

DTLA

DOWNTOWN Los Angeles has come a long way over the last decade. Once the domain of weekday warriors and struggling artists, the expansion of L.A.'s public transportation system and the launch of L.A. Live in 2007 served as catalysts for developers to revitalize the area, sparking a wave of residential and commercial construction from South Park to the Arts District.

The area's once-dormant neighborhoods have been reborn as vibrant communities bursting with distinct identities, landmarks, eateries, and public spaces.

In this special report, we asked a group of downtown professionals – some new to the area, some not – about their experiences working in the beating heart of Los Angeles.

Photographed By RINGO H.W. CHIU

**What are the biggest changes you've noticed downtown since you started working there?**

We are seeing that corporate and leisure travelers coming to Los Angeles, now more than ever, list downtown as their top preference of neighborhoods, thanks to an ever-expanding list of unparalleled restaurants, bars, shopping, museums, and cultural activities. Whereas before, a business traveler might work in downtown during the day but choose to stay on the Westside or in Hollywood because of attractions in those neighborhoods; today we

are actually seeing the reverse as visitors with meetings in other areas of L.A. are preferring to stay in DTLA. It's incredible how much this has changed in such a short period of time.

Why does it make sense for your business to be located downtown?

As a luxury lifestyle hotel brand, our overall mission at Proper Hospitality is to offer world-class design, services, and amenities in emerging neighborhoods with creative and cultural energy. As an L.A.-based hotel company, we know that DTLA fits this profile as much as any neighborhood in L.A. (and perhaps the country). Much like for our debut property, the Hollywood Proper Residences, the location of downtown L.A. to Proper was critical. We're excited to be restoring an amazing historic building and converting it into a hotel we expect will become an amenity

for all those that live and work in DTLA. We are thrilled to be able to offer our creative-minded, well-traveled guests the ability to stay in one of the city's most vibrant hoods.

What are your favorite things about downtown?

My day always revolves around what and where I am eating. So, first and foremost, I love DTLA's culinary scene. I love the diversity in the offerings in such a compact area. From our DTLA Proper Hotel, I am a \$5 Uber away from many of my go-to meals: tacos at Guisados; sushi at Sushi Gen or Hama; a whole plethora of options at Grand Central Market; or one of my favorite spots in L.A. to take out-of-town guests, Bestia. Most recently, my wife, Jessie, and I discovered Shibumi, which is on par with the best of the kappo-style meals we ate on our last trip to Tokyo.

Least favorite?

From my home in Ocean Park, Santa Monica, if I don't want to battle traffic, it's still a 45-minute Expo Line ride away.

Could you see yourself moving downtown?

I will certainly feel like I'm living there as we get closer to the opening of our DTLA Proper Hotel in 2018.

Where do you see downtown in five years? Ten years?

I see it as the undisputed cultural hub of L.A. — the heart and soul of the city. It's well along its way now, and I am thrilled and honored that we have had a chance to continue to play a small role in taking it to the next level.

— Caroline Anderson

BRIAN DE LOWE

Business: Proper Hotel

Neighborhood: South Park

Title: President, Proper Hospitality

Years working downtown: 12





LAUREN GROPPER

Business: Repurpose Inc.

Neighborhood: Arts District

Title: Chief Executive

Years working downtown: 6

What are the biggest changes you've noticed downtown since you started working there?

As part of the Los Angeles Cleantech Incubator, we had the incredible experience of moving into the new La Kretz Innovation Campus when it first opened. In the past year alone, the entrepreneurs and leaders in sustainability occupying the campus have doubled in size. An entire clean tech industry ecosystem has been built in a short amount of time. The Arts District has also had an explosion of restaurants, galleries, and apartment complexes.

Why does it make sense for your business to be located downtown?

All of our employees live in different areas of Los Angeles and downtown happens to be the most centralized for commuting. Downtown

also feels lively and vibrant, which we all really love. The urban environment offers diversity and creativity you can't find elsewhere in Los Angeles and the opportunity to do business with other innovative companies has been extremely helpful in our growth as a startup.

What are your favorite things about downtown?

My favorite thing about downtown is Grand

Central Market – the food vendors are incredible and it is a fun meeting spot, even for business. Some of my favorite restaurants in the area are Zinc Café, Blue Bottle Coffee, Shreebs, Arts District Brewery, Bestia, Bread Lounge, Wurstkuche, Poketo, Apolis, and Bar Ama. Being downtown where everything is happening makes it easy to meet with friends at the Ace theater or enjoy some great art at the local galleries.

