



Creating
**HOLLYWOOD FREEWAY
CENTRAL PARK**

COMPASS BLUEPRINT
DEMONSTRATION PROJECT
SUMMARY REPORT

NOVEMBER 2008





This is a project of the Hollywood Chamber of Commerce, the Hollywood Freeway Central Park Coalition and the Community Redevelopment Agency of Los Angeles (CRA/LA) with funding provided by the Southern California Association of Governments' (SCAG) Compass Blueprint Demonstration Project Program. Compass Blueprint assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals. Compass Blueprint tools support visioning efforts, infill analyses, economic and policy analyses, and marketing and communication programs.

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WHY CAP THE FREEWAY TO MAKE A PARK?



The Hollywood Freeway Central Park is a proposal to build a neighborhood park of up to 44 acres over the US-101 freeway in Hollywood. The proposed park will help bring together communities that were separated from each other when the freeway was built, and create recreational space in a part of the city that lacks adequate parks and open space today. As Los Angeles and its citizens forge ahead into this century, the Hollywood Freeway Central Park project is a symbol of a renewed commitment to repairing the damage to neighborhoods wrought by the freeway-building era and offers a chance to improve urban livability.

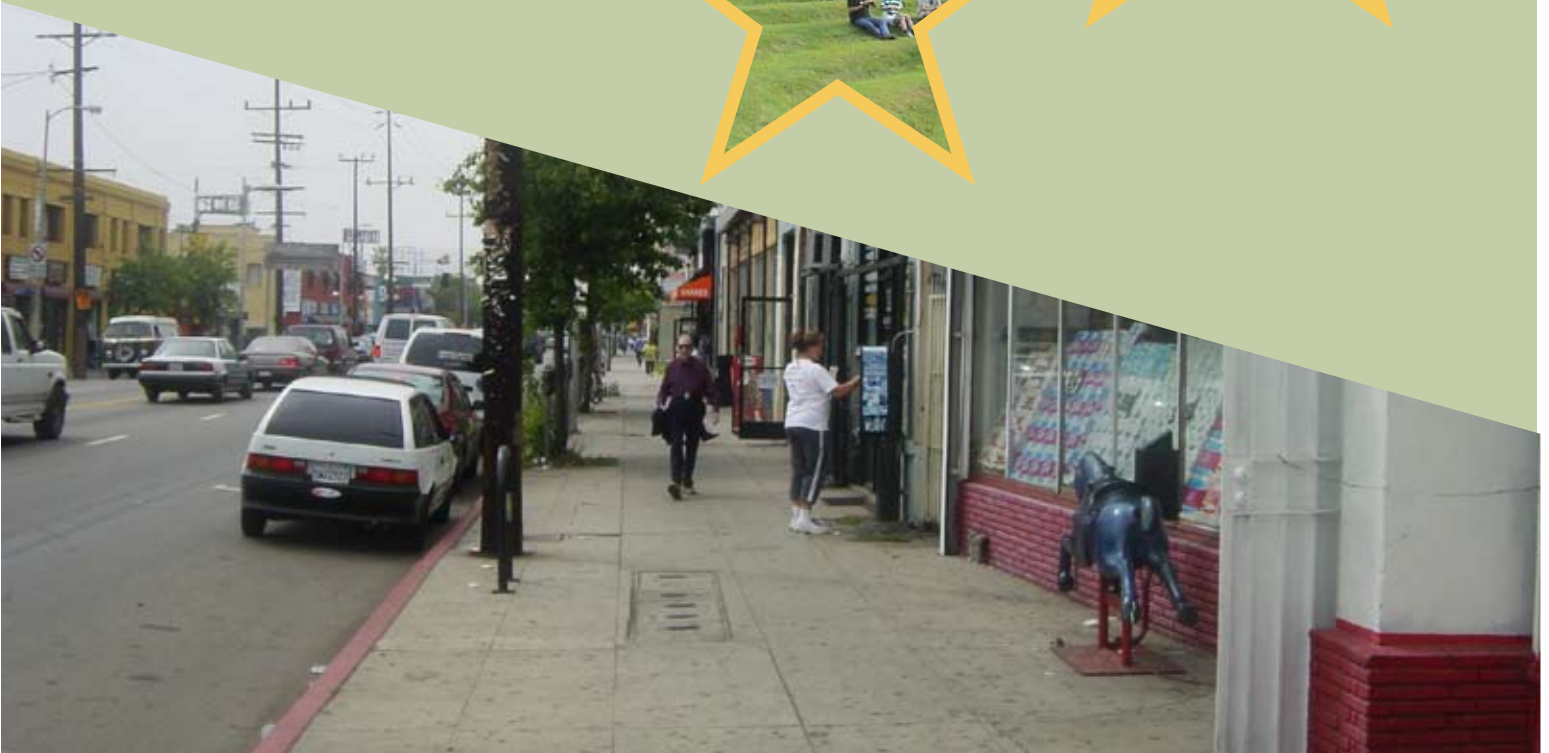
With rising real estate prices and an increasingly dense population, we have arrived at a time in Los Angeles when it may actually be cheaper to construct a cap over the Hollywood Freeway to build a park than to buy existing land. The idea of creating a cap park over the US-101 germinated in the minds of residents years ago, and the process of making this dream a reality began recently as the city entered into an agreement with the Hollywood Chamber of Commerce to fund a feasibility study of the Hollywood Cap Park, potentially a 44 acre park covering the US-101 with a wide swath of green space from Bronson Avenue to Santa Monica Boulevard.



As the Los Angeles region's metropolitan planning organization, the Southern California Association of Governments helped make this study possible through its Compass Blueprint Demonstration Projects program. Compass Blueprint provides cities and counties with creative, forward-thinking, and sustainable development solutions that fit local needs and support shared regional values.

This Demonstration Project was designed to carry out four tasks:

- Help the community visualize the park in place
- Analyze its probable impact on surrounding land uses
- Develop recommendations for land use policy
- Create materials for use in future outreach





Hollywood is a neighborhood in desperate need of open and recreational spaces.

DEMOGRAPHICS

The area immediately surrounding the proposed cap park site is densely populated with a rich diversity of families and households from many walks of life. More than 80,000 people, including 21,000 children, live within one mile of the proposed park. About 75 percent of these residents are classified as minorities by the U.S. Census. The median household income is estimated to be \$23,400 per year, which is approximately half the Los Angeles area's median income. In 2000, within ½ mile of the proposed park, 32% of the population lived below the poverty line, compared with 18% in Los Angeles County. The existing housing stock is 93% renter-occupied, compared with 52% county-wide. Of those households, 47% pay a third or more of their income to rent, versus the 44% county-wide. At the same time, the area is well served by transit facilities; both sides of the proposed park have Metro Red Line rail stations and are served by several Metro bus lines.

Like much of Los Angeles, Hollywood is a neighborhood in desperate need of open and recreational spaces. Currently the City of Los Angeles has a ratio of 1.2 acres of open space per 1,000 residents, which is a very low figure overall compared to other cities. Hollywood is even lower at 0.5 acres of open space per 1,000 residents. Another key indicator of urban quality of life is proximity to park and open space. Currently, the population within the Central Hollywood Park study area is far from any meaningful park area, and the predominant urban feature is the 101 freeway itself.

CRA PLAN AND ACTIVITY

Most of the Hollywood Freeway Central Park study area is in the 1,107-acre Community Redevelopment Agency of Los Angeles (CRA/LA) Hollywood Redevelopment Project Area. This CRA/LA project area was created in 1986 and is generally bounded by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south and La Brea Avenue on the west. The Hollywood Redevelopment Project plan sets forth an array of goals that include encouraging economic development; promoting and retaining the entertainment industry; revitalizing the historic core; preserving and expanding housing for all income groups; meeting social needs of area residents; providing urban design guidelines; and preserving historically significant structures.

CRA/LA activities in the area have been directed toward promoting the creation of office space for the entertainment industry, adaptive reuse of existing buildings, and building mixed-use residential and commercial projects.¹ The 5-year Implementation Plan of the Hollywood Redevelopment Plan was approved by the CRA Board of Commissioners on May 15th, 2008 and includes the creation of open space as an essential focus of the next five years of the plan.

¹ <http://www.crala.net/internet-site/Projects/Hollywood/index.cfm>

HOLLYWOOD FREEWAY CENTRAL PARK PROPOSAL

ORIGINS

The idea for a cap park covering this part of the freeway has been around for at least 25 years. Recently, the Hollywood Chamber of Commerce proposed the Hollywood Freeway Central Park as a way to create a much needed street-level public park and bring two separate areas of Hollywood back together again. Because this section of the 101 freeway is below the level of the street, the proposed deck will make possible a street-level park for the neighborhood. In addition to stitching together two halves of a community long divided, the park will also help reduce local freeway noise.

In June of 2007, approximately 20 community leaders and 10 representatives from various city agencies including the Department of Recreation and Parks attended a stakeholder workshop. The purpose of the workshop was to stimulate the imagination and develop thoughts on the development of the facility and what its use and purpose should be. Participants all recognized the need for public open space in the area and the healing effect the park will have on the community.

DESCRIPTION

The proposed Hollywood Freeway Central Park will be one mile in length and 300 to 400 feet wide and encompass a total of 44 acres of usable park space. The proposed park area begins at the intersection of the 101 freeway and Santa Monica Boulevard and will cover the freeway up to the intersection of North Hollywood and Bronson Avenue. It is possible that construction may be phased over time, so in some cases this report subdivides the park into three phases.

The Hollywood Freeway Central Park will reverse the current effect of the 101 Freeway trench, which artificially divides the surrounding communities. The proposed use of air space above the freeway is not only an excellent example of efficient land use, but is an opportunity to provide a usable park and open space where there once was none. In the fall of 2008 the engineering and landscape architecture firm EDAW completed a detailed feasibility study to further refine the park proposal.



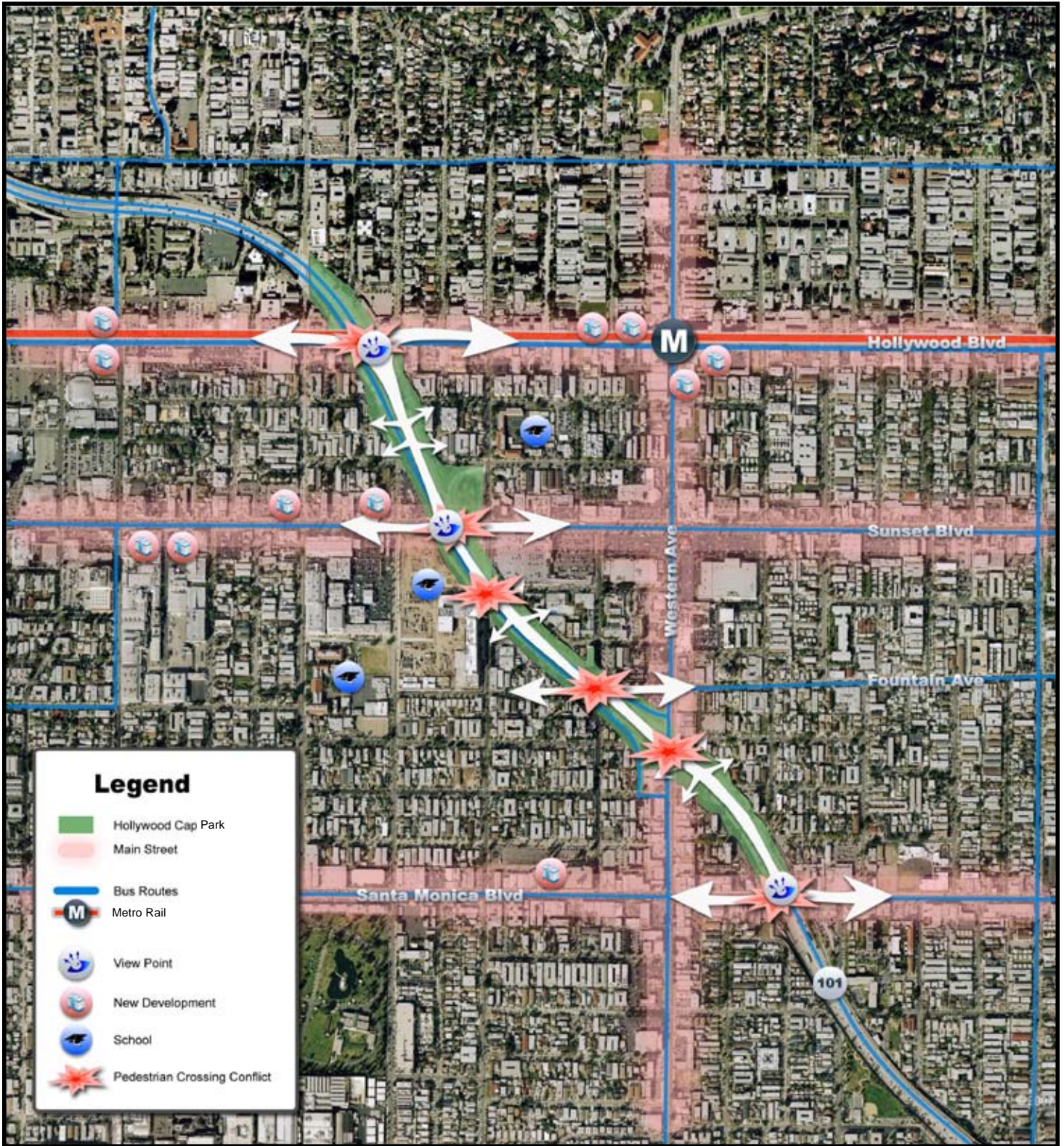


Figure 1: This map details some of the opportunities and constraints that will surround the conversion of US-101 into a cap park.

