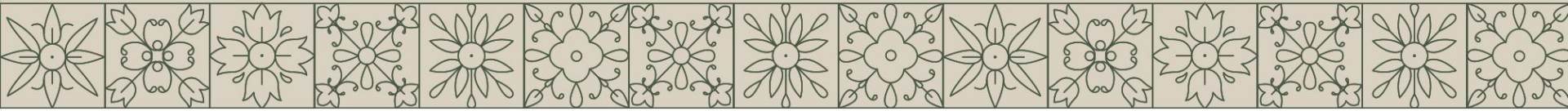




FLORENTÍN

R O O F T O P B A R

A Mediterranean inspired rooftop cocktail bar serving elevated,
award-winning cocktails and small bites.





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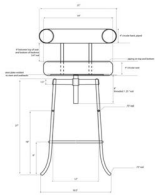
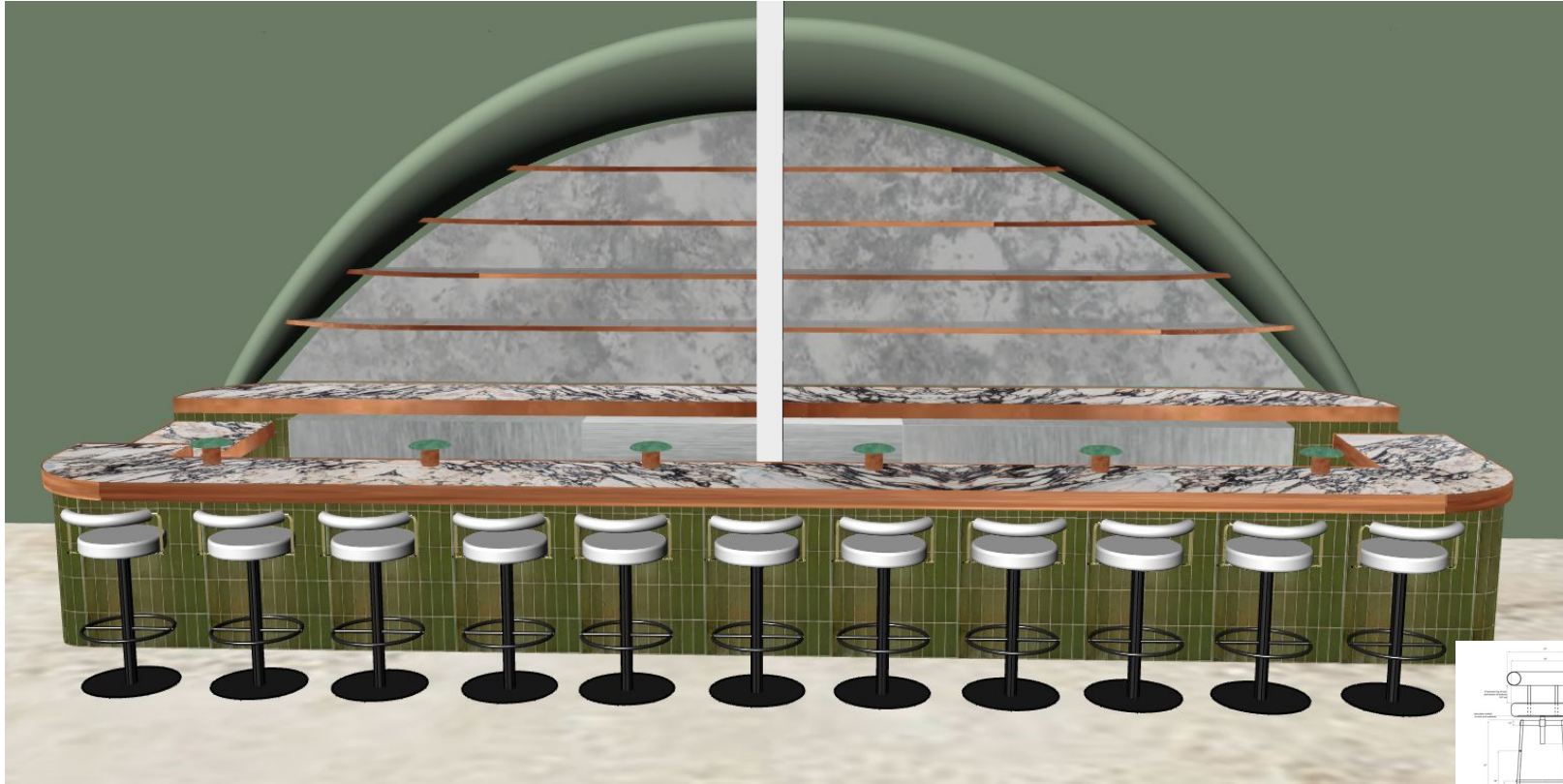
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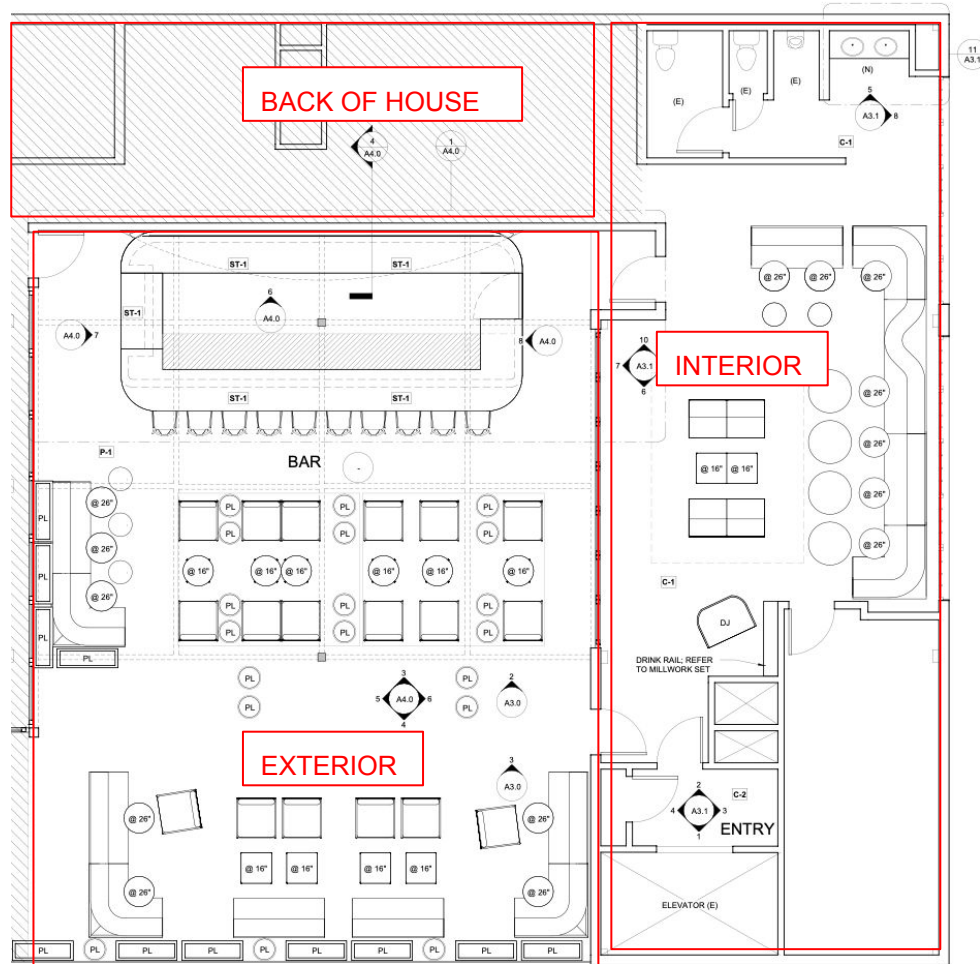
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*Stools not rendered to accuracy. See model above.