Do you live downtown as well? If not, could you see yourself moving there?

I don't currently live downtown. Before moving to Los Angeles, I had lived downtown in Montreal, Toronto, and New York, so when I arrived in L.A. I wanted to be close to the beach. I live on the Westside with my husband and 3-year-old daughter but not needing to commute would

be quite nice. I can imagine the growth in live-work-play communities being advantageous.

Where do you see downtown in five years? Ten years?

I don't see development slowing down, but I do hope for a cognizant effort to keep a balance. I imagine more skyscrapers, more communities, more parks – and hopefully a continued focus on public transit and solutions for less traffic. Our La Kretz Innovation Campus is a good example of creating a sustainable environment. We work in a LEED Platinum Certified building with a solar farm and electric-car charging stations in the parking lot. The campus also features L.A.'s first public microgrid and greywater filtration system as well as a bike room, composting, and many more environmentally sound solutions.

— Howard Fine



What are the biggest changes you've noticed downtown since you started working there?

I started working in downtown over 15 years ago. The biggest thing missing from downtown at that time was a good bar. It wasn't until the Golden Gopher opened that downtown had a decent place to get a drink. This is a reflection of the way downtown was used at the time. It was a place to work 9 to 5 then get out of as fast as possible at the end of the workday. There were no updated market-rate residential buildings, a low number of hotels, out-of-date retail, and not much of a restaurant scene.

Why does it make sense for your business to be located downtown?

Our business was started in downtown in 1880. We have as much history in downtown

as any business. Also, when you look at the historic private clubs of the country, you will find all of them located in the city center.

What are your favorite things about downtown?

I like how distinctive and dynamic each of the neighborhoods in downtown is becoming. You can go to South Park for a Kings, Clippers, Lakers game or a concert; the Old Bank District for art walk, great bars, cool residential buildings, the Music Center with the Broad, concert hall, MOCA and Dorothy Chandler Pavilion; the Arts District with amazing coffee shops, breweries, restaurants, and now a distillery; Little Tokyo for sushi; and Broadway for the historic theaters and architecture. The variety of experiences is hard to beat.

Least favorite?

I think the homeless situation is my least favorite aspect of downtown. It seems like the idea of concentrating the resources to support L.A.'s large homeless population in a small geographic area in downtown does not work and is outdated. L.A. needs more resources and

more dispersion of those resources throughout the city to better address the situation.

Do you live downtown as well? If not, could you see yourself moving there?

My wife and I live in Highland Park, but we have a loft downtown that we stay in regularly also. I prefer to live outside of downtown just to be part of a second neighborhood and to break up the day.

Where do you see downtown in five years? Ten years?

I feel like downtown now has the basics of what a good downtown should have. Almost like a foundation has been built that will set the stage for downtown to be considered great as compared to the great city centers of the world. I think in the next five to 10 years it will fill in with more residential buildings, hotels, restaurants, retail, nightlife, etc., so that you could pretty much walk any part of it and not feel like you are going from island to island of activity.

