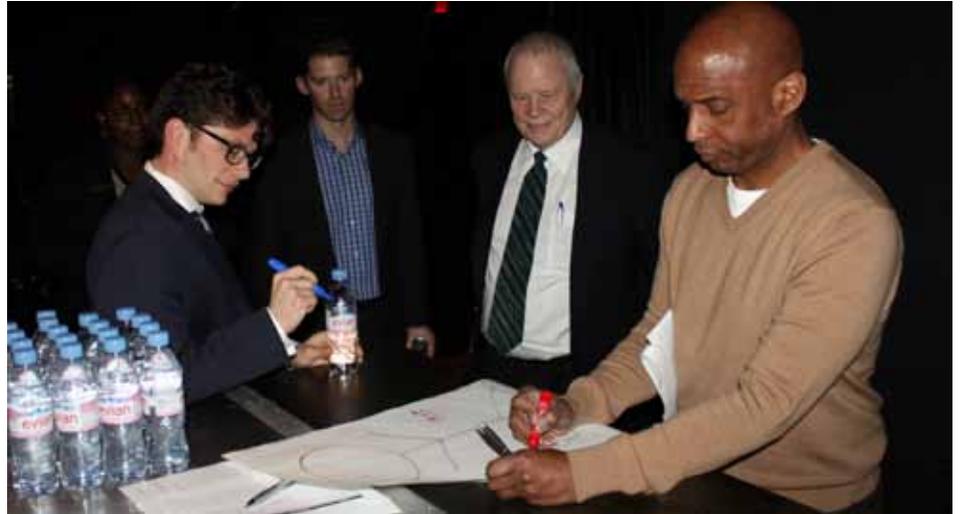


HEADLINES

Reimagining Hollywood's Gateway



Gary Benjamin, Council District 13; Ryan Kvalvik, Clarett West Development; Michael Popwell, Crossroads of the World; and Marty Shelton, NAI Capital, Inc., participate in a CORO exercise organized by the Hollywood Entertainment District. (Photo by Devin Strecker)

On January 27, 2014, 12 post-graduate interns, spent one intense day assessing “what is going on” along the stretch of Hollywood Boulevard nicknamed the Hollywood Gateway. This micro-neighborhood extends from the entrance to the Hollywood Entertainment District business improvement district (BID), at the 101 freeway, to Gower. This stretch was added to the BID during the last renewal, in 2009.

The interns are part of the Coro Fellowship program in public affairs, a program

and business owners, nonprofits, visitors and customers) and make recommendations related to the potential for this area and how it could be improved. This is an area known by its flagship business, Toyota of Hollywood; nightclubs such as the Florentine Gardens; and human service organizations such as My Friend's Place, Saban Free Clinic and the Salvation Army.

Admittedly, the Fellows had a short amount of time to make any assessments. However, they suggested this part of the Boulevard lent itself to more residential development, needed a consistent landscape plan to unify the area and could perhaps attract creative office space to bring in workers to populate the area.

At the briefing, held at Create Nightclub at 6021 Hollywood Boulevard, the audience was broken into smaller groups, and asked to share their responses around three provocative questions: (1) Currently, what do people think, see, or do along this stretch of Hollywood Boulevard? (2) Ideally, what should people see, think or do? (3) How can the BID help bridge this gap from the current reality to what it should be?

The break-out groups had similar reactions regarding the current reality: the stretch is characterized by empty or underutilized buildings which contribute to a perceived lack of safety, lackluster streetscape, lack of amenities for pedestrians, panhandling, darkness at night (with the exception of Toyota of Hollywood), graffiti and trash. The vision for the area involved mixed use

the newsletter of the
[HOLLYWOOD]
Entertainment District

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that originated in San Francisco in 1942. Coro Fellows spend nine months exploring the public policy arena from a variety of vantage points – labor, business, media, politics, government and the nonprofit sector.

The 12 Fellows were assigned the task to explore the Hollywood Gateway and report back to the community later in the day. They were asked to assess the current state of the Gateway, contact stakeholders (property

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Hollywood Property Owners Alliance

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President's Message

Greetings to fellow property owners in this new year! I was honored to accept the presidential gavel from **Frank Stephan**, who completed two years as president in November 2013. I am returning to this chair after having served in this capacity from 2003 to 2005. What a difference nine years makes!

