

REAL ESTATE AWARDS – THE DOWNTOWN RENAISSANCE

Living, Working in Urban Core Gives Tarczynski Vested Interest

By LAURENCE DARMIENTO
Staff Reporter

DOWNTOWN Los Angeles is more than just a job for real estate broker Mark Tarczynski. It's his life.

Tarczynski has made the area his home since relocating here from New York in 1988 – and he has cut scores of deals, first in retail leasing and now in sales of investment property, including several condominium projects.

"I am a city rat by heart," says Tarczynski, 48, who lives on Bunker Hill and is first vice president of urban redevelopment at CB Richard Ellis. "I like the urban environment."

His personal interest in downtown is reflected in a high-profile deal that is boosting the area's attraction as a residential neighborhood: construction of a Ralphs supermarket at the site of a former Southern California Gas Co. complex at Ninth and Flower streets.

When it opens next year, the 50,000-

He spent two years as marketing director for El Torito Mexican Restaurants in Irvine, then moved to New York, where he worked as an account representative in advertising. In 1988 he came back to the West Coast, this time landing a job at what was then Coldwell Banker. "It was a chance to be your own boss," he said. "All they really do after you go through your little training is hand you the Yellow Pages and tell you to go out and make money."

His latest effort? Trying to sell seven acres surrounding the Transamerica Center, where Tarczynski believes a developer will be able to create a whole new urban neighborhood.



View: Self-described 'city rat' Tarczynski makes his money where his mouth is.

INVESTMENT BROKER

Mark Tarczynski

Born: Chicago, 1955

Position: First Vice President, CB Richard Ellis

Accomplishments: Brokered deal bringing a Ralphs supermarket downtown, the first to serve the area; brokered \$43 million sale of 10 acres at First and Alameda, likely future headquarters of LAPD.

Quote: "We have maxed out development to such an extent where we now have to come back to the places we left and redevelop them so people will live in high-density urban neighborhoods."

square-foot Ralphs will be the first supermarket in the neighborhood – part of a \$250 million project being built by CIM Group that will feature 1,200 condominium and rental units. Not having a full-service market has been a longtime irritant to developers and other boosters wanting to establish downtown as a legitimate residential market.

Tarczynski represented seller Shuwa Investment Corp. in the \$37 million deal in 2001. The deal included the Community Redevelopment Agency kicking in \$7.5 million to buy down the cost of the land. When the store is up and running, he'll finally be able to buy groceries locally. "I live downtown. I wanted something," he acknowledged.

He also made a mark in retail circles from '95 to '97 when, along with his former partner Geoff Martin, he brought in all new tenants to the struggling 22,000-square-foot retail complex at Union Bank Plaza. The successful center now includes the hip Ciudad Restaurant.

Martin is still doing retail leases but Tarczynski, looking for a change of pace, has moved on to brokering investment sales. Among his deals: the sale of office buildings last year owned by Shuwa at 655 S. Hope and 801 S. Grand Ave. CIM took both.

Most recently, Tarczynski brokered the \$76 million sale of the historic Brockman building, which Urban Pacific Partners and West Millennium Homes bought three weeks ago. The developers plan to convert the 1917 building into condominiums. He also brokered the nearly \$24 million sale of the historic Eastern Columbia building, which Kor Group plans for a condominium conversion, with escrow closing in June.

Tarczynski has lived in cities nearly all his life, but followed a circuitous route to real estate. A Chicago native, he attended Indiana University, where he graduated in 1981 as a double major in theater and telecommunications. His first job was building sets for Chicago-area dinner theaters, but moved on after realizing it wasn't any way to make money.

IF YOU'RE LOOKING FOR THE IDEAL LOS ANGELES LOCATION,

ALL ROADS,

WATERWAYS,

AND AIRLINE ROUTES,

LEAD TO
WATSON LAND COMPANY.



As one of the largest developers of master-planned business centers in Los Angeles County, Watson Land Company provides an outstanding combination of advantages:

- Approximately 12,000,000-square-foot portfolio of industrial buildings
- Over 100 acres of inventory land for build-to-suit development
- 3 miles to Port of Long Beach and Port of Los Angeles
- 12.5 miles to Los Angeles International Airport (LAX)
- 1 mile to the Intermodal Container Transfer Facility (I.C.T.F.)
- Immediate access to four major freeways
- Foreign Trade Zone 202
- Four-decade track record of outstanding success, service, and tenant satisfaction

For more information, contact us or visit our website. Watson Land Company will lead the way to your ideal Los Angeles location.



WATSON LAND COMPANY

www.watsonlandcompany.com

22010 S. Wilmington Ave., Carson, CA 90745 (310) 952-6401 Fax (310) 522-8788