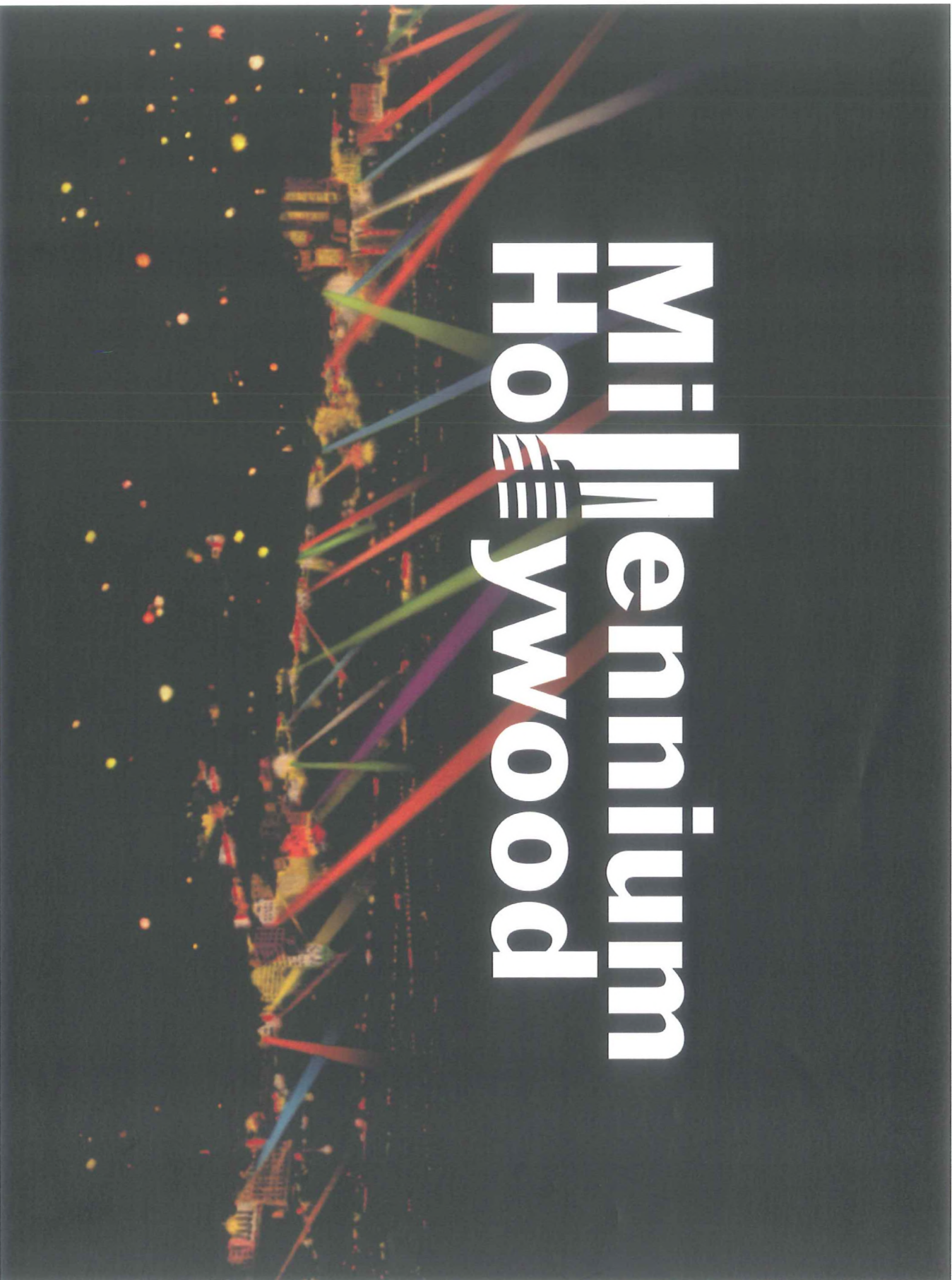
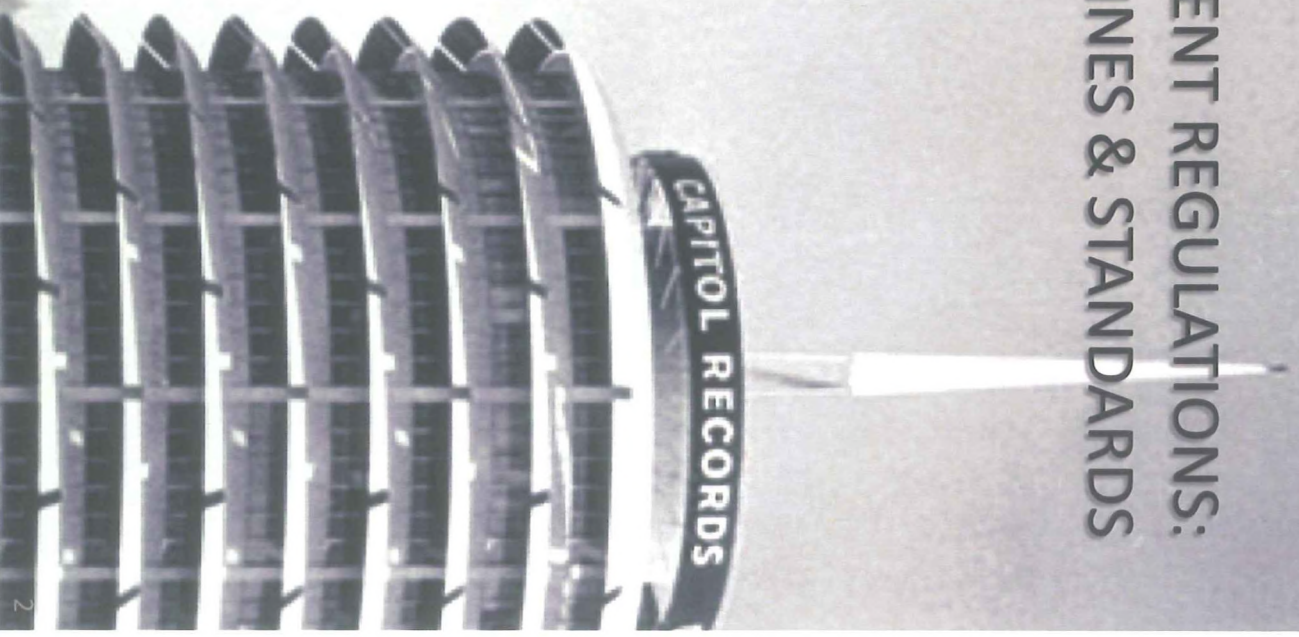


# Millennium Hollywood



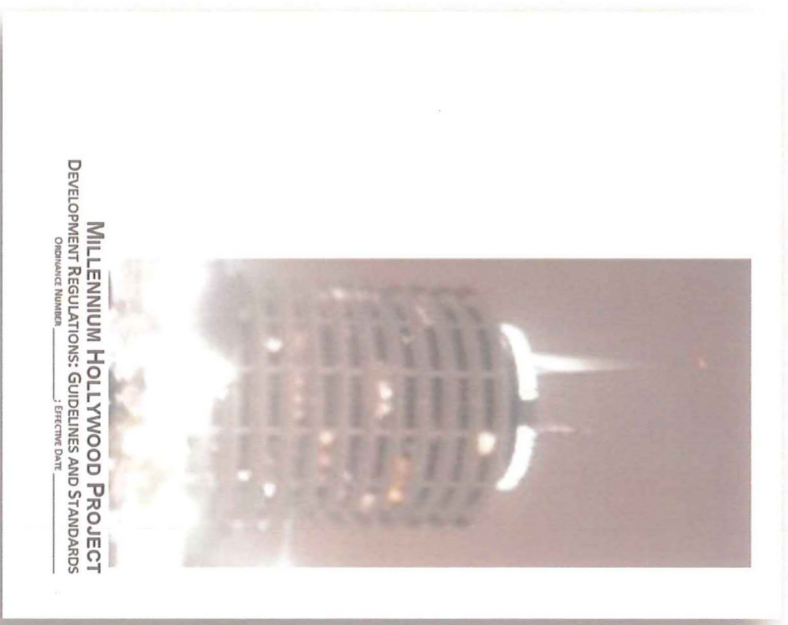
**DEVELOPMENT REGULATIONS:  
GUIDELINES & STANDARDS**



## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

### PURPOSE

- Ensure quality and consistency of design through full implementation of the project
- Permit design flexibility while establishing guiding controls
- Ensure celebration of the Capitol Records Building is central to project layout and design
- Establish standards for use, bulk, parking and loading, architectural features, landscape treatment, signage, lighting and sustainability



## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

With input from Planning and Community Stakeholders, specific design standards and design guidelines were developed.

### DESIGN STANDARDS

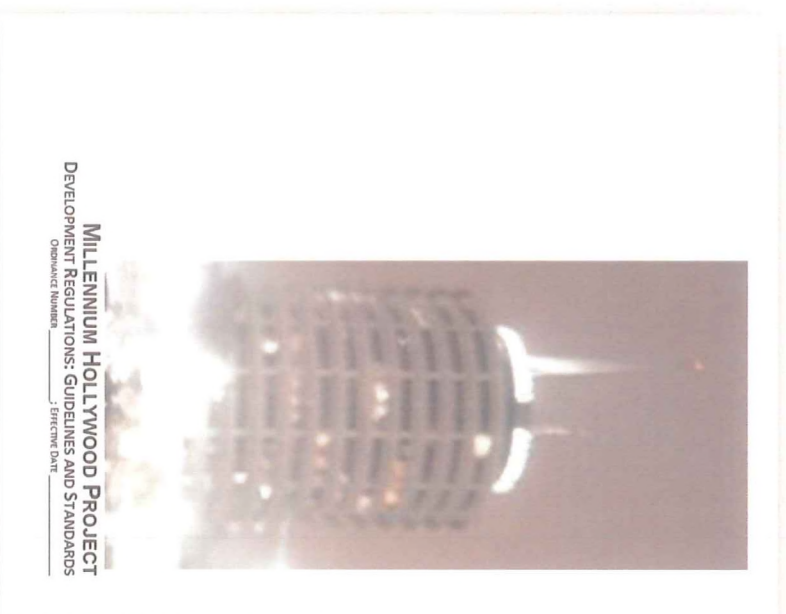
Impose specific, strict requirements including:

- Minimum setbacks from streets and adjacent buildings
- Minimum ground floor open space
- Maximum building heights

### DESIGN GUIDELINES

Creates general design criteria in order to:

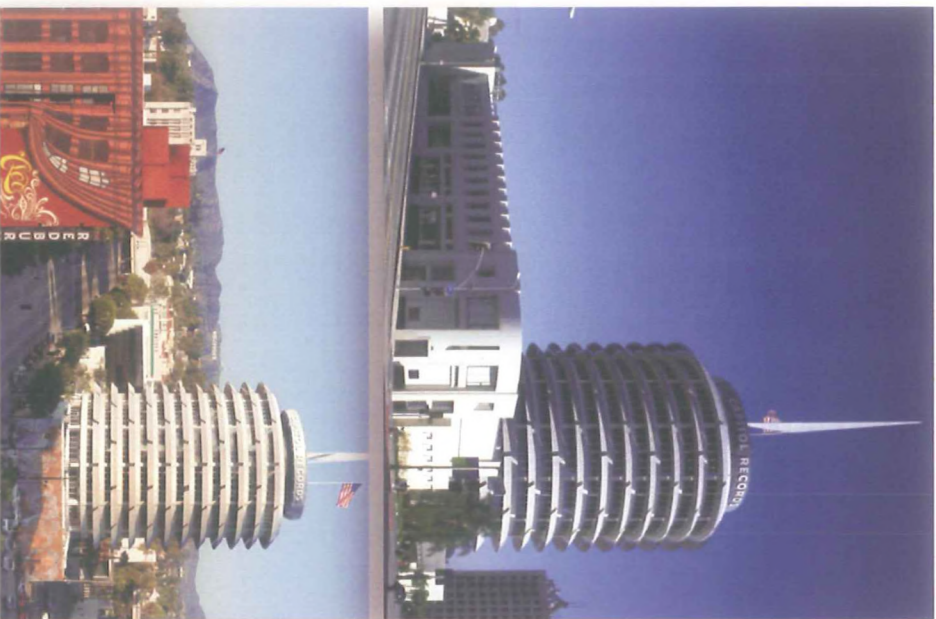
- Define a range of design flexibility to permit the best design based on final development scenario
- Requires consistency with objectives for quality design



## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

### OBJECTIVES (part 1)

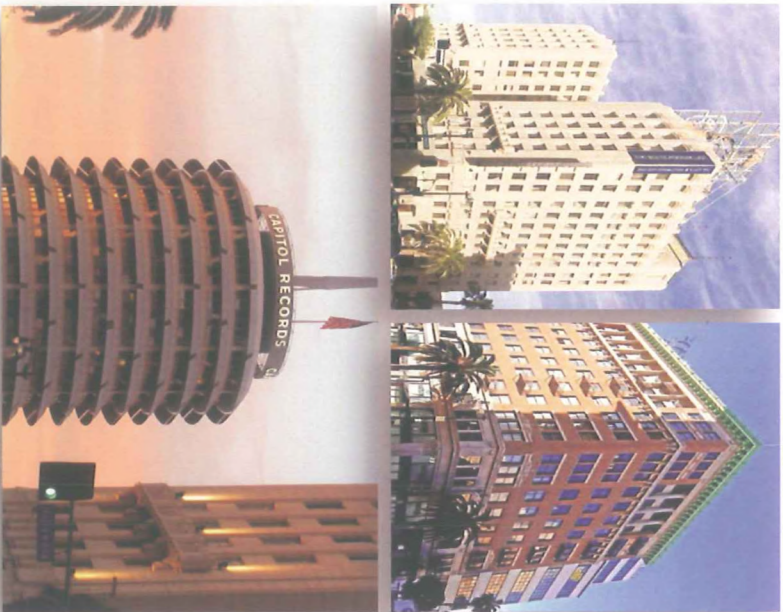
- Preserve Capitol Records and Gogerty Buildings and protect other historic resources
- Preserve public views of Capitol from certain key vantage points
- Create active, landscaped civic plazas, enhancing the Walk of Fame. Create active street life focused on Vine Street
- New mid-block pedestrian connections from Ivar to Vine to Argyle
- Create vibrant urban spaces for residents and visitors
- Use mixed-use development to create a 24hr community
- Eliminate visual blight of surface parking
- Establish linkages to public transportation routes in the area



## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

### OBJECTIVES (part 2)

- Establish standards to ensure architectural excellence
- Provide designs that address, respect and complement the existing context, including ground-level open space, podium heights and massing setbacks that minimize impacts on context
- Create architecture that minimize negative environmental impacts
- Create buildings that emphasize the vertical architecture and become visible icons
- Develop a visual gateway to Hollywood from the freeway



## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

### PROGRAMMATIC RICHNESS & LIMITED FLEXIBILITY

Approximately one million square feet of new uses are allowed on this site, including:

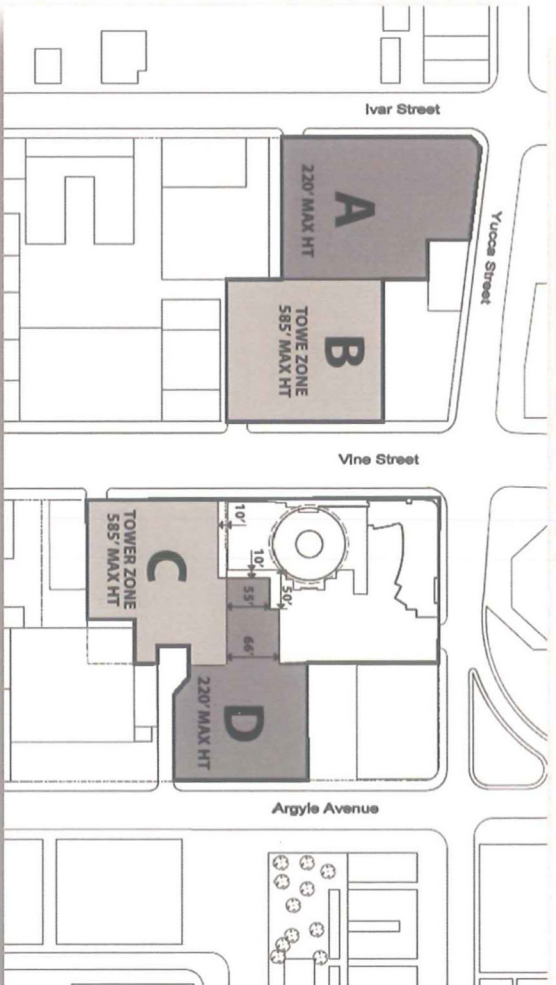
- Residential
- Hotel
- Office Space
- Restaurants
- Retail
- Sports Club
- Structured parking spaces (above and/or below-grade) to replace 325 surface spaces

Additionally, there will be publicly accessible plazas and cross-block circulation through the site

## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

### Height Standards

- Height zones limit building heights and control bulk
- Buildable floor area may be transferred from one parcel to another to allow for better spatial distribution of the development on the project site





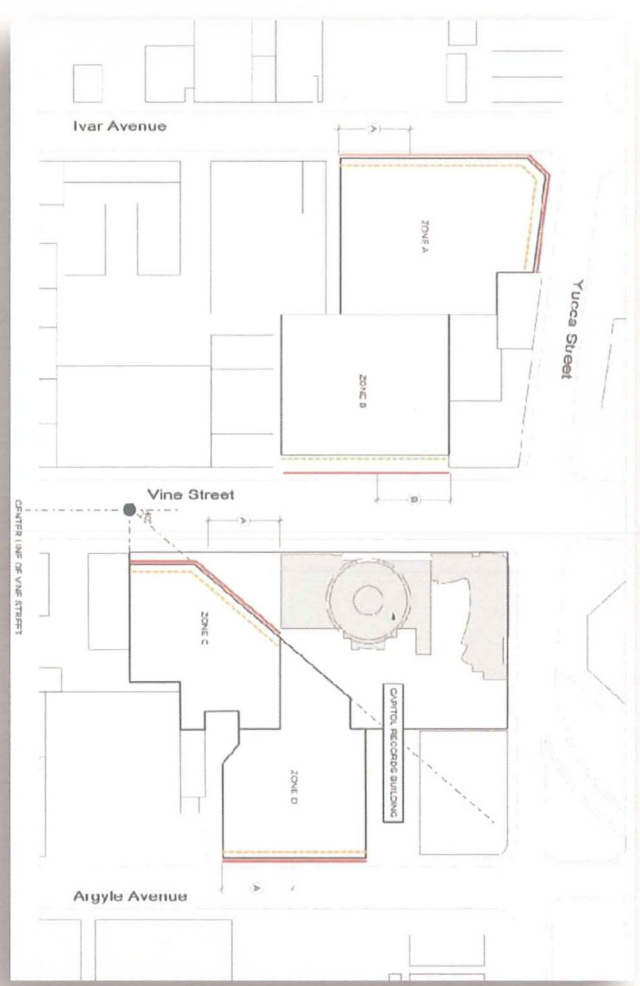
## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

### Street Wall Standards

- Reinforce view corridors to Capitol Records and respond to immediate context
- Determine scale and character of the pedestrian environment
- Create a sense of different uses, visual interest and orientation
- Pedestrian environment emphasized through proportion and detail
- Massing offsets, fenestration, varied textures, openings, recesses, and design accents ensure no un-articulated walls and monolithic roof forms

- Ⓐ 40% OF AGGREGATE WIDTH OF STREET WALL CAN EXCEED 15' UP TO TOWER HEIGHT
- Ⓑ 40% OF AGGREGATE WIDTH OF STREET WALL CAN EXCEED 40' UP TO TOWER HEIGHT

- 10' MIN. TOWER SETBACK ABOVE 150'
- 15' MIN. TOWER SETBACK ABOVE 150'
- STREET WALL



## DEVELOPMENT REGULATIONS: GUIDELINES AND STANDARDS

Tower Height (feet)	Maximum Tower Lot Coverage (%)	Minimum Floor Area Below 220 Feet (%)	Maximum Tower Floor Plate (sq. ft.)	Minimum Tower Setback (feet)	Minimum Public Open Space (%)
151 – 585	11.5	50	13,325 East Site 9,042 West Site	10 15 <sup>1</sup>	12
151 – 550	20	50	23,173 East Site 15,726 West Site	10 15 <sup>1</sup>	10
151 – 400	28	50	32,443 East Site 22,016 West Site	10 15 <sup>1</sup>	8
150 – 220	48	n/a	55,616 East Site 37,742 West Site	10 15 <sup>1</sup>	5

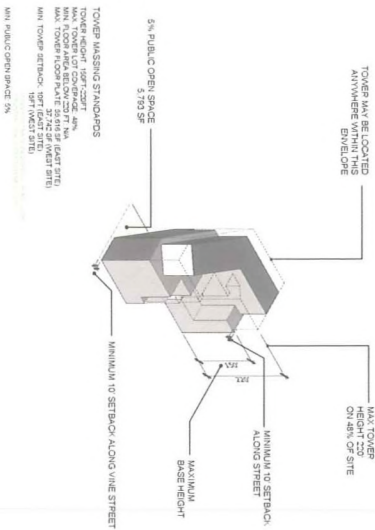
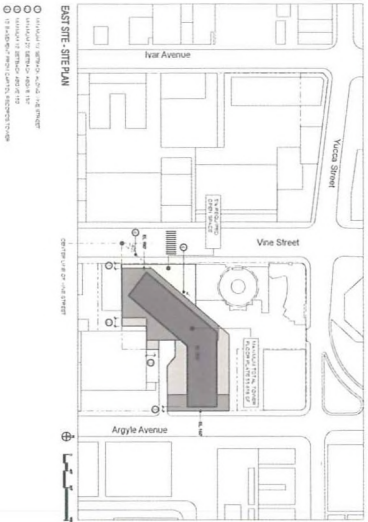
### Lot Coverage and Open Space

- Tower massing standards apply to portions of buildings above 150'
- At least 50% of total floor area located below 220'
- Tower walls must be articulated with recesses, balconies, bay windows, and/or expression bands.
- Massing offsets, fenestration, varied textures, openings, recesses, and design accents are strongly encouraged to ensure no un-articulated walls and monolithic roof forms.
- Balconies, verandas and porches are encouraged.

# RELATIONSHIP BETWEEN HEIGHT, LOT COVERAGE, AND OPEN SPACE

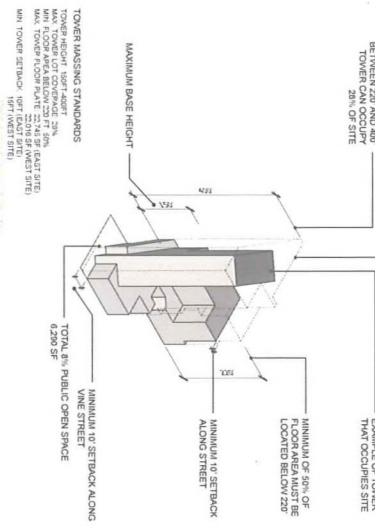
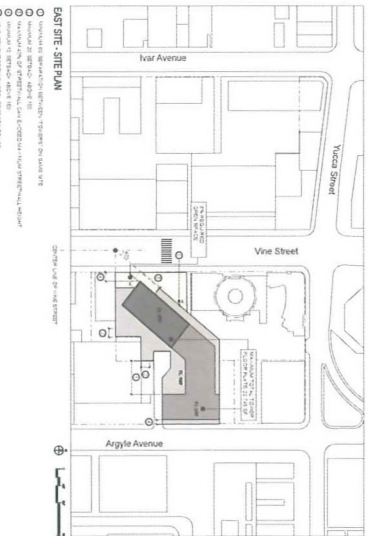
220'