OPPORTUNITIES AND CONSTRAINTS

Part of the study determined what opportunities and constraints will be presented in developing the park. One of the key considerations was to examine the likely impacts of developing a park on the site. There may be physical impacts (e.g. an area that now overlooks a freeway is overlooking a park) and fiscal impacts (properties close to a park are usually more highly valued than properties that are close to a freeway). Suffice it to say that the impacts of converting a freeway frontage into a park are dramatic, and mostly positive. Figure 1 and the following detail some of the issues that may arise from the conversion.

OPPORTUNITIES

- Properties that border park
- Properties with views of park
- Views from park: Hollywood sign, downtown
- Parcels that border arterial and park (“active corners”)
 - Outdoor dining, cafes, markets facing park
- Park entertainment and festivals
 - Requires coordinated programming
- Close to Metro line and several bus lines
- Reconnects neighborhoods severed by freeway
- Linear pedestrian and bike connection between existing commercial main streets (Hollywood, Sunset, Santa Monica, Western)
- Multi-modal transportation connections (transit, bicycle, walking and freeway)
- Several schools in the area

CONSTRAINTS

- Pedestrian crossing issues on arterials that bisect park
 - Solution: Elegant bike and pedestrian bridge over road
- Residential zoning on most properties adjacent to park
 - limits commercial activities that front park
- On and off-ramp design challenges
 - Potential for conflicts between cars and pedestrians
- Absentee and disinterested property owners
- Concern about use and control of park

THE FOCUS OF THIS STUDY



DEVELOP VISUALIZATIONS OF PARK IN PLACE

This initial planning study was designed to help identify key issues and opportunities related to the Hollywood Freeway Central Park proposal. An important step in this process was crafting a set of visualizations to communicate to the public what is being proposed. Using advanced geographic analysis and design techniques, the consultant team built a virtual model and a series of before-and-after photo simulations of the park. The virtual model allowed the team to make a series of fly-over video clips that illustrate the scale and nature of the potential park. The photo simulations show ground-level views of the park site and new mixed-use developments that could take place at its edges. The visualizations were presented to stakeholders and neighbors and served as a jumping-off point for the public input process.



ANALYZE THE PROBABLE IMPACT ON SURROUNDING LAND USE

Another important part of the project was to determine what the overall land use impacts of a new public park may be on the surrounding neighborhoods. In order to analyze opportunities for new development and to repair the connectivity problems created by the 101 freeway, the consultant team developed a land use and development model with a series of prototypical buildings that could be plausibly built in the vicinity of the new park. These prototypes were the building blocks of a set of land use scenarios that are “painted” on the landscape using geographic information system software. The final product is a snapshot of how the area might look in the future. In addition the model provides a number of performance measures, such as infrastructure costs, transportation indicators, and what types of jobs are likely to be created in the area. Because the model incorporates a financial component, it can also be used to estimate the fiscal cost and benefits of the potential development. Findings of the model are presented later in this report.



DEVELOP RECOMMENDATIONS FOR SURROUNDING LAND USE

Based on the visualization exercise and the land use development model, the consultant team has proposed a series of land use recommendations for the area surrounding the Hollywood Freeway Central Park. The main goal of the proposal is to create a new open space resource to serve as a focal point for recreation and civic life in the community. The best way to achieve this goal is to ensure that the land uses framing the park facilitate community access, provide shops, housing and services that enhance the park’s usability, the neighborhood’s livability and contribute to public safety in the area. The project also presents an opportunity to expand the city’s market-rate and affordable housing supply. The recommendations are detailed later in this report.

One of the primary findings of the study was that some new development of housing or mixed-use housing and commercial development should frame the park's edges. This will provide park- and neighborhood-serving small businesses (e.g. sidewalk cafes), where zoning permits, to park users as well as opportunities for neighborhood "ownership" of the park spaces, keeping the park safer and freer from criminal or vandalistic behavior. The current land uses adjacent to the freeway—alleys, windowless walls and chain link fences—would be undesirable at the edge of a park, and providing a series of uses that will provide supervision and neighborhood ownership of the park areas is essential. A detailed program for uses within the park will be developed in later stages, but ideas from public workshops include sports fields, walking and jogging trails, dog runs, and civic spaces for farmer's markets and street fairs.



ISSUES TO ADDRESS



During a public meeting at Selma Elementary School in January 2008, citizens from the surrounding neighborhoods were invited to give their initial reaction and input about the Hollywood Freeway Central Park proposal. In addition, four subsequent public/stakeholder workshops were held where additional input was gathered and reviewed. Input from these subsequent workshops may not be reflected in this report. Below is a summary of some key topics and issues discussed at the initial meeting.

NEEDS OF THE COMMUNITY

The idea of capping the freeway and adding a park was, in general, well-received by participants. With only a few exceptions, support was widespread for the concept of expanding usable open space, reconnecting neighborhoods, promoting physically active lifestyles, and encouraging investment and housing construction. Public safety and usability of the park are important considerations, as is making sure that new land uses around the park would contribute to its role as a new civic center.

USES AND PROGRAMMING

Discussion about the possible uses of the park yielded a wide range of exciting ideas. Bike paths and walking and jogging trails were a popular idea, as were dog runs and off-leash areas, spaces that could be used as soccer or other sports fields, tot lots and playgrounds, and basketball courts. Participants also want to see passive recreation areas such as gardens, plazas, and spaces for farmers' markets and other public events. There was some disagreement about whether to allow vendors and concessions within the park, though there was general support for allowing coffee shops and food outlets around the edges. Some groups of participants wanted some park spaces to remain flexible, so they could accommodate different uses over time.

Suggested programming for the park included a recreation and community center to host events, provide indoor exercise space, and space for after-school programs. Some suggested performance areas for concerts and festivals. Overall, the input received reflects a deeply seated need for active and passive recreational opportunities in Hollywood.

CAP DESIGN

The design of the freeway cap itself was an issue. Some groups wanted to ensure that the cap would help mitigate tailpipe emissions from the freeway. The phasing of construction and how to manage at-grade street crossings were also a concern. Some suggested extending the park southward to better serve the East Hollywood area, while others stressed the importance of connecting the park to Helen Bernstein High School. Issues of overall cost, sources of funding, and who will ultimately decide on the park's design were also raised. In general, neighbors



POSSIBLE PARK USES

- Bicycle and Pedestrian Paths
- Skateboard Park
- Sports Fields
- Festivals and Events
- Community Square
- Farmer's Market
- Playgrounds
- Active Fountains
- Dog Park
- Concert Stage
- Amphitheater
- Educational Facilities

want to ensure that the structure improves many aspects of their community, from air quality, to connectivity, to aesthetics.

GENTRIFICATION AND LAND USE CHANGES

Changing land uses, increasing property values, and the potential for eminent domain were of particular concern to the community. Participants acknowledged that land prices will increase along the edge of the park and throughout the neighborhood, and voiced their desire to have a role in planning any new development. The community would like to see the increased investment benefit both current and future residents. There is general support for building affordable and market-rate housing on the edge of the park, in part to ensure that families are not displaced.

PUBLIC SAFETY

Ensuring the park will be safe for the community is an overriding concern. Nighttime security is a particular concern; many participants suggested including a police substation, adequate lighting, and ensuring that the surrounding buildings face the park. Some suggested including facilities for the homeless, but did not want the park to serve as a campground.

PARKING AND TRAFFIC

While support for the park proposal was overwhelmingly positive, parking and traffic issues are of concern to the neighborhood. Instituting a parking permit program in the residential areas was suggested, as was building a parking garage adjacent to the park with retail on the ground floor. Others suggested using metered parking near the park, and adding transit lines to serve the park directly. Because the project is still in the initial proposal stage, there was not a lot of data about parking demand from the park, but residents seem willing to consider a range of possible solutions.

FREEWAY EXPERIENCE

The cap proposal would create a freeway tunnel approximately one mile in length, and meeting participants listed a number of issues to consider. These included concern over the length of the tunnel during traffic jams and suggestions to break up the tunnel with periodic gaps, or “skylights” in the cap. Functional issues like adding call boxes, planning for evacuations, and other emergencies were also mentioned. For this reason, analyzing the park in three or more sections will allow for a better evaluation and an incremental approach to development of the park.



VISUALIZATIONS OF THE PARK

Photorealistic visualizations are intended to help people imagine what the park could look like and to generate ideas for potential uses of the park. The building prototypes visualized are meant to show what is permitted under existing codes on those sites and are not design proposals for the park or the surrounding neighborhoods.



Figure 2: Visualization of the potential Hollywood Freeway Central Park. Note: This image does not represent a park design proposal.



Figure 3: Visualization of the potential Hollywood Freeway Central Park. Note: This image does not represent a park design proposal.



Figure 4: Visualization of the potential Hollywood Freeway Central Park. This image does not represent a park design proposal



Figure 5: Visualization of the potential Hollywood Freeway Central Park. This image does not represent a park design proposal.



Figure 6: Photorealistic visualizations of a potential Hollywood Freeway Central Park show several aerial views of what the park could look like. Building heights reflect current zoning. Note: This image does not represent a park design proposal.



Videos of the park can be found online at <http://www.compassblueprint.org/>

LAND USE ANALYSIS

The consultant team assembled a land use and real estate market model to help the community evaluate the potential land use impacts of the proposed Hollywood Freeway Central Park. Current regulations in the area tend to focus higher density development along the existing major corridors: Sunset and Santa Monica Boulevards running east to west, and Western Avenue running north to south, as detailed in Figure 7. Land use planners are in the process of updating density and land use designations for the Metro station area at Hollywood Boulevard and Western Avenue.

The land use analysis model estimates which properties will be feasible, or most likely, to redevelop under current regulations—that is, which properties would give a reasonable rate of return and therefore attract private investment. Given what was modeled as feasible, computer simulations were designed to show graphically what the neighborhood might evolve to, and to identify opportunities for solving some existing and potential neighborhood issues.

This building and development exercise shows how the area immediately surrounding the park could one day look as an urban environment. Based on current zoning and land use regulations for the area, estimated land prices, and construction costs, the team designed a series of virtual buildings that would be permitted under current regulations, and are likely to be financially feasible adjacent to the park and in the community. These virtual buildings incorporate some of the best practices in mixed-use development today. Each incorporates high quality exterior design, a good balance of residential, employment, and service retail uses, and provides on-site parking to minimize neighborhood impacts.

A virtual land use scenario made up of a mix of these buildings was then “painted” on the landscape in the vicinity of the park area. The scenario assumed the redevelopment of approximately 125 acres of land and the addition of 7,120 housing units and about 2,000 retail and 5,200 office jobs (Figure 6). Properties that were estimated to be valued at less than \$3 million dollars an acre were selected, to meet the financial feasibility goals of the scenario (Figure 9). This scenario is a “maximum” and is not a forecast of what may actually occur, but is what would be financially feasible given current estimated market values for buildings. For this process to actually occur, many other elements would need to be in place, including willing sellers, willing buyers, a market for the products, the various approvals by the City and other agencies, and vetting by the community. Note that the regional growth forecast for this area exceeds this scenario by about 30%.



