



## STAFF REPORT

**Meeting Date:** February 2, 2016  
**To:** Honorable Mayor & City Council  
**From:** David Lightner, Deputy City Manager  
**Subject:** Townscape Proposal – 336 Foothill  
Road, 9268 Third Street  
**Attachments:** Townscape Proposal Submittal

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### INTRODUCTION

Townscape Partners, real estate developers, along with Gehry Partners, Frank Gehry's architecture firm, and their finance partner, Angelo Gordon, have proposed a mixed-use development project for City-owned property in the Entertainment Business District. They have requested a Request for Proposals (RFP) process to select a ground-lease development tenant for the City property. This proposal is for a 99-year ground lease that would allow a specific development project to be built on the property. They, and any other interested developers, would submit competing proposals through an RFP process. If a proposal were selected through this process, it would then go through the public entitlement process. This report describes a preliminary informal public process that could be initiated to evaluate the idea of an RFP.

### DISCUSSION

The City owns approximately 6.5 acres of property surrounding 336 Foothill Road and 9268 Third Street. The Foothill property has various short-term leases on the site as well as some Public Works Services uses relocated from other City sites. The building on this site is to be refurbished for short-term lease as well. This site also includes the shallow ground water wells under construction and the future site of the dog park. The Third Street property is leased to Lakeshore Entertainment and the City Employee Credit Union. Although these properties were under consideration for potential ground lease development from 2004 - 2008, with the onset of the recession the City Council placed redevelopment of the sites on hold pending a more comprehensive review of the best use of the property.

An unsolicited proposal for development of both sites has been submitted by the Townscape development team for City consideration. The City Council has indicated that the proposal should be presented to and considered by the community at large at a series of informal public meetings before making a decision on whether to pursue an RFP process for a ground lease and formal entitlement review of a project.

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The attached project submittals, which have not yet been analyzed by the City, outline a mixed-use development including:

Foothill Site

- 500,000 sf of entertainment, media and tech office space
- 150 residential condominium units
- 50,000 sf of neighborhood retail and restaurants
- A 3-acre public park, dog park, multi-purpose venue

Third Street Site

- 180- key Five-Star Hotel

The hotel proposed for the Third Street site would also include the privately owned property along Foothill Road immediately west of the City's Lakeshore lease site and currently occupied by two temples.

The development concept is to create an elevated public open space on a podium with buildings surrounding this elevated green space. The ground floor at street level would consist of retail and office at or near the property lines. The office and residential buildings above would be set back surrounding the 3-acre public open space. The hotel would be similarly sited on a raised podium with pedestrian bridges connecting the two sites. 1500 subterranean parking spaces are proposed. The buildings, as proposed, would vary in height with the tallest at 12 stories. The proposed Floor Area Ratio (FAR) is 3:1 on the Foothill site and 3.5:1 on the Third Street site.

Townscape is proposing a ground lease with the City and has requested an RFP process, which would be necessary under State Law to receive a 99-year term for the ground lease. A 55-year term for a ground lease is the maximum allowable without an RFP process. The RFP process could include requests for proposals matching the currently proposed program, or proposals with the same or a modified program but matching current height and density limits, or a completely different long-term development of the site as identified through the public process. The public process might also identify alternatives to 99-year ground lease of the property such as municipal, open space or other uses.

**FISCAL IMPACT**

The submittal includes a ground lease proposal of \$4 million annually, in addition to an upfront payment of \$75 million in prepaid ground rent. A project of this nature would also generate substantial tax revenue to the City, however, it should be noted that none of the estimates in the submittal have been evaluated for accuracy. The true value of the ground lease is dependent on the magnitude of development allowed, which at this point is very preliminary in nature.

**RECOMMENDATION**

The potential for the City of a significant Frank Gehry designed campus along with a potentially significant near-term and long-term revenue source to fund municipal priorities would appear to make this proposal worth considering. As proposed, it is a substantial amount of development, with as yet unquantified impacts, on a site where there is not consensus about the best long-term use. The public process under consideration would provide an opportunity for the developer to familiarize the public with their project and proposed ground lease terms and to hear responses and suggestions directly from the public.

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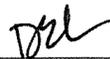
The public is likely to expect the process to include the ability for the City to facilitate discussion of the pros and cons of monetizing these valuable properties to fund municipal objectives versus holding them for municipal expansion or other uses. It is expected that the public would also want further evaluation and explanation of the options for how to consider an RFP that would be responsive to community issues.

At the end of the informal public process, the City Council would receive a report on the results of the process and would conduct a public meeting at which they would decide whether to proceed to issuance of an RFP or not.

If the public process is to be conducted, it is recommended that the developer should fund City expenses for this preliminary informal review of the opportunity and that a substantial deposit should be required to evidence their commitment to pursue this effort and to cover City evaluation expenses.

City Council direction is requested regarding whether to return at a future meeting with a Deposit Agreement to initiate the 4 to 6 month informal public review process described in this report.

David Lightner  
Approved By



# **Attachment 1**

**Beverly Hills Civic Park**

Foothill Drive and Third Street  
Beverly Hills, California

CONSIDERATION FOR CIVIC ENGAGEMENT  
TO EXPLORE FUTURE PROPERTY USES

PREPARED FOR THE BEVERLY HILLS CITY COUNCIL  
STUDY SESSION

*February 2, 2016*



**TOWNSCAPE PARTNERS**

**Consideration for Civic Engagement to Explore Future Property Uses**  
Townscape Partners & Gehry Partners  
*February 2, 2016*

- I. City Council Action**
- II. Executive Summary**
- III. The Site and Project Vision**
- IV. The Public Benefit: 3-Acre Multi-Purpose Outdoor Park**
- V. Frank Gehry Architecture**
- VI. Office Tenancy: The Convergence of Technology, Media and Entertainment**
- VII. Five-Star Hotel**
- VIII. Project Team**



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### **I. City Council Action**

We are pleased to present the enclosed proposal to you for the purpose of demonstrating the potential of the city-owned property Foothill Drive and Third Street. The action that we are requesting city council to take is as follows:

- 1. Allow us to commence a public outreach process by approving a deposit agreement, whereby we would provide the City with the funds necessary to explore the opportunity contained in this summary with the community and the appropriate third party consultants, at no financial risk to the City.**
- 2. The above action would commence a three to six month outreach process in which Townscape Partners & Gehry Partners will hold public community meetings to collect and synthesize concepts regarding the future uses and potential opportunities of the property from all of the city's residents and stakeholders including feedback on our initial design concepts.**
- 3. At the conclusion of the outreach, city staff in concert with the necessary consultants would deliver a report to city council describing the outreach and the recommendations derived from the community process in order for City Council to evaluate whether or not to pursue proposals for opportunities on the property.**

We are hopeful you will allow the process to advance and we would very much look forward to a collaborative civic engagement between the private and public sector to explore the exciting opportunities for the property.



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### II. Executive Summary

For your consideration, Townscape Partners and Gehry Partners are pleased to present the following concepts for the development of approximately 7-acres of City of Beverly Hills-owned property at Foothill Drive and Third Street into a vibrant public park and mixed-use development. Please note that the concepts contained herein are preliminary in nature, flexible and indicative of general size and scope, and would be refined through a collaborative process with the city and the community. Likewise, given the early nature of the process, the description of the project vision is meant to be brief and provide an outline that conveys the general possibilities and direction of the opportunity.

The mixed-use project is envisioned to include a dynamic mix of uses surrounding a three-acre public park that will become an iconic centerpiece for the City and will Beverly Hills further as a cultural leader and an economic powerhouse- a city at the forefront of the most cutting edge and relevant initiatives now and well into the future. The total direct revenue generation that would inure to the City of Beverly Hills from this project will exceed **\$2.4 billion** during the term of the lease.

Townscape Partners, a locally based real estate investor and developer, has engaged world-renowned, Pritzker-winning and local architect Frank Gehry to design every facet of the proposed project. It is anticipated that architecture of this import and caliber will be transformative for this area of the city. The proposed program is as follows:

- A three-acre public park, dog park, and multi-purpose venue for civic engagement and entertainment including indoor community space
- Entertainment, media and tech office space
- Residential condominium units
- Five-star hotel and spa
- Neighborhood serving retail and restaurants

As a major focal point of the project, all of the uses would be centered on a three-acre public park and outdoor multi-purpose venue. This park would be available for City of Beverly Hills sanctioned events, community gatherings and a wide-range of programming that could include such events as food and wine festivals, art shows, outdoor philharmonic concerts, cinema on the park and speaker series on various environmental, social and economic issues, and general public daytime leisure use, to name just a few of the available options (See Section IV for more information).

The office tenancy will further the vision of the entertainment business district by bringing a mix of entertainment headquarters, talent agencies, production, technology and social media tenants. More specifically, the proposal includes a variety of office space typologies including traditional office space, open floor plan and high ceiling creative offices, and the possibility of highly designed family-office



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space geared for Beverly Hills based resident-owned businesses (See Section V for more information).

Please read further to see how this proposal explores the following opportunities:

1. Frank Gehry architecture
2. A three-acre public park and multi-purpose outdoor venue
3. Cutting edge, environmentally friendly office space to attract the most prominent locally based companies and entrepreneurs
4. A five-star hotel
5. Highly favorable economics to the City

We hope these are the first steps of what will be an exciting, collaborative process and could ultimately become a legacy project for the City of Beverly Hills.



### III. The Sites and Project Vision

#### The Sites

The subject parcels are located in the middle of the industrial zone, a 43-acre area within Beverly Hills that is bordered by Santa Monica Boulevard and Beverly Boulevard to the north, North Maple Drive to the east, Civic Center Drive to the west and mid-block, east-west running lot line (alley) between Third Street and Burton.



*Industrial Zone Boundaries*

The area was rezoned in 1994 from industrial to mostly C-5 commercial and contains a variety of uses including Class A offices, a range of municipal and utility uses and some smaller commercial and retail uses.



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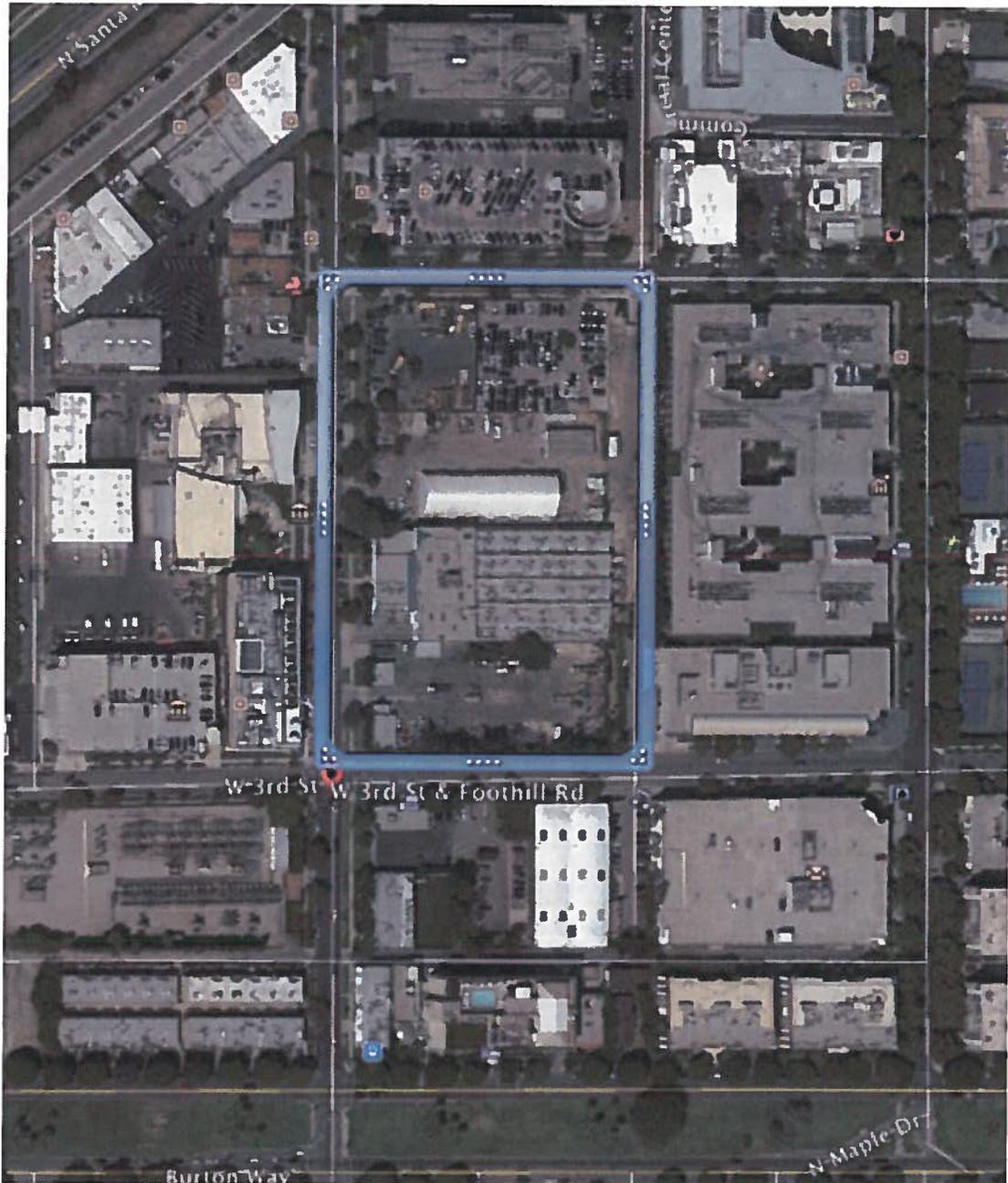


