

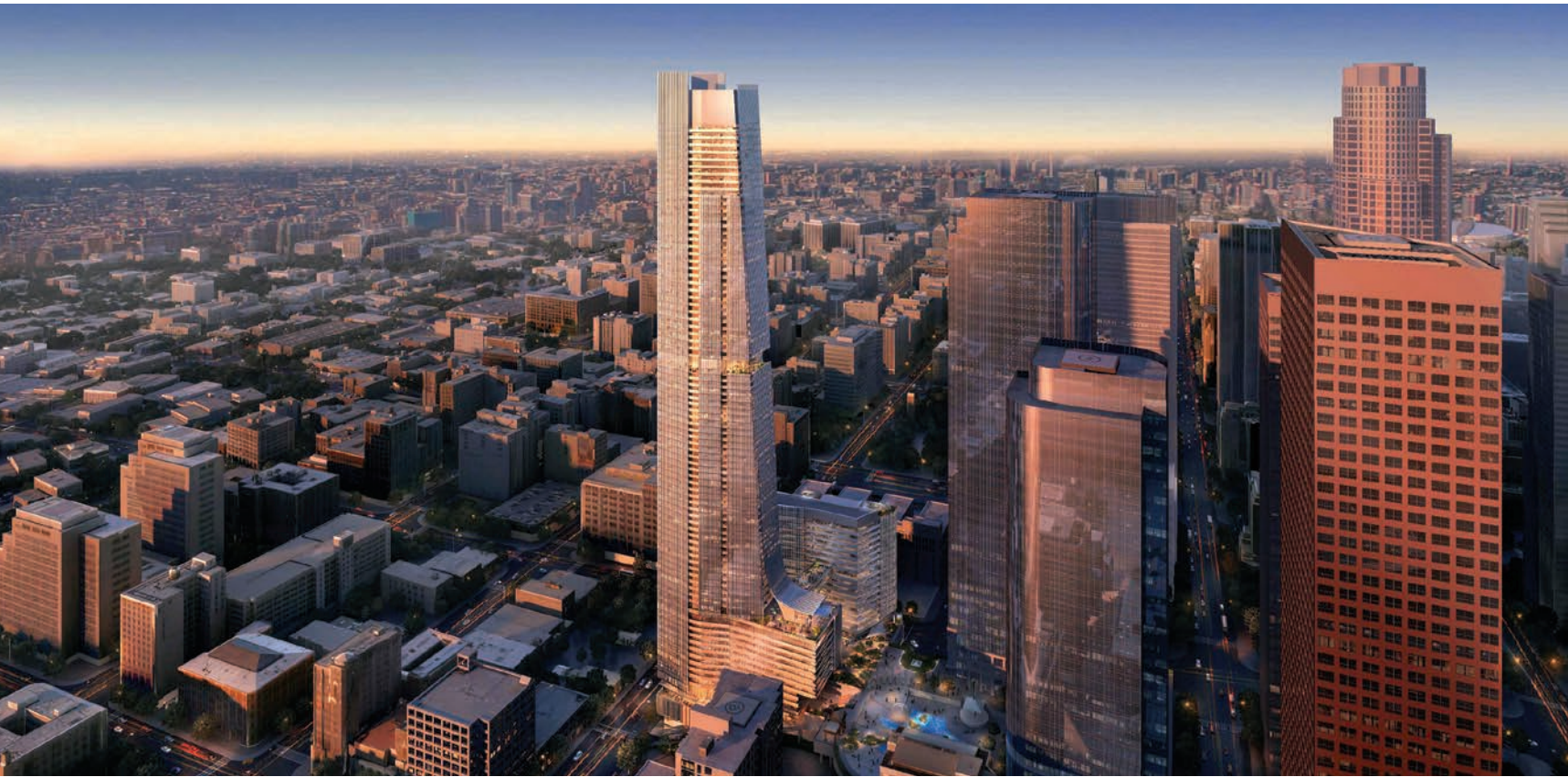
feature | 专 辑

URBAN 城市进化论 EVOLUTION

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Los Angeles is known more for sprawling leafy suburbs than a thriving urban core, but this is set to change as developers — including a number from China — build new projects that bring density and walkability to downtown. 让洛杉矶闻名于世的不仅有欣欣向荣的市中心，更是它广袤葱郁的郊区；近来，随着地产开发商建造越来越多的新项目（包括来自中国开发商的项目），洛杉矶市中心的密度和便利性也在不断提升。





“ STARTING IN THE EARLY 2000s, A NUMBER OF GOVERNMENT INCENTIVES HAVE PROPELLED DEVELOPMENT IN THE CITY CENTER AND THE URBAN LANDSCAPE IS CHANGING. 自本世纪初开始, 政府开始采取激励措施推动市中心的发展, 城市景观也开始悄然发生变化。 ”

Walking the streets of downtown Los Angeles one can still see traces of the area's former glory. As buildings are gutted and renovated, majestic art-deco facades occasionally peak out from behind the scaffolding. In its heyday, downtown L.A. was home to a bustling theater district, flagship department stores and a number of grand hotels and residences. But the exodus from downtown, which began in the 1950s, saw Americans embrace a suburban lifestyle. Over time, the thriving city core was reduced to a cluster of abandoned buildings and a resident population of just 10,000 people.

