

Public Information

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For immediate release:
Oct. 22, 2007

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Sunset Gordon Complex to Create Housing, Offices, Urban Park & Retail

CRA/LA Approves Terms for \$182-million, Hollywood Project



Los Angeles – Funding and conditions for the Sunset Gordon Project, a \$182-million, public/private partnership that will bring major changes and benefits to Hollywood’s Sunset Boulevard, were approved Thursday, Oct. 18, by the Board of Commissioners of the Community Redevelopment Agency of the City of Los Angeles (CRA/LA).

CRA/LA is aggressively promoting the development of mixed-use, transit-oriented developments that offer affordable and workforce housing, create good paying jobs and provide open space.

“This public/private partnership will deliver significant community benefits to Hollywood,” said CRA/LA

Board Chairman William H. Jackson, “It will include construction of an environmentally sustainable building; preservation and restoration of part of a historic, 1924 building; local hiring of workers, affordable housing, new office space that will generate 100 upwardly mobile jobs; and creation of Gordon Park, badly needed, public open space.”

“This development is a beacon for smart growth and sustainability in the areas of the social responsibility, physical environment and economy,” said developer Tom Cody of Gerding Edlen. Gerding Edlen was awarded California’s first Gold LEED certification for their downtown development.

As proposed by Sunset & Gordon Investors, LLC., an affiliate of Gerding Edlen Development, a 23-story building with an 18-floor residential tower will be built above a five-level, above-grade podium with three and a half levels of underground parking. The 324,432 square-foot, mixed-use project will include 311 residences with 60 reserved as

affordable housing; 40,000 square feet of office space; 13,500 square feet of retail space with 8,500 square feet for restaurant uses; 508 parking spaces; and a 21,571-square-foot urban park.

The development is slated for 5939 Sunset Boulevard in the Hollywood Redevelopment Project Area, part of the CRA/LA’s Hollywood & Central Region. The site previously contained the Old Spaghetti Factory restaurant, whose building once housed the Los Angeles showroom for the former, Peerless Motors Company.

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The \$182-million project will include \$9.6 million of CRA/LA funds to acquire land for the park and help build the project's commercial space. The developers originally conceived the project as purely residential, but worked with CRA/LA staff to add the office and retail components because of the need for such uses on Sunset Boulevard.

The 311 housing units include one- and two-bedroom units of which 60 will be set aside for first-time homebuyers and the workforce housing will be affordable for individuals and families earning \$50-\$90,000 a year. In addition, commercial office space on the second and third floors will be upscale, designed to attract the creative and entertainment industry.

Although there are unavoidable adverse impacts, the EIR concluded that the benefits from creation of public open space, new career-ladder jobs, new housing near public transportation, an environmentally sustainable building and hiring and training of local construction workers overrode those impacts.

The project also received a variance from the city's sign ordinance. The Sunset Gordon project calls for two supergraphic signs totaling 3,100 square feet, both located on the office level, just above the ground floor retail, on the south and east sides of the building. The signs will be separated by 100 feet and a building setback and will not block views of the Hollywood Sign and Hollywood Hills.

The developer, Gerding Edlen, was one of the first developers to construct new high-rise residential units in downtown Los Angeles and is a driving force behind creation of the South Park area of downtown. The company constructs buildings with a 100 to 150-year lifespan and focuses on reducing total energy requirements.

Currently, Gerding Edlen has 33 projects in progress or completed that are Leadership on Energy and Environmental Design (LEED) certified. Based in Portland, Oregon, the company has offices in Los Angeles and Bellevue, Washington. Project leads for Sunset Gordon are Kelly Saito, Tom Cody and Brent Gaulke.

About the Hollywood Redevelopment Project

The 20-year-old, 1,107-acre Hollywood Redevelopment Project is located six miles northeast of downtown Los Angeles at the base of the Hollywood Hills. Project goals include retaining and expanding the film, television and post-production facilities that currently exist; encouraging new commercial projects and economic development; and preserving and expanding housing for all income groups. The project area is within the CRA/LA's Hollywood & Central Region.

About CRA/LA:

CRA/LA (www.crala.org) is a public agency regulated by the State of California and operating within the City of Los Angeles. It attracts private investment into economically depressed communities to eliminate blight, revitalize older neighborhoods, build housing for all income levels and create and retain employment opportunities. CRA/LA manages 32 redevelopment projects areas and three revitalization areas in seven regions: East Valley, West Valley, Hollywood & Central, Downtown, Eastside, South Los Angeles, and the Harbor.

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