The first height limit ordinance in Los Angeles was enacted following the completion of the 13-story Continental Building, located at the southeast corner of 4th and Spring streets. The purpose of the height limit was to limit the density of the city. There was great hostility to skyscrapers in many cities in these years, mainly due to the perceived congestion they could bring to the streets, and height limit ordinances were a common way of dealing with the issue. In 1911, the city passed an updated height limit ordinance, establishing a specific limit of 150 feet (46 m). Exceptions were granted for decorative towers such as those later built on the Eastern Columbia Building and United Artists Theatre, as well as the now-demolished Richfield Tower.

Though it is commonly believed that the height limits were imposed mainly due to the risk of earthquakes, such limits were actually enacted to allow California's natural sunlight to penetrate to sidewalk level, avoiding the "urban canyon" effects of New York and Chicago. It is notable that the first limit was imposed in 1904, two years before the 1906 San Francisco earthquake, and that even after that seismic event it was believed that Southern California was not subject to such violent temblors, despite evidence to the contrary.

The 1911 ordinance was repealed in 1957. The first private building to exceed the old limit was the 18-story California Bank Building, located at the southeast corner of 6th and Spring streets. Today, picture postcards of Los Angeles often feature sleek skyscrapers set against a backdrop of snow-covered mountains. These skyscrapers, which define the contemporary Los Angeles skyline, are located on and around Bunker Hill in the Central Business District in the heart of Downtown Los Angeles.

These skyscrapers are predominately in the Corporate International style that prevailed from the end of World War II through the 1970s - tall, monolithic structures with smooth facades of steel, glass, and stone, embodying corporate strength and efficiency. During the 1980s, innovations in design and engineering led to buildings in the Late Modern and Postmodern styles, which celebrated the exuberance of the period with new shapes, vivid colors, textured materials, and highly stylized interpretations of classical elements.

Scattered among these giants of glass and steel are earlier Beaux Arts and Art Deco office, civic, and retail buildings. These older structures give historic perspective to the area, making a walk through the Central Business District a lesson in how corporate architecture has evolved over the past century, reflecting changing values in business and society.

One of the ways older buildings survive is through expansion by addition, a good alternative to destruction when handled in a sensitive manner. Adaptive reuse - restoring and rehabilitating a historic structure for a new use - is a powerful way to use preservation for community and economic revitalization. When done according to preservation standards, it maintains the building's historic integrity while meeting the changing needs of owners and the community.

Shifting cultural tastes have certainly contributed to the evolution of the area's built environment. Invariably and inevitably, styles become old fashioned before they become classic. Prevailing tastes typically equate "new" with "progress" and "old" with "old-fashioned," as when Victorian structures were razed in the 1920s and 1930s to make way for "modern" Art Deco buildings. It typically takes considerable hindsight to recognize the true value of a building or style, and buildings often succumb to demolition long before - or in some cases, just before - they get...
Get Urban: Tour Next-Generation Office Space Downtown

This spring, the Downtown Center Business Improvement District (DCBID) launched a new multi-faceted office leasing program, GET URBAN, designed to give you a hands-on look at the dynamic office spaces of the growing creative, fashion and tech businesses that call Downtown LA home. Following years of exponential residential, retail and entertainment growth, Downtown's office market is undergoing a transformative evolution as media, fashion, tech and creative industries look to the area for progressive, amenity-rich locations in which to grow their businesses.

The DCBID, the non-profit behind GET URBAN, has been a catalyst in Downtown Los Angeles' transformation into the city's hottest 24/7 neighborhood. Comprised of nearly 1,700 property owners in Downtown LA’s central business district, the DCBID helps the 65-block area achieve its full potential as a great place to live, work, and play. For more than 15 years, the DCBID’s economic development, recruitment and clean and safe programs have been a driving force behind the Downtown Renaissance.

“GET URBAN now brings the vibrant, urban experience to employers and illustrates how to capitalize on Downtown’s incredible momentum and in turn, attract and grow their workforces by offering great workspaces in a thriving urban environment” said Carol E. Schatz, president and CEO of the DCBID.

Increasingly, tech and creative industry workers are coming to Downtown for the diverse residential, recreational, culinary, and cultural opportunities available here.

