

CSQ

C-SUITE QUARTERLY

LOS ANGELES

+ ROB FRIEDMAN
NANCY SILVERTON
NEXTGEN 10

SPORTS & ENTERTAINMENT
SUMMER 2016

"I WAS A SPONGE.
I READ EVERY CONTRACT.
I KNEW ALL OF
THE DEALS."

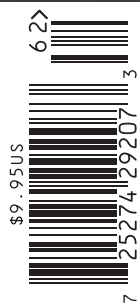
TROY CARTER

THE ENTREPRENEUR, MUSIC EXECUTIVE, AND
VENTURE CAPITALIST SPECIALIZES IN KNOWING
THE "NEXT BIG THING." TODAY, HE'S IT

EXCLUSIVE

"IT'S GOOD TO BE BACK"
BY KEVIN DEMOFF, COO, LA RAMS

CSQ.com



DESTINATION: LA CENTURY CITY

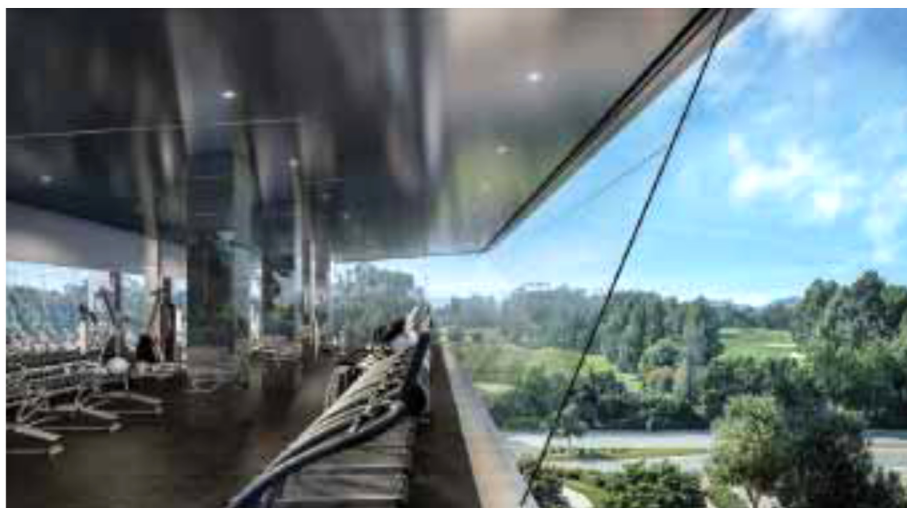
Hitting the Century Mark

Hot spots abound in this corporate mecca that is being redefined by rampant mixed-use expansion

BY BEN BLOCH

The LA High Life

Century City has always been known as an iconic, central point in Los Angeles, where glistening towers join together to form a destination identifiable from just about anywhere. With a massive new expansion underway at the Westfield Mall, including Mario Batali's renown foodie market, Eataly, and many new residences set to open such as Crescent Heights' glamorous, new Ten Thousand building, Century City is expanding its claim to be one of LA's best all around places to live, work, shop and dine. It's no secret, as it was ranked by *Money* and CNN as the seventh-richest ZIP code in the country.



A rendering of the view from Ten Thousand's fitness center



CSQ&A

Roman Speron
Vice President
Crescent Heights

Roman Speron works out of Crescent Heights' corporate office on Century Park East, just down the street from the site of his company's newest 40-story project, Ten Thousand. The features an angular, all-glass façade by Handel Architects and the design was inspired by the work of 20th-century modernists Richard Neutra and Rudolph Schindler.

CSQ How has Century City changed over the years and why is it a great time to live there?

ROMAN SPERON Century City has always been a great place for business. Some of the biggest professional services firms and entertainment companies in LA are headquartered here including CAA and Fox Studios. With the Westfield Mall, there's already a strong pre-existing retail anchor and great dining options, but there are so many great additions coming in 2016 and 2017, that it's a very exciting time to move here.

CSQ How do you see Century City evolving over the next 5 years?

RS With major construction finishing in the next year on not only new residences like Ten Thousand and incredible retail experiences such as Mario Batali's Eataly,

Century City will draw many who wish to live in an urban high-rise environment similar to what they might expect in Manhattan but with all of the perks of great year-round weather and other enticing benefits of Los Angeles. Over the next five years we are going to see people begin to look to Century City as their new permanent home, moving here to take advantage of all these new attractions which will bring more life to the community than it has seen ever before.

CSQ Tell us about the new Ten Thousand property and why it is exciting for this community.

RS Ten Thousand is located at the gateway to Beverly Hills, on the edge of Century City, giving residents the best of both areas not to mention Santa Monica and the beach communities just 10 minutes to the west. Along with beautiful panoramic views of the Pacific Ocean, downtown LA, and Beverly Hills, our building has been designed to offer residents incomparable full-service living. Ten Thousand is the only residential high rise in Beverly Hills to offer an all-access leasing experience, where residents will be immersed in a true five-star hotel environment all of the time, but with the added convenience of being home. Ten Thousand will include a one-acre south-facing park on the third floor, both an indoor lap pool and an outdoor sunning pool, indoor and outdoor movie theaters, and an array of other amenities.