Details

- 4,000 Sq Ft. of Rooftop Indoor / Outdoor.
- Plans to expand to additional 4,000 Sq Ft. of Rooftop Indoor / Outdoor which will make it 8,000 total Sq Ft.
- 3 All Gender Bathroom Stalls
- DJ booth area and indoor dancing at night in interior.
- Across the street from the hottest nightclub in LA Exchange LA. Two additional top bars within a block.
- Prime for many full buyouts and event rentals.



PREEN, INC.
931 CHUNG KING RD.
LOS ANGELES, CA 90012
TEL +1 (213) 625 2100
INFO@PREENINC.COM
WWW.PREENINC.COM

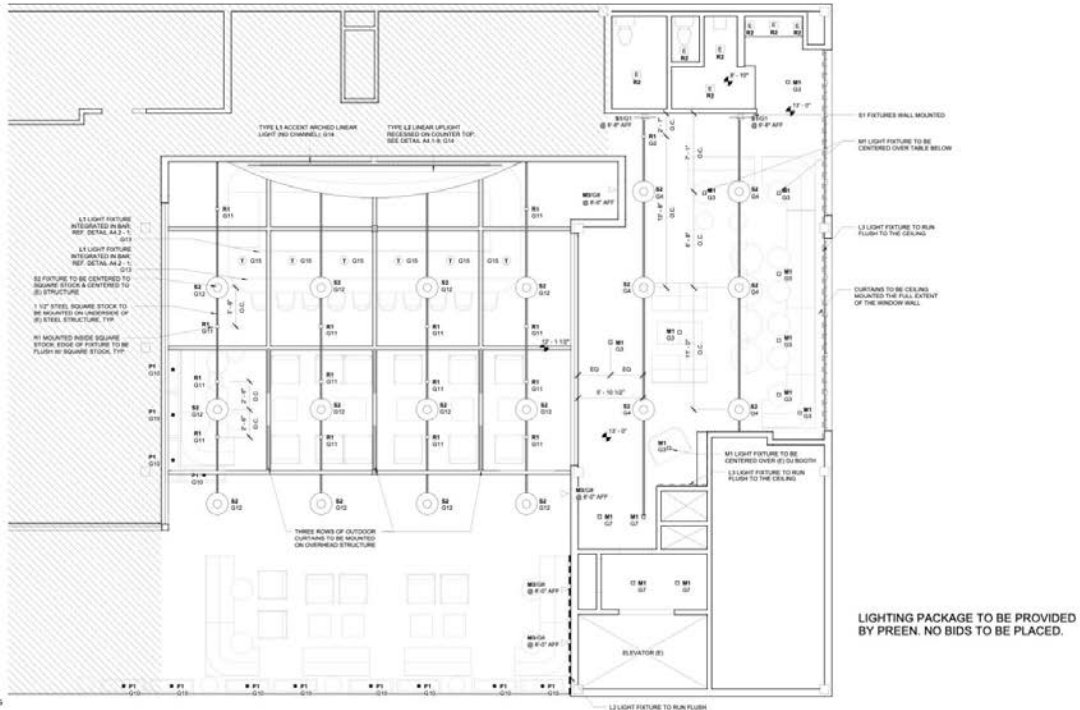
FLORENTIN
612 S. BROADWAY, 6TH FLOOR
LOS ANGELES, CA 90014

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**FLOOR PLAN -
PROPOSED**

Details

- Top of the line lighting & design with [Preen Inc.](#)
- Top of the line A/V System
- Already a full event venue space currently being rented 3-5 times a month.
- 180 Occupancy, 360 full roof



LIGHTING PACKAGE TO BE PROVIDED BY PREEN. NO BIDS TO BE PLACED.

