

## Hollywood on the Move: HPOA Hosts the Mobility Summit

In February, the Hollywood Property Owners Alliance held a mobility summit to open a dialogue about the way we use streets and sidewalks in Hollywood. Nearly 100 stakeholders attended to be a part of the discussion and were encouraged by staff to arrive by alternate methods of travel in order to experience Hollywood differently. Many community members arrived by foot, Metro and bike. Even Councilmember **Mitch O'Farrell** accepted our challenge and arrived by carpool to kick off the event.

Attendees heard insights from LADOT General Manager **Seleta Reynolds**, **Li Wen** of Gensler, the Musician Institute's **Beth Marlis**, LADOT's **Tim Fremaux**, **Deborah Murphy** of LA Walks, and a presentation by Coro Southern California's 57th Class of Fellows in Public Affairs.

As a part of the summit, Coro Fellows were tasked with identifying the transportation behaviors, quality of experience, and desired improvements of Hollywood residents, visitors/tourists, millennials, and stakeholders. The Fellows conducted both online and in-person surveys, garnering 510 responses.

Major findings include:

- Over 60% of residents reported that they



*Tim Fremaux, LADOT; Beth Marlis, Musicians Institute; Li Wen, Gensler; and Deborah Murphy, LA Walks; participated in a panel discussion moderated by Kerry Morrison at the Hollywood Mobility Summit hosted by the HPOA. (Photo by Devin Strecker)*

primarily move around Hollywood by foot, with 42% of residents walking at night as compared to the 32% that drive.

- Residents ranked their driving experience the lowest and their ridesharing/walking experience the highest.

- Although 50% of visitors get to Hollywood by car, they rated travel by car the lowest in terms of experience, stating that more accessible parking would be an improvement.

- Millennial visitors feel that reducing

homelessness and improving cleanliness are the top needed priorities to improve their experiences moving around Hollywood.

- Over 30% of millennials use ridehshare to get around Hollywood at night, twice as much as non-millennials.

The survey distinguishes responses from three main cohorts: residents, visitors and millennials. Because millennials (persons under

*Continued on Page 3...*

## HPOA's Hollywood Infographics Now Available Online



For nearly two decades, the Hollywood Property Owners Alliance has been working hard to encourage investment in Hollywood. Two years ago, the board of directors elected to make it a priority to “change the conversation” about Hollywood. We made a conscious effort to celebrate the bright spots, highlight the data on our transformation, and shine a light on the impressive level of investment happening here.

As part of this on-going effort we are pleased to present to you our **Hollywood Infographics and Hollywood Development + Investment**

**Map**, available under the “Data & Trends” section of our website, [www.onlyinhollywood.org](http://www.onlyinhollywood.org). Inside these documents you will find positive news to share about hotel development, the influx of residents, workers and students, and the emergence of unique “micro-neighborhoods” which offer some promising opportunities for investment and place-making. These documents highlight our continuing transformation and serves as an effective tool for stimulating the changing conversation about our enduring and amazing Hollywood neighborhood.

## Hollywood Property Owners Alliance

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### Ex-Officio

Leron Gubler - Hollywood  
Chamber of Commerce

Captain Peter Zarcone - LAPD

### Staff

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### Security

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Steve Seyler - Director  
323-465-0122

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Gus Vargas - Supervisor  
323-463-6767

## Staff and Board Changes for HPOA and CHC

The beginning of 2015 has brought new additions to both the Hollywood Property Owners Alliance (HPOA) and the Central Hollywood Coalition (CHC). After the departure of long time Associate Executive Director **Sarah Besley**, **Matthew Severson** joined HPOA staff as Operations Coordinator. Previously, he served as a Senior Associate with the Urban Land Institute. With experience working for an economic development corporation and redevelopment agency, he offers a well-rounded set of skills that contribute to his passion of improving the built environment and the public realm.

**Ginnie Gallo**, who was hired as Meeting Coordinator in 2014, was promoted to Administrative Coordinator. **Joseph Mariani** was promoted to Associate Executive Director, and **Devin Strecker** was promoted to Director of Communications and Social Media.

**Alyssa Van Breene**, representing 6051 Hollywood Blvd., was elected to the HPOA board of directors at the January meeting.

At the annual meeting of CHC on March 19, four new board members were elected. **David Calabrese**, representing CIM Group, comes to the board with a background in real estate economics and finance. He has spent

most of his career working at the investment fund level; however, with CIM Group he is responsible for all asset management within a geographic portion of North America, including the Sunset Gordon project.

