

**FLAGSHIP RESTAURANT & RETAIL SPACES NOW AVAILABLE**

in USC's Newest Student Housing Community

THE **S** STANDARD

3900 S FIGUEROA STREET, LOS ANGELES, CA





Tap into the broader downtown LA ecosystem including the bustling LA Live entertainment district and Crypto.com Arena.



USC's expanding enrollment and the university's continued investment in campus improvements create an increasingly vibrant commercial district with strong growth potential.



USC's newest flagship student housing development puts you at the epicenter of campus life, with thousands of students living steps from your door and consistent year-round foot traffic from the university community.



Built in consumer base at a nationally and globally top ranked university.



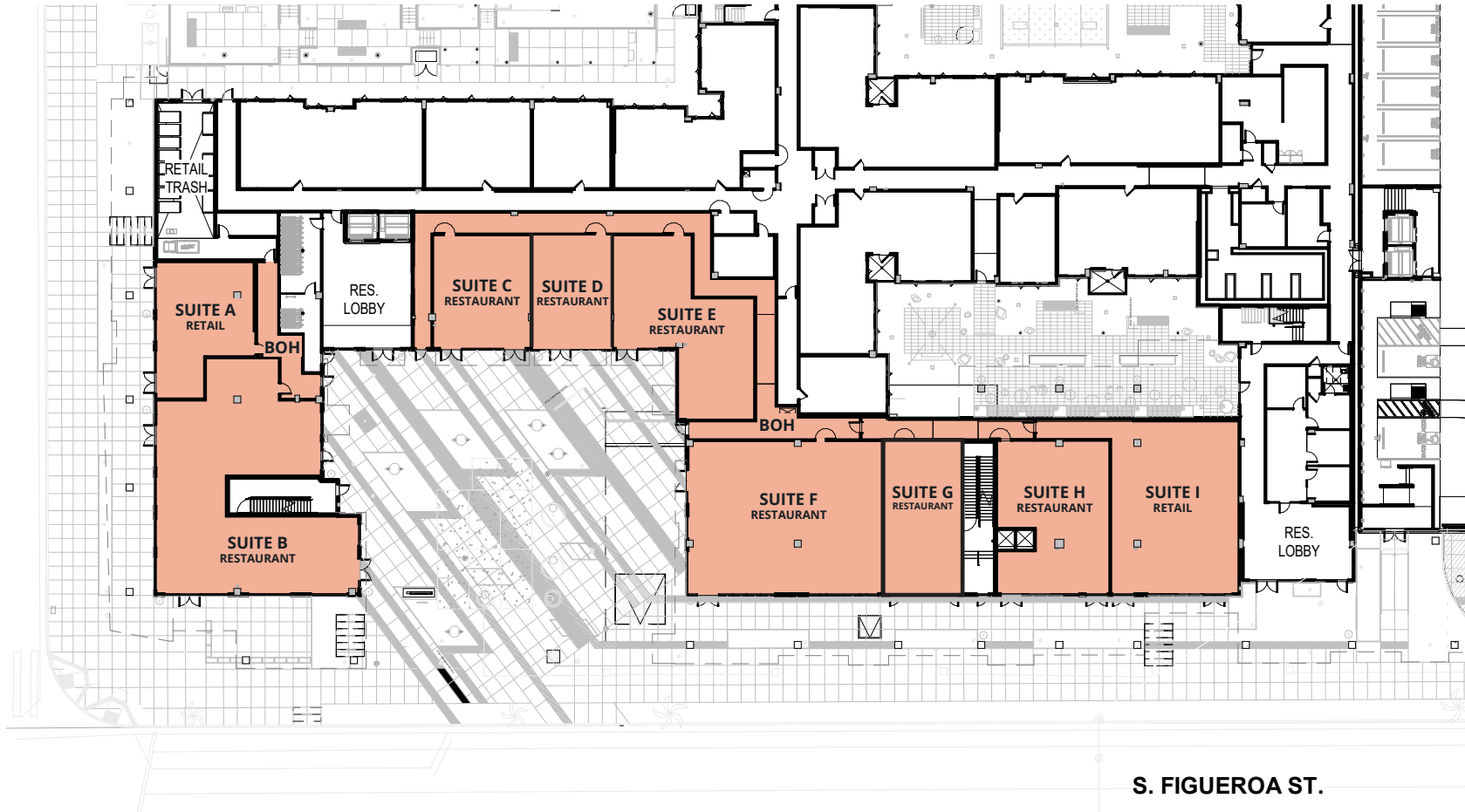
Ground-floor retail and restaurant spaces designed for maximum street presence and accessibility, ensuring your business becomes a recognized landmark within the USC ecosystem.