EAST SITE: 220 FT. MAXIMUM TOWER HEIGHT  
DESIGN GUIDELINE STANDARD



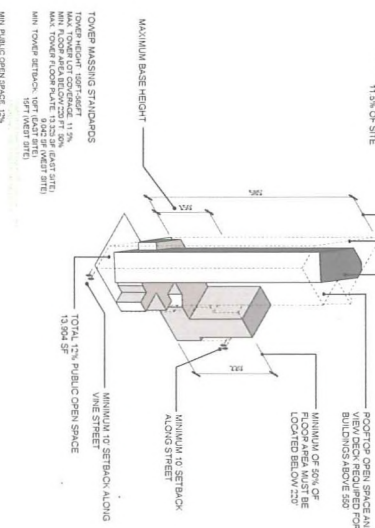
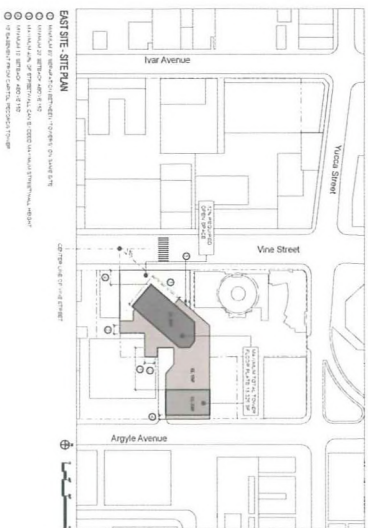
400'

EAST SITE: 400 FT. MAXIMUM TOWER HEIGHT  
DESIGN GUIDELINE STANDARD

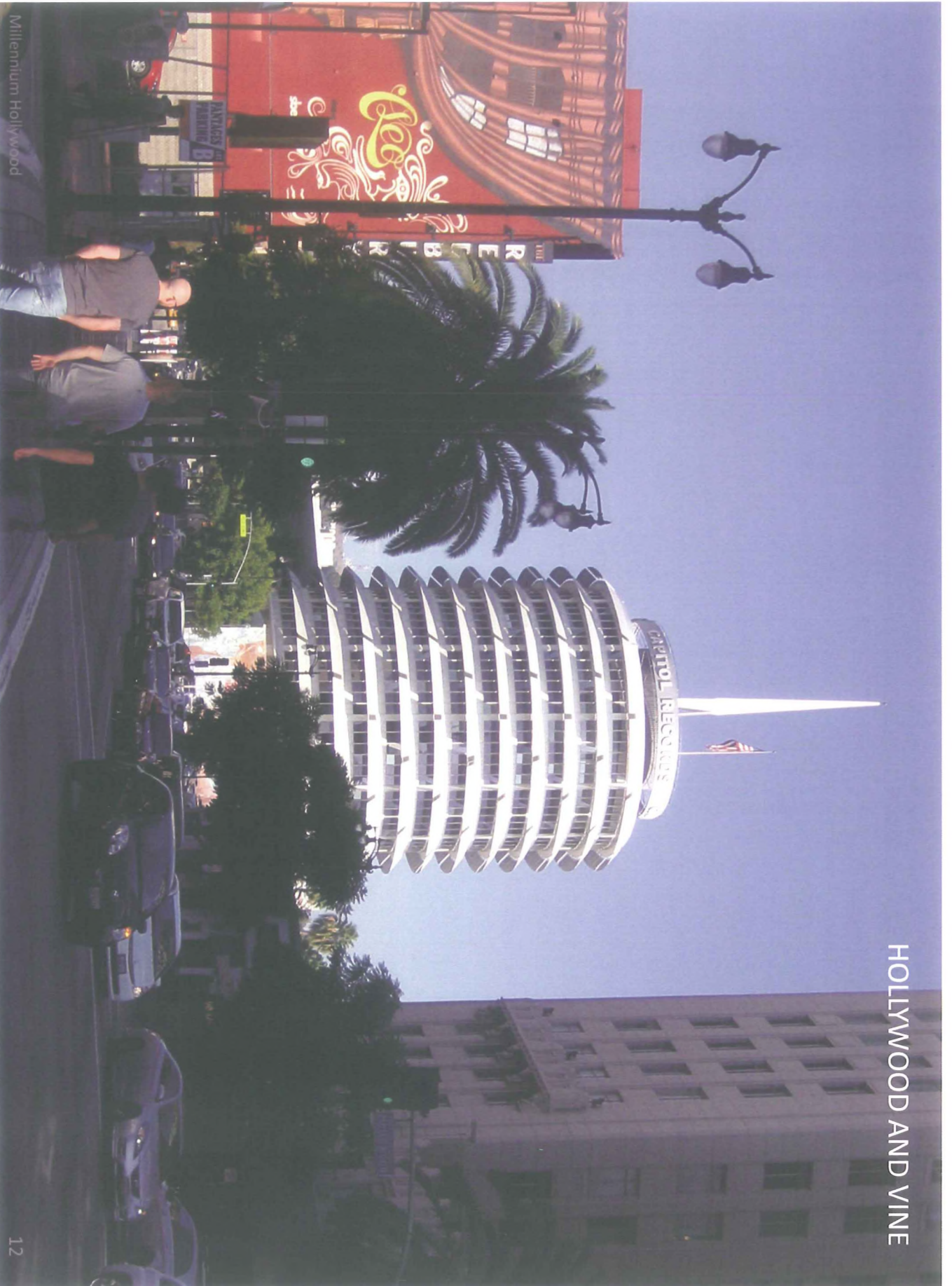


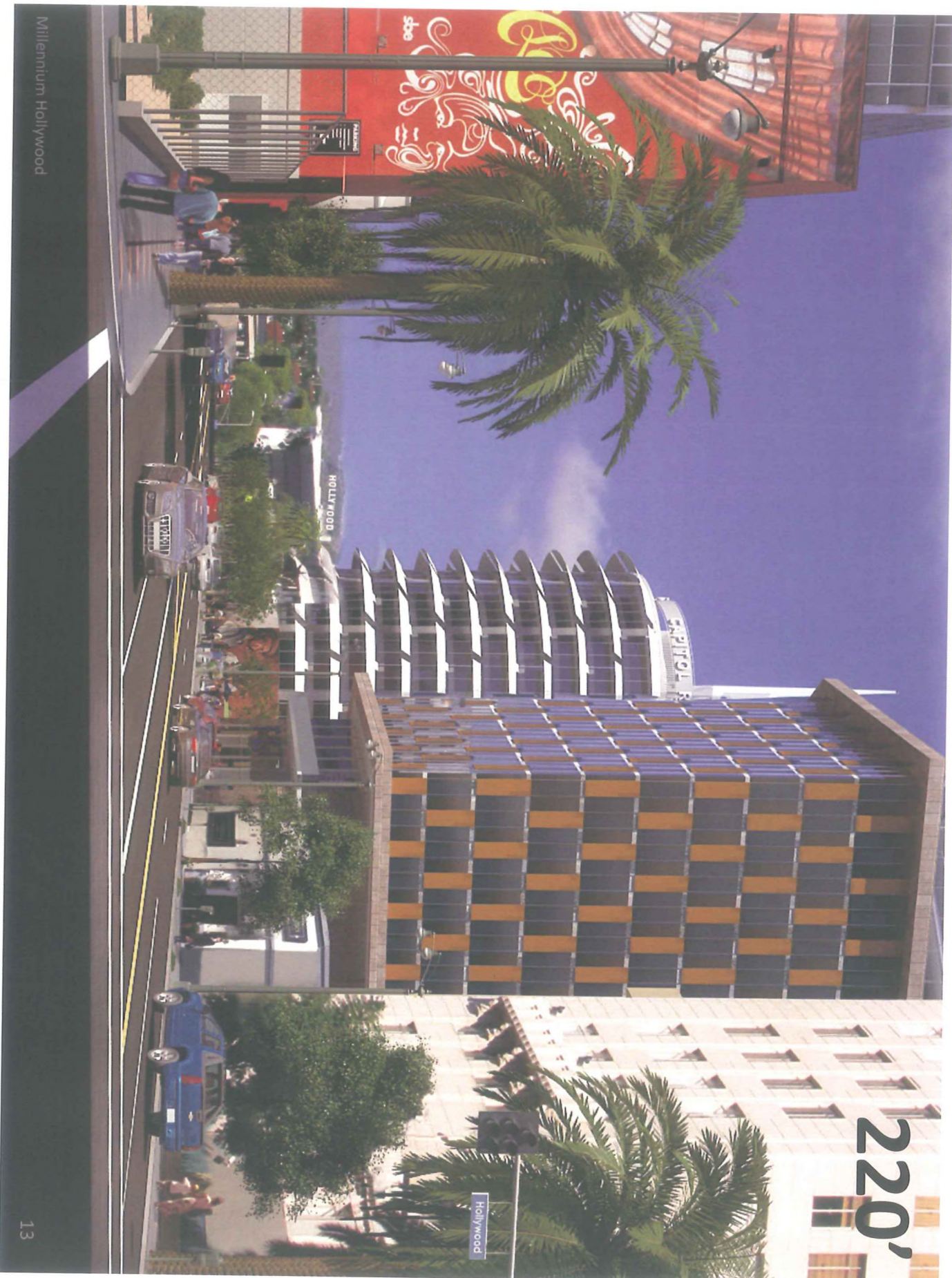
585'

EAST SITE: 585 FT. MAXIMUM TOWER HEIGHT  
DESIGN GUIDELINE STANDARD



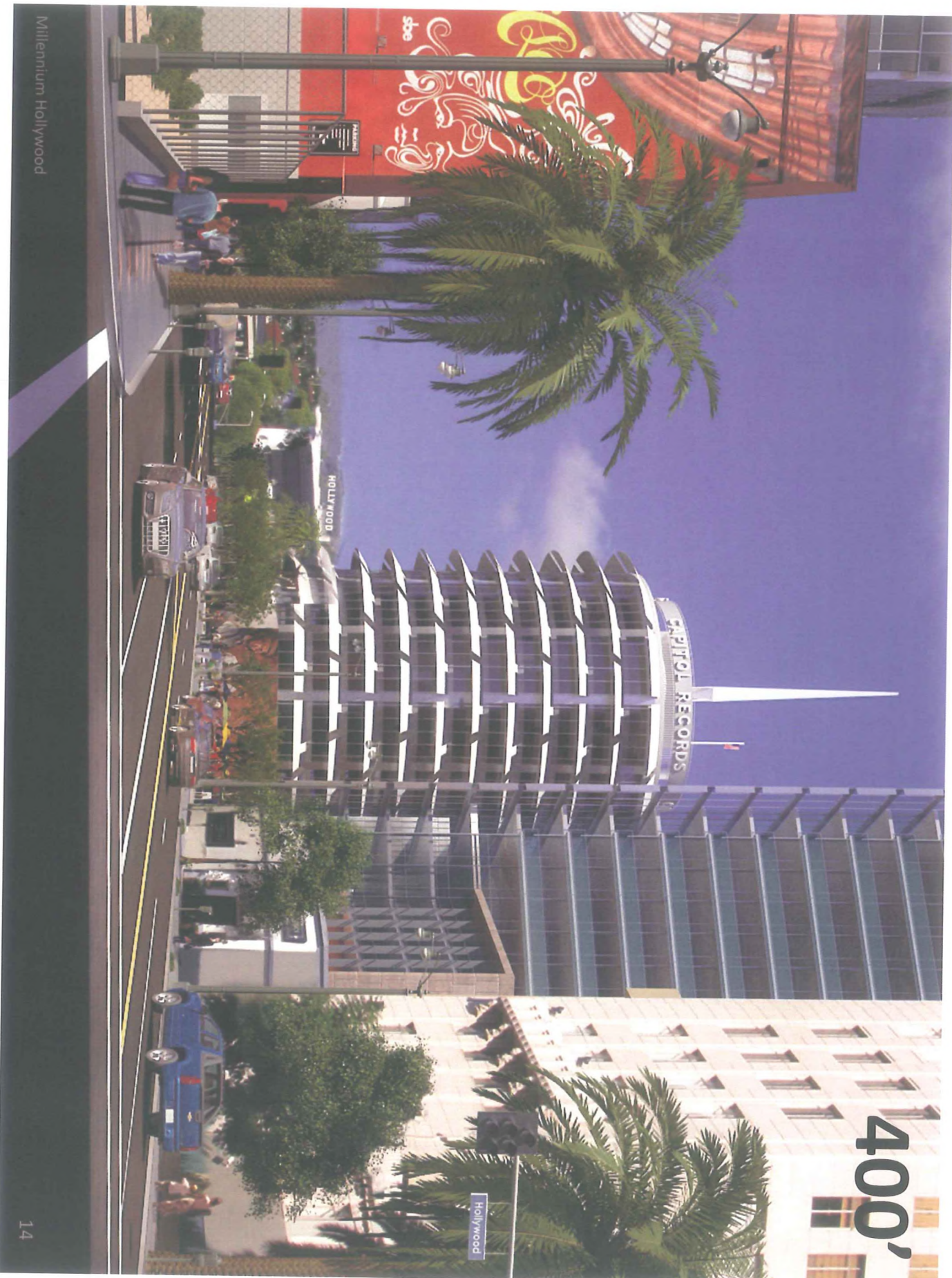
HOLLYWOOD AND VINE





220'

