THE REVIVAL OF DTLA

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About CCA

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Established in 1924, Central City Association of Los Angeles (CCA) is the premier advocacy organization in the region and leading visionary on the future of Downtown Los Angeles. Through advocacy, influence and engagement, CCA enhances Downtown LA’s vibrancy and increases investment in the region. CCA represents the interests of 400 businesses, trade associations and nonprofit organizations that together employ more than 350,000 people in Los Angeles County.

www.ccala.org

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Once deserted at 5 p.m. every weekday and most weekends, Downtown Los Angeles (DTLA) is now the place to be for culinary and cultural adventures, with streets alive and active late into the night. Moreover, DTLA has been revived as an international destination, thanks in no small part to CCA’s members, who had the faith and the vision to advance a vibrant city center.

The first of its kind by CCA, this publication offers a glimpse of what some of our members’ projects have contributed to the city at large and how they have transformed DTLA, its neighborhoods, and its identity for the better. It is still quickly growing, and I welcome you to join us in unlocking DTLA’s potential.

Jessica Lall,
President & CEO, CCA

*This publication includes projects by members who opted in. It is not an exhaustive list.*
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MAP OF DTLA
Member projects in this publication have provided the following benefits to DTLA and the greater region:

- Construction jobs created: 45,038
- Residential Units: 9,046
- Affordable Housing Units: 134
- Permanent Supportive Housing Units: 251
- Live/work Units: 58
- Commercial Space (SF): 3,060,376
- Hotel Keys: 2,844
- Impact fees: $140.4 million
- Increase in Tax Base: $41 million
This formerly industrial area was transformed into an artist community in the mid-1970s. Today, the Arts District thrives with galleries, photography studios, advertising firms, media companies, and the Southern California Institute of Architecture (SCI-ARC). With its recent residential and restaurant boom boasting a population of about 2,400 people, it has grown to be one of the hottest places to live, work and play.
FORD FACTORY

Constructed in 1912 by the Ford Motor Co., the Ford Factory is a historical landmark of the Arts District. Originally the site where Model T’s and Model A’s were assembled, the factory has since supported other business sectors like toys and apparel. The newly restored Ford Factory will be adapted for Warner Music Group’s 254,000 square feet of creative offices and 60,000 square feet of ground-level retail and restaurant space. The building’s new use will restore the original red brick exterior while redoing years of alterations from the previous renovations done in 1923, 1988 and 1996.
FOURTH & TRACTION

The 101-year-old Coca-Cola Building, which originally served as the company’s West Coast headquarters in the early 20th century, has been rehabilitated by Hudson Pacific Properties. It has been transformed as a modern creative complex with a rooftop restaurant space and a new 320-car parking garage, and its ground floor activates pedestrian activity with shops and restaurants.
LA KRETZ INNOVATION CAMPUS

The La Kretz Innovation Campus serves as a clean tech industry hub, a place where entrepreneurs, engineers, scientists and policymakers can interact to promote and support the development of Los Angeles’ green economy. Located at 5th and Hewitt, the Cleantech Corridor Campus comprises 3.2 acres and is owned by LADWP. The campus features offices, conference rooms, laboratories, a prototyping center, a manufacturing workshop and classrooms in a fully renovated 60,000-square-foot building.

EXTERIOR

INTERIOR

FORMER USE

STATUS:
Open 2016
ADDRESS:
525 S. Hewitt Street
DEVELOPER:
Los Angeles Department of Water and Power*
Community Redevelopment Agency of Los Angeles
ARCHITECT:
John Friedman Alice Kimm Architects
FORMER USE:
Warehouse

1,200
Number of permanent jobs created

200
Number of construction jobs created

$7M
Awarded to local businesses during construction

$270M
Estimated 5-year overall economic impact on the LA Region

*Indicates CCA Member
CHINATOWN

A stone’s throw from the city’s civic and cultural center, Chinatown bustles with residents and visitors alike looking for culinary and cultural enlightenment at iconic destinations such as Far East Plaza and Central Plaza. With celebrations like Chinese New Year, Summer Nights, the Moon Festival and CicLAvia in the fall, it is a vibrant center of tourism, culture and community.
BLOSSOM PLAZA

