

only in HOLLYWOODSM

news from the Hollywood Entertainment District
and the Sunset & Vine District

Autumn, 2015 Vol. 18 Issue 3 www.onlyinhollywood.org



The Lions, a soul/reggae band based in Los Angeles, was the headlining entertainment at the sold-out 2015 Sunset and Dine festival at BuzzFeed Motion Pictures. (Photo by Devin Strecker)

4th Annual Sunset & Dine Sells Out

Since its inaugural year in 2012, the Sunset & Vine District's annual community festival, Sunset & Dine, has grown and been heartily embraced by the community. The spotlight has remained on the local restaurants, and the goal has always been to bring the residential and business communities together to support a good cause. This

year both objectives were successfully carried out, with a sold out crowd of over 600 in attendance!

"The fact that we sold out in our fourth year shows that Sunset & Dine is cementing itself as a tradition for the whole community," **Brian Folb**,

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Only in Hollywood Music + Arts Festival Kicks Off Nov. 5

The Only in Hollywood Music + Arts Festival will feature more than 100 acts in nearly two dozen venues over four days. The festival will kick off Thursday, Nov. 5, with acts continuing through Sunday, Nov. 8. Sponsors include KCRW, Palladium Residences and Capitol Music Group.

"The Only in Hollywood Music + Arts Festival is our neighborhood open house," said **Monica Yamada**, president of the Hollywood Entertainment District.

"We invite music and art fans to walk the neighborhood, check out the curated selection of acts and artistic expressions, and grab a bite in one of Hollywood's many restaurants."

Venues and partners include Amoeba Music, Avalon Hollywood, Capitol Records, Co-Lab Gallery, Couture, CreateNow, EaCa Alley, The Fonda Theatre, Hollywood Arts Council, The Hollywood Palladium, Piano Bar, IO West, LACE (Los Angeles Contemporary Exhibitions), The Library

Get Ready to Scramble!

Hollywood to Host a Scramble Crosswalk before Thanksgiving

Relief is in sight when it comes to navigating the busy intersection at Hollywood & Highland. Motorists have long been frustrated by the inability to make a right turn at that intersection because of the endless stream of pedestrians who ignore the "don't walk" light. Furthermore, this intersection has long been identified as one of the most dangerous intersections in the city in terms of pedestrian safety. According to the LA Times, thirty-eight people have been struck by vehicles at this intersection from 2002 to 2013, with one fatality.

This will soon change as that intersection is converted into what is referred to as a "scramble crosswalk" in mid-November. Councilmember **Mitch O'Farrell** announced it first at the All Property Owners meeting for the two BIDs on August 13,

Continued on Page 2...

Bar @ The Redbury, Los Angeles Center of Photography, Mama Shelter, The Montalbán Theatre, The Record Parlour, Saint Felix, Sassafras, Second City, Space 15 Twenty, W Hollywood and more.

"For decades, musicians and artists from around the world have come to Hollywood to share their talents. The Only in Hollywood Music + Art Festival celebrates that creative spirit," said **Carol**

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Hollywood Property Owners Alliance

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matthew@hollywoodbid.org

Devin Tait Strecker - Director of
Communications & Social Media
devin@hollywoodbid.org

Ginnie Gallo - Administrative Coordinator
ginnie@hollywoodbid.org

Security

Andrews International
Steve Seyler - Director
323-465-0122

Maintenance CleanStreet

Gus Vargas - Supervisor
323-463-6767

HPOA Staff Opening Storefront Office

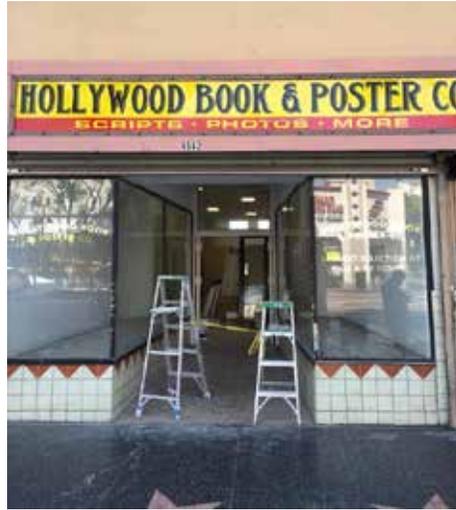
After a 13-year run in the historic Taft Building at Hollywood & Vine, the staff headquarters for the Hollywood Property Owners Alliance is moving to the middle

of Hollywood Blvd., into the micro-neighborhood known affectionately as mid-BID. The staff will move to street level by taking up residence in an historic storefront space previously occupied by Hollywood Book & Poster Company.