Millennium Hollywood



400'

Millennium Hollywood

585'

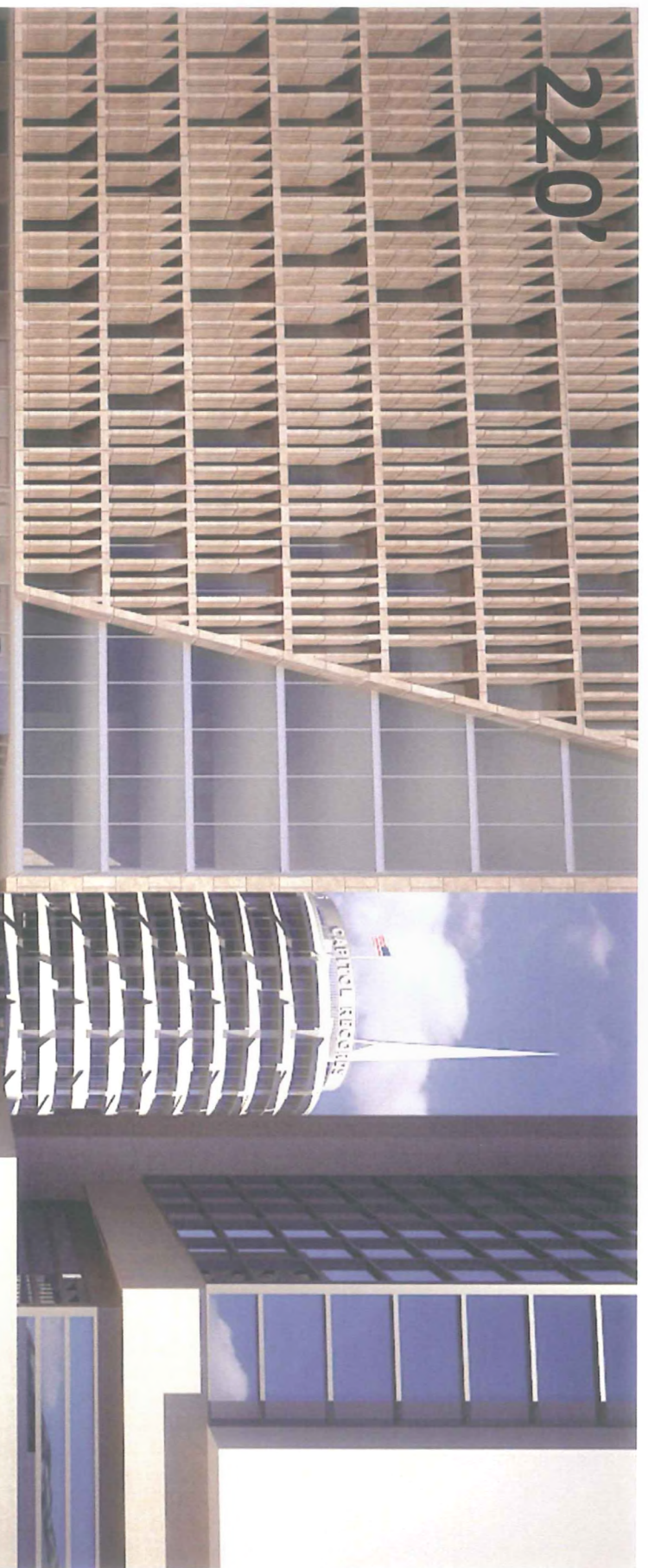


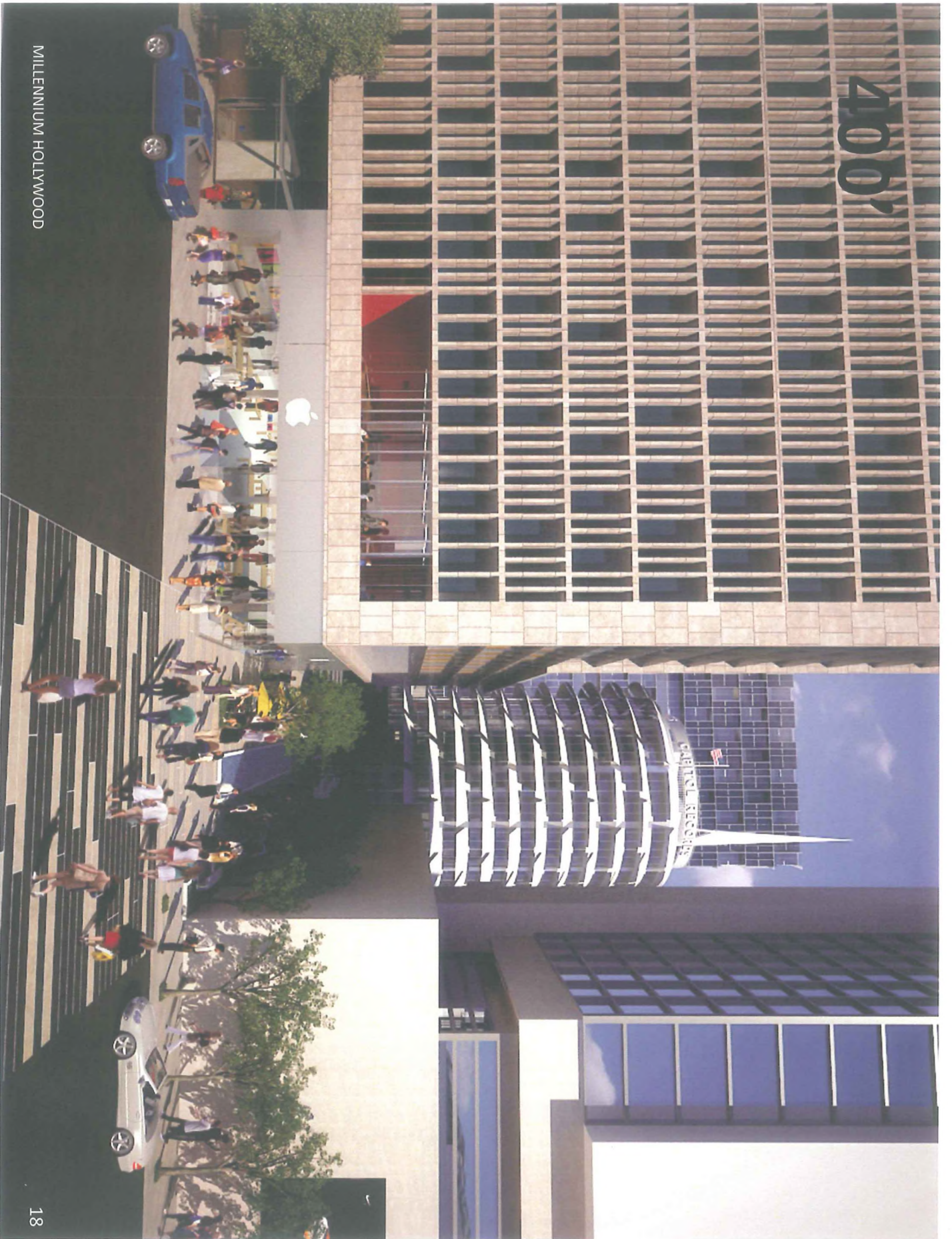
LITTLE COUNTRY CHURCH





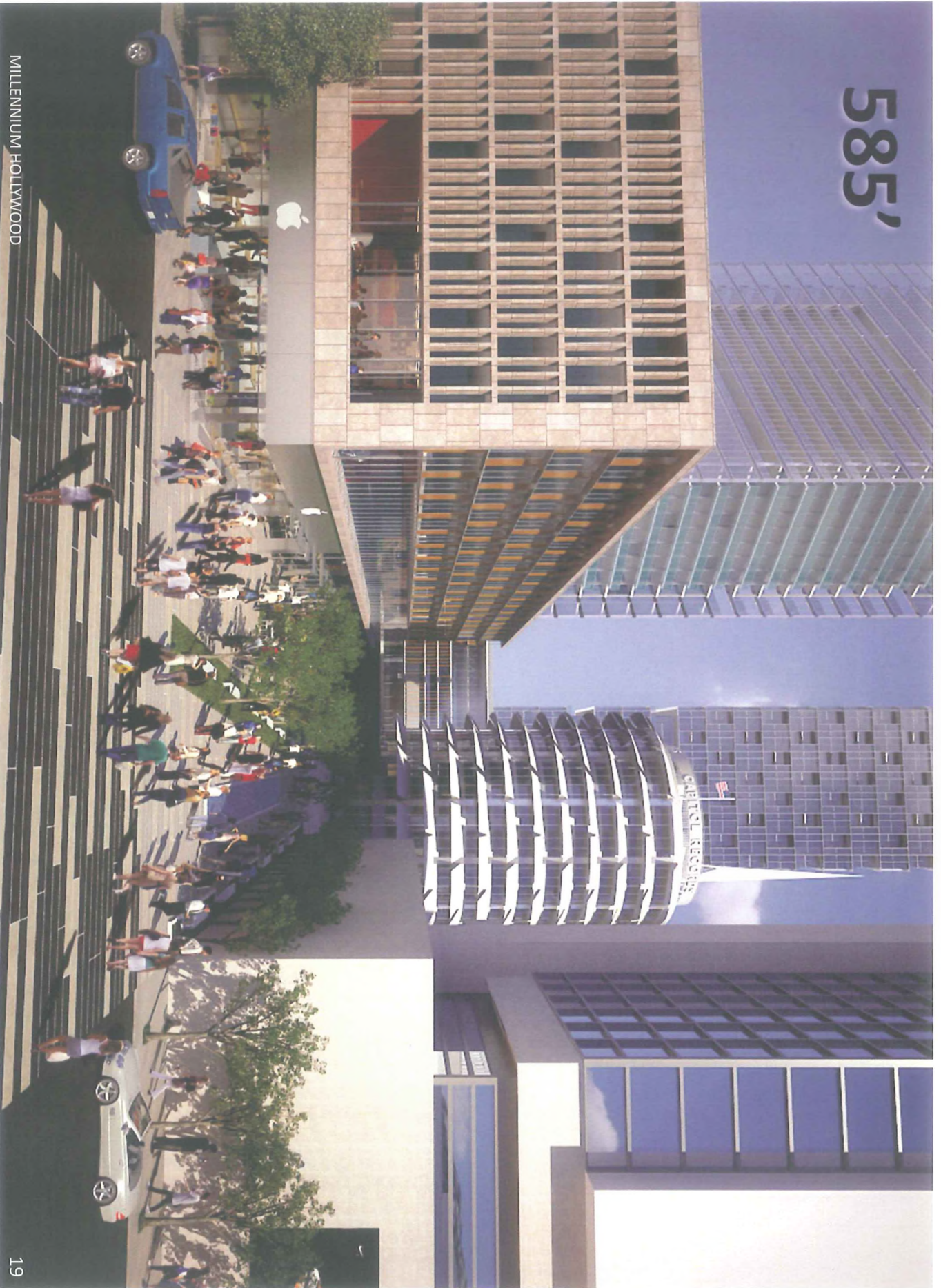
220'





MILLENNIUM HOLLYWOOD

585'



