

Hollywood & Wilcox

August 2020

About Us

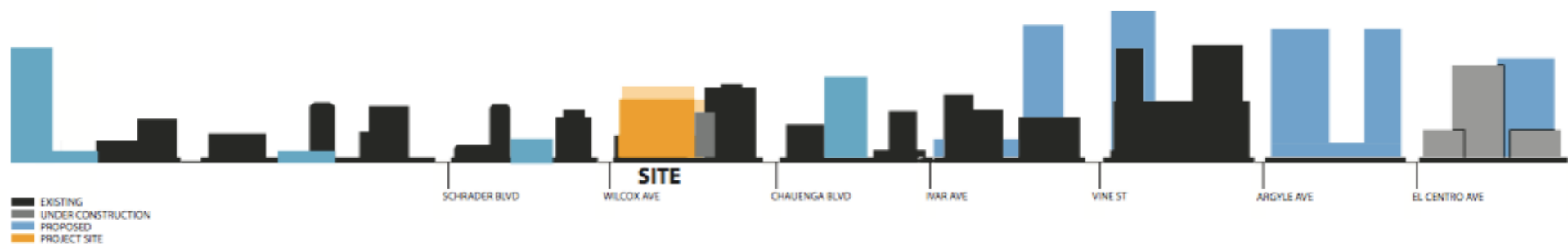
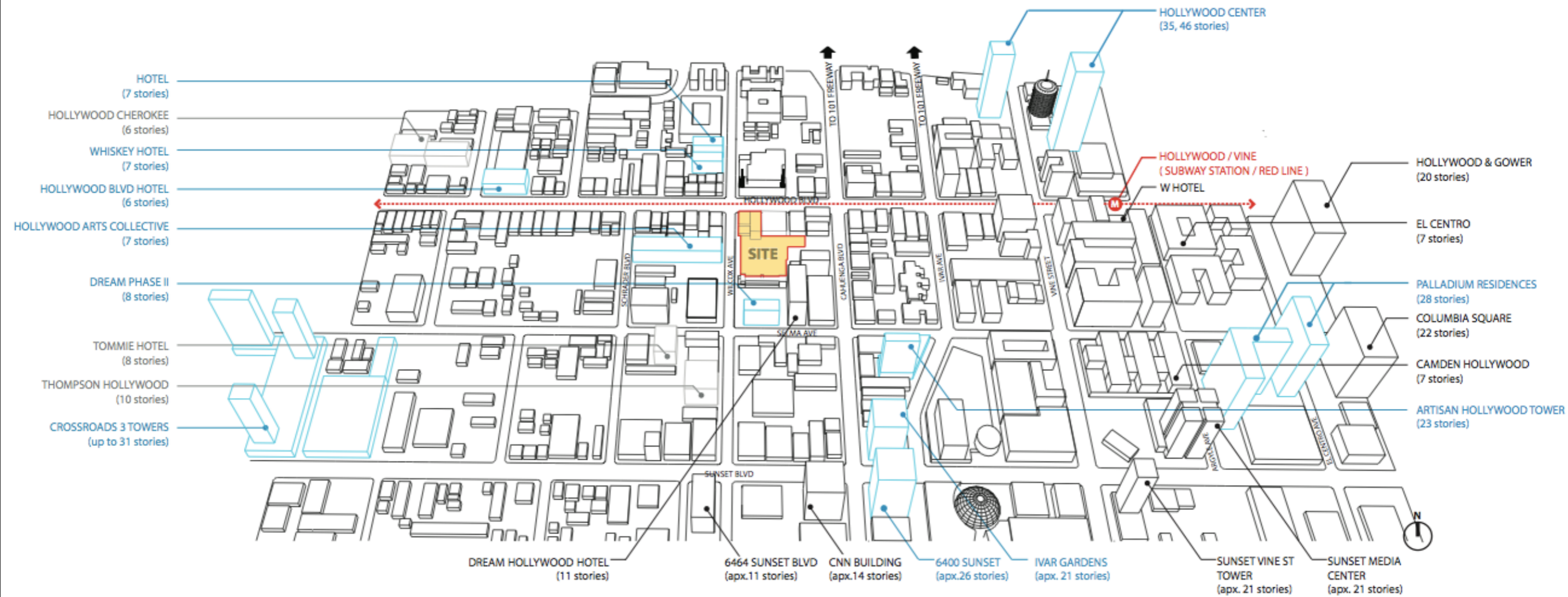
Family-owned since 1901. We are a family-owned company committed to community development and sustainability.

