



# TREND REPORT

BUSINESS IMPROVEMENT DISTRICT (BID) NEWSLETTER



Photo provided by Urbanize.la

## 29 PROJECTS TRANSFORMING THE FASHION DISTRICT

The L.A. Fashion District is a diverse and vibrant 100-block area catering to the apparel and floral industries. What was once a 9-to-5 business destination is quickly transforming into a downtown neighborhood with residents, cafés, galleries, restaurants, bars, events and entertainment open well beyond 5 p.m.

In the last four years, the district has seen a dramatic increase in development. A slew of new mixed-use and adaptive reuse projects are bringing new amenities to the area. The most dramatic change has been the influx of much-needed housing. In fact,

there are now over 2,100 residential units in the district and 809 units currently under construction. By 2019, the Fashion District is expected to have double the residents and an estimated 5,000 units.

Another dramatic change is the increase in hotels and visitors. The arrival of Ace Hotel in 2014 transformed the intersection at 9th and Broadway and spurred an economic shift that reverberated across Downtown. Ace Hotel was a catalyst for the arrival of boutique hotels, including the Tuck Hotel in 2016 and

the announcement of four new hotels. Once completed, the Proper Hotel, The Hoxton, South Mart Hotel and the proposed hotel at City Market will have nearly tripled the number of beds available to Fashion District visitors, buyers and wholesalers.

The office market is also changing. In the next couple of years, the Fashion District is expected to add 347,000 square feet of new creative office space and approximately 510,000 square feet of new retail space.

This is a neighborhood in transition.

In this report we break down the 29 new and upcoming development projects that are transforming the Fashion District as of May 2018.

## PROPOSED PROJECTS

### NORTON BUILDING & FORMER DEARDEN'S BUILDING

Urban Offerings, in partnership with ESI Ventures, is expanding its vision of a creative office campus in Downtown Los Angeles. Plans were announced to construct a 250,000-square-foot office campus in the Fashion District. The project includes the Norton Building, a five-story structure located at 755 S. Los Angeles St., and the 100-year-old Dearden's Building, a four-story edifice at 7th and Main streets which operated as the Dearden's department store until last year.



Rendering for former Dearden's building, 7th and Main streets

The Norton Building will create approximately 60,000 square feet of offices and nearly 43,000 square feet of shops and restaurants, which will be distributed between the ground, basement and roof levels. This includes the activation of the building's rooftop with a new penthouse and outdoor seating.

Design work for the Norton Building comes from New York-based Lynch Eisinger Design Architects. The Dearden's Building is being designed by Downtown-based Omgivning.

### FASHION DISTRICT RESIDENCES

The Fashion District Residences, a joint venture between Realm Group and Urban Offerings, will replace a surface parking lot at 7th and Maple streets with a 33-story, 370-foot-tall tower containing 452 apartments. It will have ground-floor commercial space and parking for 561 vehicles. The proposal calls for a mix of unit types, including 19 live/work dwellings and 50 affordable housing units.

The project features design work from Humphreys & Partners Architects, a national firm based out of Dallas, Texas. The 370-foot tower features

vertical and horizontal bands of pre-cast concrete, woven together to form a series of square frames across the facade.

Above-grade parking levels are screened with custom-cut metal which mimics the texture of fabric, a nod to the surrounding neighborhood.

Extensive greenery wraps the project at ground level and around its amenity decks. A landscaped pedestrian paseo cuts along the property line, potentially providing a link to the adjacent Santee Village courtyard. Upper levels will also feature a swimming pool, a barbeque area, a private dog park and a skyline observation space.



Fashion District Residences by HPA Urban Architecture



Norton Building by Lynch Eisinger Design Architects

Both structures date to the early 20th century, and offer large floor plans and high ceilings that attract creative tenants. The surrounding neighborhood, which is already seeing a gradual influx of multifamily residential development, currently has a dearth of Class-A creative office space.