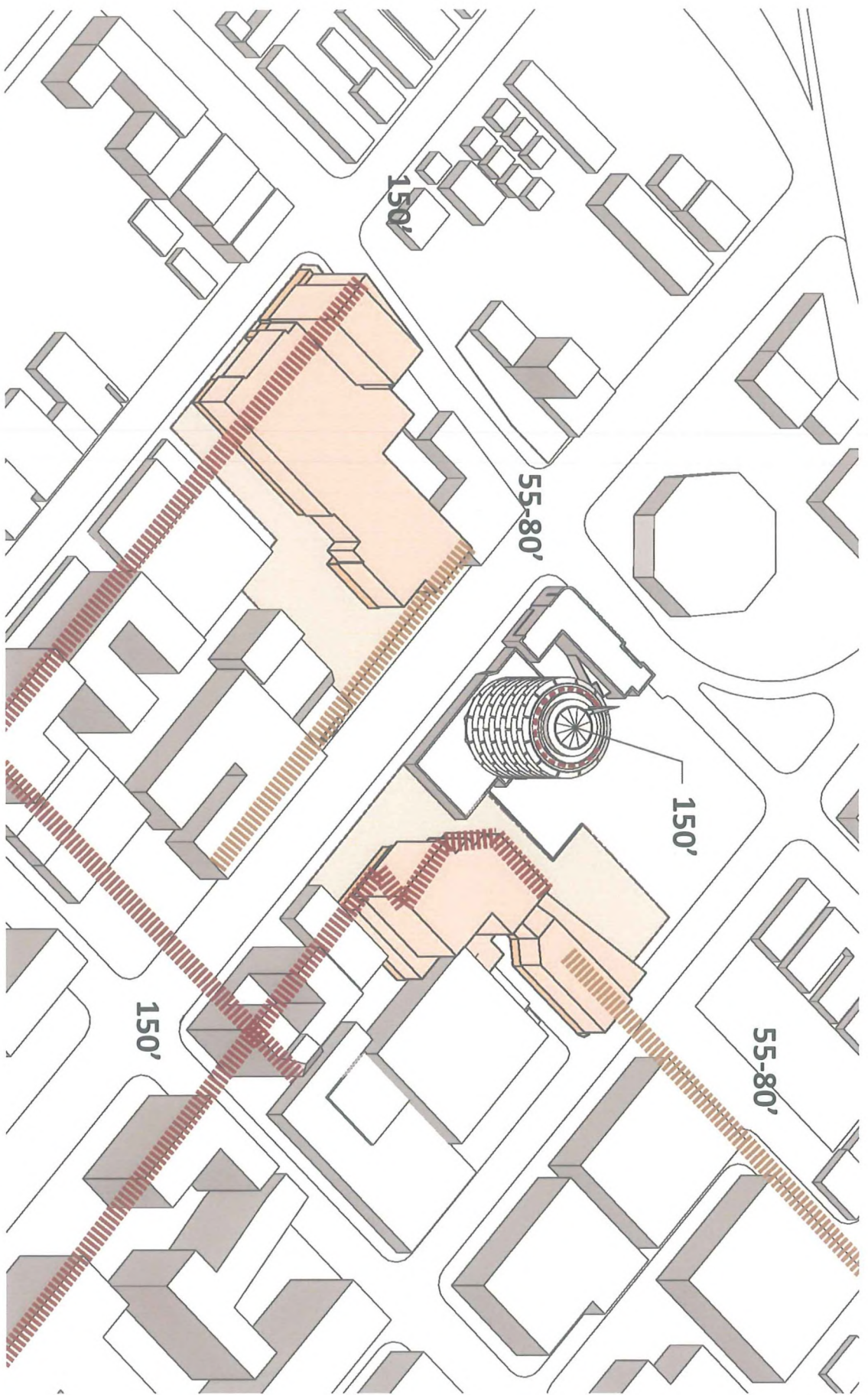
MILLENNIUM HOLLWOOD

DESIGN PROPOSAL:  
URBAN DESIGN  
OPEN SPACE  
ARCHITECTURE

Hollywood  
and  
Vine

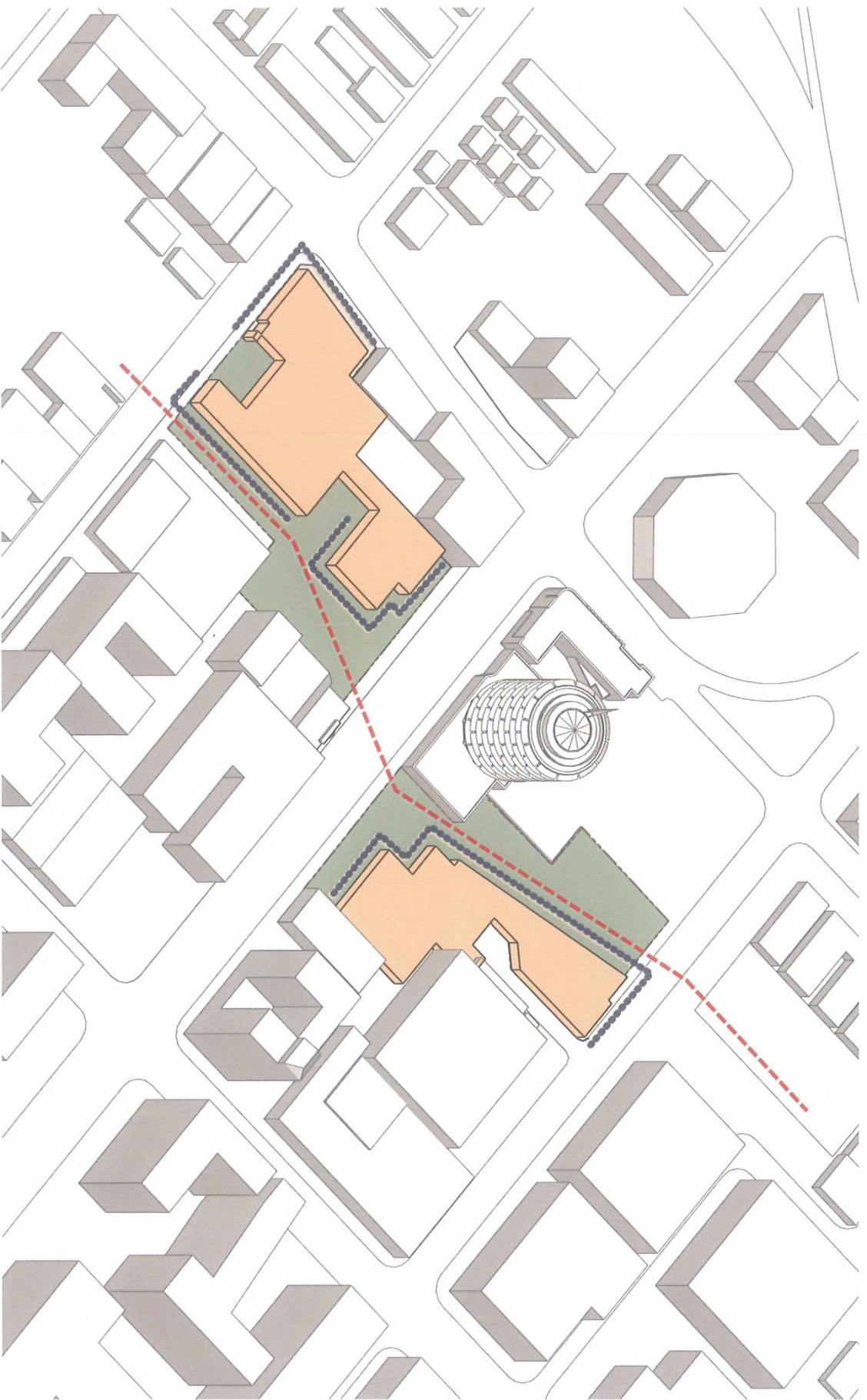
CAPITOL RECORDS

RESPONDING TO NEIGHBORHOOD DATUMS



Millennium  
Hollywood

ACTIVE GROUND FLOOR  
WITH THRU-BLOCK CONNECTIONS



NEIGHBORHOOD OPEN SPACE AND LINKAGES



# ILLUSTRATIVE PLAN



Millennium  
Hollywood



THE LOUNGE



# THE GARDEN



# THE STAGE



Seating Steps



Jazz Mural Stage



King Palm



Bike Shop



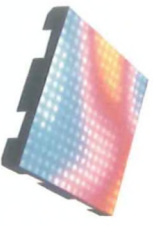
THE STAGE



# THE PLAZA



Cinema Projection



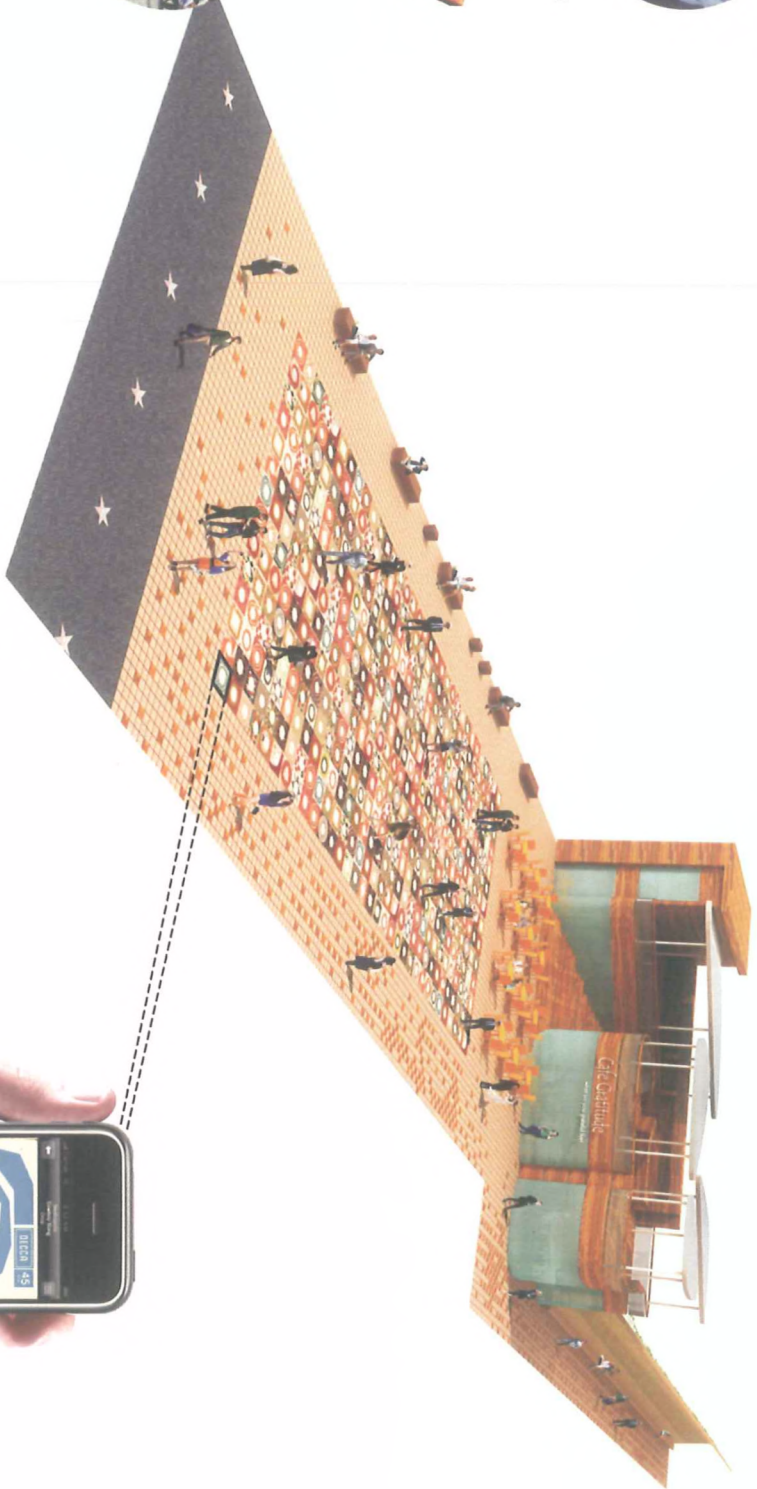
LED Paver



Rotating Events



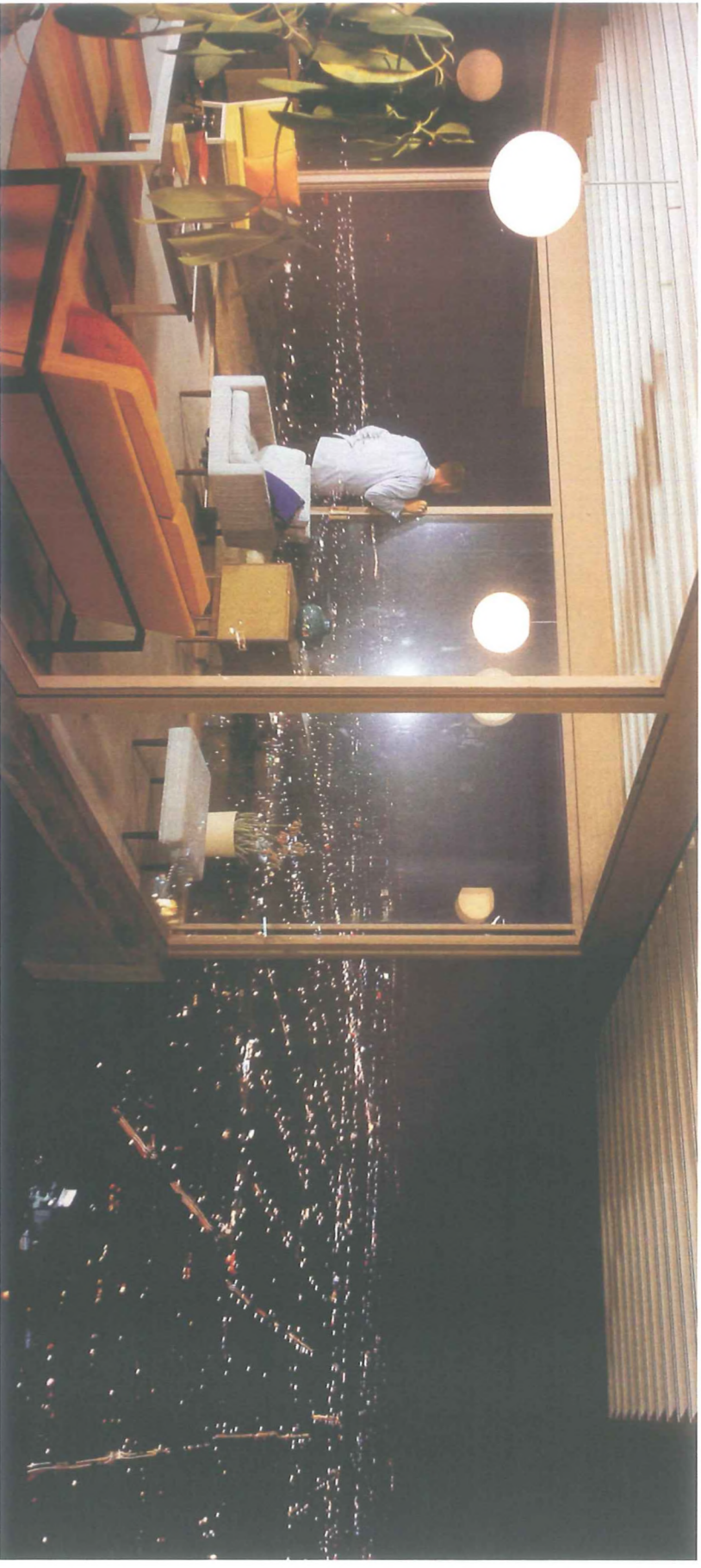
Cafe



"Interactive Apps"



INDOOR/OUTDOOR LIVING  
CASE STUDY HOUSES



AGGREGATE FORM  
SINGLE UNIT



AGGREGATE FORM  
VARIED FLOOR PLATES





# MATERIAL PALETTE OPTIONS

Tower Illustration



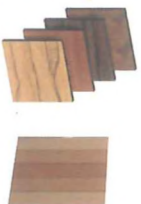
- Balcony:**
- Glass Railing
  - Built-in Planter



- Screen 1:**
- White Aluminum Screen



- Vision Glass**
- Clear glass with High Performance Low-E Coating

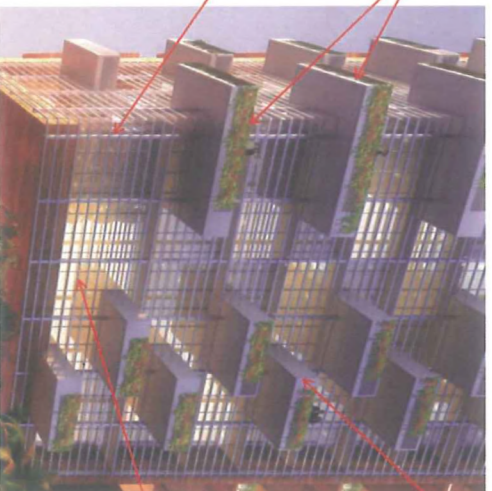


- Cladding:**
- Trepsa
  - Copper
  - Bronzed Color Metal Panel
  - TerraCotta

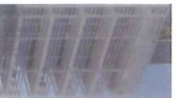


- Screen 2:**
- Sustainable Hardwood
  - Trepsa
  - Copper
  - Bronzed Color Metal
  - TerraCotta

Tower Illustration



- Balcony:**
- Glass Railing
  - Built-in Planter



- Screen 1:**
- White Aluminum Screen



- Cladding:**
- White Metal Panel
  - White Precast Concrete w/ Titanium Dioxide Additive
  - Architectural Poured in Place Concrete