“As we enter the next phase of the Downtown Los Angeles Renaissance, it is the perfect time for employers to make the move to Downtown,” said Schatz.

The GET URBAN program works with real estate broken and growing companies looking to move or expand into cutting edge environments. It includes guided tours of progressive Downtown office spaces, special events, and an ‘On The Road’ presentation series designed to bring the Downtown experience to brokers and prospective tenants in surrounding markets.

The GET URBAN monthly tours take place on the fourth Thursday of each month from 2-5pm. Each guided tour includes a walk-through of three to four of Downtown’s distinctively innovative creative/tech tenants, a Tenant Workplace Showcase reception featuring a brief presentation and discussion of how the Downtown environment has enhanced their business through talent recruitment, transit options, and cultural and community amenities.

The tours are complimentary but space is limited, and reservations are required. Go to DowntownLA.com/GetUrban for a list of upcoming tours and to reserve your space.

The GET URBAN On the Road presentations will feature Downtown leaders and innovative creative/tech tenants discussing and highlighting the diverse urban community of Downtown and how it is the ideal destination for all types of businesses.

For more information on the DCBID’s GET URBAN program, please visit DowntownLA.com/GetUrban.

Downtown already is home to many of LA’s most innovative companies - from large tech firms to small start-ups including:

**FASHION**
- Commodity
- DailyLook
- GoJane
- Hautelook
- Lucky Brands Denim
- ModaSport
- Nasty Gal
- Scratch
- Sires Eyewear
- Splendid/Ella Moss
- Stylesavant
- Upper Street

**CLEAN TECH/MANUFACTURING**
- 350green
- 360 Power Group
- 4sphere
- Calbattery
- Chai Energy
- E-Waste Systems Inc.
- Ecoponex
- Freewire
- Grid Logistics Inc.
- Gridtest Systems
- Hollywood Electrics
- Isorex Electronics Recycling
- Juicer Electric Motorbicycles
- Nestly
- Perception Robotics
- Pickmysolar
- Repurpose
- Rovatech
- Rosalabs
- Shark Wheel, Llc

**WEBSITE/ SOFTWARE**
- Colony Logic
- Contender.Com
- Daquiri
- Findfirms.com
- Mysocialcloud.com
- Nationbuilder
- Oblong Industries
- Owenese.Net
- Petnet
- Showkit
- Social Reality
- Synomatics
- Unitas Global
- Weargiant
- Whitemoon
- Zirx

**ADVERTISING/MEDIA**
- Abbiamo Group
- Brand Hatcher
- Divide Nine
- Sense
- Share Square
- Two Bit Circus
- Vidomedia
- Vortex Immersion Media

**TECH RESOURCES/ INCUBATORS**
- Blackstone Launchpad
- General Assembly
- Incubatrix
- LA Cleantech Incubator
- LA Makerspace
- Rhubarb Studios
- StartEngine
- TechShop
- The Reef

**DIGITAL MEDIA/ FILM/ MUSIC**
- Buck
- Chazza Music
- Hive Lighting
- Magnus
- Neither Field
- Psychic Bunny
- Rhubarb Studios

**DESIGN/ENGINEERING/ INTERIORS**
- BuroHappold
- Genstar
- Haworth
- IBI Group
- Johnson Fain
- RTKL
- Steelcase
- SVA Group
- Tangram Interiors
- TSK

**CO-WORKING SPACES**
- Aperiodic Industries
- Blankspaces
- Crawford
- Droplabs
- Hubb LA
- Idaho Nerd Commune
- Indie Desk
- Kleenerdog
- OPIOZ
- WEWORK
- Cross Campus
Presenting free world-class arts and cultural experiences in downtown Los Angeles since 2008.

ArtsBrookfield.com
The Emerson: A Signal of the Elevation of Downtown Los Angeles

Real estate industry leader Related California, the West Coast affiliate of the nation’s largest privately owned development firm, Related Companies, opened The Emerson in late 2014. Since then, the new luxury apartment building in downtown Los Angeles’ cultural core has seen exceptionally strong leasing activity.

