



Retail Leasing Takes Off At Runway

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Recent leasing activity at Runway at Playa Vista has included the signing of six new tenants to the mixed-use center that will soon offer additional shopping, dining, entertainment and living space in Playa Vista. The new project is being developed by Lincoln Property Company, Phoenix Property Company and Paragon Commercial Group.



With these latest deals, Chase Bank and Wells Fargo Bank will open their doors at Runway, along with several new restaurants, including Lyfe Kitchen, Panini Café, Hopdoddy Burger Bar and Sol Cocina. In all, these deals comprise nearly 25k sf of additional leased space at Runway.

These new tenants will join several additional top brands that have already signed on to be a part of the action at Runway, including upscale grocer Whole Foods, CVS Pharmacy and Veggie Grill. Cinemark will also open a multiplex at Runway with nine screens and the company's NextGen design concept with RealD 3D capability, self-serve concession stands and an open plaza with a cocktail lounge.

"With more than 50% of the retail space at Runway currently leased, we are pleased to see that the original vision for Runway at Playa Vista is becoming a reality," said David Binswanger, Executive Vice President of Lincoln Property Company. "This group of newly announced retailers will ensure Runway is a real gathering spot in the community. We look forward to sharing more exciting news about additional tenants in the months ahead."

Hopdoddy Burger Bar at Runway will offer a large variety of beers from local, small batch and artisan brewers as well as handcrafted burgers made from extremely fresh ingredients, including fresh-baked buns, fries cut in-house and humanely raised beef. The Playa Vista location will be the first California restaurant for Hopdoddy, which has four other locations across Texas and Arizona.

Also coming to Runway is Lyfe Kitchen, a new fast casual restaurant concept spreading across the country that features healthy food and a focus on sustainability, with all dishes containing less than 600 calories along with locally and sustainably sourced ingredients. SOL Cocina at Runway will specialize in fresh, seasonal dishes and authentic Mexican flavors, and feature a bar that honors the flavors of the Baja region with more than 60 artisan tequilas.

Panini Café, a popular Italian and Mediterranean concept with restaurants across Southern California, will offer an incredible variety of healthy, fresh foods for breakfast, lunch and dinner. The restaurant is known for using the finest quality ingredients, including the best imported olive oil and low fat cheeses, with all produce and breads delivered fresh daily.

Construction is anticipated to be completed next year, with tenants opening their doors before the holiday shopping season in 2014. When complete, Runway at Playa Vista will include approximately 220k sf of retail, 420 apartments and 35k sf of office space spread across three separate buildings. The architectural design will play a large role in the vibrant, yet relaxing atmosphere at Runway.

The retail complex, designed by Johnson Fain, will feature wide sidewalks for outdoor dining, soothing water features, communal seating areas, fire pits and a direct connection to Playa Vista's Linear Park. A lantern-shaped tower with a steel mesh exterior and dramatic lighting will house a central lanai lounge that anchors the center and serves as Runway's central meeting place.

In addition to Runway, the final development area in Playa Vista's build-out will include 2.6k sf for-sale and apartment homes, 200 independent/assisted living homes, additional office space, a second resident activity club and new parks and open space.

Playa Vista, recently dubbed the "lower Westside" and "Silicon Beach 2.0" and nearby areas are home to growing technology, internet and entertainment companies, including Facebook, YouTube, Konami, Electronic Arts, Microsoft, Fox Sports, Belkin and TMZ as well as leading ad agencies 72andSunny, Chiat/Day and Deutsch, socially conscious manufacturers like Tom's Shoes, and legendary Hercules Studio—the film stage for Avatar and Iron Man 3.