A basic financial analysis of the scenario produced a number of findings. Densities will need to be at the top end of what is permitted under current zoning in order to support new construction. The cost of structured and underground parking makes up a significant share of the total building cost. Because the project feasibility depends on underground or structured parking, sites need to be at least 15,000 square feet, requiring consolidation of several properties to make a feasible project site. As is common in Los Angeles, residential rent levels will need to be very high to support new construction—over \$2,300 a month for a two bedroom apartment. Condominium sales prices in the range of \$500,000 to \$700,000 would be feasible, however. Los Angeles’ density bonus law permits up to a 35% increase in the number of market rate units in return for additional affordable units in areas well-served by transit. However, given the strong need for affordable rental housing in the area, additional affordable housing programs should be considered. Combining several all-affordable rental projects with community-wide services, such as a YMCA recreation center, could also help add to the affordable housing supply.

Finally, this potential development scenario could produce significant redevelopment tax increment bonding capacity, which could help fund improvements to the park, to the larger neighborhood or even construction of the freeway cap structure itself. The cumulative valuation of the most feasible potential new buildings would total over \$2.8 billion, using conservative estimates. The potential for increased tax increment revenues to pay for some part of the park improvements, or other community needs should be thoroughly investigated and used as a specific strategy for funding or mitigation.

The Hollywood Community Plan update is currently under review by the City of Los Angeles. The proposed plan would provide an excellent basis for the addition of the park, and a park would allow for the achievement of many of the community’s goals. However, the creation of the park will be a powerful force acting on the community that was not envisioned when the plan was updated. The community should consider updating the plan again to include the impacts and opportunities that the park will create, once the decision to build it is made, and the funding is secured.

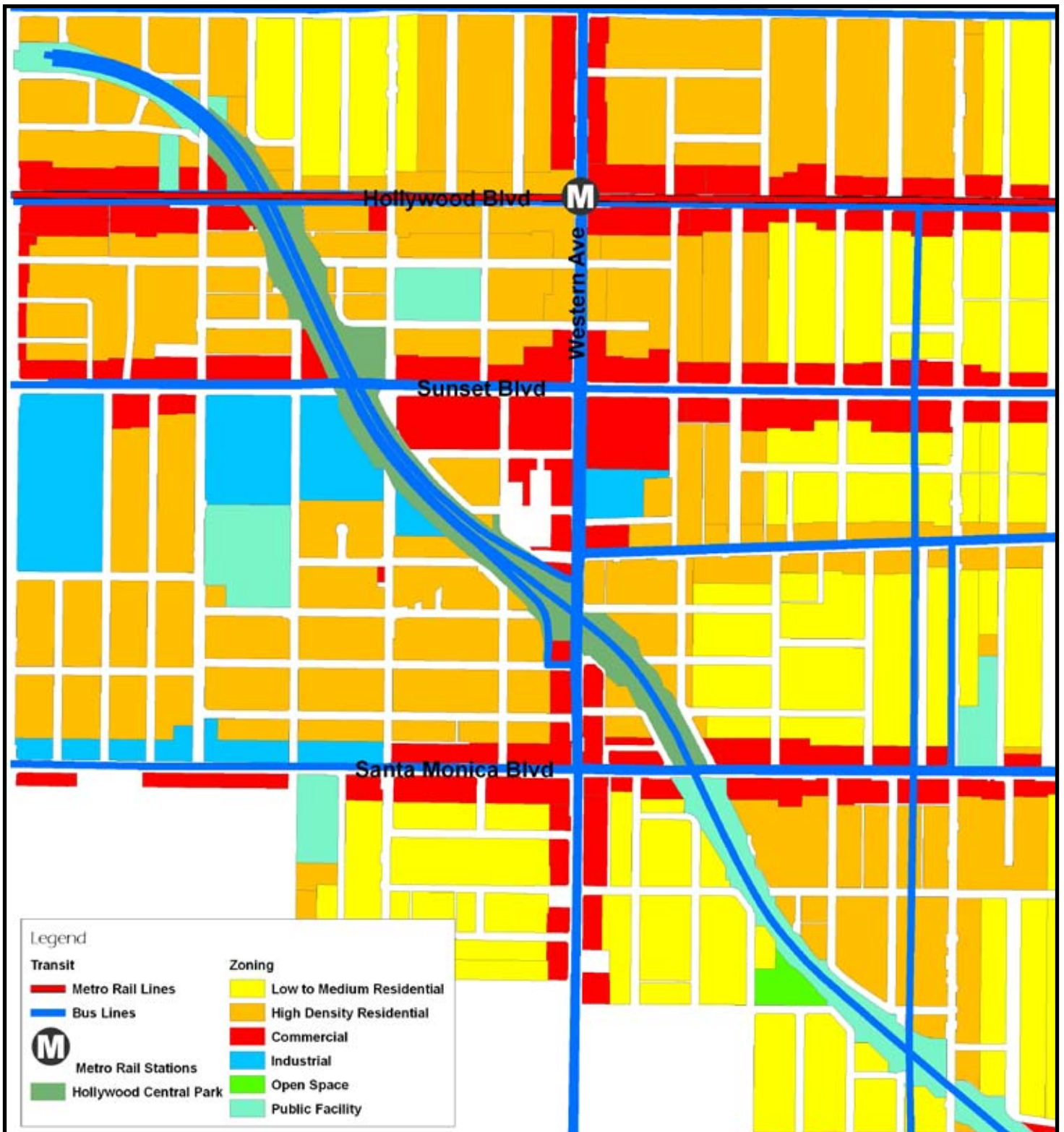


Figure 7: Current zoning in the area surrounding the proposed Hollywood Freeway Central Park.

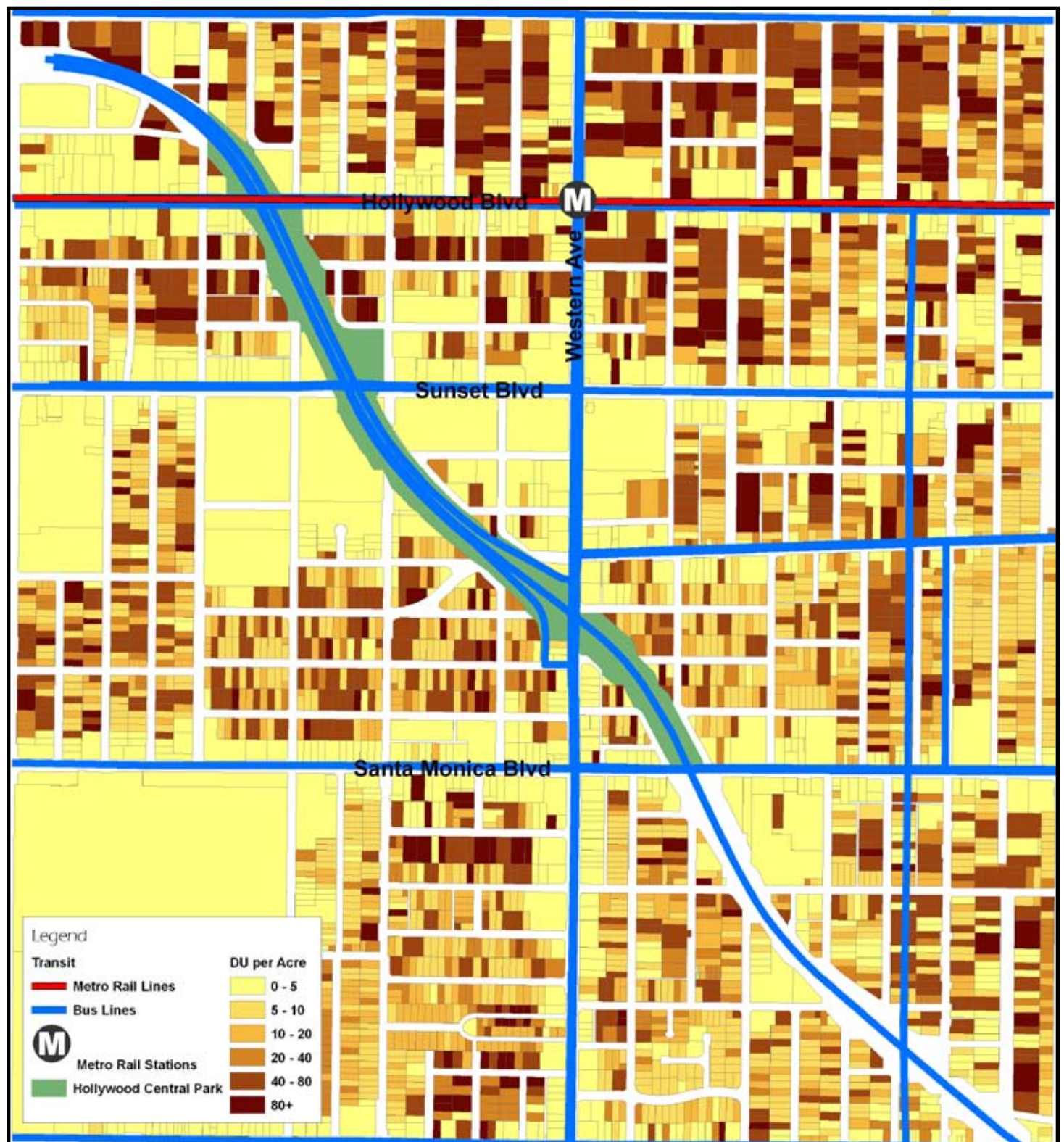


Figure 8: Current dwelling units per acre in the area surrounding the proposed Hollywood Freeway Central Park.

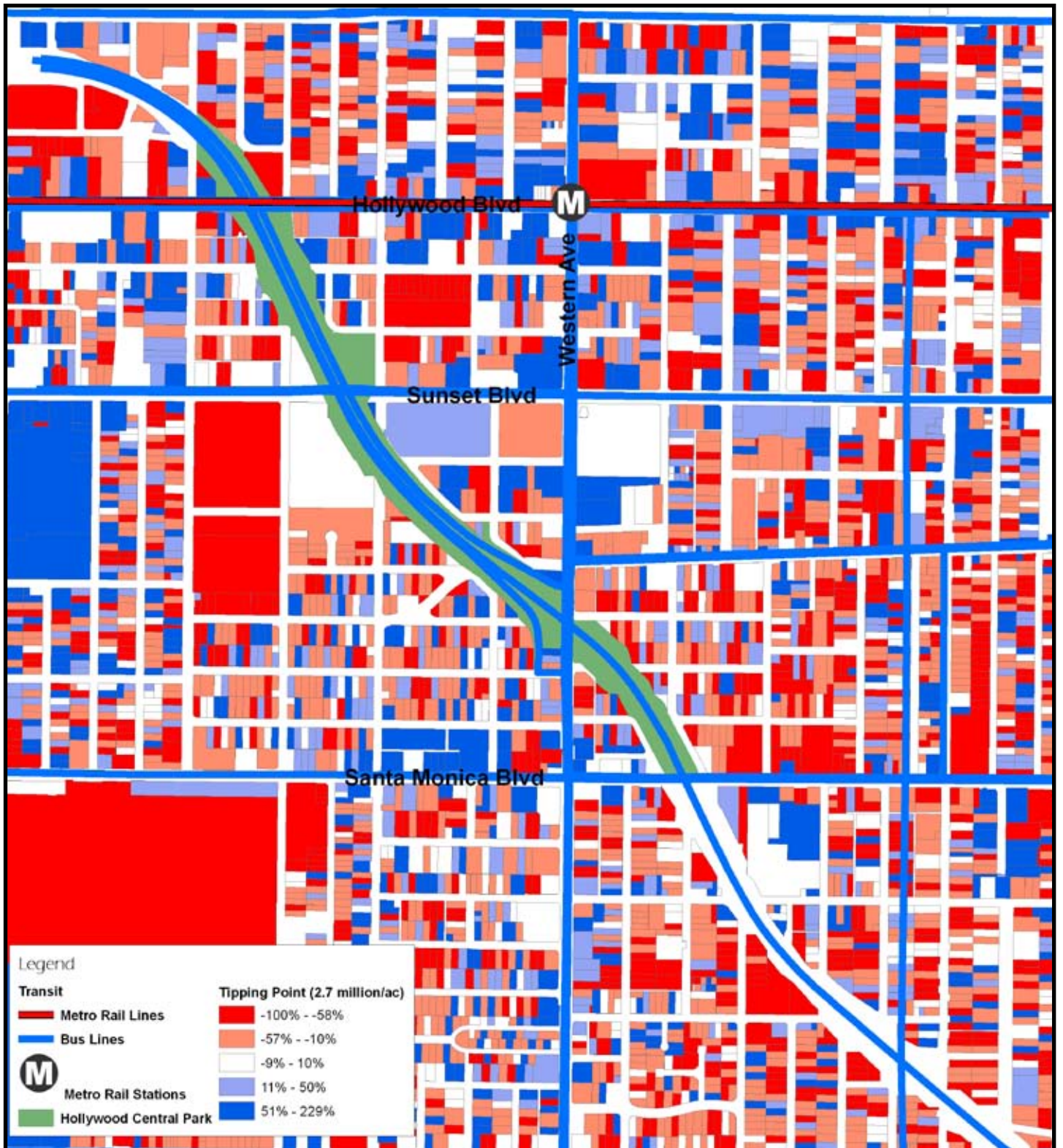


Figure 9: This “Market Potential” map represents parcels that are likely to redevelop assuming a land value of \$3 million dollars per acre. The lots shown in red are more likely to see future investment and development, while the lots shown in blue are more likely to remain as they are.

