

# Millennium Hollywood

COMMERCIAL PRESENTATION  
JANUARY 2013

A 1,200,000 Square-Foot Mixed-Use Development in the Heart of  
Hollywood at the Intersection of Media and Entertainment



**MP** MILLENNIUM PARTNERS

**W** ARGENT  
VENTURES

HANDEL ARCHITECTS LLP

## HOLLYWOOD HIGHLIGHTS

**26 Million** Yearly Walk of Fame Visitors (Intersection of Hollywood & Vine is the Nexus)

**\$14 Billion** Attracted by Walk of Fame Annually

**\$1,500** Average Spent per Visitor to Los Angeles

**2** Metro Rail Transit Stops (Hollywood/Vine Stop 1/2 Block Away)

Some of the Highest Foot Traffic in Southern California

**3 Million** Population Within a 10 Mile Radius (the 2nd Largest Metropolitan Area in US)

**211,000** Vehicles per Day View Site from the 101 Freeway (77 Million per Annum)

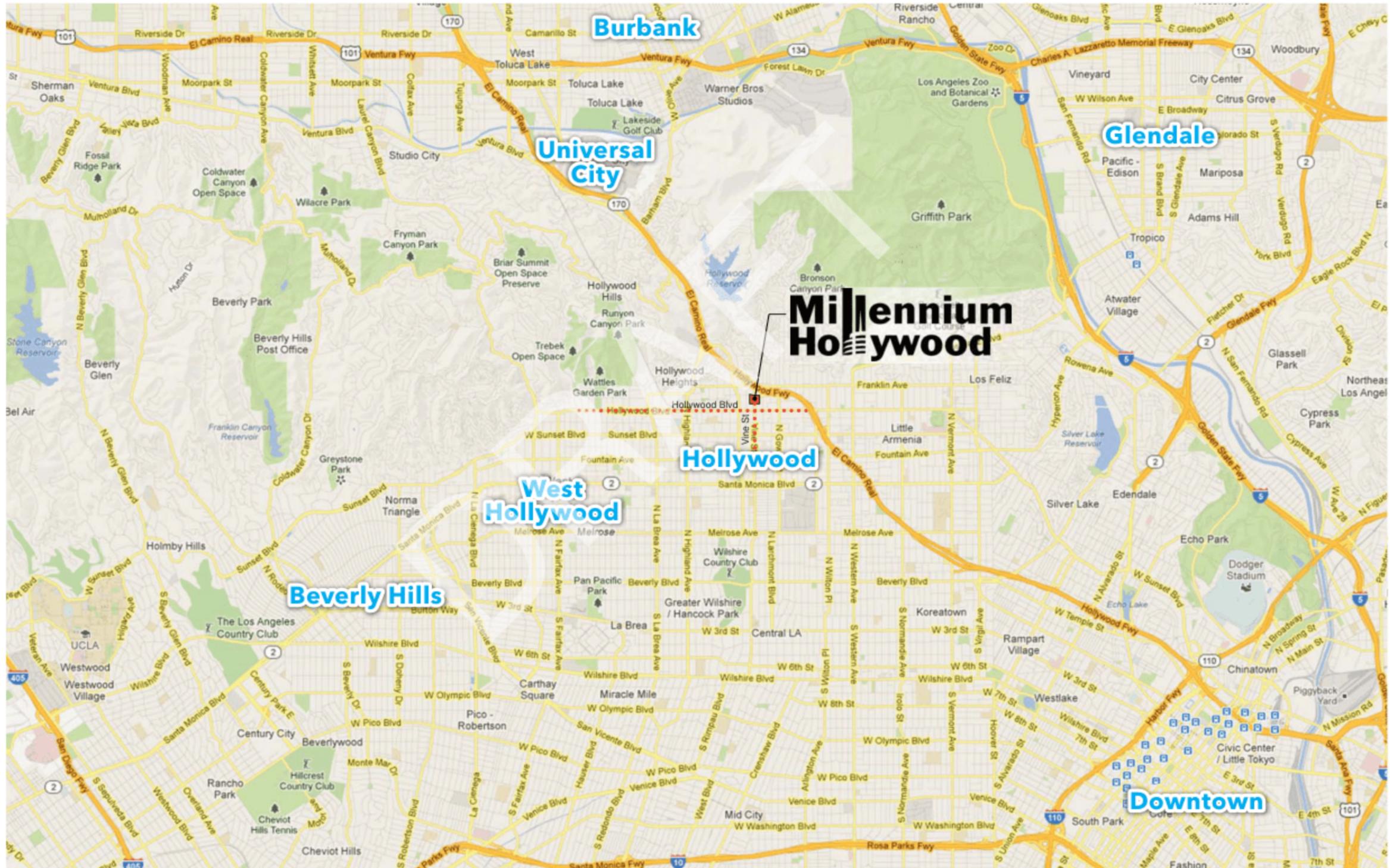
## HOLLYWOOD DEVELOPMENT OVERVIEW

**\$3 Billion** Investment Over Past 5 Years (Public and Private)

**50** Projects Completed or Proposed

**\$3.4 Million** Yearly Budget of Hollywood Entertainment District BID

# LOCATION



THE ENTERTAINMENT AND MEDIA CAPITAL OF THE WORLD



STUDIOS:

- Capitol Records
- Sunset Gower Studios
- Sunset Bronson Studios
- Paramount Studios
- Red Studios
- Nickelodeon Studios
- BiteSize Networks
- Hollywood Center Studios
- Milk Studios
- Raleigh Hollywood

MEDIA / TECH COMPANIES:

- Live Nation
- Trailer Park
- Hurwitz Creative
- Axis Studios
- Scopely
- Hollywood Vine Group
- Shine America / Reveille
- CNN
- WeWork
- TV Guide
- Panavision
- Technicolor

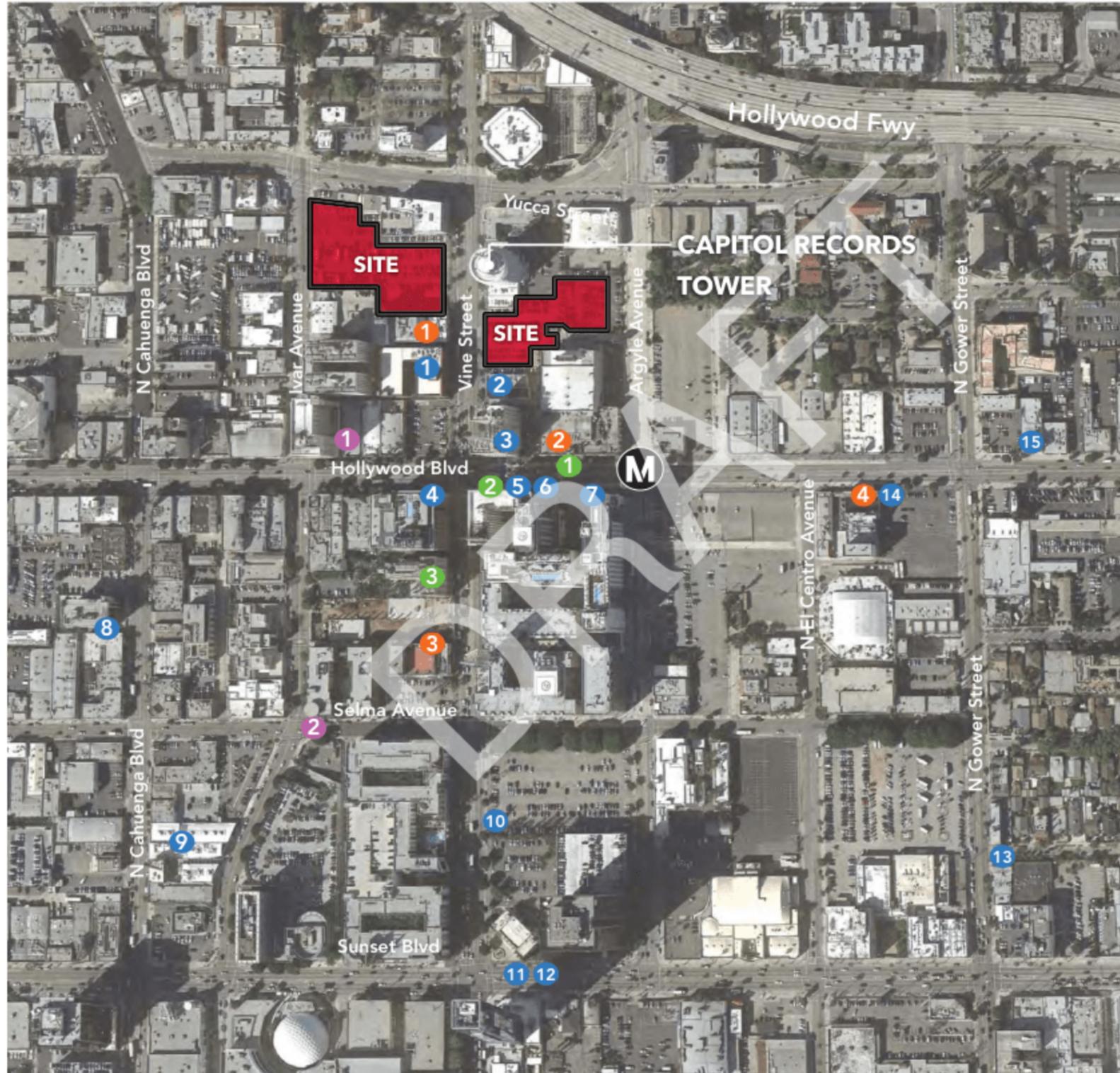
MUSIC / LIVE ENTERTAINMENT:

