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

Imagine the scene: walking home from your downtown office, you enter the lobby of 1100 Wilshire at the corner of Wilshire Boulevard and Bosel 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 your neighbors for a cocktail as you watch the sun set over the Pacific Ocean, passing for a moment to marvel at the fact that you can see your 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 278,000 square foot residential conversion is the sweeping views afforded each and every condominium home. 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 1 through 17, and a 3-bedroom penthouse on the 18th floor. 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 1,831 square feet, and homes on the 17th floor with private patios opening 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-unit parking spaces included in the price of each unit, as well as the opportunity to purchase two more secured in-unit parking spaces as
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.

Metro 417 is truly redefining L.A. apartment living. The once Subway Terminal Building hasn’t lost any of its old world charm. It has only become more magnificent, keeping all that made it a landmark but adding an element of sophistication. The lobby is exquisite and the apartments spectacular with distinctive floor plans, premium finishes and modern essentials like Wi-Fi. Metro 417 also offers its residents pampering amenities like a rooftop spa and garden and club-level lounge. All of this just a short walk from the financial district as well as arts and entertainment, allowing you to stop commuting and start enjoying life.

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