Adjacent to the Metro Gold Line’s Chinatown Station is Blossom Plaza, a sizable apartment complex with 20,000 square feet of retail space and 237 residential units, 53 of which are set aside as affordable housing. Johnson Fain and Togawa Smith Martin designed the LEED Gold certified project, offering a variety of floor plans: studio, one-, two- and three- bedrooms, and 21 townhouse-style apartments. Its 19,000 square-foot pedestrian paseo offers a direct connection between Broadway and the elevated Metro stop.
JIA APARTMENTS

As Chinatown’s first market-rate housing development and Equity Residential’s first ground-up development in Downtown, Jia Apartments signaled the start of a new period of investment in the area when it opened in 2014 and replaced a surface parking lot. Design elements such as the prominent use of red, which symbolizes joy and good fortune, as well as the aesthetic of Chinese sliding doors on the balcony railings, pay homage to its neighborhood. It was ahead in the game in providing dog-friendly facilities, allowing up to three canine residents per unit without size restriction and consequently attracting a young generation of urban dwellers.
DOWNTOWN CENTER

Downtown Center is home to the Financial District, Jewelry District and Bunker Hill, as well as landmarks such as the U.S. Bank Tower, the Wilshire Grand and the Los Angeles Public Library. Business giants CBRE and Gensler are headquartered here, and the tech scene booms with two WeWork locations, NationBuilder and at least 80 other companies. Bottega Louie took a chance early on in 2007 as one of the very few dining options in the area with their iconic Grand Avenue location and, to this day, anchors Restaurant Row on 7th Street to serve its hungry customers.
Onni Group* is currently transforming a surface parking lot at 825 South Hill into a soaring 49-story rental tower at the heart of the South Park District. Offering unprecedented luxury suites and stunning amenity spaces, the project is just steps from Whole Foods, L.A. Live, restaurants and galleries, green spaces and much more. When completed, the 637-foot tower will be among the tallest residential buildings in California.

**825 SOUTH HILL**

**STATUTORY:**
Under construction

**ADDRESS:**
825 S. Hill

**DEVELOPER:**
Onni Group*

**ARCHITECT:**
Chris Dikeakos Architects, Inc.

**INTERIOR:**
Onni & Robert Bailey Interiors (Penthouse)

**FORMER USE:**
Surface parking lot

30 Number of permanent jobs created

300 Number of construction jobs created

522 Residential units

4,500 Square feet of commercial space

*Indicates CCA Member

**Vancouver-based developer** Onni Group is currently transforming a surface parking lot at 825 South Hill into a soaring 49-story rental tower at the heart of the South Park District. Offering unprecedented luxury suites and stunning amenity spaces, the project is just steps from Whole Foods, L.A. Live, restaurants and galleries, green spaces and much more. When completed, the 637-foot tower will be among the tallest residential buildings in California.
Developed by **L&R Group** in 2015, 990 W. 8th is a six-story building with ground floor retail space, top floor offices and parking in between. Creative tech company Honey is currently leasing the top floor, boasting a 23,000-square-foot office space, tripling what they had at their 600 Wilshire office. On the ground floor is Reliant Immediate Care Medical Group, an unexpected tenant in the sea of ground-floor restaurants, but, of course, welcome in an area with few urgent care centers.
Carmel Partners replaced a surface parking lot at 801 S. Olive with a residential building called Atelier. Open in May 2017, Atelier added 363 much-needed residential units to the housing stock, as well as 10,000 square feet of ground-level commercial space to a booming stretch of Olive Street. Olive has seen much investment in the last several years due to this building and projects like it. These investments increase the walkability of Downtown and help advance a safe, 24/7 city center.
EIGHTH & GRAND