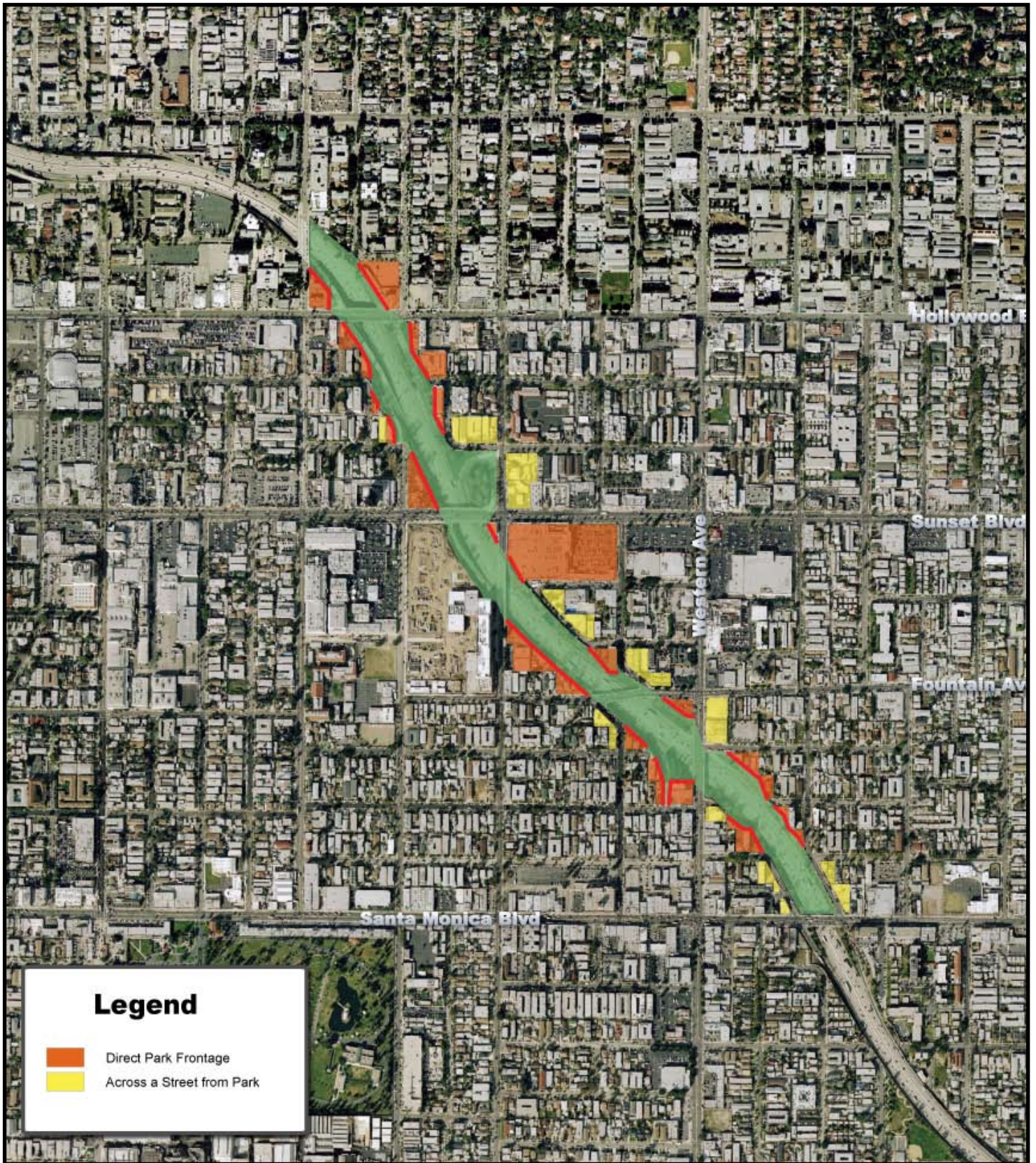


Figure 10: Parcels with direct park frontage and across the street from the proposed Hollywood Freeway Central Park.

RECOMMENDED PLANNING POLICIES

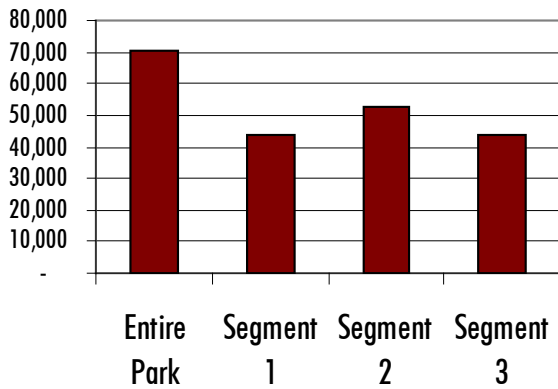
CONSIDER THE PARK IN 3 SECTIONS, AND ANALYZE THEM INDEPENDENTLY AND CUMULATIVELY.

The size of the proposed park makes it difficult to analyze as a single area. Because of the many street crossings through the park, it is sensible to break the park into three separate sections, as well as looking at the park in its entirety. The following maps represent potential planning segments and outline all census blocks within a half mile buffer of the proposed park. The charts below describe the population that would be served by the three park segments and the park as a whole. Note that the segments overlap geographically and some census blocks may be included in more than one segment.

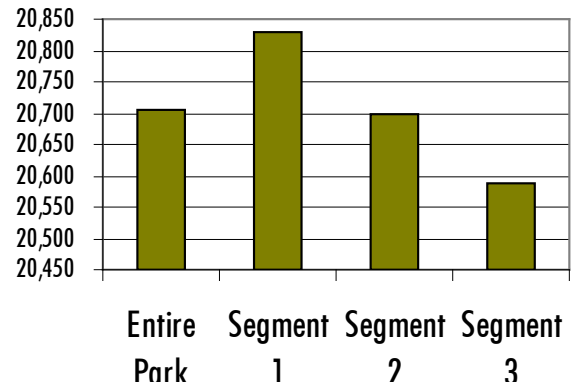
- Segment #1 of the proposed park is bounded by Bronson Avenue to the north and Sunset Boulevard to the south. *(Figure 12)*
- Segment #2 of the proposed park is bounded by Sunset Boulevard to the north and Western Avenue to the south. *(Figure 13)*
- Segment #3 of the proposed park is bounded by Western Avenue to the north and Santa Monica Boulevard to the south. *(Figure 14)*

The divisions are not only useful for analysis; they also point to an opportunity arises to develop the park in phases. Developing the park in smaller, less expensive phases may allow for more funding options and increased flexibility in planning for the project.

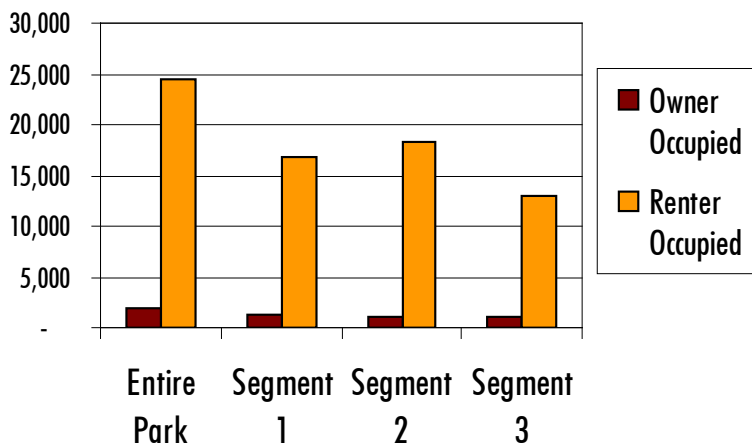
Total Population



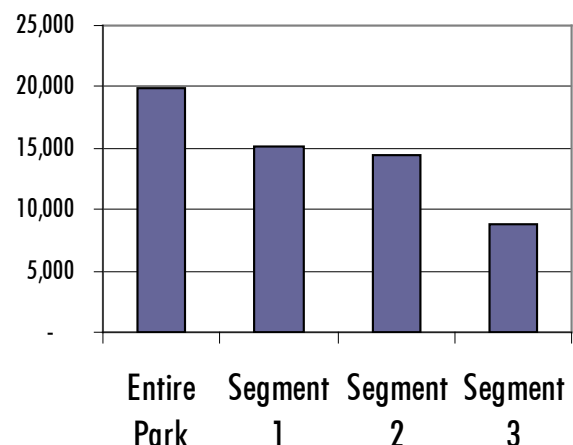
Household Median Income



Owner vs. Renter Occupied Housing



Jobs



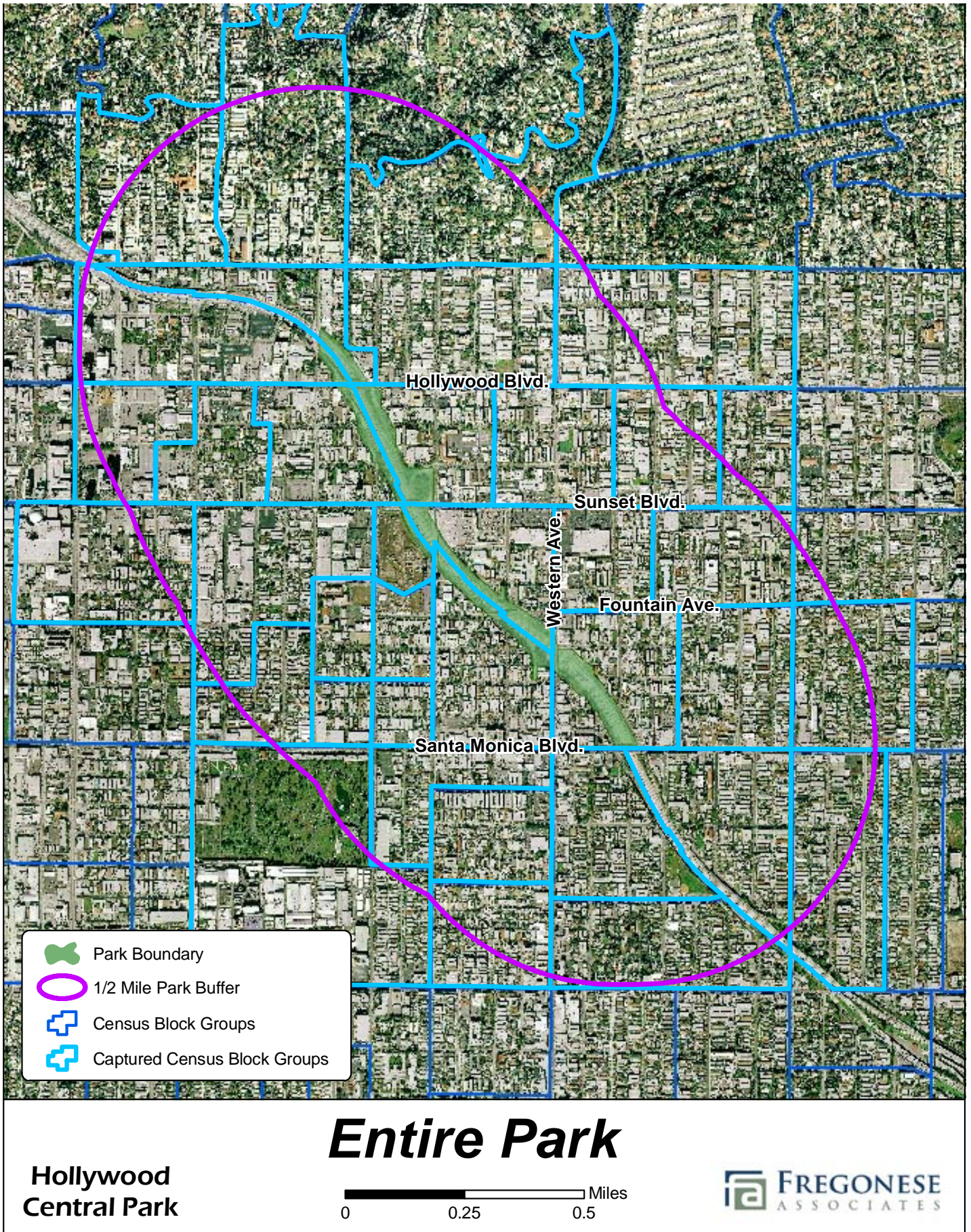


Figure 11: The entire proposed park and all census blocks "captured" by a 1/2 mile buffer.