*Industrial Zone: Uses*

The subject sites for the proposed development consist of (i) an approximately 5.3 acre full block site bordered by Foothill Road to the west, Third Street to the south, Alden Drive to the north and Maple Plaza to the east ("Site A"), and (ii) an approximately 1.6 acre site bordered by Foothill Road to the west, Third Street to the north, an alley to the south and the Beverly Hills Post Office Building to the east ("Site B"). Included in Site A is the right-of-way between the subject property and Maple Plaza. Current uses on the subject sites include, on Site A, surface parking lots with several structures that are currently vacant and a public works repair tent and, on Site B, an office building housing Lakeshore Entertainment adjacent to the Magen David Temple. Importantly, the subject sites are unique in that they are located within the interior of the Industrial Zone and are substantially insulated by full city blocks from the nearest residential to the north and the east.



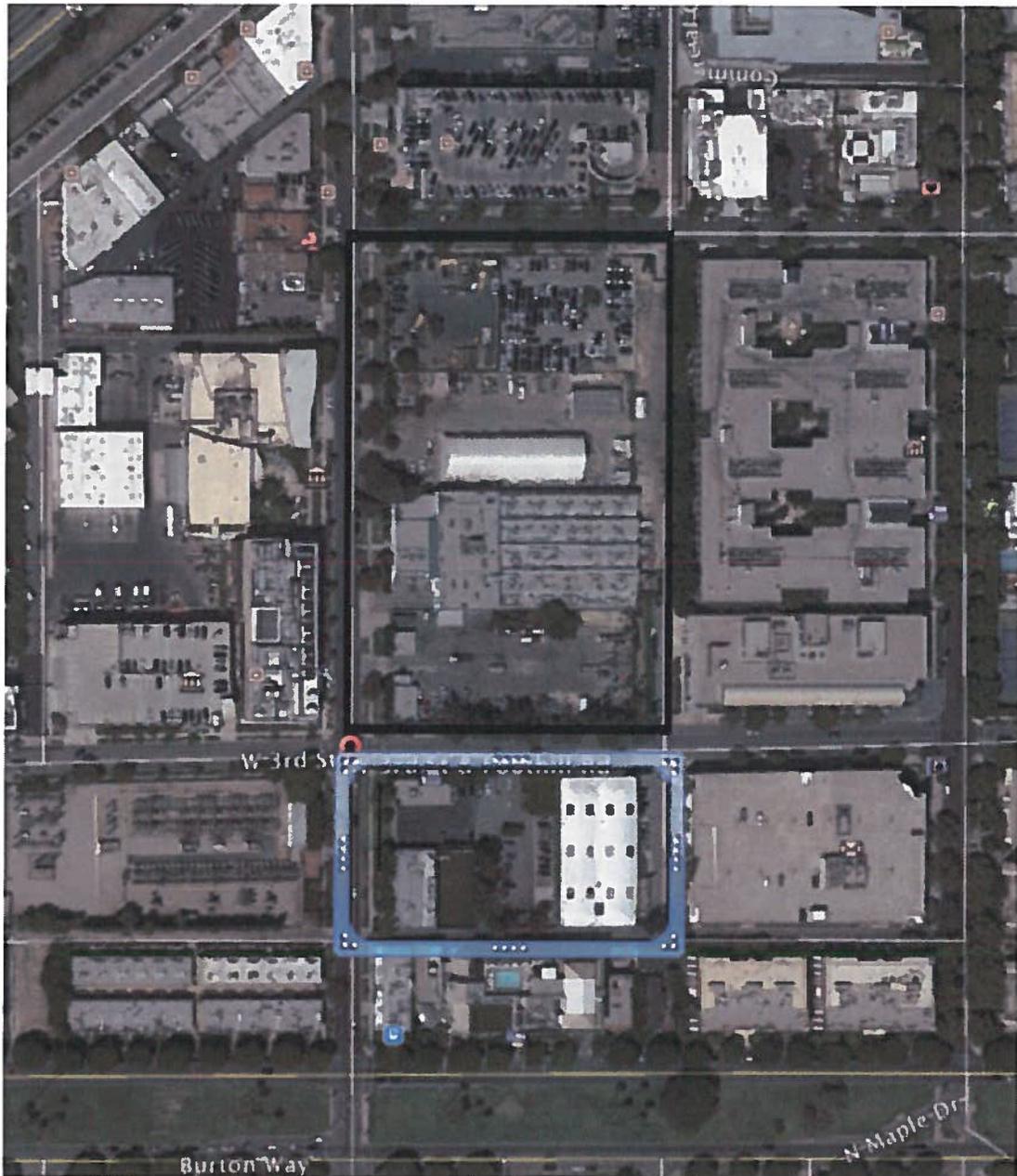
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*Industrial Zone, Site A*



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*Entertainment Business District, Site B*

The general guidelines for the density and program of the project are largely consistent with the sketch plan for the district spearheaded by the City in 2007 and 2008, with the major difference being the addition of large three-acre public park and replacing some office program with residential uses.



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### IV. The Primary Public Benefit: Three-Acre Multi-Purpose Park

When we began brainstorming about the city-wide and community benefits that this project could potentially provide, it became clear that whatever the idea should ultimately become, it should absolutely be central to the project and not ancillary or an afterthought. The park should be the organizing element to everything that will occur at the property; the glue not just for organizing the buildings that immediately surround it, but also for the entire community. And it should be transformative, shifting the perspective from the industrial roots of this part of town into a thriving and renewed area where residents want to visit and spend time.



*Pritzker Pavilion, Millennium Park, Chicago: Frank Gehry*

After synthesizing several ideas and pulling elements of Frank's previous work, including Facebook's new headquarters campus in Menlo Park as well as Pritzker Pavilion at Millennium Park in Chicago, we developed the concept for a large elevated public park that would stretch over 3-acres and would become the heart of the entire project. Within the project itself, the park will be activated with Beverly Hills residents and hotel guests during the weekday afternoons, evenings and weekends and with the thriving office population and city employees during the week. Most importantly, the park will serve Beverly Hills residents because of its central location and flexibility in use combined with the range of programming and interest taking place in the park- a blank canvas to be transformed by those who utilize it. We would anticipate that it will also be a draw for residents outside the



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City and for tourists as well, as the public amenity with the backdrop of the Frank Gehry designed edifices should be a striking place to visit. Finally, retail and restaurants would be interspersed at the park level and street level to serve the local community and provide activation in places where such retailers and restaurateurs can be successful.



*Stock Photo*

In addition to the creation of a vast open space for all to enjoy, the park will double as a multi-purpose venue for a variety of programming. The following represents the type of events that could take place within the park:

- Food and Wine Tasting Events
- Summer Classical Music Concerts
- Speaking engagements on social, environmental, economic and political issues
- Outdoor evening cinema
- Art Shows
- Classic Car Shows
- Fashion Week
- Children Educational Events/Petting Zoo
- Farmer's Market
- Oscar Parties



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- Dog Park meet and greet with training and obedience events
- Film Shoots
- Health & Fitness Activities (Yoga in the park, LA Marathon routing)
- Art Auctions
- Philanthropic and Charity Events and Dinners
- Events programmed by the hotel (conferences, weddings and other private events)

We look forward to exploring with the City Council, City Staff, and the greater community the wide-range of activities that could occur at the park on both a reoccurring and one-time basis. The possibilities of how this public park could be utilized is limitless and would undoubtedly prove to be invaluable for community building and elevating Beverly Hills even higher in terms of its cultural prominence and leadership.



*Stock Photo*



## V. Frank Gehry Architecture

While Frank Gehry enjoys the deserved reputation of the most important architect of our time and his work is perhaps the most widely known worldwide, there are a few design characteristics that are not well understood- unique to his firm that will benefit this project.

### **Context and Compatibility**

Gehry Partners begins each design process, as it has for this project, with an intense focus on context that leads to a deep understanding about the surrounding environment. Not only is this property and neighborhood well known to the principals at Gehry Partners, but they have also spent significant time walking the neighborhood to gain a more thorough knowledge of the specific existing conditions, view corridors, neighboring uses and opportunities. This process informs every decision about product siting, massing, materiality and circulation (to name a few aspects) that leads to a project that is perfectly harmonious and compatible with its surroundings.

Making matters more complicated but in fact more intriguing, is that this project would likely consist of a series of at least five separate buildings. Not only does the entire property require context, but also each individual structure, each with its own identity, must function and fit within its specific environment. Each building relates to the others and, collectively, all of the forms create a composition. It is in this realm where Frank Gehry sets himself apart from all others.

### **Working in Three-Dimensional Models**

Gehry Partners has a process that is unlike any other architectural firm: it works almost exclusively in three-dimensional models in multiple scales from the beginning of the process as a means to better understand the design and its context in a significantly more in-depth manner than is afforded through the traditional two-dimensional approach. This yields a more refined and detailed design and one that is readily communicated to the client and stakeholders, which enables a more interactive dialogue and ultimately leads to a more technical resolved and superior design.

### **100% Local Firm**

Unlike many global architectural practices, Gehry Partners is located 100% in West Los Angeles and has no other international offices. That means that all of the principals are here and that the level of attention is second to none. More importantly, the interaction among the developer, other project consultants, the community, elected officials and City staff is frequent and seamless. This creates an atmosphere of collaboration that is simply not possible with out-of-town architectural firms, and results in more iterations and ultimately superior design on every front. One other nuanced advantage is that with a Beverly Hills project (unlike when Gehry Partners works on international projects where there may be



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an executive architect), Gehry Partners will perform all architectural work from design to construction documents, including interiors and outdoor spaces. The construction administration process, whereby Gehry Partners would be at the property weekly to ensure that the construction implementation and quality meets the high standards of the design, will be efficient and seamless resulting in better product.

### **The Pinnacle of an Illustrious Career**

This year, the J. Paul Getty Trust awarded Frank Gehry with its highest honor, stating, “there have been very few individuals in history who have changed the course of architecture, and Frank is one of them. He effectively reinvented architecture... and architecture will never be the same.” In 2015, architectural critic Christopher Hawthorne of the LA Times said, “At 86 [years old], [Frank] continues to take on work, including the Louis Vuitton Foundation art museum in Paris, which opened last year and was hailed as ‘a late-career triumph...as ambitious as anything Gehry has ever produced.’” We believe this may be the last opportunity for all of us to honor Frank Gehry by allowing him to design something special and timeless for Beverly Hills.