The new office, located at 6562 Hollywood Blvd., will accommodate board and committee meetings, as well as a real estate corner for brokers and investors to relax while they are exploring Hollywood.

The community will be invited to an open house when the doors are flung open and we look forward to seeing everyone in our new digs. Staff is anticipating the move to occur in mid-November, but feel free to take a peek through the windows if you walk by!

-KERRY MORRISON, @KERRYHMORRISON



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Scrambled Crosswalks Coming to Hollywood

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2015. The Department of Transportation has been working on the plan to implement this major improvement.

A scramble crosswalk allows pedestrians to cross from all intersections in every direction, including diagonally, at the same time. Many have seen this work in Beverly Hills and Westwood, two busy pedestrian downtowns.

"Safe neighborhoods are my top priority, and a scramble crosswalk at Hollywood and Highland has been one of the top requests from residents and stakeholders who want to improve the overall experience in Hollywood," said O'Farrell. "I would like to thank **Seleta Reynolds** and the Department of Transportation for partnering with my office to make this happen."

In preparation, the BID will be working with the Council office and Chamber on a public education campaign to help people understand the "rules of engagement" when approaching that intersection either on foot or by car.

Volunteers will also be sought in the first couple weeks to help monitor the pedestrian activity, and prompt people to walk or wait, as warranted by the new signal light system. If anyone is interested in serving as a traffic volunteer during the launch of the scramble crosswalk, please contact the BID office at 323-463-6767.

-KERRY MORRISON, @KERRYHMORRISON



Rendering of what the proposed scrambled crosswalks at Hollywood and Highland may look like. (Photo by Gary Leonard)

“Re-Greening” Vine Street

Last year, 60 newly-planted trees were vandalized along Vine Street in the Sunset & Vine BID. The tree vandal has since been apprehended and the BID has resumed with the “re-greening” of Vine Street. The damaged trees have been replaced with more substantial trees, including 24’ box Jacarandas on Vine Street, and Crape Myrtle, Chinese Pistache, Tababuya, and Tristania trees on side streets. The new trees have also been adorned with “The BID Was Here” tree tags with contact information should any maintenance issues arise.

We will soon install “Tregators,” or slow release watering bags, to assure adequate watering while conserving water by eliminating run-off.

-MATTHEW SEVERSON

before & after

calendar

Thanks to our guys at CleanStreet for keeping our districts clean!

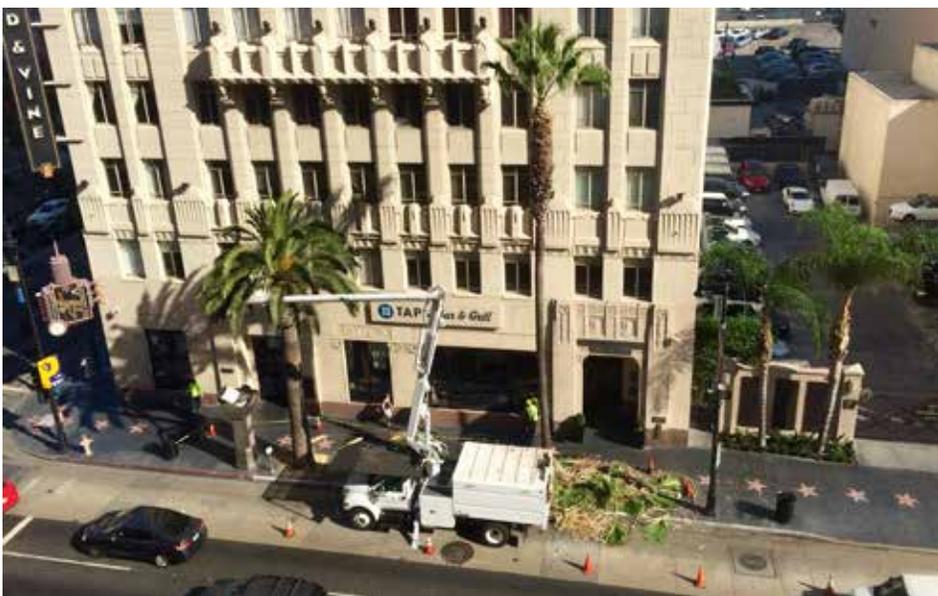
Annual Tree Trimming in the HED Complete

