

ATTACHMENT C

Criteria Statement Regarding Conformance with Criteria for Certificate of Appropriateness for
Design New Construction

Design Guidelines for Historic Properties and Districts

Applicable Design Guidelines for new construction - section 4.2, By Modis Architects

The proposed project located at 2001 Hollywood Boulevard is comprised of several lots which have frontages along 20th Avenue to the East and fronts along Hollywood Boulevard. The project will be the new construction of a mixed-use development with Retail on the ground level facing both street frontages and multi-family residential units above. The intent of the design for the project is to be respectful and appropriate to its historic and architecturally significant surroundings.

Below we will describe in detail how the proposed project will be compatible with adjacent projects and diversity of the general context. We will also describe several architectural elements of design, with an emphasis on the Streamline / Art Moderne Style for the proposed development and how the massing, scale and architectural rhythm of the building will create a link between old and new within the Historic District.

Section 4.2.1 – Massing

The proposed project is comprised of an 8-story building with highly visible retail storefront component along both frontages and residential units above also facing both frontages. The massing of the proposed project, we believe respects and compliments all frontages and adjacent streets. Along Hollywood Boulevard, which is one of our primary frontages, the ground level retail façade sets back 15', while the residential levels above setback an additional 10', providing a pronounced one level retail component complimenting the existing context of the one level retail buildings to the East and West of the property.

The 7 residential levels above the ground floor are comprised of an intricate and diverse composition of open and closed balconies, vertical fins window openings and architectural features. The balconies and vertical elements are connected to provide a unique pattern on each building façade. The general character of the building takes inspiration from one of the many architectural styles that contribute the Historic context of the City of Hollywood. We have incorporated many architectural elements in the spirit of Streamline / Art Moderne Style. This style is consistent with many larger scale buildings that evolved from the smaller scale Art Deco Style.

In taking inspiration from the Streamline / Art Moderne Style, our design draws from many historic architectural elements, which can be seen throughout the building design. The ground level design displays a light and airy approach with slender steel columns spaced in small groupings and at different angles to support a streamline eyebrow canopy. Some additional articulation at the retail level also includes horizontal metal streamline paneling with suspended 3-dimensional signage. In turn, the upper levels have more expressive elements which emphasizes a more horizontal character, also consistent with the Streamline / Art Moderne style. Other elements include rounded corners at parapet features, porthole windows, flat roofs with circular patterns, and horizontal grooves or lines in the walls.

Section 4.2.2 – Scale

As described in detail above, we believe the proposed design provides a scale that is appropriate to the surrounding built context and fabric. We have given special emphasis to the ground level scale and made a strong attempt to continue the walkability along Hollywood Boulevard by providing a comfortable pedestrian scale with broad sidewalks, continuous clear storefronts with commercial uses, covered walkways, compatible and scale appropriate lighting, articulated paving and street trees. These elements combine to create a ground level pedestrian scale that is not only consistent with the Historic district but will enhance the adjacent properties.

As Art Deco had to adjust to larger scaled buildings, the Streamline / Art Moderne style provided an enhanced architectural language that would be more scalable. These elements can be seen throughout the proposed design in the form of extended vertical elements and parapets with rounded features incorporating porthole elements typically reflected at the lower levels of the building. Horizontal grooves are carried throughout the façade vertically and horizontally, with the purpose of reducing the scale of the building.

Section 4.2.3 – Rhythm

The rhythm and pattern of the proposed design, we feel is consistent with the ground level pedestrian experience and with the broader upper level building mass. The ground level is comprised of repetitive storefront elements which provide a suitable retail scale while allowing for the entry doors to have a more pronounced effect. In contrast, the canopy structure along the sidewalk provides for a looser and more random feel. The balance of the building façade above the retail level creates a composition of pronounced staggered horizontal and vertical features, which wrap the entire façade. These elements provide for a dynamic rhythm throughout all building facades and provide for the articulation of the colors of the building.

Section 4.2.4 – Building Orientation

The proposed building design has carefully addressed the critical building orientation with respect to the different uses, functions, services and views. Along the ground level all retail/commercial uses have been oriented along all street frontages to provide for the maximum activation of each street. More specifically, along Hollywood boulevard, more emphasis has been made to provide ample depth for restaurant uses which will provide outdoor seating, consistent with the adjacent tenants along Hollywood Boulevard. The main entrance for the residential building is also facing Hollywood Boulevard and it is complimented by an intimate urban exterior plaza, which connects to a mid-block passage connecting Tyler Street.

All service entries have been oriented along the small secondary streets along 20th Avenue, helping to mitigate large openings along the primary frontages as well as preventing service vehicles from disturbing the activities along Hollywood Boulevard.

Section 4.2.5 – Building Orientation

As described in the Massing section the ground level retail façade proposed setback will be 15 ft from the sidewalk to the retail facade, while the residential levels above will have an additional proposed setback of 10 ft, for a total of 25 ft from the existing sidewalk. These proposed setbacks will be consistent with the existing context along Hollywood Boulevard. Finally, the secondary facades along 20th Avenue will include a required 10 ft setback, which will incorporate street trees with tree grates. There will be a slight variation to the setback along 20th Avenue to accommodate an existing historical feature from what is the remains of the original bank vault. The existing brick wall of the original bank will be exposed and will encroach two feet into the required setback.