



# TREND REPORT

BUSINESS IMPROVEMENT DISTRICT (BID) NEWSLETTER



Image Credit: Urbanize LA



Image Credit: Urbanize LA

## NEW DEVELOPMENTS ON THE HORIZON

The images above are the latest renderings for two new developments proposed in the LA Fashion District.

The **Mart South Hotel** (pictured on the left) would transform a 1950s office building into a seven story, 149-room hotel with ground floor commercial uses and a roof-level terrace and pool deck.

In recent years, several nearby historic structures have been transformed into hotels, with Broadway's Ace Hotel

pioneering the trend. Construction is currently underway for a Hoxton Hotel and a Proper Hotel just west of the Mart South property.

The 12th & Main project (pictured on the right) is slated to be developed into a 30-story tower, with plans for one, two, and three-bedroom units, for a total of 363 apartments.

The proposed tower would erect just south of the Harris Building, a 1920s garment manufacturing building at the

corner of 11th and Main Streets, that was recently restored as office space.

The tower is being designed to play off of a proposed eight-story apartment complex across Main Street -- both are being developed by JADE Enterprises.

The tower is intended to feature a setback located mid-block to reflect a plaza which is planned at the ground level of the neighboring development.

## NEW BUSINESSES IN THE DISTRICT

### LA TROPÉZIENNE BAKERY



757 S MAIN STREET

### NEIHULÉ SALON



607 S OLIVE STREET

### VOODOO BOUTIQUE



124 W 9TH STREET

## SANTEE WINTER WONDERLAND

The Santee Winter Wonderland event was originally created in order to provide an enhanced shopping experience for visitors shopping the Santee Alley and surrounding areas. In its 3rd year, Santee Winter Wonderland has become a tradition for local families and surrounding communities, as a free and affordable holiday event.

Held on December 8th, the event included Selfies with Santa, Holiday Arts & Crafts, a Kids Game Zone, a Sidewalk Chalk Zone, Music, Face Painting and Portrait Drawings.

Sponsors included: The Santee Alley, LAPD, Council District 14, and Assemblymember Miguel Santiago, District 53.



FACE PAINTING



SANTA CLAUS PHOTO OPP



## SERVICES BEGIN IN EXPANSION AREA

Last year's BID Renewal included an expansion of the LA Fashion District's BID boundaries. The new boundaries expanded about a block east, between Olympic Boulevard and 16th Street. Services to this new area began on January 1st, and there's been a dramatic transformation in some key areas.

In just 2 weeks, the LA Fashion District Clean Team collected 4,000 pounds of trash, 4 tons of bulky items, covered and/or removed 8,742 square feet of graffiti, and provided much needed weed abatement services at 10 locations.

The images show a couple of locations within the new expansion area both before and after receiving BID services: Essex & 14th Street (below), and Paloma & 14th Street (pictured on the right).



PALOMA & 14TH STREET - BEFORE



PALOMA & 14TH STREET - AFTER



ESSEX & 14TH STREET - BEFORE



ESSEX & 14TH STREET - AFTER

## WE MOVED

We're very excited to announce our Administrative Office has moved to a new location in the LA Fashion District:

818 S. Broadway St., #801 Los Angeles, CA 90014.

The new office is located in the historic Wurlitzer Building and used to be home to millinery companies that sold hats and clothes. The Wurlitzer was also once billed as "the world's largest music house."

With the renewal of the BID for 8 more years, we view this new office location as the start of another chapter in our 22-year history.





**LA FASHION DISTRICT  
TREND REPORT**

818 S. Broadway St. #801  
Los Angeles, CA 90014

*Return Service Requested*



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### NEW DEVELOPMENTS

Check out two new developments proposed in the Fashion District.

### SERVICES BEGIN IN EXPANSION AREA

Clean and safe services began in the expansion area -- see before and after photos inside.

### SANTEE WINTER WONDERLAND

Get a recap of the 3rd annual Santee Winter Wonderland event.



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