

**FIT TO SCALE.
SCALE TO WIN.**



**HOLLY
WOOD
PARK**

**IN THE CITY
OF CHAMPIONS
RISES A NEW
NEIGHBORHOOD,
DESTINED TO CHANGE
THE GAME FOREVER.**



HOLLYWOOD PARK

INGLEWOOD IS AT THE CENTER OF RESURGENCE

“We’re adding value to a community that deserves it, to a community that I think has been forgotten and now is being highlighted.”

— YONNIE HAGOS
Co-owner, Hilltop Coffee + Kitchen



Inglewood is Bordered by Emerging Industry & Innovation: SpaceX / Tesla



LOS ANGELES

A STORY OF GROWTH

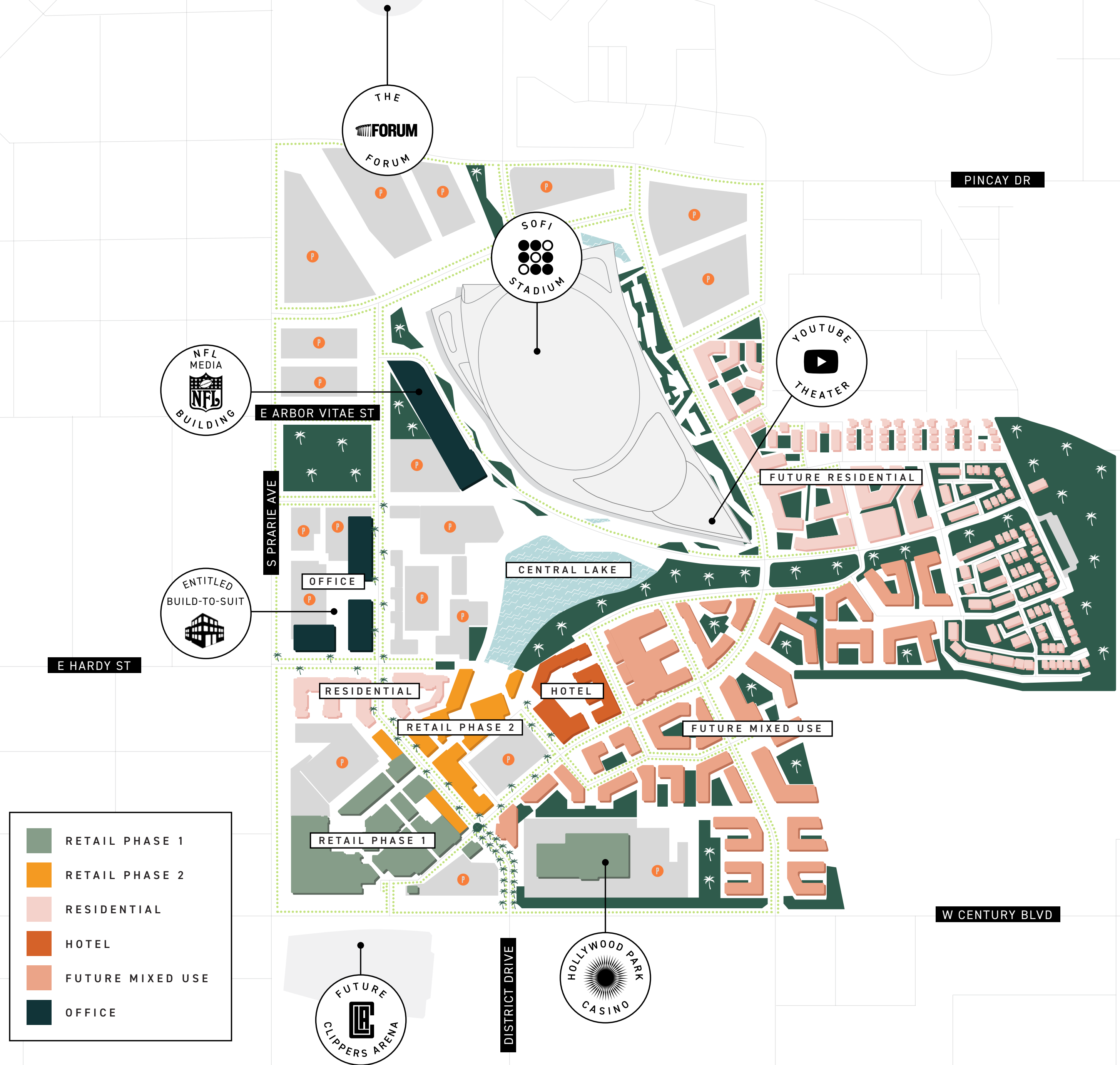
MILE RADIUS	1M	3M	5M
2018 POPULATION	55K	330K	876K
GROWTH RATE 2010-2020	0.7%	2%	3.5%
MEDIAN HHI	\$48K	\$52K	\$55K Same as The Grove

INGLEWOOD STATS:

- 30**
MEDIAN AGE
- 43%**
AGE 25-54
- 31%**
AGE 25-44
- 58,000**
TRAFFIC COUNT ADT
(VS 45K At The Grove, 50K Beverly Center)

UNRIVALED IN
OUR AMBITIONS.

THIS IS A VISION &
A LOCATION LIKE
NO OTHER.



CONNECTED TO IT ALL



Hollywood Park is changing the landscape of Southern California. At the center of an already thriving region, it shines as a hub for the South Bay and Westside with entertainment, cultural and recreational happenings drawing people from all over Los Angeles. And with over 47.3 million annual international travelers landing in LAX only three miles away, it has a massive global reach.

DISTANCES FROM HOLLYWOOD PARK



MILES TO
Los Angeles International Airport



MILES TO
Silicon Beach



MILES TO
Downtown LA



MILES TO
Northern Orange County



WHY HOLLYWOOD PARK?

STADIUM

SoFi Stadium and Hollywood Park are a transformative community for the Los Angeles region

With sports as an anchor, the development is Los Angeles' neighborhood of the 21st century.

