WHO'S BUILDING L.A.
A Quarterly Look at Who's Building in the City of Angels

INSIDE THIS SECTION

The Culver Steps
As the new gateway to Downtown Culver City, this project creates and encourages a distinct gathering place

Page 30

Residences @ The EDITION
The Residences at the West Hollywood EDITION distills the best of Los Angeles into a singularly compelling location

Page 32

Convene 333 South Grand
The new Los Angeles location offers access to meeting and event spaces, workspaces, hospitality services, and curated experiences

Page 34
As the entertainment industry shifts to accommodate new trends in digital streaming, so has the real estate landscape of the Westside as large-scale content companies seek out space for their quickly expanding operations. The shift has had a tremendous impact on Culver City, an area rich in filmmaking history. While new developments crop up and storied properties become refurbished, Downtown Culver City is becoming a hub for creative, tech and media markets.

Yet at the center point of that hub, where Washington and Culver Blvd meet, joining it all together is the Culver Steps. The mixed-use development brings a point of connection and architectural centerpiece as the grand staircase, and open plaza with belts of grass and trees link together old and new, commuter and resident, joining the historically significant with the future.

Located on a former city-owned parking lot, the three-acre site incorporates a 75,000 square foot creative office occupied by Amazon Studios, 40,000 square feet of retail shops and restaurants, including CorePower Yoga, Salt & Straw, and Mendocino Farms, and two levels of underground parking. It sits adjacent to the redeveloped Culver Studios, opening next year, the landmark Culver Hotel and iconic Culver Mansion. Less than a mile away, the new Ivy Station is under way, along with offices for Apple and HBO’s new headquarters.

The buildings at Culver Steps were designed to give a nod to the area’s past while also highlighting current industry innovations. Special attention was focused on the lighting design; the building’s exteriors are intentionally darker so that the interior illuminates from within, casting the light outward. The entire project was constructed to LEED Gold standards.

As the new gateway to Downtown Culver City, the Steps create and encourage a distinct gathering place, recognizable to all who pass through. It provides a safe and inviting atmosphere for families, friends and coworkers to meet up and take a break outside, along with a new home for community events, concerts and vendor markets.
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from its dramatic setting at the intersection of Sunset Boulevard and Doheny Drive, The Residences at the West Hollywood EDITION distills the best of Los Angeles into a singularly compelling location, with the lure of Rodeo Drive’s boutiques, West Hollywood’s nightclubs, Beverly Hills’ restaurants, and L.A.’s cultural institutions just moments away. Featuring 20 luxury residences, more than 5,200 square feet of meeting and event space, a signature restaurant, a rooftop pool, and a wealth of health and fitness amenities, West Hollywood EDITION is at once the elusive retreat you’ll never want to leave, and the ultimate launch point for the quintessential contemporary LA lifestyle.

Developed by Witkoff in partnership with New Valley, with concepts and creative direction by Ian Schrager and architectural and interior design by John Pawson, The Residences at The West Hollywood EDITION are inspired by the climate, golden light, and unique spirit of Los Angeles. The Residences are comprised of one- to four-bedroom homes comprising 1,649 to 6,415 square feet of interior living space, and panoramic views of the Hollywood Hills, West Hollywood, Beverly Hills, Century City, and the Downtown Los Angeles skyline.

Each residence is highlighted by John Pawson’s authentic design touches, from interior doors with flush frames to sliding solar shading screens and aluminum-framed, sliding glass, full-height doors and windows; Molteni kitchens with teak cabinets and Vola-brushed chrome fixtures to en-suite master bathrooms and powder rooms. At The Residences, indoor and outdoor living is elegantly intertwined, and panoramic views are celebrated.

Within The Residences, high ceilings and oversized art walls create an opportunity for each resident to customize their home through a partnership with The Residence Art Concierge Program by Creative Art Partners. With access to more than 15,000 unique and highly desired works, Creative Art Partners offers residents an option to purchase or lease a personal collection that can be installed permanently or seasonally within The Residences. Resident-only spaces include a private lobby, a secluded 16 x 50 rooftop pool and terrace with custom designed outdoor kitchen, full-time concierge service, parking, and storage.

Additionally, residents are given access to all amenities offered within The West Hollywood EDITION. The property, which revels in coveted experiences and elevated hospitality, is within reach of Los Angeles’ most famous cultural and entertainment institutions, including the Los Angeles County Museum of Art, The J. Paul Getty Museum, Pacific Design Center, West Hollywood Design District, Hollywood Bowl, and Rodeo Drive.
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OK partnered with Convene on the design of their first west coast location in Downtown Los Angeles. With all Convene locations currently located on the east coast, the opening of a DTLA location is a significant part of the company’s strategic growth plan.

