

## **1600 Vine Apartments “ A One of a Kind Mixed Use Community”– Open and Leasing Up !**

1600 Vine Street at Hollywood and Vine

Los Angeles (Hollywood), California, 90028

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www.1600vine.com

### **Community Description:**

1600 Vine is ready for its close up. Located on the historic Hollywood Walk of Fame at Hollywood and Vine, this hip, breakthrough mixed-use, adaptive reuse rental community is a \$250 million dollar TOD and retailing phenom by Legacy Partners Residential. It shares a city block and grand valet parking entry and podium with the W Hotel Hollywood (305 rooms) and W Residences for Sale (143 units) - and sits above the MTA rail and bus station.

Primary renters are the sweet spot target market – 25 to 40 year old professionals who work and play in the entertainment industry. In less than five months, 103 apartments leased.

Ground floor retail is occupied by nationally-known Trader Joe's, Wells Fargo Bank, and Café Entourage. 1600 Vine shares its entry court with the W Hotel that boasts the famous 30,000-square-foot Drai's Hollywood nightclub, one of the most popular rooftop club destinations in LA. Additionally across the Motor Court in the W Hotel is the Delphine's restaurant and Bliss Spa.

### **The Facts:**

- 375 apartments (297 market rate, 78 affordable)
- 32,595 square feet retail
- 215-space onsite public parking
- 6<sup>th</sup> floor pool, spa, outdoor fireplace, gas barbeques
- Lounge with LCD TVs, billiards, bar and catering kitchen
- Fitness studio with cardio, free weights, boxing bag, yoga/Pilates room
- Multiple outdoor furnished lounges with hillside/city light views
- 11<sup>th</sup> floor rooftop terrace featuring outdoor fireplace, LCD TV, lounges, Zen garden
- Featured artwork of world-renowned installation artist Jennifer Steinkamp
- Executive conference room, fully-equipped business center
- Concierge service including Trader Joe's grocery delivery, in-home dining from Café Entourage, 24/7 valet parking available

### **Summary of Achievements**

In a first-of-its-kind community, Legacy Partners developed this pet-friendly, mixed use, adaptive reuse TOD (Transit Oriented Development) community that integrates each element seamlessly so renters of the 12-story property truly have it all in the heart of Hollywood. The vision that recaptures the Golden Age of Hollywood in today's fast-paced, celeb-driven LA, is artfully executed by the partnership of Legacy Partners, the W Hotel and LA's Community Redevelopment Agency. The result – a revitalization of old Hollywood with housing located over a metro transit station where residents can walk to work, shop, and immerse themselves in entertainment, its industry and culture.

A ten year collaborative effort, 1600 Vine provides apartments, shopping and retail services that reduce traffic and commute time and reinvigorate an iconic community. Residents walk to live theater like the Pantages, businesses like Capitol Records, culture spots and other popular hotels, restaurants and shops. Above it all shines the Hollywood sign – visible from many 1600 Vine apartments.

While this must-live property provides a 215-space onsite public parking lot, it actively supports its

environmentally conscious position as a Transit Oriented Development. Sitting directly over the MTA rail and bus station, 1600 Vine puts the resources of Los Angeles within a few minutes ride in any direction.

In addition to 297 market-rate units, 1600 Vine adds 78 much-needed affordable units to the city. Once inside 1600 Vine, it's all about smart living and luxury. Chic, spacious flats (with raw concrete accent walls) and lofts feature designer-selected interiors, Energy Star appliances, and views of the Hollywood Hills and downtown LA.

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**Top three reasons why this community is exceptional:**

1. **Product** – 1600 Vine is a first of its kind transit oriented, mixed-use community featuring market rate and affordable apartment units, retail, a dedicated public parking lot -- located above a metro rail with an onsite bus station. Its design, architecture and common area amenities complement its urban location and it offers limitless live, work and play activities for renters -- onsite. Interior apartment features and a multitude of floor plan configurations give renters a vast choice of homes, views, and price points.
2. **Location** – Located at the iconic corner of Hollywood and Vine in Hollywood, California, this unique development contributes to the revitalization of Old Hollywood by creating a destination environment and pedestrian-friendly community of renters, homeowners, hotel guests, shoppers, and restaurant, club and cultural patrons. A Transit Oriented Development and offering affordable and market rate rental housing, it meets multiple community needs in the heart of Hollywood and Los Angeles.
3. **Lifestyle** – Much like the Hollywood Walk of Fame and its 70 stars imbedded in walkways outside its doors, 1600 Vine embraces the area's lifestyle. From its retro-Hollywood cutting-edge interior design to its hip, Millennial and Gen X-appealing features and amenities, 1600 Vine captures the aspirational lifestyle of these professional, club-hopping renters. They work hard, play hard and want what they want now. Whether working at home or in LA, 1600 Vine and its highly-calibrated Legacy management, concierge and maintenance team provides the environment and service resident's demand. Freeway-close for commutes, onsite transit just underground, allow residents to get work conveniently. Once home, they can cocoon, chill out and workout in their apartment home or hit the club scene – just steps away. At 1600 Vine, you CAN have it all.