

## Press Release

### **A&R and PRG Partnership Completes Value-Add Repositioning of Creative Project in Arts District (Downtown LA)**

**Los Angeles, CA. February 19, 2016:** A partnership of Artist & Recreation (A&R) and PRG Investment & Management, Inc. (PRG) announced several new lease signings and new financing with City National Bank for its property located on the southwest corner of Mateo St. and 7<sup>th</sup> St. in the Arts District of Downtown Los Angeles.

The property, which consists of eight units comprising approximately 15,300 square feet and a large 11,700 square-foot parking lot, was 40% vacant upon acquisition by the partnership in early 2014. At the time, the anchor tenant was in bankruptcy and other tenants included a check cashing depot and a rundown liquor store.

The partnership's plan to strategically invest in the property and attract a high quality creative tenant mix came to fruition in 2015 with the opening of Everson Royce Bar, a new restaurant and bar led by James Beard Award winning chef Matt Molina in collaboration with Randy Clement of Silverlake Wines. Mr. Molina is one of the most sought after chefs in Los Angeles and joined ERB after nearly a decade as chef de cuisine for both Osteria Mozza and Pizzeria Mozza.

"It's an honor to have ERB on our property and to be associated with such a talented team," said Ezra Callahan of A&R. "Their amazing food and beverage program is the perfect fit for the space and its large outdoor patio."

Mr. Clement and his partners in Silverlake Wines also opened a second outlet of their famed wine store on the property, replacing the prior liquor store with an upscale wine shop and tasting room. Other newly-signed tenants included a technology firm, which converted a 5,900-square-foot bow-and-truss warehouse into an office and R&D space, and The Good Liver, a retail boutique offering high-end personal products and housewares.

"We are very pleased with the results in repositioning and attracting a high quality and interesting tenant mix," said Britten Shuford of PRG. "Upon acquisition, the project had major challenges and our partnership worked hard to execute our game plan and ultimately exceed our projections."

The project was financed through a loan from City National Bank. "We are so pleased to be able to support these real estate entrepreneurs toward realizing their vision to help remake and revitalize downtown Los Angeles," said Mark Forbes, head of real estate for City National Bank. "This is the perfect example of the right people with the right project at the right time. We are very excited about the future of downtown and delighted to be helping to finance this renaissance."

## **About**

**Artist and Recreation (A&R)** a real estate investment and management group focused on hospitality and nightlife projects throughout Southern California. A&R is a partner in the new ARRIVE hotel brand, which premiered in Palm Springs in early 2016, with future locations underway in Austin and Los Angeles. A&R also partnered on the Regent Theater in Downtown Los Angeles, converting a historic theater into a 1,000-capacity live music venue, restaurant and bar. [www.artistandrecreation.com](http://www.artistandrecreation.com)

**PRG Investment & Management, Inc.** is a fully integrated real estate company focused on investing, operating and developing in high growth areas within California with an emphasis on Southern California. The firm is based in Los Angeles and focused on hospitality, creative and industrial properties with a strong value-add component. New boutique hotel projects include restoration projects in Laguna Beach, Indian Wells and Hollywood. [www.prgim.com](http://www.prgim.com)

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