- Vision Glass:**
- Clear glass with High Performance Low-E Coating

DESIGN  
EVOLUTION





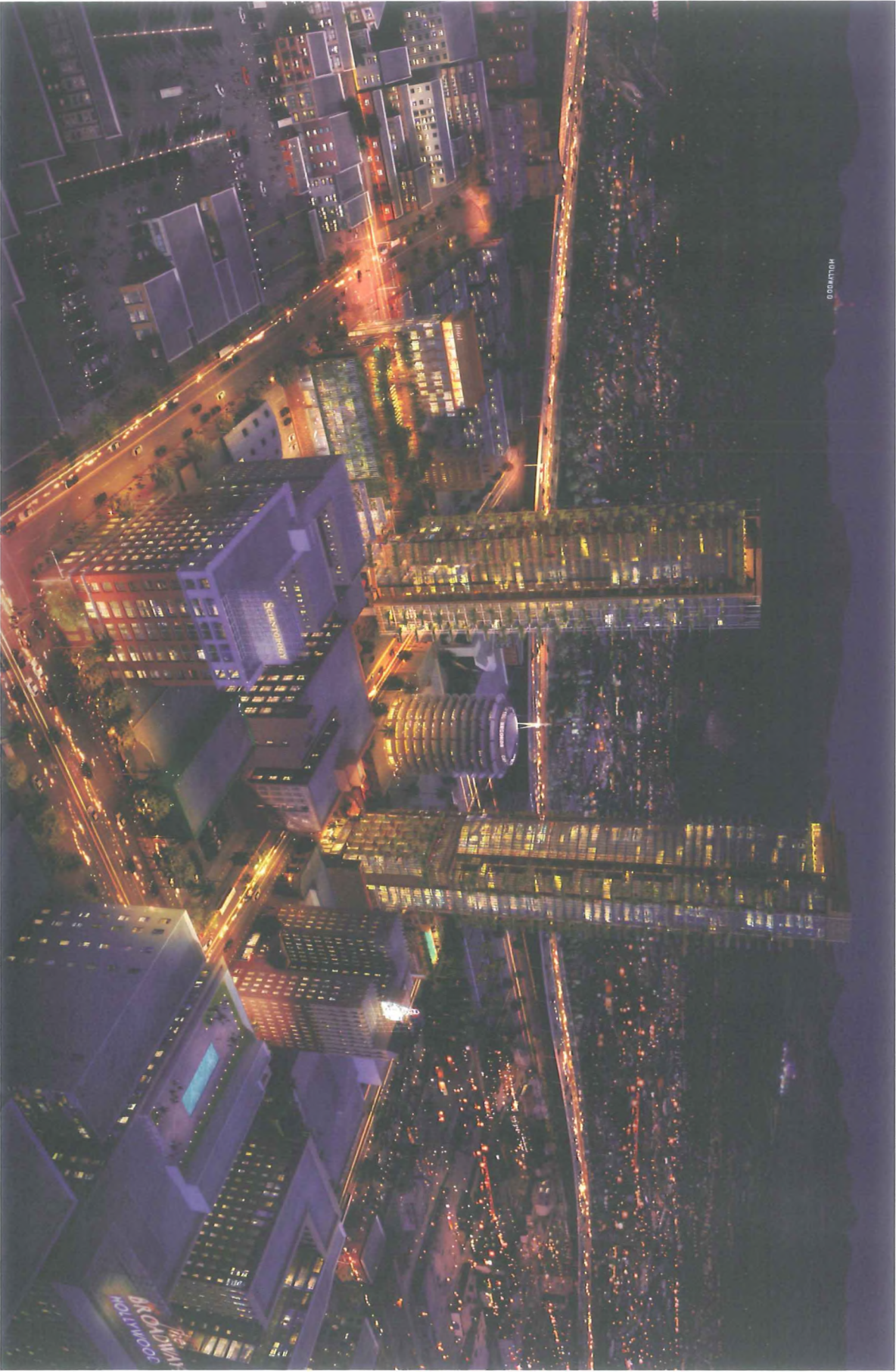
CPC APPROVED SCHEME



ALTERNATIVE 1

ALTERNATIVE 2





CPC APPROVED SCHEME



ALTERNATIVE 2

CPC APPROVED SCHEME





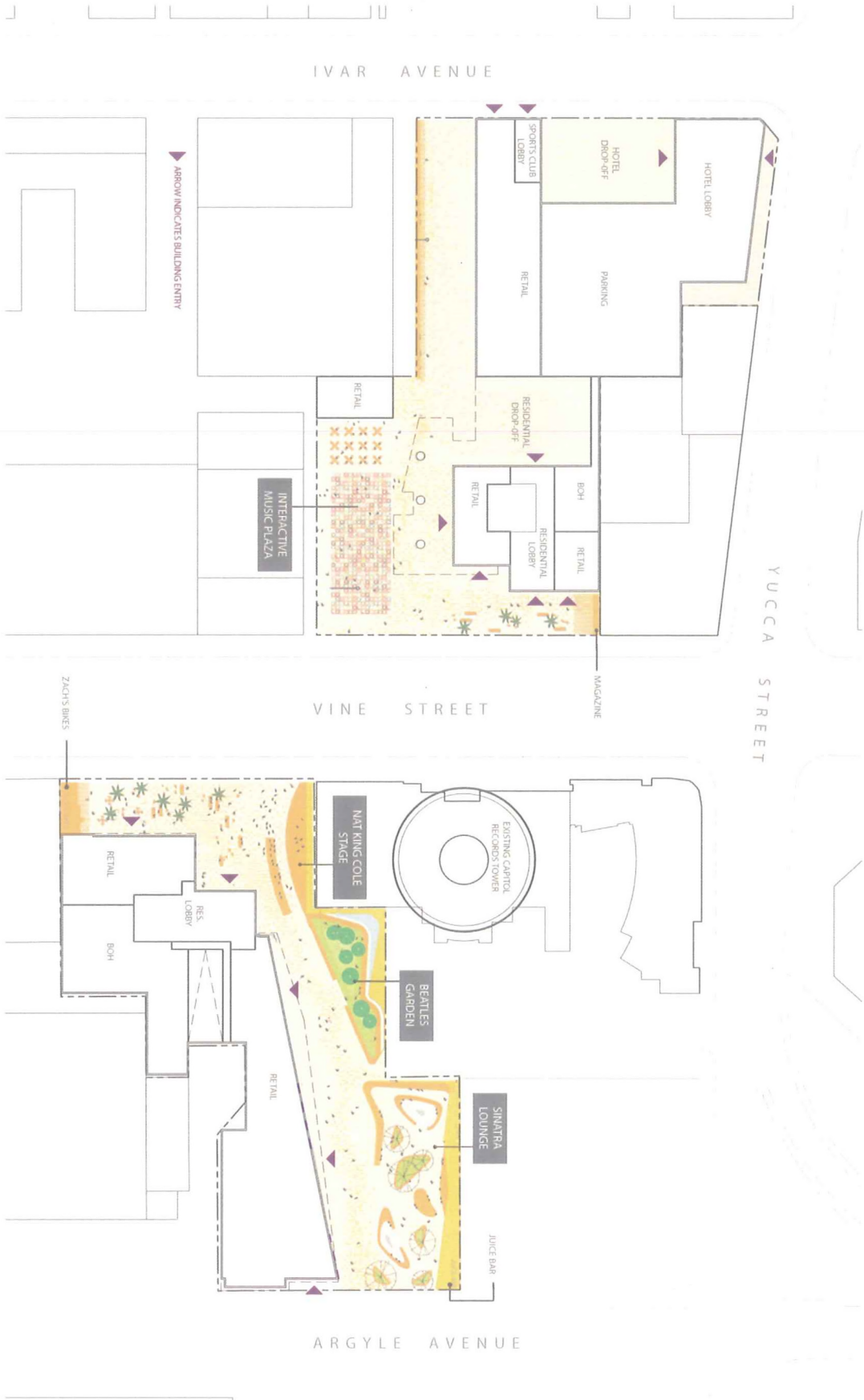


ALTERNATIVE 1

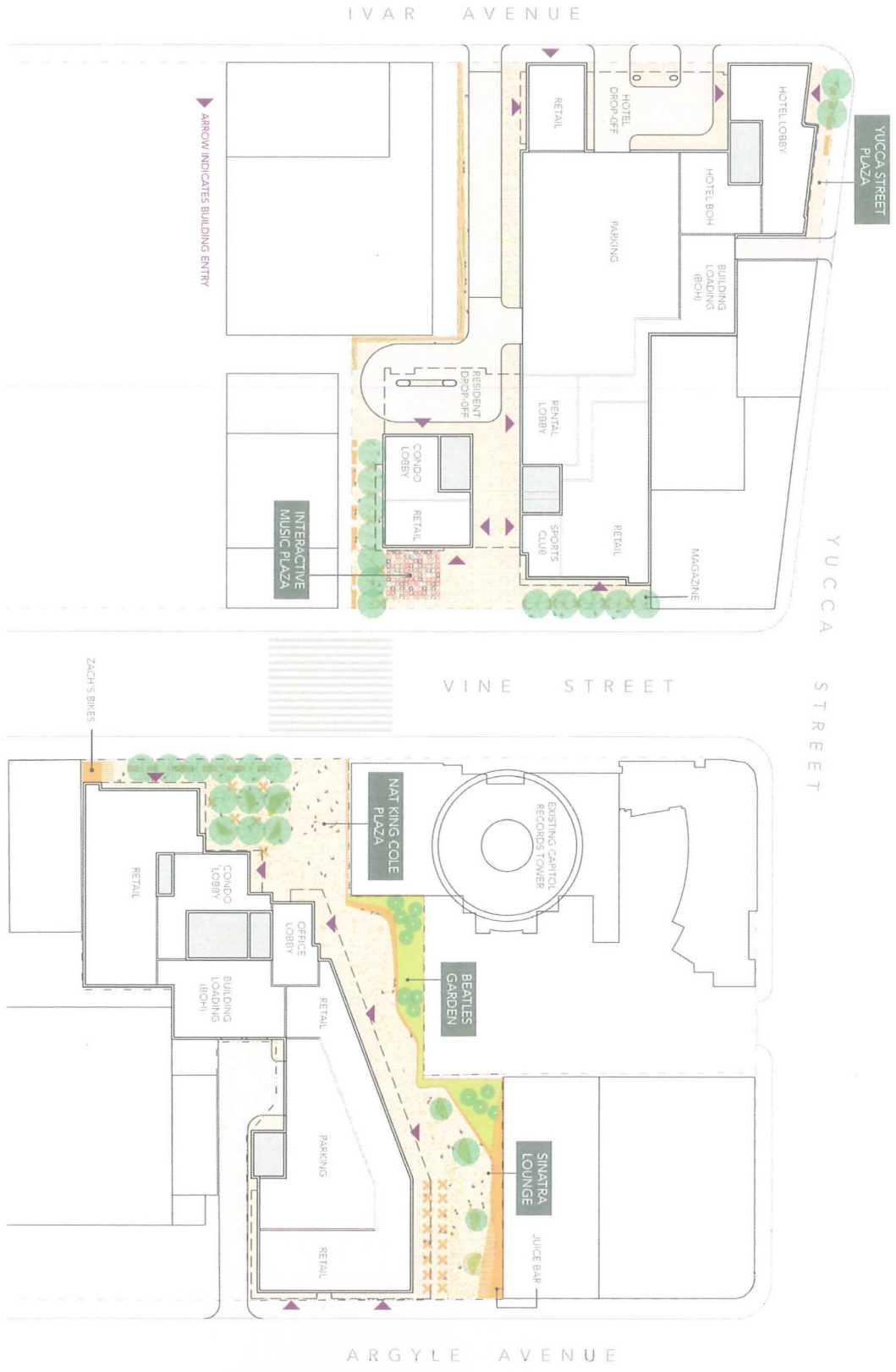