**Bill Humphrey** is the General Manager for Hudson Media Properties, with operational and financial responsibility for Sunset Gower Studios, Sunset Bronson Studios and Ocean Way Recording.

**Michael Nourmand**, Nourmand & Associates, represents the owner of one of Hollywood's most beloved landmarks, the Hollywood Athletic Club. A licensed real estate broker, he has helped manage over 150 real estate agents that comprise his family business.

**Joyce Williams-Maxwell** serves as the Director of Business Operations at Hollywood's stunning new landmark, Emerson College. In her position, she oversees all non-academic operations, including security, technology, marketing, facilities and student life.

In addition, CHC elected the following board members as officers: **Carol Massie**, President; **Fabio Conti**, Vice President; **Arthur Stroyman**, Secretary; and **Kitty Gordillo**, Treasurer.



L to R: Severson, Gallo, Van Breene, Calabrese, Humphrey, Nourmand, and Williams-Maxwell.

## BISNOW Presents *The Future of Hollywood*

BISNOW is going Hollywood! The multi-platform digital media company and event producer hosts *The Future of Hollywood: A Development Blockbuster* on Wednesday, April 29, 2015 at the W Hollywood, 6250 Hollywood Blvd. The event will be an informative look at the current state and future of the Hollywood real estate market.

HPOA's own **Kerry Morrison** will serve as the keynote speaker. Additional speakers include **Bob Champion**, CEO of Champion Real Estate; **David Simon**, EVP of Kilroy

Realty Corporation; **Chris Barton**, EVP of Hudson Pacific Properties; **Carl Muhlstein**, MD of Jones Lang LaSalle; and **Frank Stephan**, SMD of Clarett West Development.

**David Stone**, Partner at Allen Matkins, will serve as the moderator. More speakers are to be announced.

The event will start with a continental breakfast and networking from 8:00 - 9:00 a.m. followed by the panel until 10:30, and additional networking opportunities until 11:00 a.m.

Visit [www.bisnow.com](http://www.bisnow.com) to purchase tickets or for sponsorship information.

# BID and Chamber Experience Hollywood Late Night

Eight representatives of the Hollywood Chamber and HPOA experienced the after-midnight landscape on the night before the LA Marathon, March 14, 2015. The last time the business community embarked upon such a walk was May 2013 when HPOA held its retreat during the wee hours of the morning.

The group met in the lobby of the Roosevelt Hotel and divided into two groups, in order to ensure that all of the Entertainment District was covered in the three-hour tour. One group, led by Chamber CEO **Leron Gubler**, took the subway down to Hollywood & Vine. They walked past The Argyle, peeked into the Vine Street garage, and visited Avalon, a large and well-managed venue. They walked westbound on Hollywood Blvd, toured the EaCa Alley and observed the action at Hemingways, Project LA and Playhouse.

The second group, led by **Kerry Morrison**, toured the Roosevelt Hotel with general manager **Kevin Barnes**, and then headed to The Rubix, an apartment building located just north of Hollywood Blvd, in between McCadden and Las Palmas. At the Rubix, the team went to the roof to hear, first-hand, the noise emanating from the clubs and restaurants at the Las Palmas intersection.

At street level, the group observed the crowds on the sidewalk, particularly near SupperClub. The group walked eastbound to Cahuenga, then walked west again along Selma to see the back and side streets at night.

Both groups met at 1:45 at the corner of



*"The push" at Hollywood Blvd. and Las Palmas Ave. after bar patrons are moved out onto the sidewalks. (Photos by Leron Gubler)*

Hollywood and Cherokee and climbed to the roof of a nearby building to observe what happens at 2 a.m. when "the push" occurs and the bars close. At this time of night, thousands of people spill back onto the streets of Hollywood. LAPD creates traffic diversion strategies to encourage people to head to their cars, or taxis and to mitigate against traffic cruising up and down Hollywood Blvd which used to lead to congestion and skirmishes between pedestrians and vehicles.

The general consensus was that LAPD does a terrific job of keeping Hollywood safe, but the street scene presents challenges. Sidewalks are difficult to navigate with queuing in front of clubs and the late-night noise in some corners of Hollywood is not conducive to a neighborhood that promotes residential living.

