

Two mid-rise developments rising next to Wright's Hollyhock House in L.A.

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Los Angeles-based La Terra Development and Urban Architecture Lab are working to bring a combined 246 apartments and 23,300 square feet of retail to two sites adjacent to Barnsdall Art Park—home of the Frank Lloyd Wright–designed Hollyhock House—in L.A.'s Los Feliz neighborhood.

Dubbed Los Feliz I and Los Feliz II and located at 4850 and 4900 Hollywood Boulevard, respectively, the two apartment complexes are designed to preserve views from the street toward the Hollyhock House, according to community preferences for neighborhood development. Renderings released by the developer show a pair of contemporary structures that feature a mix of vertically- and horizontally-oriented bands of projecting window assemblies, with the 4850 structure stepping back as it rises, creating rooftop terraces along lower sections. This structure contains a wide street frontage along Hollywood Boulevard that is occupied by storefronts and features a second-level courtyard, as well. The 4850 project aims to bring 96 apartments and 9,500 square feet of retail to the area, while the larger 4900 project will contain 150 units and 13,800 square feet of retail uses.



The development features street level storefronts and stepped massing in order to preserve views of the Hollyhock House from the street. (Courtesy La Terra Development)

The 4900 proposal, on the other hand, is articulated as a more conventional apartment block with a solid wall of repeating window bays and projecting balconies running the length of Hollywood Boulevard. Located just a few blocks from the Vermont-Sunset stop on the Red Line subway, the projects are also being marketed by the developers as having commanding views of the Hollyhock House, the Griffith Observatory, and the Hollywood Sign.

The twin developments join a growing list of medium-density projects that are on the way to the transit-adjacent area, including a trio of similarly-massed apartments headed for Sunset Junction, a 202-unit complex from Killefer Flammang Architects, and a 96-unit project by architecture firm KTGY.

The La Terra projects are currently under development, but a timeline has not been released for either project, *Urbanize.la* reports. For more information, see the La Terra Development website.