

HOLLYWOOD PROJECT GETS BIGGER AND BETTER

All-Union Capitol Records Development Will Create 4,600 Construction Jobs

Nearly a decade after the Millennium Hollywood—a mixed-use commercial and housing development in the heart of Hollywood—was envisioned, developer Millennium Partners has replaced the original design with a new, improved version.

Dubbed Hollywood Center, the new project includes a four-building complex of residential towers anchored by two civic plazas and 30,000 square feet of commercial space, and will be built on 4.5 acres currently used as parking lots adjacent to the historic Capitol Records building.

Like the original project, the new one will be built under an all-union Project Labor Agreement with the Los Angeles/Orange Counties Building and Construction Trades Council.

“We never say never in the Building Trades,” said Council Executive Secretary Ron Miller. “This project has taken many shapes, but one constant is that we are committed to build it all-union.”

In fact, the new project will employ more Building Trades local union members—4,670—than the 2,900 in the original plan.

Pending approvals, construction is estimated to start in 2022.

Hollywood Center addresses community concerns and takes a forward-thinking approach to affordable housing and progressive urban development.

“MP Los Angeles is proud to present an updated project for the Capitol Records site, one responsive to the needs of Hollywood and Los Angeles in 2018 and beyond,” said

Mario Palumbo, managing partner of MP Los Angeles. “The development team has spent the past decade working closely with the Hollywood community and elected officials to create a transformative project that will create over 4,600 union construction jobs for the local workforce.”

While the original project gained unanimous approval from the city council and the mayor in 2013, it has since been stuck in lawsuits from anti-development forces. In Hollywood, passions run high about what the future should look like, and who should live in the area, which has a famous name but is actually part of Los Angeles and not an independent city.

Developers presented the new design this past April. They say they’ve made the re-vamp because of changes in how the city and community approach planning, including the need for density near transit and affordable housing allotments.

Result of Measure JJJ

Palumbo called the project a “direct response” to the recent city measures that address community development priorities, including Measure JJJ, which passed in 2016 with Building Trades support. It mandates affordable housing and a skilled and trained workforce when developers receive certain zoning changes from the city.

“The project has been designed to meet the pressing need for market-rate and affordable housing in Los Angeles and to address



Hollywood Center will include two towers and two shorter buildings next to the round Capitol Records building in foreground.

the clearly expressed desire of residents for a more environmentally conscious, sustainable city,” Palumbo said.

To that end, Hollywood Center will be LEED-Gold certified, create no net-new greenhouse gas emissions, and include amenities to encourage biking, walking and Metro as primary transit options. Pedestrian walkways will connect Argyle and Ivar Avenues, which are separated in the middle by Vine. The complex will occupy two adjacent sites on either side of Vine, bordered to the north by Yucca St. and to the south by Hollywood Blvd. All parking will be below ground.

Hollywood Center includes less commercial space and twice as many residential units as the original, with a total of 1,005 homes spread among two skyscrapers (35 and 46

stories) and two mid-rise (11-story) buildings. The 11-story buildings will hold 133 units for low- and very-low-income senior citizens. According to the developer, this allocation represents “one of the largest complements of on-site affordable housing within a market-rate development” in the city’s history.

The project’s crown jewel will be a one-acre, pedestrian-friendly green space, to be designed by James Corner Field Operations, which also did Santa Monica’s award-winning Tongva Park and New York’s High Line. It will be ringed by restaurants and open to the public as a site for community gatherings and concerts.

The adjacent Capitol Records building will be preserved, and, the developer says, “celebrated as the centerpiece of the new project.”

A sample of past Q Award recipients shown.

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