

# LA FASHION DISTRICT BID 2014 ANNUAL REPORT

## Residential Construction Returns to the Fashion District

This past year, we saw two residential projects begin construction in the Fashion District. Both projects will fundamentally change the Fashion District neighborhood, bringing in more residents, pedestrians, and ground-floor retail space.

Capital Foresight Development's adaptive reuse project of the Maxfield Building at 819 S. Santee St. and the Garment Capitol Building at 217 E. Eighth St. will bring 173 residential units and ground-floor retail to the area. The Garment Capitol Building will open this June with 77 units, including four two-story penthouses, as well as 5,000 square feet of ground-floor retail. The Maxfield Building will open in October 2015 with 96 units and include four two-story penthouses, as well as 3,200 square feet of ground-floor retail. Amenities for both projects include a gym, washer/dryer hookups, rooftop lounge, barbecue areas, Jacuzzis, and storage spaces.

G.H. Palmer Associates' new project is the first ground-up residential construction project of this size in the district in the last 20 years. Broadway Palace at 928 and 1026 S. Broadway will include 649 units and 53,000 square feet of ground-floor retail. The project is located on two large parcels on Broadway on both sides of Olympic Boulevard. It will include over 1,400 parking spaces and a paseo adjacent to the existing Banksy mural, allowing for viewing.

The Fashion District is continuing to change, and these new projects will increase the number of people living, walking, shopping, and dining in the area. The activity on our streets and the 24/7 nature of residential is a great boost for the district.



Pictured from top to bottom: Garment Capitol Building at 217 E 8th St, G.H. Palmer Associates' project at 928 S. Broadway

## What the LA Fashion District BID did for you in 2014:



**29,716**  
CONTACTS MADE WITH MERCHANTS & PUBLIC ASSISTANCE



**4,778,199**  
SQ. FT. OF SIDEWALK CLEANED



**2,186 TONS**  
OF TRASH COLLECTED



**14,192**  
GRAFFITI TAGS REMOVED

Launched New Website Design, Gained 12,541 Social Media Followers



Facebook - 5,671



Twitter - 2,016



Instagram - 3,239



Pinterest - 1,615

THE WEBSITE RECEIVED 455,908 VISITORS IN 2014