- Jimmy Kimmel Live / El Capitan Theatre
- Palladium / Live Nation
- Amoeba Records
- Hollywood Bowl
- Dolby Theatre (Home of the Academy Awards)
- Fonda Theatre / Goldenvoice
- Pantages Theatre / Nederlander

PERFORMING ARTS SCHOOLS:

- Musician's Institute
- American Musical and Dramatic Academy
- Emerson College (under Construction)
- LA Film School

# A GREAT PLACE TO WORK AND PLAY



### Entertainment:

- 1 Avalon Hollywood / Hollywood Playhouse
- 2 Pantages Theatre
- 3 Ricardo Montalban Theatre
- 4 Fonda Theatre

### Restaurants / Bars:

- 1 Cleo
- 2 Lexington Social House
- 3 Dillon's Irish Pub
- 4 Katsuya
- 5 Chicken Dijon Rotisserie Grill
- 6 Delphines
- 7 Solo Tapas
- 8 Hotel Cafe
- 9 Umami Burger
- 10 The Hungry Cat
- 11 Tender Greens
- 12 Magnolia
- 13 Roscoe's House of Chicken & Waffles
- 14 Blue Palms Brewhouse
- 15 Sushi Ike

### Food:

- 1 Trader Joe's
- 2 Hollywood Farmers' Market

### Coffee & Tea:

- 1 Belwood Cafe
- 2 Starbucks
- 3 10forward Coffee & Tea



**PHASE 2**

LUXURY  
RESIDENTIAL

STUDIO/  
OFFICE SPACE

RETAIL/  
F&B OUTLETS

**PHASE 1**

LUXURY  
RESIDENTIAL

LUXURY  
HOTEL

STUDIO/  
OFFICE SPACE

SPORTS CLUB/RETAIL/  
F&B OUTLETS

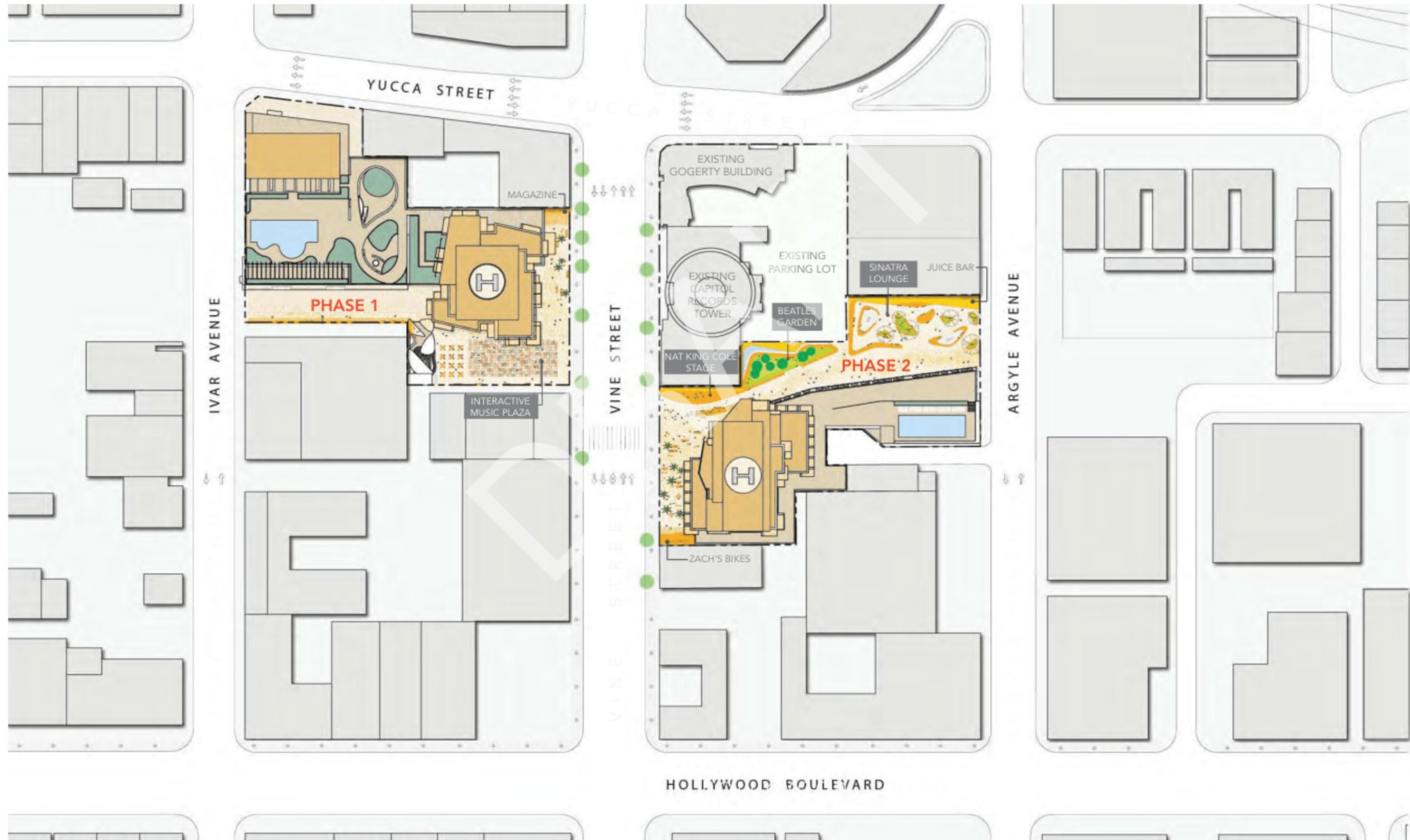
## OVERALL PROJECT SUMMARY

- **Up to 150,000 sq.ft. of Studio / Office Space**
- 114,000 sq.ft. of Existing Office Space (Capitol Records Campus)
- Up to 250,000 sq.ft. of High Quality Retail Space
- Up to 12,000 sq.ft. Food & Beverage Outlets
- Up to 25,000 sq.ft. Sports Club / LA
- Up to 336,000 sq.ft. Luxury Hotel (448 Rooms)
- Up to 345,000 sq.ft. of Luxury Condominiums & Apartments (290 Units)
- Below Grade Parking