*Louis Vuitton Foundation, Paris: Frank Gehry*

Please see Addendum for more information about Frank O. Gehry Partners.



## **VI. Office Tenancy: The Convergence of Technology, Media and Entertainment**

The project will provide three different types of office space unique in design to serve each of their anticipated users; entertainment, media and technology, and family offices. This variety in design, size, location, and layout will foster vibrant co-tenancy while reducing market-driven tenanting risk.

### **Technology and Creative Arts**

Today's innovators in the creative arts and technology are looking to locate their businesses in areas away from the urban congestion of downtown office districts and offer their talented employees a quality of life previously hindered by low ceilings, restrictive cubicles and the harsh glow of fluorescent lights. The focus is now on enabling employees to be creative in multi-use and flexible environments that can be tailored to each individual business plan while still providing the same technologically advanced office space and services that can be found in a standard business district high-rise. The design focus is on large open floorplans with high ceiling heights, lots of opportunities for natural light, limited enclosed spaces, and in close proximity to expansive outdoor areas.

### **Entertainment**

Beverly Hills has long been the worldwide center of entertainment and is home to many agents, directors, producers, movie stars, and many entertainment-related businesses. Our project plan incorporates the design for a stand-alone prominent and high quality entertainment headquarters building to serve the needs of a top tier talent agency or the corporate home office for a studio or production firm. The design focus is centered on iconic exterior architecture, floor to ceiling glass, private controlled entrance and reception, and many great corner office exposures. This building will be the jewel box that any top tier entertainment firm will be thrilled to call home.



*IAC Headquarters New York: Frank Gehry*

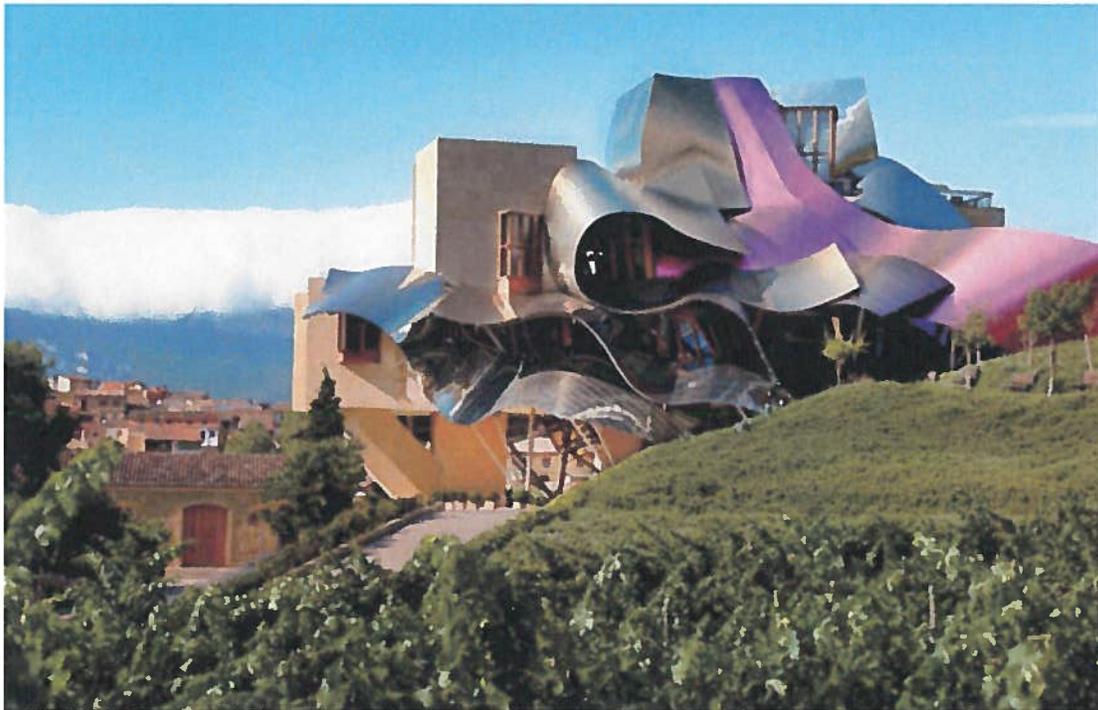
### **Family Office and Small Business**

The most underserved segment of the office population in and around Beverly Hills are small Beverly Hills businesses and family offices for local residents. Most office buildings simply do not design spaces small enough for this target demographic and the businesses are not comfortable investing heavily in the spaces given that office leases generally only last 5-10 years. Our project plan incorporates unique office spaces designed for local residents and business owners who want to have a long-term space with their own unique identity. These residents have a long-term commitment to the city and want to plant permanent roots with their office space. The design focus is on high ceiling heights, innovative exterior design, indoor/outdoor spaces for each office, and shared amenities in order to maximize the efficiency of each individual office.



## VII. Five-Star Hotel

Within the proposed program for the project and situated on Site B is a five-star hotel with branded residences on the top two floors of the hotel. We believe the location will prove to be highly attractive to 5- and 6-star hotel flags because of the ability to completely control the environment while simultaneously being within walking distance to the Golden Triangle. However, it is critical that the all of the other elements be a part of this synergistic environment in order to transform the hotel's surroundings into a location suitable for five-star product. In other words, a standalone hotel may face difficulty in meeting its performance objectives, but the extensive investment to create a self-sustaining environment will breed success amongst the various elements. More specifically, by establishing a new office and residential population, all which is centered around the major public park, as well as the elimination of inferior uses that denigrate the area, will transform this part of town from its previous industrial roots into a completely reinvigorated part of Beverly Hills.



*Hotel Marques de Riscal, Spain: Frank Gehry*

Through having control of its environment and by being within walking distance to the core of Beverly Hills, the hotel will be highly attractive to the leisure traveler. Furthermore, we anticipate strong demand from business travelers based on the existing office surrounding uses as well as the new office product provided in this proposal. Additional elements that would make this hotel property successful are direct access to the park, a brand new building and innovative and landmark



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architecture. Similarly, the ability to host hotel sanctioned events within the park will provide additional occupancy demand. The inclusion of a world-class spa would be ideal in this location and is, in our opinion, underserved within the City of Beverly Hills.



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### VIII. Project Team

#### **Townscape Partners**

Townscape Partners is a local real estate investor and developer. The company's mission has been to acquire the most prominent pieces of property in West Los Angeles and create transformative projects with a level of quality, architecture, mixes of uses that are second to none.

Townscape is currently developing two major projects just outside Beverly Hills:

#### **8150 Sunset Boulevard**

In 2012, Townscape acquired 8150 Sunset Boulevard, the largest contiguous site on the Sunset Strip and the eastern gateway that defines the border between West Hollywood and City of LA. Currently an underutilized retail strip center, Townscape has commissioned Frank Gehry to design a mixed-use project that will contain 250 residential units and 65,000 square feet of retail in a vertically mixed-use project. The Governor of California, Jerry Brown, has designated the project as an Environmental Leadership Project, the first in Southern California and the fourth in the state for its ability to create economic growth and job creation while being environmentally sensitive.



*8150 Sunset Boulevard, Los Angeles: Townscape Partners & Frank Gehry*

#### **8899 Beverly Boulevard**

In 2012, Townscape acquired 8899 Beverly Blvd, a 10-story office building with retail and parking in West Hollywood, that was formerly the headquarters of ICM and then Relativity Media, now a tenant in the Beverly Hills Entertainment Business District and is home to Madeo's Restaurant. Townscape hired AIA award-winning



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Seattle-based architect Tom Kundig to design the highly complicated adaptive reuse of the building that will convert the office space to high-end residential units, create high-street retail along Beverly Blvd, place the surface parking underground and add single-family residential along Rosewood Avenue. The 8899 Beverly project was approved by the West Hollywood City Council in August 2015 and Townscape is moving forward to permit the project and commence construction.



*8899 Beverly Boulevard, West Hollywood: Townscape Partners*

### **Townscape Management, Inc.**

Townscape's affiliate management company, Townscape Management, Inc, delivers unsurpassed asset management, strategic planning, and comprehensive development services, all of which contribute to the reduction of real estate investment risk for its investors. Townscape Management's mission is to provide its investors with a business strategy and a suite of development and property management services that will lead to high caliber projects that achieve superior rents and sales revenue, consistently garner superior tenant and resident satisfaction ratings, and maintain extraordinary retention rates.

The ability to manage our owned properties enables us to create additional value during our term of stewardship. Townscape operates and maintains properties in the most professional manner and to the highest level of detail. Townscape has the skill and knowledge to evaluate a property and create the right tenant strategy to maximize its cash flow, position the property in the market to capitalize on its value,



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and utilize the property's unique characteristics to preserve and enhance the capital investment of its owners.

### **Tyler Siegel, Managing Partner and Co-founder, Townscape Partners**

Prior to founding Townscape Partners, Mr. Siegel held senior level position at the New York-based Related Companies, one of the largest and most prolific private real estate companies as an owner, developer and investor. In this capacity, Mr. Siegel oversaw the ground-up development of over 2,000,000 square feet including retail, luxury residential, hotel and workforce housing and has been instrumental in acquiring, financing and managing over \$2 billion of real estate. Prior to this, Mr. Siegel worked for global real estate firm, Jones Lang LaSalle, specializing in corporate finance and investment banking in London, Chicago, San Francisco and Los Angeles. Mr. Siegel has an M.B.A. from The Anderson School at U.C.L.A. and a B.A. in Architecture from the University of California at Berkeley.

### **John Irwin, Managing Partner and Co-founder, Townscape Partners**

Prior to founding Townscape Partners, Mr. Irwin worked in the acquisition, development, and finance departments of two of the largest privately held real estate owners and developers in the United States, spending the last five years before founding Townscape with New York's Related Companies in their acquisition and development businesses and the prior two with Phoenix based developer Steve Robson and Aspen-based WestPac Development. He has focused on large tract land acquisitions, master-plan community development, hotel development, multi-family acquisitions and dispositions, retail facility management, and been extensively involved in the development, construction, and management of numerous large condominium buildings. During this time period, Mr. Irwin has been instrumental in closing over \$1.5 billion in real estate transactions and has managed the construction of over 2,000,000 square feet of real estate product. Mr. Irwin earned a B.A., Summa Cum Laude with distinction in Economics, from the University of California at Santa Barbara and was the valedictorian at his graduation.



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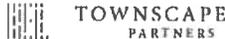
### **Angelo, Gordon & Co.**

Angelo Gordon is a privately held registered investment advisor dedicated to alternative investing. The firm was founded in 1988 and currently manages approximately \$27 billion. The firm began investing in real estate in 1993 and has since invested in over 350 real estate investments having a purchase price in excess of \$21 billion.