The Emerson brings elegant sophistication to downtown Los Angeles, with a building design by acclaimed architectural firm Arquitectonica and stunning interiors by admired architecture and design firm Marmol Radziner. The 20-story tower offers residences ranging from studios to one- and two-bedroom layouts, with an unsurpassed level of amenities and services providing a sense of community within an urban landscape. Additionally, The Emerson will soon see the opening of Vespaio, their on-site restaurant by renowned chef and restaurateur Agostino Scandri.

“The Emerson brings together state-of-the-art design and superior quality residences with the needs of each resident at the forefront,” said Gino Canori, Executive Vice President of Development for Related California Urban Residential. “Our ability to provide unparalleled luxury services and amenities along with exciting restaurant and retail spaces is elevating the urban core of Los Angeles. Related Management, our award-winning property management team, allows us to maintain The Emerson with exceptional detail. We are excited to use our expertise in urban living to spearhead the area’s renaissance, and to introduce Angelinos to a new level of luxury living.”

High above Bunker Hill, presiding over the epicenter of Los Angeles arts and culture, The Emerson unifies world-class architecture, exquisite design and a marquee location. Panoramic views of all within walking distance.

Interiors and Amenities

Known for its innovation and expertise, Marmol Radziner has created thoughtfully designed, stunning interiors in The Emerson apartments and common spaces. Just beyond a lushly landscaped plaza, residents are greeted by a dedicated concierge in the exquisite lobby appointing with rich textures and materials that include walnut-paneled walls, honed travertine floors and a custom sculptural bronze screen. The cooler neutral tones continue throughout the amenity spaces and into the residences, creating an inviting environment where residents can bring together friends and family to enjoy the benefits of downtown living.

Apartment interiors boast open kitchens with Caesarstone counters, a handcrafted Heath Ceramics tile backsplash, walnut cabinetry, and premium stainless-steel appliances by Fisher & Paykel and Bosch. The sumptuous baths are appointed with a marble tub surround and vanity top, while the living spaces include Par-Ky wood-plank flooring.

The Emerson’s onsite leasing center is at 225 S. Grand Ave. Residences start at $2,595 per month. For more information, please visit TheEmersonLA.com or call (213) 784-3664.

Searig Skyscrapers, Historic Office, Creative Lofts - DTLA is the Place to be

Monthly Get Urban Office Space Tours explore the eclectic neighborhoods, creative work environments, arts, culture and retail destinations, and residential buildings that make Downtown LA great! Each tour includes a Workplace Showcase at one of DTLA’s many innovative businesses.

OFFICE SPACE TOURS / WORKPLACE SHOWCASES

The 4th Thursday of the month, 2pm to 5pm

May 28, 2015 | June 25, 2015
July 23, 2015 | August 27, 2015
September 24, 2015 | October 22, 2015


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Downtown Center Business Improvement District
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Excellence

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Parker Brown for all your construction needs.
DOWNTOWN DEVELOPMENT

Brookfield Property Partners: Uniquely Artful

Brookfield Property Partners is a global commercial property company that owns, operates and invests in best-in-class office, retail, industrial, multi-family and hotel assets. Brookfield has been expanding its portfolio of premier commercial properties in downtown Los Angeles, with its high-rises including Bank of America Plaza, Figueroa at Wilshire, Ernst & Young Plaza, Wells Fargo Center North, Wells Fargo Center South, The Gas Company Tower and 777 Tower.

Brookfield has a rich 100-year history of owning and operating assets. More than 25 years ago, the company created Arts Brookfield, its global arts and events program, to enliven Brookfield’s public spaces through free, world-class arts and cultural experiences. From concerts, theatre and dance to film screenings and art exhibitions, Arts Brookfield brings public spaces to life through art. Thousands of people attend Arts Brookfield events each year in both indoor and outdoor spaces at Brookfield’s premier office properties in Los Angeles, New York, Denver, Houston, Toronto, Perth and Sydney.

Arts Brookfield is a key component of Brookfield’s corporate social responsibility platform and is a way through which the company gives back to the communities in which it operates. With the ever-expanding development in downtown Los Angeles, particularly in Bunker Hill, those who work and live in the region are able to access best-in-class music, dance, theatre and visual arts. Such lively and engaging workspaces can be a benefit to help tenant businesses with recruitment and retention. Americans for the Arts named Brookfield one of the ten Best Businesses Partnering with the Arts in America in 2014.