## Where Campus Meets Community

# WELCOME TO THE STANDARD

Position your business at the intersection of USC's influential 50,000+ student community and downtown LA's thriving entertainment district. This location delivers immediate access to thousands of affluent student residents while capitalizing on high-traffic events at nearby Crypto.com Arena and LA Live's bustling tourism corridor. This strategic positioning creates multiple revenue streams from university life, downtown professionals, sports and concert audiences, and international visitors exploring LA's premier entertainment destinations. Place your concept at the heart of one of America's most dynamic urban university markets.

# SITE PLAN



## AVAILABILITIES

SUITE A	938 SF
SUITE B	2,862 SF
SUITE C	917 SF
SUITE D	734 SF
SUITE E	1,439 SF

SUITE F	2,476 SF
SUITE G	949 SF
SUITE H	1,343 SF
SUITE I	1,938 SF

## Surrounding Area

### DEMOGRAPHIC HIGHLIGHTS

**61,163**

Population

1-Mile Radius (Esri, 2026)

**84,502**

Daytime Population

1-Mile Radius (Esri, 2026)

**+\$562M**

Student Economic Activity

(Source: LA Business Journal,usc.edu 2017)

For restaurant and retail operators, the area surrounding the University of Southern California (USC) presents a lucrative opportunity for expansion, driven by a student body with significant spending power and the immense foot traffic generated by BMO Stadium. USC generates billions in economic activity in Southern California, with university-related student expenditures exceeding \$562 million in the local area. (Source: LA Business Journal, usc.edu). This indicates a concentrated consumer base with disposable income, eager for convenient and appealing dining and shopping options.

The strategic location directly across from BMO Stadium further amplifies the location's potential. BMO stadium is a proven catalyst for commercial activity, drawing large crowds for games, concerts, and other events. This creates a steady stream of potential customers for businesses in the vicinity, with a notable percentage of event attendees making pre and post-game visits to nearby establishments. By establishing a presence in this dynamic environment, restaurant and retail operators can capitalize on both the consistent, day-to-day spending of the USC community and the significant influx of event-driven traffic from BMO Stadium.



**+2.4M**

Annual Visitors

(Placer.ai, 2026)

**+1.4M**

Annual Visitors

(Placer.ai, 2026)

element  
 stuho  
 DRNK coffee + tea

INTERSTATE 10

UNIVERSITY GATEWAY  
 PORTLAND COURTYARD

BLAZE PIZZA CHASE DUNKIN'  
 EQO hound PHI KAPPA TAU  
 EYE SUBWAY USC Dornsife  
 USC Schaeffer Center for Economic and Social Research  
 KABO Yogurtland

Ellendale Trojan

Providence Apartments

HOOVER SQUARE

Founders

The Hive Ellendale

AUTUMN LEAF

Sierra Apartments

HUB LA Figueroa  
 TACO BELL

Lorenzo  
 Lattc/Ortho institute  
 Openroll

Century Apartments

Cardinal Gardens Apartments

Troy Hall

2025

WEST 27th PLACE  
 Epic Wings FACTORY TEA BAR  
 THAI BY trio  
 FIVE GUYS The Latte Shop

ICON PLAZA  
 JONAS PASTRY  
 movita  
 Starbucks

USC Village  
 Apple BANK OF AMERICA Corepower  
 CITY TACOS FACE HAUS wahlburgers  
 dc FedEx FHC greenleaf KATLYN  
 Il Giardino Nati OCEANA RUCS SAOLA WORK SHOP  
 ROLA SUNLIFE TRADER JOE'S  
 USC Rusk Eye Institute USC Student Life VILLAGE COBBLER

JEFFERSON PLAZA



THE 505

THE Shrine Collection

USC Expo

David X. Marks Tower

E

Tessera

Exposition Boulevard

HUB LA Coliseum



BMO STADIUM

INTERSTATE 110

TUSCANY YOUR EVERYDAY ESCAPE  
 CALIFORNIA GOGI GRILL  
 DUTCH BROS HartHouse HEYTEA 喜茶  
 pizzarustica COLD STONE

THE STANDARD

Figueras Street

39th St



# AMENITIES



# THE STANDARD

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