First Street North PROMENADE

Opening Fall 2026 in Little Tokyo

Now accepting commercial tenants

Little Tokyo Service Center

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First Street North
PROMENADE

A significant new destination in Little Tokyo and Downtown LA

Mission-driven:

- Developed by Little Tokyo Service Center
- Reclaims land once lost to eminent domain
- Converts a parking lot into a vibrant, community-benefiting destination

Multi-Use:

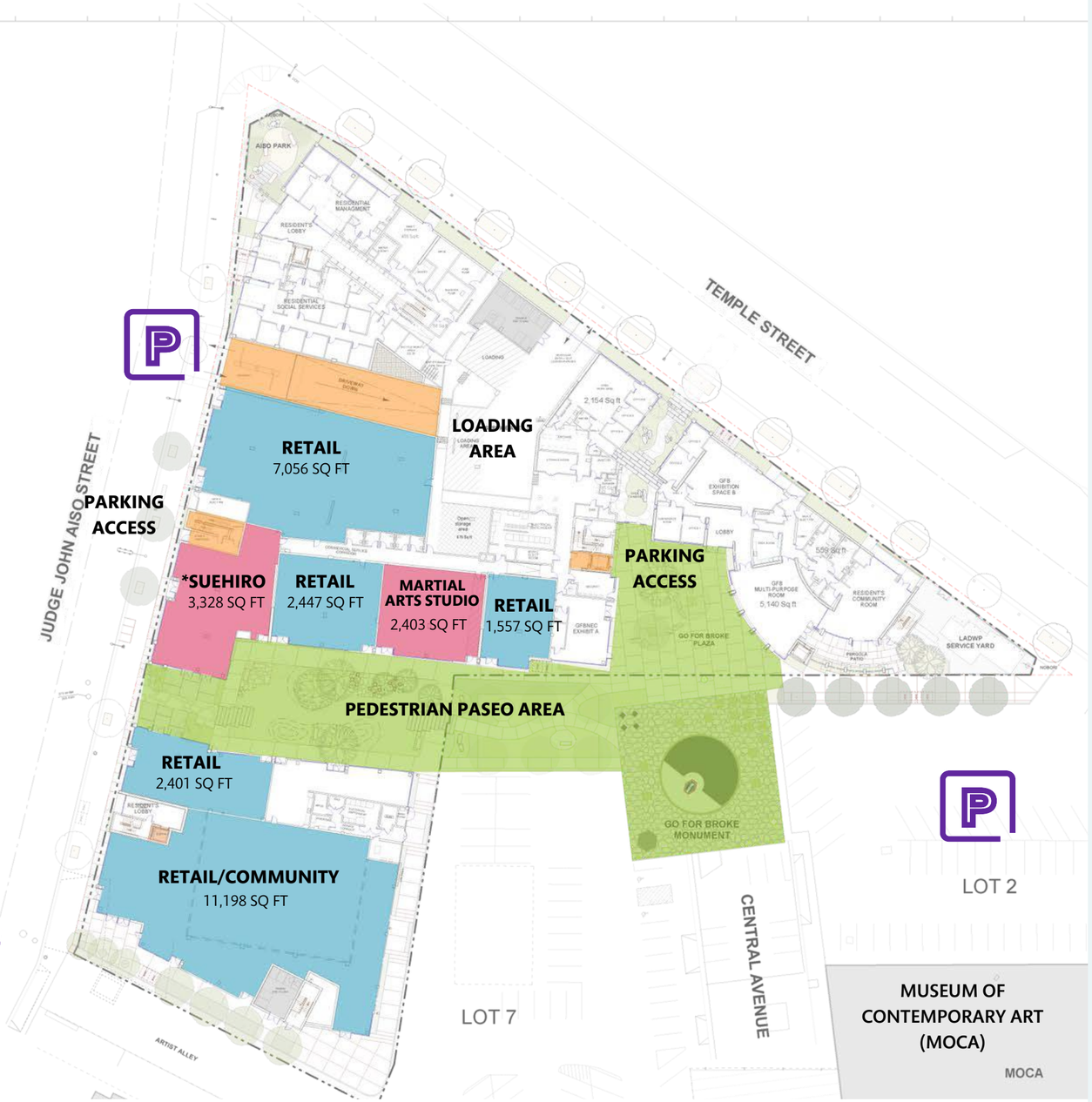
- 248 affordable homes, including 80 supportive housing units
- Accommodating 600+ new residents
- Ground floor commercial & community space
- Outdoor public space

LOCATION

Historic Little Tokyo
Downtown Los Angeles

Bounded by Judge John Aiso, Temple, and Alameda Streets, and just north of the historic block of First Street in the Little Tokyo neighborhood.

