

# THIS WEEK'S LA DEAL SHEET

May 18, 2016 | Karen Jordan, Bisnow, LA ✉

New Urban West's 1301 Colorado, a creative office project along **Santa Monica's** new Metro Expo Line is being unveiled Friday. The unveiling will coincide with the opening of the **Expo Line** expansion to Santa Monica.



*Adam Browning*

*Bisnow* caught up with New Urban West principal and president **Adam Browning** to find out more about the development.

The project is a rare, freestanding, single-tenant building in **Silicon Beach**. Adam refers to the Expo Line coming to the area as a "game-changer."

New Urban West bought the **17k SF**, 1960s-era building early last year. **Ehrlich Architects** designed the creative space. Adam says the firm "helped us reimagine the building focusing on attributes that highlight best what Silicon Beach has to offer."

Adam (whose twins, Lilly and Max, pictured, helped tag the creative office) says he is looking for a tenant who is "the right group that's looking to make a marquee statement with their space."

It took **six to nine months** to transform the building, according to Adam.



*New Urban West*

As part of the launch, New Urban West is working with **ArtCenter College of Design** to create an Expo Line-themed pop-up mural on the building's exterior.

The building features an open floor plan, soaring ceilings, reclaimed wood, steel and concrete finishes, and storage for bikes and surfboards, Adam says.

While Friday is the opening celebration of 1301 Colorado, the redesign is expected to be completed by the end of the year.

Read more at: [https://www.bisnow.com/los-angeles/news/commercial-real-estate/this-weeks-la-deal-sheet-60215?be=jackskelley%40jspri.com&utm\\_source=Newsletter&utm\\_medium=email&utm\\_campaign=wed-18-may-2016-000000-0500\\_los-angeles-re?utm\\_source=CopyShare&utm\\_medium=Browser](https://www.bisnow.com/los-angeles/news/commercial-real-estate/this-weeks-la-deal-sheet-60215?be=jackskelley%40jspri.com&utm_source=Newsletter&utm_medium=email&utm_campaign=wed-18-may-2016-000000-0500_los-angeles-re?utm_source=CopyShare&utm_medium=Browser)