Carmel Partners’ Eighth & Grand is a mid-rise, luxury apartment building in the Financial District boasting Whole Foods’ flagship market, restaurant and bar, in addition to 700 residential units and four levels of underground parking for its residents and guests. It provides plenty of foot traffic on Grand Avenue on a daily basis, truly activating a part of the street that was previously occupied only by parking.
Freehand Hotel is an adaptive reuse of The Commercial Exchange Building, a vintage office building built in 1924. Its thirteen floors have been reactivated after a couple decades of vacancy. It is a mix of traditional hotel and hostel-type rooms, boasting a rooftop deck and fitness center for its guests. The hotel brought back to life its iconic blade sign, which has not been used regularly since it appeared in Alfred Hitchcock’s 1955 film, *To Catch A Thief.*
LEVEL FURNISHED LIVING

Level Furnished Living DTLA, a 33-story tower offering nightly, monthly and yearly leases, is the first Downtown Los Angeles project by Vancouver-based Onni Group. It’s an artful blend of a luxury apartment and a boutique hotel offering one-, two-, or three-bedroom suites. On the ground floor, New York City-based fitness company Soulcycle, gourmet ice cream maker Gresescent, Sakana Sushi Lounge and Cognoscenti Coffee activate the northeast corner of Olive and 9th Streets.
A surface parking lot at Francisco and 8th Streets has officially been transformed into a stunning mixed-use project by Greenland USA, a subsidiary of China-based Greenland Holding Group. Its hotel, operated by Hotel Indigo, and its first residential tower opened in summer 2017. The other two residential towers are expected to be completed in 2020.

**METROPOLIS**

**STATUS:**
First phase open 2017

**ADDRESS:**
899 Francisco Street

**BID:**
South Park

**LEASING FINANCER:**
CBRE*

**DEVELOPER:**
Greenland USA*

**ARCHITECTS:**
Gensler* (Phase I)
Harley Ellis Devereaux* (Phase II)

**INTERIOR DESIGNERS:**
SPAN (Phase I & II)
Harley Ellis Devereaux* (Phase I AOR)
BAMO (R3 amenity & penthouse)

**LANDSCAPE:**
RELM* (Phase 1)
OJB (Phase II)

**FORMER USE:**
Surface parking lot

**450**
Number of permanent jobs created
- 150 for Hotel Indigo
- 280 for retail
- 20 for residential

**15,000**
Number of construction jobs

**$13.9 M**
Impact fees paid by the project
- Quimby – $7.6 M
- LAUSD – $6.3 M

**1,500**
Residential condos

**70,000**
Square feet of commercial & restaurant space

**350**
Hotel keys

*Indicates CCA Member

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**THE REVIVAL OF DTLA, 2012-2017 | DOWNTOWN CENTER**
THE BLOC

Downtown Macy’s Plaza has been newly renovated into an open air mall and 33-story office tower called The Bloc developed by The Ratkovich Company. Taking up the entire block at 7th and Flower, The Bloc now has open space with plenty of natural light and fresh air. It’s connected to the second busiest Metro stop through the first portal of its kind in the county, a great example of a public private partnership (P3). Local boutiques and artisans can be found next to art installations and live performances. Among the brick and mortar eateries like The District and Every Table are a host of regular events such as Food Truck Fridays and Taco Tuesdays.

CONFIRMED USE

The Bloc
Downtown Macy’s Plaza

FORMER USE
The Bloc
Downtown Macy’s Plaza

DEVELOPER:
The Ratkovich Company*

ARCHITECT:
Johnson Fain*

STATUS:
Open 2016

ADDRESS:
700 S. Flower

DEVELOPER:
The Ratkovich Company*

ARCHITECT:
Johnson Fain*

496
Hotel Keys
(Sheraton Grand)

1,859
Parking space garage

*Indicates CCA Member
The Broad opened in September 2015 and has since become one of Bunker Hill’s most visited attractions boasting 820,000 visitors in its inaugural year. Eli and Edythe Broad’s museum houses more than 2,000 works of art and holds one of the most prominent collections of postwar and contemporary art worldwide. What used to be an open-air parking lot on Grand Avenue is now a bustling cultural destination, engaging Los Angeles locals as well as tourists, and delighting museum goers of all backgrounds.

