

## **Upgrade Planned for Brentwood Holiday Inn**

Date: 03/01/2005

JMBM is pleased to represent GH Capital, the new owner of the Holiday Inn at 170 North Church Lane in Brentwood, in connection with its plans to significantly upgrade the hotel. The landmark 16-story columnar structure is one of 40 identical hotels that were built for Holiday Inn nationwide in the late 1960s and early 1970s. "I grew up in Brentwood, and I've always been fascinated by this building," says Greg Perlman, Principal of GH Capital. "But today it just seems tired. We want to elevate the look and feel of the hotel to fit its position at the gateway to one of the finest communities in America." GH Capital enlisted the help of Kobi and Monika Moses of award-winning GMP Architects to develop a comprehensive renovation plan that includes constructing a glass sound barrier adjacent to the 405 Freeway offramp, reconfiguring the driveway entrance and motor court and building a new swimming pool and fitness facilities.

One of the hotel's best features is the top-floor restaurant, which offers incredible views of the whole Westside. Ben Reznik and Derek Jones of JMBM are working to obtain a zone variance that would allow the restaurant to serve the general public. (Current zoning restricts the use of the restaurant and lounge area to hotel guests only.) "Opening the restaurant to the public is really critical to financing the whole renovation plan," says Ben Reznik. "Not to mention, a first-rate restaurant with a first-rate chef will be terrific asset to hotel guests and Brentwood neighbors alike."

Meetings with groups like the West LA Chamber of Commerce and Brentwood Homeowners Association led to community support for the renovation project.