Launched in Los Angeles in 2008, Arts Brookfield programming has included seasonal art exhibitions and performances, along with a series of annual concerts. Currently, Arts Brookfield is presenting Smile! A Photo Anthology by VII, a free photography exhibition with more than 80 images at the Bank of America Plaza in downtown Los Angeles through July 17. In addition, Arts Brookfield is presenting Sounds of LA, a free weekly bandshell concert series at Brookfield’s Wells Fargo Center, and a monthly concert series at Brookfield’s retail center, Figat7th, beginning in June. Upcoming in July and August, Angelinos can look forward to the return of the annual FIGat7th Downtown Festival that debuted in the summer of 2013.

For a complete schedule of events visit www.ArtsBrookfield.com.

Their due. Yet, lamentable as the loss of historic structures may be, their successors are starting to be recognized for their own architectural and historic merits. The diversity of the architecture in the Central Business District not only conveys how the concept of Downtown itself changes over time, but also how historic preservation plays a vital role in helping Downtown celebrate its past while forging its future. The skyline has seen rapid growth due to modern day improvements in design standards. Many of the new skyscrapers also contain a housing or hotel component. Some more recent examples of skyscraper construction include:

- 1340 Figueroa, a 43-story residential tower designed by architect Daniel Libeskind, would replace a surface parking lot. The project has received plan approvals from the Los Angeles City Planning Commission.
- 705 Ninth Street, a 35-story residential tower, was completed in 2009.
- 717 Olympic, a 26-story residential tower, was completed in mid-2008.
- 888 Olive, a 32-story apartment tower by Vancouver-based Omni Group, will open in the first quarter 2015.
- Concerto, a 28-story residential tower, was completed in early 2009. A second phase that would add another residential tower is on hold pending project financing.
- The Grand Avenue Project, designed by architect Frank Gehry, is a multi-phase project on four parcels and will include a 48-story iconic hotel tower at the corner of First Street and Grand Avenue and a civic park. A project was delayed but is now back on track and progressing.
- L.A. Central, a two-tower residential and hotel project designed by RTKL Associates in the South Park neighborhood of downtown, currently in the pre-construction phase.
- L.A Live, a multi-phased dining, entertainment and hotel development that includes a Ritz-Carlton and JW Marriott Hotel hybrid as well as Ritz-Carlton-branded condominiums, was completed in February, 2010.
- Marriott International is currently building a 24-story Courtyard and Residence Inn tower near L.A. Live, slated to open July 2014, as well as a 20+ story Renaissance hotel to open in 2016.
- Metropolis, a mixed-use three-to-five tower project at Francisco and Ninth streets, is currently in the planning phase.
- South, a three-tower complex called Eleven, Lama, and Evo, spans the block from 11th Street and Grand Avenue to 12th Street and Grand Avenue, and was completed in phases ending in early 2009.
- The Wilshire Grand Tower redevelopment, a 900-room hotel and office project, is currently beginning construction, and is poised to be the tallest tower west of the Mississippi River at 1,100 ft.

The sky is certainly the limit downtown, thanks to the current development boom.
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Mayor Launches L.A.’s First-Ever Sustainable City Plan

Mayor Eric Garcetti last month released L.A.’s first-ever Sustainable City Plan, a comprehensive and actionable policy roadmap to prepare Los Angeles for an environmentally healthy, economically prosperous, equitable future in the context of an expected population growth of 500,000 people over the next 20 years. The pLAn lays out ambitious short (by 2017) and long term (by 2025 and 2035) targets in 14 categories related to our environment, our economy, and equity encompassing water conservation, clean energy, waste, green jobs, transportation, housing, and neighborhood livability.

After announcing the plan, Mayor Garcetti signed an executive directive incorporating the plan into city management, including appointing department-level Chief Sustainability Officers who will work with the city’s Chief Sustainability Officer within the Mayor’s Administration to achieve the plan’s goals.

