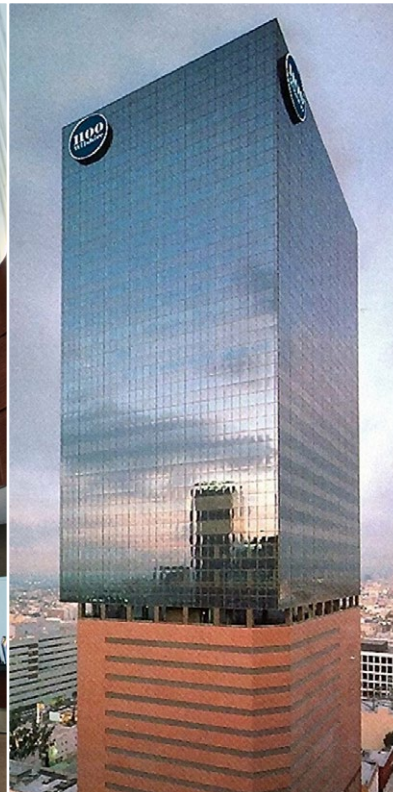


MARTIN



1100 Wilshire Blvd.

Los Angeles, California
228 Homes for Sale
10,000 sq. ft. Retail

CHALLENGE

This high rise office building was built in 1986 but was never leased. Located on the “other side” of the Harbor Freeway from downtown Los Angeles, it was viewed as being outside the core.

VISION

To see beyond an empty office building and imagining what was possible. With a 16-story parking garage, an open-air swimming pool on the 17th floor and 360 degree views from floors 17 through 37, residential seemed obvious to us.

RESULTS

The building was acquired and re-entitled in 2004 for some 228 condominium homes as well as retail and services at the street level. Its redevelopment has helped lead the residential renaissance of downtown Los Angeles.