HPOA board member **Alyssa Van Breene** observed, "the value of walking Hollywood Blvd. after midnight was an eye-opening experience,

## Summit Explores Mobility Issues in Hollywood

*...Continued from Page 1*

age 35) will make up 50% of the workforce by 2020, the Fellows were encouraged to identify differences in their responses as compared to non-millennials. It is important to note the trends and behaviors of millennials as they are prime influences shaping the way we work, live, play, and move in the new Hollywood.

Although these findings are not meant to be scientific, they do warrant further investigation. The survey revealed that residents and visitors alike are not all driving – they are moving by foot, bike, bus, and train. Of those resident respondents, over 60% indicated they walk as their primary means of transportation.

According to the survey, residents choose to walk the neighborhood instead of drive because walking is a more enjoyable experience. Some

residents choose to live close to work, eliminating the need to own a vehicle. Therefore, it is important to promote a built environment that is not solely catered to the automobile. Creating an urban realm that is conducive for a range of transportation options can entice people to pursue other methods of travel, enhancing the urban experience and taking cars off the road.

Finding a healthy balance of transportation options that suit everyone's needs is the challenge; but changing lifestyles and habits are opening the door for us to rethink the way we traditionally use streets as a means of getting from point A to point B. Hollywood is comprised of great streets and they should be considered an asset; an asset which can be enhanced and improved to incorporate multi-modal transportation options for everyone.

-**MATTHEW SEVERSON**

experience, talking me out of the conference room where the board meets and away from the places that are part of my Hollywood comfort zone."

The Chamber will be further discussing the findings from this Midnight Walk at their upcoming retreat in April.

-**KERRY MORRISON, @KERRYHMORRISON**

## calendar

### HED/SVBID Joint Security Committee Meeting

Thursday, April 9, 2015

10:00 - 11:30 a.m.

*The Way In at Salvation Army  
5939 Hollywood Blvd.*

### SVBID / CHC Board Meeting

Tuesday, April 13, 2015

4:00 - 6:00 p.m.

*Sunset Media Center, Suite 915  
6255 W. Sunset Blvd.*

### HED / HPOA Board Meeting

Thursday, April 16, 2015

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

*Location to be announced*

### HED Streetscape & Planning Committee Walking Tour

Thursday, April 21, 2015

9:00 a.m. - 1:30 p.m.

*Meet at 1680 N. Vine Street, Suite 414*

### SVBID Streetscape & Planning Committee Walking Tour

Thursday, April 23, 2015

9:00 a.m. - 1:30 p.m.

*Meet at 1680 N. Vine Street, Suite 414*

### HED/SVBID Joint Streetscape & Planning Committee Meeting

Wednesday, May 15, 2015

10:00 - 11:30 a.m.

*HPOA Conference Room  
1680 N. Vine Street, Suite 414*

*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.*



# NavHwd

## street closures

NAVIGATEHOLLYWOOD.COM

### "THE LONGEST RIDE" PREMIERE

*Sunday, April 5, 8:00 p.m. - Tuesday, April 7, 6:00 a.m.* All lanes of Hollywood Blvd., and the north sidewalk, between Highland Ave. and Orange Dr., will be closed.

### HOLLYWOOD HALF MARATHON

*Saturday, April 11, 5:00 a.m. - 2:00 p.m.* All lanes of Hollywood Blvd., between LaBrea Ave. and Vermont Ave., will be closed along the race route. "No Parking - Tow Away" zones and Metro details will be in effect. Visit [www.hollywoodhalfmarathon.com](http://www.hollywoodhalfmarathon.com) for complete information.

### "THE AVENGERS: AGE OF ULTRON" PREMIERE

*Monday, April 13, 8:00 a.m. - 11:59 p.m.* All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

### "JUSTIFIED" PREMIERE

*Monday, April 13, 2015, 9:00 a.m. - 11:00 p.m.* South curb lane and sidewalk of Sunset Blvd., between Ivar Ave. and Morningside Ct., will be closed.

### LOS ANGELES CULTURE FESTIVAL (CARNIVAL)

*Saturday, June 27, 9:00 a.m. - 5:00 p.m.* All lanes of Hollywood Blvd., between Highland Ave. and Vermont Blvd., will be subject to rolling closures along the parade route. Please see website for additional details.

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

# Finding Food and Fame in Hollywood

Hollywood has always been a place where people have come to find fame and/or fortune, and they still do to this day! However, for many of us who live and work in the area, what we're always keeping an eye out for is new places to eat. Luckily, with the help of Haines & Co., the BID's public relations consultants, several lucky bloggers got to experience the best of what Hollywood has to offer on both of those fronts.