Tree trimming is now complete in the Hollywood Entertainment District! Once annually, the BID trims the trees along the Walk of Fame, including Jacarandas, Mexican Fan Palms, Ficus, and Canary Island Date Palms. Approximately 350 trees were trimmed, pruned, and reduced over a two-week period this fall, in order to influence tree growth and to

clear buildings. In addition, dead or diseased branches were removed to promote the health and wellness of the trees.

Thank you to all the merchants and property owners for your cooperation while the trimming was in process. We are committed to maintaining the urban forest in Hollywood!

-MATTHEW SEVERSON



Tree trimming in progress at the Hollywood Equitable Building in September, 2015. (Photo by Matthew Severson)

HED/SVBID Joint Streetscape & Planning Committee Meeting

Wednesday, November 4, 2015

9:30 - 11:00 a.m.

HPOA Conference Room

1680 N. Vine Street, Suite 600

The Only in Hollywood Music + Arts Festival

Thursday, November 5, 2015 through

Sunday, November 8, 2015

Times, dates and locations available at www.onlyinhollywood.org/festival

SVBID / CHC Board Meeting

Tuesday, November 10, 2015

4:00 - 6:00 p.m.

Hollywood Palladium*

6215 Sunset Blvd.

(*Location to be confirmed)

HED/SVBID Joint Security Committee Meeting

Wednesday, November 11, 2015

10:00 - 11:30 a.m.

The Way In at Salvation Army

5939 Hollywood Blvd.

HED / HPOA Board Meeting

Thursday, November 19, 2015

4:00 p.m. - 6:00 p.m.

HPOA Conference Room

6562 Hollywood Blvd.*

(*Location to be confirmed)

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

#OIH2015 Festival

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Massie, president of the Sunset & Vine District. “Los Angeles residents can explore the small and large entertainment venues across Hollywood, and appreciate the incredible craft of these artists.”



The festival will include more than five pop-up art galleries, and performances from Fall of Troy at the Fonda Theater; Island Apollo at The Library @ The Redbury; “Cancer the Musical” at Second City; Control presents Mayhem / Antiserum, Apashe, Thugli, and Dainjaa at Avalon; and Silver Needle and Mother Tongue reunion shows at Saint Felix.

Programming will open with a reception at Space 15 Twenty, the festival hub, on Thursday. The festival will close Sunday with “Art in the Park{ing} Lot,” hosted by The Hollywood Palladium and curated by co-LAB Gallery. In addition, a new public space project will debut at Ivar and Cahuenga, created by LA Más



in partnership with property owner Gil Zahavi and the Sunset & Vine District.

The festival includes a mix of free and ticketed events. Visit www.OnlyInHollywood.org/Festival for details, including an up-to-date listing of performers, venues and ticket costs.

For social, search #OIH2015 and #HollywoodFestival.



HPOA staffers Matthew Severson, Devin Strecker, Kerry Morrison and Joe Mariani as seen from the perspective of the new camera installed at Las Palmas. (Photo by Steve Seyler)

Camera Installed at Hollywood & Las Palmas

In an effort to continue to promote public safety in Hollywood, the Hollywood Property Owners Alliance recently purchased an additional surveillance camera for the LAPD at the intersection of Hollywood Boulevard and Las Palmas Avenue. This camera now brings the LAPD’s total camera count in the Hollywood Entertainment District to nine, and joins the recently updated surveillance system located at LAPD’s Hollywood Division.