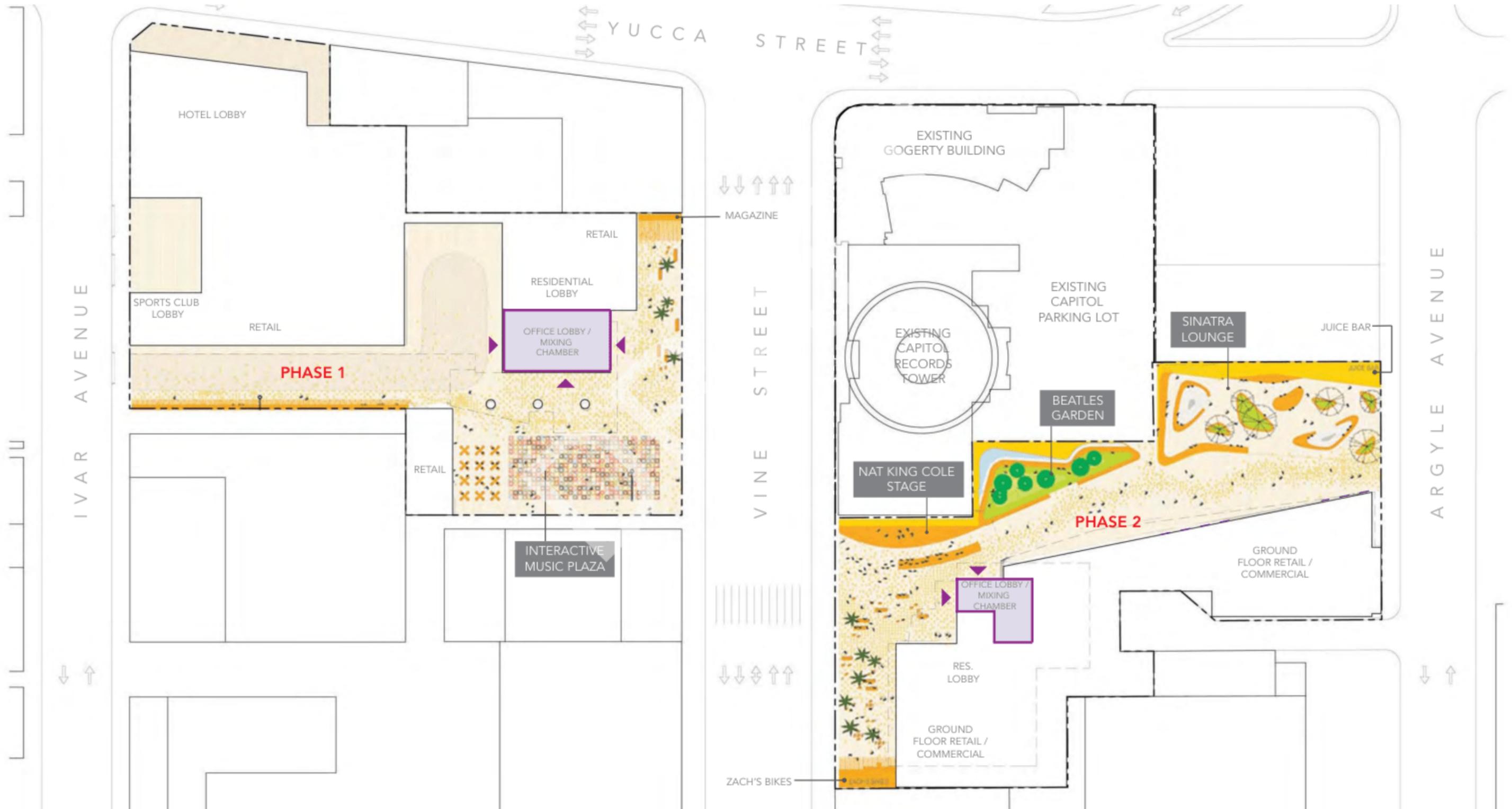
## APPROXIMATE TOTAL DEVELOPMENT

- **1,200,000 sq.ft.**

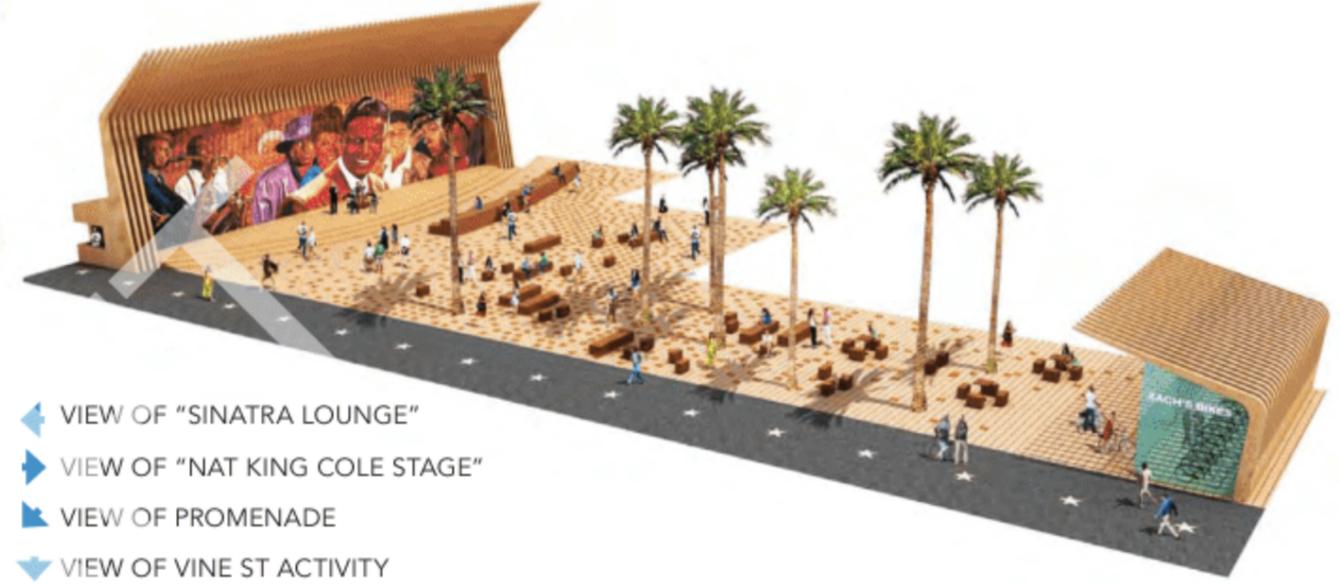
# THE HOLLYWOOD/CAPITOL PROMENADE AN INNOVATIVE NEW PEDESTRIAN OASIS AND A STUDIO / OFFICE DESTINATION



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# THE HOLLYWOOD/CAPITOL PROMENADE



