

Date : 7/1/2020 1:54:44 PM
From : "Luciralia Ibarra"
To : "Jason McCrea"
Subject : Fwd: design revisions
Attachment : 2020.0701_ Design study to Luci.pdf;

----- Forwarded message -----

From **Mark Armbruster** <mark@agd-landuse.com>
Date: Wed, Jul 1, 2020 at 12:38 PM
Subject: design revisions
To: Luciralia Ibarra <luciralia.ibarra@lacity.org>

Hi Luci,

See attached revised design renderings and short text about thought behind these changes. We would like to move forward with these. I would appreciate any thoughts you have. Thanks.

Mark

The first two images are two different views of the whole project, including the changes that were made to the residential building.

The third page, which Luci has seen before (and no changes were made since she last saw this), is to again show the changes we made to the design of the retail building along Hollywood.

Some key changes or points on the design:

- Grid-like structure (vertical elements) has been significantly simplified to create a more subtle/minimal design
- Balconies exist (and always have) in the grid-like area of the building. If you zoom on the rendering, you can see the balcony glass and on slide 2 you can see people standing on the balconies
- We have created a large break in the massing mid-way along the Wilcox frontage, exposing balconies
 - As well, the grid structure has been removed on the upper portion of the 11 story section of the building, opening up this portion of the building, making it feel lighter and exposing the balconies
 - This area of the building shows more glass

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* For appointments, please contact Darlene Navarrete at (213) 847-3683 or Darlene.Navarrete@lacity.org



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VIEW OF THE WILCOX ELEVATION



VIEW FROM HOLLYWOOD & WILCOX



VIEW OF RETAIL ALONG HOLLYWOOD