

News Release

LaTerra Eyes Media Content Explosion from Burbank Catbird Seat



The Warner Bros. Ranch will be remade with 926,000 square feet of new construction, including soundstages, production support space, offices, a commissary, a garage and a set- and prop-building space as shown in this artist's rendering. (Worthe Real Estate Group)

BURBANK, CA – Leading Los Angeles developer, LaTerra Development, has won city approvals on the two largest projects in company history located in the heart of the largest media company expansion in history in Burbank, CA.

“Burbank continues to be the media capital of the world as production of film and TV content explodes to meet the demand for entertainment accelerated by growing streamer networks,” explains LaTerra’s Managing Director Chris Tourtellotte. “Half of North America’s 11,000,000 square feet of soundstages are in Los Angeles and the lion’s share are in Burbank.”

LaTerra’s landmark Burbank developments will capitalize on this content explosion. Its Front Street in Downtown Burbank is under construction and contains

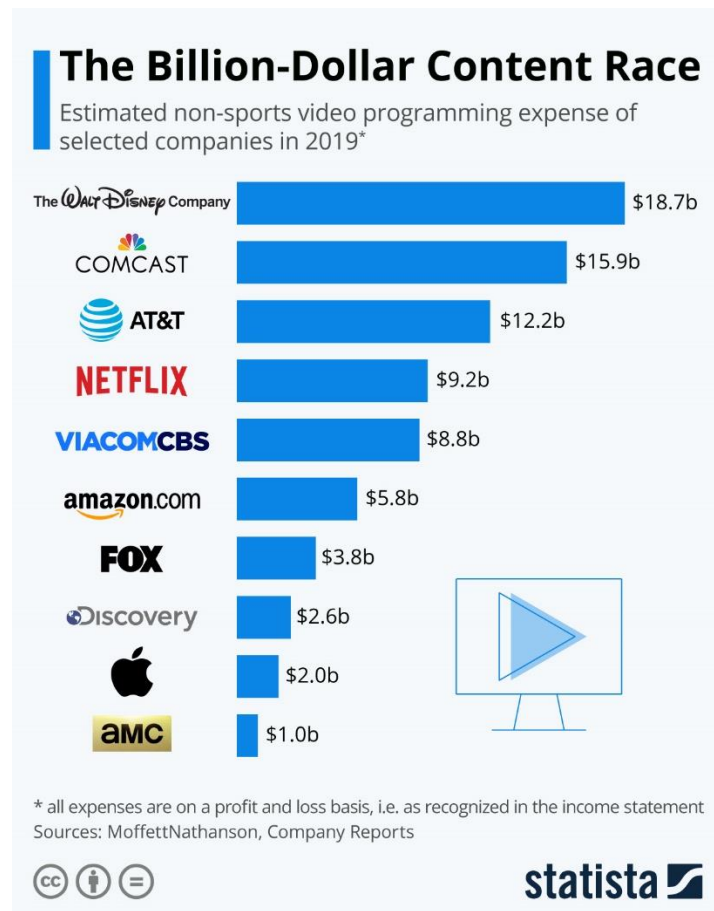
573 residential units and a 307-room hotel. The LaTerra Aero Crossings project at the Hollywood Burbank Airport received city approved for 862 apartments and a 150,000- square-foot office building with construction planned to begin in the second half of 2022.

Tourtellotte pointed out the *Los Angeles Times* recently reported on a major makeover of the storied 32-acre Warner Bros. Ranch that will add 926,000 square feet including 320,000 square feet of office and 16 new soundstages connected to production support space. It will also add a 320,000-square-foot office complex, a commissary, a parking garage and a dedicated set-and prop-building space (known as a mill in the industry). This is one of the largest studio developments in history. Further, Warner Bros will become the sole long-term tenant of two new Frank Gehry designed office buildings in Burbank totaling 800,000 square feet called the Second Century campus.

The Ranch news comes on the heels of Apple announcing a 555,000-square-foot development in Culver City for Apple+, doubling its space in LA. The continued growth of Apple+ has been impressive as it competes with nearby Amazon Studios, Sony, HBO, and Hulu, all producing the majority of its content in Los Angeles.

Despite media companies' growth in West LA, Burbank remains the leader for entertainment production. Netflix recently expanded into approximately 400,000 square feet near downtown Burbank, within a 5-minute drive from LaTerra's Front Street Burbank site. Netflix's anchor lease at 2300 W Empire in Burbank was the largest lease in California in 2020. Netflix Animation will compete with Nickelodeon and Cartoon Network, both within walking distance of LaTerra's Front Street property.

Disney, a juggernaut in the content race, recently renewed its 425,000 square-foot-lease in Burbank, one of the largest leases in California over the past two years. Disney+ is outspending Amazon, Hulu, Comcast, Warner Brothers and Netflix on new programming to entertain its 115 million subscribers around the globe.



NBC's Peacock, owned by Comcast, has entered the content race and recently broke ground on a 500,000-square-foot campus in Burbank scheduled to be completed in 2023. Comcast Esports Studios signed a 20-year lease to occupy 100% of the recently renovated and expanded Victory Studios in Burbank.

It remains to be seen who will lease Hudson Pacific's recently announced seven soundstage development north of the Hollywood Burbank airport.

“The content wars are in full force and Burbank is the epicenter,” Tourtellotte concludes. “It’s an ideal location for our major projects that will come online at the same time as many of these media company expansions.”

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