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 LOS ANGELES, CA 90014

1 RCP - LIGHTING
 1/4" = 1'-0"

<p>SCHEDULE:</p> <p>10217 S. HANGMAN VALLEY RD, SPORANE, WA, 99224 FYE 818.645.7944</p> <p>PROJECT: FLORENTIN LIGHTING SCHEDULE 230413</p>			<p>FEATURE LEGEND:</p> <p>LIGHT FIXTURE LEGEND 1/4" = 1'-0"</p>	<p>DIMMING GROUPS:</p> <p>G1: 01 (00) @ 8'-0" AFF G2: 01 (00) @ 12'-0" AFF G3: 01 (00) @ 12'-0" AFF G4: 02 (00) @ 12'-0" AFF G5: 01 (00) @ 12'-0" AFF G6: 01 (00) @ 12'-0" AFF G7: 01 (00) @ 12'-0" AFF G8: 01 (00) @ 12'-0" AFF G9: 01 (00) @ 12'-0" AFF G10: 01 (00) @ 12'-0" AFF G11: 01 (00) @ 12'-0" AFF G12: 01 (00) @ 12'-0" AFF G13: 01 (00) @ 12'-0" AFF G14: 01 (00) @ 12'-0" AFF G15: 01 (00) @ 12'-0" AFF</p>	<p>REFLECTED CEILING PLAN NOTES:</p> <ol style="list-style-type: none"> EXISTING CEILING @ 12'-0" AFF ALL LIGHTS TO BE DIMMABLE. CONTROL 4 DIMMING SYSTEM AND ASSOCIATED CONTROLS. ELECTRICIAN TO PROVIDE CONTROL. LIGHTING FIXTURES TO BE PROVIDED BY PREEN, INC. ALL LIGHTING DIMENSIONS ARE MEASURED FROM BOTTOM OF FIXTURES. EXIT SIGNS <ul style="list-style-type: none"> ALL EXIT SIGNS SHALL BE WITHIN CLOSE VICINITY ABOVE EXIT DOORS. COORDINATE WITH ARCHITECT PROPER LOCATION. IF NOT CLEAR AS REQUIRED IN THE DRAWINGS, EXIT SIGNS SHALL BE CLEARLY VISIBLE FROM ENVIRONMENT WITHIN THE ROOM THEY ARE SERVING. ARCHITECT RESERVES THE RIGHT TO ASK FOR SIGNAGE TO BE RELOCATED IF THEY DO NOT MEET THE ABOVE CONDITIONS. CONTRACTOR TO VERIFY ALL MEASUREMENTS IN THE FIELD. 	<p>REVISIONS</p> <table border="1"> <thead> <tr> <th>NO.</th> <th>ISSUE</th> <th>DATE</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table> <p>DATE: 04/28/2023 PROJECT #: 230223 DRAWN BY: MP SCALE: 1/4" = 1'-0"</p>	NO.	ISSUE	DATE			
NO.	ISSUE	DATE										