The camera was donated to the city and will be used to monitor activity in the area where there is a large concentration

of nighttime venues. The LAPD has informed the HPOA that since the upgrade of the system (completed in late 2014) the department has been able to use the cameras to help in various safety efforts within the District.

The HPOA has been happy to partner with the LAPD in its efforts to make Hollywood one of the safest divisions in the city of Los Angeles. We have spent over \$100,000 since last year in ensuring the department has a state of the art system that it hopes will continue to make a positive impact in the community.

- JOE MARIANI, @GOODNEWSJOE

City Declares State of Emergency around Homeless Crisis

On September 22, 2015, the Los Angeles City Council declared a state of emergency and asked for \$100M to be spent toward addressing the homeless crisis. The announcement surprised no one in Hollywood, where the evidence of street homelessness has been quite pronounced this year.

Several actions are underway to reach out to elected officials to underscore the unprecedented situation and the consequences of people living on the sidewalks of both Districts. A meeting was held in late September between a small group of property owners from both the Sunset and Hollywood BIDs, Assembly member Richard Bloom, Councilmember Mitch O’Farrell and a deputy for State Senator Ben Allen.

The assembly member was taken on a tour of the District to see where encampments have surfaced.

After their September 8 meeting, the Sunset & Vine Board sent a letter to Mayor Garcetti asking for a representative to come meet with them in the next couple of months to discuss the issue. Further, HPOA staff have been involved in some productive meetings with the Department of Mental Health on engaging with the most severely mentally ill individuals living on the streets of Hollywood. Several new initiatives are underway to connect directly with people on the streets. More details about these programs will follow in the next issue of the newsletter.

-KERRY MORRISON, @KERRYHMORRISON

Annual Meeting Photos



@onlyinhwd

Over 150 attended the joint annual All Property Owners Meeting held on August 13, 2015 at the Loews Hollywood Hotel. Topics for the session included the “back to basics” streetscape and beautification activities, reality check about increases in homelessness in the city of LA, and celebration of good news associated with significant real estate developments in the pipeline. Special guests included Councilmember Mitch O’Farrell and City Attorney Mike Feuer.



City Attorney Mike Feuer speaks about what his office is doing to help address quality of life issues in Hollywood. (Photo by Devin Strecker)



Nat Gale, City of Los Angeles Great Street Program Director, discusses mobility and transportation issues. (Photo by Devin Strecker)



Michael Nourmand and Kitty Gordillo, board members with the Sunset & Vine District. (Photo by Devin Strecker)



Arthur Stroyman, Sunset & Vine board member, and Hollywood resident Anita Rosenberg. (Photo by Devin Strecker)



BID staffer Matthew Severson with HPOA board members Alyssa Van Breene and Leslie Blumberg. (Photo by Devin Strecker)



Kerry Morrison, HPOA, with Officer Doug Westphal, Lt. Alex Baez, and Sgt. Ramos from LAPD Hollywood Division. (Photo by Devin Strecker)

News Briefs

City minimum wage goes into effect July 1, 2016

The city of Los Angeles has created a web portal to advise businesses about the new minimum wage that goes into effect 7/1/16. Please check bca.lacity.org for more information and helpful “frequently asked questions.” As a reminder, the city is generally defining an employee as an individual who performs at least two hours of work in a particular week within the city of Los Angeles

No Trespassing Signs

The BID office has secured several dozen No Trespassing signs for use by property owners who wish to protect areas of their property which may be hosting loitering or encampments. This is an effective tool to help protect property and the safety of residents and workers. If you are interested in securing a sign for your property and in filling out Trespass Arrest Authorization forms to be kept on file at both the LAPD and BID Security Office, please contact Kerry Morrison at kerry@hollywoodbid.org.