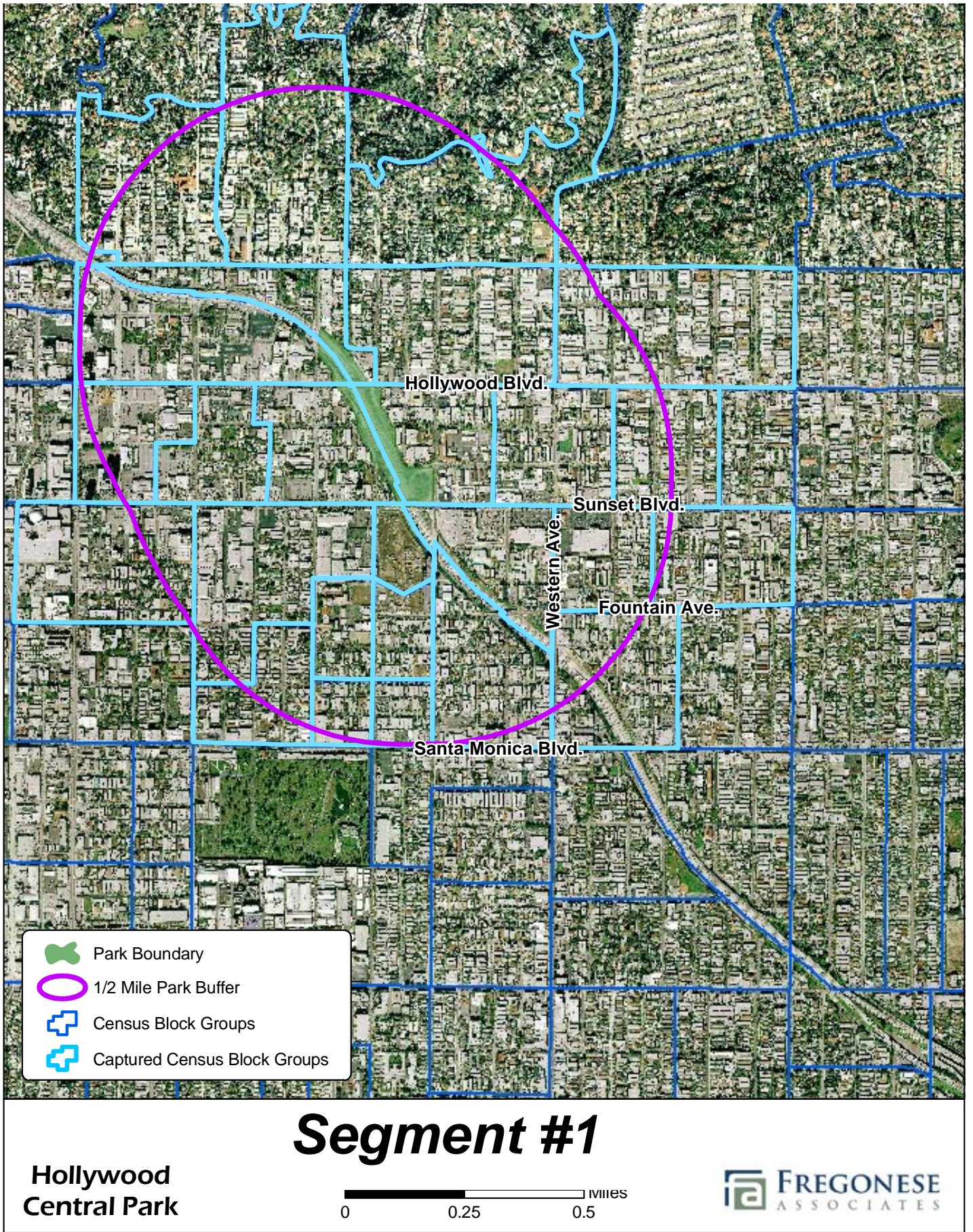


Figure 12: Segment #1 of the proposed park between Bronson Avenue and Sunset Boulevard and all census blocks “captured” by a 1/2 mile buffer.

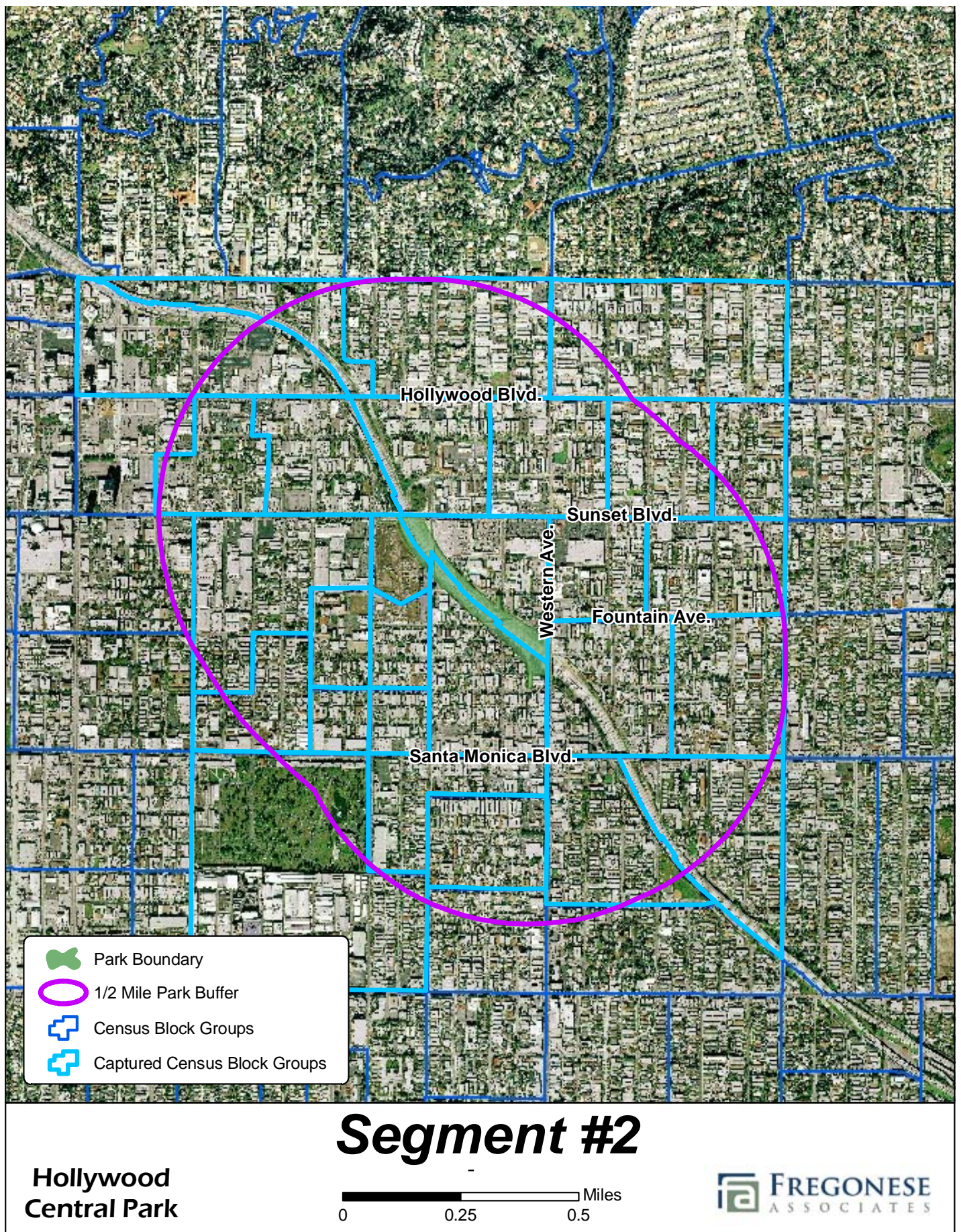


Figure 13: Segment #2 of the proposed park between Sunset Boulevard and Western Avenue and all census blocks "captured" by a 1/2 mile buffer.

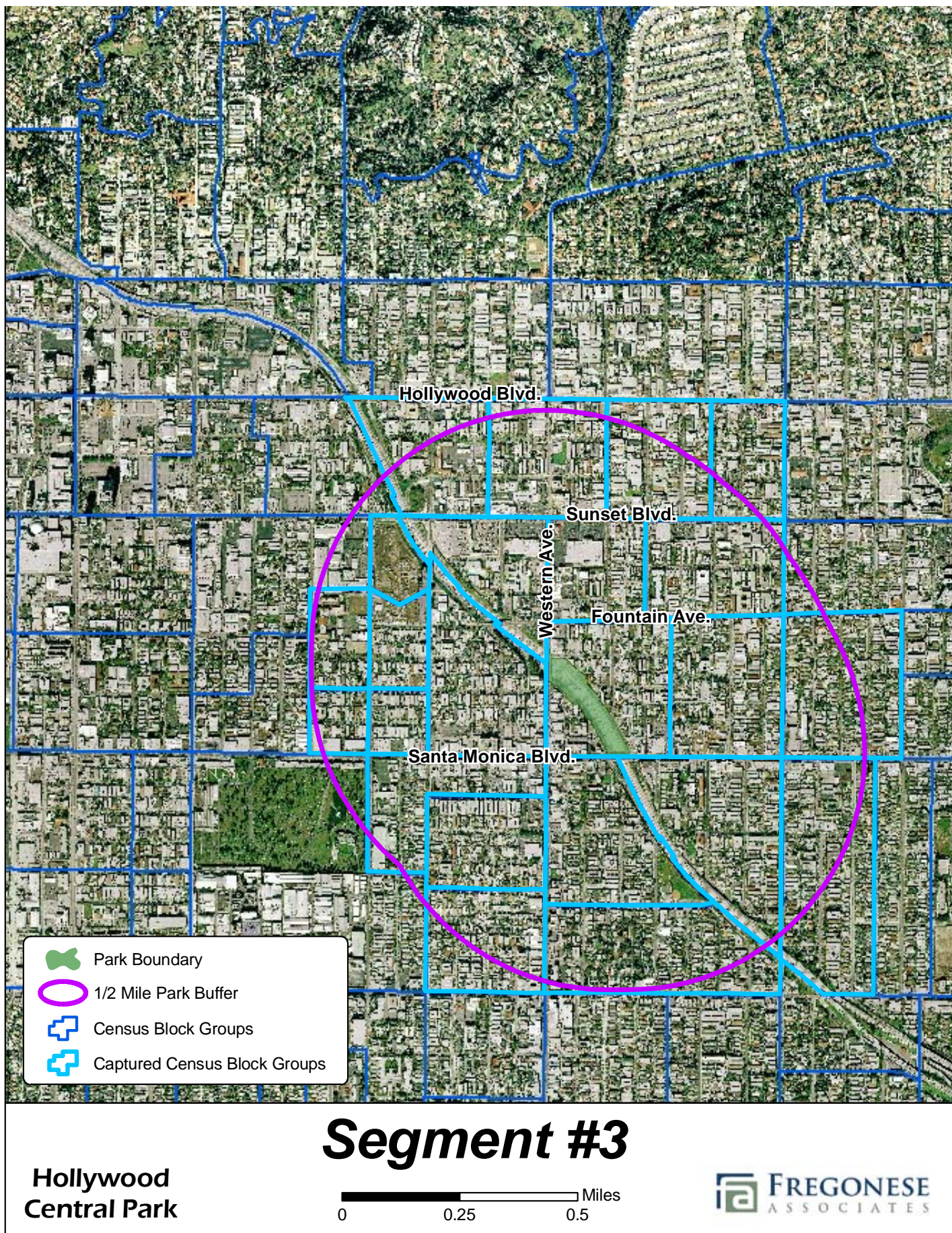


Figure 14: Segment #3 of the proposed park between Western Avenue and Santa Monica Boulevard and all census blocks "captured" by a 1/2 mile buffer.