- VIEW OF "SINATRA LOUNGE"
- VIEW OF "NAT KING COLE STAGE"
- VIEW OF PROMENADE
- VIEW OF VINE ST ACTIVITY



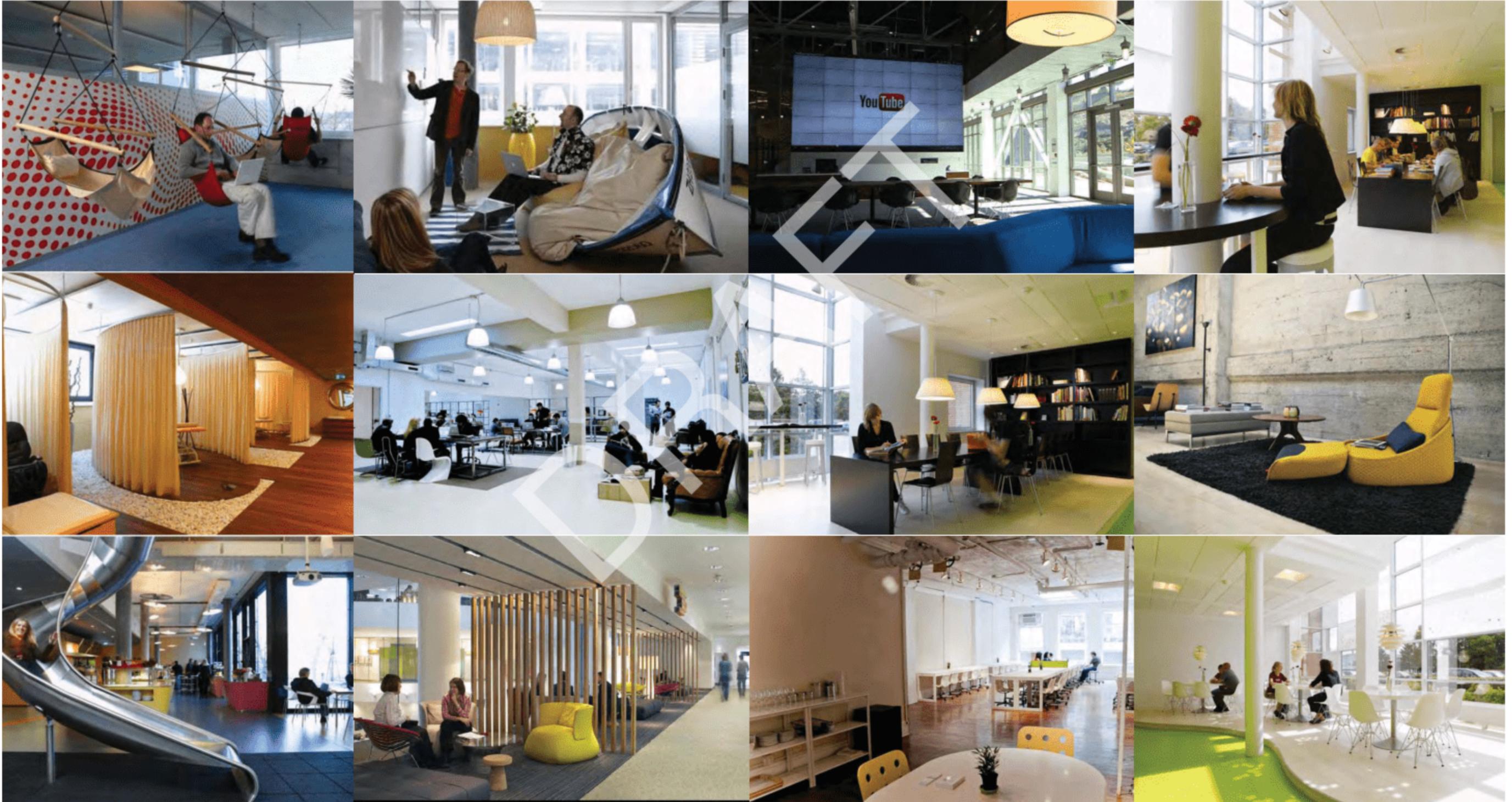
# PHASE 1 - OBSERVATORY LOUNGE: A PLACE TO RELAX AFTER WORK



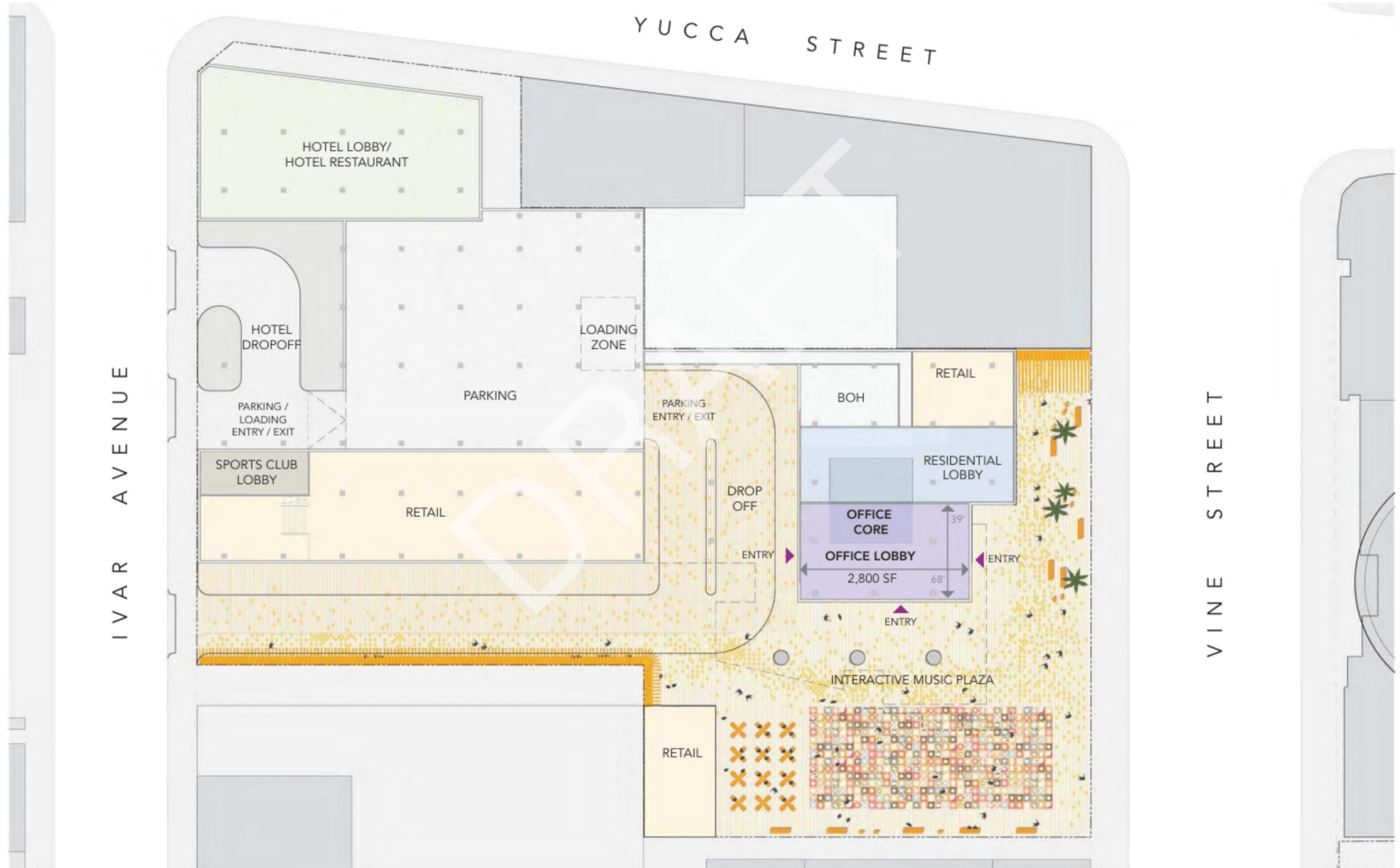
STUDIO SPACE: (FLEXIBLE, HIGH CEILINGS, ADAPTABLE...)



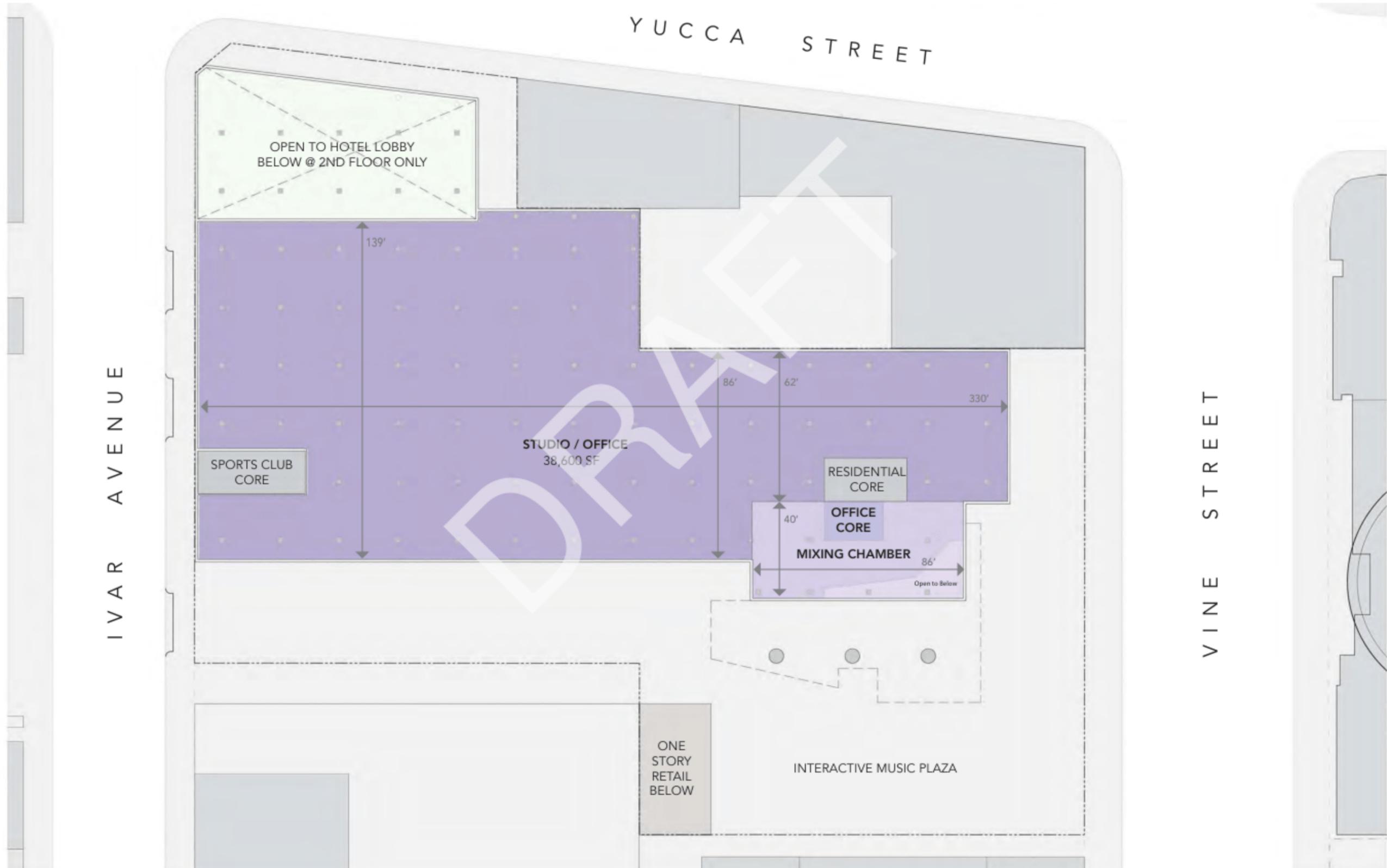
OFFICE SPACE: (FLEXIBLE, HIGH CEILINGS, ADAPTABLE...)