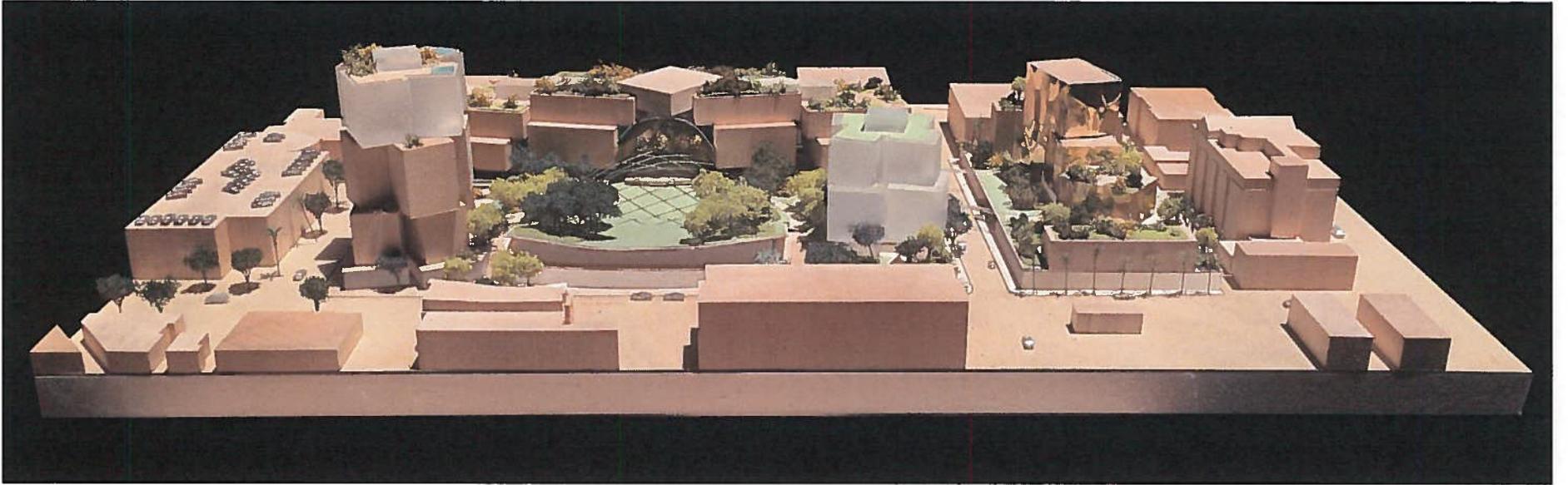
Angelo Gordon manages real estate assets in two distinct disciplines: its opportunistic real estate strategy focuses on properties where a great deal of repositioning, renovation, or development is usually required to add value to the asset. The core plus real estate strategy focuses on higher quality in place assets, which, despite their sub-performance, generate significant current income from operations. The firm is currently investing a \$1.3bn opportunistic fund (the ninth in the series) and a \$1bn core plus fund (the fourth in the series).

Angelo Gordon's real estate team's experience encompasses all aspects of real estate investment and management, including acquisition, financing, disposition, leasing, and construction management. Its local Los Angeles real estate investment professionals, based in Century City, have hands-on operational real estate expertise that has proved to be critical to our success in acquiring and repositioning assets.

BEVERLY HILLS  
ENTERTAINMENT BUSINESS DISTRICT



**Gehry Partners, LLP**



AERIAL VIEW OF PROPOSED PROJECT

## DESIGN NARRATIVE

Beverly Hills has served as an iconic destination in Southern California for visitors from throughout the world. Its distinctive landscape creates a unique character, which contributes to its glamorous, prized and emulated identity. The prospect of developing a significant underutilized parcel in the Entertainment Business District, so close to the city's civic center, offers a rare opportunity to make a grand urban gesture. This proposal hopes to build upon the city's rich heritage, reinvent the identity of the area east of the Golden Triangle, and contribute to the city's persona for the 21st century.

Our vision for the site located at the intersection of Foothill Road and West 3rd Street is of an ensemble of buildings around a central civic open space. The private and remote feeling of this location permits it to be a surprise and a hidden destination within the City of Beverly Hills. Its close proximity to the Civic Center and the Golden Triangle enables it to take advantage of access to major thoroughfares such as Santa Monica Boulevard and local idyllic streets such as Burton Way. Additionally, this project will link into the city's network of parks and provide another destination on the southern side of Santa Monica Boulevard complementing Beverly Gardens.

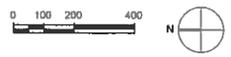
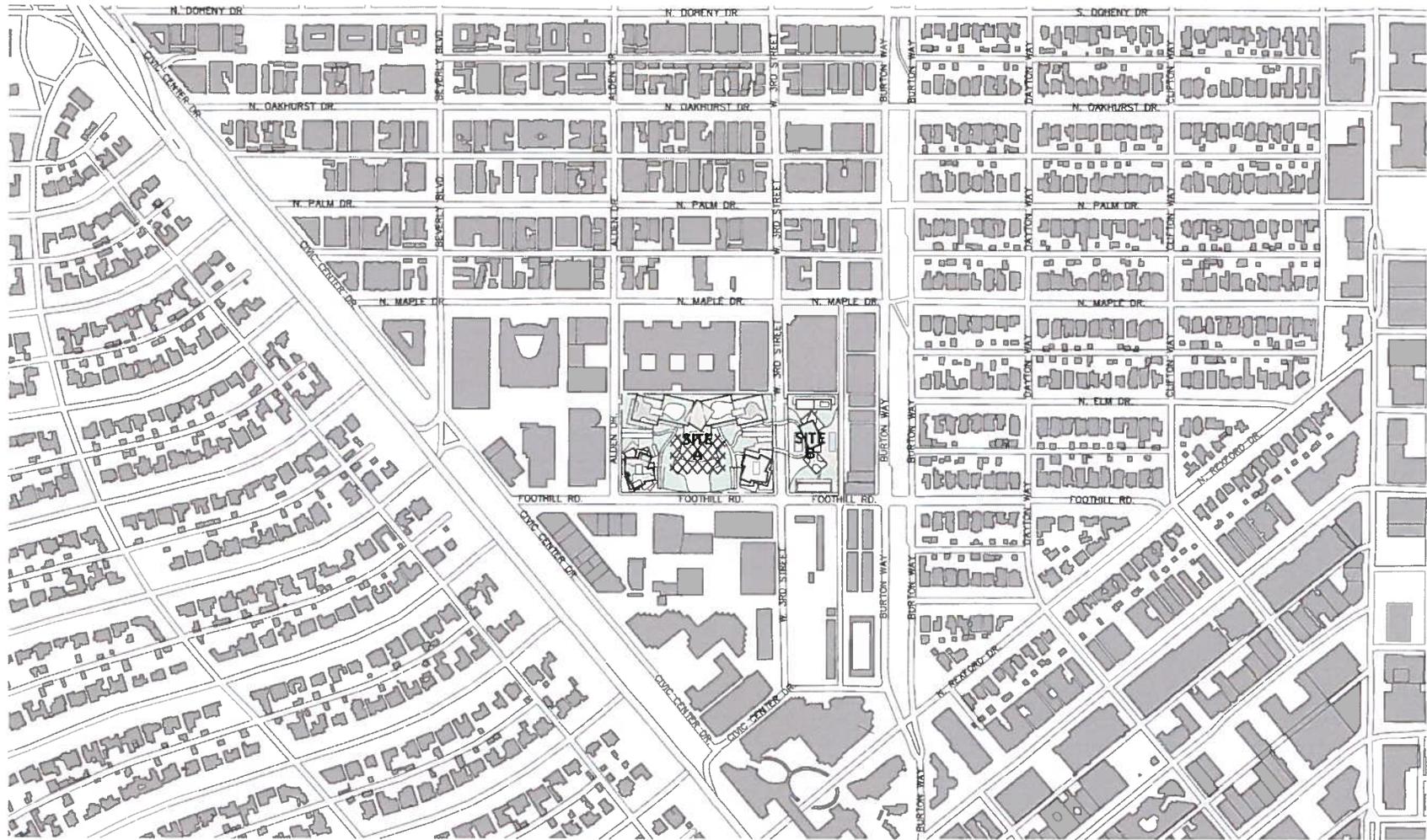
An elevated 3-acre park in the heart of the proposal serves as the organizing element for the project. The park stitches the buildings in the development together creating a connected residential and office community while commanding views to the surroundings. Central to the park is a large open area that will be programmed to serve the project residents, local neighbors, and become a destination for outside visitors. The mixed-use composition of the program elements permits activation of the project for a significant portion of the day. Within the podium, ground level retail and lobby spaces line Foothill Road, animate the street, and provide one of the many means for pedestrians to experience the elevated park. Surrounding the park is a combination of residential and office buildings. The tallest building, a sculptural residential tower, is located at the northern end of the site and marks the intersection of Foothill Road and Alden Drive.

Proposed on the parcel south of West 3rd Street is a hotel with residences. It is intended that the park connect through both parcels via pedestrian bridges. The hotel/residential building has been carefully placed to provide proper spacing with the buildings in its surroundings with special attention to creating a courtyard space on the southern portion of the site to complement the L'Ermitage Hotel.

Varying the building height throughout the proposal helps to create additional open space for the park and knits the project into the existing surrounding neighborhood. The taller building elements become markers from afar and work in concert with other iconic tall buildings in Beverly Hills such as the City Hall. The architectural design and articulation of the building massing, although very preliminary, is intended to humanize the architecture and provide an additional means of relating the project to its immediate context.



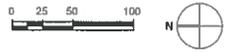
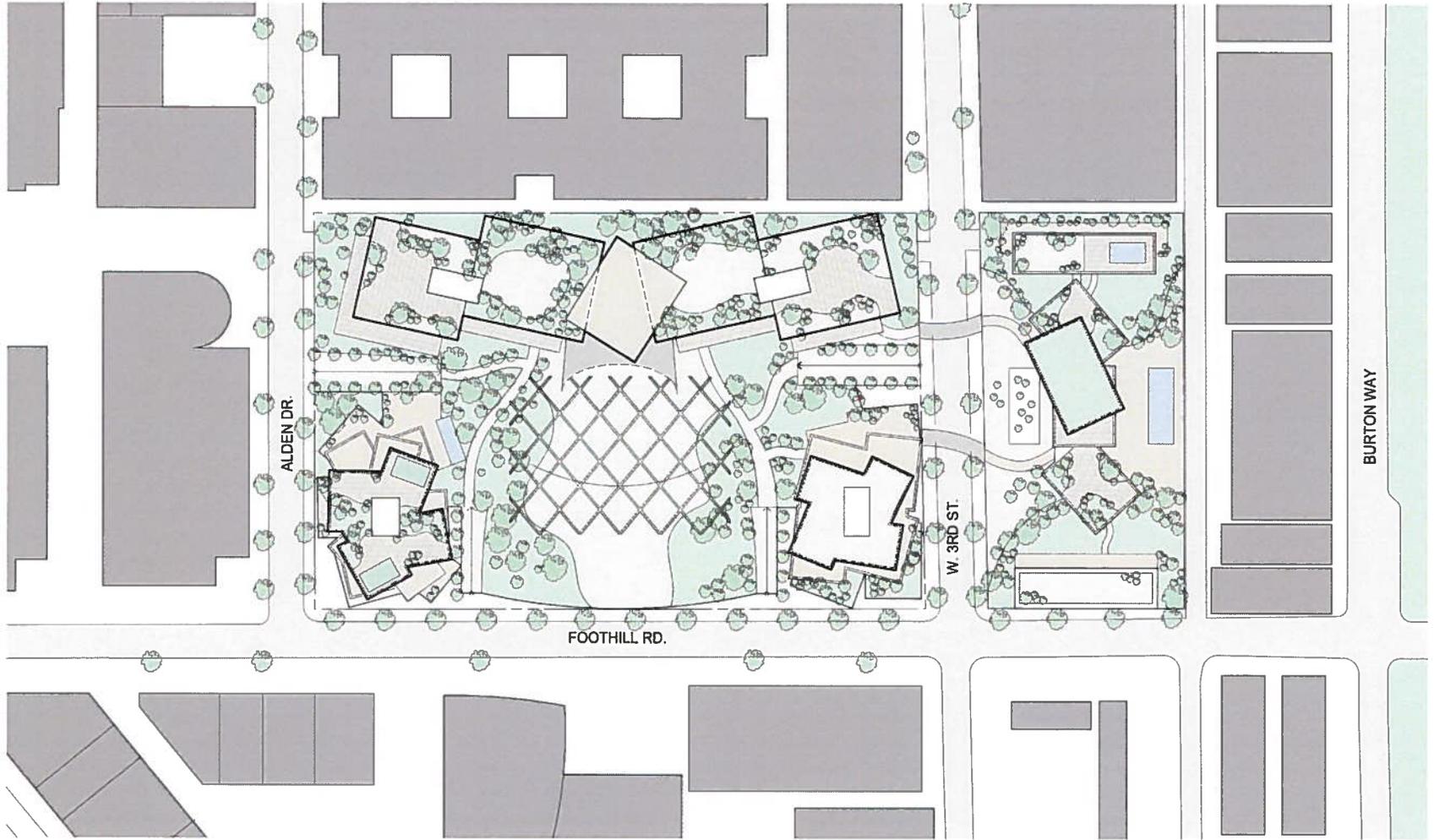
AERIAL PHOTO OF BEVERLY HILLS