ALTERNATIVE 2

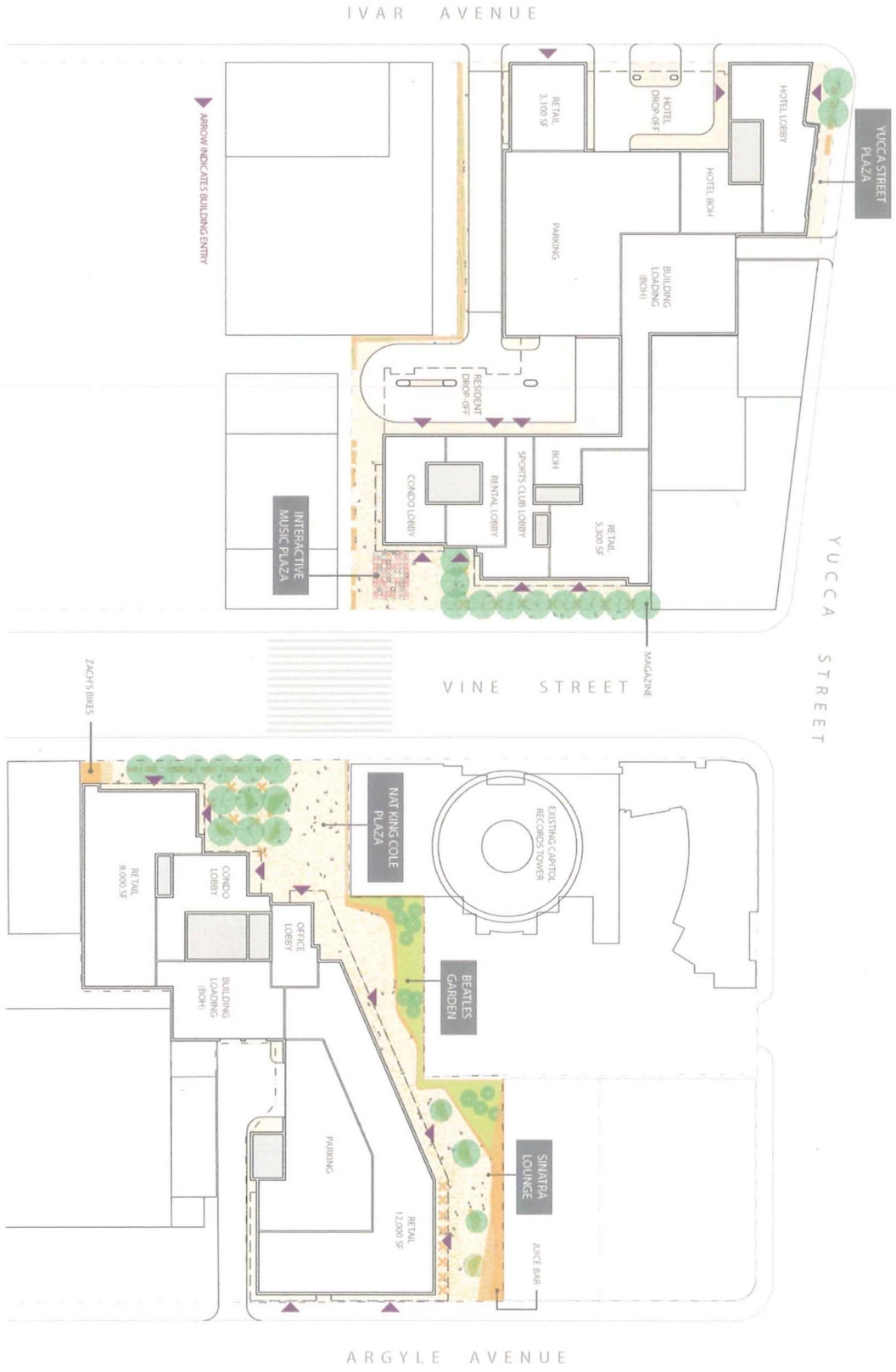
CPC APPROVED OPEN SPACE



ALTERNATIVE 1



ALTERNATIVE 2





CPC APPROVED OPEN SPACE



ALTERNATIVE 1



ALTERNATIVE 2



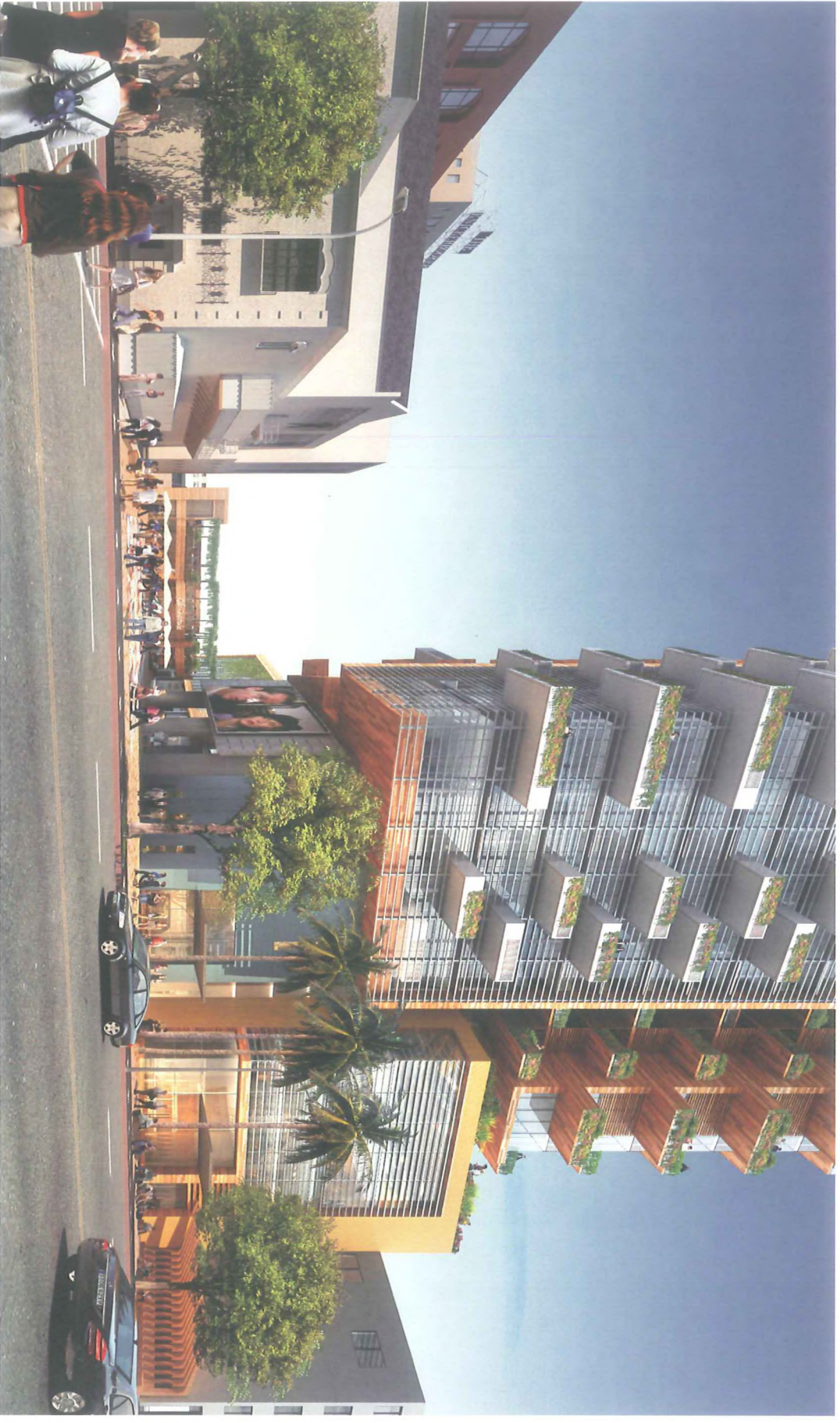


CPC APPROVED OPEN SPACE



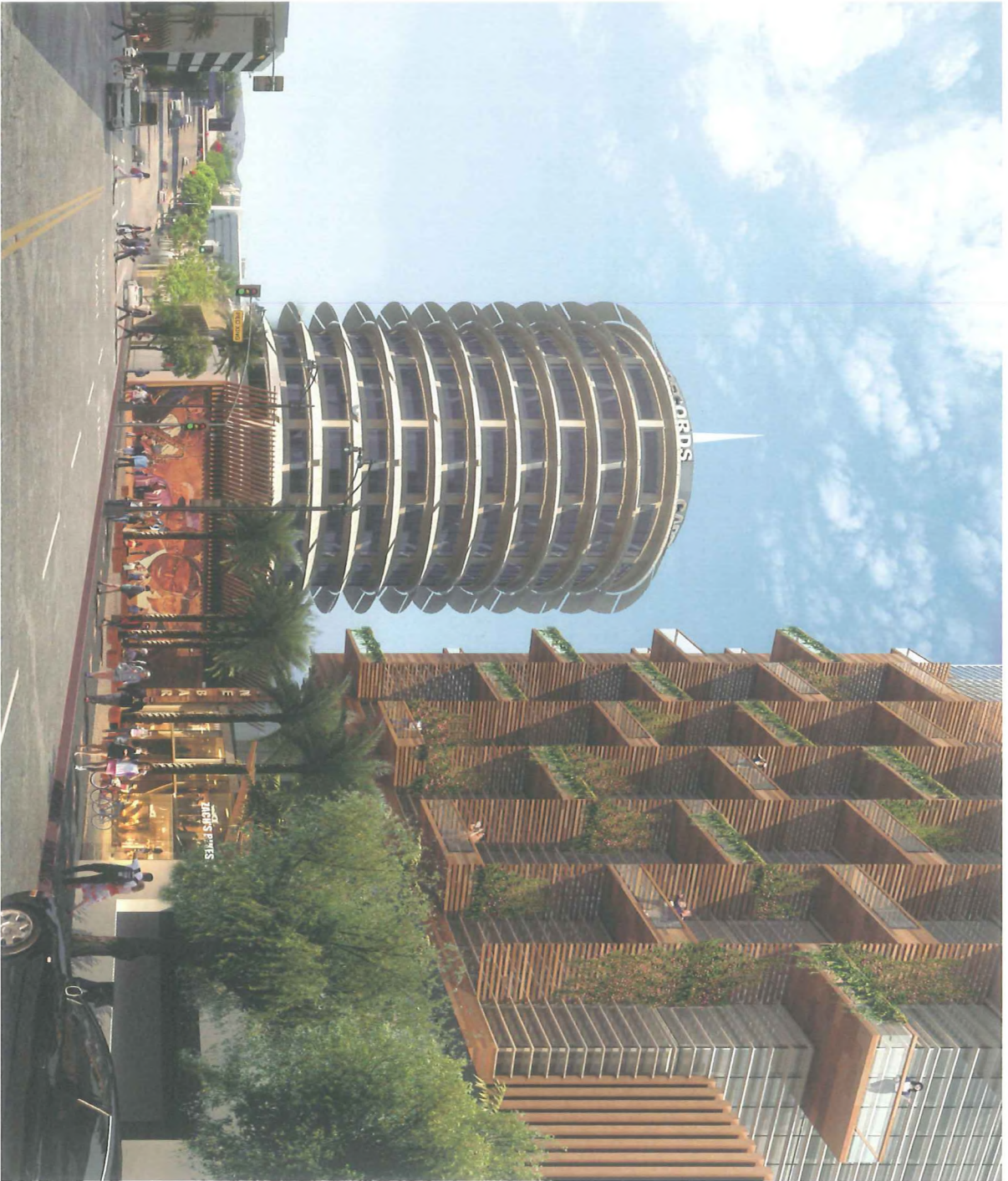
ALTERNATIVE 2

CPC APPROVED OPEN SPACE



