

south bay

DIGS™

FIND YOUR PLACE.

OCTOBER 6, 2017
DIGS.NET

TIMELESS TREASURE

A historic Hermosa Beach home on The Strand offers unsurpassed vistas and the rare opportunity of ownership

PRESENTED BY
NICK SCHNEIDER OF PALM REALTY BOUTIQUE
FEATURE ON PAGE 78

INSIDE
MODERN MEXICO
CONTEMPORARY EDGE
TRULY TIMELESS
THE MARKET
OPEN HOUSE GUIDE

ARCHITECTURE & DESIGN

PHOTOGRAPHS: SCG AMERICA

Architectural Showcase

PerLA on Broadway is set to boost DTLA's renewal with first-time homes complemented by a wealth of upscale amenities

WRITTEN BY WENDY BOWMAN

DEVELOPMENTS



Once a street struggling to survive, Broadway is back and better than ever. Now adding to the historic thoroughfare's resurgence is the first new large-scale development in more than a century. Named PerLA—Spanish for pearl—the \$300 million, 35-story CallisonRTKL-designed condo, residential and business tower promises to be an extravagant and stylish discovery in the heart of the city, much like the precious gem found in an oyster.

“Under Bringing Back Broadway—a recently completed 10-year initiative spearheaded by City Councilman José Huizar—the area has experienced a surge in new development,” says Hamid Behdad of developer SCG America. “This project will be a catalyst for further redevelopment in the neighborhood, as well as an integral part of [the] plan to revive this historic corridor. The project will also finally fill a void in the market by catering to first-time millennial homebuyers.”



Situated at 400 S. Broadway St., on the corner of 4th Street—on a .85-acre parcel that previously held 1980's-era retail storefronts—PerLA on Broadway will offer 7,000 square feet of ground level retail and commercial space, as well as 450 residential condo units ranging from 400 to 1,300 square feet, priced from the mid-\$400,000s. Groundbreaking was held in late September, with the project slated for completion in 2020. Presales are set to begin in spring 2018.

Expect contemporary Hirsch Bedner Associates-designed environs that recall the area's historic roots, replete with textured metal screens inspired by the ornate wrought-iron grilles and vintage railings of adjacent historic buildings complemented by modern materials, technologies and finishes. Yet other highlights include a lavish lobby boasting intricate art-deco details (such as a floating registration desk finished with a deep-rich lacquered green), along with a four-story, sky-lit atrium holding a fitness center, yoga/Pilates rooms, media room and WeWork office spaces.

“HBA's finish selections incorporate creative ways to utilize classical materials in a contemporary application,” says HBA associate Richard Tennill. “Luxurious veined marbles laid in a playful manner share the space of the lobby with textural painted corrugated metal panels expanding the full height of the space. Rich wood floors fold up the walls to create a wainscot element, which in instances, creates a ledge or hides warm LED up-lighting. Patterned tiles create graphic repetition in an art-deco manner, yet with a contemporary look.”

Other standouts at PerLA on Broadway: 48,000 square feet of outdoor space spanning the roofs of the lower podium and tower. There one will find a pool deck offering sweeping views of the city; decks and kitchens; cabana lounges and seating areas; and fire pits and grilling areas. There's even a dog walk, complete with an owner's lounge and grooming station.

PERLA ON BROADWAY
400 S. BROADWAY ST., LOS ANGELES, CA 90013
PERLAONBROADWAY.COM

