



DOWNTOWN LA
PROPER
HOTEL

With city lights and vintage brick as backdrop, Proper re-imagines and updates a landmark in the heart of South Park District into a 147-room destination hotel. Here, the creative vision of Kelly Wearstler seamlessly blends past and present with compelling design, vintage influence and local art. Essentials include two destination restaurants led by James Beard Award-winning L.A. chef Suzanne Goin and restaurateur Caroline Styne (Larder Baking Company, a.o.c., Tavern); an intimate lounge, and a city-view rooftop pool and lounge-bar-restaurant. Especially Proper are two singular, one-of-a-kind suites fashioned from the basketball court and indoor pool of the building's sporting club past.



BUILDING

Proper has preserved the building's colorful history, from a state-of-the-art private club in the '20s--when members included Cecil B. DeMille--to a YWCA in the 1960s. Part of Curlett & Beelman's iconic architectural stamp on L.A., this 1920s California Renaissance Revival landmark was taken on by Proper and Kelly Wearstler to carry this past forward, heavily influenced by Mexican modernism, elements from France and Morocco, and custom mural by local ceramicist Ben Medansky; the ornamented banquet hall, now an intimate event venue; Cara Cara the rooftop venue, Caldo Verde at lobby level and inspiring suites integrating former basketball court and indoor swimming pool.

INTERIOR DESIGN

In the creative direction and design of the hotel, Kelly Wearstler looked to Downtown L.A. as her muse, soulfully blending past and present into an sensory, residential environment of deep, warm color and feel. Her one-of-a-kind vision deftly layers the building's vestiges of the 1920s with elements of Spanish, Portuguese, Mexican and Moroccan design. In addition to vintage furniture and rugs, Wearstler employs more than 100 different kinds of tile throughout, from hand-painted to vintage to custom commissioned and fabricated. Key to this project are site-specific murals and installations by talents such as Judson Studios stained glass and ceramicist Morgan Peck.

ROOMS & SUITES

Deeply residential in feel, each of the 147 rooms and suites tells its own story: curated vintage pieces and specially designed furnishing, hand-applied plaster detailing, and a warm palette of charcoals and mauves. Unique original windows beam with natural light, and views overlook historic thoroughfares and skyline icons. Suites are entertaining-ready, from the double-height ceilings and a vintage basketball court, to an unexpected indoor swimming pool accented by a ceramic mural by local artist Ben Medansky. Sophisticated comforts include Aesop bath amenities, Kelly Wearstler x Parachute Home robes, and state-of-the-art conveniences like Vifa speakers and HDTV streaming.

EAT & DRINK

Overseeing our food and beverage program, award-winning chef Suzanne Goin and restaurateur Caroline Styne (Larder Baking Company, a.o.c., Tavern) will soon enrich the Proper family with their L.A. tastemaking. Their refined, yet accessible concepts for our lobby-level restaurant, the panoramic rooftop restaurant-bar/lounge, intimate lounge and in-room dining will highlight old culinary cultures--Spanish to Moorish, Portuguese to Mexican--in the vegetable-driven market fare, small plates, and boutique esoteric wines for which they are celebrated.

AMENITIES & SERVICES

A Proper amenity encourages wellness, satisfies cravings, or is simply on hand to please: A rooftop swim with its bird's eye view of Broadway Corridor. A 24/7 state-of-the-art fitness center with trainers on call. Tesla rentals at the ready to explore all the city has to offer. Lakers tickets? Disney Hall? - Proper concierge has you covered for your favorite cultural attractions. Anything less just wouldn't be Proper.

MEETINGS & EVENTS

For meetings of the minds, special events, and small weddings alike, Proper provides more than 14,000 square feet of new spaces in the heart of Downtown L.A. Highlighting events are custom crafted menus by chef Suzanne Goin, a team of on-site event planners and specialists, and a style of service both personable and refined.

NEIGHBORHOOD

At the corner of 11th and Broadway in the heart of South Park, Broadway's 24/7 rhythms color L.A.'s foremost concentration of Deco architecture and palace theatres, fashion showrooms, and sports complexes. By bicycle and on foot, guests have access to this au courant frontier of dining and design. Along the south end's future streetcar trolley line, and a quick stroll to the Expo Line, Proper Hotel is walkable to key destinations such as the convention center, boutiques, dining and drink, and cultural venues like the Staples Center, L.A. Live, Walt Disney Concert Hall, The Music Center, MOCA, and The Broad Museum.



ABOUT

- ◆ 147 Guest Rooms and Suites
- ◆ Vintage Basketball Court and Indoor Pool Reimagined as One-of-a-Kind Suites
- ◆ Caldo Verde, Signature Restaurant & Bar
- ◆ Dahlia Intimate Lounge
- ◆ Cabrillo Club Historical Event Venue
- ◆ Cara Cara Rooftop Restaurant-Bar & Lounge
- ◆ Rooftop Swimming Pool-Deck
- ◆ Fitness Center
- ◆ 14,000 SF of Meeting & Event Spaces

ROOMS

- ◆ Bellino Italian Linens
- ◆ Kelly Wearstler Custom Throws
- ◆ Kelly Wearstler x Parachute Home Custom Bathrobes
- ◆ Simmons Providence Mattress
- ◆ Aesop Bathroom Amenities
- ◆ Hairdryer
- ◆ Premium Wi-Fi
- ◆ Vifa Bluetooth Speaker
- ◆ HDTV with AppleTV
- ◆ In-Room Nespresso Machine (Upon Request)
- ◆ In-Room Fabric Steamers
- ◆ Iron-Ironing Board (Upon Request)
- ◆ In-Room Safe
- ◆ Curated Minibar
- ◆ ADA Rooms Available
- ◆ Connecting Rooms Available

EAT & DRINK

- ◆ Caldo Verde, Signature Restaurant & Bar (Mediterranean-Inspired Ode to Historic Los Angeles)
- ◆ Dahlia Intimate Lounge
- ◆ Cara Cara, Rooftop Restaurant & Bar (Southern California)
- ◆ All-Day Menu

AMENITIES

- ◆ Rooftop Heated Pool and Sundeck
- ◆ 24-Hour Fitness Center with Private Wellness Sessions (Available Upon Request)
- ◆ Smoke-Free Environment
- ◆ Pet Friendly
- ◆ House Car

SERVICES

- ◆ 24/7 Front Desk and Bell Staff
- ◆ In-Room Dining
- ◆ Housekeeping Service
- ◆ Turndown Service (Available Upon Request)
- ◆ Business Services, Including Conference Room, Printing Capabilities and Power Adaptors Available
- ◆ Laundry & Dry Cleaning Available
- ◆ Valet Parking

EVENTS

- ◆ 14,000 SF of Meeting & Event Spaces Include:
 - ◆ Caldo Verde Restaurant & Bar: 2,300 SF
 - ◆ Dahlia Intimate Lounge: 509 SF
 - ◆ Cabrillo Club Historical Event Venue: 2,608 SF
 - ◆ Basketball Court - Screening Suite: 1,313 SF
 - ◆ Pool Suite: 2,507 SF
 - ◆ Indoor-Outdoor Rooftop: 5,000 SF