## CITY MARKET

After having completed the successful historic restoration of City Market South, which features a mix of retail and creative tenants, the LENA Group developers are working on the northern block of the City Market project. Spanning two blocks from 9th to 12th streets between San Julian and San Pedro streets, the City Market project is among the largest in Downtown Los Angeles. It will include buildings ranging between three and 38 stories, creating a total of 945 residential units, 210 hotel rooms, 225,000 square feet of commercial space and 312,000 square feet of educational space. Approximately 60 percent of the property will be wrapped with elevated walkways, linking the sprawling site together and offering unobstructed views of the skyline.

Renderings show that building facades allow maximum sun exposure to the street and sidewalks, while also mitigating what could otherwise be an imposing street wall. The buildings are oriented along the main axis of the former produce market's internal courtyard, providing a nod to the project's historic roots.

## SOUTHERN CALIFORNIA FLOWER MARKET

The Southern California Flower Market, 755 Wall St., a longtime Fashion District institution is seeking an upgrade to its current facility. The property occupies a 3.8-acre site bounded by 7th, 8th, Wall and Maple streets. The existing market, situated in a hodge-podge collection of modest industrial buildings, is described by the owners as functionally obsolete.



*City Market North and South projects*

Rather than seeking a new location outside of Los Angeles city limits, the Flower Market is looking to rebuild its home as part of a broader mixed-use complex. This approach will retain the market's operations at ground level, while creating a multi-story structure above.

A portion of the property will be razed to make way for a 14-story building, featuring 290 rental apartments, some of which will be set aside as affordable housing. Plans call for the market's second building to be upgraded with

space for floral vendors and 50,000 to 60,000 square feet of offices and parking.

Renderings of the project, designed by Los Angeles-based architecture firm Brooks + Scarpa, portray a boxy mid-rise structure featuring grid-pattern windows with yellow and green horizontal elements. A public paseo will cut through the property at ground level. Plans also call for flower-themed murals across the development. Construction could begin in approximately two years.

*Southern California Flower Market Renderings, 755 Wall St.*





Main Street Park & Mixed-Use Project, 11th and Main streets

**MAIN STREET PARK & MIXED-USE PROJECT**

Jade Enterprises is developing an eight-story complex at 11th and Main streets. It will replace a series of one-story commercial buildings with 379 apartments and 26,000 square feet of office, dining and neighborhood services space. Approximately 11% of the building’s residential units will be set aside for very low income households.

The project, designed by MVE + Partners, is highlighted by a mid-block pocket park, which will carve out a courtyard-like space with outdoor seating near the center of the building.

**MART SOUTH HOTEL**

Koreatown-based developer Jamison Services, Inc. plans to convert the six-story building at 124 E. Olympic Blvd., known as Mart South into a hotel. The hotel will include 149 guest rooms with ground-floor commercial space and rooftop dining. The project represents the fourth office-to-hotel conversion for the Fashion District in the past four years, joining ongoing projects such as The Hoxton and the already-operating Ace and Tuck Hotels.

**823 S. LOS ANGELES ST.**

Developer Uri Harkham is converting a small commercial building at 823 S. Los Angeles St. into 12 live-work apartments. The low-rise structure, located mid-block between 8th and 9th streets, already features ground-level commercial space. According to city records, the four-story structure was built in 1920 as a manufacturing facility.

**THE WESTERN PACIFIC**

The Western Pacific, located at 1023 S. Broadway, was purchased by Onni Group. The developer intends to convert the upper floors into more than 200,000 square feet of creative office space, while upgrading existing ground-level commercial space.

Onni will also add on-site amenities such as a tenant lounge, a fitness center, conferencing facility and potentially outdoor space.

**GREYCO BUILDING**

Plans to redevelop the Greyco Building at 754 S. Los Angeles St. were announced in 2013. The project will feature 54 live/work lofts.

**UNDER CONSTRUCTION**

**SPRING STREET TOWERS**

Holland Partner Group is developing a former parking lot at 732 S. Spring St. The 24-story tower features 308 residential and 7,200 square feet of ground-floor retail space. Plans call for numerous residential amenities, including a small pocket park along Spring Street. The project also offers a five-level parking garage with 400 vehicles stalls for residents of the tower and the adjacent Great Republic Lofts.

The building was designed by MVE + Partners and features a fabric weave pattern inspired by the Fashion District.