Starting in the early 2000s, however, a number of government incentives have propelled development in the city center and the urban landscape is changing. Historic buildings are being revived, an arts district has emerged, and shiny new towers are being designed for the 24-7 lifestyle found in urban centers like London or Hong Kong.

The Ritz Carlton LA Live was the first new-build luxury condominium to enter the downtown market back in 2010. Now, a number of new projects

走在洛杉矶市中心的街道上, 人们仍然可以感受到它昔日的辉煌。随着一座座建筑被推倒和翻新, 从脚手架后露出宏伟的艺术装饰外墙。在洛杉矶的全盛时期, 市中心热闹非凡, 聚集了剧院区、百货商店、豪华酒店以及住宅区。但是, 1950年代, 因为倡导郊区生活方式, 人们开始搬离市中心。光阴荏苒, 曾经繁荣的市中心一度萎缩, 居住人口仅1万。

自本世纪初开始, 政府开始采取激励措施推动市中心的发展。城市景观也开始悄然发生变化。古老建筑焕发新生, 艺术街区初见规模, 和伦敦、香港一样, 为适应都市生活打造的高楼一座座拔地而起。

2010年, 洛杉矶丽思卡尔顿是第一家进驻市中心的豪华项目。目前, 更多的新项目正在启动, 其中很多是由中国开发商打造, 项目每平方英尺价格超过1,000美元。

房地产公司Transwestern的数据显示, 在18宗市中心的土地交易中, 中国开发商参与了7宗, 交易额超过1,900万美元。他们的开发计划包括成千上万的新建住宅单元, 这些新住宅将从根本上改变城市的天际线。“当这些宏伟的项目全部完工后, 必须重新拍摄洛杉矶市中心的明信片了”, 高力国际洛杉矶办事处执行副总裁Mark Tarczynski感慨道。





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CHINESE DEVELOPERS ARE EXPERIENCED CREATING LARGE-SCALE LUXURY PROJECTS AND CREATING THE TYPE OF SEAMLESS LIVE-WORK-PLAY LIFESTYLE.

中国开发商拥有开发大规模高档都市项目的丰富经验。

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are underway, a large number of them by Chinese developers, and many selling for over US\$1,000 per square foot.

According to real estate firm Transwestern, developers from China have been involved in at least seven of 18 land deals downtown in excess of US \$19 million. Their development plans include thousands of new residential units in soaring skyscrapers that will fundamentally change the city's skyline. "When all these megaprojects are finished, they're going to have to reshoot the postcard picture of downtown L.A.," says Mark Tarczynski, executive vice president for Colliers International's L.A. office.

The first to break ground was Greenland USA's US\$1 billion Metropolis. Then last year Oceanwide Holdings announced plans for Oceanwide Plaza an ambitious mixed-use project opposite the Staples Center. The project will span nearly 1.5 million square feet across three buildings, including a 53-story Hyatt Hotel with 164 branded residences. The luxurious apartments will range from 1,065 to 2,720 square feet, and, starting on the 50th floor, the penthouse collection will include half-floor and duplex residences ranging from 5,500 to 8,775 square feet.

Scheduled for completion in 2019 Oceanwide Plaza will also include a sprawling two-acre amenity deck with gardens and tennis courts. From street view, a meandering LED ribbon will conceal the parking garage. There will also be several floors of open-air retail and restaurant and entertainment space. "We hope to re-shape not the skyline in downtown, but also everyone's lifestyle," says Thomas Feng, CEO of Oceanwide Plaza.