VICINITY PLAN



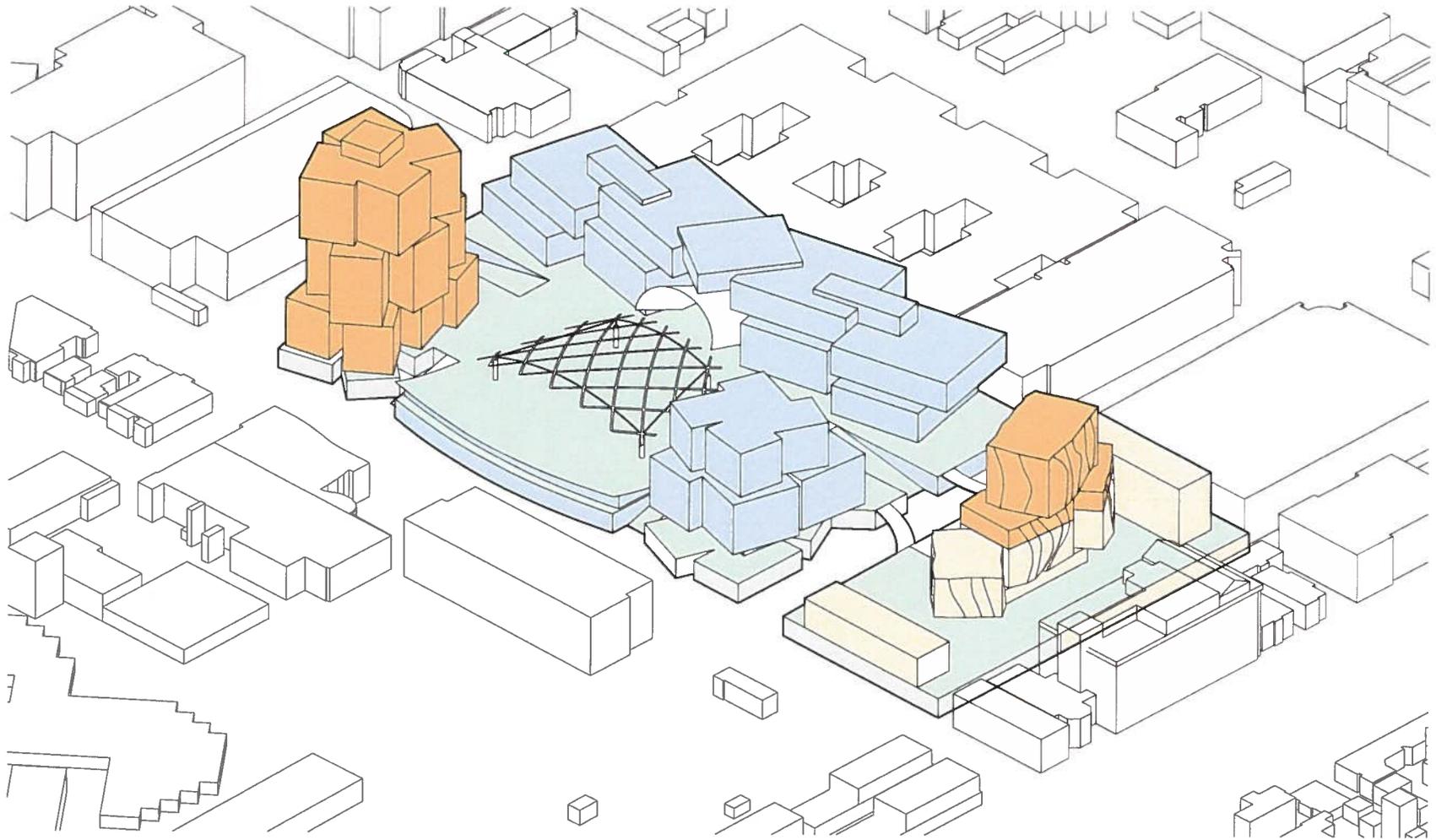
PLAN VIEW



SITE PLAN

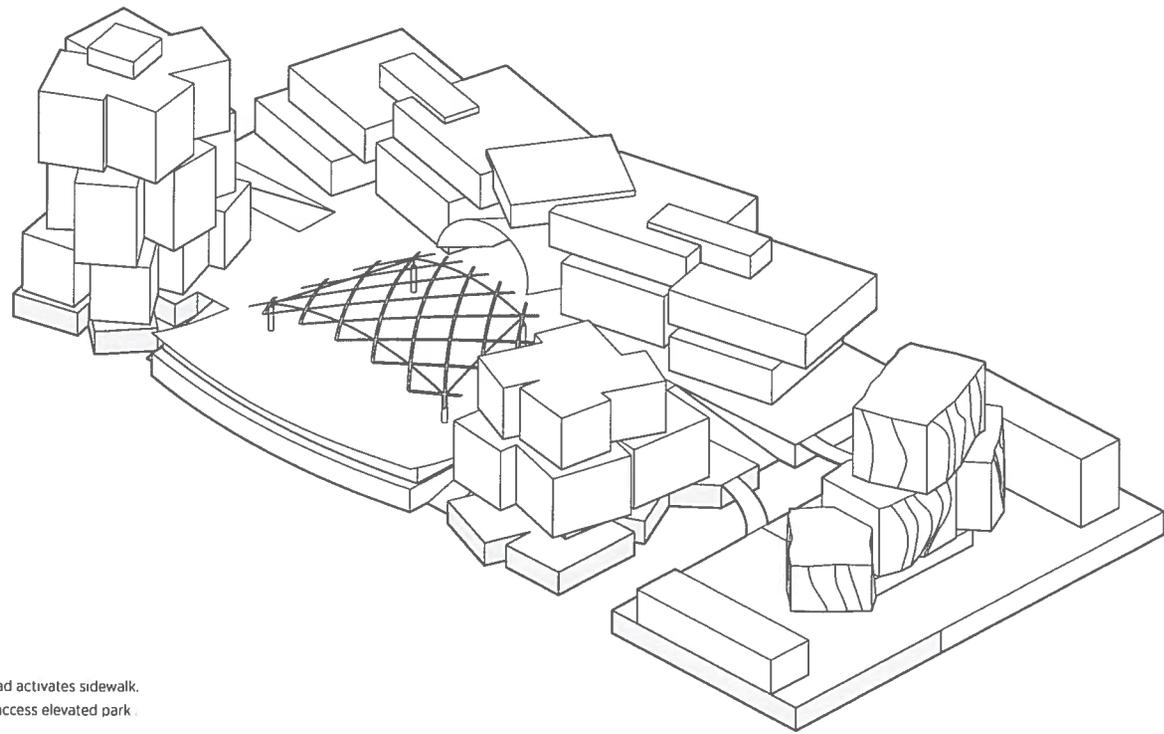


SOUTHWEST AERIAL VIEW



□ RETAIL    □ OFFICE    □ RESIDENTIAL    □ HOTEL    □ LANDSCAPE

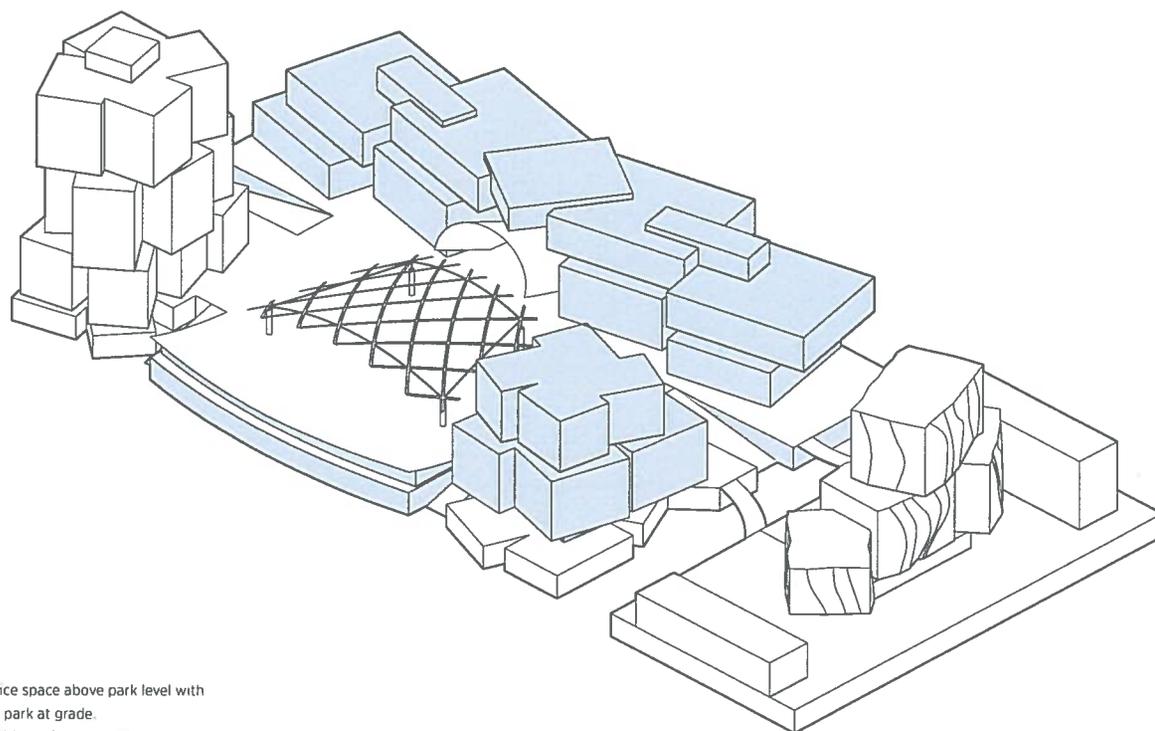
PROGRAM DIAGRAM



- Retail at street intersections along Foothill Road activates sidewalk.
- Retail also provides means for pedestrians at access elevated park.

□ RETAIL    □ OFFICE    □ RESIDENTIAL    □ HOTEL    □ LANDSCAPE

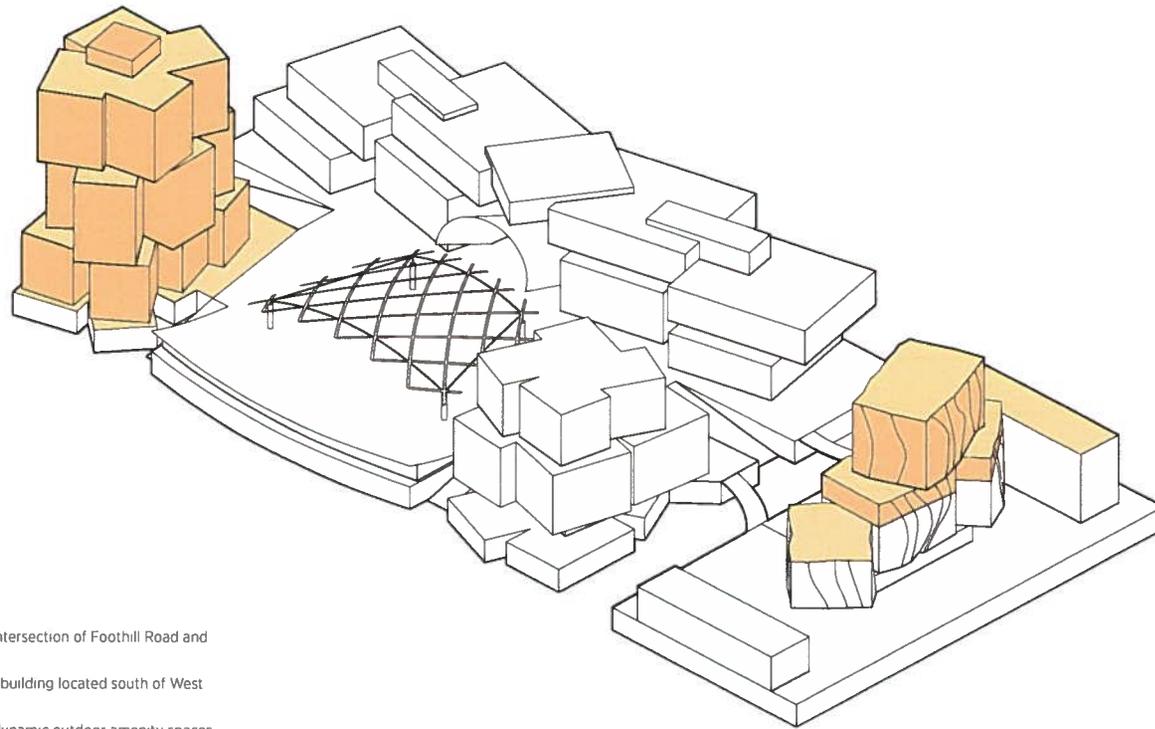
## RETAIL PROGRAM



- Office program comprised of extraordinary office space above park level with creative space office space below the elevated park at grade.
- A variety of exterior terrace spaces and accessible rooftops provide amenity spaces for office tenants.