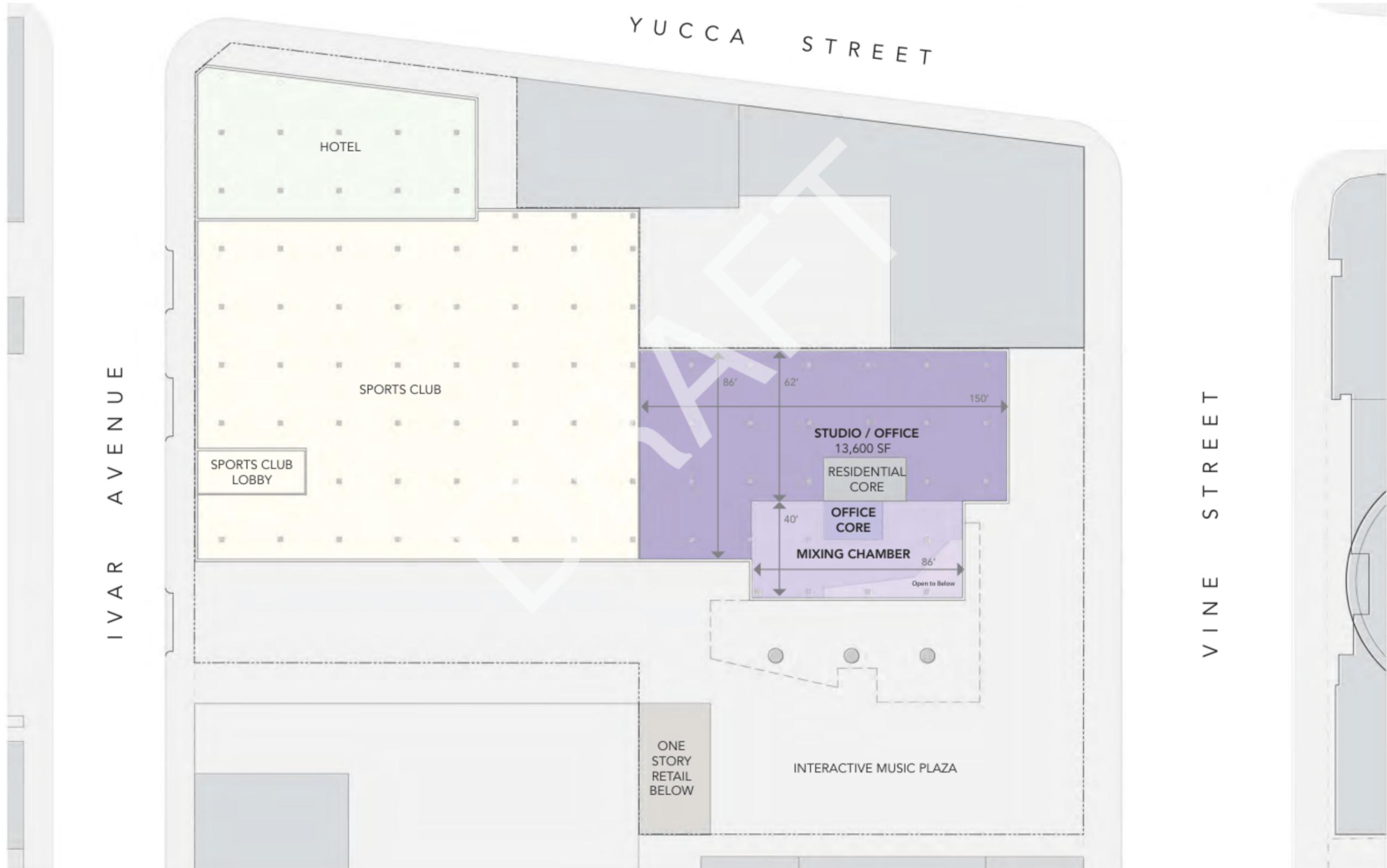
# PHASE 1 - GROUND FLOOR PLAN



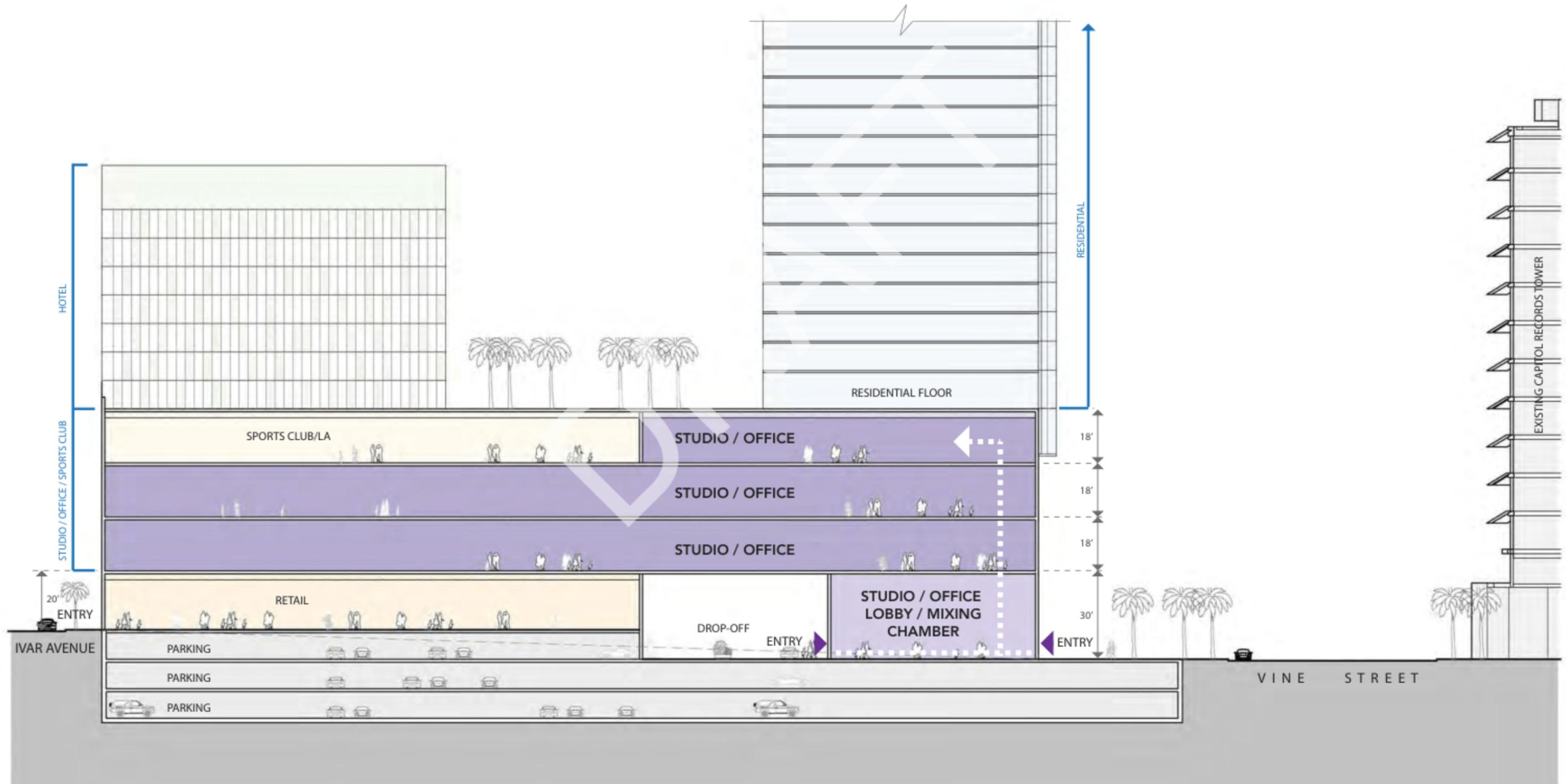
# PHASE 1 - 2ND AND 3RD FLOOR PLAN



PHASE 1 - 4TH FLOOR PLAN