A2.2

INTERIOR
ON SITE
PURCHASED





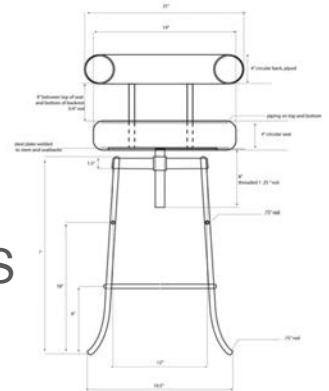
This fabric



This base



seat and back similar to this but thicker and more rounded



BAR/ BARSTOOLS

TERRACE

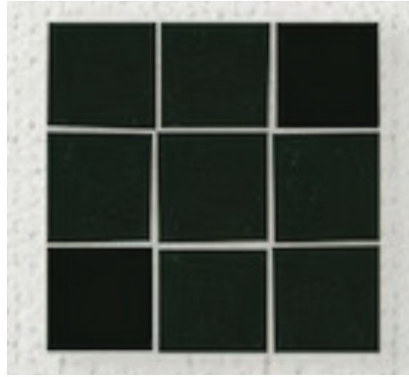


ON SITE
PURCHASED



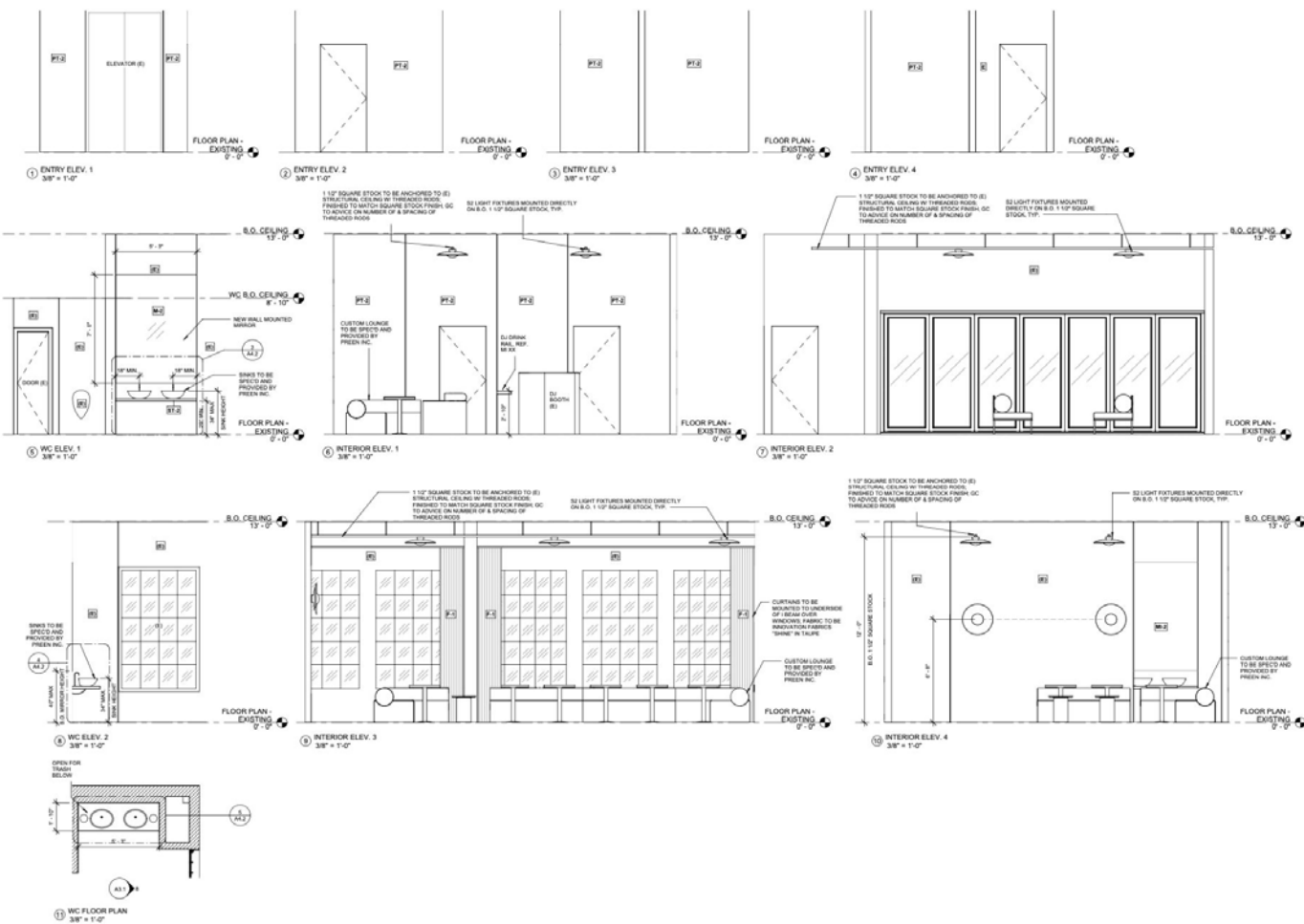


ON SITE
PURCHASED



PATIO/ BAR





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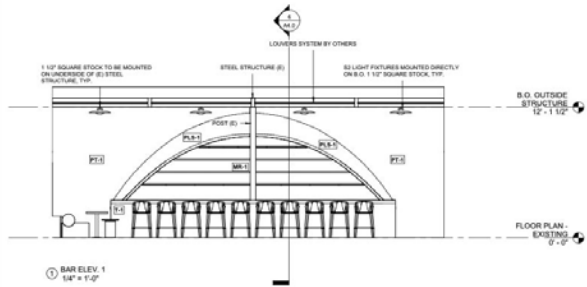
ADDITIONAL MARKS & NOTES
ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE 2019 CALIFORNIA BUILDING CODE, THE 2019 CALIFORNIA MECHANICAL CODE, THE 2019 CALIFORNIA ELECTRICAL CODE, THE 2019 CALIFORNIA FIRE CODE, THE 2019 CALIFORNIA PLUMBING CODE, THE 2019 CALIFORNIA GAS CODE, THE 2019 CALIFORNIA ENERGY CODE, THE 2019 CALIFORNIA SOILS AND FOUNDATIONS CODE, THE 2019 CALIFORNIA WINDBORNE POLLUTION CONTROL CODE, THE 2019 CALIFORNIA WATER SUPPLY CODE, THE 2019 CALIFORNIA SAFETY CODE, THE 2019 CALIFORNIA HAZARDOUS WASTE HANDLING AND TREATMENT CODE, THE 2019 CALIFORNIA ENVIRONMENTAL QUALITY ACT, AND ALL APPLICABLE LOCAL ORDINANCES AND REGULATIONS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPLICABLE AGENCIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY MATERIALS AND LABOR. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY INSURANCE AND BONDING. