

## L.A.'s Thriving Sycamore District Is Home to Beyonce's Management, SiriusXM, Top Restaurants and a Record Store

The 'coolest street' in Los Angeles is attracting music companies and a diverse array of retailers and eateries to a stroll-friendly area just east of La Brea

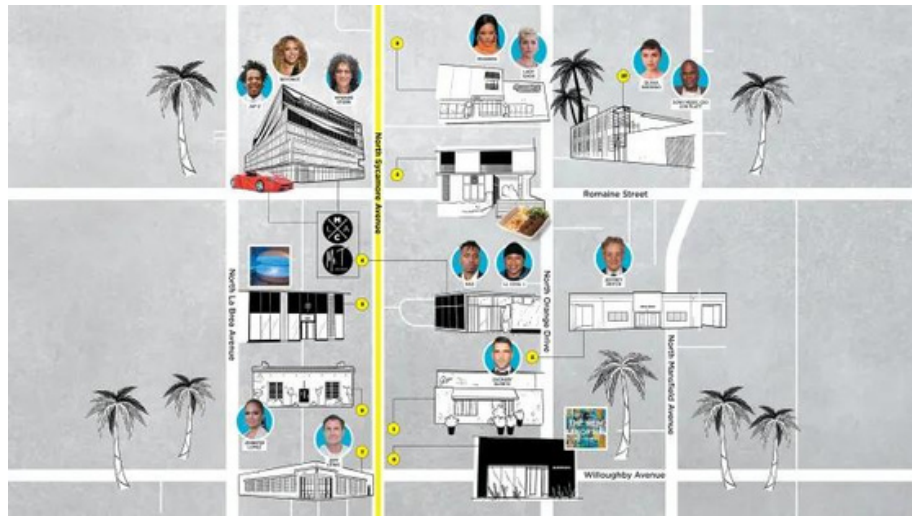
Los Angeles has a new, hidden hub of music, art, retail and restaurants frequented by some of the biggest stars in music who are increasingly lured to the area by industry staples including SiriusXM, Jay-Z's Roc Nation, Beyoncé's Parkwood Entertainment, recording studio Record Plant and, soon, Sony Music Publishing.

The 900 and 1000 blocks of North Sycamore Avenue, just east of La Brea Avenue — between Santa Monica Boulevard and Willoughby Avenue — have been rebranded as the Sycamore District. It's quickly becoming a daytime destination for Angelenos seeking a relaxing stroll in a lively neighborhood filled with delicious eats, comfortable cafés, unique stores and art galleries.

"It's a very cool neighborhood," SiriusXM president and chief content officer Scott Greenstein tells Los Angeles. The satellite radio giant opened its West Coast headquarters in 2019, and its live-performance space, "the Garage," has hosted Coldplay, Florence + the Machine, Foo Fighters, Måneskin, Tom Morello, Metallica and Neil Young, among others, and also has drawn the likes of Jennifer Aniston, Robert Downey Jr., Jimmy Kimmel and Arnold Schwarzenegger — all of whom are being introduced to a reinvigorated area once better known for boarded-up buildings, vacant lots, a cement factory (it's still there) and a 99 Cents Only store.

"We took a chance on it; we were in there very early," says Greenstein of the decision to move into 953 N. Sycamore Ave. — an eight-story, 67,787-square-foot office space the company shares with Jay-Z's Roc Nation and leases from CIM Group. "But it turned out to be a great choice because the studio is amazing, and the neighborhood is an asset where people want to go."

Indeed, on the day Los Angeles visited, British artist Arlo Parks had just finished her SiriusXM set when audience members were spotted grabbing lunch at Tartine, Sightglass Coffee, Gigi's and Mizlala and stopping in at record store Supervinyl. Barry Perlman, who opened Supervinyl in 2018, describes North Sycamore Avenue as "the coolest street in L.A.," a sentiment echoed by every other tenant we spoke with, and the product of a vision carefully curated by CIM cofounders Shaul Kuba and Avi Shemesh. "I loved CIM's vision of the street," Perlman adds of his decision to set up shop in an area where vacant industrial buildings dominated the landscape. "I just liked that it was off the beaten track, that it was sort of a little hidden gem. . . . It has totally exceeded my expectations. The vision came true, and then beyond."



1. GIG'S serves California-influenced French fare alongside craft cocktails. 2. JEFFREY DEITCH opens eyes and minds through contemporary art exhibitions. 3. MIZLALA offers tasty Mediterranean food, with indoor and outdoor seating, plus a juice bar. 4. MOTOR CARS LA, MR. T, ROC NATION and SIRIUSXM all call the block's flagship building home. 5. PAUSE provides a wide range of cutting-edge wellness treatments. 6. RECORD PLANT is where the biggest musicians have recorded some of their greatest hits. 7. SIGHTGLASS COFFEE is a popular place for a drink or a bite. 8. SUPERVINYL offers new music releases and slick turntables. 9. TARTINE features delicious breads, pastries, sandwiches and more in a relaxed, inviting atmosphere. 10. SONY MUSIC PUBLISHING, home to hit songwriters past and present, is the newest kid on the block.

The record retailer credits his music business neighbors for bringing in a steady flow of customers, many quite famous, who shop and eat unbothered by the paparazzi swarming other areas of the city. And because he'd like to keep it that way, he declined to mention any by name.

Perlman did, however, credit contemporary art dealer Jeffrey Deitch, whose gallery exhibitions regularly bring foot traffic to the neighborhood.

Deitch, former director of the Museum of Contemporary Art, joined luxury retailer Just One Eye as the initial anchor tenants CIM secured in 2017 to start turning the area into an intersection of culture and commerce, giving residents, employees, artists and tourists an attractive, walkable cityscape.

"It's so lively," says Deitch. "Every time I go to get a coffee at Sightglass, I see somebody I know who's there having a meeting. Artists have meetings there, film directors — it's a real center for creative discourse. I see very interesting people going into Just One Eye, and great musicians come to Roc Nation and SiriusXM, so it's quite a special place."

Likewise, Greenstein cites Deitch as an influencing factor in his decision to plant SiriusXM's West Coast headquarters there. "I saw many times in my career the way music followed art," he says, referring to New York City's historic melting pot of sound and vision in the '60s, which informed the direction of rock music at the time. "When I saw the art community going in there, I thought, at a minimum, this will be a hip place."

It's a hip place made even hipper by exotic car dealership Motor Cars LA and wellness center Pause, both of which told Los Angeles that their businesses benefit from the celebrity foot traffic conducting business nearby. Then there's Mr. T, an upscale dining experience serving contemporary French cuisine and fine cocktails named after songs by investor Jay-Z. We ran into owner Guillaume Guedj picking up a coffee down the street at Tartine, and the restaurateur said business is booming, with music icons including LL Cool J and Nas recently stopping by to enjoy dinner in a private backroom.

For Jeff Barnes, the manager of Record Plant, celebrity presence in the area is nothing new. The recording studio, which opened its doors on Sycamore in 1985, has hosted many of the biggest names in modern music: Beyoncé, Rihanna, Justin Bieber, Ariana Grande, Lady Gaga and Justin Timberlake, to name a few. In fact, the building, also owned by CIM, was once known as Radio Recorders Annex — the historic studio where Elvis Presley recorded.

"What we've seen over the last five years is a lot more forward-facing neighbors, whereas historically, we would have a lot more under-the-radar neighbors," says Barnes. "It's a much more approachable neighborhood now than it was 10 years ago. And it's important to see investment into Hollywood, both from the real estate side of things and from the creator side. You have something really special in this town, where a number of different mediums converge into one place, so that's huge."