Public Information Available regarding Panhandling and Street Characters

The BID office has a supply of public information cards available for businesses to distribute to their customers, tenants, and guests that advise individuals regarding the choices they have when it comes to responding to panhandlers, street characters, or CD vendors. The cards feature information in English, Spanish, Chinese and Korean. The cards can easily fit in an acrylic holder to be available for distribution. A weblink is provided which amplifies upon the information provided on the card: www.hollywoodsafesidewalks.com

Sunset & Vine

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Melissa Logan - Amoeba Music

Elizabeth McDonald - Los Angeles Film School

Michael Nourmand - Nourmand & Associates

Michael Pogorzelski - AMPAS

Fred Rosenthal - Ametron

Joyce Williams-Maxwell - Emerson College

www.sunsetandvinebid.org



At Sunset & Dine, Assemblymember Richard Bloom presented a certificate of recognition to Kerry Morrison on behalf of the Sunset & Vine BID. (Photo by Tim Harter)

Fall 2015 President's Message

Greetings! As we head into fall, we are celebrating the success of our fourth annual Sunset & Dine food and wine festival – a sold-out event that now seems to be locked in as a new tradition in Hollywood. It is a testament to the esprit-de-corps we have in this BID to bring something like this to life to benefit our neighborhood.

Kudos to the committee who worked very hard to make this happen: **Fabio Conti, Brian Folb, Charles Eberly, Melissa Logan, Elizabeth McDonald, Arthur Stroyman**, and of course, the ever energetic **Devin Strecker** who always provides superlative staff support. We were delighted to return to the campus now inhabited by **BuzzFeed Motion Pictures** and appreciate all the restaurants and donors who contributed to the success of this event. And thank you to **Megan McMurtry** from BuzzFeed who has worked hard to make this happen!

Celebrating the end of summer with our new friends at BuzzFeed reminds us of the transformation that is occurring along Sunset Blvd with the announcements this year of some flagship creative, tech, and entertainment tenants that have agreed to make the Sunset & Vine BID their home: In addition to **NeueHouse, Netflix** is moving their Southern CA headquarters to the Icon building under construction at **Sunset & Bronson Studios** and **Viacom** will be taking up residence at **Columbia Square** (see story on next page).

Sunset Boulevard is truly emerging into a major employment corridor for the city of Los Angeles, and the arrival of a new wave of workers to our neighborhood will continue to drive improvements in retail and pedestrian amenities.

Along those lines, we have been quite vocal with our elected and

appointed officials relative to the increase in homelessness, evident not only in Hollywood, but throughout the city. Our board has taken the time to become educated on the contributing factors – economic pressures and loss of affordable housing in our city; increase in substance abuse; lack of options for individuals exiting our criminal justice systems; ACLU lawsuits against city of Los Angeles; minimal housing and treatment options for those suffering from mental illness, and upsurge in travelling young people who are taking up residence on our sidewalks.

Because there is no one cause, there is no easy solution. But we are vocal and vigilant in advocating for a quality of life in this District that is conducive to job growth and neighborhood vitality.

Finally, a big thanks to our partners in law enforcement – the **LAPD** and our Neighborhood Prosecutor, **Jackie Lawson**

– who were instrumental in helping to successfully arrest and prosecute the individual who was observed vandalizing the freshly planted trees on Vine Street. Our BID Patrol was instrumental in gathering key evidence from observant neighbors that contributed to making the case. Now that there is a stay-away order in place to prevent the individual from returning to this neighborhood for a period, the board had the confidence to authorize the replanting of the trees [albeit larger, stronger ones this time].

It was great to see so many of you at our All Property Owners meeting in August, and, as always, know that you are always welcome to attend our monthly board meetings.

-CAROL MASSIE
President,

Central Hollywood Coalition



We're looking for guest bloggers for our website, OnlyInHollywood.org!
We want your stories. Call Devin Strecker at 323-463-6767 today!

Sunset & Dine a Smashing Success

...Continued from Page 1

committee co-chair, said. "To see so many people come out, both businesses and residents, to celebrate this event really shows how much we support each other in this neighborhood."

Huge thanks to our Platinum Sponsor, **Kilroy Realty Corporation**. Thanks also to our Premiere Sponsors: **The Los Angeles Film School** and **Hudson Pacific Properties**;

and Presenting Sponsors **Eastown, Emerson College LA,** and **Paramount Contractors & Developers**.

Nearly thirty of our local businesses participated in the event. Once all the bills have been paid and the income counted, we will report back just how much money was raised for our beneficiary, **The Center at Blessed Sacramento**, so stay tuned!

- DEVIN STRECKER, @DEVINTAIT

Columbia Square Coming Alive



Columbia Square rendering courtesy of Kilroy Realty Corporation.