RETAIL

Residents around Hollywood Park are young, numerous, and eager to shop

There are over 470,000 residents, 30% of whom are Millennials, that can be reached within a 15-minute drive from the Hollywood Park project, more than other major employment centers.

RESIDENTIAL

Hollywood Park is in the path of growth

The movement of high-tech tenants to nearby submarkets has highlighted the benefits of locating in Inglewood. A central location with easy transit. Hollywood Park will house over 6,000 residents living on site – in a hotbed of culture and experiences.

HOTEL

A new social hub for the neighborhood

A new 300 room hotel adds boutique style and upscale service to a deserving Inglewood market. Designed for visitors, workers and neighbors, the hotel will redefine lakeside hospitality at Hollywood Park.

OFFICE

New market, new industries, new ground

Hollywood Park is set to transform the South LA office market. Surrounded by an unmatched environment of parks, neighborhood amenities and future of sports entertainment, this is the ideal place to take a floor, shape and building or create your own LA campus.

“It is an amazing fact that 300 acres could be put together in the middle of a world-class city to create a new global destination. The new Hollywood Park will be one of the icons of Los Angeles.”

— STAN KROENKE



GLOBAL STAGE



2022	2023	2024	2026	2028
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SUPER BOWL LVI	CFP NATIONAL CHAMPIONSHIP GAME	NCAA FINAL FOUR	FIFA WORLD CUP	OLYMPICS OPENING & CLOSING CEREMONIES
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SoFi Stadium

SoFi Stadium

RETAIL

BUILT FOR AN INDOOR/OUTDOOR EXPERIENCE TO FEED A SPONTANEOUS SPIRIT

12 SCREEN
Luxury Cinema

20,000 SF
Public Market

500,000 SF
Lifestyle Retail



A SENSE OF HOME

2,500 HOMES

Planned for Hollywood Park

6,000 RESIDENTS

Estimated By Completion

SPRING 2022

First Residents Move In

HOME AMENITIES

SOAKING POOLS

SKYDECKS & SECRET GARDENS

PRIVATE PATIOS

HOME OFFICE SETUPS

SOCIAL SPACES TO GATHER

Homes at Hollywood Park offer amenities to leverage the beautiful light, warm breezes and clean coastal air of Southern California, with high design and modern touches.



A SOCIAL HUB FOR EVERY OCCASION

300 ROOM HOTEL

RESORT LEVEL AMENITIES
SIGNATURE RESTAURANT
ROOFTOP BAR & LOUNGE
BUSINESS TRAVEL SERVICES
MEETING SPACES
CONFERENCE FACILITIES

Adding boutique style and upscale service to meet the demands of a hungry Inglewood market.



SHAPE A BUILDING, CREATE A CAMPUS

PROPERTY FEATURES

SMART CITY TECHNOLOGY
LEED GOLD STANDARDS
LANDSCAPED PLAZAS
TOP FLOOR DECKS WITH VIEWS
WALKABLE ENVIRONMENT

Hollywood Park creates a new office market, designed for the creative class of innovators and forward-thinking companies.