I am pleased to serve this year with an extremely dedicated and talented group of property owners and their representatives. We just added **Chad Lewis** of Klein Financial (1600 Vine) to the board at the last meeting to complete the term vacated by **Lynda Bybee** of Metro. We have two new committee chairs this year. The Streetscape and Planning Committee is chaired by **Mark Echeverria** of Musso and Frank Grill. The Security Committee is chaired by **Charlie Colletta** of HEI (W Hotel). Both of these committees meet jointly with our sister BID to the south, the Sunset & Vine BID.

In addition, this year we have ramped up our Marketing Committee, which hasn't been active for several years. I am pleased to announce that **Jan Martin** of AMDA will serve as chair of this group this year.

All three committees have important agendas for 2014. The Streetscape Committee has added "planning" to its title, because it is monitoring the activities related to the Hollywood Community Plan during this time of uncertainty. (See related article on page three.) It also has just completed an exhaustive four-month competitive bidding process for the maintenance contract. After reviewing proposals received from four companies, and interviewing three, the Committee has recommended to the board entering into a contract with CleanStreet, our current vendor.

Our Marketing Committee is working hard to "change the conversation" about Hollywood through proactive media and blogger relations, a new website in the works, and positive messaging through staff outreach and potential events.

The Security Committee is off and running this year, with two major initiatives

on the docket. One involves an upgrade to the LAPD video surveillance system, which was originally installed ten years ago when I was president the first time. Also in the works this year is a plan to allow private property owners to add to the LAPD camera system by purchasing equipment that could be affixed to their property. This would expand the reach of the system for the benefit of our law enforcement partners.

You will see in another article in this issue reference a year-long effort underway to curb the abuse of alcohol in this BID by transients who seem to gravitate to the many liquor stores who sell cheap beer and spirits. Nearly six out of ten private person's arrests initiated by the BID patrol involves a "drinking in public" charge, and this pattern is worth impacting for the betterment of this entire community.

Having served as chair of the Security Committee for the past seven years, I can attest to the importance of this committee to monitor issues that impact our quality of life and to build productive relationships with our local government and law enforcement partners. We are benefitting from a sustained commitment by the LA County Sheriff's Metro Red Line Patrol, whose leaders attend every Security Committee meeting now. LAPD Hollywood Division is extremely committed to the dialogue and if **Captain Zarcone** or **Captain Palka** are unable to attend, they ensure that they are represented by someone on their team. Finally, our neighborhood prosecutor, **Andre Quintero**, is quite committed to the public safety agenda in our BID and has been extremely effective in securing stay away orders for individuals who have posed problems to residents, workers and visitors in our area.

Please know that we welcome the participation of all our property stakeholders in the BID and encourage your attendance at our monthly board meetings, or at any of these committee meetings. And, if there is anything on your mind, do not hesitate to reach out to me at john.tronson@avisonyoung.com.



Photo by Gary Leonard



The board and staff of the Hollywood Property Owners Alliance pose for a group photo in the W Hollywood Hotel following their January, 2014 meeting. From left to right, front row: David Benavente, Joe Mariani, Drew Planting, Leslie Blumberg, Sarah Besley and Steve Seyler. Middle row: Mark Echeverria, Devin Strecker, Mark Stephenson, David Green, Jan Martin, and Monica Yamada. Back row: Galo Medina, Michael Gargano, Charlie Colletta, John Lyons, John Tronson, Kerry Morrison and Frank Stephan. Not pictured are Joseph D'Amore and Don Mushin. (Photo by Gary Leonard)

Calendar

1988 Community Plan Reinstated

Get out your legwarmers and your Rubik's cubes, because Hollywood is going back to the '80's! The City Council voted on April 2, 2014, to approve a package of actions that rescinds the 2012 Hollywood Community Plan and reinstates the 1988 Plan, subject to the approval of the mayor.

The 2012 Plan was adopted by the city of Los Angeles on June 19, 2012, after ten years of public outreach. Shortly after, a suit was filed, "La Mirada Avenue Neighborhood Association of Hollywood v. City of Los Angeles." On January 14, 2014, the decision was issued by the Los Angeles Superior Court which prohibits the city from "granting any authority, permits or entitlements which derive from the HCPU or its EIR."