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY ACCESS TO THE PROJECT SITE. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY UTILITIES INFORMATION. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY RECORD DRAWINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY FIELD NOTES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PHOTOGRAPHS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY MEASUREMENTS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY TESTS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY SURVEYS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY UTILITIES INFORMATION. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY RECORD DRAWINGS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY FIELD NOTES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PHOTOGRAPHS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY MEASUREMENTS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY TESTS. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY SURVEYS.

INTERIOR ELEVATION

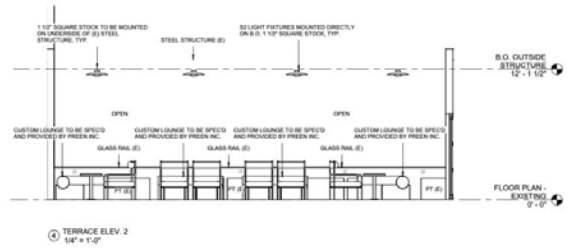
REVISIONS
NO. ISSUE DATE

DATE: 04/28/2023
PROJECT #: 230223
DRAWN BY: MP
SCALE: 3/8" = 1'-0"

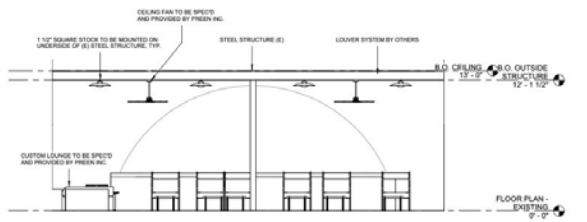
A3.1



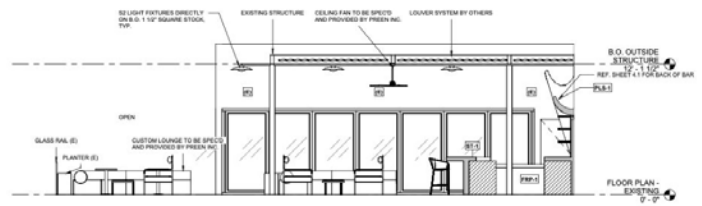
1 BAR ELEV. 1
1/4" = 1'-0"