In it for good. As operators of the buildings we own, we take a long-range view of our work and care about the long-term success of the communities in which we build.

In Hollywood since 2007. Purchased and renovated 7060 Hollywood Blvd. Received the BOMA Greater Los Angeles 2013 Outstanding Building of the Year Award.

Respecting community character. We approach every project with the goal of creating a product that is compatible with its surroundings.

Site Context



SOURCES: SURVEY, ENPORS.COM

Location Highlights

Only blocks from grocery stores, shopping, gyms, pharmacies, restaurants and cafés (including Trader Joe's, CVS, Bed Bath & Beyond, Shake Shack, Equinox, etc.)

Located at the southeast corner of Hollywood & Wilcox directly on the **Hollywood Walk of Fame**.

Adjacent to "restaurant row" on Cahuenga Blvd.

A 5-minute walk (or 1/4 mile) to the Red Line Metro subway station at Hollywood & Vine.



New nightlife options are opening around the corner from the site, including the new Dream Hotel and its many bars and restaurants.

Project Facts

New mixed-use building. 260 residential units; 11,020 sf retail space; 3,580 sf office space, and 3,200 sf restaurant uses to replace four low-rise commercial buildings and surface parking. Total 278,892 sf.

Historic preservation. Restoration of Attie Building in accordance with the Secretary of Interior Standards for Historic Rehabilitation.

Ample on-site parking. 420 spaces contained in five levels, screened from public view. Ratio of ~one space per bedroom.

More open space than required. 33,750 sf open space; extensive landscaping.

Environmental leadership. A certified AB 900 Environmental Leadership Development Project; designed to achieve LEED Gold.

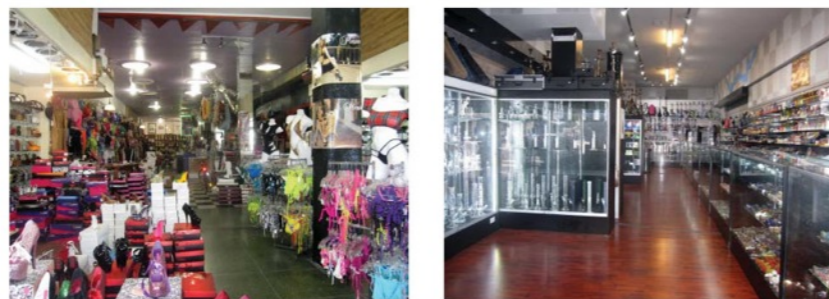
Workforce housing. Up to 10% of units set aside for workforce housing.

RESTORATION PLAN

- The character-defining features will be retained, including the second story Art-Deco façade and the Wilcox Avenue mural.
- Historic elements of the building will be cleaned and repaired as necessary.
- Non-original features such as current storefront signage will be removed so that a more historically sympathetic storefront can return the building to its classic Hollywood glory.