THE FUTURE OF BUSINESS



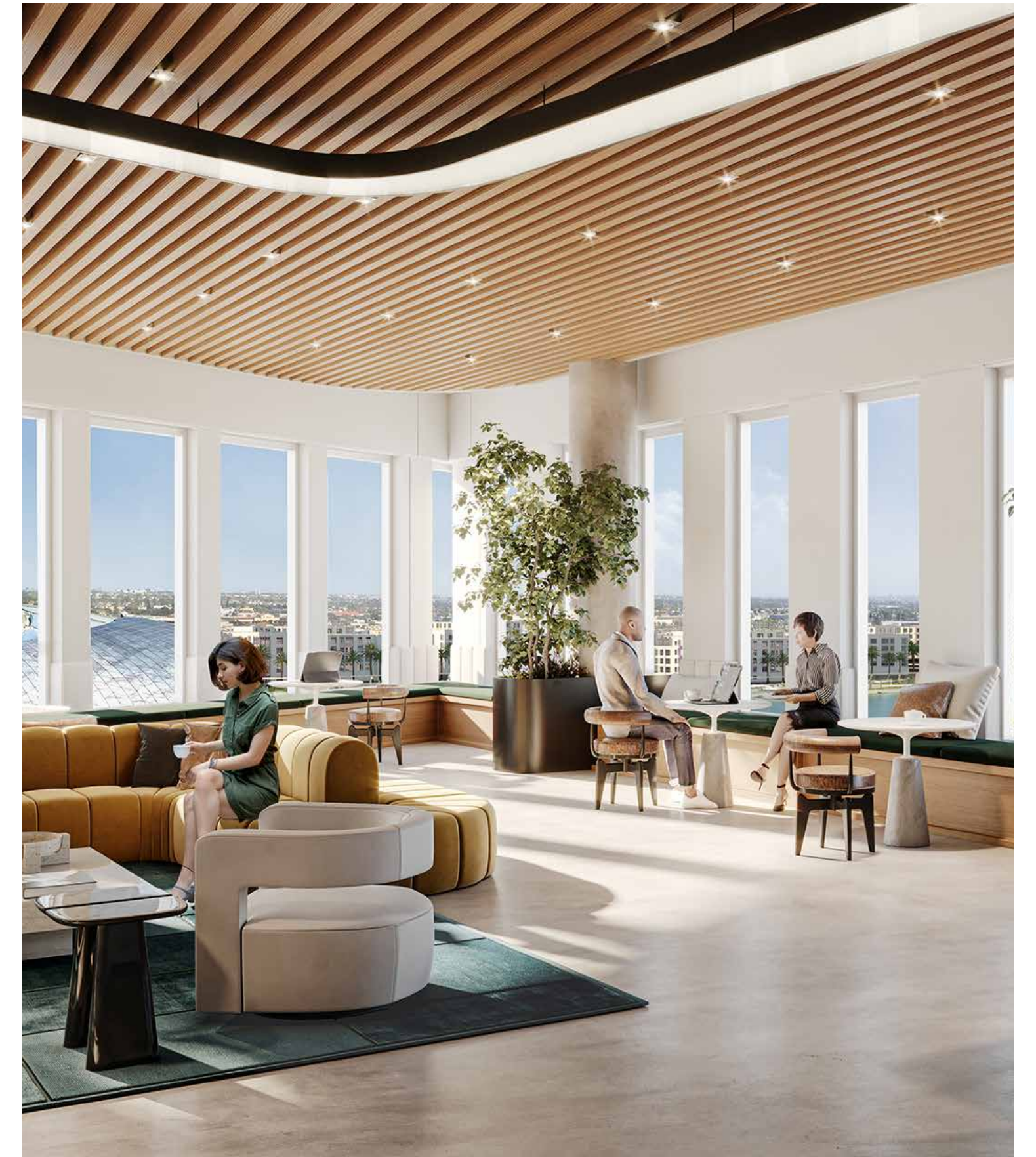
FIT TO SCALE / SCALE TO WIN



NFL MEDIA BUILDING
Full Floors Available Now



ENTITLED BUILD-TO-SUIT OPPORTUNITY
Up to 500,000 SF



CUSTOM CAMPUS/STUDIO OPPORTUNITY
Up to 5,000,000 SF



BUILDING

STATS

BUILDING FEATURES

Park-Like Setting Adjacent to Champions Plaza

Walkable Environment in Mixed-Use Community

Large, Flexible Floor Plates

Expansive Floor-to-Ceiling Heights of 13'6"

Stunning Ground Floor Lobby with High-End Finishes

Shared Roof Top Deck for Tenants

Private Terrace on Each Floor with Views Into SoFi Stadium

Designed to LEED Gold Specifications

Wi-Fi Enabled Interior and Exterior of Buildings



165K SF

FLOORS 5 THROUGH 7

55K SF

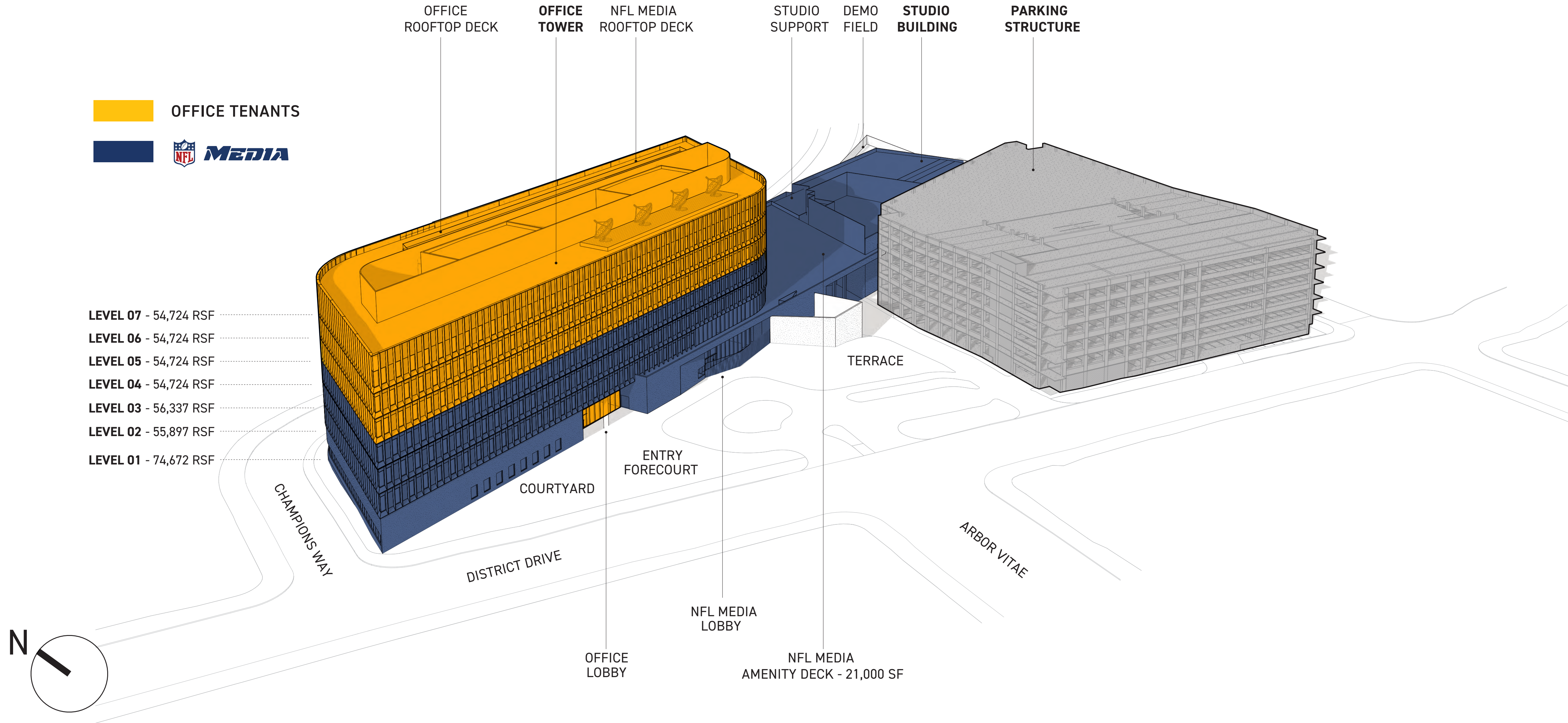
PER FLOOR

3.5/1,000

PARKING

NFL MEDIA BUILDING

FULL FLOOR AVAILABILITY



NFL MEDIA BUILDING: TEST FIT

5TH FLOOR – SINGLE TENANT

- RECEPTION
- OPEN OFFICE
- PRIVATE OFFICE
- MEETING ROOM / AREA
- PRINT
- CONFERENCE ROOM
- PANTRY / BREAKROOM
- SUPPORT / STORAGE

