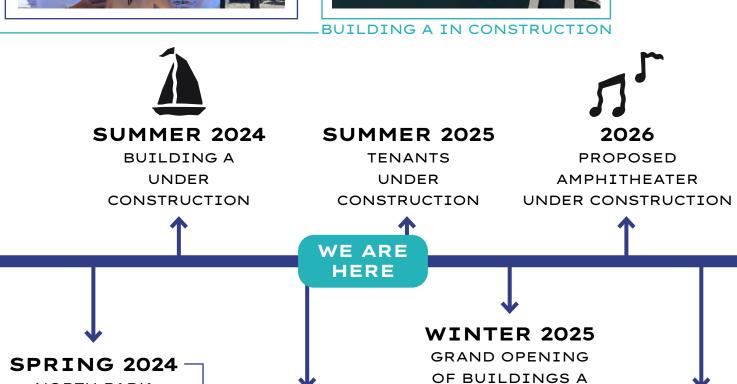
# PROJECT TIMELINE.



APPROVED







NORTH PARK **WINTER 2024** POP-UP SPACE TO OPEN **BUILDING B** UNDER CONSTRUCTION



2026 BUILDING B&C SAN PEDRO FISH MARKET PERMANENT







THE BLOC Los Angeles



THE HERCULES CAMPUS Playa Vista



5900 WILSHIRE Los Angeles





HIGH LINE New York



**NAVY PIER** Chicago



PRESIDO TUNNEL San Francisco





130 PINE AVE DOWNTOWN LONG BEACH



HARBOR BUILDING San Pedro



TRIANGLE 54 RESEARCH DEVELOPMENT DURHAM, NC





MODERN TIMES LEISURETOWN



**GREAT PARK** Orange County



STEELCRAFT Bellflower





**DOLBY THEATER** Los Angeles



**GOLDEN 1 CENTER** Sacramento



SAP CENTER San Jose



WINTER

2023

PORT OF LA

TO RELEASE

DRAFT SEIR

GROUND ON PROMENADE PHASE II

# SAN PEDRO WEST HARBOR LOS ANGELES WATERFRONT CALIFORNIA

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RETAIL INSITE