

High-Rise Living Above LA: Views from Downtown's Skyline to Ocean's Surf

Just across the Harbor Freeway from Downtown Los Angeles, a truly unique adaptive reuse project is nearing completion. 1100 Wilshire, the redevelopment's name and address, has already cemented itself as the premier address in downtown Los Angeles. The design is unique, the amenities are inimitable, and the experience of living 37 stories above the action is irreplaceable. Whereas the low-rise buildings have no views to speak of and the high-rise buildings peer in to offices just across the street, 1100 Wilshire provides the rare opportunity to live amongst views that begin with the entire downtown skyline and end at the Pacific Ocean.

Imagine the scene: walking home from your downtown office, you enter the lobby of 1100 Wilshire at the corner of Wilshire Boulevard and Bixel Street. Arranging for concert tickets at Staples Center (also within walking distance), you ascend the elevator to your condominium home. You see the sun beginning to set as you open the door and gaze through your wall of windows. So you drop your bags, return to the elevator, and descend to the Sky Deck. At the Sky Deck you take a quick dip and then join your neighbors for a cocktail as you watch the sun set over the Pacific Ocean, pausing for a moment to marvel at the fact that you can see you left your desk lamp on at your office while dipping your toes in the pool.

In 2004, 1100 Wilshire was given new life when acquired by a development team that includes Forest City, The Martin Group, MacFarlane Partners and RAD Management. Recognizing the applicability of the building's outstanding location and breathtaking views, the development team embarked on an ambitious \$100 million-plus redevelopment of the building into the 228 sleek condominium homes it has become today.

The driving force behind 1100 Wilshire's successful 270,000 square foot residential conversion is the sweeping views afforded each and every condominium home by virtue of the lowest residential floor being 17 stories above the ground. And, by setting on top of the hill with most nearby buildings below this datum, the views are unobstructed.

The exception are the buildings that comprise the Downtown Los Angeles skyline,

which, in and of themselves, become a wonderful view, especially in the evening, when the setting sun over Santa Monica Bay reflects off of the night lights of the downtown towers. In fact, Santa Monica Bay itself is visible from most units at 1100 Wilshire.

Residents of the new condominium homes at 1100 Wilshire enter either through the secure parking deck or through a street level security-controlled lobby with soaring ceilings nearly forty feet high. Also on the ground floor is approximately 13,000 square feet of retail to serve both the residents' needs and continue the surge of street activity in the neighborhood.

The mix of homes includes studio, 1-bedroom, and 2-bedroom condominiums on floors 17 through 37. With an average size of 1,100 square feet, unit sizes range from 740 square feet to 3,650 square feet for a penthouse unit. Ceiling heights range from a minimum of over 10 feet to a maximum of 23 feet in selected units. There are also a limited number of two-story loft units, ranging in size from 1,002 to 1,833 square feet, and homes on the 17th floor with private patios opening on to the Sky Deck.

Individual units include granite countertops, stainless steel appliances, washers and dryers, wood floors, air conditioning, heat, and DSL

and cable hook-ups. And, another benefit, walls of windows fully capture the views of the entire Los Angeles basin.

The wedge-shaped glass-encased residential building sits atop a parking podium that provides abundant parking spaces necessary for the 20 floors above. Because the building was originally parked as an office building, all units are provided with two secured in-building parking spaces included in the price of each unit, as well as the opportunity to purchase two more secured in-building spaces as

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1100 Wilshire's View

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of Los Angeles landmarks including the Capitol Records building, Cinerama Dome and Dorothy Chandler Pavilion, the 130,000 square foot building, which has yet to be named, will be re-imaged by Brosh in a completely new fashion.

"We saw a need in Los Angeles for a lifestyle-driven hotel that caters to a customer looking for great design at a modest price," says Brosh. "Palisades Development Group has become known as a trendsetter in innovative, inspiring

and enduring architecture and design in Los Angeles, and each property in our collection stands to define a new branded lifestyle of uniquely-designed properties in some of Los Angeles' most desirable locations."

For more information on The Lofts @ Hollywood and Vine, visit www.theloftsathollywoodandvine.com. For more information on the Ostrich Farm, visit www.ostrichfarmlofts.com. For more information on Palihouse, visit www.palihouse.com



The Lofts at Laurel Court

Views

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well. Can you imagine a one-bedroom home with a four car garage? With so many attractions and activities within walking distance, residents will need a place for their cars, because they won't need to drive them.

The immediate neighborhood surrounding 1100 Wilshire is alive with residents and attractions, with more of both to come. With over 1,000 residential units already existing, the large majority of which have been built recently, and nearly 1,000 more units under development, the streets will be humming with neighbors visiting local restaurants and walking to or from the nearby Ralph's grocery store or a concert or sporting event at Staples Center.

With prices ranging from about \$550,000 to \$3.7 million, 1100 Wilshire is 90% pre-sold in anticipation of the nearly completed construction. And, while the units themselves provide modern and comfortable environments, the building's amenities add to the truly unique undertaking.

Included within the building for residents' use are a business center, private storage areas, screening room, and fitness center. But, it is the Sky Deck that is the true crowning glory at 1100 Wilshire. Located on the roof of the parking podium and, thus, 17 floors above the ground, the Sky Deck includes a heated lap pool, cabanas, barbeque area and fire pit, Jacuzzi, and community room. And, of course, there are the views.

And, because this is Los Angeles, the views and the outdoor amenities can be enjoyed nearly every day of the year more information is available on 1100 Wilshire's website, www.LivingAboveLA.com



Another great Downtown view (Metro417)



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