— Subrina Hudson

CORY HATHAWAY

Business: Los Angeles Athletic Club

Neighborhood: Jewelry District

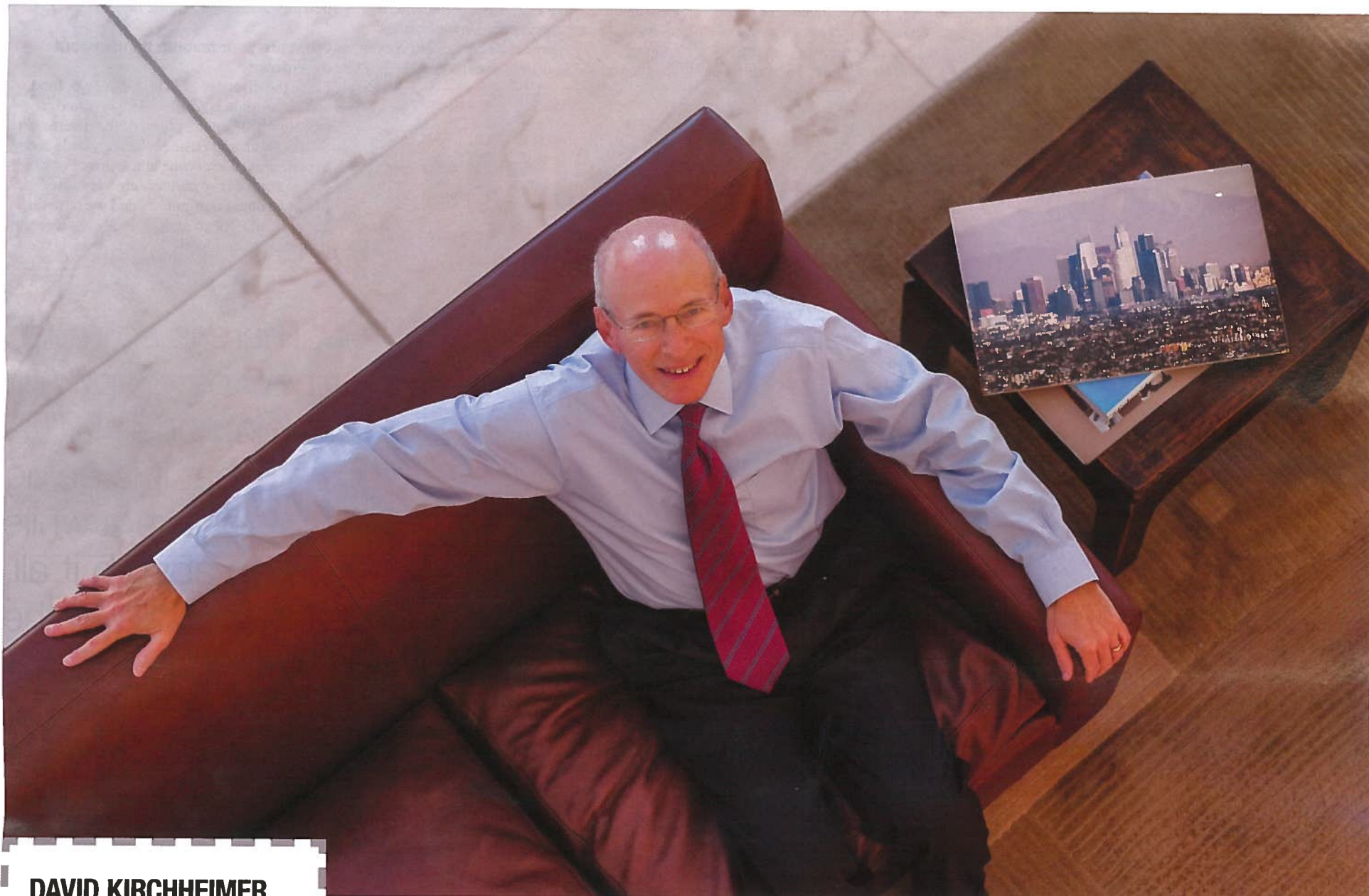
Title: Assistant General Manager

Years working downtown: 15





‘The surge in residential living downtown is testament to the vibrancy and future prospects of the city.’



DAVID KIRCHHEIMER

Business: Oaktree Capital Group

Neighborhood: Bunker Hill

Title: Chief Financial Officer

Years working downtown: 37

What are the biggest changes you've noticed downtown since you started working there?

DTLA has transformed itself from being a ghost town after work hours to being one of the most dynamic hubs in L.A. where people are gathering 24-7. From Staples Center and

L.A. Live on the south to the Broad and Disney Concert Hall on the north, and numerous great restaurants in between, it's no surprise that people of all ages and interests are heading downtown to live and work. The surge in residential living downtown is testament to the vibrancy and future prospects of the city.

Why does it make sense for your business to be located downtown?

Downtown is the smart choice for Oaktree from many perspectives. Its central location makes it convenient for employees and visitors. Its abundance of restaurants, cultural venues, sports, and other attractions makes it appealing for people

of all interests. And its extensive supply of commercial and residential space gives our company and employees many desirable options.

What are your favorite things about downtown?

Most of all I like the convenient proximity of businesses and activities across so many spectrums, including restaurants of diverse cuisines, spectator sports, and numerous cultural offerings.

Least favorite?

The price of success and a central location in L.A.: traffic congestion. It's nice to see the

investment in public transportation.

Do you live downtown as well? If not, could you see yourself moving there?

I don't live downtown, but can imagine doing so in the future. More of our people at all levels are choosing to live downtown.

Where do you see downtown in five years? Ten years?

Bigger and better than ever as residential life becomes more established, transportation becomes easier, and DTLA's unique culture becomes even more prominent.

— Henry Meier



What are the biggest changes you've noticed downtown since you started working there?

The biggest change I see is the children. They are at Whole Foods shopping with their parents, being pushed in strollers around L.A. Live, and teenagers are skateboarding on lower Grand Avenue and down lower Fourth Street. DTLA is becoming a neighborhood rather than just an office destination or luxury USC housing option. It is a city where people are coming from all over the world to experience its vibe, food, and culture. They are also

rediscovering and rebranding its rich history and hidden neighborhoods.