□ RETAIL   □ OFFICE   □ RESIDENTIAL   □ HOTEL   □ LANDSCAPE

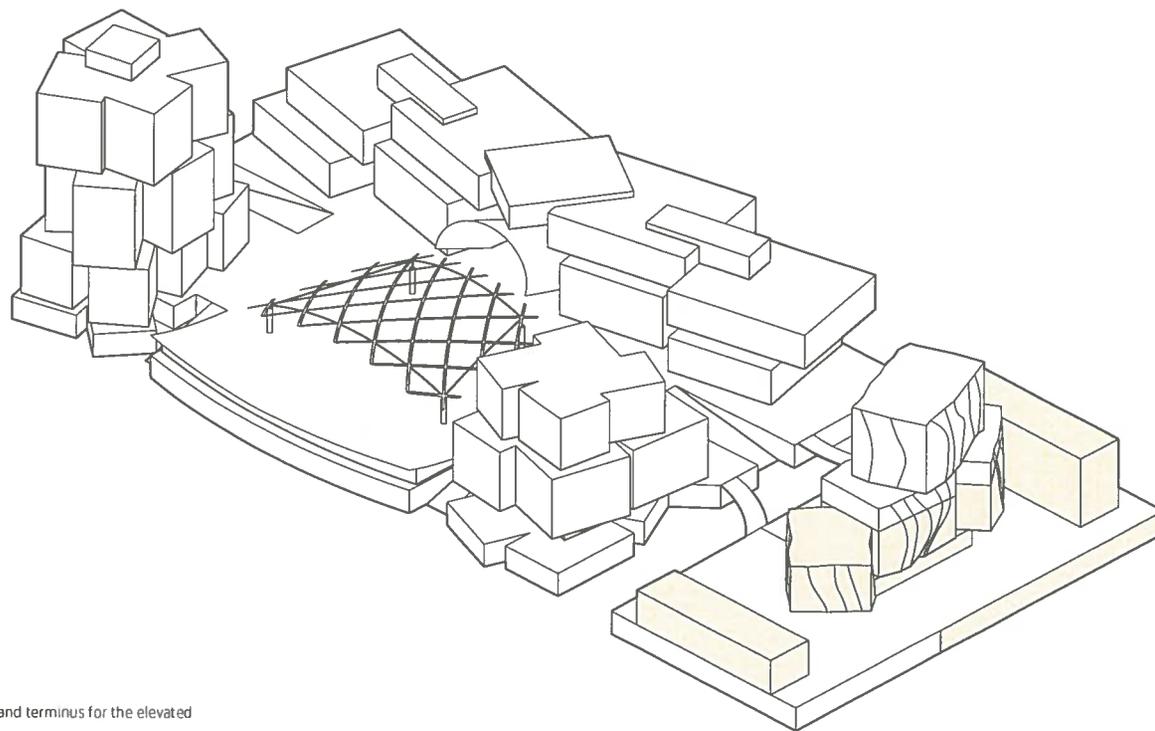
## OFFICE PROGRAM



- Sculptural residential building located at the intersection of Foothill Road and Alden Drive.
- Residential program integrated with the hotel building located south of West 3rd Street.
- Rooftops and articulation in buildings create dynamic outdoor amenity spaces for residents.

□ RETAIL   □ OFFICE   □ RESIDENTIAL   □ HOTEL   □ LANDSCAPE

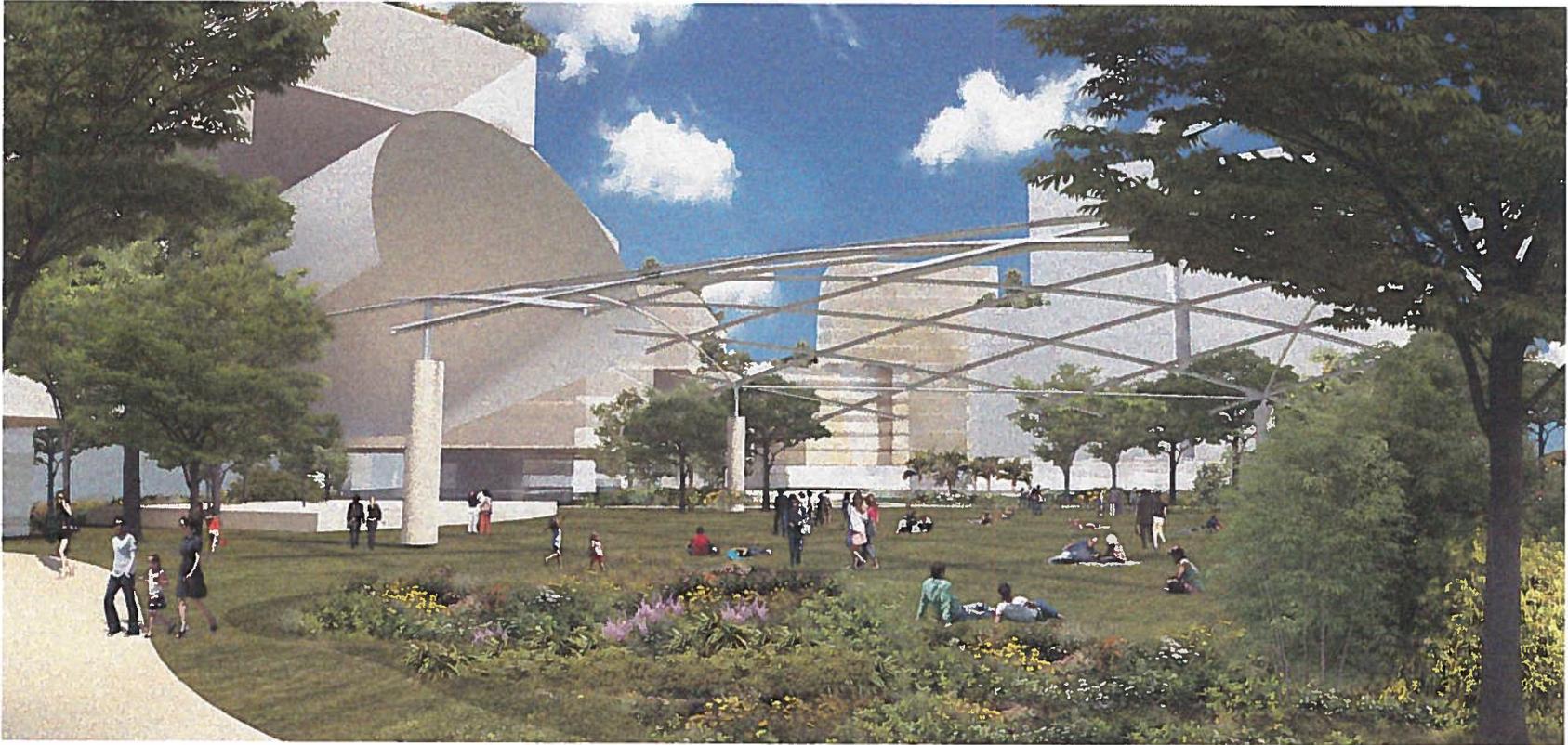
## RESIDENTIAL PROGRAM



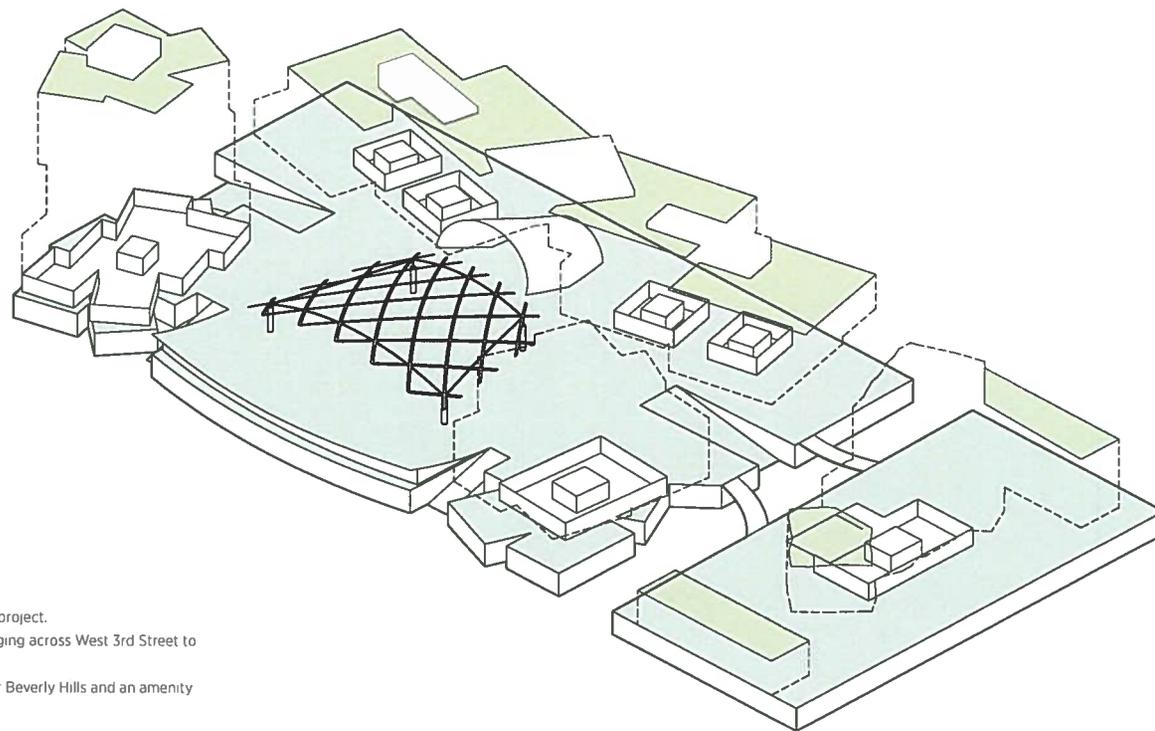
- Hotel located south of West 3rd Street.
- Serves as the southern marker for the project and terminus for the elevated park.