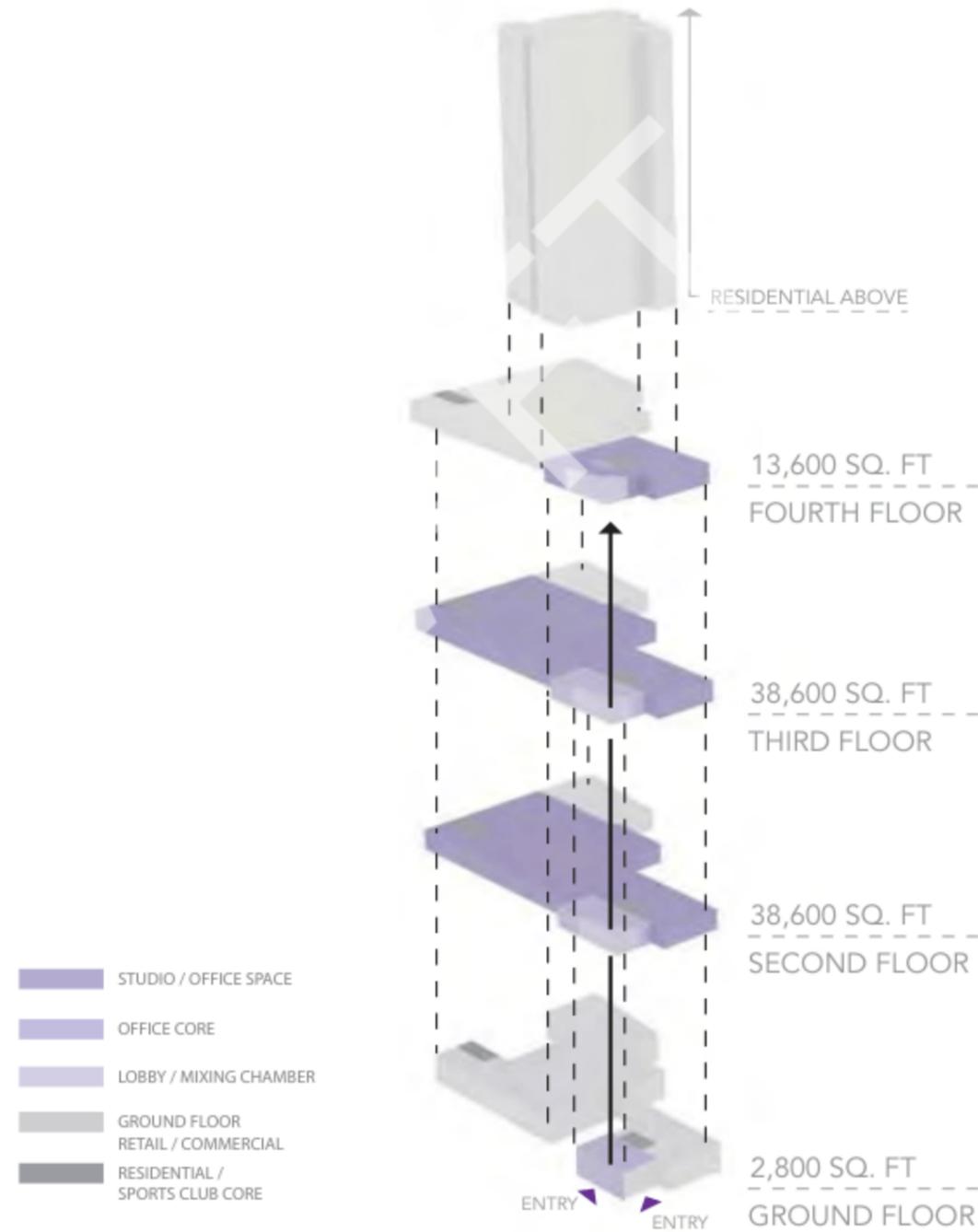


# PHASE 1 - SECTION



# PHASE 1 - COMMERCIAL STACK DIAGRAM

**RENTABLE SQUARE FEET**  
Up to 93,600 SQ. FT



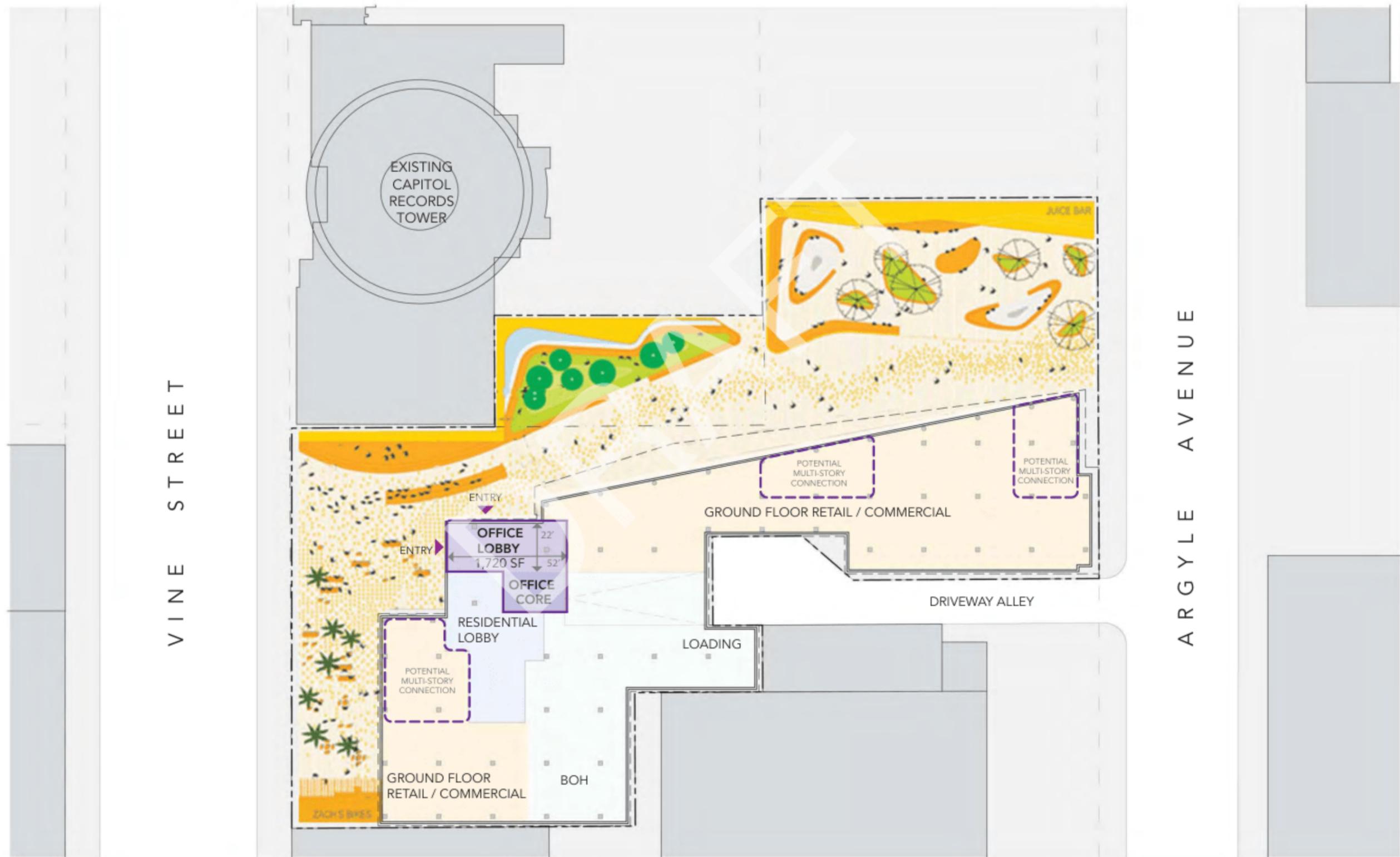