In essence, the court determined that the HCPU was "fundamentally flawed" because the EIR included numbers based upon false growth assumptions and didn't adequately address infrastructure issues for the population growth that the community plan allowed.

The practical implications for property owners and developers in the near term are such that properties located within the

Station Neighborhood Area Plan (SNAP), Historic Preservation Overlay Zone (HPOZ), and Hollywood Land Specific Plan will not be affected by the court ruling. Zoning regulations in these plan areas will remain the same. Properties not within these areas will revert back to the 1988 Plan's zoning. Owners and developers looking to build on these properties will need to seek approval to carry out developments that require a modification of 1988 Plan allowances. This does not mean you cannot build proposed projects, only that you will need to engage in discretionary actions to obtain necessary variances.

The Council is now calling upon the City Planning Department to begin working on addressing the court-ruled deficiencies in the EIR, and make necessary revisions. The goal is to engage in a precise exercise to specifically correct those items ruled by the court as "flawed" in a timely matter, with the hopes that a revised plan will be ready for approval in 18-30 months.

For a complete Q&A prepared by HPOA staff, as well as links to helpful resources, please visit www.hollywoodbid.org and click on "Hollywood Spotlight."

HED/SVBID Joint Security Committee Meeting

Thursday, April 10
10:00 - 11:30 a.m.
BID Security Headquarters
6801 Hollywood Blvd.
Hollywood & Highland
(Located at LAPD drop-in center)

HED/SVBID Joint Streetscape & Planning Committee Meeting

Monday, May 5
9:30 - 11:00 a.m.
HPOA Offices,
1680 N. Vine Street,
Conference Room

HED April Board Meeting

Thursday, April 17
4:00 - 6:00 p.m.
W Hollywood Hotel,
6250 Hollywood Blvd.,
Strategy Room (subject to change)

Please RSVP to 323-463-6767 or info@hollywoodbid.org to confirm meeting times and locations. All meetings are open to the public.



NavHwd

street closures

Opening Night Event of 2014 TCM Film Festival *Thursday, April 10, 2014 1:00 a.m. - Friday, April 11, 2014 2:00 a.m.* Westbound closure of Hollywood Blvd., between Highland Ave. and Orange Dr. Additionally, north and south curb lanes, and the north sidewalk, will be closed; pedestrian traffic will be allowed at certain times depending on set-up.

“Million Dollar Arm” Premiere *Tuesday, May 6, 2014 2:00 a.m. - Wednesday, May 7, 2014 2:00 a.m.* All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed. Additionally, the south sidewalk will be closed for arrivals.

“Godzilla” Premiere *Thursday, May 8, 2014 10:00 a.m. - Friday, May 9, 2014 1:00 am* All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed. Additionally, the north sidewalk will be closed for arrivals.

For a complete list of closures, or to sign up to receive text and/or e-mail alerts, visit www.navigatehollywood.com.

Camden Well Underway

After being stalled for many years, Camden Property Trust has finally begun construction on its new 287-apartment mixed use development on the southeast corner of Vine Street and Selma Avenue. The \$140-million project also includes 40,000 square foot of retail space and over 750 parking spaces.

Originally approved in 2007, progress halted during the recession and the site remained a parking lot until earlier this year when construction crews removed several ficus trees on Selma Avenue and began excavating the site.

It was soon announced that Camden Living would be partnering with Sam Nazarian and his firm sbe, which owns and operates stylish nightclubs, hotels and restaurants such as nearby Katsuya, Hyde, The Colony, The Redbury, and SLS Hotels. One of the perks for tenants will be VIP access to sbe’s properties.

Additionally, the project will include an outdoor “artists’ annex” as well as a sound-proof music studio and a movie screening room. Other amenities will include a resort-style swimming pool and an outdoor spa.

TCA Architects (Chinatown’s Jia apartments; Miracle Mile’s 5550 Wilshire) designed the project, which will be seven stories tall when completed; it is expected to open in July, 2016. Rents will range from \$2,000 to

Construction Spotlight

If you’ve visited Trader Joe’s or stopped by the Pantages recently it’s hard not to notice the construction activity in the Hollywood and Vine Corridor. After some considerable investment the **Taft Building** (Hollywood and Vine) is almost ready for its close up. One of Los Angeles’ most iconic office buildings, the Taft recently underwent significant upgrades including seismic resilience, plumbing, electrical, HVAC, and a new lobby and storefront facade.