- RETAIN BILLBOARDS
- WINDOW FRAME COLOR TO BE RESTORED TO AN OLIVE GREEN-BROWN HUE
- CLEAN TERRACOTTA AND STONE SPANDEL
- REPAIR WINDOWS IF NECESSARY
- MAINTAIN ORIGINAL CORNICE LINE
- RETAIN MURAL
- CONTINUE FLUTED CORNER PIER TO THE GROUND
- REMOVE POSTERS



DEMOLISH AND REBUILD INTERIOR SPACE



REPAIR / RESTORE ELEVATOR CAB

REPAIR / RESTORE CANOPY IF NECESSARY

REMOVE GLASS BLOCKS

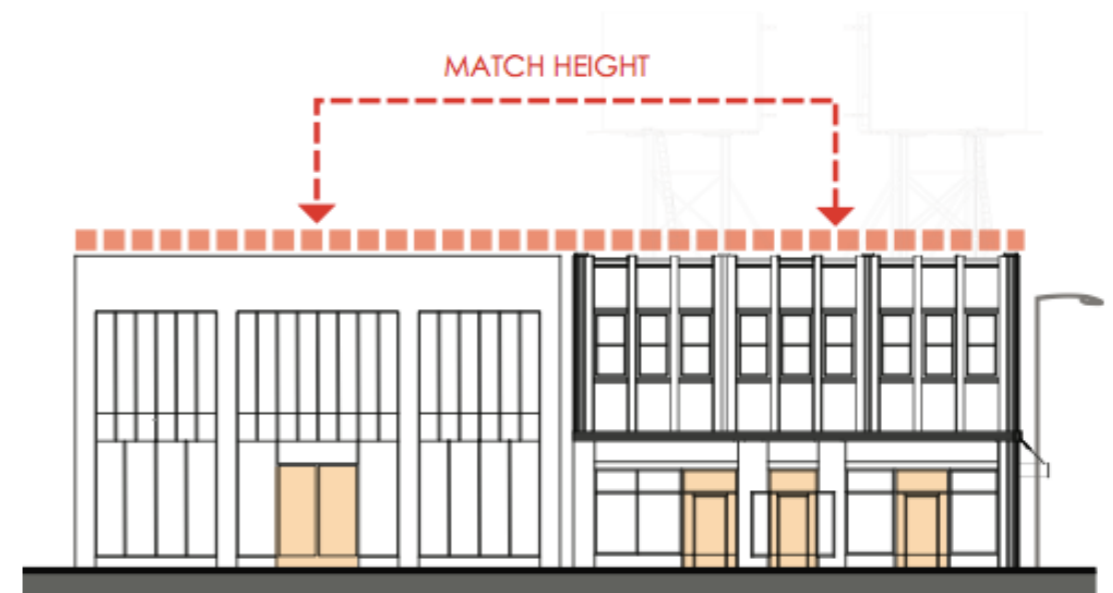


Attie Building, Post Restoration



**PROPOSED NEW
COMMERCIAL BUILDING**

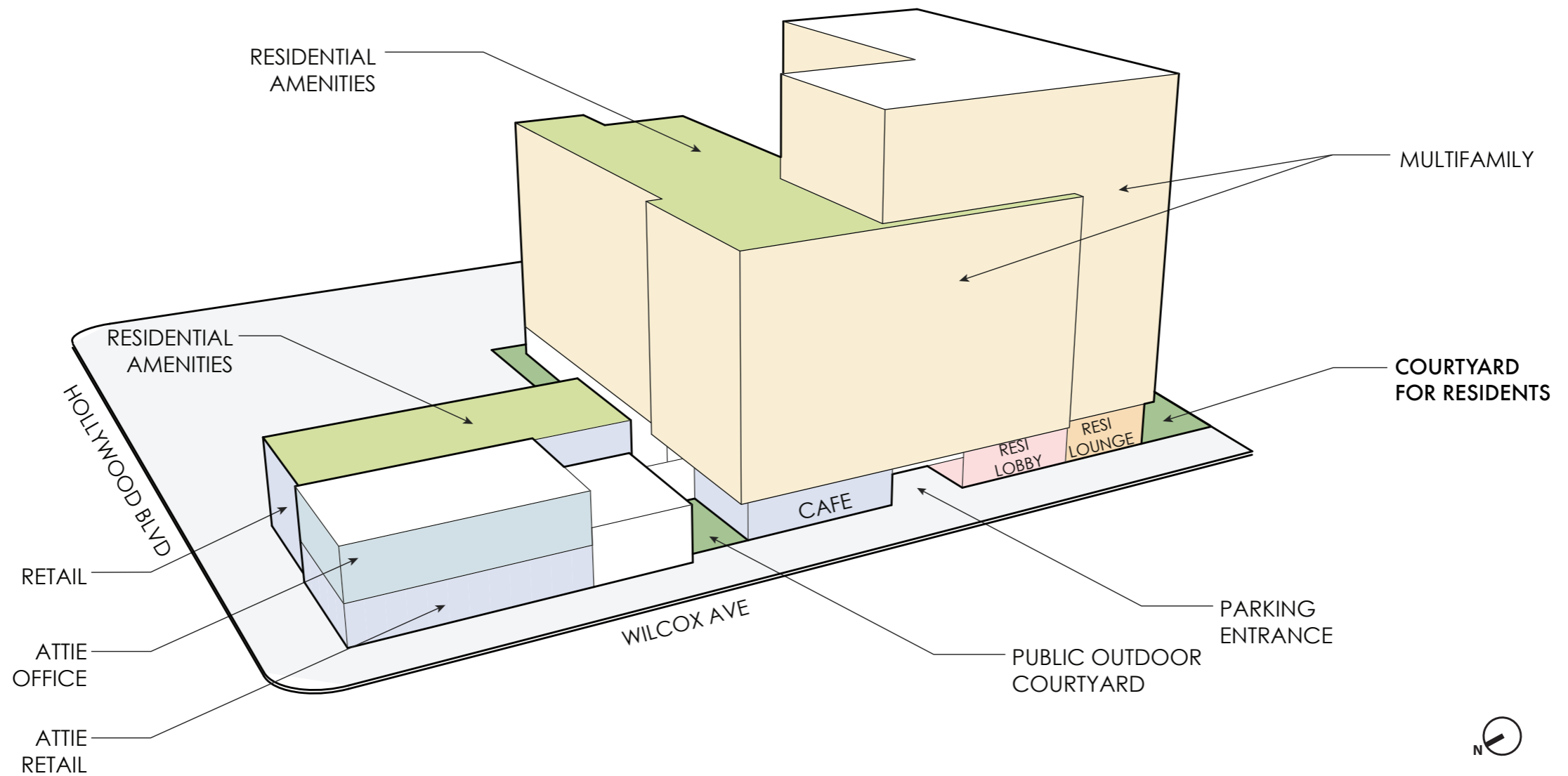
ATTIE BUILDING



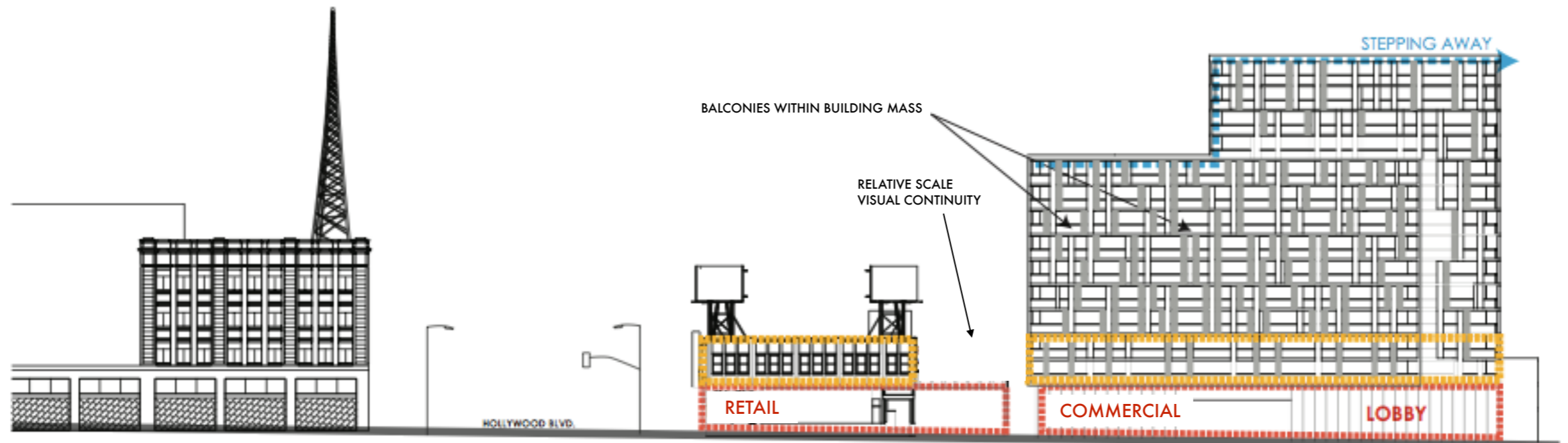
**PROPOSED NEW
COMMERCIAL BUILDING**

ATTIE BUILDING

Usage Diagram



Building Height Steps Away from Hollywood Blvd.



View from Hollywood & Wilcox



View of Project Site Looking South Down Wilcox Ave.



West Elevation Along Wilcox Ave.



View of Retail Along Hollywood Blvd.



"You Are the Star" Mural

Iconic artwork retained as part of the project



Project Benefits

Economic investment. The project will create hundreds of both construction-related and permanent full-time jobs, and infuse over \$100 million into the economy.

Creating well-paying jobs. As a certified Environmental Leadership Development Project (ELDP), Hollywood + Wilcox will create new high-wage and highly skilled jobs.

