PUBLIC

PUBLIC OPINION

Palisades Building Bike-Friendly Communities

November 21st, 2016



PUBLIC has worked with several leading real estate firms and developers to support more bicycle-friendly, walkable communities. As more people move from the suburbs for denser

urban living, the housing market is responding by offering <u>bicycles amenities</u> to meet consumer preferences for more varied mobility choices. Owning a car can feel like more of a liability and headache for many urban residents, especially when so many public transit, bicycle, walking, and ride share options are readily available.

We're proud to work with Palisades, a Los Angeles-based real estate firm known for innovative design that enhance the built environment, to provide custom European-inspired bicycles for homeowners to enjoy their two newly debuted properties' bike-friendly neighborhoods and live a true California lifestyle. In addition, these two properties, AIRE Santa Monica and The Liddel in Westwood, will feature amenities that include a designated bike room for tune ups and storage. Both of these properties encourage residents to make a connection with nature, the surrounding neighborhood and reduce their carbon footprint via their new step-through, Dutch-style PUBLIC bikes.



We encourage people to take a close look at these properties and why they're making bicycles an important feature.

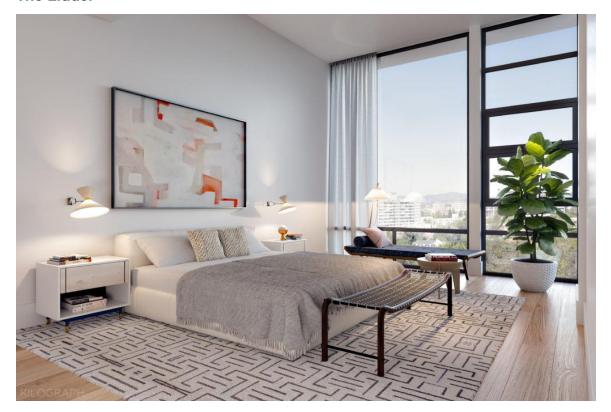
AIRE Santa Monica



AIRE Santa Monica is comprised of a boutique collection of 19 purposefully designed residences that capture the unique coastal lifestyle of Santa Monica. The intelligent, open-concept design envisioned by JFAK Architects accentuates light and space and enables an effortless connection between indoor and outdoor living. All residences include generous outdoor living spaces ranging up to 800 square feet, a rare offering in the Santa Monica condominium market.

The property boasts a spacious communal courtyard with casual lounging areas, peaceful water features and a green living wall. Conveniently and centrally located on 14th Street, residents will be able to easily take advantage of all Santa Monica has to offer including world-class dining, cultural, entertainment and shopping, all just a short stroll or bike ride away.

The Liddel



The newest addition to the Wilshire Corridor, <u>The Liddel</u> offers a boutique collection of 56 residences that provide an unexpected blend of classic sophistication and a refined contemporary aesthetic. Refreshingly modern shared amenity spaces are envisioned by renowned interior architect <u>Jamie Bush</u>, whose signature style offers a warm, authentic living environment.

The residences at The Liddel have been thoughtfully designed to provide a clean, open canvas that balances crisp, contemporary lines. Flexible floor plans within each residence type features generous living space. Select residences connect fluidly to private terraces and a variety of penthouses boast panoramic city views. With world-class amenities and one-of-a-kind communal spaces, including a magnificent rooftop with fireplace, lounge areas and BBQs, The Liddel offers an unrivaled lifestyle experience in one of Los Angeles's most sought-after neighborhoods.