ALTERNATIVE 2





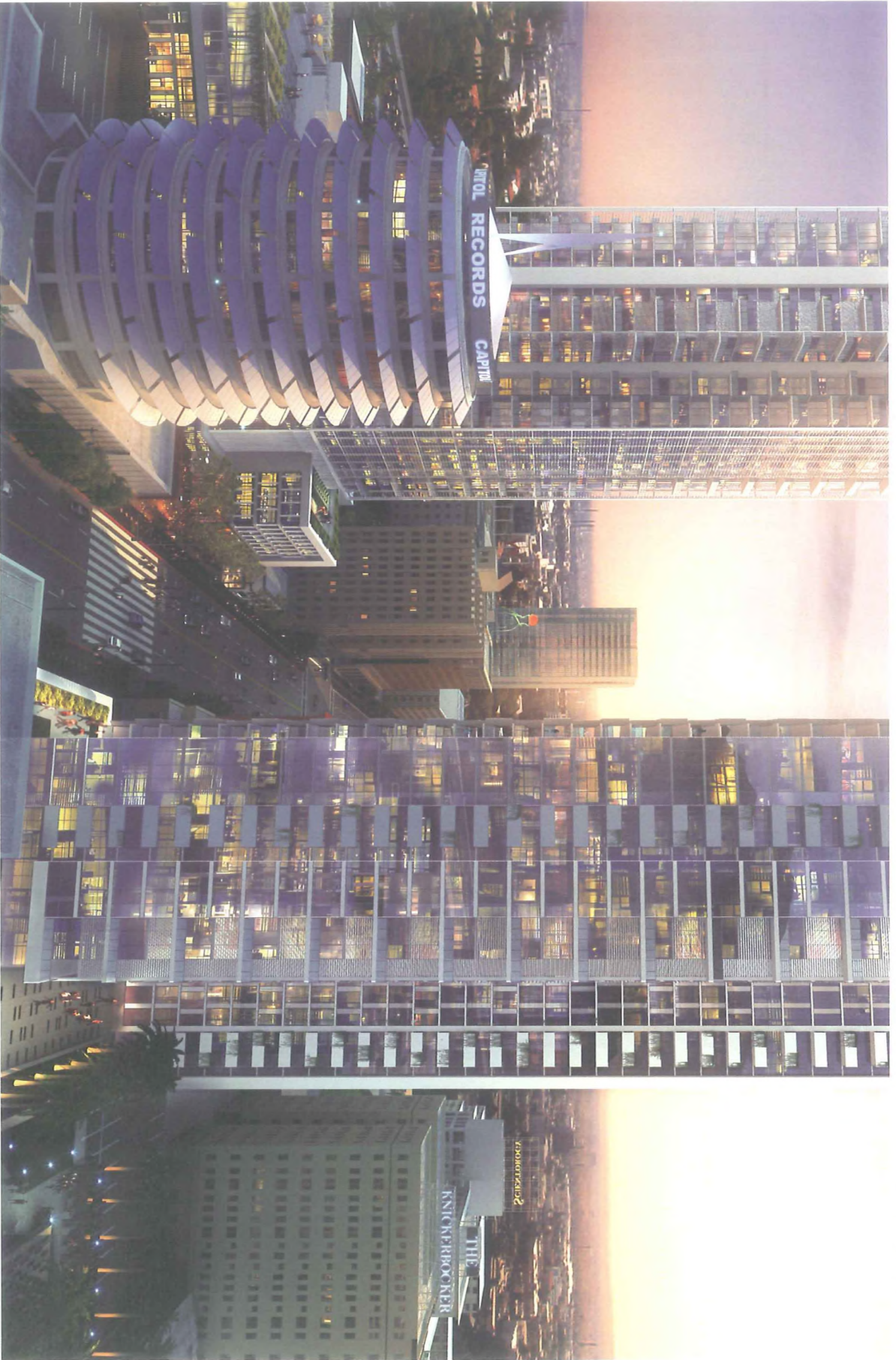
CPC APPROVED SCHEME

ALTERNATIVE 2





CPC APPROVED SCHEME



ALTERNATIVE 2



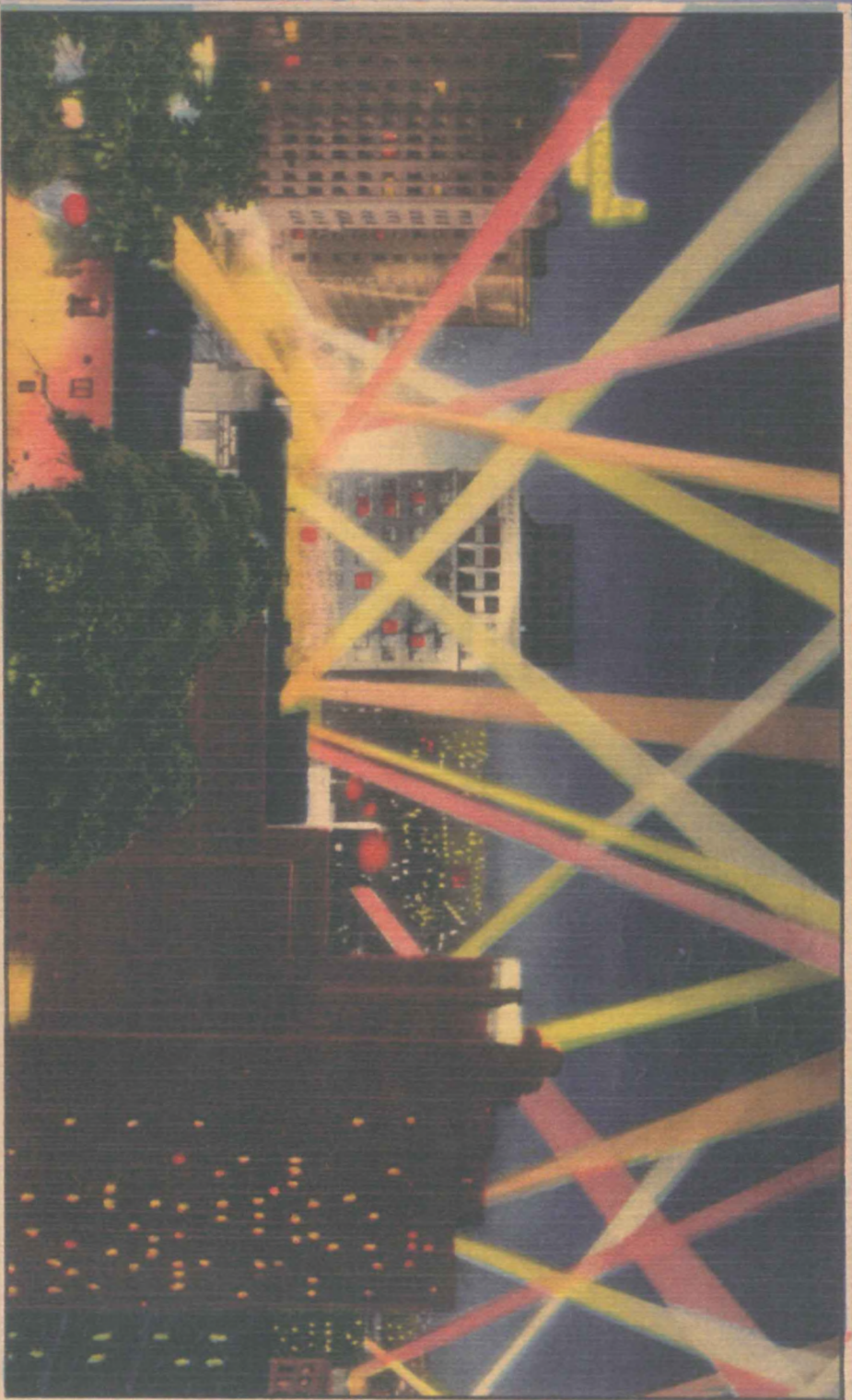
OBSERVATORY LOUNGE



OBSERVATORY LOUNGE



*Greetings* FROM HOLLYWOOD



102:—WORLD FAMOUS HOLLYWOOD BOULEVARD ON A PREMIERE NIGHT.  
HOLLYWOOD, CALIFORNIA.