

Palladium Hotel + Towers Hollywood, California



The existing historic Palladium nightclub was designed in the late 1930s in a minimal Streamlined Moderne style. The building is characterized by the horizontal massing of its facades juxtaposed to the dominant curve of the ballroom roof and the evocative form of the curved canopy over the west entry. The main entry is highlighted by a curved, horizontal signage marquee topped with a vertical pylon blade sign. The building is painted in a polychromatic scheme of its' day with tones of dark green, light cream and vibrant blue . This artful and colorful composition of horizontal orientation and curved accents is the basis for the building forms of the new development.

The buildings of the new development are carefully arranged adjacent to and behind the Palladium in a respectful manner that frames the existing building, making it the centerpiece of this new urban composition. The form, massing, details and color of the new buildings take their cues from the horizontal and curved forms of the Palladium, further relating the new development to the valued original building.

The hotel/condo tower located on the west side of the Palladium is a thin “bar” building with a staggered and curved south end that exactly mimics the form of the Palladium’s curved west entry canopy. The tower springs from a 3-story lobby surrounded by a series of columns and facing a new pedestrian plaza. The hotel occupies the lower portion of the tower and includes a small east-west extension of rooms. The hotel is capped on the 16th floor by a club level with a wrap-around balcony and a sky terrace overlooking the Palladium. The condo floors extend from the hotel and the facades of each residential floor are articulated by a series of horizontal balconies and recessed vertical terraces. The entire tower is clad in horizontal bands of light green glass, a nod to the green walls of the existing building. A six-story podium runs east-west behind the Palladium, linking the hotel/condo tower to the office building to the northeast. The top floor of the podium serves as common open space for the hotel, condo and office building and contains a swimming pool, spas, pool bar/cafe and extensive landscaping. The office building is positioned on top of the podium, directly behind the Palladium and on axis with the existing building’s main entrance. The horizontal orientation, curved forms and green glass of the office building echo the hotel/condo tower, thereby creating a cohesive composition for the entire development. Designed by Christopher Coe.