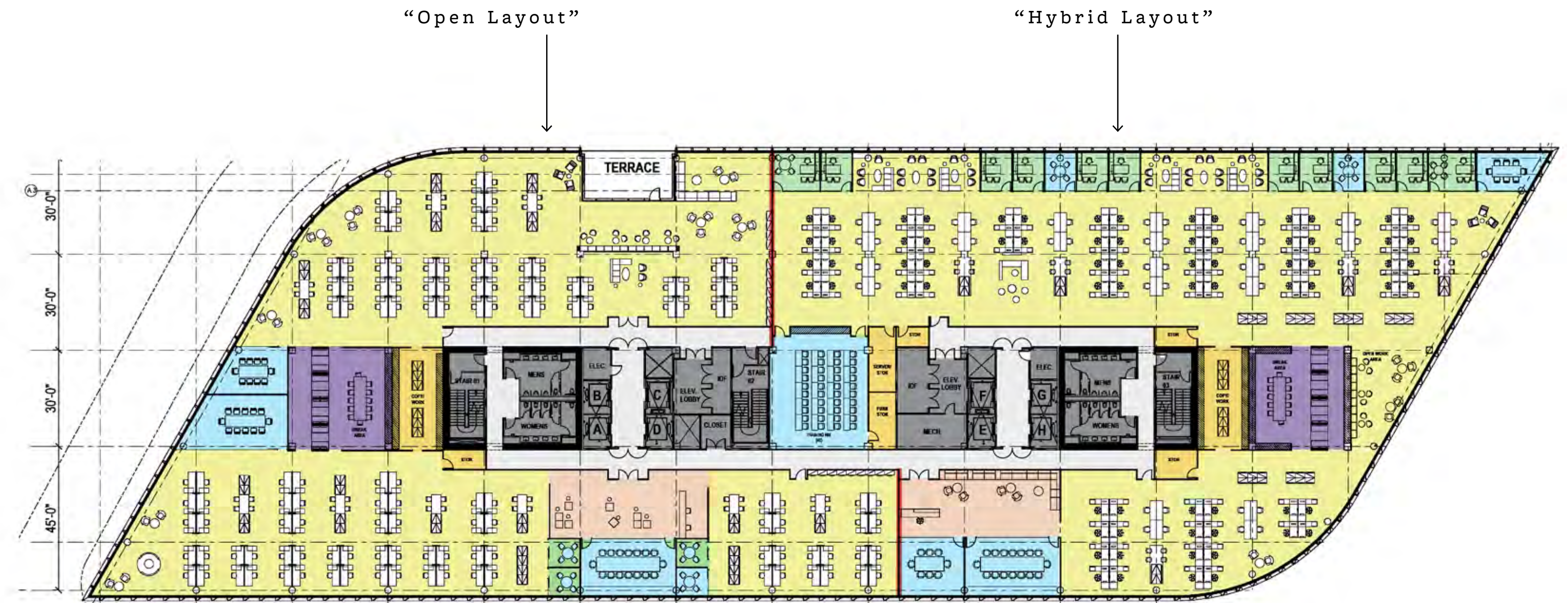


All plans subject to final

NFL MEDIA BUILDING: TEST FIT

5TH FLOOR – MULTI TENANT

- RECEPTION
- OPEN OFFICE
- PRIVATE OFFICE
- MEETING ROOM / AREA
- PRINT
- CONFERENCE ROOM
- PANTRY / BREAKROOM
- SUPPORT / STORAGE



All plans subject to final

CREATE A CAMPUS

UP TO 5,000,000 SF



ENTITLED BUILD-TO-SUIT OPPORTUNITY

STATS

BUILDING FEATURES

3 Buildings Totaling Approx. 500,000 SF on 7.6 Acres

Large, Flexible Floor Plates Ranging from 28,000 SF - 39,000 SF

Walkable Environment in Mixed-Use Community

Expansive Floor-to-Ceiling Heights of 14'