“Los Angeles grew into one of the world’s great cities because its residents and leaders dreamed, planned and then took action to build the metropolis we enjoy today. Now, it’s our turn to lay a foundation to secure a brighter future for L.A. We expect at least 500,000 additional people to call our city home by 2035. Our first ever sustainability plan details actions we must take in the coming months and years to secure a future for L.A. that is environmentally healthy, economically prosperous and equitable in opportunity for us all,” Mayor Garcetti said. “My back to basics approach is about making sure our city has the strong foundation it needs to soar to new heights.”

The plan’s targets would make L.A. the national leader in solar, electric vehicle infrastructure, water conservation and green jobs. The plan also breaks new ground by making L.A’s first-ever commitments in housing, and neighborhood livability.

Mayor Garcetti signed an executive directive that made LA the first city to adopt a comprehensive approach to climate change. The plan’s targets would make L.A. the national leader in solar, electric vehicle infrastructure, water conservation and green jobs. The plan also breaks new ground by making L.A’s first-ever commitments in housing, and neighborhood livability.

Details of the plan not only by City Departments but also by organizations and individual Angelenos who are being asked to “Adopt the Plan.” For more information about how to #AdoptThePlan into action, visit lamayor.org/sustainability.

The plan is the product of a year-long process undertaken by L.A.’s first Chief Sustainability Officer, Matt Petersen. Appointed by Mayor Garcetti at the start of his administration, Petersen and his Office of Sustainability have been tasked with instilling sustainability as a core value across city departments, working with all 37 department heads to incorporate sustainability goals into their annual budgets and performance review metrics.

For more information or to download a copy of the pLAn, visit: lamayor.org/sustainability

To track City progress toward pLAn goals, visit: performance.lacity.org/sustainability

To see how other Angelenos are adopting the plan, use #pLAnLA and #AdoptThePlan on Twitter and Facebook.
Central Downtown Development

Central City Association Plays Key Role in Downtown Growth

Many may not realize the important role that the Central City Association of Los Angeles (CCA) has played in the Downtown boom. In fact, the CCA, in conjunction with the Downtown Center Business Improvement District (DCBID), has led the Downtown Los Angeles renaissance since its inception, advocating for legislative initiatives that promote development and investment in the city center. CCA’s advocacy in favor of the adaptive reuse of Downtown’s historic buildings sparked the revitalization of our city center. The result has been the creation of thousands of new housing units and a tripling of Downtown’s population in the past decade. Together, CCA and the DCBID have successfully transformed Downtown’s once-forgotten streets into a 24-hour neighborhood that boasts top cultural and entertainment destinations, culinary hotspots and a dynamic residential community.

Farmers Field, L.A. Live & Staples Center
CCA played a major role in the development of Staples Center and L.A. Live, a one-of-a-kind sports and entertainment campus adjacent to the Los Angeles Convention Center. CCA’s advocacy galvanized community and political support for the project, which now boasts more than ten million annual visitors and generates more than $10 billion in economic impact. Working closely with developer AEG, CCA lobbied in Sacramento to pass state legislation that enables the proposed Farmers Field to move forward with reduced bureaucratic requirements.

Downtown 2020: Roadmap to L.A.’s Urban Future
Building on a two-year campaign to lead the discussion and solicit input from our diverse membership, CCA developed and launched Downtown 2020: Roadmap to L.A.’s Urban Future. The tightly-focused, action-oriented legislative agenda will guide CCA as it pushes for policies that will continue to drive the next chapter of Downtown’s incredible transformation.

Adaptive Reuse Ordinance
CCA created and sponsored the Adaptive Reuse Ordinance (ARO), making it easier and less costly for property owners to convert underutilized commercial buildings into new residential and live/work spaces in the greater Downtown area. The ARO catalyzed the Downtown renaissance, resulting in the infusion of tens of thousands of new residents, workers and visitors to Los Angeles’ urban core. CCA experienced another success in 2013 with the unveiling of a new Historic Commercial Reuse initiative that would streamline and standardize building code modifications for historic buildings being reused for commercial uses.

Downtown Center Business Improvement District
Created in 1998, the Downtown Center Business Improvement District (DCBID) is a coalition of nearly 480 property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work and play. The DCBID funds the clean and safe team known as the Purple Patrol, as well as business retention and recruitment programs, and acts as a housing resource to potential investors, developers, and residents. Marketing programs include special events, promotional offers, advertising campaigns and public relations efforts.