Eastown (Blvd 6200) is also moving right along. The project which features 535 apartments and 75,000 sf of retail will also offer 1,350 parking spaces. The project has a completion date of late 2014/early 2015, but the developer is aiming to open its garage to the public as early as summer 2014.

\$4,000 a month.

Camden, one of the country’s largest publicly traded apartment landlords, owns other complexes in Southern California, and is currently building apartments in Glendale. This is their first foray into Hollywood.



Tina Choi presents renderings of the Camden project to the HPOA board at its January, 2014 monthly meeting. (Photo by Devin Strecker)

Vending Law Clarified

Councilmember Mitch O'Farrell's office has released a F.A.Q. regarding the city's vending laws and how they relate to tour buses and other activity along Hollywood Boulevard. While solicitation is legal under the first amendment, aggressive solicitation is illegal. The only sales that are allowed on public sidewalks are "first amendment related sales," such as a person selling a CD of a recording of their own personal performance. Visit www.hollywoodbid.org for the full F.A.Q.

HED Board Supports AB2618

At the March HED board meeting, the directors approved a letter in support of AB 2618 (Perez), a bill that has been introduced to address the ambiguity that exists in the state constitution (Prop 218) regarding general v. special benefits as it relates to a property based business improvement district (PBID). AB 2618 will amend existing PBID provisions to: Reflect the restrictions on property-based assessments arising from Article XIII D; clarify the definition of "special" versus "general" benefits; and codify the methodology used to quantify "special" benefits in accordance with the guidance provided by the Court of Appeals decision in Dahms v. Downtown Pomona Property and Business Improvement District. (This decision reinforces the notion that "special" benefits provided to assessment-payers in a district may also provide secondary collateral benefits to others without diminishing the value of the "special" benefits provided to the intended beneficiaries.) For more information, please call 323-463-6767.



twitter.com/hollywoodHQ1

Newsbites

Mariani Promoted

The Hollywood Property Owners Alliance (HPOA), the non-profit organization that manages the Hollywood Entertainment District BID (Business Improvement District), recently announced the promotion of Joe Mariani to Director of Strategic Initiatives and Business Development.



Photo by Gary Leonard

Mariani, a 2013 MBA graduate from the UC Irvine Paul Merage School of Business, has been with the HPOA since 2007, having previously served as Operations Director. In his new role, Mariani will lead an initiative to further the business development aims of property stakeholders and stimulate revitalization in the BID, which spans 1.6 miles of Hollywood Boulevard.

Mariani will work closely with property owners, the retail and investment community, commercial real estate brokers and the city's economic development department to implement the BID's strategic marketing and communications blueprint. Additionally, Mariani will be responsible for maintaining relevant real estate data and developing collateral material to help showcase the great investment opportunities Hollywood has to offer. In working with these diverse groups, and capitalizing on Hollywood's worldwide brand equity, Mariani hopes that the HPOA can help usher in Hollywood's next great chapter.



Run to the Hollywood Sign

The Hollywood YMCA celebrate its 100th anniversary on June 1, 2014 with a trail run through Griffith Park that culminates in a breath taking view of the historic Hollywood Sign. Participate in one of the 3 trail run/walks of varying length and difficulty: A trail run to the Hollywood Sign (8 miles), a 5K trail run, or a 1 mile family fun walk. Each step you take in this effort benefits the impactful work of the Hollywood Wilshire YMCA and helps raise the vital funds to support critical programs for children, teens, families and seniors in the community. Challenge yourself for a thrilling race or go at your own pace. To enter, sign up at www.hollywoodsignrun.org.

Shoe Palace

Opening in May, Shoe Palace's flagship store at Hollywood & Highland Center will offer customers the Ultimate Experience when it comes to their shoe and apparel shopping. Founded in 1993, the chain now has over 50 locations carrying only the most elite shoe and apparel brands, include Nike, Adidas, Vans, Converse and Puma. The store will be located in the spot formerly occupied by Rolling Stone.

