

sunset



BIDnewz

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A NEW STAR SHINES ON SUNSET BOULEVARD

“Amazing.” The one word architect **Christopher Coe** used to describe the recently renovated **Hollywood Palladium** — the first project to be completed under Coe’s newly launched design firm — **COE Architecture International**.

Coe worked with Orange County developer **NCA** to preserve the legacy of a piece of Hollywood’s glamorous past and further enhance the design of the Palladium, which kicked off its grand reopening on Oct. 15 with a sold out performance by rap superstar JAY-Z.

With the Palladium back in business — and better than ever — Coe credits **NCA** with having the vision — and the funds — to make the Palladium look as it did when it first opened its doors in 1940 — when the Tommy Dorsey Orchestra and Frank Sinatra performed. Since then, the Palladium has hosted six presidents, acted as a television studio, hosted the Emmy, Grammy and Country Music Awards; and was the venue of choice for numerous big-name rock concerts. It also has gradually lost its luster and been in dire need of an exterior and interior facelift.

When **NCA** purchased the historic venue with their investment partner **Commonfund** in 2007 and decided to work with Coe to rehabilitate the Palladium, the team first spent approximately six to eight months doing some master planning and sketching; and deciding exactly what they were going to do to the iconic Hollywood landmark.

Coe said a major feature of the renovation was the reconstruction of the original marquee and pylon sign tower located over the entrance. The original sign was replaced in 1962, when the then owners conducted an overall renovation to lure Lawrence Welk to shoot his live show at the Palladium. Coe likens the complexity of the historical recreation of the sign to an episode of “CSI.”

Equally as mysterious was the original color of the building. Coe said they hired a forensic architect to conduct a paint study, which consisted of cutting into all layers of paint on the building (approximately a layer of paint for each year since the Palladium has been in operation) and scientifically analyzing each layer. Coe said the color of the Palladium’s exterior is now just as it was in 1940.

“It was exciting to peel back the layers of previous, unsympathetic renovations and paint to find that the bones of the building were intact and fantastic,” Coe said. “It is so remarkable that we were able to continue the building’s usefulness.”

And indeed its usefulness has been preserved. Since reopening night, numerous concerts and events have taken place at the Palladium, driving thousands of concert and event goers to the Sunset & Vine neighborhood. The Palladium is undoubtedly serving as a key component of Sunset Boulevard’s redevelopment and revitalization.

“(The Palladium) helps enliven a neighborhood that once physically stopped at the intersection of Sunset & Vine and didn’t go east,” Coe said.

Coe said he is pleased to have the design for the renovation of the Palladium as an item on his resume.

“Bringing new life to a building with such rich history is very rewarding,” Coe said.

“My dream was to renovate the CBS building,” Coe said. “I just came up one block short,” he joked.



The new old days — The Palladium in the 1940s (left) and on reopening night — Oct. 15, 2008 (Photos courtesy of COE Architecture International)

WHAT’S HAPPENING

‘TIS THE SEASON TO GO METRO

Late-night subway service on **Metro’s Red Line** has been extended during the holiday season! Continuing each Friday and Saturday night, from Nov. 21 through the entire month of December, Metro’s Red Line service will run approximately every 20 minutes until 3 a.m. So, avoid parking hassles and traffic congestion and go Metro this holiday season! For more information, visit www.metro.net.

HAIL-A-TAXI PILOT PROGRAM

Now in its fifth month of implementation, the six-month **Hail-A-Taxi Pilot Program** encourages all to hail a taxi in Hollywood and Downtown Los Angeles. The test program provides taxi drivers with the much-needed flexibility to load and unload passengers in otherwise restricted areas, including red zones. If the pilot program proves to be a success, it may be implemented in other areas in Los Angeles, and hailing a taxi may become a permanent fixture in Hollywood.

NAVIGATE HOLLYWOOD

With a new year, comes a new interactive, way-finding website for Hollywood! Come 2009, www.NavigateHollywood.com, will officially be up and running. Navigate Hollywood will help all navigate their way to, through and out of Hollywood; and will be complete with parking information, public transit information, and a section that allows site users to sign up for and receive street closure alerts via e-mail or SMS text. Navigate Hollywood is a project of the **Hollywood Property Owners Alliance** staff and is being funded by Hollywood developers and businesses.