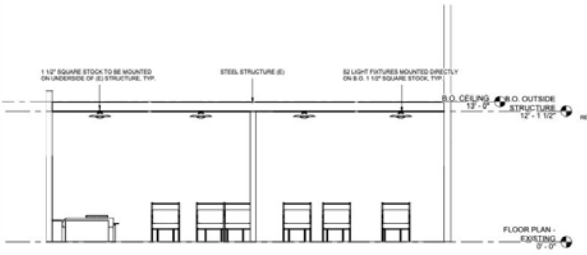
4 TERRACE ELEV. 2
1/4" = 1'-0"



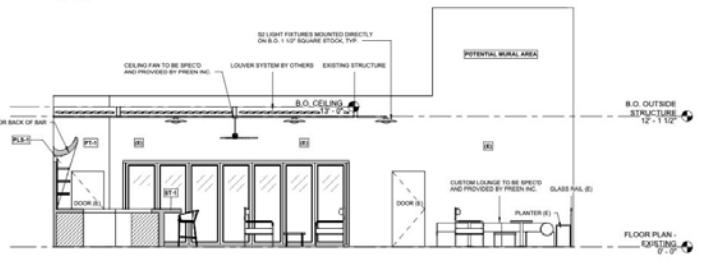
2 BAR ELEV. 2
1/4" = 1'-0"



5 EXTERIOR ELEV. 1
1/4" = 1'-0"



3 TERRACE ELEV. 1
1/4" = 1'-0"



6 EXTERIOR ELEV. 2
1/4" = 1'-0"

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LOS ANGELES, CA 90014

EXTERIOR ELEVATION

NO.	ISSUE	DATE

DATE: 04/28/2023
PROJECT #: 230223
DRAWN BY: MP
SCALE: 1/4" = 1'-0"

A3.0

ROOFTOP BAR

FEATURED COCKTAILS

SPANISH G & T 13

House-made cordial, Gin Mare, tonic

APEROL SPRITZ 15

Aperol, Prosecco, Soda Water, Orange Wheel

PRICKLY PEAR MARGARITA 17

Tequila, Lime, Agave, Prickly Pear, Salt Rim

PARÁISO 17

Rum, Passion Fruit, Pineapple, Lime, Habanero Bitters

ANGEL LEAF 17

Angelisco Reposado, Cap Corse, Thyme Gomme

THE VERY LAST 18

Gin, Mezcal, lime, cucumber, fresh dill, worm salt

FLOR DE MONTE 18

Barsol Pisco, lemon, lime, egg white, bitters

FLOWER SIDE 18

Mezcal, Lillet blanc, Suze

BEER

COMMON SPACE PILSNER 8

BEACHWOOD IPA 8

MODERN TIMES COFFEE STOUT 9

ALPINE BEER NELSON IPA 9

WINE

WHITE

FILLABOA ALBARINO 11

Rias Baixas, Spain

MEINKLANG GRUNER-VELTLINER 13

Austria

EMMOLO SAUVIGNON BLANC 13

Napa Valley, California

LE ROI DES PIERRES SANCERRE 15

France

GEORGAS FAMILY SAVANTIANO 12

Greece (Orange Skin Contact)

