

BID LINES

LA Fashion District Business Improvement District (BID) Newsletter

BID Safe Team

2015 4th Quarter Report

- Initiated **4,808** contacts with merchants to address various issues
- Assisted **431** shoppers to find store locations and lost cars

BID Clean Team

2015 4th Quarter Report

- Removed **5,794** graffiti tags from buildings, doors and other surfaces (The BID is working with LAPD to prosecute known taggers.)
- Collected **581.57 tons** of trash from cans, alleys and illegal dumping (6.3 tons of trash per day)
- Cleaned **6,664,706** sq. ft. of sidewalk by pressure washing/scrubbing

24-Hour Response

The LA Fashion District BID Safe & Clean Team can be reached 24 hours at 213-741-2661.



Rendering of City Market South via LENA Group

Coming to the Fashion District in 2016...

The new year is promising to be an exciting year for the LA Fashion District with numerous development projects already announced. Below are just a few of the projects coming in 2016.

950 S. Broadway

G.H. Palmer is redeveloping the former Las Palmas nightclub at 950 S. Broadway. The 7-floor structure will be turned into 30 apartments with 7,500 square-feet of retail space and is expected to be completed in Spring 2016. The project is adjacent to Palmer's Broadway Palace currently under construction.

Broadway & Olympic Condos

Barry Shy is developing a 15-story condominium at 955 S. Broadway next to Ace Hotel. The mixed-use project will add 163 residential units to the area.

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Welcome 2016 BID Board of Directors

In December 2015, LA Fashion District property owners elected seven new members to the LA Fashion District (BID) Board of Directors. We would like to welcome all our new and returning Board Members to the BID!

Linda Markoff Becker,
Markoff Investments

Mark Chatoff,
California Flower Mall

Mark Cohen,
ANJAC Fashion Buildings

Jorge Flores, Sam & June Sale Trust

Matthew Haverim,
Haverim Properties

Steve Hirsh, Cooper Design Space

Elisa Keller,
Maple & Griffith Properties LLC

Lisa Korbatov, Fisch Properties

Darlene Kuba,
c/o American Florists Exchange

Yul Kwon, Freeway Apparel

Bradley A. Luster, Major Properties

Laurie Rosen,
Academy Awards Clothes

Brian Taban, JADE Enterprises

John Van Den Akker,
1127 Maple LLC

Debbie Welsch,
Capital Foresight, LP

Coming to the Fashion District in 2016 ...

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City Market South

Phase I of the 20-year City Market project is expected to open in late Spring 2016. City Market South will feature a number of restaurants and bars including the much-anticipated Vietnamese eatery The Slanted Door from San Francisco-based Chef Charles Phan. The project is located between San Pedro and San Julian Streets from 11th to 12th Streets.

Downtown Executive Complex

Renovation is underway at the 4-story building on the corner of 12th and Santee Street. Formerly "Santee Center," the Downtown Executive Complex will feature executive office space and high-end retail. Kelly's Coffee and Fudge Factory will be opening in the building in early 2016. The project is located at 221 E. 12th St.

Grether & Grether Lofts

Located at 730 S. Santee St., the Grether & Grether Building will boast 72 live-work lofts and 11,500 square feet of retail space. It is slated for completion in early 2016.

Hoxton Hotel

British hotel operator Hoxton plans to transform a historic building on 11th and S. Broadway. The vacant property was once the headquarters for Henry Huntington's Los Angeles Railway (Yellow Cars). It is speculated the project will break ground in 2016.

Maxfield Building

Capital Foresight's second adaptive-reuse project in the Fashion District is expected to open in early 2016. (Capital Foresight developed the Garment Lofts, which opened in 2015.) The 12-story project will bring 96 live-work lofts to the district. The project is located at 819 S. Santee St.

Spring Street Towers

The Holland Partner Group is looking to add 320 residential units to the area with a 24-story tower at 8th and Spring Streets. The project is located at 737 S. Spring St.

Marketing & Communications

2015 4th Quarter Report

- **107,664** Website visitors
www.fashiondistrict.org
- **440,280** Website pageviews
- **46,569** Blog pageviews
www.fashiondistrict.org/blog
- **1,201** New Facebook followers,
37,786 total followers
Facebook.com/LAFashionDist
- **260** New Twitter followers,
8,060 total followers
[@LAFashionDist](https://twitter.com/LAFashionDist)
- **2,458** New Instagram followers,
11,400 total followers
[@lafashiondistrict](https://www.instagram.com/lafashiondistrict)
- **182** New Pinterest followers,
4,182 total followers
www.pinterest.com/lafashiondist
- **Launched Snapchat! Follow us**
[@lafashiondist](https://www.snapchat.com/add/lafashiondist)

New Mural at 8th and Wall Street by Etam Cru



There is a new mural in the Fashion District by Polish artist duo Etam Cru. "Mr. Rooster" is their second major mural in the U.S. and depicts "a young country boy looking over the city of Los Angeles". The mural is located near the intersection of 8th and Wall Street across from the flower markets.

2015 Holiday Recap

Holidays in the LA Fashion District were busy and festive. Santee Alley hosted "Selfies with Santa". The BID created a "Santa pop-up" for the event, transforming a vacant retail space into Santa's wonderland. See photos of the transformed space on Instagram: [@thesanteealley](https://www.instagram.com/thesanteealley).

BID Safe Team officers handed out special edition LA Fashion District canvas totes to shoppers throughout the month of December and held a booth at The Wall Farmer's Market on December 12th. One in every 10 bags had a surprise gift card to different Fashion District businesses.





LA Fashion District Business Improvement District Newsletter

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www.fashiondistrict.org

Return Service Requested

Is your business listing up to date?

The LA Fashion District BID maintains a FREE online directory for all businesses in the Fashion District. This directory is the most visited page on our website, which receives approximately 42,000 visitors a month.

Please visit www.fashiondistrict.org/businessdirectory to see your business listing. If you need to update your business listing or would like to have your business added to the directory please contact us via email at info@fashiondistrict.org.