Transfer of Floor Area Ratio
CCA was instrumental in advocating for implementation of a revised Transfer of Floor Area Ratio (TFAR) ordinance, enabling taller buildings in specific locations through the reallocation of density. The revised ordinance now allows developers to purchase and transfer density from one Downtown site to another in a cost-effective and efficient manner.

Downtown Housing Ordinances
CCA championed a new package of incentives for Downtown developers that eliminates setbacks, allows for greater density, changes design guidelines, and provides a density bonus for inclusion of affordable housing.

Together, CCA and the DCBID have successfully transformed Downtown’s once-forgotten streets into a 24-hour neighborhood that boasts top cultural and entertainment destinations, culinary hotspots and a dynamic residential community.

Los Angeles Convention Center
Thursday, June 4, 2015

The Executive Forum is a Full-Day Solutions-Focused Session Designed for Business and Nonprofit Executives, Boards of Directors, and Trusted Advisors.

The Summit Highlights the Impact Cybercrime Has On Businesses, Nonprofits, Government Agencies, Schools, Healthcare and Others. This premier information security event in LA offers cutting-edge sessions presented by a world-class line up of speakers including:

Bruce Schneier
Internationally Renowned Security Technologist and Author of 12 Books
Called a “Security Guru” by The Economist

David Kennedy
Founder and CEO of TrustedSec, LLC

Joseph Esposito
Los Angeles County Assistant District Attorney

Registration is open to for-profit and non-profit executives and senior managers; professionals in law, accounting, insurance and banking; technical IT personnel; law enforcement fighting cybercrime; faculty and students in college and university cybersecurity programs; and information security practitioners.

Register and Purchase online: www.issala.org/summit

Register with the promo code LABJ_25 and save 20% for Los Angeles Business Journal readers!

The Summit Advances ISSA-LA’s core belief that ‘It takes the village to secure the village’®

Security Is Not Complete Without C-Suite Participation, Support and Action. You Belong Here!

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The Summit Advances ISSA-LA’s core belief that ‘It takes the village to secure the village’®
It may seem hard to believe, but nestled at the corner of 8th and Santa Fe is the dominant supplier of equipment and tarps for almost every building site, past and present, in Downtown Los Angeles. For nearly 60 years, Nathan Kimmel Co., LLC has been serving the city. Kimmel Tarps are uniquely manufactured and have become the standard of the industry. They protect construction sites during all phases and kinds of construction; fireproofing, remodeling, demolition, etc. Tarps are manufactured in Kimmel’s TARP FACTORY on Santa Fe Avenue and the company is particularly proud the labels read “Made In USA.” Perhaps they should add a line that says “Made in Los Angeles!”

Tarps are just one part of the company’s business. Nathan Kimmel Company, LLC is the premier worldwide distributor of equipment, parts and accessories for the Fireproofing Industry. The company also serves the Plastering, Drywall, EIFS (Exterior Insulation and Finish System), Acoustical, Cement and Painting industries.

Nathan and Bella Kimmel founded the company in 1956 with a small store at its existing location. Following the death of her father in 1993, Carol Kimmel Schary bought the business and transformed it from a mom-and-pop store to a national and international business. The store and additional manufacturing facilities still occupy the original Santa Fe Avenue location.

NKC stocks items for general hardware, safety, janitorial, pest control equipment and fumigation tarps, and is the premier dealer of hand trucks in southern California. With a large inventory of material handling and parts, the store is open from 7AM-4:30PM, Monday – Friday. The store also offers services for contractors including tech support, equipment rentals and demos on site.

Nathan Kimmel Company, LLC is a WBE (Woman Business Enterprise), which adds to the important diversity component when bidding jobs. Nathan Kimmel Company, LLC is very proud of this fact, and also extremely proud to be an active participant of developing the footprint of DTLA!

For more information about Nathan Kimmel Company, LLC, visit www.nathankimmel.com
Expansion of JW Marriott will Create State’s Second Largest Hotel

Just five years since the grand opening of the JW Marriott L.A. LIVE, Los Angeles, plans were announced today by AEG to develop a 755-room expansion of the hotel creating the west coast’s premier meeting and conference destination.