Optimal Planning: 30' x 30' Column Spacing & 5' Planning Module

Two-Story Open Entrance Lobbies with Full Height Glass

Opportunity for Roof Top Decks & Bridge Between Buildings

Parking in Structured, Integrated Parking Garages

Designed to LEED Gold Standards

Wi-Fi Enabled Interior & Exterior of Buildings



3 BUILDINGS

TOTALING 500,000 SF

14 FT

FLOOR-TO-CEILING HEIGHT

3.5/1,000

PARKING

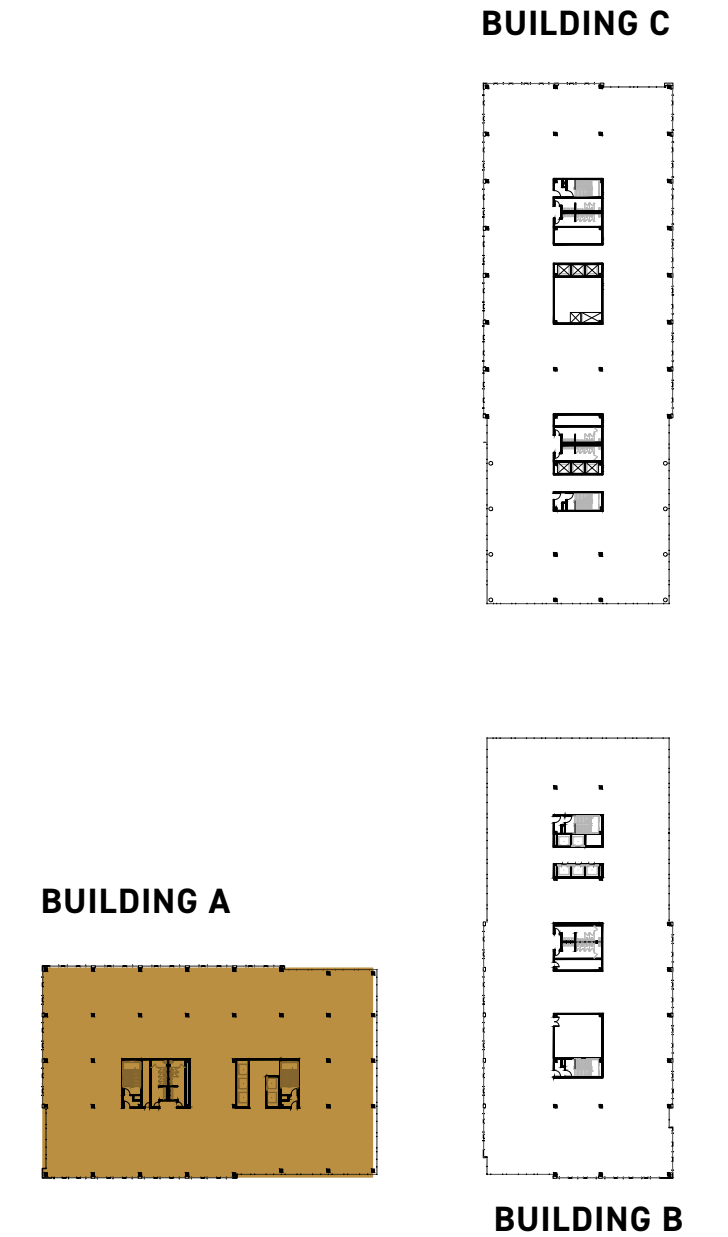
ENTITLED BUILD-TO-SUIT: TEST FIT

BUILDING A

“CREATIVE” TENANT LAYOUT

HEADCOUNT: 179 / GSF: 31,080 / DENSITY: 174 GSF PER PERSON

- RECEPTION
- OPEN OFFICE
- PRIVATE OFFICE
- MEETING ROOM / AREA
- PRINT
- CONFERENCE ROOM
- PANTRY / BREAKROOM
- SUPPORT / STORAGE



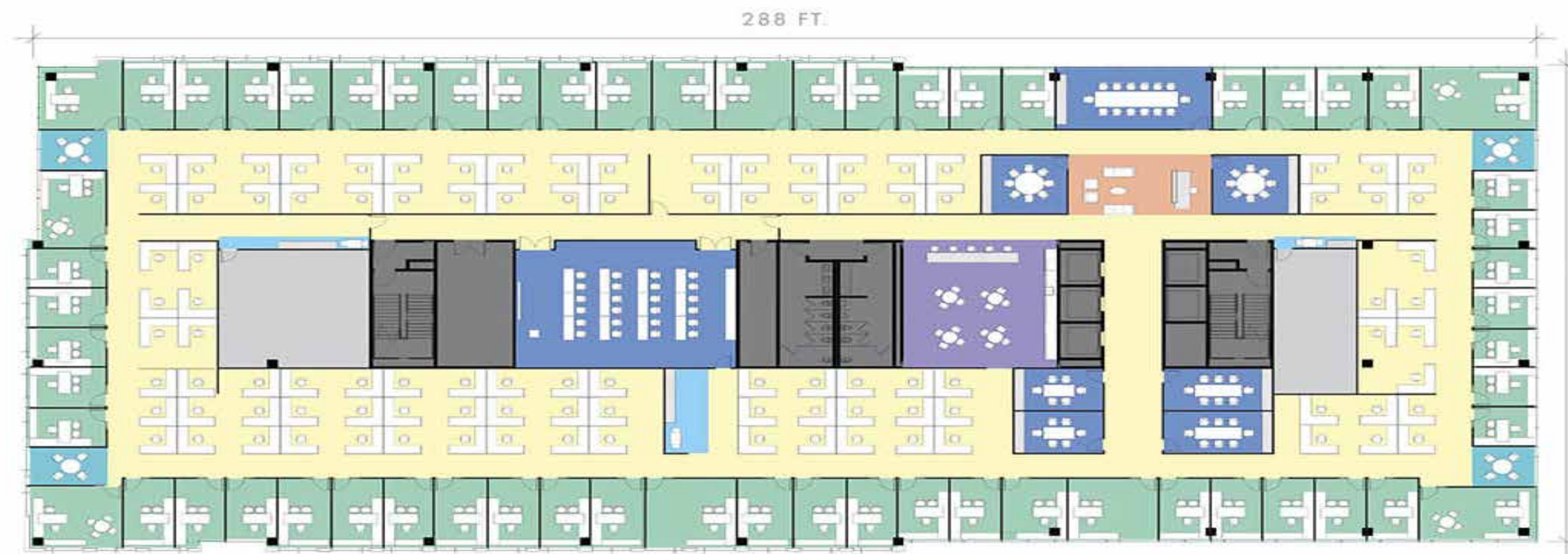
ENTITLED BUILD-TO-SUIT: TEST FIT

BUILDING B

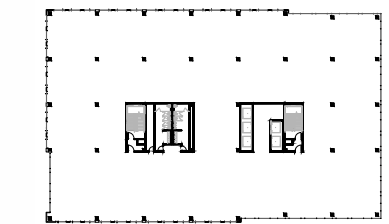
“TRADITIONAL” TENANT LAYOUT

HEADCOUNT: 163 / GSF: 34,375 / DENSITY: 211 GSF PER PERSON

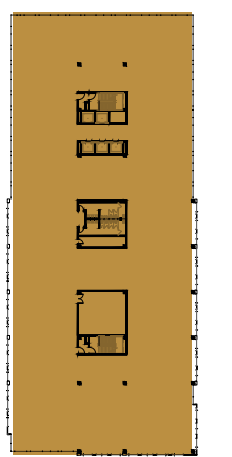
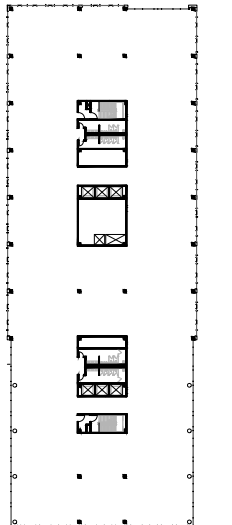
- RECEPTION
- OPEN OFFICE
- PRIVATE OFFICE
- MEETING ROOM / AREA
- PRINT
- CONFERENCE ROOM
- PANTRY / BREAKROOM
- SUPPORT / STORAGE



