



CO-STAR NEWS  
SEPTEMBER 17, 2019|KAREN JORDAN

## **New Entertainment District Near Future LA Rams, Chargers Stadium Announces First Tenants**

### **Three Businesses to Open in Hollywood Park in Inglewood, California**



Rendering of Los Angeles Stadium and Entertainment District at Hollywood Park. (Hollywood Park)

The first tenants have been announced for Hollywood Park, the ambitious, 298-acre entertainment district being built by Los Angeles Rams owner Stanley Kroenke, as part of a planned \$5 billion NFL football stadium, in Inglewood, California.

Three Weavers Brewing Company, a craft brewery that opened about three years ago in Inglewood, fitness club Olympix Fitness, based in Long Beach, Calif., and global cinema company Cinépolis Luxury Cinemas are all slated to take space in Hollywood Park. The retail and entertainment district is to include around 2 million square feet of commercial space, more than 20 acres of parkland, more than 2,500 residential units and a 6,000-seat performing arts venue.

NFL Media also plans to have offices there. A potential arena for National Basketball Association's L.A. Clippers is in discussions as well.

"We are thrilled for them to be announced as the first Inglewood-based business to join the entertainment district," Inglewood Mayor James Butts said of Three Weavers Brewing Company in an email. "We welcome Olympix Fitness and are thrilled at the return of first-run movies courtesy of Cinépolis here in the heart of Inglewood."



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Inglewood, a city of about 110,000, has been considered a depressed area of Los Angeles, but the arrival of sports teams has the potential to reinvigorate the city and give it national prominence, according to CoStar Market Analytics. The stadium's arrival could create around 4,000 jobs, according to the City of Inglewood.

Three Weavers Brewing Company will offer local craft beer and food, indoor/outdoor seating and live entertainment in a 20,000-square-foot space at the Century Boulevard entrance. Olympix Fitness plans a 21,000-square-foot location, twice the size of its Long Beach one, with a rooftop swimming pool. It would mark the fitness club's second location.

Cinépolis plans a 12-screen theater with fully reclining leather seats and stadium seating. Ticket prices will range from \$8 to \$15 compared to prices that can go as high as \$21 at its Palisades Village location, for example.

The company is looking forward to offering its cinematic experience "at an attractive price point in Hollywood Park," according to Luis Olloqui, chief executive at Cinépolis Luxury Cinemas.

The Inglewood Cinépolis location would also have in-theater waiter service at the push of a button, a full bar and a chef-inspired menu. It would mark its fourth Los Angeles location.

The entertainment district will be "a new city in the heart of the greater Los Angeles region where people from all across the world will come together," according to Jason Gannon, managing director for Hollywood Park and the Ram's future home, SoFi Stadium, newly named for the online personal finance company.

The 70,000-seat NFL stadium, for the Los Angeles Chargers and Los Angeles Rams in Inglewood, is scheduled to open next year. It is also slated to host Super Bowl LVI in February 2022 and the NCAA College Football Playoff National Championship the following year.

The NFL stadium complex is also planned to serve as the venue for the opening and closing ceremonies of the Los Angeles' 2028 Olympic Games.