

West Bluffs

Playa del Rey, California



West Bluffs, Playa del Rey, California

High-End Residential Development in Dramatic Setting

A 44-acre residential site in Playa del Rey purchased from Howard Hughes Realty, West Bluffs is less than two miles from Marina del Rey and the Pacific Ocean. The site is located on a bluff above the Ballona Wetlands and has been improved to include 114 upscale, single-family detached homes built by Standard Pacific Homes. These residences met a significant demand for new housing in the west Los Angeles market.

Project Summary

- 44-acre, bluff-top residential site
- 114 single-family, detached homes
- Lots improved and sold to homebuilder
- Primary role as master developer
- Special environmental provisions included restoration of the bluff face, the addition of a bluff-top trail and six pocket parks

About Catellus

Catellus is a master developer focused on creating some of the most innovative and sustainable mixed-use developments in the nation.

Catellus has 25 years experience transforming former brownfields, military land and airports into developments that include retail, commercial, residential and other public uses. Catellus delivers on all aspects of a project, including site planning, entitlements, public financing and sustainable design.

As a ProLogis company, Catellus is uniquely positioned to deliver on the nation's increasing demand for well-planned, mixed-use developments.



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Turning Vision Into Reality

West Bluffs

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continued from front

Entitlement and Community Outreach

This infill site is one of the last undeveloped residential parcels in west Los Angeles. Early plans by Howard Hughes Realty to develop the site came under intense community and regulatory scrutiny and were put on hold.

The site was purchased by Catellus in 1997, and an aggressive community outreach program was launched that resulted in the establishment of a residents advisory committee and holding more than 40 community information meetings. After extensive work over the course of more than 18 months with local residents and city, county, state and federal agencies, Catellus' plan was unanimously approved by the Los Angeles City Council in early 1999.

Environmental Challenges

Because of its unique coastal location, the project also came under intense scrutiny from environmental and other special interest groups. The project plan required extensive environmental

review, including certification of an EIR, a 404 permit from the U.S. Army Corps of Engineers, a 1603 permit from the State Fish and Wildlife Department and a coastal development permit from the California Coastal Commission. Additionally, the development plan included a major restoration of the site's environmentally sensitive bluff face and resolution of archeological, drainage and other environmentally-related issues. The plan also includes a public access, bluff-top trail around the perimeter of the site and six pocket parks throughout the project.

West Bluffs aerial, Playa del Rey, California

