



Use: Residential hotel

Size: 292,000 square feet

Certification: WELL Silver Multifamily Residential

Key health and wellness features: Daylight/extensive glazing, ventilation/air quality, noise abatement, biophilic design, natural materials, pool, fitness center, filtered water

Cost: WELL—reduced-fee pilot program, \$20,000 air quality testing

Value added: 80 percent leased six months after opening, top-of-market rents

Hollywood Proper Residences

Hollywood Proper Residences, a 200-unit luxury high-rise at the new Columbia Square mixed-use complex in the heart of historic Hollywood, California, was the world's first rental apartment building to earn WELL certification.

The \$140 million tower is one part of a complex of historic renovations and new construction spanning one city block that was redeveloped by Kilroy Realty Corporation, a publicly traded real estate investment trust (REIT) focused on the West Coast. A global leader in healthy buildings, Kilroy has developed ten Fitwel-certified buildings, the most of any private developer and owner worldwide. The firm earned WELL Silver certification for its first WELL project at Hollywood Proper Residences.

“As a market leader, we recognize the growing need to focus our portfolio on the health and wellness of our tenants and residents,” says Chris Heimburger, Kilroy senior vice president of development.

Designed by GBD Architects of Portland, Oregon, and House & Robertson Architects of Culver City, California, and constructed by San Francisco-based Webcor Builders, the 292,000-square-foot, 22-story building was erected over a four-level parking garage and

features furnished and unfurnished extended-stay hotel suites. Opened in June 2016, it is located within the new 737,000-square-foot Columbia Square complex, which features five new LEED Gold-certified office buildings and two renovated historic buildings, including the 1930s-era CBS broadcast studios. Columbia Square offer retail, restaurant, corporate office, and coworking space targeted to the creative and entertainment industries.

Kilroy began revitalizing the Hollywood landmark district in 2012. In 2014, Kilroy became interested in the growing movement toward healthy buildings. The site was already conducive to health and wellness, given its transit-oriented location and sun exposure, and Kilroy decided to register for WELL certification under a new pilot residential program.

“Everyone at Kilroy wanted to do a healthy building,” in keeping with the firm's culture of building high-quality, forward-thinking projects, says Sara Neff, Kilroy senior vice president for sustainability. Kilroy also liked the potential returns for providing healthy places to live in an exciting new mixed-use development located on a classic Hollywood block.

Health and Wellness Design Features

The residential tower demonstrates health-focused design with the following features:

- Performance-verified indoor air quality achieved through intensive fresh air exchange and innovative filters
- Natural building materials, such as aged hardwood floors and marble, which have lower levels of volatile organic compounds than synthetics used for carpeting, counter surfaces, and other finishes
- Extensive daylight access with nine-foot floor-to-ceiling soundproofed windows

- Acoustic comfort verified by consultants
- Biophilic environment with natural colors, materials, plants, and views
- 1,600-square-foot state-of-the-art fitness center
- Rooftop deck, a pool, cabanas, and a lounge
- Performance-verified drinking water quality
- Augmented green cleaning program
- Smoke-free environment
- Walk Score of 95.



© PROPER RESIDENCES

Kilroy's Hollywood Proper Residences project includes healthy indoor and outdoor space to encourage an active lifestyle, and biophilic design and materials to connect residents to the natural environment.

“As a market leader, we recognize the growing need to focus our portfolio on the health and wellness of our tenants and residents.”

—Chris Heimburger, Kilroy senior vice president of development

The tower includes one-, two-, and three-bedroom units and pent-houses with private pools. The apartments and common areas were designed and constructed with natural and biophilic materials such as plants and aged-wood floors. The layout is modern and open, with floor-to-ceiling windows overlooking Los Angeles, the surrounding

mountains, and the Pacific Ocean. Resort-style amenities include a rooftop deck, pool, and lounge terrace; a lobby restaurant and coffee shop; a fitness center; and a 24-hour concierge service, which can locate a rental bike, boxing gym, or meditation class for tenants.

Healthy Building Returns

Though no post-occupancy survey of the building occupants was conducted, Neff says Proper “was over-the-moon excited” about its first opportunity to operate a healthy building. The building was 80 percent occupied six months after opening, according to the most recent available data. Units command top-of-market rents in Hollywood, which have not been attainable for that area in recent years, says Neff.

WELL certification costs were relatively modest, says Neff. With WELL fees reduced because the project was a pilot, Kilroy’s major WELL expense was \$20,000 for additional filtration, both in the HVAC system and standalone, and for testing of air quality.

Though Kilroy is pleased with the results, the WELL certification process for the tower presented challenges, says Neff. Because the developer had to wait to do an air quality test in a finished building,

other factors affected air quality after people moved in with their possessions and pets. It took six months and multiple attempts to improve air quality through different rates of outdoor-air intake, high-tech filters, and cleaning regimes for Kilroy to pass final WELL performance verification tests. Neff says this likely was because the residential tower pilot program had no precedents. Fortunately, she says, Delos, the New York City–based wellness real estate and technology firm that founded the International WELL Building Institute, helped resolve problems during the certification process.

Comparing the two certification standards, Neff says Fitwel is more straightforward and can be accomplished “after the fact,” because strategies relate more to operations than construction. Despite the challenges, Neff strongly supports healthy building certification, she says, because “many studies show these interventions do make an impact in your building.”