**STATUS:**
Open 2015

**ADDRESS:**
221 S. Grand Ave.

**DEVELOPER:**
The Broad Foundation

**ARCHITECT:**
Gensler*
Diller Scofidio + Renfro

**FORMER USE:**
Surface parking lot

**200**
Number of permanent jobs created

**1,350**
Number of construction jobs created

**$4.8M**
Total tax revenue in first year

*Indicates CCA Member
THE EMERSON

The Emerson, completed in 2014 by Related California, is the first residential apartment building on Bunker Hill in more than a decade. The Emerson’s 24,000 square-foot public plaza links to The Broad and provides linkage to Grand Avenue and Metro’s Regional Connector. The Emerson is the first residential tower of the Grand Avenue Project, a visionary public-private partnership with the Los Angeles Grand Avenue Authority to revitalize DTLA’s cultural and civic core with a mix of commercial, retail, cultural and residential units stitched together with great public spaces and world class architecture.

STATUS:
Open 2014

ADDRESS:
225 S. Grand Avenue

DEVELOPER:
Related California*

ARCHITECT:
Arquitectonica*

INTERIOR:
Marmol Radziner + Associates

FORMER USE:
Surface parking lot

80
Number of permanent jobs created
(10 in the tower; 70 at Vespaio)

600
Number of construction jobs created

$2.5M
Impact fees paid by the project
(QUIMBY and school fees accounted for $1.05M)

$1.7M
Increase in tax base annually

216
Residential units

55
Affordable units

*Indicates CCA Member
THE NOMAD HOTEL

New-York based Sydell Group transformed the long vacant but iconic Giannini Place, the 12-story building originally built as the Bank of Italy in 1923, into the boutique NoMad Hotel. The former office building is now 241 guest rooms, retail and restaurant space on the ground floor, and a rooftop pool and event deck.
UNION LOFTS

Union Lofts was built by the architecture firm Curlett & Beelman as the headquarters of Union Bank in 1928. Vancouver-based Onni Group transformed the ten floors of office space into a mix of studio, one- and two-bedroom apartments with an impressive view of the Downtown skyline on the rooftop.
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<tr>
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<td>Hanjin, Korean Air</td>
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<td>CONSTRUCTION:</td>
<td>Turner Construction*</td>
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<tr>
<td>ARCHITECT:</td>
<td>AC Martin*</td>
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<td>FORMER USE:</td>
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| 900                           | Hotel keys (InterContinental Hotel) |
| 400K                          | Square Feet of office space |
| 45,000                        | Square Feet of retail/restaurant space |
| 1,750                         | Number of permanent jobs created |
| 11,500                        | Number of construction jobs created |

| Increase in tax base:         | $80M in additional revenue during construction |
| $15M                          | in new revenue annually |

The Wilshire Grand designed by AC Martin is the tallest building west of the Mississippi River, stealing the title from nearby U.S. Bank Tower. Developers Hanjin and Korean Air replaced the 1952 Wilshire Grand building with one that is the first high-rise to be rid of a helipad – a long-time requirement from the city that was removed recently. The iconic 73-story building has office space, retail, restaurants and the InterContinental Hotel, and boasts a sky lobby on the 70th floor, a rooftop pool and Los Angeles-inspired design.
The Fashion District is easily the top destination for buyers, retailers, wholesalers, shoppers, fashion students, stylists and shoppers. And with the addition of residents with recent projects such as the Max Lofts, Broadway Palace and others in the pipeline, it is positioned to become a 24-hour destination. It also houses part of Gallery Row on Spring Street, which you can experience in full throttle during the Downtown Art Walk each second Thursday of the month.
The Revival of DTLA, 2012-2017

**FASHION DISTRICT**

G.H. Palmer Associates, in partnership with L&R Group of Companies, transformed a large parking lot and 30,000 square feet of dilapidated office space into 236 apartments and 32,000 square feet of new retail, commercial and active ground floor space. Phase 1 opened last year and Phase 2 is nearly complete. It is in close proximity to the Ace Hotel and future hotels The Hoxton and The Viceroy.