FOCUS ON DEVELOPMENT SITES THAT FACE THE PARK AND THOSE THAT CAN OPEN DIRECTLY ONTO THE PARK

It will be important to focus development on the edge of the park in order to ensure that it is integrated into the existing neighborhood. Ensuring a perimeter that allows direct access from the park to the uses in the buildings, active street frontages, and “eyes on the park” will contribute to keeping the park a safe and functional community asset. In a way, the park will represent a new non-motorized corridor running north to south. The potential benefit from such a sizeable investment will be maximized by using the park edge as a focus for housing and commercial development, with direct access to the park, rather than projects which turn their back to the park. The park should have a wide sidewalk along its perimeter, allowing direct access from buildings onto the park edge, and encouraging the park to be part of the neighborhood’s activities.

Figure 10 shows the extent of park edges where uses can access the park directly, which amount to more than 60% of the park perimeter. The rest of the area will have a street adjacent to the park; in this case buildings across the street from the park should similarly have pedestrian friendly frontages on the street.



The following policies should be considered:

- Consider enacting mixed-use zoning on lands adjacent to the park to encourage neighborhood supervision of the park (current zoning precludes mixed-use development along much of the proposed park’s edge);
- Promote residential projects that face the park in order to provide round-the-clock “eyes on the park;”
- Ensure the park is designed to provide clear lines-of-sight from the edge and has a porous edge that promotes walking and biking through the interior;
- Make the park part of the adjacent uses of neighborhood space by placing land uses such as retail, dining, and services at its edge.

DEVELOPMENT WILL BE STIMULATED BY REPLACING A FREEWAY WITH A PARK— USE IT TO THE COMMUNITY'S ADVANTAGE

The park concept has the potential to leverage new development in a way that will help the city expand its stock of affordable housing. Given the median household income in the vicinity of the proposed park, ensuring that investment benefits those who already live in the neighborhood should be an important component of the overall development that will inevitably follow the creation of such a huge urban amenity. The City should set fairly ambitious goals for affordable housing in any new development. In this case it is likely that a significant tax increment will be created by development of the park. This can be used to pay a portion of the costs of the park should that become necessary, but also to develop substantial community improvements, such as affordable housing and neighborhood amenities.

AFFORDABLE HOUSING

The neighborhood surrounding the proposed Hollywood Freeway Central Park is predominantly made up of low-income renter households and it is important to integrate affordable housing as the area develops.

Because the proposed Hollywood Freeway Central Park is in a Community Redevelopment Area, 15% of new housing units must be reserved for low or moderate income households, and not less than 40% these must be for very low-income households. Los Angeles law provides for density bonuses (additional market rate units) of up to 35% for projects well-served by transit; these financial incentives can help leverage market rate development to produce more affordable housing. However, because the surrounding area is predominantly low-income renter-occupied, additional measures might be taken to ensure that current residents can benefit from the new park:

- Adopt an affordable housing “concurrency” policy, requiring that affordable units are built at a rate proportional to market-rate units within proximity to the park;
- Consider expanding the bonus density from 35% to 50% for projects that provide additional very-low income units or that contribute a higher in-lieu fee for use in other affordable projects;
- Work with affordable housing developers to build several 100% rental affordable projects with integrated community services near schools and the major transit hubs and (i.e. Metro stations, bus lines). In lieu fees from higher-priced ownership units could help leverage these rental projects;
- Reduce parking requirements for affordable projects located near transit to 1-space per unit to help reduce the cost of construction.





PARKING DISTRICT

Finally, the impact of such a large public facility on the neighborhood parking supply will be substantial. A comprehensive approach to transit and parking management will help ensure that the new park is accessible to those outside of the Hollywood area while not overwhelming those who currently live there. While providing a great deal of parking capacity is generally inconsistent with an area well-served by transit, some smaller facilities can fit in to an overall transportation management scheme. Adding some community parking facilities, integrated with transit plazas may facilitate a “park once” district, where people that come by car will leave their vehicle and walk among the many destinations within the district. In addition, these facilities can provide overflow parking for events that occur at the park. Finally, parking facilities can generate substantial net revenues that can be used to enhance and operate the park.

CONCLUSION

The Hollywood Freeway Central Park concept is an exciting proposal that has the potential to fundamentally improve the aesthetic, environmental, and economic function of an important part of the Los Angeles region. This proposal, to retain the US-101 freeway, an important piece of transportation infrastructure while remaking such a large portion of its airspace into a green and functional oasis, is unprecedented and should be seen as a great opportunity for the city.

There is a very real need to invest in and encourage alternative transportation modes, expand the housing supply for people from all walks of life, and more efficiently use scarce land resources. With careful and comprehensive planning, city leaders, stakeholders, and the community can work together to make the Hollywood Freeway Central Park a reality.

The cap park will remake a large portion of airspace into a green and functional urban oasis.



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THE REVITALIZATION OF HOLLYWOOD

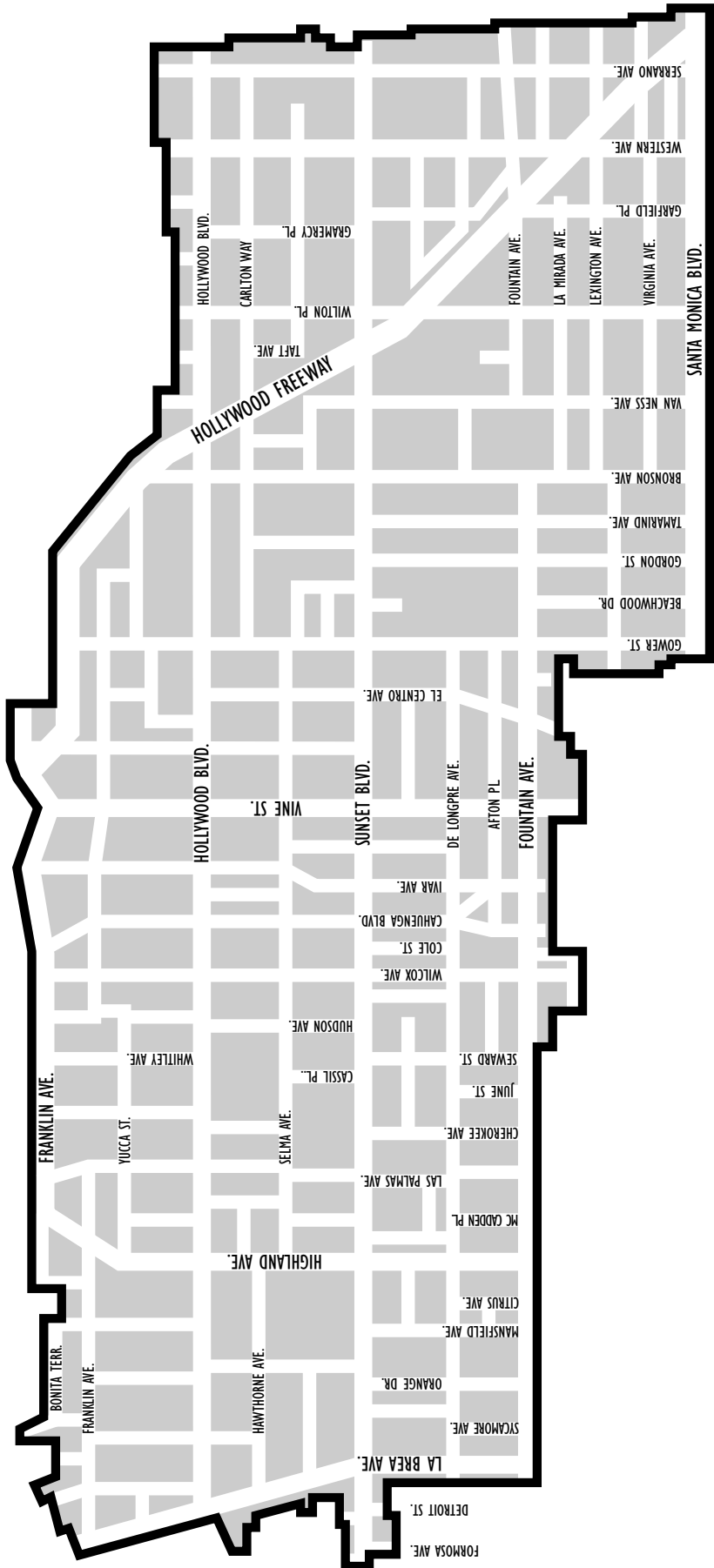
Recently Hollywood has seen major new real estate investment and a dramatic revitalization throughout the area; this is a very positive sign for the prospect of bringing new park land to the district. The ongoing Hollywood renaissance will serve as a catalyst for the park project, helping to create and sustain funding opportunities, community support and vibrant neighborhoods around the park.

The Hollywood Chamber of Commerce is one of the leading business organizations in Los Angeles County and is the premiere business organization for the Hollywood Community, representing more than 1,000 businesses. The Hollywood Chamber of Commerce is the primary source for the information that is included in this Appendix.



Hollywood

CRA/LA



CRA/LA Hollywood Redevelopment Area Map

SUNSET AND VINE BUSINESS IMPROVEMENT DISTRICT



Current Developments as of April 2008

- 1** **Citizen News Building**
 Developer: Brentwood Capital Partners
 Location: 1545 Wilcox Ave.
 Description: 60,000 sq. ft. office condo
 Status: Construction start anticipated in 2008
- 2** **Space 15 Twenty**
 Developer: Urban Outfitters/Toga Development
 Location: 1520 - 1542 block of Cahuenga Blvd. & 1534 Ivar Ave.
 Description: Adaptive re-use project with shops, a restaurant & pedestrian-friendly alleys
 Status: Construction start anticipated in 2008
- 3** **Academy Museum of Motion Pictures**
 Developer: AMPAS
 Location: Two blocks bounded by Vine Street, Fountain Avenue, Cahuenga Boulevard/Ivar Avenue and De Longpre Avenue
 Description: World-class, \$400 million museum
 Status: Ongoing negotiations and entitlement
- 4** **Sunset & Vine Tower**
 Developer: CIM Group
 Location: Southeast Corner of Sunset Boulevard & Vine Street
 Description: 63 apartment units and 9,000 sq. ft. of retail space
 Status: Completion anticipated in late 2008
- 5** **Earl Carroll Apartments**
 Developer: Essex Property Trust
 Location: 6254 Sunset Blvd.
 Description: Mixed-use building with 240 apartments and retail space
 Status: TBD
- 6** **Hollywood Palladium**
 Developer: NCA
 Location: 6215 Sunset Blvd.
 Description: Renovation of interior and exterior
 Status: Completion anticipated in late 2008
- 7** **Columbia Square**
 Developer: Apollo Capital & Molasky Pacific
 Location: 6121 Sunset Blvd.
 Description: 380,000 sq. ft. office tower, 400 residential units, boutique hotel & retail space
 Status: Ongoing negotiations and entitlement
- 8** **Sunset & Gower Studios**
 Developer: Hudson Capital
 Location: 1438 N. Gower St.
 Description: 115,000 sq. ft. office building that will be occupied by Technicolor
 Status: Completion anticipated in late 2008
- 9** **Sunset Gordon**
 Developer: Gerding Edlen
 Location: 5939 Sunset Blvd.
 Description: Mixed-use building converted into 40,000 sq. ft. of office space, retail space & public park
 Status: Construction start anticipated in 2008
- 10** **Metropolitan Hotel Site**
 Developer: DS Ventures
 Location: 3825 Sunset Blvd.
 Description: Former commercial building converted into 40,000 sq. ft. of office space
 Status: Completion anticipated in late 2008
- 11** **Helen Bernstein High School**
 Developer: Los Angeles Unified School District
 Location: Sunset Boulevard at Van Ness Avenue
 Description: Five story high school on 12.4 acres of land
 Status: Completion anticipated in mid-2008; will open in time for the 2008-2009 school year



Economic Development Update 2008

Source: Hollywood Chamber of Commerce

COMMERCIAL/RETAIL

1. ACADEMY OF MOTION PICTURE ARTS & SCIENCES MUSEUM
Address: 1313 N. Vine Street
The Motion Picture Academy has plans for a world-class, \$400-million museum surrounding their Pickford Center in Hollywood. Acquisition of all property has been completed. Construction start is hoped for in 2009, with completion in 2012. (310)247-3000.