On February 2, 2015, attendees of the #HollywoodFoodies blogger tour were treated to culinary highlights in downtown Hollywood, including three new spots: **Grom**, an Italian gelato spot at Hollywood & Highland (6801 Hollywood Blvd.); and Eastown LA's **Greenleaf** and **Pressed Juicery** (6201 Hollywood Blvd.). From there, the group visited three of sbe's establishments: celebrity hotspot Katsuya (6300 Hollywood Blvd.), where we ran into **Rob Gronkowski** fresh from his Superbowl victory the day before; as well as **Cleo** and **The Library Bar**, which are both housed in the **Redbury Hotel** (1717 Vine St.).



*New England Patriot footballer Rob Gronkowski takes a photo with some of the attendees of the #HollywoodFoodies tour.*

One of the bloggers on the tour, journalist **Kristie Hang**, provided extensive coverage on her blog, stating "Hollywood has definitely changed in the last year or so. What you may not know is that in the last few years, there's been some major upgrades being done to Hollywood to attract not just tourists, but local foodies like me who want to try unique experiences with their friends."

Echoing those sentiments, **Chef Jay Terauchi** covered the event on his blog, writing "These days, there are so many good places to eat in Hollywood. It's awesome to see this area grow in the culinary field."

To prove that Hollywood is still the place where dreams come true, the #HollywoodTalent Up & Coming Blogger Tour took place on



*AMDA graduate Jenny Florkowski spoke with bloggers on the #HollywoodTalent tour. (Photo by Kerry Morrison)*

March 12. Attendees were treated to a tour of **AMDA** (6306 Yucca St.), where they met **Jenny Florkowski**, who just ended her national tour starring in "Wicked" at the Pantages Theatre several days later. From there, the group went to **Musician's Institute** (6752 Hollywood Blvd.) where they were met by Grammy winner and MI graduate **Reuben Cohen**. Next, they travelled to **Second City** (6560 Hollywood Blvd.) for a quick meeting with Andy Cobb, co-writer of the show "President Hillary."

The last two stops featured up and coming bands on their way to SXSW. Taymir, a Dutch band, was making their US debut at **The Record Parlour** (6408 Selma Ave.), while up the street at **Hotel Café** (1623 Cahuenga Blvd.), a trio of sisters from the Pacific northwest who call themselves Joseph was delighting the audience.

In speaking with people at these venues, it became apparent that that seeking is still the launching pad for those seeking their place in the entertainment industry.

-DEVIN STRECKER, @DEVINTAIT



*Grammy Winner Reuben Cohen speaks to Kerry Morrison and the rest of the attendees of the #HollywoodTalent tour. (Photo by Devin Strecker)*



## City Council Considering Legalization of Sidewalk Vending Throughout Los Angeles

The City of Los Angeles is considering the adoption of an ordinance that would legalize sales of food and merchandise on the public right-of-way. The current proposal does not place any limits on the number of vendors in a particular area nor does it articulate any rules as to what can be sold. Further, no new resources are allocated to help the city enforce this ordinance.

Already in Hollywood there are food vendors who set up at night near nightclubs, or on nights of major events in Hollywood (e.g., Halloween, Christmas Parade, New Year's Eve). Despite complaints from local businesses and residents, city and county enforcement efforts are hard-pressed to control these vendors. The general public takes a huge risk in consuming "danger dogs" that are unrefrigerated and handled by people who have no access to hot water to wash their hands.

The board for the Hollywood Property Owners Alliance and the Central Hollywood Coalition recently voted to oppose the proposal

as it currently stands. Hollywood's sidewalks are already heavily impacted by an influx of tour sellers, CD vendors, street characters and food vendors at night. The city already has an ordinance on the books that allows neighborhoods to create special sidewalk vending districts. To adopt an ordinance that would apply city-wide, without considering that some communities might be adversely impacted, is problematic.

Several efforts are underway to organize sidewalk vendors to advocate for passage of this ordinance. In response, Los Angeles businesses, community members and organizations have formed a coalition. The coalition opposes the blanket legalization of street vending in Los Angeles, which raises questions about health, safety, increased sidewalk congestion and trash. Local businesses pay rent, taxes and abide by the many regulations that go along with running a business. To learn more, contact **Jessica Borek** at [jessica@RodriguezStrategies.com](mailto:jessica@RodriguezStrategies.com).