There's been a lot of talk about **Kilroy Realty Corporation's Columbia Square** Development. Words and phrases like "Unbelievable," "Game-Changer," and "The future of office space" are just some that have been used to describe the project. The \$450 million development has been a true boost to the Hollywood neighborhood and the growing intersection of Sunset and Gower. Last month I had the chance to do a tour of the site and found that the development is doing everything it can to live up to its Hollywood reputation.

Since starting the project both **Viacom** and **NeueHouse** have signed large lease deals to occupy a significant portion of the 400,000 square feet of office space in the development. When touring the site I saw that the office product is everything modern businesses are looking for. Raised ceilings, rooftop decks, and modern finishes make it easy for companies to envision themselves

working amongst the stars. Additionally, convenient access to the over 25,000 square feet of retail space gives employees a variety of options for lunch or dinner.

Opening this October, **NeueHouse Hollywood** (the company's third location), will include such amenities as a full-service restaurant, private dining space, an auditorium, meeting rooms, and even a broadcasting studio. The company will also be occupying the landmarked 1938 CBS Radio Building that has been fully renovated.

On the retail front, the neighborhood has already welcomed **SugarFish** (by Sushi Nozawa) and will soon be getting their caffeine fix from **Rubies+Diamonds** Tea and Coffee. The shop features a diverse menu (see www.rubiesanddiamonds.com/menu) which includes new and innovative ways of brewing the traditional beverage such as "BKON and Nitro Chilled."

For those who don't want to leave, Columbia Square offers over 200 luxury extended stay apartments with spectacular views in all directions. "What we tried to do here is create an urban mixed used environment that would really attract entertainment, media, and new economy users who can appreciate this space and its historic architecture, while living and breathing in Hollywood," said Executive Vice President of Kilroy Realty, David Simon. With that I think there is only one thing left to say. In the words of the great musical poet, Huey Lewis, "It's hip to be square." Columbia Square that is.

- JOE MARIANI, @GOODNEWSJOE

shutterbug



Blue C Sushi, located at the ArcLight Center, offered samples of their spicy tuna on crispy rice. (Photo by Melodie Simond)



Thank you to McDonald's of Hollywood, who have participated in Sunset & Dine every year since its inception! (Photo by Melodie Simond)



Camila Webb, Ginnie Galo, and Dawn Ghan staffing the check-in table at Sunset & Dine. (Photo by Devin Strecker)

For more photos from Sunset & Dine, visit the album on our Facebook page at www.facebook.com/onlyinhwd

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



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let us **entertain** *you*

festivals



The Only in Hollywood Music + Arts Festival will feature more than 100 acts in 23 venues over four days, the Hollywood Property Owners Alliance announced today. The festival will kick off Thursday, Nov. 5, with acts continuing through Sunday, Nov. 8. Sponsors include KCRW, Palladium Residences, and Capitol Music Group. Activities will be centered along Hollywood Boulevard, Sunset Boulevard and Selma Avenue, near cross-streets Cahuenga Boulevard and Vine Street. See page one of this newsletter for more information.

www.onlyinhollywood.org/festival

movies



What could be more magical than watching a movie outdoors under the stars, you ask? Well, what about watching a classic Hollywood movie high up on a rooftop, looking out over the magical neon landscape that is Hollywood & Vine, munching on artisanal burgers and sipping craft beers? That is what you can experience now with the official debut of the Rooftop Film Club at the historic Montalban Theatre. The schedule for October includes a week of Halloween specials from Tuesday, October 27 up through a Halloween showing of "Beetlejuice."

la.rooftopfilmclub.com

events



The 84th Annual Hollywood Christmas Parade will take place on Sunday, November 29, 2015 throughout the streets of Tinsel Town! The event will kickoff with a concert at 5:00 p.m. at Hollywood and Highland, followed by the parade at 6:00 p.m. The festivities will be broadcast approximately a week later. The event raises funds for the Marine Toys For Tots Foundation. Grandstand tickets are on sale now! Only ticket holders will have access to the pre-parade concert. Call 866-PARADE1 for details on group rates.

www.thehollywoodchristmasparade.org