

**MOTION**

A new project located at 1657-1661 N. Western Avenue, the Entrepreneur, will continue the recent revitalization of the historic corner at Hollywood Boulevard and Western Ave. Located across from Metro's Red Line Station, this mixed-use project will bring retail, market-rate and affordable housing, and other urban amenities to a neighborhood that celebrates Hollywood's history and future. One of the key community amenities will be the Paseo experience, a pedestrian-oriented public walkway that will tie together the Entrepreneur project with its two adjacent historic sister buildings the "Bricker" and the "Mayer." In so doing, the campus-like environment will drive the reuse of the historic buildings and ensure that these registered landmarks will survive for generations to come.

The Entrepreneur project will bring economic vitality, a pedestrian and bike friendly atmosphere, exciting retail opportunities, and much-needed housing availability in an authentic urban experience that only Hollywood can showcase to the City and the world.

With the Entrepreneur project working its way through the approval process, the applicant has requested a waiver of the highway dedication in order to maintain a strong street wall consistent with the adjacent historic buildings on Western Avenue. In addition, the project has support from a wide spectrum of community stakeholders.

As a Major Highway Class II, Western Avenue is sufficiently wide, and given the adjoining historic structures, no further street widening is anticipated to occur. As such, the need for a highway dedication would be detrimental to the viability of the proposed project.

**I THEREFORE MOVE** that the Council instruct the Bureau of Engineering, in consultation with the Department of Transportation, to waive the required highway dedication for the Entrepreneur project, located at 1657-1661 N. Western Avenue, and determine that additional dedication and street widening is not necessary along this portion of Western Avenue to meet mobility needs in the future.

PRESENTED BY:   
**MITCH O'FARRELL**  
Councilmember, 13<sup>th</sup> District

SECONDED BY: 

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APR 15 2016

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