732 S. Spring St.

Across the street, the second tower at 755 S. Spring St. will have approximately 300 units and incorporate elements of classic Los Angeles architecture from the 1920s. Both towers are expected to be completed in mid-2018.

## THE HOXTON HOTEL

British developer Ennismore is converting the former L.A. Railway Building at 1060 S. Broadway into The Hoxton hotel with 164 guest rooms, multiple food and beverage venues, a spa, event space and a rooftop deck.

The adaptive reuse project was designed by GREC Architects, a Chicago-based firm which also worked on the nearby Ace Hotel. This will be the chain's fifth location, following establishments in London, Amsterdam, New York and Paris.

## PROPER HOTEL DTLA

Across the street from The Hoxton and adjacent to the Fashion District, the Kor Group is developing the Proper Hotel in the former YMCA building at 11th Street and Broadway. The adaptive reuse project includes the renovation of many of the building's historic spaces into 148 guest rooms and public areas, including a library, an indoor pool and a basketball court turned screening room.

## CALIFORNIA MARKET CENTER

New York-based Brookfield Properties has acquired a controlling stake in California Market Center from local firm Jamison Services, Inc. Located at 110 E. 9th St., the 13-story property has 1.8 million square feet of floor area, making it the largest wholesale mart in Southern California. Cosmetic improvements are being implemented immediately, with more intensive upgrades expected to be completed by 2019.

## 939 S. BROADWAY

Developer Barry Shy is converting a 12-story building at 939 S. Broadway into 151 residential units. The early

1920s building formerly housed operations for the Western Costume Company.

## BROADWAY LOFTS

The Broadway Lofts, also developed by Barry Shy, will feature 163 condominiums, 6,400 square feet of ground-floor retail space and parking for 202 vehicles and 186 bicycles.

As part of a requested transfer of floor area rights, the 12-story project will provide a community benefits package with funding for the Downtown Streetcar. The property is located at 955 S. Broadway.

## SOUTHERN CALIFORNIA GAS BUILDING

Barry Shy's third project in the Fashion District is the seven-story structure at 950 S. Broadway. The original headquarters of the Southern California Gas Company will be converted into a mixed-use complex with 30 live-work lofts and 7,500 square-feet of commercial floor area split between its basement and ground levels. The building will be restored to its original 1913 appearance.

## FLOR 401

Skid Row Housing Trust is constructing an 85,000-square-foot project at 707 Wall St. The six-story Flor 401 Lofts will have 100 residential units to house chronically homeless individuals, homeless veterans, and low-income persons with special needs.

## SIX FOUR NINE LOFTS

Skid Row Housing Trust is also developing a seven-story building with 55 affordable housing units at 7th and Wall streets. The Six Four Nine Lofts is one of the first projects to be funded by Measure HHH, a ballot initiative that provided \$1.2 billion in funding for permanent supportive housing.

## 1320 S. MAIN ST.

Developer Nepak Capital Property Investment, LLC is redeveloping the three-story industrial building at 1320 S. Main St. The top two floors of the building will be converted into four joint live/work apartments, while retaining the existing retail space.

*Broadway Lofts, 955 S. Broadway*



## COMPLETED PROJECTS

### ACE HOTEL DTLA

Ace Hotel opened at 929 S. Broadway in 2014 ushering in a new era for the Fashion District. The former United Artists Theater was completely renovated, and the upstairs offices were converted into 182 guest rooms. The hotel features a rooftop bar and pool, in-house restaurant and coffee bar. The downtown location was the second Ace Hotel in California at the time and the fifth in the United States.

### CITY MARKET SOUTH

City Market South, the first phase of the \$1-billion City Market project, sits on a 2.5-acre site at the corner of 11th and San Julian streets. It is part of a 10-acre site that formerly housed the City's wholesale produce market. Eight historic produce warehouses have been renovated into 75,000 square feet of creative offices and retail space by developer LENA Group.

The first-phase buildings wrap around a central landscaped courtyard, which is permeable to the street through

*City Market South, 11th and San Julian streets*



openings on both 11th and San Julian streets. Most of the property is leased. Current tenants include the architecture firm MASA Studio, developer LENA Group, clothing brand LoveStitch and visual effects company Drive Studios. Ground-level food and beverage venues include Cognoscenti Coffee and the Bologna-inspired restaurant Rossoblu. The Russo Brothers movie studio, AGBO and a cocktail bar have also been announced.

