

Hollywood Takes Cue From DTLA

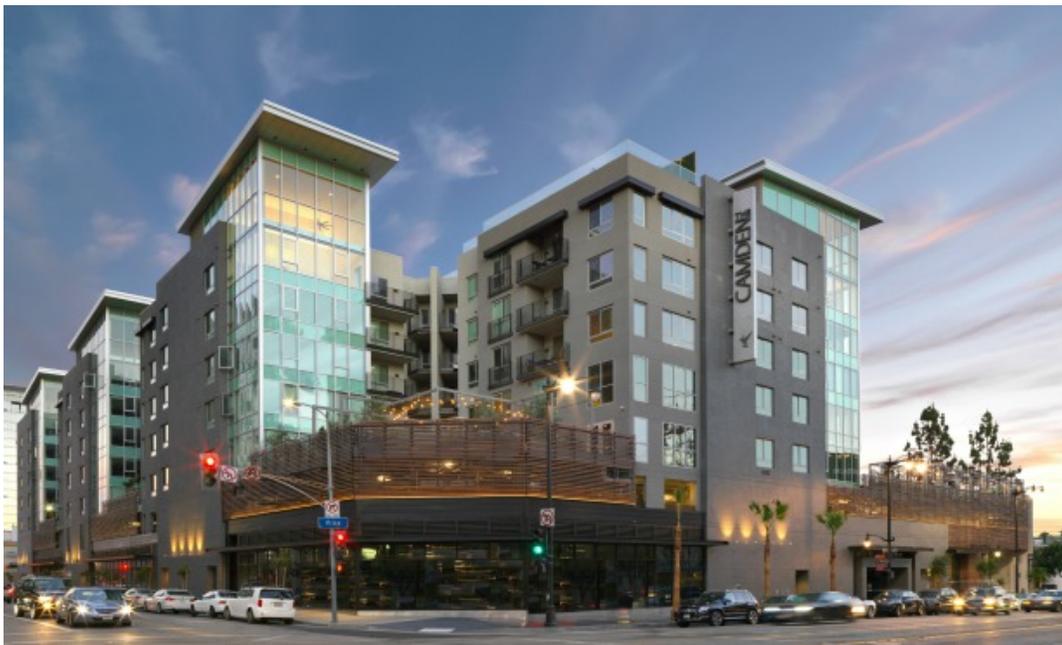
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LOS ANGELES—The newly opened Camden Hollywood brings a touch of urban mixed-use style living to the evolving Hollywood market.

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The property has 287-units, retail and ultra high-end amenities.

LOS ANGELES—**Bernards** has completed construction of the highly anticipated Camden Hollywood. The mixed-use project ups the ante on urban design in the burgeoning Hollywood submarket, which is undergoing a mini development renaissance. The five-story, 287-unit property is a classic urban infill project from developer Camden in collaboration with **sbe** and the **Souferian Group**.

“Our client, Camden USA, is very savvy and understood from the outset that this project must exceed the desires of the millennial audience it was targeting. Mission accomplished—in spades,” **Jocelyn Topolski**, executive director of project development at Bernards. “The Camden is one of those catalyst projects that is on the early edge of the spectrum for the Hollywood resurgence. As this project has finished, you can look around and see five tower cranes on sites where new mixed use and office projects are being constructed.”

Located at 1540 North Vine Street in Hollywood, the property is on a formerly neglected corner of Vine and Selma. The property features hotel-like amenities, like an Equinox Health Club and private outdoor exercise area, a sunset deck with a heated salt water pool and outdoor courtyards and dog walking spaces. It is already hugely popular with phenomenal community response. “Judging by the leasing activity, which has been quite robust, I think it’s safe to say the community has responded quite well,” says Topolski. “This is a great looking project with beautiful and abundant amenities and a top notch fitness club to serve both the clients and the surrounding community.”

Bernards, the general contractor for the project, is adept at building these infill projects. The five story property sits on a two-level podium, and totaling 672,765 square feet. “The Camden site is on a quintessential urban site with a high level of vehicle and foot traffic, requiring careful project planning and implementing strict safety measures,” adds Topolski about the construction process. “In addition, the very deep site excavation to accommodate the four levels of subterranean parking was an impressive feat, requiring removal of a large amount of soil, complex shoring and remarkable subterranean parking system.” TCA served as the architect on the project.

This was one of [two Camden projects](#) that Bernards worked on simultaneously. The second is the Camden Glendale, which opened in 2015.



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