



THE LOFTS AT CHEROKEE STUDIOS LOS ANGELES, CA

Owner:	ReThink Development, Los Angeles
Architect:	Brooks & Scarpa Architects, Los Angeles
PPG <i>IdeaScapes</i> Products:	Solarban ® 80 Solar Control, Low-E Glass
Windows:	Milgard, Los Angeles Fleetwood Windows & Doors, Corona, CA U.S. Aluminum Corporation, Vernon, CA
Façade Consultant:	C.R. Laurence, Los Angeles



John Edward Linden Photography

*The Lofts at Cherokee Studios in Los Angeles features **Solarban** 80 glass, a high-performance architectural glass by PPG designed to maximize daylighting, views and natural ventilation.*

PROJECT OVERVIEW:

A series of paintings by British artist Patrick Hughes titled “Perspectivity” was the inspiration for *The Lofts at Cherokee Studios*, a new LEED *Platinum*-certified mixed-use building in Los Angeles that was named one of the top green building projects of 2011 by the American Institute of Architects’ (AIA) Committee on the Environment (COTE).

Like Hughes’ paintings, the Lofts at Cherokee Studios appear to move and change with the simple act of being viewed. Brooks & Scarpa Architects achieved the shape-shifting effect by glazing the building envelope with **Solarban** 80 solar control, low-e glass by PPG, then wrapping it with perforated, anodized-aluminum panels and bi-fold shutters that can be opened and closed by individual occupants. The net effect is a building with high thermal efficiency and a striking dual façade that changes color and appearance according to the whims of its tenants.

The Lofts rise from the former site of Cherokee Studios, where music legends such as Elvis Presley, Frank Sinatra and Michael Jackson once cut albums. Situated on an

urban landfill bordering West Hollywood, the 32,000 square-foot structure contains 12 resident-owned live/work lofts, along with 2,800 square feet of retail space and indoor parking.

Greg Reitz, formerly the Green Building Advisor for nearby Santa Monica, left city government to form ReThink Development, the owners of the building, with Steve Edwards. Reitz believes “good, integrated, green design raises return on initial costs.” He chose Brooks & Scarpa for the firm’s inventive use of materials, particularly to support sustainability.

Principal Larry Scarpa specified **Solarban** 80 glass for the project because he believes that it is almost impossible to create a sustainable building without proper glazing. “We look for characteristics in glass that can provide exceptional thermal properties while remaining as clear as possible,” he explained. “We did extensive building modeling and, even though all the glazing was protected, we selected **Solarban** 80 glass because it provided the right combination of thermal properties and transparency.”

PPG IdeaScapes™ Profiles. *The Lofts at Cherokee Studios.*

Scarpa said his firm developed the idea for an operable façade to satisfy several criteria, including the need to maintain thermal comfort while offering exceptional views of the downtown area to the east and the oceans and mountains to the west. The aluminum screens also modulate solar gain depending on the occupants' needs and desires.



The American Institute of Architects' (AIA) Committee on the Environment (COTE) named the Lofts at Cherokee Studios as one of the top ten green building projects for 2011.

Because the building is on a busy street in a very public environment, the screens help create an acoustical buffer and give occupants privacy when needed. The continual changing of the façade is an aesthetic bonus, allowing the look of the building to be virtually redesigned in real time.

In addition to providing shade and privacy, the perforated aluminum panels also allow natural light and ventilation from ocean breezes to pass through millions of tiny holes, even when all panels are fully closed.

Other passive design strategies include locating and orienting the building to control solar cooling loads, and to expose it to prevailing winds. The glazing strategy was also designed to maximize daylight and natural ventilation, as west-facing windows were minimized and south-facing windows were outfitted with additional shading.

These passive strategies alone make the building nearly 50 percent more efficient than similar conventionally designed structures. The Brooks & Scarpa design also enables the building to exceed California's Title 24 requirements, the nation's most stringent energy code, by almost 50 percent.



The Lofts at Cherokee Studios earned the Leadership in Energy and Environmental Design (LEED) Platinum certification from the U.S. Green Building Council.

To learn more about **Solarban** solar control, low-e glasses such as **Solarban 80** glass and its successor, **Solarban R100** glass, visit www.ppgideascales.com or call 1-888-PPG-IDEA (774-4332).