



Palladium Rehab Revitalizing Hollywood

Coe Architecture International Renovates Icon

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Christopher Coe, AIA, LEED of **COE Architecture International** is pleased to announce the design for the renovation of the world-famous Hollywood Palladium nightclub on Sunset Boulevard, scheduled for completion in October 2008. The two-story, 60,000 square foot venue, which has a general admission capacity of 4,000 people and also encompasses two large retail spaces facing Sunset Boulevard, will contribute to the revitalization of Hollywood.

Originally designed in a Streamlined Moderne style by Southern California's legendary architect, Gordon B. Kaufmann, the exterior renovation design is the first project to be completed under **Christopher Coe's** newly-launched design firm, **COE Architecture International**.

The Hollywood Palladium
Exterior Renovation Project Team:

Design Architect
Christopher Coe, AIA, LEED –
COE Architecture International

Executive Historical Architect
Architectural Resources Group

Historic Preservation Consultant
Historic Resources Group

Structural Engineer
Nabih Youssef & Associates

General Contractor
Morley Construction Company

Building Owner/Developer
NCA Green

Project Manager
The Robert Green Company

The Palladium’s rich history and significance to the cultural life of Los Angeles gave **Christopher Coe** the opportunity to preserve and protect the legacy of a piece of Hollywood’s glamorous past and further enhance the design. That design – and the building’s historic and geographic context – reflect **Coe’s** career-long attraction to bold, iconic buildings by early American modernist masters, an attraction that originally led him to work in the offices of **Gwathmey Siegel** and **Richard Meier** and later, **Arquitectonica** and **Gruen**. Although **Coe’s** work is more often demonstrated in large scale mixed-use projects, the significance of the Palladium draws on a sensitivity developed through his work at those firms.

“The Palladium was designed in a modern style of architecture that expressed the optimism of that age and reflected the spirit of the burgeoning entertainment industry in Hollywood. Unfortunately, most of the building elements that captured this spirit had been lost in previous unsympathetic renovations and paint. It was exciting to peel back these layers to find that the bones of the building were intact and fantastic,” said **Christopher Coe**. “Bringing new life to a building with such a rich history is very rewarding.”

A major feature of the renovation is the reconstruction of the original marquee and pylon sign tower located over the main entrance on Sunset Boulevard. The sign, which had been replaced years ago, features large neon letters in a streamlined font that vertically spell out the Palladium name that will be animated. “We discovered old newsreel footage that showed the animation sequence of the neon sign letters and timed it so that we could recreate the sequence”, **Coe** explained. Updated with a white LED backlit grid, the sign will change colors on special occasions. Drawing on his early professional experience at **Kaplan Gehring McCarroll Architectural Lighting**, **Coe** has designed all of the lighting for the project. Cove lighting will graze the board-formed concrete walls, highlighting the innumerable Moderne details of the building.



Christopher Coe · AIA, LEED
COE Architecture International

Christopher Coe's extensive experience and modernist training made him the ideal architect for the project. Educated at Yale University, he originally came to Los Angeles in 1987 from the New York office of **Richard Meier & Partners** as project designer on the Getty Center. Previously, **Coe** worked as project designer in the New York offices of **Gwathmey Siegel & Associates**. In 1998, he established the Los Angeles office of **Arquitectonica** and designed and managed performing arts centers, public schools and residential development projects totaling over \$550 million, including the recently completed Wilshire Vermont Station mixed-use project in Koreatown, the Performing Arts Center for Irvine Valley College and John Mack Elementary School near USC. Later he was a partner and Design Principal at **Gruen Associates** before launching his own firm.

COE Architecture International is a Los Angeles-based design firm widely recognized for its unique approach to architecture as city-making. A critical practice focusing on the city as a sustainable organism, **Coe Architecture** designs urban-centric mixed-use, in-fill projects and transit-oriented developments that are skillfully integrated into the larger fabric of the city with the knowledge that each new building is framed by those of the past.

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The façade is defined by a skin of blue spandrel glass along the building that replicates original Vitrolite glass from 1940. The glazing continues in a thin band below new, expansive storefront windows that envelope 5,000 square feet of retail space on each side of the main entrance. The addition of this retail space actually returns the building to its original program which had been altered decades ago. Contributing to a lively engagement with the street, along with the rest of the project it provides a key component in the redevelopment of Sunset Boulevard eastward.

Located in the heart of Hollywood's historic studio district, the Palladium sits on the site once occupied by the original Paramount Studios amid several other luminary neighbors including the William Lescaze masterpiece CBS building, Sunset Gower studios, and the Earl Carroll Theater also designed by Kaufmann.

"Although the Palladium is not a designated landmark, it is eligible for listing in the local, state and national registers. Therefore, we had a great responsibility to design the project according to the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties to ensure its eligibility, **Coe** explained. "This entailed meticulous investigation and thorough studies to ensure the reconstruction of original project elements would be as historically accurate as possible and that new elements would be compatible with the original building."

Upon re-opening, the venue will continue its prodigious history which began on October 31, 1940, with a concert by the Tommy Dorsey Orchestra, featuring the as yet unknown vocalist Frank Sinatra. Over the years the venue hosted six presidents including President Kennedy, was a television studio, was the scene of the Emmy, Grammy and Country Music Awards and hosted the biggest names in rock and roll including the Rolling Stones, The Who, Led Zeppelin, The Police, and the Red Hot Chili Peppers.

"The restoration of the Hollywood Palladium synthesizes the best of Hollywood's past, present and future," said Council President Eric Garcetti. "In Hollywood's heyday, the Palladium welcomed the titans of entertainment. The next golden age is here, and the Palladium will offer a front row seat."

The building was purchased last year by local real estate developer NCA Green and their investment partner Commonfund. The Palladium is one of several projects under development by NCA Green which **Coe** will design.

Other members of the project team include executive historical architects Architectural Resources Group and historic preservation consultant Historic Resources Group.

The project has the support of local historic preservation groups, including Hollywood Heritage and the Los Angeles Conservancy, who have both lauded NCA Green and **COE Architecture International** for the level of care and vision they brought to the project.

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