Combined, the new project together with the existing JW Marriott L.A. LIVE and The Ritz-Carlton Los Angeles will contain 1,756 rooms and over 200,000 sf. of function space, making it the second largest hotel in California.

“AEG’s continued investment in our downtown will further the momentum created by the development of STAPLES Center and L.A. LIVE,” said Herb Wesson, President of the Los Angeles City Council. “The continuation of this enormously successful public-private partnership will signal the launch of the much anticipated renovation of the Convention Center while furthering Los Angeles’ international reputation and prominence.”

Destined to solidify L.A. LIVE’s position as the dominant hospitality, leisure and entertainment destination in Los Angeles, the new Gensler designed 38-story tower occupying a 60,000 sf. site at the northeast corner of Olympic Blvd. and Georgia Street will further expand group, business and leisure visitation to downtown Los Angeles.

Taking advantage of the proposed connecting links to the Los Angeles Convention Center, STAPLES Center and Nokia Theatre L.A. LIVE, convention and hotel guests will have convenient access to the full range of amenities offered at L.A. LIVE including nineteen world-class restaurants, Regal Cinemas, Lucky Strike Lanes & Lounge, the GRAMMY Museum and its popular live sports and music venues. With this new investment, L.A. LIVE will be the nation’s most unique, most comprehensive, fully-linked and fully-integrated convention, leisure, entertainment and hospitality destination.

This latest project represents over $500M in additional investment by AEG in downtown Los Angeles and is projected to create more than 1,500 construction-related jobs and more than 500 full and part time jobs when the new tower opens.

“AEG’s investment in STAPLES Center and L.A. LIVE has generated substantial economic activity in the area benefitting both the public and private sector,” said Ted Fike, Vice Chairman, AEG. “Our on-going commitment to downtown as evidenced by this expansion of our convention headquarters hotel represents another major milestone in the continued build-out of the campus making this a favored destination for both the people of Los Angeles and tens of millions of annual visitors.”

The area’s transformation began with STAPLES Center’s 1999 opening and accelerated with the development of L.A. LIVE’s various components over the past decade, most recently culminating in the 2014 opening of the Courtyard by Marriott and Residence Inn properties.

The new hotel tower will be directly connected to the existing 878-room JW Marriott L.A. LIVE and 123-room Ritz-Carlton Los Angeles hotels by means of a bridge across Olympic Blvd. In addition to two levels of below grade parking and ground level retail space, a second floor amenity deck will include a restaurant, bar/lounge, fitness center, executive lounge and pool area with cabanas. The gross building area of the hotel including parking is almost 650,000 sf.

The announced development extends to the existing West Parking Garage “Event Deck”, where AEG will build additional meeting, conference, banquet and ballroom space to support the new JW Marriott L.A. LIVE hotel rooms. This new compliment of function space totaling over 75,000 sf. would be directly linked via two short bridges to the existing approximately 100,000 sf. of function space immediately to the north of the Event Deck. Combined with the project’s additional outdoor entertainment deck the development will deliver over 200,000 sf. of total convention and meeting space.

“When combined with all of the current offerings of L.A. LIVE, this new development will truly elevate the campus to become one of the premier meeting and convention destinations in the world,” said Ernest Wooden Jr., President & CEO of Los Angeles Tourism & Convention Board. “Additional hotel inventory, especially around the Convention Center, is critically important to our ability to attract larger conventions and this 755-room expansion is a positive step forward to help ensure our inventory remains competitive.”

AEG intends to proceed with this project as soon as it completes the necessary arrangements with the City and Marriott. Construction is currently contemplated to begin in late 2015 or early 2016, with the new hotel rooms and facilities scheduled to open in 2018.

“Since our hotels opened their doors five years ago we’ve attracted significant business to the city, and seen tremendous growth in conventions not only within our hotels but across downtown Los Angeles,” said Javier Cano, Vice President and Market General Manager of The Ritz-Carlton, Los Angeles and JW Marriott Los Angeles L.A. LIVE. “We expect that the expansion of the JW Marriott will continue to build L.A. LIVE as a premier meetings and conference destination on the west coast, bringing a wealth of new opportunity to the city.”
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