



Luma



Creating Inviting Spaces

Luma, our second mixed-use residential tower in downtown Los Angeles' South Park, is a block away from our first project and demonstrates our commitment to transforming South Park into a vibrant neighborhood. Our research indicated that LA was ready for real urban living. People are tired of spending time in their cars. They are looking for a more culturally and socially engaging lifestyle. South Park was an ideal location as it is two blocks from a light rail station, close to the Staples Center and other entertainment options, and adjacent to almost 400,000 jobs downtown.

Luma, an artfully designed 19-story tower with 236 one- and two-bedroom homes, penthouse units and two, 2-story live/work townhomes, creates a sense of place with ground floor retail and an elevated terrace pool and courtyard which is shared with our neighboring property, Elleven. Other Luma amenities include hardwood floors, stainless steel appliances, walk-in closets, slab kitchen counters, designer fixtures, full building WiFi and a concierge.

Like our other South Park projects, Luma employs a number of sustainable practices including an abundant use of natural light; use of low-emitting materials and finishes such as odorless paint; water efficient fixtures, appliances and landscaping that result in a 30 percent reduction of water use; and a strong emphasis on the use of both locally manufactured and highly recycled content construction materials such as wheat board cabinetry and bamboo flooring. Luma is on track to be certified LEED Silver by the U.S. Green Building Council.

Luma is being developed by The South Group, a joint venture between Williams & Dame Development and Gerding Edlen.

LOCATION	Los Angeles, CA
LEED STATUS	Silver (anticipated)
PROJECT VALUE	\$122 Million
TIMELINE	June 2005 – June 2007