Mind & Body

Exhale Spa at the Loews Hollywood Hotel (1755 N. Highland Ave.) now offers a series of physically and mentally challenging group classes seven days a week, including Core Fusion Yoga, Barre, and Cardio. For pricing, schedule and more information, visit their website at www.exhalespa.com.

Marketing Committee Back in Action

After a hiatus of several years, the HED Marketing Committee has been reinstated, and is now chaired by **Jan Martin**, AMDA College and Conservatory of the Performing Arts. The committee was formalized earlier this year and will meet every other month on the last Wednesday.

The committee's vision is to make Hollywood visible and relevant, and to change the conversation about Hollywood, working side by side with the BID's marketing consultants at Haines & Co.

To this end, they will be launching a brand new website which will feature a blog with stories on architecture, planning, dining, education, entertainment, events, real estate and shopping.

In addition, they have been implementing a series of blogger tours to introduce writers to hidden gems and new places in Hollywood. Two tours have been conducted already: A Day in the Life of Hollywood, and the Creative+Eclectic+Glam retail tour. Upcoming tours will include a Family Fun tour and a Foodie tour.

The committee has also been working on a micro-neighborhoods initiative, to help build neighborhood working groups to coordinate on local issues and to inspire property owners.

Lastly, the committee is looking into planning a signature event for the Hollywood Entertainment District.



Frank Stephan, Clarett West Development, and Giordano Sordani, participate in the CORO Fellow's Hollywood Gateway reimagining session, hosted at Create Nightclub. (Photo by Devin Strecker)

The Egg McMuffin Approach

BID Security has long been a resource for stakeholders in the community for quality of life issues. As a proactive approach, BID security's mission is to continue to improve the quality of life in the District by engaging our homeless neighbors and trying to help steer individuals into programs and shelter with the goal of finding them permanent supportive housing.

During their outreach, officers have often found that homeless individuals in the area are resistant to accepting help. There are many reasons for this resistance, including mental illness and substance abuse. BID security has found that if they are able to build up a mutual trust, their chances of success are

greatly increased. For this reason officers have made it a part of their daily patrols to continue to build up a relationship with those neighbors in our homeless community.

In an effort to continue BID patrol's novel outreach, the officers attempted two new efforts. The newly established BID patrol bike team, which consists of 2-3 officers, initiated

their first "Bike Team Burger Outreach." Officers purchased 20 cheeseburgers and then rode around the BID distributing them to homeless individuals who have been less than open to engaging with officers in discussing supportive services. The effort went a long way in building rapport with these individuals. Due to its success, the following month, the officers engaged in the first ever EMO (Egg McMuffin Outreach) campaign.

While it is hard to quantify the results of these types of efforts, **Steve Seyler**, Director of Security, feels confident that these efforts have helped patrols build a strong positive relationship with people in need. As Seyler told us, "We have

found that there often comes a moment in time when a person is ready to accept help. If that person trusts us it is just that much more likely that we can convince them to come in out of the cold." BID Security: changing the world one breakfast sandwich at a time.

To Contact Andrews International BID Patrol please call (323) 465-0122.



Donny Anderson, BID security, offers an Egg McMuffin to a homeless person.

We're looking for guest bloggers for our new website!

We want your stories. Call Devin Strecker at 323-463-6767 today!

CORO Helps Hollywood

...Continued from Page 1

development which would increase the pedestrian life; wayfinding signage, coordinated landscaping, neighborhood serving retail; bike lanes and some type of 'gateway' signage at the freeway entrance.

This one-day foray into the Hollywood Gateway primes the pump for more micro-neighborhood engagement this year. The BID staff is planning to organize the property owners along this stretch and plan, for May of this year, a walk-through of the vari-

ous properties that comprise this section of the BID. The hope is to build community, similar to what has resulted in other micro-neighborhoods in the BID (most notably the Cahuenga corridor). Past experience has shown that engagement and communication amongst neighbors leads to more collaboration around a shared vision for the future.

A copy of the Coro Fellows report can be located on the Hollywood Entertainment District website under "Current Developments."

Combating Alcohol Issues

For the past seven years, it has been evident that a prime day-time issue impacting the Hollywood Entertainment District (and its sister BID to the south, the Sunset & Vine BID) has been the neighborhood impacts resulting from people who are drinking in public.