-KERRY MORRISON, @KERRYHMORRISON

## Concerns about legislation granting "right to rest" on public right-of-way

The boards for both the HPOA and the CHC voted at their March meetings to oppose a bill introduced by State Senator **Carole Liu** (D-LA County) called the "Right to Rest Act." This is a re-draft of a bill that was defeated in 2013 called "The Homeless Bill of Rights."

The bill, SB 608, essentially says this: "Persons experiencing homelessness shall be permitted to use public space in the same manner as any other person, without discrimination based upon their housing status." The bill proceeds to outline how people who are homeless can utilize the public space, including: The right to use public spaces without time limits; the right to occupy a vehicle parked on public property; the right to eat, share, accept or give food in a public place.

Though well-intentioned, the implications of the bill's passage are fraught with unintended consequences and would hamstring the ability of law enforcement to address behaviors result-

ing from sidewalk encampments, for example. It also specifically includes "BID agents" in the list of personnel who might be accused of harassment in abridging these rights.

Already two members of the LA city council have introduced a motion which among other concerns, suggests that "SB 608 does not balance public safety needs with the needs of the homeless for a place to rest, and instead provides more protections for the homeless than for other citizens."

The bill will be heard in the Senate Transportation and Housing Committee on April 7. A letter from both boards to the Senate Committee and the bill's author, Senator Carol Liu, is available on the web at [sd25.senate.ca.gov/category/news/news](http://sd25.senate.ca.gov/category/news/news). For more information, contact Kerry Morrison at [kerry@hollywood-bid.org](mailto:kerry@hollywood-bid.org).

-KERRY MORRISON, @KERRYHMORRISON

## Walk of Fame Restoration

The Hollywood Historic Trust is coordinating the restoration of the Walk of Fame on the east side of Vine Street, from Sunset Blvd. north to the boundary of the Camden development, just south of Selma Ave. This phase of the restoration includes 42 stars, terrazzo, curb/gutter, and the removal of five Ficus trees, to be replaced with 4 Jacarandas and 3 Mexican Fan Palm trees (including new tree wells, pavers, and decomposed granite). The restoration is expected to be complete by the end of May, 2015. No additional phases are currently scheduled after the completion.

## The Promise Zone

In late 2013 portions of Hollywood, as well as several other Los Angeles neighborhoods, were designated as part of the Promise Zone. This is a ten-year designation that allows businesses and individuals within the zone to benefit from technical assistance, federal staff support, and access to preference points for other federal grant programs. The effort is currently overseen by **Mayor Eric Garcetti's** Economic Development office and works in partnership with the Youth Policy Institute (YPI). The Promise Zone also unifies YPI's other White House Revitalization Initiatives: the Promise Neighborhood (educational transformation), Byrne Criminal Justice Innovation program (reduce crime and improve safety), and the Choice Neighborhood (planning grant for affordable housing). YPI convenes public and private partners to work collaboratively to develop and implement a continuum of holistic services addressing all facets of need in a neighborhood, from schools to housing to safety. As part of these various initiatives YPI will be convening meetings throughout the Promise Zone area to gather valuable input from stakeholders and community members alike. For more information, contact **Sahira Barajas**, AmeriCorps VISTA Leader with the Mayor's Office at (213) 978-2740 or visit [www.lamayor.org/promise\\_zone\\_fa](http://www.lamayor.org/promise_zone_fa).

# President's Message

The board for the Central Hollywood Coalition, which oversees the Sunset & Vine BID, recently came together for dinner to celebrate the arrival of four new board members. It was a rare occasion to have

sidewalk scene and bringing a new customer base to our stores and restaurants.

The BID continues to tend to matters which promote a quality of life that is enjoyable to all who live, work and visit here. The board is trusting that our LAPD and City Attorney will make headway in identifying and prosecuting the individual(s) who has been responsible for repeatedly vandalizing the 50-plus Jacaranda trees that were planted almost one year ago along Vine Street. It would be folly to move forward with replanting the trees until the perpetrator is identified.

The Streetscape Committee is organizing a walk-through of both BIDs in April (*see calender on page 3*) to help define priorities for the coming year. Property owners who have ideas about streetscape improvements are encouraged to contact **Matthew Severson** on staff at [matthew@hollywoodbid.org](mailto:matthew@hollywoodbid.org).

