

## TOWNSCAPE PARTNERS

## LOS ANGELES PLANNING COMMISSION UNANIMOUSLY APPROVES FRANK GEHRY DESIGNED PROJECT FOR 8150 SUNSET BLVD.

Los Angeles, CA—July 28, 2016—At its hearing today, the Los Angeles City Planning Commission unanimously approved the development proposed for 8150 Sunset Boulevard by LA-based developers Townscape Partners, with an innovative design by Pritzker Prize-winning architect Frank Gehry. The plan was approved as proposed, but with an additional 4% affordable housing, bringing the total of affordable housing at the site to 15% of the 249 units.

"We are grateful to the Commissioners for approving this project, and look forward to continuing to improve the details of the design with all of the stakeholders," said Townscape partner Tyler Siegel. Townscape partner John Irwin noted that "Frank Gehry's design will provide much-needed, high quality residences, as well as create a new destination for shopping and eating in the City. This is the right direction for development in LA, embracing both the benefits of good planning—as well as a commitment to providing affordable housing at varying income levels, which we have agreed to increase at the recommendation of the Commission."

At the meeting, more than 130 people showed up to lend their support to the project, including roughly 50 who made public comments to the Commission encouraging them to approve the plans.

Frank Gehry made a presentation to the Commission on the key features of his design, both in terms of the structures on site and the relationship of the buildings to the surrounding environment and other architectural elements. As part of his remarks, Gehry said "The art of architecture is rarely practiced in our city. Most of our buildings have no spirit or humanity to them. ... This is an important site, the entrance to the Sunset Strip. I will do my best to be responsible, beautiful and humane and to make you proud."

###

For more information:
Sascha Freudenheim
PAVE Communications & Consulting
sascha@paveconsult.com / 917-544-6057