This problem is well-documented, owing to the records kept by Andrews International, the BID's security vendor. For example, consider the following:

- In 2013, 721 individual people were arrested for "drinking in public" in the two BIDs. Three percent of this group (25 individuals) were arrested five or more times.

- At least three people (known to the BID) have died, presumably of alcohol poisoning, in the last six months. This is likely a conservative number.

- Based upon encounters between BID security and individuals who are warned or arrested for drinking, there are 46 "chronic offenders" some of whom have been contacted over 70 times by BID Patrol over the past two years.

As Albert Einstein said, the definition of insanity is doing the same thing over and over again expecting different results. After seven years where more than 50 percent of all private person's arrests within the BID are consistently for drinking in public, something has to change.

The Security Committee has created a special task force for 2014 to look at the alcohol-related incidents in the two BIDs and to identify ways to ameliorate these problems. Some of the ideas on the table include: encouraging store owners to refrain from selling cheap spirits and beer that are most often purchased by homeless individuals; looking into programs from other cities where "serial inebriates" are deterred into recovery programs instead of jail; and possibly seeking restrictions on certain alcohol sales. For example, about one dozen cities in the state of California have created ordinances which place restrictions on the sales of individual

beers; beer, ale or malt liquor in containers >32 ounces; or small sized spirits (e.g., airline bottles or hip-flask bottles ranging from 260 to 375 milliliters). Finally, there is a need for access to de-tox beds in Hollywood for those who are ready to seek help.

This problem seems to be more pronounced in Hollywood, perhaps because tourists and pedestrians are more likely to give money to panhandlers in this neighborhood than others in LA. What has been created is a "system that supports drinking" and it cannot be ameliorated without a multi-pronged approach.



Examples of liquor that will not be sold during one-month pilot program in April (photo by Devin Strecker)

April Demonstration Project

One mini-neighborhood which is particularly hard hit in the Hollywood Entertainment District is the area near the Cahuenga-Wilcox/Yucca intersection. There are three businesses there that sell inexpensive liquor known to be a lure to the transient community. Gratefully, all three businesses have agreed to work with the Alcohol Task Force and suspend sales of a particular product from April 1 – 30. The Alcohol Task Force will monitor the impact of this moratorium by tracking alcohol related arrests, and documenting incidence of loitering and sleeping near these establishments.

Members of the Alcohol Task Force include: **Captain Peter Zarcone** and Officer Randall Kutscher from LAPD; **Andre Quintero**, the neighborhood prosecutor for Hollywood; **Courtney Kanagi** from PATH; **Gary Benjamin** from Council District 13; **Chief David Freilinger** from LAFD; and **Steve Seyler**, security director for the BID. For more information, contact **Kerry Morrison** at kerry@hollywoodbid.org

Non-Profit Spotlight



After a request for funding at a recent board meeting, the HED voted to support a new program at My Friend's Place, a non-profit organization in the District which assists homeless youth.

"My Friend's Place (MFP) is both honored and excited to partner with Hollywood Entertainment District in an effort to strengthen our neighbor relations and care of the homeless youth in our community," **Heather Carmichael**, Executive Director of MFP, said. "With the support of the BID, we will embark upon a six month pilot project aimed at enhancing our sidewalk visibility and communication with local businesses and residents. We look forward to sharing the impact of this investment in MFP!"

My Friend's Place is a drop-in resource center offering a comprehensive continuum of care, health, educational, and therapeutic services to nearly 1,600 youth experiencing homelessness and their children each year. To learn more about the organization, visit their website at www.myfriendsplace.org.



Clockwise from top left: Councilmember Mitch O'Farrell speaks at the Hollywood Chamber of Commerce's annual State of Hollywood luncheon • Galo Medina, CFS Investors, listens intently at an HED board meeting • Devin Strecker, HPOA, promoting the BID at the Hollywood Expo • CORO Fellow Mayra Bangee introduces herself at an HED board meeting • A rainbow appears over Hollywood • Andrews International officers, Leonard Sterling and Albert Cox, at the BID security office • Book of Mormon at Pantages Theatre • Marty Shelton, NAI Capital, Inc; Kerry Morrison, HPOA; and John Gallogly, Theatre West at the Columbia Square groundbreaking.

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Shutterbug

Have photos from an event or happening that you'd like to share? Send them in! info@hollywoodbid.org