At our March 17 meeting, the board heard a presentation about a proposed sidewalk vending ordinance currently under consideration by the LA City Council. In a city which already has difficulty enforcing existing laws, it is hard to imagine how legalizing sales

of food and merchandise on the public right-of-way would be properly regulated. Further, the impact on brick-and-mortar businesses who pay rent, and work hard to keep their businesses going, would be significant. Our board opted to oppose this ordinance as it presently stands. (*See page 5 for more information about this proposal.*)

Finally, at that same meeting, the board voted to oppose SB 608 (Liu) which is labelled the "Right to Rest Act," a sequel to the Homeless Bill of Rights introduced (and defeated) two years ago in Sacramento. In our community, we link arms with those who are working to move people off the streets and into housing. This bill takes a step backwards. (*See page 5 for information about this proposed legislation.*)

Thank you for your support of the Sunset & Vine BID and I look forward to seeing many of you at our annual meeting later this summer.

- **Carol Massie**  
President,

Central Hollywood Coalition



Board and staff at the Sunset & Vine BID annual dinner. Left to right, front row: Carol Massie, Joe Mariani, Fred Rosenthal, Fabio Conti, Melissa Logan, and Kitty Gordillo. Back row: Joyce Williams-Maxwell, Charles Eberly, Bill Humphrey, Kerry Morrison, Brian Folb, Elizabeth McDonald, Michael Nourmand, Matthew Severson, Chase Gordon, David Calabrese and Devin Strecker.

everyone in the room at one time and we had a great time dining at Fabiolus Cucina on Sunset Boulevard. New board members who have joined us at the table include: **David Calabrese** from CIM Group; **Michael Nourmand**, representing the Hollywood Athletic Club property; **Joyce Williams-Maxwell**, representing Emerson College; and **Bill Humphrey**, from Hudson Pacific Properties, representing our two major studio properties, Sunset Gower and Sunset Bronson.

It is a privilege to serve with such a committed group of community leaders who are dedicated to doing all they can to see our BID area flourish.

And flourish seems to be the right word, when one looks up and sees cranes in the air, symbols of continued investment and a belief in Hollywood as a desirable investment. Sunset Boulevard is certainly the epicenter of excitement here in Hollywood with projects underway at Columbia Square and on the property at Sunset Bronson Studios. (*See article on next page for more details.*) We are looking forward to the transformative impact of having more people working here in our neighborhood – adding to the vibrancy of our



Photo by Gary Leonard

## Sunset & Vine

### CENTRAL HOLLYWOOD COALITION BOARD OF DIRECTORS

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**Fabio Conti - Vice President**,  
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**Arthur Stroyman - Secretary**,  
Kilroy Realty Corporation

**Kitty Gordillo - Treasurer**,  
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**David Calabrese - CIM Group**

**Charles Eberly - The Eberly Company**

**Brian Folb - Paramount Contractors  
& Developers**

**Chase Gordon - Avison Young**

**Bill Humphrey - Sunset Gower Studios**

**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**

**James Haydu (ex-officio) - SEE-LA**

[www.sunsetandvinebid.org](http://www.sunsetandvinebid.org)



## Sunset Developments on the Horizon

Anyone who has been following the news knows that the sun has certainly been rising on Sunset Boulevard. The thoroughfare will soon be home to some of Hollywood's newest and greatest developments. Running the range from hotels to creative office campuses, Sunset Boulevard is blazing a trail for Hollywood's bright development future. Here is a brief overview of some of the current and coming projects in the works, just to name a few:

**Mama Shelter:** The French based hotel will be opening its first U.S. location in Hollywood by summer 2015. The hotel is located in the 1920's era building at the southwest corner of Selma and Wilcox Avenues, 1557 Wilcox Avenue. Rooms will start at \$149 a night, and the hotel will feature an outdoor rooftop gym. Look out!

**1523 Wilcox Hotel:** Plans were submitted to the Department of City Planning back in October for a 12 story hotel just north of Sunset Boulevard. It is said that the developers of the Dream Hollywood Hotel (NW corner of Selma Avenue and Cahuenga Boulevard) are behind the project and that it will be a Thompson Hotel. Preliminary plans call for 220 rooms spread across 12 floors. Curbed LA also reported that the hotel will have a three-floor subterranean parking garage with space for 125 cars. Other amenities include a terrace, 13,000 square foot restaurant on the ground floor, pool deck, and a rooftop penthouse lounge. No development timeline has been given yet.