**STATUS:**
Open 2017

**ADDRESS:**
1026 S. Broadway

**DEVELOPERS:**
G.H. Palmer Associates*
L&R Group of Companies*

**ARCHITECTS:**
Nelson/Boivin
Oakes Architects
Galvin Preservation Associates Inc.

**FINANCERS:**
US Bank*
PNC
Comerica Bank

**LEASING:**
GHP Management (Residential),
Colliers International* (Commercial)

**FORMER USE:**
Surface parking lot

**236** Residential units

**32,000** Square feet of commercial space

*Indicates CCA Member
**BROADWAY PALACE PHASE 2**

**G.H. Palmer’s** Broadway Palace Phase 2 nears its completion, soon adding 439 residential units to the housing supply. With a prime location across the street from the Ace Hotel, it will pump the booming retail scene with plenty more foot traffic.

**STATUS:** Under Construction  
**ADDRESS:** 938 Broadway  
**DEVELOPER:** G.H. Palmer Associates*  
L&R Group of Companies*  
**ARCHITECT:** Nelson/Boivin Oakes Architects  
Galvin Preservation Associates Inc.  
**FINANCERS:** US Bank*, PNC, Comerica Bank  
**LEASING:** GHP Management (Residential), Colliers International* (Commercial)  
**FORMER USE:** Surface parking lot  

**439** Residential units  
**20,000** Square feet of commercial space  

*Indicates CCA Member
Star Apartments, developed by Skid Row Housing Trust, provides permanent supportive housing to 100 formerly homeless individuals using innovative modular pre-fabricated units that are cantilevered over a two-story concrete superstructure. The apartments are terraced above a Health and Wellness Center on the second floor, which includes a community kitchen, art rooms, running/walking track and space for supportive services. On the ground floor, the Star houses a clinic operated by the Los Angeles County Department of Health Services (DHS), which serves both Star residents and the surrounding community. It is also headquarters for DHS’ Housing for Health Division, which is committed to funneling resources towards the most critical determinant of health: housing.
THE MAX LOFTS

In 2012, developer Capital Foresight acquired the Maxfield Building, a 1925 Art Deco structure designed by John M. Cooper. In the Fashion District where a number of older office buildings are capable of being converted to apartments, Capital Foresight reinvigorated the building, now known as the Max Lofts, into a 96-unit residential building complete with 12-foot-high ceilings, polished concrete floors, a communal rooftop and a fitness center.
The Proper Hotel, formally named the Downtown L.A. Proper Hotel, is an adaptive reuse project in the Downtown area led by Case Real Estate Partners and The Kor Group. Originally constructed in 1925, the hotel will be the newest addition to The Proper Hospitality Company’s chain of lifestyle hotels in Los Angeles. The interior will be completely remodeled while maintaining the historic red-brick exterior after being vacant since 2004. The renovation will also convert many of the building’s pre-existing spaces into communal areas like a library and screening room.
FIGUEROA CORRIDOR

Best known for the University of Southern California, L.A. Memorial Coliseum, Exposition Park and the Shrine Auditorium, the Figueroa Corridor is home to many architectural landmarks and world class museums such as the Natural History Museum, the California African American Museum and the California Science Center. It’s currently undergoing a major facelift through MyFigueroa aimed at improving the pedestrian, bike and transit experience. It is also home to the future Banc of California Stadium where the L.A. Football Club will play.
USC Village will provide more than $40 million in community benefits, including up to $20 million for an affordable housing fund managed by the city. The project will be an all-inclusive living environment for over 2,500 undergraduates, combining student housing with retail, dining, recreational and educational facilities. Retail stores such as Target, Trader Joe’s and Starbucks are moving in along with a 30,000 square feet fitness center. USC pledged to hire 30 percent from the area of which 10 percent will be from diverse backgrounds in order to provide job training for the local community.
The Historic Core is packed with cafes, bars and neighborhood amenities tucked into historic landmarks. Top destinations such as Spring Arcade, The Last Bookstore (the largest used bookstore in California), Grand Central Market, Los Angeles Theater and The Regent are just a few stops you can make through the neighborhood.
New York-based Waterbridge Capital is undertaking an impressive adaptive reuse of a 15-story, 108-year-old former department store, which will activate nearly a full city block in the Historic Core. Designed by Omgivning, the bottom two floors boasting 25-foot-high ceilings will be transformed into an “Earth Market” with shops and restaurants. Next will be a few floors of creative office space, five floors of a 150-key hotel, a private club on the ninth floor and finally, a roof deck open to the public with a pool and performance space.
NEW GENESIS APARTMENTS

