



## ABOUT

The old Howard Hughes landing strip and airport in Playa Vista (Marina Del Rey – Los Angeles) has been transformed into the largest commercial construction site in California, called **Runway at Playa Vista**. It will provide West L.A.'s finest go-to options for dining, shopping and entertainment and offer multi-family units for trendsetters who want to live the ultimate west coast lifestyle.

## SITUATION

George Pondella, owner of Rossmoyne, Inc., is one of Allura's preferred installers and eager to provide the interview for Runway to consider Allura. After Rossmoyne, Inc. was awarded the contract, Allura fiber cement siding was selected to provide superior moisture defense for the exterior cladding surfaces and specialty custom wood work on five of the phases within the complex (multi-family, mixed-use and commercial). Allura was chosen specifically for Whole Foods Superstore, Chase Bank, the Theaters and all 420 of the multi-family units.

## APPROACH

Allura Architectural Panels with EasyTrim Reveals were selected for the commercial and multi-family units. The Runway Project required a submittal process and Allura helped George Pondella of Rossmoyne Construction make the submittal process work. Allura had the right specifications and excelled in the field observation.

## RESULTS

Because Allura had applied Plycem's proprietary technology to its fiber cement formula, and offered the ultimate color choices and design styles, it quickly became a forerunner in the building materials selection process. Allura had the inventory on-hand, delivered the product on-time and it arrived ready to install. Due to EasyTrim Reveals seamless fit and ez.lock system, installation was easier and faster compared to other leading fiber cement brands.

## CLIENT TESTIMONIALS/QUOTES

*"Allura is accessible and they have the right specifications to make projects work. Their field observation process is supportive and helpful, unlike other manufacturers. Allura product arrives ready to install. The product literature and installation guidelines are always on point and the literature is always available to us from our representative. Plus the Allura representative is very knowledgeable about products and its installation. Additionally, there is a willingness to support our endeavors. They were willing to attack the market and gain their share on the largest projects."*

- George Pondella, General Contractor  
on the Runway Multi-use Project

## PROJECT OVERVIEW

**Location:** Playa Vista, CA  
**Project Team:** Rossmoyne Inc. specifically for Allura  
**Date:** January 2014

## SPECS

Mixed-used development  
Covering approximately 11,000 acres  
Runway is nearly 221,000 sq. ft. of retail space,  
35,000 sq. ft. of office space and 420 residential units.