Adding to the City's housing stock. 260 new residential units will be built, helping to address LA's housing crisis.

Quality housing for the local workforce. Workforce housing gives Hollywood's working families a chance to live close to work.

Restoring a Hollywood icon. Attie Building will be restored and "You Are the Star" mural retained.

Improved connectivity. Repairing gaps in the street wall, adding street trees and widening the sidewalk along Wilcox will create visual interest and improve the pedestrian experience.

Enhanced neighborhood safety. The project includes a publicly-accessible outdoor courtyard with updated paving materials, café-style seating and abundant landscaping. A vibrant, pedestrian-friendly streetscape puts critical eyes on the street, enhancing local safety.

Community Outreach

Our outreach efforts have included meetings with the following local stakeholders and community groups:

- **Abutting property owners**
- **Hollywood Heritage (multiple meetings)**
- **Hollywood Hills West Neighborhood Council**
- **Hollywood Property Owners Alliance/BID**
- **Central Hollywood Neighborhood Council**
 - > **Support letter** received from CHNC
- **Hollywood Chamber of Commerce**
 - > **Support letter** received from Chamber

EIR Summary

- **Zero greenhouse gas net emissions**
- **Less than Significant vehicle miles traveled (VMT) impact**
- **15% transportation demand management (TDM) program**
- **All Significant and Unavoidable impacts are temporary as they only occur during construction**
- **No permanent Significant and Unavoidable impacts**
- **Mitigation Monitoring and Reporting Program as well as a Statement of Overriding Considerations will be adopted for the Project**

Necessary Approvals

The City of Los Angeles has the principal responsibility for approving the Project. Approvals required for development of the Project may include, but would not be limited to, the following:

- Vesting Zone/Height District Change from C4-2D-SN/C4-2D to C4-2D-SN/C4-2D to modify the D Limitation to allow a maximum FAR of 4.5:1 in lieu of the otherwise permitted 2:1 FAR per Ordinance No. 165,660-SA220;
- Vesting Conditional Use Permit to allow floor area ratio averaging in a Unified Development;
- Master Conditional Use Permit to allow the sale of a full line of alcoholic beverages for on-site and off-site consumption within Project restaurants and retail stores;
- Site Plan Review;
- Vesting Tentative Tract Map for the purpose of creating a subdivision with three ground lots and three commercial condominiums;
- Redevelopment Plan Project approval; and
- Haul route approval.

Delivering needed housing
Respecting Hollywood history
Enhancing neighborhood safety

Hollywood & Wilcox

Thank you for your time.