Why does it make sense for your business to be located downtown?

DTLA is a central and prestigious location for our domestic and international clients to meet with our business, real estate, and tax attorneys to make deals happen. Our office overlooking the Disney Hall is the perfect place to inspire our entrepreneurial law practice, creating an environment where our attorneys, clients, and their businesses can flourish. The

KEVIN J. LAMB

Business: Lamb & Kawakami

Neighborhood: Bunker Hill

Title: Managing Partner

Years working downtown: 27

proximity of the state, federal, and probate courts allows our attorneys to walk to their hearings and be part of the fabric of DTLA.

What are your favorite things about downtown?

I love the diversity of DTLA's people, food, and opportunities for fun. As a certified minority firm we are proud of the diverse ethnic, legal, and business backgrounds and experiences of everyone at the firm. For example, a group of my partners are very involved in the Japanese community and we have clients in Little Tokyo and are lucky to celebrate their culture and food.

'There is so much new development going on in DTLA that it is going to take a while to absorb it all, especially all the new retail.'

Least favorite?

Bond measures were just passed to help address two of DTLA's biggest issues: traffic and homelessness. These are both areas of interest to our firm and we have partners attempting to help address solutions for the latter.

Do you live downtown as well? If not, could you see yourself moving there?

Being originally from the Detroit area, I grew up with dreams of the ocean. Living in Redondo Beach and working in DTLA gives me the best of both worlds. I can have a morning beach walk and then spend a night at the Hollywood Bowl, the Mark Taper, the Disney Hall, Dodger Stadium, or Staples Center, or wandering the Arts District, local museums, or just having dinner at one of our amazing DTLA restaurants.

Where do you see downtown in five years? Ten years?

There is so much new development going on in DTLA that it is going to take a while to absorb it all, especially all the new retail. I can see it slowly working its way into a unique cohesive whole that will offer a city where you can walk from your home or office to your favorite museum, concert, or theater venue, stop by the library before heading over to Staples for a game, then struggle to choose from the best restaurants and bars in the world. DTLA has the opportunity to set the standard for urban amenities in a very walkable city.

—Hayley Fox

The sky's the limit at Watt Plaza

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Watt Plaza

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For leasing opportunities, please contact Kathy McKay or Jamie Bergantz at (310) 789-2179.





FINAL PHASE – PACIFIC POINTE EAST AT LONG BEACH AIRPORT

Three Premium HQ-Industrial Facilities For Lease



Rendering of Building 9 at the corner of Lakewood Blvd. and Conant Street

High Image — Dock-High — 32-Foot Clear

Three premium headquarters-style distribution buildings are being offered for lease by SARES•REGIS Group. Pacific Pointe East's buildings will total 470,000 sq. ft. and represent the highest standard in commercial facilities. Construction will commence early 2016. Offered currently with build-to-suit potential, building sizes are: 110,000 sq. ft., 130,000 sq. ft. and 230,000 sq. ft.

Seven buildings in Pacific Pointe's first two phases – all LEED-rated – were leased or sold in less than one year. The second phase was judged "Best Industrial Project" by the Los Angeles Business Journal.

State-Of-The-Art Features:

- Clear Height 32' at First Column Line
- ESFR Sprinkler Systems
- Secure Fenced Yards
- Premium Office & Warehouse Improvements
- T-5 Energy Efficient Lighting

Area Features:

- Ideal Central Location to L.A. and O.C.
- Easy Access to 405 Freeway
- Prestigious Corporate Location
- Outstanding Amenities



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What are the biggest changes you've noticed downtown since you started working there?

Even in the short time I have been working downtown, the constant and steady growth has been incredible – more people, more business – the community seems to be constantly redefining itself.

Why does it make sense for your business to be located downtown?

Grand Central Market is a perfect home for Knead. Our concept appeals to a broad client base and that is represented extremely well in the downtown area. I believe the curators of Grand Central Market are

MARIE PETULLA

Business: Knead & Co.

Neighborhood: Historic Core

Title: Owner

Years working downtown: 1

respectful and supportive of longtime vendors and welcoming to new ones like us – creating a dynamic and unique environment.

What are your favorite things about downtown?

The community. They have been amazing and extremely supportive.

Least favorite?

Constant construction and street closures – I love all the renovation and building, but it makes it challenging to navigate catering orders during a busy lunchtime crowd.

Do you live downtown as well? If not, could you see yourself moving there?

