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INGLEWOOD JEWEL

By Michael Aushenker
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Since the SoFi Stadium opened in 2020, the new home of the Los Angeles Chargers and Super Bowl champions the Los Angeles Rams, has brought much attention to a revitalized Inglewood. However, that was only the beginning.

Spanning nearly 300 acres, Hollywood Park is the largest urban mixed-use development under construction in the Western United States. Developer and Rams owner Stan Kroenke's vision for the site when completed will offer new apartment residences, public parks, a lake and entertainment venues, anchored by a retail district and surrounded by creative office space. The long-term final buildout of Hollywood Park will include 2,500 homes, 900,000 square feet of office space, 890,000 square feet of retail and a 300-key hotel. The complex has 25 acres of open space featuring a six-acre artificial lake fronting SoFi Stadium.

"We have about 15 million square feet of entitlements," said Jason Gannon, managing director of SoFi Stadium and Hollywood Park. "We're in our phase one for the project, which is about 5 million square feet whenever you include SoFi Stadium, YouTube Theater, American Airlines Plaza, the NFL Media, first phase of residential and retail as well."

The mixed-use development, which billions of dollars is being spent on, is all linked by walkable paseos and plazas and centered on SoFi Stadium.

There are components of the project that have already come online, such as SoFi Stadium, which at 3.1 million square feet and the ability to accommodate 100,000 fans, is the largest stadium in the National Football League. YouTube Theater, a 227,000-square-foot live entertainment venue, meanwhile, opened in August 2021. NFL is also betting on the project and in 2021 relocated from Culver City to 214,063 square feet within a 450,000-square-foot class A office building at Hollywood Park. There is an additional 74,922 square feet of studio and creative space devoted to the brand's growing digital and programming departments.

"Within five miles of our site, there's some 900,000 to 1 million people, all of whom constitute a market that anywhere else would be a whole city and yet has been traditionally underserved,"

said Christopher Meany, partner at Wilson Meany, Hollywood Park's development manager. "The real superpower of the place is the incredible cosmopolitan community that surrounds it. This is the one part of L.A. that didn't have that social retail heart. Our project is actually about creating that."

[...]

Retail on its way

The other element coming online soon at Hollywood Park is the retail component. The first phase of Hollywood Park's retail district will total 500,000 square feet, with 320,000 square feet currently under construction and scheduled to open this summer. Hollywood Park's tenants will include South L.A.'s Peace Love Reedburg; a new location for Mid-Wilshire's Sky's Gourmet Tacos; a second location for family-owned, Inglewood-based juice bar Antojitos Martin; a second Inglewood location for Residency Art Gallery; Three Weavers GRDN, the latest venture from Lynne Weaver, founder of Inglewood's Three Weavers Brewing Co.; Cinépolis, a dine-in IMAX theatre; and the first public venue of Cosm, an experiential media and immersive technology company.

BCV Architecture & Interiors, Architects Orange and landscape architect Studio-MLA worked on the retail design.

Meany considers the area "a retail district that will really serve as a gathering point and a regional hub for quite a wide area around us. It's going to serve as both a neighborhood heart and the center of a region."

When the retail component is complete, Gannon said that the economic impact of Hollywood Park will be \$470 million locally, including \$50 million in Inglewood.