Genesis Hotel was an aging two-story building with 30 single occupancy residential units and two commercial spaces on the ground floor. **Skid Row Housing Trust** purchased the neighboring 9,800 square-foot parking lot, which it combined with the 7,000 square-foot footprint of the existing Genesis Hotel. A LEED for Homes Platinum development with 106 units, the New Genesis Apartments has permanent supportive housing for people who were recently homeless, as well as affordable housing for low-income individuals.

**STATUS:**
Open 2012

**ADDRESS:**
456 S. Main Street

**DEVELOPER:**
Skid Row Housing Trust*

**ARCHITECT:**
Killefer Flammang Architects

**INTERIOR:**
Collaborative House

**FORMER USE:**
Surface parking lot

- **14** Number of permanent jobs created
- **788** Number of construction jobs created
- **$436K** Impact fees paid by the project
- **80** Permanent supportive housing units
- **26** Affordable housing units
- **2,400** Square feet of commercial space

*Indicates CCA Member
The New Pershing Apartments replaced the Pershing Apartments and Roma Hotel built in 1889 and 1905 respectively. Located on the corner of 5th and Main, this 69-unit building serves as permanent supportive and affordable housing. There is space on site for supportive services along with community spaces in order to promote a healthy living environment for homeless and low-income individuals. The New Pershing Apartments received a LEED Gold certification for its sustainable features such as a community garden, energy efficient appliances and reuse of the existing structure.
THE BROADWAY LOFTS

The Bumiller Building, designed by Morgan & Walls in 1906, has been transformed into a number of uses since then, including as a high-end department store, then as a number of different theaters. Today, thanks to ICO Development and Omgivning’s adaptive reuse, the building has been re-activated as 58 live/work units all with natural light shining through its windows. Down the street from popular Grand Central Market, it is central to Downtown’s many eateries in the middle of the burgeoning Historic Core.
**TOPAZ**

**Jade Enterprises** replaced a surface parking with a mixed-used development, rising seven stories and containing 159 apartment units and 23,000 square feet of commercial space on the ground floor. Residents can enjoy a fitness center, a media room, a swimming pool and multiple outdoor courtyards. On the street level, a beautiful large urban window and light curtain will be illuminated at night along its Los Angeles Street face.

**Status:** Under Construction  
**Address:** 550 S. Main Street  
**Developer:** Jade Enterprises*  
**Architect:** Tate Snyder Kimsey  
**Interior:** Style Interiors  
**Former Use:** Surface parking lot  