I do not live downtown. I could not see myself moving there at this time. Though it is a dynamic area, I am in the process of growing

my family, which would not be conducive to downtown living.

Where do you see downtown in five years? Ten years?

I see continued growth in the next five to 10 years. My hope is the city of Los Angeles continues thoughtful development to the existing communities – providing opportunities and benefits for those who have been living and working downtown prior to the revitalization. I have faith that the city of Los Angeles will work toward this goal and it is our responsibility as business owners to support that momentum.

– Caroline Anderson



What are the biggest changes you've noticed downtown since you started working there?

Since 1999, people stay here after work to play, come downtown as a destination to play, and live here. The less obvious changes are: People choose DTLA to work at a co-working space to be a part of the buzz and excitement of DTLA – even though they could work from home. People Uber or Lyft to meetings or lunch around DTLA instead of driving and reparking. The severe traffic in DTLA is not coming from commuters, but more likely from construction or events. The white-collar worker that would never take mass transit before is taking mass transit now.

KARIN LILJEGREN

Business: Omgivning Architecture and Interior Design

Neighborhood: Historic Core

Title: Principal

Years working downtown: 17

Why does it make sense for your business to be located downtown?

We provide design services for developers that want to significantly renovate/change the use of their building and require permitting and/or design. Most of the buildings we work on are located downtown, and our staff is absorbed in DTLA, whether they work, live, and/or play here. We know the city staff, the local developers, the restaurant operators. We know the past and present of any neighborhood and everything that is happening here. Our work is informed by our knowledge about DTLA.

What are your favorite things about downtown?

DTLA has a loyal pioneering spirit that both its residents and even many workers feel and contribute to. It is constantly changing, morphing, improving. It is a community that thrives on things that are unique, new, and different. It is exciting to be a part of and it represents the pinnacle of what Los Angeles is.

Least favorite?

Folks that are mentally ill and/or have major addictions have always been a part of DTLA. I have learned to be empathetic and have taught my son about the sad realities of our world. However, my least favorite part of downtown is having to step over a passed-out person on the sidewalk in front of my building when I come to work in the morning. It is unacceptable for a humane society to exist like this.

Some building owners have unrealistic expectations of what their buildings are worth and it is driving costs up. At the same time, the city is requiring more and more regulations for renovations of the buildings and driving costs up. In many situations already, the development projects do not make financial sense for investors.

Do you live downtown as well?

I lived in DTLA (Pacific Electric and Roosevelt buildings) from 2008 through

2014. My son was 5 when I moved here in 2008. I started my firm Omgivning in 2009. There was and is a huge sense of community here, one that I still have not experienced in the eight or so other neighborhoods that I've lived in in Los Angeles. My son and I loved living in DTLA. Since I work in DTLA, all my projects are here, I started to feel a need to get away a bit, and I recently bought a house in Mount Washington. There was no opportunity downtown for me to invest in something small that I could call my own and renovate.

Where do you see downtown in five years? Ten years?

We have an enormously long way to go in five, 10, or 20 years. We have so much potential for expansion and density downtown due to our transit system. We have barely hit the surface of DTLA development and growth.

— Daina Beth Solomon



**DANA SETTLE****Business:** Greycroft Partners**Neighborhood:** Arts District**Title:** Partner**Years working downtown:** 2**What are the biggest changes you've noticed downtown since you started working there?**

The complete renovation of our entire surrounding neighborhood. Literally everything except for the gun club and the adjacent rock climbing gym.

Why does it make sense for your business to be located downtown?

Locating Greycroft downtown made sense because the cost of doing business as a startup (was lower); its central location draws talent from all areas and schools; and the area is emerging as a place with great attractions, such as the restaurant, art, and entertainment scenes.

What are your favorite things about downtown?

My favorite things about the neighborhood are the restaurants, such as Factory Kitchen, Zinc, ERB, and Bestia; the downtown art walk; our proximity to Mayor (Eric) Garcetti; and the overall feeling of creativity and new ideas.

Least favorite?

All of the construction going on around us

has its pros and cons. We also still have a long way to go to solve and resolve the substantial homeless population.

Do you live downtown as well? If not, could you see yourself moving there?

No, but I live close in Beachwood Canyon. I probably would not consider moving, but if I were younger I would absolutely.

Where do you see downtown in five years? Ten years?

It feels like the Meatpacking District in New York City or the Tenderloin and SoMa in San Francisco 10 to 15 years ago. So, I would expect that it will feel a lot like those areas feel today, but with better weather.

—Garrett Reim