**Hudson Pacific's Icon Building:** The 14-story office tower located on the Sunset Bronson Studio campus broke ground earlier this year. The building will provide 315,000 square feet of "multi-dimensional high-tech creative office space." The building is the centerpiece of an approximately \$150 million studio expansion that includes a five-story

90,000 square foot production building and parking structure with over 1,600 spaces. Completion of the expansion project is expected by late 2016.

**Columbia Square (rendering above):** Back in November of 2014 Viacom announced that their West Coast operations would be moving into Kilroy Realty's \$420 million Columbia Square project. The entertainment company has rented up 180,000 square feet of space in the project. This announcement piggybacked on news earlier in the year that New York based collaborative office provider, Neuhouse had leased 93,000 square feet in the development. Rumor has it that Neuhouse will be gearing up for its opening later this year. The project will also include a 20-story residential tower with 200 apartments, 33,000 square feet of retail and over 330,000 square feet of total office space.

**Essex Apartments:** Located at 6250 Sunset Boulevard this seven-story building will feature 200 apartments and 4,700 square feet of ground-floor retail and restaurant space. The building will also have a 316 car garage, and the development will also incorporate the neighboring Earl Carrol Theatre. Currently the theatre is home to Nickelodeon's West Coast operations. Ground-breaking for the project is anticipated to occur in the fourth quarter of 2015.

**Palladium Residences:** The project released its draft environmental impact report in late 2014. The two tower development will feature 14,000 square feet of new retail space. Presently the developers are still deciding between two proposed options, a straight apartment building with 731 units, or a apartment-hotel split with 598 apartment units and 250 hotel rooms. Plans also call for the preservation of the historic live music venue. No construction timeline has been announced yet.

-JOE MARIANI, @GOODNEWSJOE

shutterbug



LAPD Hollywood Captain Peter Zarcone and Chief of LAPD Charlie Beck visit the HPOA March board meeting.



Made in Hollywood honors the Oscar nominated film "American Sniper" at 1600 Vine.



Fabio Conti and Devin Strecker celebrate St. Patrick's Day!

onlyinhwd



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



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# only in **HOLLYWOOD**<sup>SM</sup>

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## *let us* **entertain** *you*

### theatre

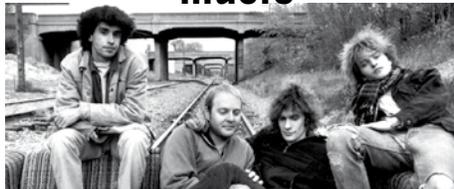


Midsummer Night's Dream: Oberon's Gaze transforms William Shakespeare's celebrated play into a lavish world of fantasy and adventure from **May 29 - June 6**.

Sypher Arts Studio, the imaginative artists behind the renowned Labyrinth Masquerade, creates a fully immersive adventure with ethereal atmospheres, intricate costumes, and beautifully crafted sets that spill out into the audience. Featuring a sweeping musical score by award-winning composer, Jeremy Soule (Skyrim, Guild Wars, Oblivion), OBERON'S GAZE is an epic reimagining of the classic Shakespearean comedy.

[www.TheMontalban.com](http://www.TheMontalban.com)

### music



The Replacements are back! The influential 80's punk rockers are coming to Hollywood Palladium on **Wednesday, April 15, 2015** on their U.S. spring tour! This tour comes after a brief reunion run last year, including a gig in St. Paul that sold out in less than 15 minutes (14,000 tickets gone, like that) and an unforgettable stop in New York City at Forest Hills Stadium.

One of the best and most influential rock & roll bands of all time! This is your chance to rock out with the boys themselves and sing along to classic anthems like "I'll Be You" and "Can't Hardly Wait".

[www.thehollywoodpalladium.com](http://www.thehollywoodpalladium.com)

### events



SEE-LA, the non-profit organization that operates the Hollywood Farmers' Market, will host its second annual "Feast from the Farm" on **Wednesday, April 15, 2015** at the Hollywood Roosevelt Hotel, from noon until 2:00 p.m. The event will feature guest chefs Daniel Mattern and Roxana Jullapat, co-founders of Cooks County. SEE-LA will also honor Russ Parsons, food columnist for the LA Times. The luncheon supports SEE-LA's programs, including nutrition education work in low-income areas and with LAUSD. The event will include a silent auction. Ticket information available by contacting SEE-LA at 323-463-3171.

[www.seela.org](http://www.seela.org)