□ RETAIL   □ OFFICE   □ RESIDENTIAL   □ HOTEL   □ LANDSCAPE

## HOTEL PROGRAM



VIEW OF CENTRAL OPEN SPACE IN ELEVATED PARK



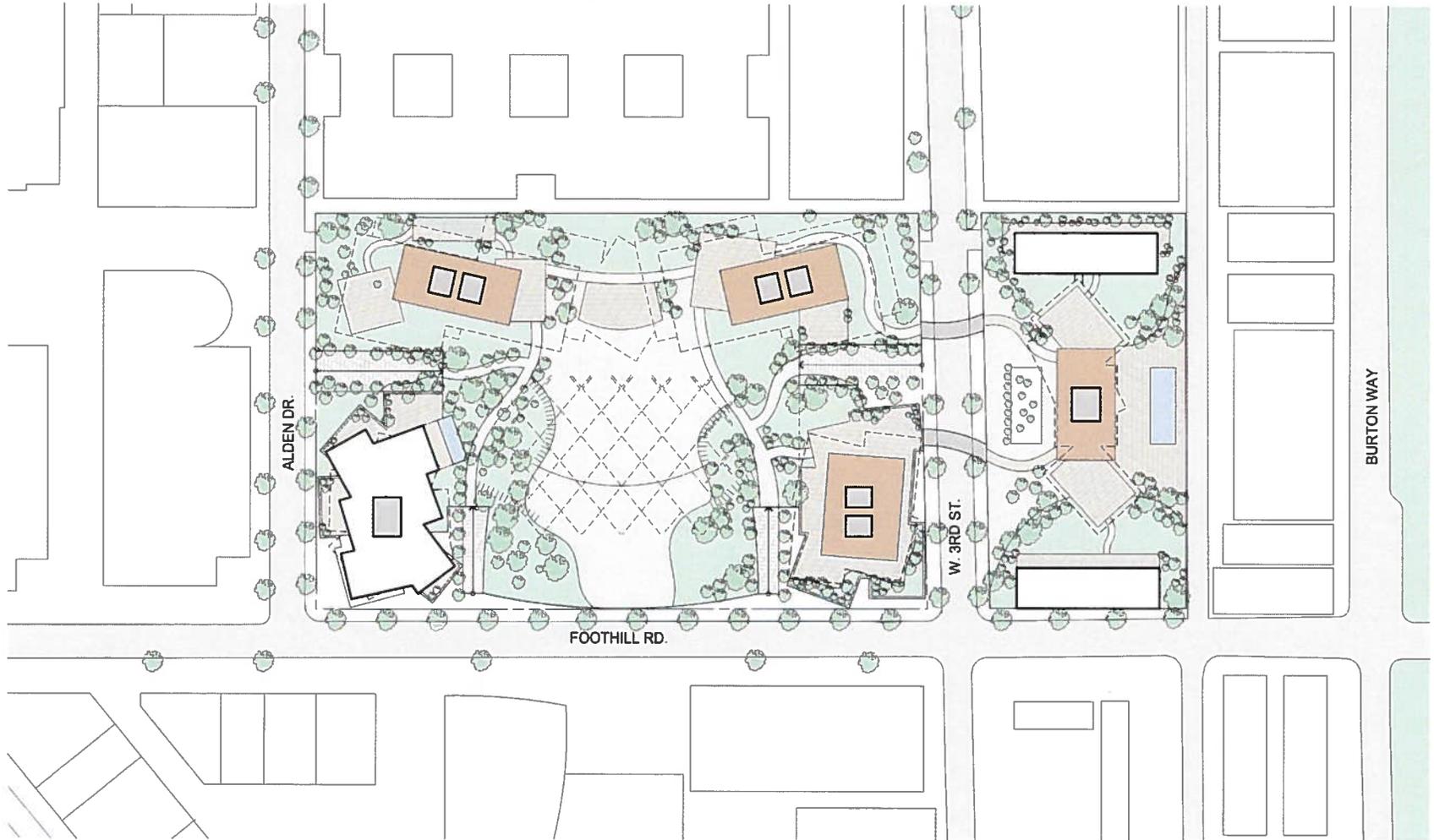
- Park serves as the organizing element for the project.
- Connects all buildings together including bridging across West 3rd Street to connect Site B.
- Elevated park serves as a grand civic space for Beverly Hills and an amenity space for residents and locals.
- Destination for outside visitors.
- Additional private landscape open space provided on rooftops of buildings.

□ RETAIL   □ OFFICE   □ RESIDENTIAL   □ HOTEL   □ LANDSCAPE

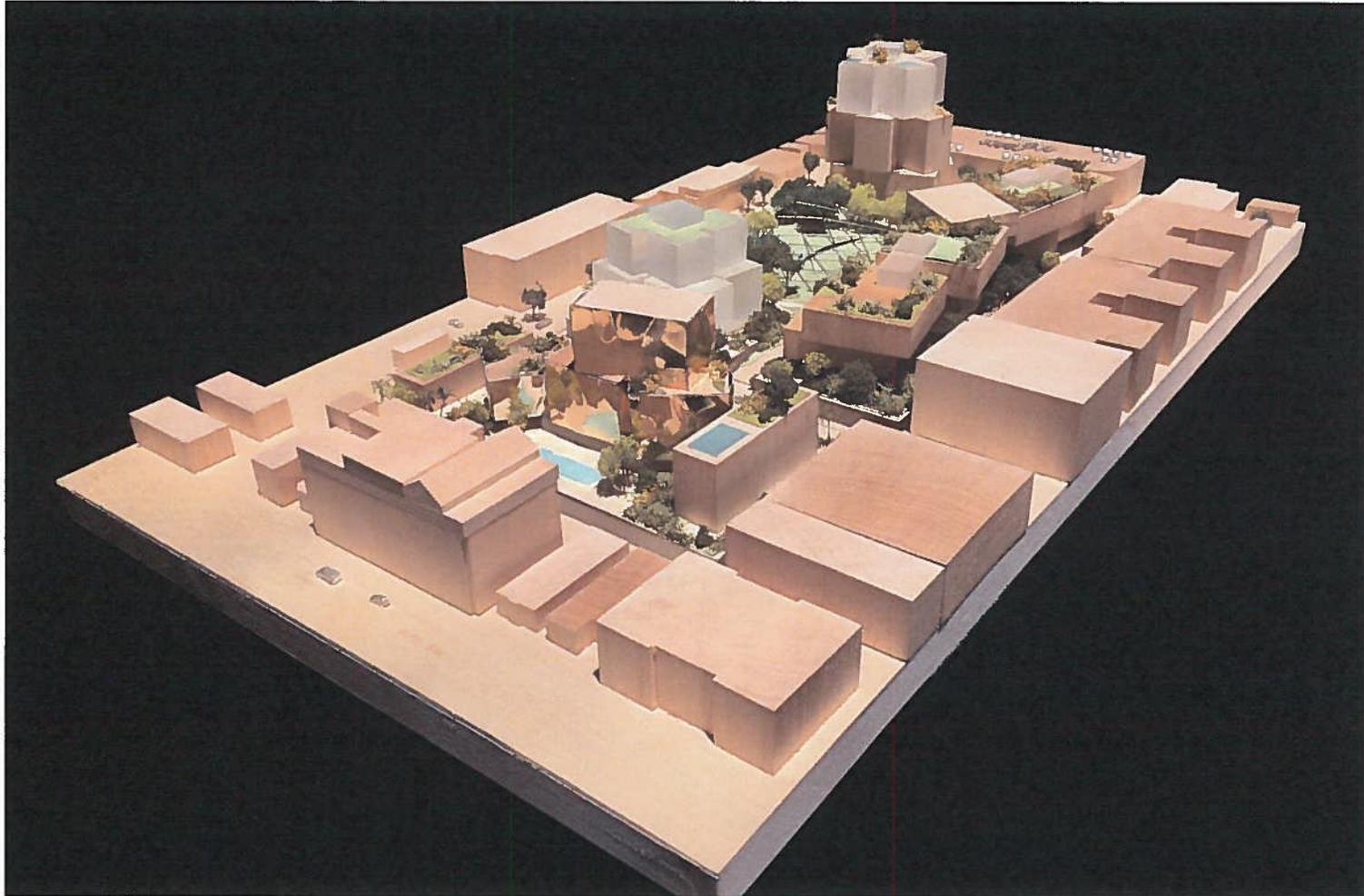
## LANDSCAPE



VIEW OF ELEVATED PARK FROM HOTEL



PARK LEVEL PLAN

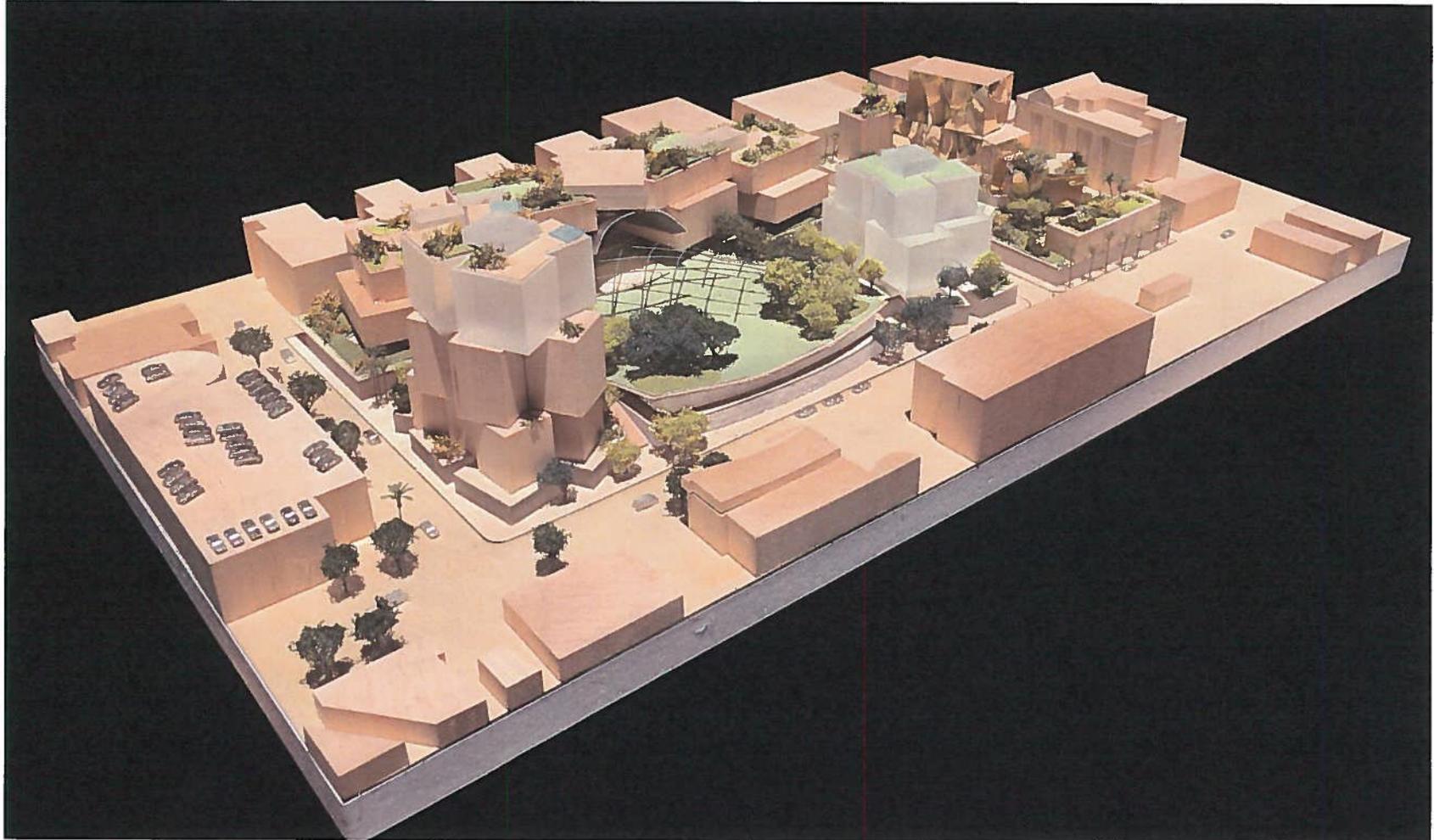


SOUTHEAST AERIAL VIEW



NORTHEAST AERIAL VIEW





NORTHWEST AERIAL VIEW



# GEHRY PARTNERS, LLP

FIRM INFORMATION

DESIGN PROCESS

PRECEDENT PROJECTS

## FRANK GEHRY PROFESSIONAL EXPERIENCE

Raised in Toronto, Canada, Frank Gehry moved with his family to Los Angeles in 1947. Mr. Gehry received his Bachelor of Architecture degree from the University of Southern California in 1954, and he studied City Planning at the Harvard University Graduate School of Design. In subsequent years, Mr. Gehry has built an architectural career that has spanned over five decades and produced public and private buildings in America, Europe and Asia. Hallmarks of Mr. Gehry's work include a particular concern that people exist comfortably within the spaces that he creates, and an insistence that his buildings address the context and culture of their sites and the budgets of his clients.