# PHASE 1 - A FLAGSHIP LOCATION



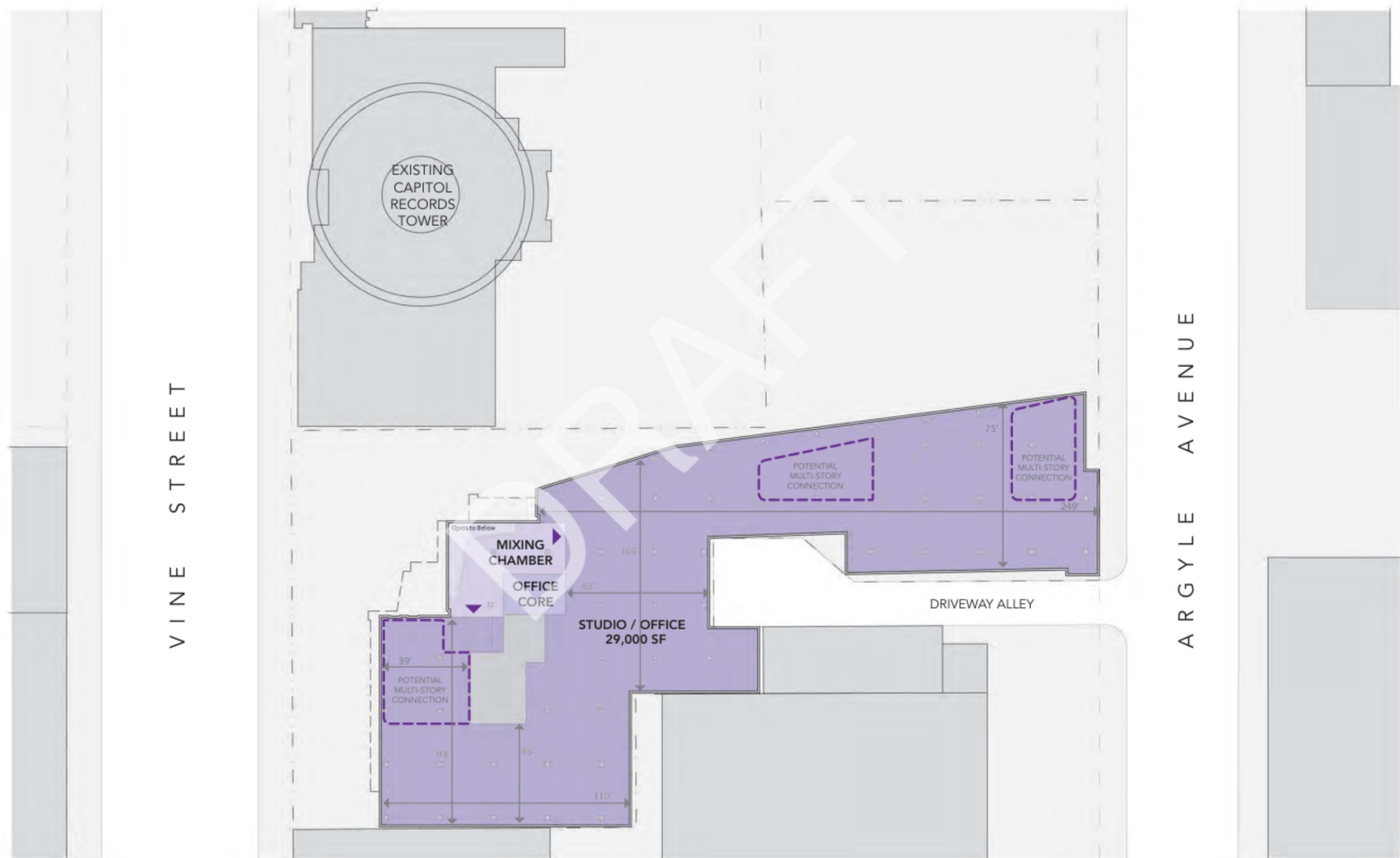
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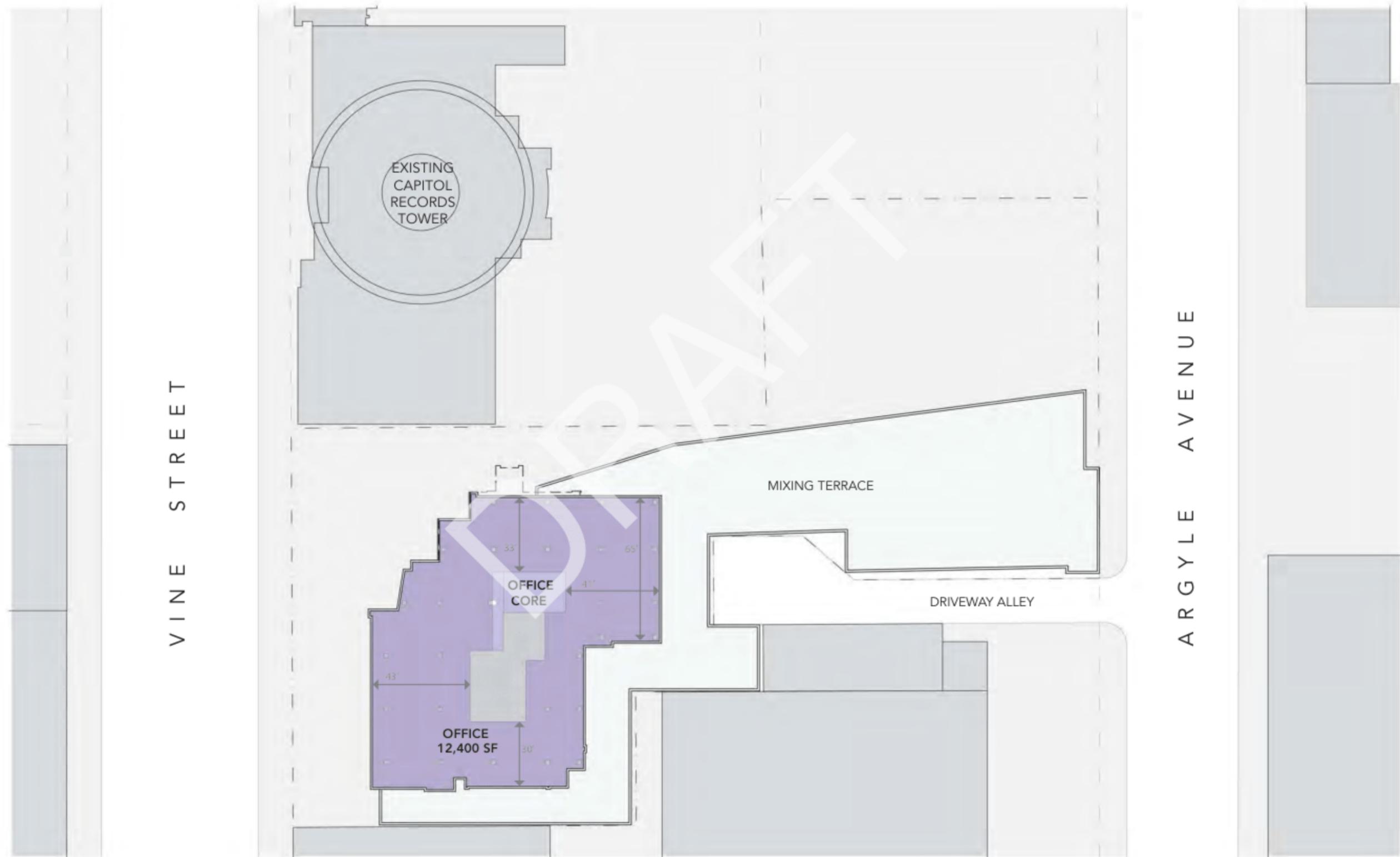
# PHASE 2 - GROUND FLOOR PLAN