The new Los Angeles space provides an innovative platform that offers access to a growing network of premium meeting and event spaces, flexible workspaces, hospitality services, and curated experiences for the user. The architect worked closely with the client’s internal design team to learn about their unique business model and to help adapt their services to meet the demands of their new market. The goal was to create a truly unique guest experience, and enigmatic social hub in DTLA that would attract international and local business people.

Convene wanted the new space to look and feel unique from its other locations. The design team looked to the surrounding neighborhoods and districts to pull inspiration from and to develop an innovative design narrative. The architectural backdrop is a layered tapestry influenced by decades of significant design movements. We adopted these concepts in an updated and contemporary way, bringing a familiar scale of space, and a clean, crisp base palette that ties the space together. Contextual material transitions and details all nod to past eras and create a landscape that becomes more residential in scale with an infusion of eclectic modernism that connects generations of travelers and locals to a thoughtful and social destination.

The rich history of the surrounding downtown districts of Los Angeles was the key inspiration and starting point for the design narrative. The architectural backdrop of downtown is a layered tapestry influenced by several decades, fusing Art Deco and Modernism, while an inner-city manufacturing industry continues to power these neighborhoods. Contextual materials and details throughout the project pay homage to past eras and the diverse local culture, connecting the community to a thoughtful work and social destination. Each carefully curated space adopts these concepts in a contemporary way and is just as unique as the surrounding urban landscape. Eclectic modernism combined with west coast style brings a familiarity to the project and mimics the feeling of walking from district to district within Downtown LA.

**PROJECT HIGHLIGHTS**

- The space provides an innovative platform that offers access to a growing network of premium meeting and event spaces, flexible workspaces, hospitality services, and curated experiences for the user.
- A truly unique guest experience, and enigmatic social hub in DTLA that would attract international and local business people.
- Contextual material transitions and details all nod to past eras and create a landscape that becomes more residential in scale with an infusion of eclectic modernism.
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City of Los Angeles’ Plan to Ease Development Restrictions for New Housing Projects in Downtown

Late last year, Los Angeles City Planning released a new plan that would refocus reinvestment opportunities in the City’s urban core. The draft proposal — known as the Downtown Community Plan — expands by nearly twofold the land area where housing is currently permitted, while still reinforcing Downtown’s economic base by encouraging a greater mix of uses.

By the year 2040, Downtown will grow by 125,000 new residents and 55,000 new jobs — representing 20 percent of the City’s population growth in one percent of its land area. City Planning is recommending the elimination of parking requirements for new development, as part of a package of new policies that proponents argue will accelerate housing construction and reduce the number of cars on the road.

Doing away with parking minimums for future projects would free up land for housing, commercial uses, and open space. Downtown sits at the confluence of the region’s transportation network — a hub for rail, bus, and other forms of transit. Nowhere is the diversity of alternatives to car travel more evident than in this urban core. Today, bike share, localized bus services, shuttles, and scooters offer faster — as well as more convenient and affordable — alternatives to paying for parking.

“Eliminating required parking minimums is an exciting step toward linking people-centered development and mobility,” said Hillary Norton, Executive Director of the transportation management organization FASTLinkDTLA, who was recently appointed by Governor Newsom to the California Transportation Commission. “With mobility technology innovations happening every day and future rail and a Downtown Streetcar planned for DTLA, eliminating parking minimums puts Downtown’s focus toward using existing parking more efficiently, creating a vibrant public realm, and investing in a multi-modal ecosystem that shifts us away from driving alone.”

By accommodating the majority of the City’s growth in Downtown, City Planning is also working to address statewide goals on climate change and sustainability. The revised regulations aim to support the environment, public safety, and better health outcomes by replacing decades-old parking requirements with more sustainable policies. Focusing future development in the centermost portion of the City will reduce development pressures in the outlying areas of the City, including ecologically sensitive areas. In addition to reducing commute times and traffic on the roadways, infill development is an important tool for combating climate change. It promotes a healthier economy and a cleaner environment, and often creates additional opportunities for affordable housing.

Press Release Los Angeles City Planning

“For decades, we’ve prioritized shelter for cars over people by requiring parking minimums in Downtown,” said Director of Planning Vince Bertoni. “All of that changes with the new policies that we’ve laid out in this Plan. We’re removing onerous regulatory requirements that have either slowed or impeded development — unlocking the process the potential for new housing and jobs.”

Learn more at lacity.org.