### BROADWAY PALACE

Developer Geoff Palmer completed construction of his two-building Broadway Palace development in 2018. Designed by Oakes Architects, it features 679 apartments and over 50,000 square feet of ground-floor commercial space on opposite sides of Olympic Boulevard. It also has a 1,152-car underground garage.

### HARRIS BUILDING

The seven-story Harris Building, at the intersection of 11th and Main streets, was converted into 52,000 square feet of office space. At street level, there's 6,500 square feet of retail and restaurant space, subdivided into five stalls fronting both Main and 11th streets.

### THE MAX LOFTS

Located at 819 Santee St., The Max Lofts features 96 live-work units and 3,247 square feet of commercial space. The project was Capital Foresight Development's second adaptive reuse project in the Fashion District after the Garment Lofts project.

### GRETHER & GRETHER LOFTS

The Grether & Grether Lofts at 730 S. Los Angeles St. was renovated by South Park Group. The design was done by David Lawrence Grey Architects who relocated to the building once completed. It features 72 lofts and 13,856 square feet of retail and mezzanine space. The building was originally commissioned in 1921 by the Grether Brothers, and is now a nationally registered historic landmark.



*Grether & Grether Lofts, 730 S. Los Angeles St.*

### DOWNTOWN EXECUTIVE MULTIPLEX

Completed in 2015, the Downtown Executive Multiplex at 221 E. 12th St. was renovated by Strategic Legacy Investment Group (SLIG). The 4-story 29,654-square-foot building, formerly known as the Santee Center, was originally built in 1989 and had previously housed discount retail on the ground floor with light manufacturing and storage space

above. The \$3.5 million renovation has attracted new tenants and converted the building into retail and executive office space.

### GARMENT LOFTS

Located at 217 E. 8th St., the Garment Lofts features 77 residential units and 3,479 square feet of ground floor retail. The Gothic Revival-style building was originally completed in 1926 and is one of the Fashion District's architectural gems, designed by the esteemed architect William Douglas Lee and built by prolific Downtown L.A. developer Florence C. Casler. The redevelopment project was completed in 2015.