Certainly, Chinese developers are experienced creating large-scale luxury projects and creating the type of seamless live-work-play lifestyle that urbanites have come to expect. But the latest projects announced by

绿地美国价值10亿美元的大都市项目率先破土动工。去年，泛海控股宣布了将在斯台普斯中心对面建设泛海广场，这是一个宏大的多功能项目——占地近150万平方英尺，包括一座53层的凯悦酒店和164间品牌公寓。豪华公寓的面积从1,065平方英尺到2,720平方英尺不等，顶层公寓从第50层开始，将包括半错层和复式住宅，面积从5,500到8,775平方英尺。

泛海广场计划于2019年完工，包括一个占地两英亩带花园和网球场的休闲露台；街道景观方面，一条蜿蜒的LED全彩显示屏将停车场隐藏起来，还有几层露天零售店、餐厅和娱乐空间。泛海广场的首席执行官 Thomas Feng表示：“我们希望重塑的不仅是城市天际线，更是每个人的生活方式。”

当然，中国开发商拥有开发大规模高档项目，创造都市人期待的工作、生活、娱乐的无缝衔接生活方式的丰富经验。最近，中国开发商宣布的住宅项目单元也越来越紧凑，美国西岸最大的房地产销售公司之一Polaris Pacific的副总裁兼区域经理Mike Akerly表示，“（中国开发商）正处于令人瞩目的发展趋势的最前沿，致力于为客户设计非常实用的住宅单元及单元组合。”

南希望街1113号是富尔顿街风险投资公司的开发项目，该公司隶属于广州富力地产。Akerly介绍说：“即使是两居室，空间利用率极高，平均不到1,000平方英尺——这使开发商可以瞄准千禧一代和南加州大学学生的父母。这幢28层的产权公寓将于今年夏天上市，共200套住宅，配套设施完善，建于面积超过5,000平方英尺的沿街零售空间和停车场之上。

上海建工美洲在临近的百老汇Perla公寓也采用了类似的策略。35层的多功能大厦拥有450个单元和4.8万平方英尺的公共室外空间，以及沿街面的商业零售。单位面积从400到1,300平方英尺不等，起价35万美元。Akerly认为，该项目的主要卖点在于步行距离内应有尽有——在交通拥堵令人头疼的城市里确实是一种奢侈。



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THE GRAND, DESIGNED BY ARCHITECT FRANK GHERY, IS A SERIES OF STACKED VOLUMES CLAD IN REFLECTIVE SILVER FAÇADE.

“The Grand”由建筑师Frank Ghery担纲设计, 建筑由一系列堆叠效果的结构组成, 包裹着反光的银色外立面。

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Chinese developers also show a trend toward more efficient units, says Mike Akerly, Vice President and regional manager at Polaris Pacific, a high-density real estate sales and marketing firm. “They are at the forefront of an interesting trend, an effort to target a wide demographic by designing very efficient units and a very efficient unit mix.”

1113 South Hope Street, a project by Fulton Street Ventures, an affiliate of Guangzhou-based R&F Properties, will comprise over 55% studios and one-bedroom apartments. “Even the two-bedroom units are very efficient in size, below 1,000 sq ft on average. This allows developers to target millennials and parents of children at USC,” Akerly says. The 28-story condo building, which comes onto the market this summer, will have 200 residences and a robust amenity package all set above 5,000 square feet of street-fronting retail space and a parking garage.

Nearby, Shanghai Construction Group America’s Perla on Broadway employs a similar strategy. The 35-story mixed-use tower will have 450 units and 48,000 square feet of common outdoor space also set above street-level retail. Unit sizes will range from 400 to 1,300 square feet, with pricing starting from US \$350,000. A big draw, Akerly says, is that so much is within walking distance -- truly a luxury in a city that is notoriously clogged with traffic.

The shift in condo positioning appears timely. After selling the majority of units in its first tower, Greenland USA recently announced it wouldn’t complete Metropolis and instead, sell off two of the remaining tower blocks for an undisclosed price. Reportedly condo sales have slumped since September, at which time Greenland had sold about 80 percent of the roughly 500 units in Tower 1, and some units in Tower 2.

产权公寓的定位转变适逢其时。绿地美国在售出了第一座塔楼的大部分单元后, 最近宣布将不会完成整个大都市项目, 而是按未披露的价格出售剩下的两座塔楼。据报道, 9月份以来, 产权公寓的销售大幅下滑, 当时绿地公司售出了1号楼500个单元中的80%及2号楼的部分单元。

“拥有1,500个单元的单个开发项目在这个市场上前所未见”, Mike Akerly说道, “如果现在启动如此规模的项目, 开发商可能需要决定融入酒店和多功能单元。”

从大都市项目可以吸取一些经验教训, Akerly认为, 但开发商们没有退却。相反, 最近又有一些综合体项目宣布启动: 三家美国开发商Peebles Corporation、MacFarlane Partners和Claridge properties 成立的合资公司Angel’s Landing将开发两栋综合性塔楼, 一栋是高耸入云的88层地标建筑, 另一栋24层。项目共有425间出租公寓、250间产权公寓、SLS酒店和Mondrian酒店。据报道, 产权公寓部分位于52层以上。