His work has earned Mr. Gehry several of the most significant awards in the architectural field. He was inducted into the College of Fellows of the American Institute of Architects in 1974, and his buildings have received over 100 national and regional A.I.A. awards. In 1977, Mr. Gehry was named recipient of the Arnold W. Brunner Memorial Prize in Architecture from the American Academy of Arts and Letters. In 1989, he was awarded the Pritzker Architecture Prize, perhaps the premiere accolade of the field, honoring "significant contributions to humanity and the built environment through the art of architecture." In 1992, he received the Wolf Prize in Art (Architecture) from the Wolf Foundation. In the same year, he was named the recipient of the Praemium Imperiale Award by the Japan Art Association to "honor outstanding contributions to the development, popularization, and progress of the arts." In 1994, he became the first recipient of the Dorothy and Lillian Gish Award for lifetime contribution to the arts. In 1998, Mr. Gehry received the National Medal of Arts, and he became the first recipient of the Friedrich Kiesler Prize. In 1999, Mr. Gehry received the Lotos Medal of Merit from the Lotos Club, and he received the Gold Medal from the American Institute of Architects. In 2000, Mr. Gehry received the Gold Medal from the Royal Institute of British Architects, and he received the Lifetime Achievement Award from Americans for the Arts. In 2002, Mr. Gehry received the Gold Medal for Architecture from the American Academy of Arts and Letters. Mr. Gehry was named a Fellow of the American Academy of Arts and Letters in 1987, a trustee of the American Academy in Rome in 1989, and a Fellow of the American Academy of Arts and Sciences in 1991. In 1994, he was bestowed with the title of Academician by the National Academy of Design. In 1998, he was named an Honorary Academician by the Royal Academy of Arts. In 2003, Mr. Gehry was inducted into the European Academy of Sciences and Arts and he was designated as a Companion to the Order of Canada. In 2005 Mr. Gehry received the Ordre National de Legion d'honneur Chevalier from the French Government. In 2006 he was a first year inductee into the California Hall of Fame. In 2008, Mr. Gehry received the Golden Lion Lifetime Achievement Award at the Venice Biennale. In 2010, Mr. Gehry received the John Singleton Copley Award

from the American Associates of the Royal Academy Trust, and he received the Cooper Union for the Advancement of Science and Art Award in New York. In 2014, Mr. Gehry received the Prince of Asturias Award for the Arts and was elevated to the rank of Commandeur of the Ordre National de Legion d'honneur. Mr. Gehry has received honorary doctoral degrees from Occidental College, Whittier College, the California College of Arts and Crafts, the Technical University of Nova Scotia, the Rhode Island School of Design, the California Institute of Arts, the Southern California Institute of Architecture, the Otis Art Institute at the Parsons School of Design, the University of Toronto, the University of Southern California, Yale University, Harvard University, the University of Edinburgh, Case Western Reserve, Princeton University and the University of Technology in Sydney, Australia. Mr. Gehry has held teaching positions at some of the world's most prestigious institutions including Harvard University, University of Southern California, University of California Los Angeles, Sci-Arc, University of Toronto, Columbia University, the Federal Institute of Technology in Zurich, and at Yale University where he still teaches today.

Notable projects include: Guggenheim Museum in Bilbao, Spain; Frederick R. Weisman Art Museum Expansion at the University of Minnesota; Nationale-Nederlanden Building in Prague; DZ Bank Building in Berlin; Richard B. Fisher Center for the Performing Arts at Bard College in Annandale-on-Hudson, New York; Maggie's Centre, a cancer patient center in Dundee, Scotland; Walt Disney Concert Hall in Los Angeles, California; Jay Pritzker Pavilion and BP Bridge in Millennium Park in Chicago, Illinois; Hotel Marques de Riscal in El Ciego, Spain; Transformation Art Gallery of Ontario in Toronto, Ontario; Peter B. Lewis Science Library in Princeton, New Jersey; Lou Ruvo Brain Institute in Las Vegas, Nevada; New Campus for New World Symphony in Miami, Florida; Eight Spruce Street Residential Tower in New York City; Opus Residential Tower in Hong Kong; Signature Theatre in New York City; House for the Make it Right Foundation in New Orleans, Louisiana; Fondation Louis Vuitton in Paris, France; Biomuseo in Panama; the Dr. Chau Chak Wing Building for the University of Technology, Sydney, Australia and the West Campus for Facebook in Menlo Park, California. Current projects include: King Street Development in Toronto, Ontario; Philadelphia Museum of Art in Philadelphia; Battersea Power Station Development, London, United Kingdom; Grand Avenue Development, Los Angeles, California; Facebook Campuses in New York City, Seattle, London and Dublin; Guggenheim Abu Dhabi; and the Eisenhower Memorial in Washington, D.C. Projects under construction include the LUMA / Parc des Ateliers in Arles, France; Divan Orchestra in Berlin, Germany; and the Ohr O. Keefe Museum of Art in Biloxi, Mississippi.

## GEHRY PARTNERS, LLP

Gehry Partners, LLP is a full service architectural firm with extensive international experience in the design and construction of academic, museum, theater, performance, and commercial projects.

Founded in 1962 and located in Los Angeles, California, Gehry Partners currently has a staff of approximately 130 people. Every project undertaken by Gehry Partners is designed personally and directly by Frank Gehry. All of the broad resources of the firm and the extensive experience of the firm's senior partners and staff are available to assist in the design effort and to carry this effort forward through technical development and construction administration.

At the heart of the firm's approach to design is a method in which the client is brought fully into the design process as a member of the design team, making the design a true collaboration between architect and client. Gehry Partners begins work by conducting extensive meetings with the client, and when necessary with representatives of user groups, with community representatives, and with representatives of city and state governments, in order to determine and develop overall project goals and requirements. Programming options and site planning options are determined, developed and presented for review using both written analyses and physical models that permit clear understanding of all options as depicted within the larger context of the site area. Discussions regarding project schedule, project budget, and requirements for specialty consultants are conducted concurrently and continue as work proceeds.

After programming and site planning issues are resolved, the focus of work shifts to architectural design. The architectural design process is based on extensive physical modeling at multiple scales, in which both the functional and formal aspects of a project are explored in detail. Every possible design option is developed using physical models and presented to the client for review. Actual building materials and large-scale mock-ups are employed to promote detailed understanding of the design among all involved parties. As work proceeds, the physical models developed during the early stages of design become more fully refined and as necessary are documented using the computer program Digital Project, a highly advanced three-dimensional surface modeling program developed by Gehry Technologies for use in the architectural, engineering, and construction industry. Digital Project permits detailed surface area and quantity calculations during the design process, and allows Gehry Partners to provide accurate construction cost calculations and consistent cost control as work proceeds. As the design approaches final development, a thoroughly detailed Digital Project model is produced to serve as the primary source of project information during the bidding, fabrication, and construction stages, rationalizing and permitting close control of the construction process.

At any given time the partnership has as many as 25 projects in various stages of development from design through construction. These projects vary in size from the very large scale Guggenheim Abu Dhabi Museum to projects as small as the Ohr-O'Keefe Museum in Biloxi, Mississippi. We have trained our staff carefully, hiring many architects directly from school and keeping them with us as the core of our design and technical teams.

The work of Gehry Partners has been featured widely in national and international newspapers and magazines, and has been exhibited in major museums throughout the world. Notable projects include: Guggenheim Museum Bilbao in Bilbao, Spain; Vitra International Furniture Museum and Factory in Weil am Rhein, Germany; Chiat/Day Office Building in Venice, California; Vila Olimpica Retail and Commercial Complex in Barcelona, Spain; University of Toledo Center for the Visual Arts in Toledo, Ohio; Frederick R. Weisman Art Museum Expansion at the University of Minnesota; Vitra International Headquarters in Basel, Switzerland; EMR Communication and Technology Center in Bad Oeynhausen, Germany; Nationale-Nederlanden Building in Prague; Vontz Center for Molecular Studies at the University of Cincinnati in Cincinnati, Ohio; Der Neue Zollhof, an office complex in Düsseldorf, Germany; Team Disneyland Administration Building in Anaheim, California; Experience Music Project in Seattle, Washington; DZ Bank Building, a mixed-use building adjacent to the Brandenburg Gate in Berlin, Germany; the Peter B. Lewis Campus of the Weatherhead School of Management at Case Western Reserve University in Cleveland, Ohio; Richard B. Fisher Center for the Performing Arts at Bard College in Annandale-on-Hudson, New York; Maggie's Centre, a cancer patient care center in Dundee, Scotland; Walt Disney Concert Hall in Los Angeles, California; Stata Center at the Massachusetts Institute of Technology in Cambridge, Massachusetts; Jay Pritzker Pavilion and BP Bridge in Millennium Park in Chicago, Illinois; Hotel Marques de Riscal in Elciego, Spain; Transformation Art Gallery of Ontario in Toronto, Ontario; Peter B. Lewis Science Library in Princeton, New Jersey; Lou Ruvo Brain Institute in Las Vegas, Nevada; New Campus for New World Symphony in Miami, Florida; Eight Spruce Street Residential Tower in New York City; Opus Hong Kong Residential; Signature Theatre in New York City; House for the Make it Right Foundation in New Orleans, Louisiana; Fondation Louis Vuitton in Paris, France; Biomuseo in Panama; the Dr. Chau Chak Wing Building for the University of Technology, Sydney, Australia and the West Campus for Facebook in Menlo Park, California. Current projects include: King Street Development in Toronto, Ontario; Philadelphia Museum of Art in Philadelphia; Battersea Power Station Development, London, United Kingdom; Grand Avenue Development, Los Angeles, California; Facebook Campuses in New York City, Seattle, London and Dublin; Guggenheim Abu Dhabi; and the Eisenhower Memorial in Washington, D.C. Projects under construction include the LUMA / Parc des Ateliers in Arles, France; Divan Orchestra in Berlin, Germany; and the Ohr O. Keefe Museum of Art in Biloxi, Mississippi.

# GEHRY PARTNERS DESIGN PROCESS

CONCEPTUAL PHASE  
PROGRAM MASSING

DESIGN STUDIES

ARCHITECTURAL EXPRESSION

SCHEMATIC DESIGN

DESIGN DEVELOPMENT

CONSTRUCTION DOCUMENTS

WALT DISNEY CONCERT HALL



LOUIS VUITTON FOUNDATION



BEVERLY HILLS OFFICE



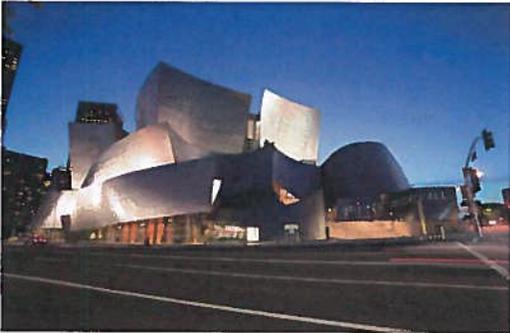
SUNSET GATEWAY



BEVERLY HILLS  
ENTERTAINMENT BUSINESS DISTRICT



GEHRY PARTNERS PRECEDENT PROJECTS



WALT DISNEY CONCERT HALL



PRITZKER PAVILLION



FACEBOOK CAMPUS



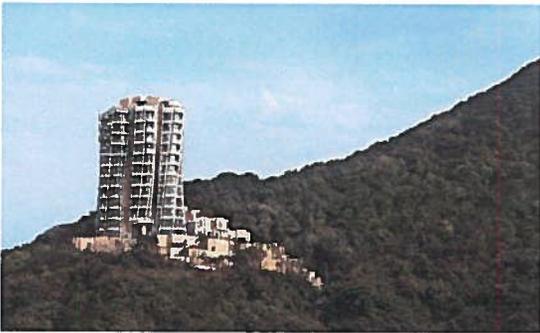
FONDATION LOUIS VUITTON



MARQUES DE RISCAL HOTEL-WINERY



INTERACTIVE CORPORATION



OPUS RESIDENTIAL



8 SPRUCE RESIDENTIAL



