

SHORT NARRATIVE

Located in L.A.'s evolving mid-city neighborhood, this adaptive-reuse project establishes a creative mix of retail, food, and office spaces by preserving an eclectic group of buildings while allowing tenants' identity to be a focal point. District La Brea has provided an opportunity to show the value of adaptive reuse and has been lauded by industry analysts and forecasters as a best case example in street retail. By revitalizing an outdated collection of buildings, new tenants have created a unique shopping, dining and work opportunity to what once was a forlorn stretch of Los Angeles.

Adaptive Reuse
Completion: Ongoing, Phase 1 - 2015
Commissioned
Los Angeles, CA



LONG NARRATIVE

Located in L.A.'s evolving mid-city neighborhood, this adaptive-reuse project establishes a creative mix of retail, food, and office spaces by preserving an eclectic group of buildings and targeted new construction while allowing tenants' identity to be a focal point. Sited on La Brea between 1st and 2nd streets, District La Brea now fits in seamlessly among a diverse and dense collection of residential, studio, and retail facilities.

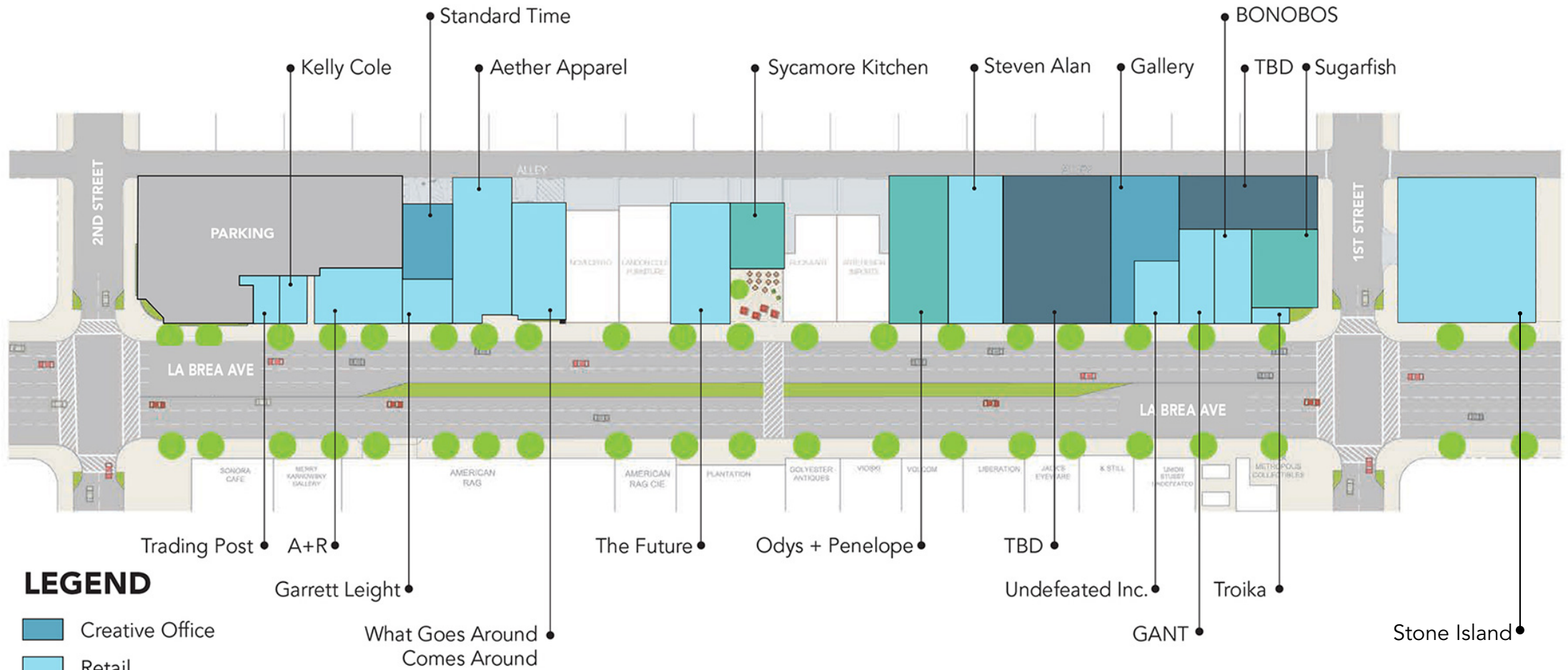
Originally a series of unattractive and closed off industrial buildings housing an automobile dealership and then the headquarters of Continental Graphics Corporation, the design intervention opens up 11 existing structures to embrace variation between storefronts and create a vibrant street presence. Wood truss ceilings, steel beams, and exposed brick were all historic elements that maintained the traditional fabric of the project, but translated to the unique aesthetic that defines La Brea. The size, shape and texture variance of the 11 buildings are attributed to the length of time it took for the original development to take shape, and now accommodate a tenant mix ranging from 600 SF to 20,000 SF.

In addition to re-use, the project also replaced a surface parking lot at the corner of 1st Street and La Brea with a new purpose built retail building. In order to maintain parking for the street, the new one story building provides parking on its rooftop.

The project's objective was to build a creative mix of restaurants, retail, and office space that would catalyze the continuous evolution of the boulevard and serve as a community amenity. The mix of tenants attracted to the project has been carefully curated to reflect the eclecticism of the buildings and provide street activity while using upper floors for creative office uses. The architecture reflects this curated approach with a series of highly customized store fronts and experiences. Creative use of art, color and façade treatments preserves the urban street aesthetic while allowing tenants' identity to be a focal point. A series of small courts and passages create social spaces and street side-landscape improvements to encourage social activity.

Updated storefronts incorporate expanded or newly added openings, thus creating a dynamic presence of merchants along the street. Facades were designed to be modern and understated in order to allow each space to showcase the real characteristics of their brand through large storefront windows. Material choices and details were selected on a bias of authenticity, being mindful that if too much was altered, the traditional buildings would be overwhelmed and take away the ability of each tenant to chart their own path.

District La Brea has provided an opportunity to show the value of adaptive reuse and has been lauded by industry analysts and forecasters as a best case example in street retail. By revitalizing an outdated collection of buildings, new tenants have created a unique shopping, dining and work opportunity to what once was a forlorn stretch of Los Angeles.



SCALE 1" = 100'







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