

Amplifying the Student Housing Experience

Los Angeles development team celebrates 4 years of operation with a strong pipeline of development and value-add projects



Amplify Development Company, a vertically integrated development firm based in Los Angeles, is celebrating its four-year anniversary while working on a pipeline of impressive projects.

Since 2017, Amplify has focused on developing quality mixed-use projects across the West Coast—primarily in the student housing and multifamily sectors. The company got its start in the student housing industry with its upcoming project, The Hub on Campus at The Coliseum, adjacent to the University of Southern California (USC). Two of Amplify's three founders are USC alumni, making the project a natural fit. The company is now underway on a second project at USC just a few blocks away.

Amplify Development Company

MANAGING PARTNER
Alec Paddock

LOCATION
Culver City, California

Amplify's development pursuits are not limited by its lean team. The company relies on several external partners, such as Antunovich Associates, an architectural and design firm that Amplify shares office space with. Antunovich is one of the largest and most renowned designers of student housing and multifamily projects in the country. Amplify has also been fortunate to work with Envicom Corporation, a



Los Angeles-based environmental consulting firm that specializes in navigating the complex CEQA approval process, which has been paramount to the success of its initial projects at USC. DynaMaux Creative has also been vital to Amplify's growth over the past four years, handling all the company's branding and marketing needs. These partnerships have enabled Amplify to grow into a considerable player in the West Coast student housing and multifamily development sectors.

"We are a lean, hungry, upstart company that has been able to expand our pipeline and platform significantly over the past four years.

We all live in the Los Angeles area [and] have known each other for over nine years. We have a complementary set of skills that allows us to effectively execute the exciting mix of projects in our portfolio. We've been able to scale our business by working with a great team of design professionals, land use attorneys, public outreach professionals, contractors and consultants," says Alec Paddock, Managing Partner for Amplify. "One of the biggest keys to our success thus far has been our ability to adapt to the needs of the communities where our projects are located. We pride ourselves on our ability to build relationships with local stakeholders...whether they be city officials,

ANTUNOVICH ASSOCIATES

Antunovich Associates is an Architectural, Planning and Interior Design Firm with offices located in Chicago, Washington, D.C., Los Angeles, and Austin. Founded in 1990 by Joseph M. Antunovich, FAIA and employing in excess of 100 design professionals to support projects nationwide, Antunovich Associates is deeply rooted in the belief that creating exceptional buildings is a collaborative process between the Client, the Builder, and the Architect.



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SERVING STUDENTS

Amplify’s current student housing projects under construction aim to provide students and local workers with high-quality places to live. The Hub on Campus at the Coliseum and The Hub on Campus at Figueroa Street, both steps from the USC campus, are certain to be highly sought after by local students.

The Hub on Campus at the Coliseum is a seven-story building adjacent to the southeastern border of USC, the USC Coliseum and the Expo Line Light Rail Transit Station. The project will feature 79 luxury apartments, a portion of which will be designated as deed-restricted affordable housing to serve members of the surrounding community. The project will also include 10,000 square feet of ground-floor retail and three levels of parking.

Later this year, Amplify will break ground on The Hub on Campus at Figueroa Street, another seven-story project near USC’s northeastern border. This project will feature 159 apartments, a portion of which will also be designated as deed-restricted affordable units. The project also includes over 5,000 square feet of retail. Amplify is working in partnership with Core Spaces, a national student housing developer, on both USC projects.

Amplify is also nearing completion on a high-rise student housing project adjacent to Arizona State University in Tempe. Atmosphere Tempe is the company’s first high-rise development, standing at 20 stories, and will contain 252 modern, fully furnished apartments. The project will feature a range of resort-style amenities, including an open-air rooftop pool and skydeck, a fitness center, tanning beds, game and TV lounges and study spaces. Atmosphere Tempe will also incorporate street-level retail. The building will be open to residents this fall and is being developed in partnership with Trinitas Ventures.


BRANCHING OUT

Student housing is not Amplify’s only niche. The company also deals in multifamily projects, most notably, 21121 Vanowen Street in Woodland Hills, California. The mixed-use, market-rate development will bring 101 apartments and

ground-level retail to the Warner Center District, one of Los Angeles’ fastest-growing markets. The project will be completed and begin lease-up in the fourth quarter of 2021.

Paddock notes that Amplify was fortunate to have all four of its projects off the ground before the COVID-19 pandemic reached the United States. This allowed the firm to continue to expand on its pipeline of new projects. With these four ground-up projects underway, Amplify is now working on expanding its platform to include additional asset classes and strategies.

“In addition to our ground-up development pipeline, we are also focused [on] expanding our platform to include value-add acquisition opportunities with repositioning and rehabilitation potential,” he says. “We currently have a number of value-add projects in the works and are excited to be able to announce those in the near future.”

Despite its small size and relatively new presence in the market, Amplify plans to continue bringing large, high-quality and exciting projects to cities across the West Coast and beyond. 

DYNAMAUX CREATIVE

DynaMaux Creative is a woman-owned Creative Services, Branding, Advisory and Mural Curation collective, specializing in real estate since 2004, founded by Maureen Gitto. DynaMaux thrives from being a trusted creative partner for many of the most respected developers, landlords, construction, and business-owners who want to bring a cool-factor to their brand experience. We are proud to be a trusted brand partner for the talented team at Amplify Development Company and we congratulate them on their ongoing growth and success.



BRAND EXPERIENCE

Amplified.

It has been a great pleasure to watch Amplify Development Company grow into the force it is. Thank you for choosing us as your brand partner from the very start.

Find out what we can do for your brand at dynamaux.com.

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