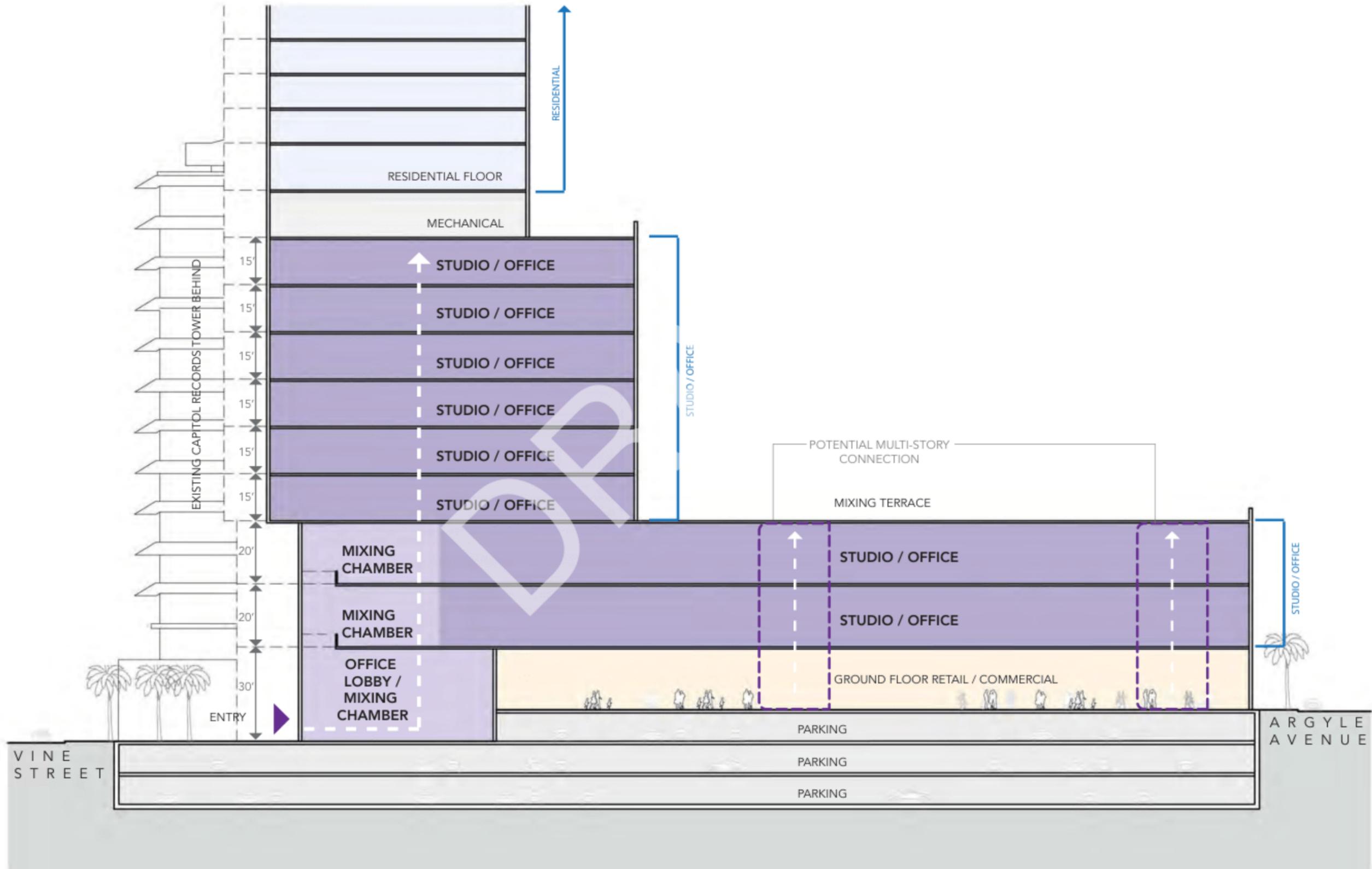
# PHASE 2 - 2ND AND 3RD FLOOR PLAN



# PHASE 2 - 4TH THRU 9TH FLOOR PLAN

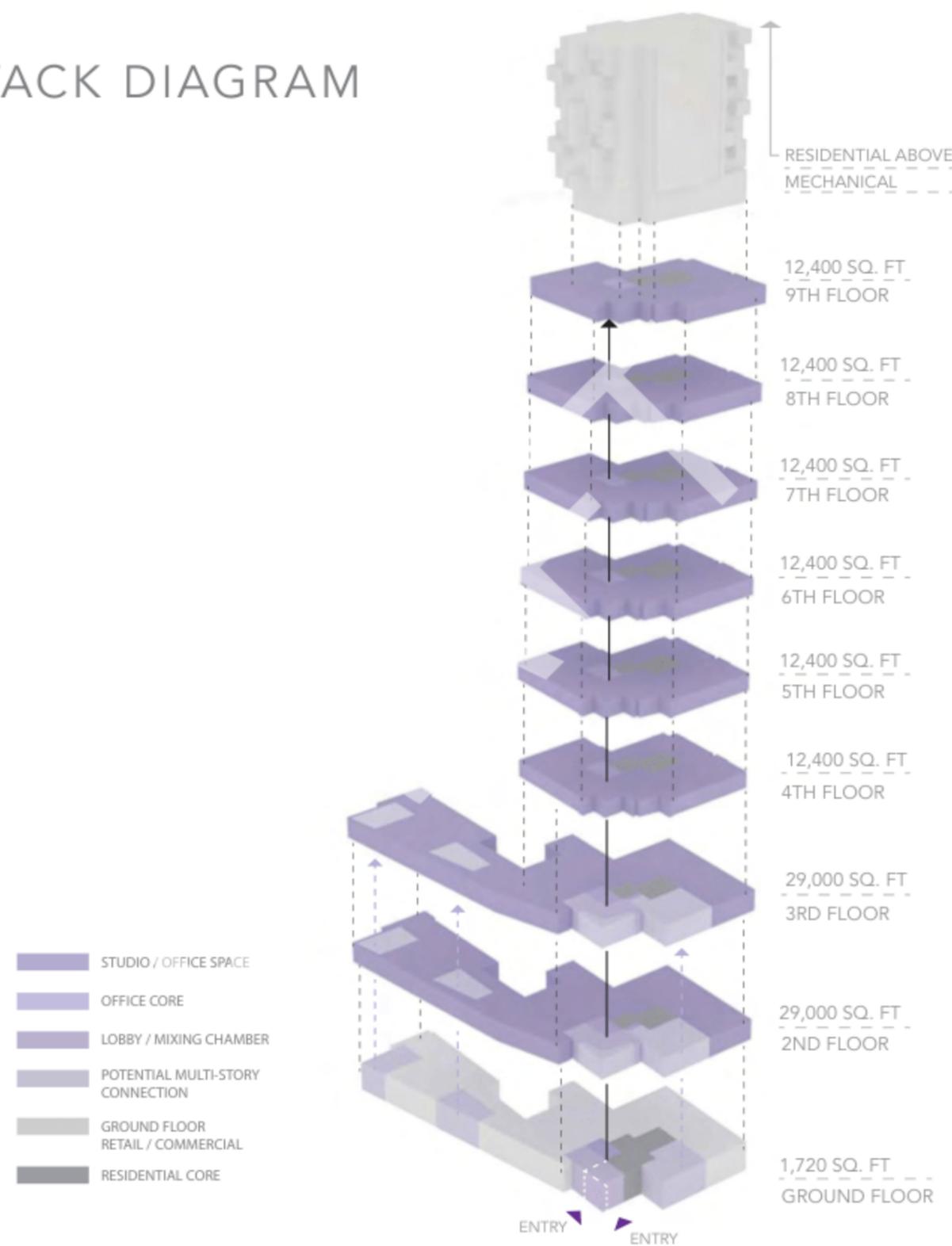


PHASE 2 - SECTION



# PHASE 2 - COMMERCIAL STACK DIAGRAM

**RENTABLE SQUARE FEET**  
Up to 135,000 SQ. FT



## PHASE 2 - A FLAGSHIP LOCATION



## PHASE 2 - A FLAGSHIP LOCATION



## A FLAGSHIP LOCATION



# Millennium Hollywood

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 MILLENNIUM PARTNERS

 ARGENT  
VENTURES

GRAPHIC CONTENT BY

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