



PROJECT	HOLLYWOOD CENTRAL PARK (HCP) ENVIRONMENTAL IMPACT REPORT (EIR)
CLIENT	FRIENDS OF HOLLYWOOD CENTRAL PARK (FHCP)
LOCATION	LOS ANGELES, CA
SERVICES	ENVIRONMENTAL PLANNING
WEBSITE	WWW.HOLLYWOODCENTRALPARK.ORG

THE CHALLENGE

FHCP, a non-profit organization that will develop a 34-acre milestone park over the Hollywood Freeway, needed a trusted partner to evaluate the impact that their transformative project will have on the community. FirstCarbon Solutions, now known as ADEC Innovations, was selected to prepare their EIR and other essential studies for the innovative and ground-breaking HCP project.

The proposed project would cap the US 101 (aka Hollywood) freeway at street level on a one-mile stretch between Hollywood and Santa Monica Boulevards where the freeway dips below grade, and establish a green outdoor park with community facilities such as a baseball diamond, walking trails, a dog park, a children's playground, water features and recreational facilities.

"Consistent with our founding principle that sustainability matters, ADEC Innovations is thrilled to help implement the vision Edward V. Hunt had over 28 years ago—that Hollywood needed a park to bring neighborhoods together but didn't have the adequate space," said ADEC Innovations' President Robert Francisco. In order to successfully build the park, ADEC Innovations is faced with the challenge of building a passageway freeway without disrupting the environment or the surrounding community.

OUR SOLUTION

ADEC Innovations was selected due to our extensive technical background on environmental matters, in addition to our passion for improving the quality of life for the Hollywood community.

We will work with the Los Angeles Bureau of Engineering in compliance with the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA). Requirements include complete documentation, community impact assessments, traffic/circulation studies, noise and vibration assessments and air quality studies. ADEC Innovations will also be tasked with conducting geotechnical and hazardous materials investigations for the project.

GOALS

- Prepare EIR
- Support timely approval of the HCP
- Deliver CEQA documentation
- Provide a host of technical analyses in conformance with CEQA and NEPA requirements

THE ADEC INNOVATIONS ADVANTAGE

ADEC Innovations, a pioneer and industry leader in environmental sustainability solutions, advances sustainable practices around the world to help organizations grow responsibly. As a global company with offices throughout Asia, Europe, Australia, and North America, ADEC Innovations makes it a priority to support the communities in which we live and work. With the assistance of ADEC Innovations, Hollywood will become a worldwide model for cities looking to create new green spaces in dense urban environments.

Our team seamlessly delivers fully-integrated and cost-effective consulting, data management, and software solutions to help our clients save time, reduce costs, optimize resource use, and drive operational efficiencies in a world where sustainability matters.

Hollywood is a bold community and constructing the Hollywood Central Park is a bold move. With this one project, Los Angeles will address the economy, the environment, the health of its residents and their quality of life. Los Angeles will become the leader in sustainable cities and livable communities. We are proud to have the forward-thinking ADEC as our partner to lead the project's EIR process.

Laurie Goldman, FHCP President