2. AMERICAN SOCIETY OF CINEMATOGRAPHERS
Address: 1782 N. Orange
Construction began in May 2008 on a 1,500-sq.ft. expansion of ASC's historic headquarters building and construction of an adjacent 2,500-sq.ft. administrative building. (323)969-4333.

3. BOULEVARD 6200
Developer: Clarett Hollywood LLC
Location: Hollywood Blvd. between Argyle and El Centro
Developer plans 175,000-sq.ft. of neighborhood serving retail space as part of a \$400-million mixed-use development. Construction start on phase one is planned by the end of 2008. (310)807-8405.

4. H & M
Developer: CIM Group
Address: 6922 Hollywood Blvd.
This popular European clothing store opened a 10,000-sq.ft. Hollywood store in April 2008. (323)860-4900

5. HOLLYWOOD & HIGHLAND
Owner: CIM Group
Address: 6801 Hollywood Blvd.
Cirque du Soleil has signed to open at the Kodak Theatre in 2010 with their only resident show in L.A. Spa Luce opened in May 2008. Uwink, an interactive restaurant, opens in June 2008. (323)817-0220.

6. MADAME TUSSAUDS
Developer: Steve Ullman/Larry Worchell
Address: 6931 Hollywood Blvd.
Madame Tussauds Hollywood is under construction on a 44,274-sq.ft. entertainment space, expected to open summer 2009, with 94 on-site and 136 off-site parking spaces. (323)463-2739.

7. HOLLYWOOD & VINE PROJECT
Developers: Legacy Partners & Gatehouse Capital
Location: Hollywood Blvd. at Argyle
This landmark project will include approximately 61,500-sq.ft. of ground-level retail space, a W Hotel, residential and an intermodal transit plaza with 1,311 parking spaces. Groundbreaking occurred in February 2007, with occupancy expected in 2009. (949)930-6600.

8. PASEO PLAZA
Developer: Continental Management
Address: 5601 Santa Monica Blvd.
Entitlements have been received for a mixed-use project in the block surrounding Sears, that would include 377,000-sq.ft. of retail space and 437 residential units. Estimated value \$325-million. Groundbreaking anticipated in 4th quarter 2008. (310)253-9998.

9. SPACE 15 TWENTY
Developer: Root Development
Address: 1520 Cahuenga
A 23,000-sq.ft. rehab of existing buildings will feature Urban Outfitters as its anchor store, occupying 12,690-sq.ft. Other tenants have not been announced. Construction completion expected November 2008. (310)710-6442.

10. SUNSET & COURTNEY
Developer: David Mamen Design
Address: 7707 Sunset Blvd.
Developer plans 9,500-sq.ft. building on three levels, with retail on the ground floor and office above. Groundbreaking anticipated at end of 2008. (323)851-0401.

11. TARGET
Developer: Target Corp.
Location: Southwest corner of Sunset and Western Ave.
Target Corp. has acquired a 7-acre site and plans a new Target store, and street level retail. Plans are still being formulated. Groundbreaking estimated for 2009-2010.

12. WESTERN AVENUE GATEWAY
Developers: North side – CIM Group
Location: Hollywood Blvd. between Western and Garfield
CIM will develop 30,000-sq.ft. of retail space and 450 parking spaces, in addition

to residential. Entitlements expected by end of 2008.

13. WHOLE FOODS MARKET
Developer: Camden Property Trust
Location: 1540 N. Vine St.
A 61,000-sq.ft. Whole Foods Market is planned as part of a \$240-million mixed-use project at this site. Groundbreaking anticipated in 2009. (949)790-6120.

14. 6904 HOLLYWOOD BLVD.
Developer: CIM Group
CIM is doing a rehab and addition to the Nash Building that would bring the building to 46,800-sq.ft. A lease has been signed with Zara for 14,253-sq.ft. Occupancy is expected in fall of 2009. (323)860-4900.

15. 7021 HOLLYWOOD BLVD.
Developer: CIM Group
Address: 7021 Hollywood Blvd.
Fresh & Easy opened a 14,500-sq.ft. market in January 2008. Only 14,000-sq.ft. of space remains available in the center. (323)860-4900.

EDUCATIONAL INSTITUTIONS

16. EMERSON COLLEGE
Developer: Emerson College
Address: 5960 Sunset Blvd.
Boston-based Emerson College has purchased a lot at the corner of Sunset and Gordon where it plans to build a permanent campus for its 20-year old L.A. program, now located in Burbank. The building will include student housing, classrooms, stage(s) and retail at ground level. Construction is expected to begin in 2010. (617)824-8299.

17. HELEN BERNSTEIN HIGH SCHOOL
Developer: L.A. Unified School District
Location: Sunset at Van Ness Ave.
L.A. Unified is opening a new high school on the 12.4-acre former Metro Media property. Occupancy expected in fall 2008/winter 2009. Project is valued at \$100-million, of which \$31-million was for land acquisition. (213)482-0752.

18. LOS ANGELES CITY COLLEGE
Developer: L.A. Community College District
Address: 855 N. Vermont
A \$52.3-million parking structure that will provide 960 parking spaces with physical

education fields on the roof has been completed. A \$23-million library is under construction. A \$52.3-million science and technology building is expected to be completed in 2009 as well as a \$13.5-million child development center. Also planned is a \$32-million health, fitness and physical education building. (323)953-4000, ext. 2085.

HOTELS

19. CAPITOL PLAZA AT HOLLYWOOD AND VINE

Developers: Millennium Partners and Argent Ventures
Location: 1773 N. Argyle Street
This 1.2-million sq.ft. mixed-use development honors the Capitol Records building and includes a luxury hotel as well as class-A office space and condominiums highlighted by meandering green belts and open space. Construction start 2010. (323)313-3777.

20. CHEROKEE/LAS PALMAS

Developers: NCA/Commonfund
Location: 1717 N. Cherokee Ave.
NCA plans to develop a mixed-use project including residential units over a hotel. (323)460-4480.

21. COLUMBIA SQUARE

Developers: Apollo Real Estate Advisors
Location: 6121 Sunset Blvd.
Developers are planning for a 125-room boutique hotel, as part of a mixed-use, \$850-million project. Groundbreaking hoped for 2009.

22. HIGHLAND CENTER

Developer: NCA/Commonfund
Location: Northeast corner of Selma and Highland.
NCA plans to develop a project with a mix of uses, including hotel, retail, residential and office space. (323)460-4480.

23. HOLIDAY INN EXPRESS

Developer: Highland Suites, Inc.
Location: 1921 Highland Ave.
New 100-room hotel opened in mid-2008.

24. THE KRESS

Developer: Visco Real Estate Investment LLC
Address: 6608 Hollywood Blvd.
Developer proposes a 225-room condo hotel, to be built behind the new Kress Entertainment venue. Construction anticipated in 2010. (619)374-7511.

25. PALLADIUM

Developer: NCA/Commonfund

Address: 6215 Sunset Blvd.
The historic theatre is currently under renovation and is expected to re-open in late 2008. NCA is planning on the future development of hotel and office uses on the balance of the property. (323)460-4480.

26. SELMA AVENUE HOTEL

Developer: 6417 Selma LLC
Address: 6417 Selma Ave.
Transformation is planned of an existing parking garage into a 120-room boutique hotel, the first of its kind in Hollywood. Proposal is for a nine-story hotel, including restaurant/ballroom facilities. Adjacent alley, which runs parallel to the site's eastern boundary, will be designed as a neighborhood-friendly pedestrian experience with outdoor dining and landscaping to create an urban oasis. Construction start by end of 2008.

(See #7.) W HOTEL

Developer: Gatehouse Capital
Address: 6282 Hollywood Blvd.
A luxury, 300-room W Hotel is under construction at the corner of Hollywood and Argyle. Opening expected in 2009. (323)469-8800.

27. 4900 Hollywood Blvd.

Developer: Wilshire Pacific Investors
A 150-room extended-stay hotel is being proposed as part of a mixed-use project in East Hollywood adjacent to Hollywood's medical facilities. In entitlement phase. Anticipated start of construction first quarter 2010. (310)475-4599.

MEDICAL FACILITIES

28. CHILDREN'S HOSPITAL

Developer: Children's Hospital
Address: 4650 Sunset Blvd.
Children's Hospital will complete a massive renovation of their campus when their new 460,000-sq.ft., 317-bed hospital building is finished in 2010, at a cost estimated to approximate \$540-million. (323)361-4121.

29. LOS ANGELES MEDICAL CENTER

Developer: Kaiser Permanente
Address: 4747 Sunset Blvd.
The Los Angeles Medical Center's new 792,000-sq.ft. hospital is expected to open in spring 2009, at a cost in excess of \$600-million. More than 85 percent of the 400 patient beds will be private rooms. (323)783-4496.

OFFICE REHABILITATIONS/ CONSTRUCTION

(See #19) CAPITOL PLAZA AT HOLLYWOOD & VINE
Developers: Millennium Partners and Argent Ventures
Location: 1773 N. Argyle Street
This 1.2-million sq.ft., mixed-use development honors the Capitol Records building and includes Class-A office space, a luxury hotel and condominiums. Construction anticipated 2010. (323)313-3777.

(See 21.) COLUMBIA SQUARE
Developers: Apollo Real Estate Advisors
Location: 6121 Sunset Blvd.
Valued at \$850-million, developers plan a major mixed-use project that will take up an entire block and restore the 105,000-sq.ft. historic CBS building as creative office space. Other proposed elements include a 280,000-sq.ft. office tower, 400 housing units, 12,200-sq.ft. of retail, and a 125-room boutique-style hotel. Groundbreaking is hoped for in 2009. (323)655-4660.

31. CITIZEN NEWS BUILDING

Developer: Brentwood Capital Partners
Address: 1545 Wilcox Ave.
Entitlements are complete for a 72,500-sq.ft. office condo project, with parking also for adjacent Citizen News Building. Target for construction start is first quarter 2009. (310)405-7800.

32. DELUXE LABORATORIES

Developer: Deluxe Entertainment Services Group
Address: 1377 N. Serrano
Deluxe Labs has begun construction on a three-story, 35,000-sq.ft. addition to their campus, with multi-uses, including processing and printing operations, offices and screening rooms. Completion expected in first quarter 2009. (323)462-6171.

(See #22.) HIGHLAND CENTER

Developer: NCA/Commonfund
Location: Northeast corner of Selma and Highland.
NCA plans to develop a project with a mix of uses, including office space, hotel, retail, and residential. (323)460-4480.

33. HOLLYWOOD 959

Developer: J.H. Snyder Co.
Address: 959 Seward
A 250,000-sq.ft. office campus is planned on 3.8-acres that formerly housed CFI.

LEEDS certified. Project will be built in one phase, with construction start anticipated 4th quarter 2008. (323)857-5546.

34. METROPOLITAN HOTEL SITE

Developer: DS Ventures, LLC
Address: 5825 Sunset Blvd.
Developer is converting former commercial building into 40,000-sq.ft. of creative office space. (323)658-1511.

(See #25.) PALLADIUM

Developer: NCA/Commonfund
Address: 6215 Sunset Blvd.
The historic theatre is currently under renovation and is expected to re-open in late 2008. NCA is planning on the future development of hotel and office uses on the balance of the property. (323)460-4480.

35. PANTAGES OFFICE TOWER

Developer: The Clarett Group
Address: 6233 Hollywood Blvd.
Proposal includes completion of a 200,000-sq.ft., 10-story office tower above the Pantages Theatre that was included in the original 1930 plans for the theatre building. (310)807-8405.

36. SUNSET & GORDON

Developer: Sunset Urban Properties, LLC
Address: 5925 Sunset Blvd.
This mixed-use project will include 40,000-sq.ft. of creative office space in addition to 300 residential units and 12,000-sq.ft. of neighborhood retail. Construction start expected 3rd quarter 2008. (213)443-1300.

37. 6253 HOLLYWOOD AT VINE

Developer: Gilmore Associates
SUNSET & GOWER STUDIOS
Developer: Hudson Capital LLC
Address: 1438 N. Gower Street
Construction underway on a 115,000-sq. ft. building, with occupancy in fall 2008 by Technicolor, with executive offices moving from Burbank to Hollywood. (323)467-1001.

38. 1601 N. VINE STREET

Developer: Selma & Vine Partners
Developers hope to complete entitlements by end of 2008 and to break ground 2nd quarter of 2009 on this 125,000-sq.ft. class A office building. Parking will be fully on-site. (310)576-2222.

69. 7060 HOLLYWOOD BLVD.

Developer: LeFrak Organization
Rehab is underway on building, which

will have 175,000-sq.ft. of office space available when complete. (212)708-6670.