159 Residential Units  
23,000 Square feet of commercial space  

*Indicates CCA Member
SOUTH PARK

Nestled in the Sports & Entertainment District, South Park is home to the STAPLES Center, Los Angeles Convention Center, Microsoft Theater, GRAMMY Museum and more, complemented by an eclectic dining experience with Bottle Rock L.A., Barcito, Broken Spanish and Prank. Notable about the neighborhood is the presence of impressive public art, where there are 11 large-scale murals and 11 utility boxes decorating the district. It is one of the fastest growing neighborhoods in the city.
Mack Real Estate Development, in partnership with AECOM Capital, is transforming a surface parking lot into a 38-story tower at Grand Avenue and 12th Street containing 512 residential units, 10,000 square feet of ground-floor commercial space and a 801-space parking garage. It will also integrate six townhomes to diversify its residential offerings. A half-acre park will serve as the development’s front door, providing a substantial community benefit to the area. This is phase two of three to complete Mack Real Estate Development’s $1 billion South Park project.
Harley Ellis Devereaux designed Circa, a project that replaces a surface parking lot and consists of two 36-story towers located across the street from the Los Angeles Convention Center atop an eight-level podium. The towers, seemingly identical from the outside, feature contrasting lobbies in the east and west towers inspired by impactful natural sculptural elements—an iceberg in the east and sand dune in the west.
Located at the southeast corner of 12th Street and Grand Avenue and designed by TCA Architects, G12 consists of a seven-story structure featuring 347 residential units and 20,000 square feet of ground-floor retail space. One of a handful of multifamily residential developments along Pico Boulevard, the project offers a good mix of housing types – studio, one and two-bedrooms units. Other noteworthy features include a rooftop deck, fitness center, courtyards, a swimming pool and two levels of subterranean parking.
HOPE + FLOWER

Vancouver-based developer Onni Group will replace a five-story office building and surface parking lots with a pair of South Park high-rise towers near Staples Center. The two steel-and-glass buildings will add a total of 730 residential units, 842 parking stalls and 8,000 square feet of retail space near Pico Station, a de facto mobility hub in the area. This makes it a prime property for retailers and residents looking for a walkable and transit-oriented experience.
Oceanwide Plaza is the first North American development by international developer, Oceanwide Holdings. This project will include a five-star Park Hyatt hotel, the Park Hyatt Los Angeles Residences at Oceanwide Plaza and a collection of curated retailers and restaurants. The project will comprise three residential and hotel towers along with a lifestyle podium anchored by an open-air galleria known as The Collection at Oceanwide Plaza. A ribbon-shaped LED signage along Figueroa Street will wrap the lifestyle center as the character-defining hallmark of the project.
OLIVE DTLA

The Wolff Company’s OLiVE DTLA consists of a seven-story edifice featuring 293 residential units, 15,000 square feet of ground-floor retail space and amenities such as a fitness center, clubhouse and courtyards. Designed by TCA Architects, the project offers a mix of studio, one- and two-bedroom rental units.

**STATUS:**
Open 2016

**ADDRESS:**
1243 S. Olive Street

**DEVELOPER:**
The Wolff Company

**ARCHITECT:**
TCA Architects*

**CONSTRUCTION:**
Bernards

**FORMER USE:**
Surface parking lot

**293**
Residential rental units

**17,300**
Square feet of commercial space

*Indicates CCA Member
Jade Enterprises replaced a standalone restaurant building with 162 apartments, 13,200 square feet of street-fronting retail space and 163 underground parking spaces. Residents will enjoy a gym, a swimming pool and a business center. Onyx is located one block west of the Pico Station, which services the Blue and Expo lines.
TEN50, developed by Trumark Urban, provides one of the few Downtown sets of condos available for purchase in almost a decade. The 25-story, glass cubed building offers one- and two-bedroom units as well as penthouses starting at $700,000. Residents enjoy luxury amenities such as a drone landing pad for deliveries, yoga deck, pool, fitness center and screening room, along with other community spaces.
WREN

Mack Real Estate Development recently completed Wren, a 362-unit complex, with 22 two-level townhomes fronting Olive and Hill Streets. Residents can enjoy swimming facilities, fitness center, yoga studio and two roof decks. First Draft Taproom & Kitchen is set to occupy the ground-floor restaurant space, scheduled to open in fall 2017. Wren is phase one of three of Mack Real Estate Development’s grand scheme for South Park.
Geoff Palmer, through his company GH Palmer Associates, was one of the first pioneers in the Downtown housing market scene, proving that the appetite existed in 2002 with Medici on Bixel Street. His projects have increased the housing stock in an area in need of residences. Da Vinci is Palmer’s seventh development overall in the area, adding 526 rental units to the market.
CCA would like to thank all of our members who opted to include their development projects in this publication. Special thanks to Urbanize LA and ZIMAS for providing up-to-date information for each project. We look forward to continuing to work with you to enhance DTLA’s vibrancy and increase investment in the region.