AVINYO PETTILANT 13

Spain

RED

GUNDLACH BUNDSCHU MTN CUVÉE 12

Sonoma County, California

CHÂTEAU BLAIGNAN BORDEAUX 13

Bordeaux, France

ACCONERO BARBERA 13

AI, Italy

YARDEN PINOT NOIR 13

Israel

CHATEAU MUSAR 15

Lebanon

MASSOLINO BAROLO 19

Italy

RIDGE THREE VALLEYS ZIN BLEND 19

Sonoma County, California

PRICKLY PEAR MARGARITA

TEQUILA

LIME

AGAVE

PRICKLY PEAR

SALTED RIM

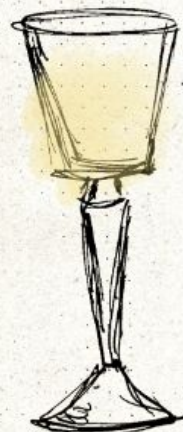


FLOWER SIDE

MEZCAL

LILLET BLANC

SUZE





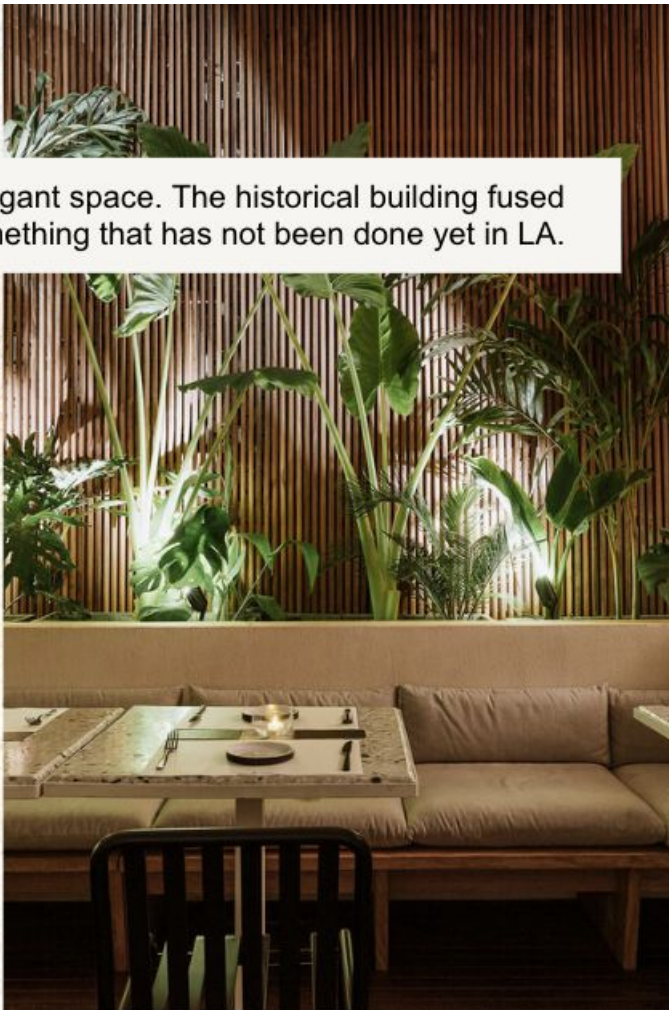
INSPO



INSPO



Bar Florentin will be a very welcoming, elegant space. The historical building fused with a light Mediterranean aesthetic is something that has not been done yet in LA.







MARKETING STRATEGY

In tandem with OTH Network we'll develop a concept marketing strategy for pre- and post-launch either in tandem with, or in lieu of, partnership with a third party marketing firm. To fine tune our target audience, target media, social media platforms & handles.

PHASE 1

- Connecting with influential online media outlets such as Eater, Timeout, Thrillist.



PHASE 2

- Influencer collabs and affiliations during soft opening.
- Focused on bringing in people with a strong Los Angeles community to invite their friends.
- Influencer nights?
- DJ nights will leverage the artist's audience
- Continued social media outreach

PHASE 3

- Subtle paid advertising to cast a wider net.
- Brand deals
- Events (ie. taking Florentín brand outside of the bar, ie. coachella pop-up etc.)
- Continue with high quality content from the bar and events for social, etc.