在迪士尼音乐厅街上, 一个名为“The Grand”的新项目即将启动。该项目由瑞联集团负责开发, 建筑师Frank Ghery担纲设计, 包括电影院、商铺和39层高的住宅楼。建筑效果图呈现建筑是由一系列堆叠效果的结构组成, 包裹着反光的银色外立面。



尽管有很多新项目进入市场，但经纪公司认为，不会出现供应过剩的风险。“总的来说，我认为，到目前为止公寓市场供应不足，而且将继续供应不足，”Akerly说。在市中心，产权公寓只占新产品的3%；其余的则是出租房。鉴于洛杉矶住房短缺，为了满足当前的需求，每年需要建造3万套住房，去年仅新增了2.6万套，更多的公寓开发商将进入市场。

很多人拒绝相信，自经济衰退后洛杉矶人会愿意以同等的价格购买四四方方的公寓，而非配备庭院和游泳池的郊区别墅。但随着市中心逐渐成为24小时开放的社区，老城区将重现活力，洛杉矶人开始搬回城里。

百老汇Perla项目是“重振百老汇大道”的一部分，该计划为期十年，旨在复兴百老汇走廊，包括超过100万平方英尺的商业零售区、修复一新的剧院和重新引入的市中心有轨电车。

该复兴计划主要以百老汇贸易中心为基础，这是一座占地110万平方英尺的艺术风格建筑，始建于1908年。翻修计划包括一个意在媲美伦敦哈罗德百货公司的两层食品大厅，20万平方英尺的零售空间和40万平方英尺的创意办公区。屋顶的早期效果图展示了露天餐厅和酒吧、都市农场、酒店和游泳池以及“开井”四周的外部平台——嵌入建筑内部的“开井”大大增加了照明。

设计公司Omgivning的负责人和创始人Karen Liljegren指出：“百老汇曾是主要的剧院和夜生活区。现在，这座城市想要重返其商业和娱乐中心的地位。”目前，夜晚的市中心依然空旷冷清，但随着时间的推移，市中心将与洛杉矶绿植覆盖的郊区林荫大道媲美，给人们带来更多的选择。 **LP**

“A development with 1,500 units is a scope that hadn’t been seen in this market,” says Mike Akerly. “If you were starting the project now you might decide to include a hotel component and a multi family unit as well.”

There may be lessons to learn from Metropolis, Akerly says, but developers certainly aren’t backing away. On the contrary, a number of additional mixed-use projects have recently been announced. Angel’s Landing, a joint venture from three American developers, Peebles Corporation, MacFarlane Partners, and Claridge properties will feature two mixed-use towers, a soaring 88-story landmark and a more modest 24-story structure. The project includes a total of 425 rental apartments, 250 condominiums, an SLS hotel and a Mondrian hotel. Condos are reportedly set to begin on the 52nd floor.

And down the street from Walt Disney Concert Hall, a new project called The Grand has also been announced. Developed by Related Companies and designed by architect Frank Gehry, The Grand will include a movie theater, shops and a 39-story residential tower. Early renderings show a series of stacked volumes clad in a reflective silver façade.

Despite the number of new projects entering the market, agents are confident there is no risk of oversupply. “Overall I would say the condo market thus far has been undersupplied and it will continue to be undersupplied,” Akerly says. Condominiums comprise only 3% of new product in downtown; the rest are rental buildings. And given L.A.’s housing shortage -- to keep up with current demand the city needs to build 30,000 units a year, and last year it added just 26,000 -- more condo developers will likely get into the game.

Until now, some have been reluctant to make a post-recession bet on the willingness of Angelinos to buy boxy condos for the same price as a house with a yard and swimming pool. But as the downtown core becomes more of a 24-hour community and old city blocks are revitalized, they are slowly making their move.

Perla on Broadway is part of the wider Bringing Back Broadway Vision, a ten year plan to revitalize the Broadway corridor that will include over a million square feet of retail, restored theaters and the reintroduction of the downtown streetcar.

Anchoring the revitalization plan is Broadway Trade, a 1.1 million square foot beaux-arts style edifice first built in 1908. Plans for its renovation include a two-story food hall that aims to be on par with Harrods in London, 200,000 square feet of retail space and 400,000 square feet of creative offices. An early rendering of the roof shows open-air restaurants and bars, an urban farm, a hotel and swimming pool as well as outside decks organized around ‘light wells’ that will be carved into the building to add illumination.

“Broadway used to be the leading theater and nightlife district,” says Karen Liljegren, principal and founder at design firm Omgivning, who is handling the conversion. “Now the city wants to revive it as a commercial and entertainment center.” For the moment, downtown still empties out significantly in the evenings, but over time, the city core may rival LA’s leafy suburban boulevards. **LP**