BUILDING A



BUILDING C



BUILDING B

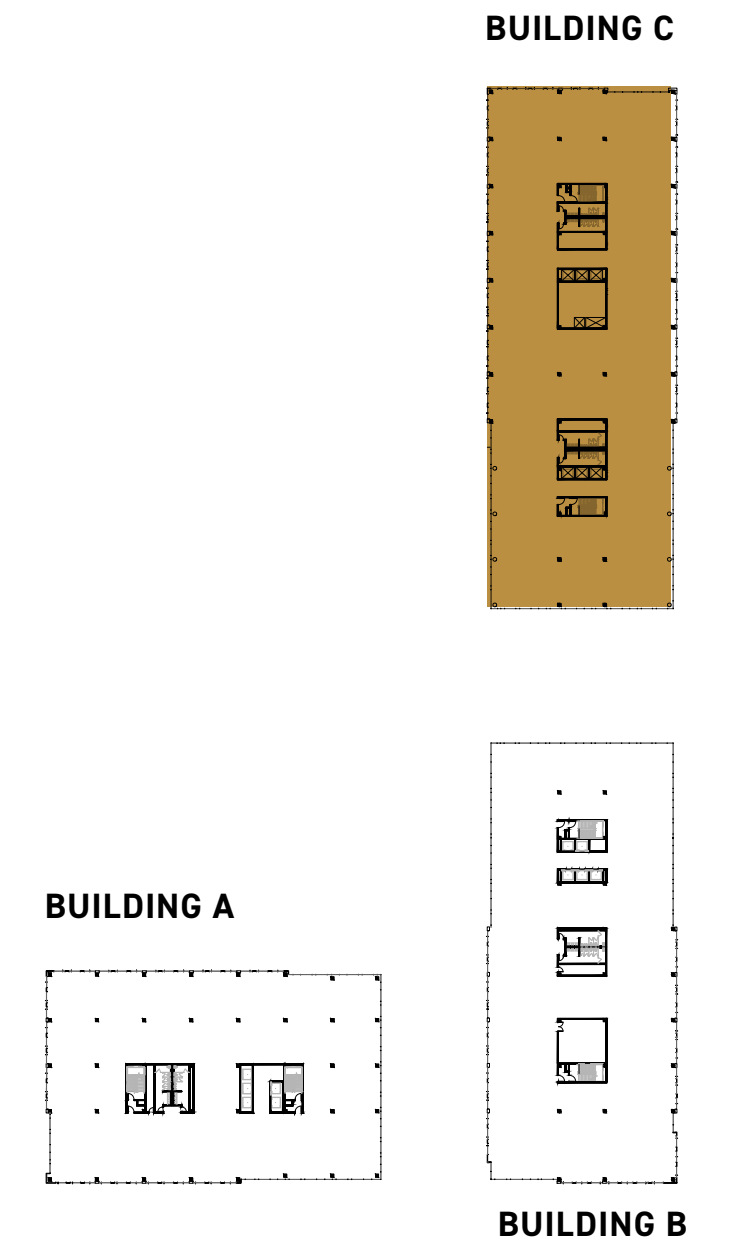
ENTITLED BUILD-TO-SUIT: TEST FIT

BUILDING C

“HYBRID” TENANT LAYOUT

HEADCOUNT: 196 / GSF: 39,536 / DENSITY: 202 GSF PER PERSON

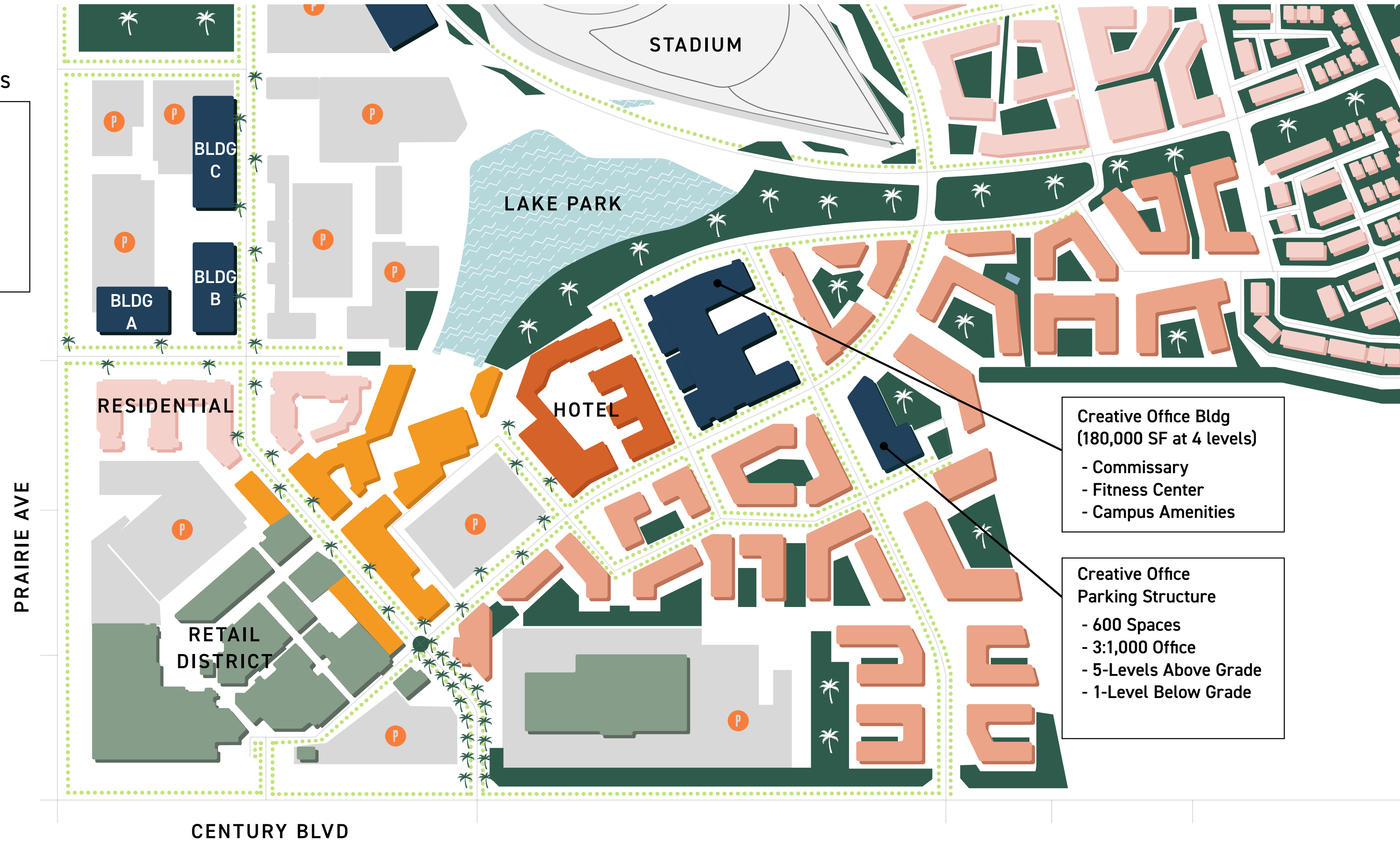
- RECEPTION
- OPEN OFFICE
- PRIVATE OFFICE
- MEETING ROOM / AREA
- PRINT
- CONFERENCE ROOM
- PANTRY / BREAKROOM
- SUPPORT / STORAGE



