

## **HOW HOLLYWOOD PARK'S RETAIL DISTRICT EVOLVED OVER A DECADE IN THE MAKING**

By Isabel Sami

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The Shops at Hollywood Park opened in 2024 after a decade in the works. Adrian Tiemens Photography

When The Shops at Hollywood Park was first designed in 2014, the retail district was envisioned in a different light, one with big-box stores and concentrated shops.

What the project looks like now, airy and half the size, is representative of how retail has changed in the last decade.

Inglewood, California's mixed-use mega development Hollywood Park has taken a staggered approach to opening its separate districts, bringing residences, retail, entertainment and soon a hotel to the 300-acre site over the past few years. Within the retail portion, openings have also been slower than expected.

A grand opening for the 900,000-square-foot urban retail village was held last September, more than a year after the first tenant, Cinepolis Luxury Cinemas, opened in 2023. Since then,

tenants that have opened have mostly leaned experiential, including Residency Art Gallery, gym Iconix Fitness, immersive venue Cosm and The Meeting Spot happy hour restaurant. JD Sports, a sports clothing chain, is the only traditional shop open at Hollywood Park.

Incoming tenants Antojitos Martin, Phenix Salon Suites, Red Bay Coffee, Smize Ice Cream, Social Pies, Three Weavers Brewing Co. and Verizon are set to open this year.



From above, The Shops at Hollywood Park looks like a maze of storefronts and walkways. Adrian Tiemens Photography

From above, The Shops at Hollywood Park looks like a clean maze of storefronts and walkways dotted with foliage and outdoor seating. A lawn sits between the theater and The Meeting Spot, and trees line the array of walkways between shops. Murals by L.A.-based artists adorn the retail district's white walls with color and depth, and from Cosm's patio visitors can see SoFi Stadium, Rivers Lake and Hollywood Park's two residences.

Orange County-based architecture firm [AO](#) served as architect of record on The Shops at Hollywood Park, in collaboration with design firm BCV Architecture + Interiors. Working alongside developer Wilson Meany and owner Stan Kroenke, AO handled technical execution and construction for the retail district.

Since the project wrapped last year, AO has stayed on to complete some tenant improvements at The Shops at Hollywood Park.



Rob Budetti, managing partner at AO, has been with the architecture firm since 2009. Adrian Tiemens Photography

The concept for The Shops at Hollywood Park was first brought to Rob Budetti, managing partner at AO, in 2014. In the decade since the project was first conceptualized, it's changed shape a few times, said Budetti, who joined the firm in 2009.

Originally, Budetti said, a higher volume of retail was planned at the time. More than a million square of retail space was laid out, to be occupied by major tenants in large spaces, like a two-story Zara or massive Uniqlo.

But after a year, the project's size was cut in half. The redesigned model included more of a boutique style and "street scene" with common areas and outdoor walkways. After a pause, AO started work on the reimagined project in 2017, Budetti said.

"The original design was more challenging because there were a lot of really big spaces," he told L.A. Business First. "The tenant mix from 2017 isn't the same as when they started leasing a few years ago. So creating a bunch of smaller spaces — that's a trend we're seeing now."





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During the redesign, AO and BCV adapted to a changing tenant mix and removed proposed structures to make room for Cosm, the 65,000-square-foot immersive venue. The teams also redesigned an entire building for Hollywood Park's 56,000-square-foot gym, Iconix.

Budetti said fewer retailers need a large spread of storage space these days, with deliveries more accessible now. Retailers are looking for a “smaller boutique vibe” within the larger elements of a retail project, he said, creating more variety in spaces like Hollywood Park.

When asked if AO came across any challenges on the project, Budetti chuckled.

“A ton,” he said. “When things go to construction, there are issues. The project came in originally at around \$210 million, and the developers wanted it down to about \$170 million. Then they downsized it again to about \$140 million. So we were working with the designer and the contractor to try to take some money out without jeopardizing or reducing the design quality.”

The main challenge has been timing. Hollywood Park's SoFi Stadium hosted the Super Bowl in 2022, and will again in 2027. Budetti said the team had to deliver the parking structure earlier than expected in time for the 2022 Super Bowl, at a time when the retail district was still under construction.

“Having the stadium open forced it to get finished,” Budetti said. “It may have been taken longer otherwise.”

The project didn't suffer high construction costs, Budetti said, as the materials were bought a year in advance. He recommends contractors "lock in the price early on in the game." Building during the Covid-19 pandemic had its own challenges, he added, but due to supply delays rather than costs.

With around dozen tenants signed on, landlord Wilson Meany is still looking to fill vacant retail spaces. Leasing is being facilitated by KWP Real Estate, formerly Kennedy Wilson Properties Ltd.

"We've done quite a few centers of this size, if not larger," Budetti said. "It is growing. If you build it and start filling it, the rest will come. The developers struggled early because you had to see the bigger vision of what's really happening in that area in terms of overall development, and now that it's coming together, I think their leasing will definitely be picking up."