RESTAURANTS/NIGHT CLUBS

39. ASIA SF HOLLYWOOD

Address: 1600 N. Argyle
World-famous gender illusionists will serve CalAsian cuisine and perform hourly on red dragon runway. (323)465-ASIA.

40. BESO

Address: 6350 Hollywood Blvd.
Tex-Mex fusion restaurant opened May 2008.

41. CLUB SUSHI

Address: 6374 Sunset Blvd. (Arclight Center)
Opening planned in July 2008.

42. CROBAR

Address: 6506-6508 Hollywood Blvd.
Restaurant, lounge and nightclub under construction on site of old Fox Theatre,. (310)312-4256.

43. DELANCEY

Address: 5936 Sunset Blvd.
Bar and Italian bistro opened May 2008.

44. EAST

Address: 6611 Hollywood Blvd.
CalAsian family-style restaurant with gourmet cuisine, opening summer 2008. (323)464-6663, ext. 221.

45. KATSUYA

Address: 1645 Vine Street
Upscale sushi restaurant and robata bar opened in fall 2007.

46. KITCHEN 24

Address: 1608 N. Cahuenga
Trendy American diner, opened in June 2008. (310)283-7045.

(See #24.) THE KRESS

Address: 6608 Hollywood Blvd.
Restaurant and entertainment venue, with Pacific Rim, Asian flare and sushi bar, opening June 2008. (323)785-5000

48. CLUB 86

Address: 6531-33 Hollywood Blvd.
Club 86, a speakeasy jazz club, opened fall 2008 in the basement of restored Hillview Apartments building. (323)461-4908

49. LOTERIA GRILL

Address: 6611 Hollywood Blvd.
Upscale casual Mexican-American restaurant. Opening spring 2008. (323)309-8894.

(See #43.) THE MISSION CANTINA

Address: 5946 Sunset Blvd.
Mexican bar and restaurant opens summer 2008.

50. SOUL

Address: 7043 Hollywood Blvd.
Southern cooking will be the theme of this restaurant, set to open in third quarter 2008.

51. THE STAND

Restaurant opening in Sunset Vine Tower in 2009.

52. SUPPER CLUB

Address: 6669-6677 Hollywood Blvd.
Avant-garde dinner theatre, proposed in old Vogue Theatre.

NEW RESIDENTIAL/MIXED USE

53. ARCHSTONE Hollywood

Address: 6911 and 6931 Santa Monica Blvd.
Developer: Archstone-Smith
A mixed-use development is proposed on 4-acres on Santa Monica Blvd. at Orange that would consist of approximately 348 apartment units, 40,654 sq.ft. of creative office uses, 7,825-sq.ft. of restaurant space and 7,276-sq.ft. of retail. Groundbreaking anticipated about March 2010.

(See #3.) BOULEVARD 6200

Developer: Claret Hollywood LLC
Location: Hollywood Blvd. between Argyle and Gower
The Claret Group plans to build a large scale, mixed-use project with 1,000 residential units on land adjacent to the Pantages. Developers hope to break ground by the end of 2008 on phase one on the north side of Hollywood Blvd. (310)461-1470.

(See #45.) BROADWAY BUILDING

Developer: KOR Group
Address: 1645 Vine Street
This adaptive reuse project with 96 condos was completed in 2007. Ground floor tenants include Katsuya and Pinkberry Yogurt. (323)930-3796.

(See #13.) CAMDEN DEVELOPMENT

Developer: Camden Property Trust
Location: Vine at Selma

This \$240-million project will feature 306 apartments above a 61,000-sq.ft. Whole Foods Market in an 11-story building. Anticipated groundbreaking is 2009. (949)790-6120.

(See #19.) CAPITOL PLAZA AT HOLLYWOOD & VINE

Developers: Millennium Partners and Argent Ventures

Location: 1773 N. Argyle Street

This 1.2-million sq.ft., mixed-use project honors the Capitol Records building and includes condominiums, a luxury hotel and class-A office space highlighted by meandering green belts and generous open spaces. (323)313-3777.

(See #20.) CHEROKEE/LAS PALMAS

Developers: NCA/Commonfund

Location: 1717 N. Cherokee Ave.

NCA plans to develop a mixed-use project including residential units over a hotel. (323)460-4480.

(See #21.) COLUMBIA SQUARE

Developers: Apollo Real Estate Advisors

Location: 6121 Sunset Blvd.

Developers plan to build 400 housing units in addition to major office space, a boutique hotel, and neighborhood retail. Valued at \$850-million. Ground-breaking is hoped for in 2009. (323)655-4660.

54. ESSEX HOLLYWOOD

Developer: Essex Property Trust

Address: 6254 Sunset Blvd.

Essex plans to build between 200-240 apartments, with 5,000-sq.ft. of neighborhood retail. Façade of the historic Earl Carroll Theatre will be restored and leased. Currently in entitlement phase. Anticipated start in 2010. (949)225-7922.

55. FOUNTAIN AT WILCOX

Developers: DS Ventures, LLC and HCHC

Address: 1277 Wilcox

DS Ventures is proposing 35 row houses to wrap around a historic building at the southwest corner of Fountain and Wilcox. Hollywood Community Housing Corp. will rehab the existing building. (323)469-0710.

(See #22.) HIGHLAND CENTER

Developer: NCA/Commonfund

Location: Northeast corner of Selma and Highland.

NCA plans to develop a project with a mix of uses, including hotel, retail, residential and office space. (323)460-4480.

56. THE HOLLYWOOD

Developer: Metro Modern Developers

Address: 6735 Yucca

Fifty-four condos were completed in 2007. (818)346-0036.

(See #7.) HOLLYWOOD & VINE

Developer: Legacy Partners and Gatehouse Capital

Location: Hollywood Blvd. at Argyle

A total of 375 apartment units (including 20 percent affordable) and 150 luxury condominiums are being built, with completion expected in 2009. (949)261-2100.

57. HOLLYWOOD GARFIELD

Developer: Bond Companies

Address: 5555 Hollywood Blvd. at Garfield

A 120-unit apartment building is entitled for this site, along with 6,000-sq.ft. of retail. (310)395-4250.

58. HOLLYWOOD GOWER

Developer: The Hanover Co.

Location: Southwest corner of Hollywood Blvd. and Gower

A 20-story, mixed-use building of approximately 192,000-sq.ft. is proposed, comprising 151 residential units and approximately 6,200-sq.ft. of retail. (818)525-1880.

59. HOLLYWOOD PASSAGE

Developer: ABS, LLC

Location: 5500 block of Hollywood Blvd.

Phase one of this project included the rehabilitation of two existing buildings - the historic Louis B. Mayer building and the adjacent Bricker Building, which was converted to 16 apartments. In the second phase, 226 condos and 15,000-sq.ft. of retail space will be built (877) ABS-6050.

(See #50.) HOLLYWOOD PROFESSIONAL BUILDING

Developer: CIM Group

Address: 7046 Hollywood Blvd.

A total of 42 apartments were completed in 2007 in an adaptive reuse of this historic property. Ground floor will continue retail use and add a restaurant, Soul. (323)860-4900.

60. HOLLYWOOD REGENCY

Developer: GTO Development LLC

Address: 7940 Hollywood Blvd.

A total of 63 condos are under construction in a three-story building. Completion anticipated in winter 2008.

(310)314-4880.

61. THE JEFFERSON AT HOLLYWOOD

Developer: JPI

Location: Highland Avenue at Yucca
Developers plan 270 apartments, 8,500-sq.ft. of retail, with 750 parking spaces. Construction began January 2008. (213)533-4139.

62. LaBELLE AT HOLLYWOOD TOWER

Developer: Alliance Residential

Address: 6124 Franklin Ave.

A 146-unit luxury urban apartment complex is planned on a 1.6-acre site. It will be operated in conjunction with the adjacent historic 52-unit Hollywood tower with shared access to amenities and parking. Construction start expected by end of 2008. (949)861-5315.

63. THE LEXINGTON

Developer: DS Ventures

Address: 6677 Santa Monica Blvd.

Developer proposes a total of 787 units and 25,000-sq.ft. of retail, to be built in two phases. (323)658-1511,

64. THE LOFTS @ HOLLYWOOD AND VINE

Developer: Palisades Development Group

Address: 6253 Hollywood Blvd.

This rehab of the former Equitable Building was completed summer 2007 and provides 60 residential condos and 5 office condos. (310)450-2200.

65. MADRONE

Developer: Laing Urban

Address: 1625 La Brea Ave.

Laing Urban began construction in May 2006 on a 180-unit, seven story condo project with 16,000-sq.ft. of ground floor retail space. Completion anticipated in spring 2009. (323)836-0000.

66. MARIPOSA PLACE APARTMENTS

Developer: Hollywood Community Housing Corp.

Address: 5030 W. Santa Monica blvd.

HCHC broke ground in April 2007 on a mixed-use, 58-unit affordable rental project. Spring 2009 completion anticipated. (323)469-0710.

67. McCADDEN PLACE

Address: 1714 McCadden

Developer: Wood Partners

The block bounded by McCadden, Yucca, and Las Palmas, is proposed for 218 condos, in a four-story structure above three levels of parking. ((949)260-9960.

(See #34.) METROPOLITAN HOTEL SITE

Developer: DS Ventures, LLC
Address: 5825 Sunset Blvd.
Developer has begun rehabbing the existing Metropolitan Hotel into 52 apartments and converting the adjacent commercial building into 40,000-sq. ft. of creative office space. A second phase will include an additional 79 units on a parking lot to the west of the site. (323)658-1511.

68. PALI HOUSE

Developers: Palisades Development Group & Herman Properties
Address: 1717 N. Vine Street
Developers plan 57 residential units with 154 parking spaces, ground-level restaurant and bar/lounge on the courtyard level. Completion anticipated 2nd quarter 2009. (310)450-2200.

(See #36.) SUNSET & GORDON

Developer: Sunset Urban Properties, LLC
Address: 5925 Sunset Blvd.
Developer has proposed 300 urban workforce units, 12,000-sq.ft. of neighborhood retail, 40,000-sq.ft. of office space, and a half-acre park, while preserving the historic building that most recently housed the Old Spaghetti Factory. Groundbreaking anticipated in 3rd quarter 2008. (213)443-1300.

(See #51.) SUNSET VINE TOWER

Developer: CIM Group
Location: Southeast corner of Sunset & Vine.
CIM is rehabbing this former landmark tower into a 63-apartment unit adaptive reuse project at this site, with 8,300-sq.ft. of retail space. Completion expected in fourth quarter 2008. (323)860-4900.

70. TEN PALMS

Developer: C.O. Wood Development
Address: 6683 Franklin Ave.
Nine condos under construction, with completion set for summer 2008. (323)549-0787.

(See #12.) WESTERN AVENUE GATEWAY

Location: Hollywood Blvd. between Western and Garfield.
Developer: CIM Group,
Mixed-use project would include 150 residential units and rehabilitation of the St. Francis Hotel, plus over 20,000-sq.ft. of retail, office and parking. Entitlements should be completed before end of 2008.

71. YUCCA & ARGYLE

Developer: Second Street Ventures
Location: 6230 Yucca Street at Argyle
Developers propose erecting 83 condominiums and 10 live/work units, with 14,000-sq.ft. of office space on the old KFWB site. Construction start anticipated 3rd quarter 2009. (310)301-0743.

72. 1800 ARGYLE

Developer: NCA/Commonfund
Location: Northeast corner of Argyle and Yucca
NCA plans to build a 15-story residential building with 87 residential units. (323)460-4480

73. 2775 CAHUENGA

Developer: DS Ventures, LLC
Former Banana Bungalow site is proposed for 75 townhomes and six single-family homes. (323)658-1511.

(See #27.) 4900 HOLLYWOOD BLVD.

Developer: Wilshire Pacific Investors
Plans call for a 300,000-sq.ft. development on 1.7-acres that would include 172 condos and a 150-room extended stay hotel. In entitlement phase. Anticipated start of construction 1st quarter 2010. (310)475-4599.

74. 7950 W. SUNSET

Developer: Legacy Partners
Location: Sunset Blvd. at Hayworth
Legacy is building 183 apartments over four levels of underground parking on the block west of the Directors Guild, with five retail bays. A third quarter 2008 completion is anticipated. (949)930-7700.

75. 1320 WILTON PLACE

Developers: Earl Lestz, Nilza Serrano, Ben Shulman
Developers are planning 150 condominiums, neighborhood retail and post production space at this site. Anticipated start end of 2009. (310)278-3352.