CUSTOM CAMPUS / STUDIO OPPORTUNITY

BUILD-TO-SUIT CAMPUS

- BLDG A
135,000 SF (5 Levels)
- BLDG B
165,000 SF (5 Levels)
- BLDG C
150,000 SF (5 Levels)



Creative Office Bldg
(180,000 SF at 4 levels)

- Commissary
- Fitness Center
- Campus Amenities

Creative Office Parking Structure

- 600 Spaces
- 3:1,000 Office
- 5-Levels Above Grade
- 1-Level Below Grade

FUTURE READY FOR THE NEXT GEN BUSINESS & CONTENT



A HIGH PERFORMANCE
PARTNERSHIP
BEYOND 5G

“By partnering with Cisco, Hollywood Park is making a clear commitment to providing its guests with an unparalleled and seamless experience across the entire footprint of the property, all built on a technological foundation that allows us to be limited only by our collective imagination.”

— KEN MARTIN
General Manager,
Sports & Entertainment, Cisco



THE RIGHT PLACE AT THE RIGHT TIME

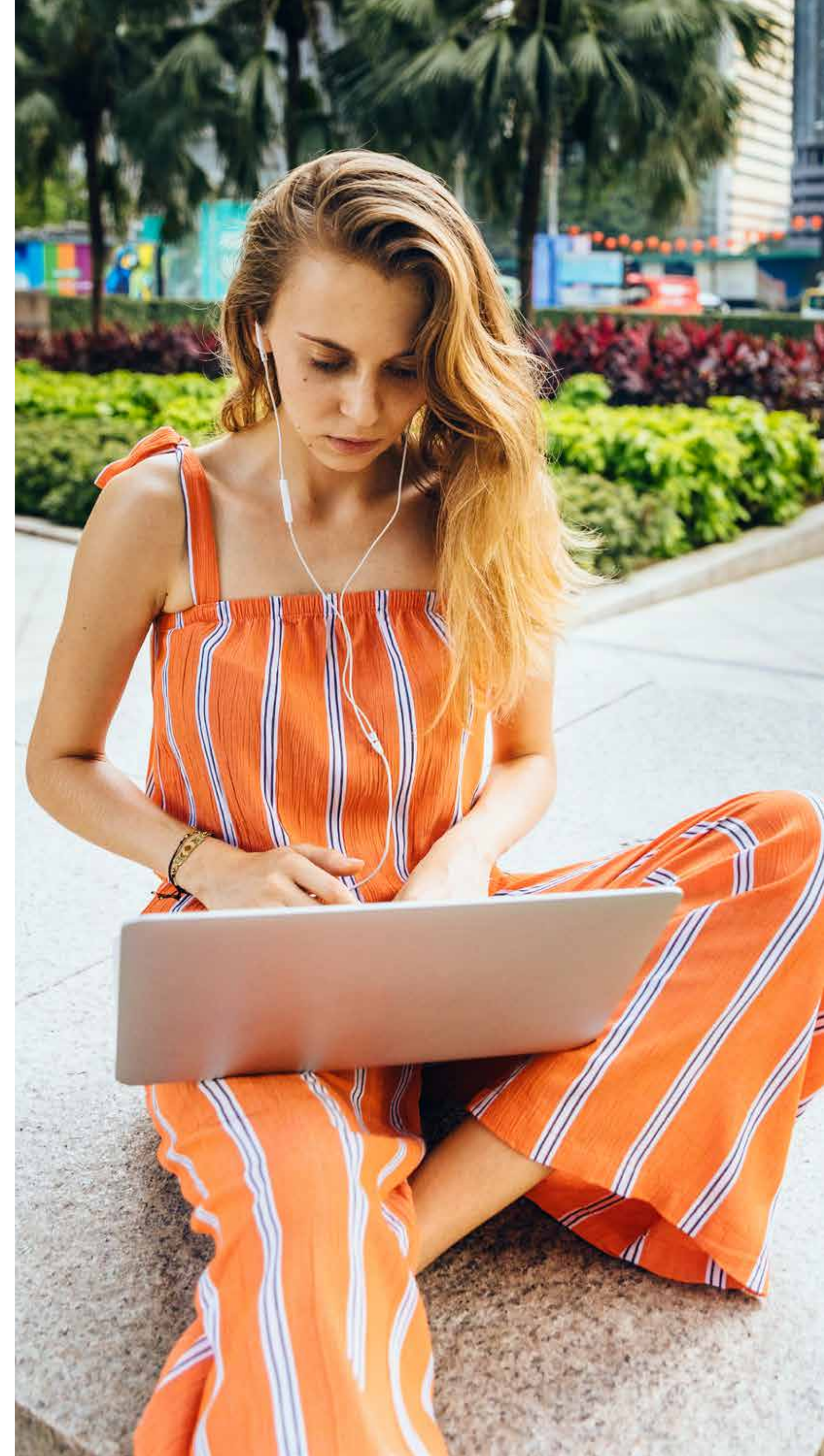


24/7 Action



Panoramic Views

AN ACTIVE & DYNAMIC ENVIRONMENT FOR A NEW TYPE OF WORKFORCE



HP Hq NOVEMBER 12

TONIGHT AI CONFERENCE

TONIGHT GAME BATTLE

UPCOMING TALKS MIX

2.32 PM



A CENTER OF COMMERCE, DAY AND NIGHT

Animated city-scaled plazas, big-draw sports and entertainment, a bustling retail district, and one-of-a-kind spots to grab bites, snatch rays, meet friends and just hang out make Hollywood Park a go-to destination, day and night, all year round, for Angelenos and visitors alike.