FSN is central to the Arts District, Civic Center, Financial District, Historic District, Fashion District, Industrial District, Flower District, and Chinatown.



JUDGE JOHN AISO PARKING GARAGE

PROMENADE COMMUNITY

FSN Promenade space includes:

- Food and beverage
- Retail
- Community nonprofits

*Future tenants include:

- The renowned Suehiro restaurant, a 50+ year old small business making its return to Little Tokyo after being displaced

Japanese American National Museum brings 102,000 visitors to Little Tokyo (expected 150,000 after renovation).

The Go For Broke National Educational Center and Monument Plaza, which brought in close to 5,000 visitors last year.

FOOT TRAFFIC

Directly adjacent to and with a direct line of sight are some of the most visited destinations in Little Tokyo and DTLA.

Union Center for the Arts: Over 14,000 patrons came for 107 evening performances in 2025 at East West Players Theater, located right next door.

The Geffen Contemporary at MOCA: 100,000 annual visitors.

VISITOR ACCESS

Easy Transit:
Strategically located one block from the Metro Little Tokyo/Arts District Station, serving 4,000+ daily riders.

Ample Parking:
Located directly across the street, the Aiso parking garage offers 300 spaces with affordable pricing, and within one block are 1,144 spaces in multiple public parking garages.

High Walkability Score:
Seamlessly integrated into Little Tokyo’s "Main Street," the highly walkable core of the Historic District of Little Tokyo.

THE PASEO

FSN features an outdoor paseo pathway with trees and benches, connecting Judge John Aiso St. to the Go For Broke Monument.

- Programming: The open space is designed to host outdoor exercise classes, board games, "pop-up" retail booths, and small events.
- Outdoor Lifestyle: Patio seating is featured outside commercial spaces, and benches are scattered throughout the Paseo.

LITTLE TOKYO NEIGHBORHOOD

Population & Visitors

- Population in a 2-mile radius: 187,321
- Average household income: $94,539
- Daytime population + visitor traffic in 2-mile radius: 341,495
- 1 of 3 remaining Japantowns in the US
- Welcomes visitors of all ethnic backgrounds to enjoy Japanese culture
- Japanese New Year or “Oshogatsu” festival on January 1 draws an estimated 13,000 visitors annually
- Nisei Week Festival draws tens of thousands of visitors for a week-long festival in mid-August

LITTLE TOKYO NEIGHBORHOOD

Nearby Destinations:

- Los Angeles City Hall (2 blocks away)
- Japanese American Cultural and Community Center, Isamu Noguchi Plaza, James Irvine Japanese Garden, and 880-seat Aratani Theatre (2 blocks away)
- Japanese Village Plaza, a popular open-air mall with shops and restaurants (across 1st Street)
- Terasaki Budokan, a community facility with sports tournaments, classes, community and cultural events, with 95,000 visitors annually (3.5 blocks away)

NEIGHBORHOOD MARKETING

The Little Tokyo Community Council and other Little Tokyo institutions actively market the neighborhood and its small businesses.

- Ongoing “Go Little Tokyo” marketing campaigns draw 10,000 visitors to Little Tokyo and 132,000 web impressions per month
- “Go Little Tokyo” has 60,000 followers on social media
- Annual “Delicious Little Tokyo” event averages 15,000 participants and 4 billion earned media views
- Terasaki Budokan, a Little Tokyo community center, actively markets Little Tokyo businesses to its 16,500 social media followers

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Be part of LA's newest destination for food, retail, and community in the heart of historic Little Tokyo!

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