

Los Angeles Edition

C A L I F O R N I A
CONSTRUCTION REVIEW

California's Most Challenging & Unique New Construction Projects

value engineering
site planning
network sourcebook

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The Promenade at Howard Hughes Center

Named after Howard Hughes, the billionaire entrepreneur, producer, aviator and philanthropist, The Promenade at Howard Hughes Center is an extravagant display, in true Hughes style, of the newest entertainment and retail center in the City of Angels.

The Promenade's architectural style is an easy reminder of the illustrious career of the legendary Hughes himself. The center's 1940s theme is reflected in the elegant lines, terracotta walls and metallic decorative trimmings. Its open-air design recalls the heyday of Art Deco in the textures, motifs and avionics elements popular in Hughes's days. The Spruce Goose, a Hughes-designed plywood flying boat, is alive and well, etched on the walls of the underpass entrance to the center.

The two-level, 250,000-square-foot center features a two-level 18-plex theater, a 3-D IMAX theater, theme restaurants, major retail anchors and a collection of entertainment-related retailers. Already signed up as tenants are Borders, Nordstrom Rack, Islands Restaurant, Johnny Rockets, Romano's Macaroni Grill®, Corner Bakery, Jamba Juice, Ben and Jerry's, Starbucks Coffee, Mrs. Fields, and On the Border Restaurant Mexican Grill & Cantina.

The project is an extremely complex undertaking on a fast-track schedule.

concept to completion

The Need:

A multiuse entertainment and retail facility with architecture and displays reminiscent of its namesake

The Challenge:

Constructing on a hard-to-access site within a fast-track schedule

The plush new entertainment and retail center, just north of one of the busiest airports in the world, Los Angeles World Airports, is situated on 5.6 acres of prime real estate, located at the intersection of the San Diego Freeway and Sepulveda Boulevard.

Rising 70 feet above the San Diego Freeway, the second busiest thoroughfare in the country, the Promenade's freeway elevation is designed to produce a unique visual impression.

"When the bid results came out, it was over the budget.

Ray Wilson Co. came up with a value engineering proposal to bring the cost down to within budget."

— Jun Eguia,
Ray Wilson Co.

"Access was a problem at the construction site," said Jun Eguia, project manager for Ray Wilson Co., the project's general contractor. "The north side is blocked by existing parking, on the east side is the [San Diego Freeway] and on the west side is Center Drive, which was still under construction when we started this project. We had to schedule our work around one entrance ramp, which also serves as an exit." Getting to and from the job site was a challenge for the project team.

Construction materials used on the project include posttension concrete, mild reinforced concrete floor framing, and structural steel floor framing for the retail spaces. Steel braced frames, steel moment resisting frames, and reinforced concrete shear walls are all part of the lateral force resisting systems.

"The subterranean structure is made of concrete, and the superstructure is structural steel, steel joists and metal deck," said Eguia. "The plaza deck [mall floor] is posttensioned. The multilevel parking structure is also post-tension design.

"When the bid results came out, it was over the budget," he said. "Ray Wilson Co. came up with a value engineering proposal to bring the cost down to within budget."

Pulling the project together, despite the challenges, the team reached a successful completion in March 2001, and The Promenade at Howard Hughes Center is destined to become an attraction for local residents and tourists alike. ●

— J.S.

facts & figures

Name:

The Promenade at
Howard Hughes Center

Location:

Los Angeles

Owner:

J.H. Synder Co./
ORIX Real Estate Equities

Type of Project:

Construction of
a new entertainment
and retail center

Developer:

J. H. Snyder Co.

Architect:

McLarand Vasquez
Emsiek & Partners

General

Contractor:

Ray Wilson Co.,
Pasadena

Size:

250,000 square feet (leasable)

Construction

Time:

August 1999 - March 2001