### TUCK HOTEL

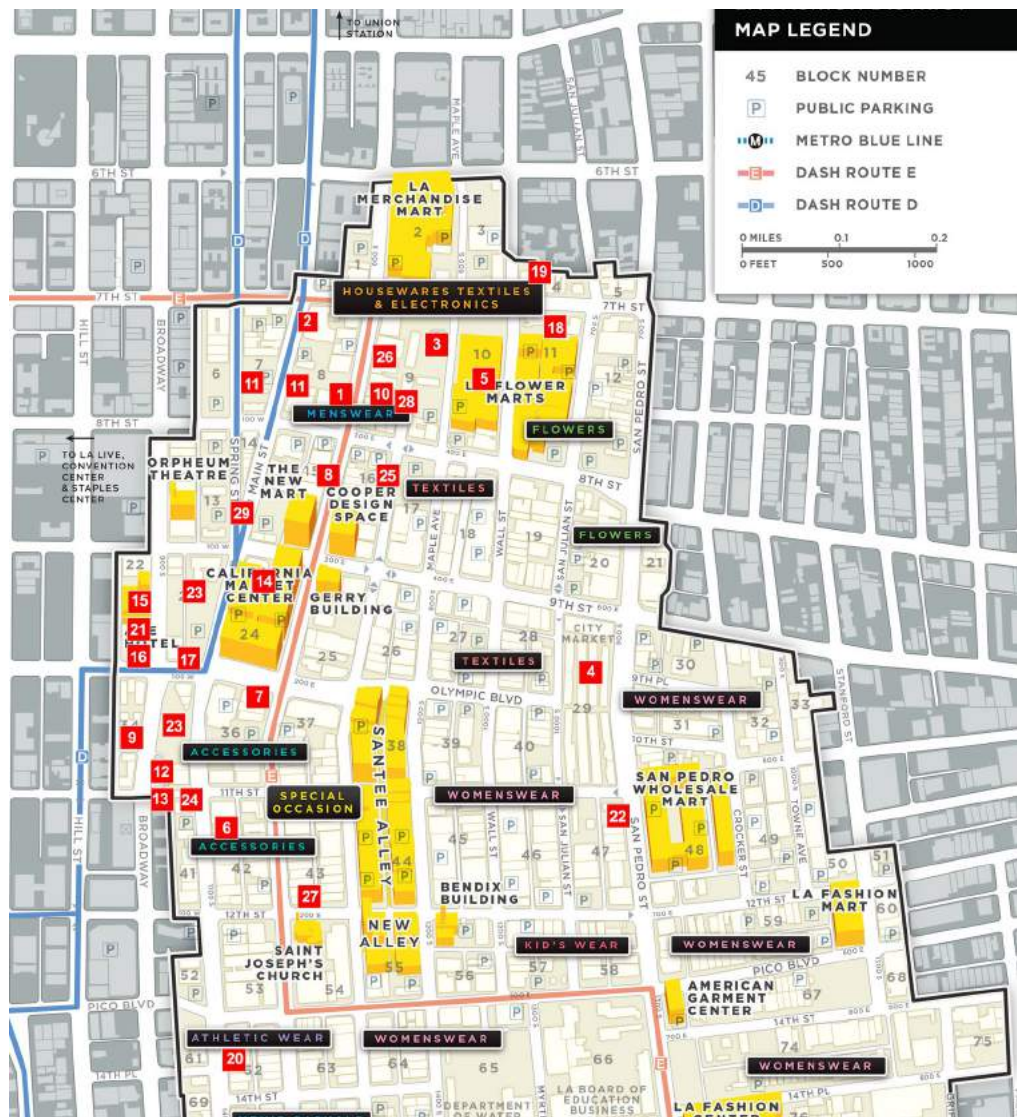
The 14-room boutique hotel at 820 S. Spring St. was completed in late 2016. The project developer, Chef Juan Pablo Torre is also the chef of the restaurant, and leads his hospitality group Tuck Ventures. It features a ground-floor restaurant and bar.

*This report was done in partnership with Urbanize.la, a development focused site covering projects in the Los Angeles area. Visit [Urbanize.la](http://Urbanize.la) and select the "Fashion District" neighborhood for the latest development projects in the district.*

[www.Urbanize.la](http://www.Urbanize.la)

## WHERE ARE PROJECTS HAPPENING?

29 DEVELOPMENT PROJECTS MAPPED



- |   |                                      |
|---|--------------------------------------|
| 1. Norton Building                      | 15. 939 S. Broadway                  |
| 2. Former Dearden's Building            | 16. Broadway Lofts                   |
| 3. Fashion District Residences          | 17. Southern California Gas Building |
| 4. City Market                          | 18. Flor 401                         |
| 5. Southern California Flower Market    | 19. Six Four Nine Lofts              |
| 6. Main Street Park & Mixed-Use Project | 20. 1320 S. Main St.                 |
| 7. Mart South Hotel                     | 21. Ace Hotel DTLA                   |
| 8. 823 S. Los Angeles St.               | 22. City Market South                |
| 9. The Western Pacific                  | 23. Broadway Palace                  |
| 10. Greyco Building                     | 24. Harris Building                  |
| 11. Spring Street Towers                | 25. The Max Lofts                    |
| 12. Hoxton Hotel                        | 26. Grether & Grether Lofts          |
| 13. Proper Hotel DTLA                   | 27. Downtown Executive Complex       |
| 14. California Market Center            | 28. Garment Lofts                    |
|   | 29. Tuck Hotel                       |





**LA FASHION DISTRICT  
TREND REPORT**

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## IN THIS ISSUE

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### 29 PROJECTS TRANSFORMING THE FASHION DISTRICT

In the next couple of years, the Fashion District will add 347,000 square feet of new creative office space and 510,000 square feet of new retail space.

### MORE DEVELOPMENT AND MORE RESIDENTS

By 2019 the district will have double the residents, totaling 5,000 units and nearly triple the hotel rooms.



[WWW.FASHIONDISTRICT.ORG](http://WWW.FASHIONDISTRICT.ORG)