250+ EVENTS SCHEDULED ANNUALLY



**24/7 ACTIVITY
& AMENITIES**



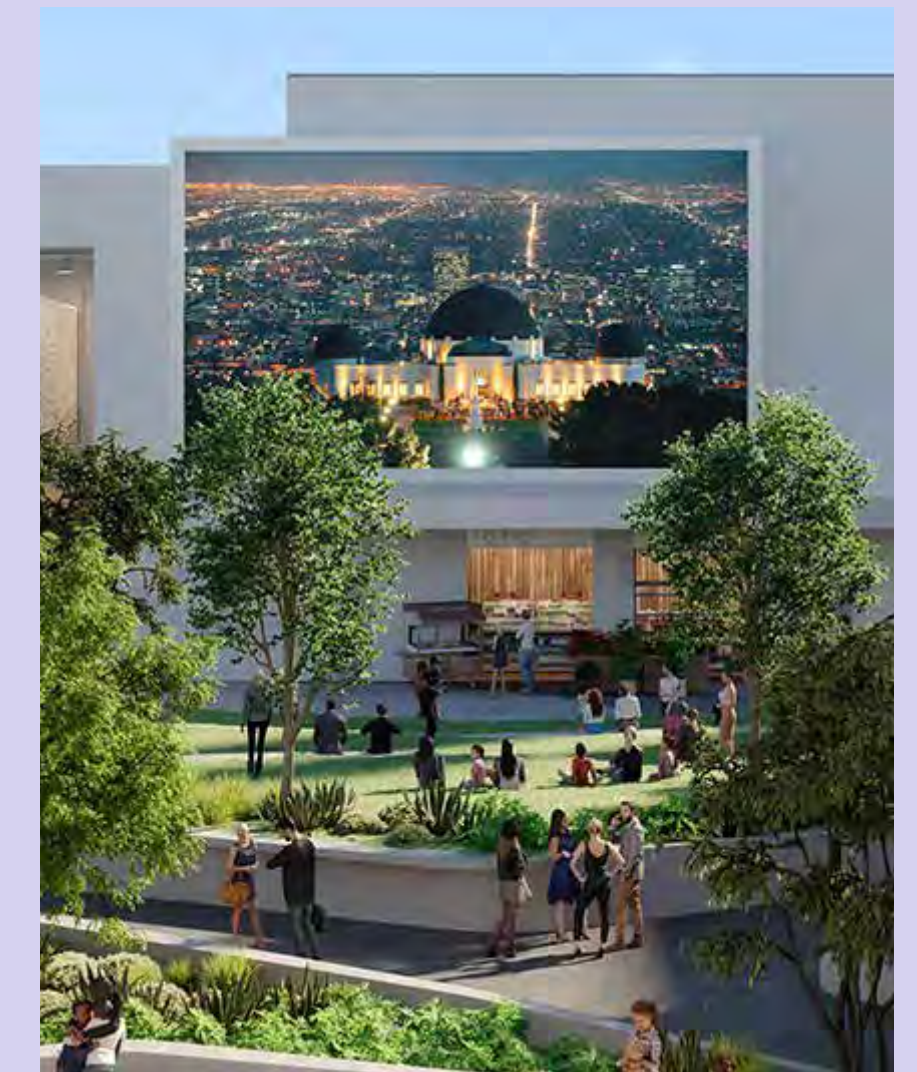
**YOUTUBE
THEATER**



**A CULINARY
DESTINATION**



**LOCAL COURT
& SPORTS AREAS**



**OUTDOOR
CINEMA**

A PLACE OF WELLBEING & WELLNESS

Stroll miles of meandering trails, shop along sycamore-lined promenades, gather with friends, neighbors and colleagues by a pristine centerpiece lake. With grand plazas on both ends and a series of leafy landscaped parks and intimate garden retreats laced in between, Hollywood Park delivers the quintessential indoor/outdoor LA experience.



12
MILES OF WALKABLE
TRAILS

25
ACRES OF
PARKS

5
MEDITERRANEAN
BIOMES





NEW FACES FOR THE WORLD STAGE

Hometown eateries, big name retailers, fashion power-houses, and beloved local services are choosing to call Hollywood Park home.



CULINARY EXPERIENCES

Sky's Gourmet Tacos



BEST IN CLASS WELLNESS

Iconix Fitness



LOCAL ARTISANS & MAKERS

A New Venture by Lynne Weaver



FRESH FAVORITES

Antojitos Martin

NEW FACE OF SOUTH LA







GRILLED
FRAICHE

GRILLED
FRAICHE

TORO

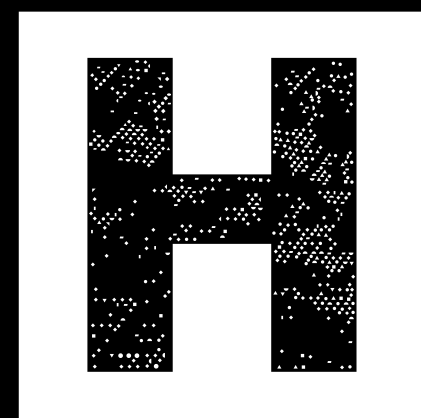
MIRKO

MIRAL
VIACHE

IKU ICHI SAN







**HOLLY
WOOD
PARK**

CHAMPION WHAT'S NEXT

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