

*A Letter from Jack Kurchian, Project Manager for System LLC*

The real estate market continues to evolve to address changing needs and uncertainties. As we have all seen during the Covid pandemic and the challenges it has presented for virtually every type of business, it is essential to be able to adapt to meet future demands.

When the West Hollywood City Council approved the Melrose Triangle project in 2014, it was a very different development market than we are experiencing today. After considerable thought and planning, we have made the decision to update and revise our plans for Melrose Triangle. The revised project, which stays true to our original vision, improves important areas like design, public open space, and affordable housing without adding FAR. This week we filed an amended development application with the City of West Hollywood.

Being a West Hollywood-based company, we continue to have a great deal of confidence in the City we call

home. It's not only a vibrant place to live, but also an attractive location to work. The demand for additional office space in West Hollywood has been strong for years, and the pandemic has only intensified the need for low-rise creative office space, along with the call for more outdoor open space. The modifications we are seeking will enhance the project's attractiveness for tenants and neighbors alike and will improve on the benefits that will accrue to the community as a whole.



In response to the demand for additional affordable housing in the city, including much-sought workforce housing, our updated plans increase the number of on-site affordable units from 16 to 41, consisting of 8 units of low-income housing, 8 units of moderate-income housing, and 25 units of workforce housing. We have also increased some of the retail square footage and added much-needed low-rise office space without increasing the project FAR.

We are excited to update the Melrose Triangle project because these revisions address two pressing needs in the City – the demand for more workforce housing and creative office space. We also have focused on creating more street-level activity, with an open-air dining courtyard that will create a vibrant outdoor space that helps fulfill the City's efforts to encourage and grow outdoor dining.

Gensler, the project's design architects, did a masterly job creating a fabulous western gateway to West Hollywood. They achieved this by maintaining the overall massing and building locations on the site that the City Council approved in 2014, while improving the public spaces with areas that are authentic and unique, diverse and scaled, and accessible and inclusive. The building's scale also has been reduced by setting back the ground- and second-floor elevations with generous amounts of glazing and building entrances that improve connections between the public and internal users.

Our entire team looks forward to continuing the conversation with our neighbors and others in our community over the coming months as we work our way through the review process.