



The green lifestyle has already affected what we wear, what we eat and what we drive, and now it's about to transform an entire neighborhood in Downtown Los Angeles.

At first glance, the South Group's three new sleek towers (Elleven, Luma & Evo), which make up the bulk of the South Park area, define luxury high-rise living at its best. Beneath their exteriors, however, are a few things most developers don't consider.

The new lofts were constructed with locally manufactured materials, recycled wheatboard cabinetry, bamboo flooring, and low VOC (volatile organic compounds) paints, caulking and glues. They also feature highly efficient energy systems and water fixtures. "We aren't doing this because

we think it will sell condos," says Tom Cody, principal of The South Group. "It's the right thing to do. It's in our DNA." And government leaders are taking notice of The South Group's innovative and eco-conscious designs. The Elleven structure is the only high-rise in California to receive the Leadership in Energy and Environmental Design (LEED) Gold Certification, which is the second highest rating a green building can receive.

The area's street scene was also developed with sustainability in mind. In addition to wider, more pedestrian-friendly sidewalks, the developers included benches, bike racks, lush gardens and open green spaces, walkways through fountains and several community gathering spots. Cody says all of these ideas were a big part of the planning

process. "My hope is that it feels like a village. People will be riding bikes, walking around in a safe environment,

and it will have a type of magical character once only available in the suburbs."

Additionally, all three towers are steps away from the Metro Blue Line and several bus routes, encouraging the use of mass transportation and making it easy to enjoy the many surrounding cultural, entertainment and nightlife hotspots. One of the biggest entertainment venues, LA Live, is within walking distance from the towers.

The South Group community — downtown's first new neighborhood in 23 years — is quickly taking shape, despite the current real estate downturn. All 176 units in Elleven sold out before its completion in April 2006, Luma is in its final selling phase, and Evo will be completed in a only a few short months. Cody is ecstatic, saying, "Los Angeles has always been on the cutting edge. Angelenos wear their values on their sleeves and living in The South Collection will show you care about the environment. This is world-class housing for people who want to engage in a new urban LA."

Re-Shaping Downtown LA

The South Group Welcomes Angeleno to the new Emerald City

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