

only in HOLLYWOOD®

news from the

HOLLYWOOD
ENTERTAINMENT DISTRICT

&

SUNSET & VINE
DISTRICT

Winter, 2015
Vol. 18 Issue 4

www.onlyinhollywood.org

Inaugural Only in Hollywood Music + Arts Festival a Success



South by Southwest. Lollapalooza. Coachella. Bonaroo. For years, artists, record label executives and music fans have left Los Angeles to travel to these world-renowned music festivals. So why, when so many of them call Hollywood home, has there not been a music and arts festival here in our own backyard?

That was the question that spurred a series of conversations that members of the Hollywood Property Owners Alliance became involved with over two years ago.

Counting stakeholders like Capitol Records, The Fonda Theatre, Amoeba Music, AMDA College and Conservatory of the Arts and the Hollywood Arts Council in our ranks, it became obvious that the idea was long overdue.

After holding regular brainstorming sessions to discuss what a Hollywood music and arts festival would look, feel, and sound like, a core group of partners rose to the task of actually planning the four-day event. Christened the Only in Hollywood Music + Arts Festival, the dates November 5 through 8 were set early in the year. The partners worked together to create a schedule of exciting events that would occur throughout the



area centered around Selma Avenue and Cahuenga Corridor. This area was chosen for the high concentration of venues involved in the planning process, as well as the aesthetics and atmosphere which was already attracting music and art fans to the area.

"It was such an honor to be a part of this, to work with local businesses who had a common love of this neighborhood, of music, the arts, and it's people who



Attendees, volunteers, and local businesses came together to support the first ever Only in Hollywood Music + Arts Festival. (Photos by Chuck Jones)

work, live, and visit this community," Melissa Logan, Amoeba Music, said. "It was great to start off kind of small this year to really get everyone on board, but I see this growing exponentially in the next year or two."

-DEVIN STRECKER, @DEVINTAIT

New HPOA Headquarters Now Open

Walk by 6562 Hollywood Boulevard and you will notice a bright new space showcasing the future of Hollywood, while honoring its past. The new home of the Hollywood Property Owners Alliance has been custom designed by the board and staff to better serve our stakeholders and the neighborhood.

Located in the former Hollywood Book and Poster storefront, the ground floor space in the historic Hollywood Studio Building includes a large conference room which can accommodate monthly board and committee meetings as well as other events. An 'investors corner' will help tell Hollywood's story and give

information on data and trends for those looking to invest in our community.



The HPOA board having it's first meeting in the new office. (Photo by Devin Strecker)

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President's Address: 2015 in Review

Greetings! As this year comes to an end, I am grateful to my fellow board members who have expressed their confidence and elected me to serve another year as president of the HPOA. I look forward to continuing to work with these committed individuals and staff to build upon the accomplishments of 2015. I'd like to share a few.

First, we've strived for continuous improvement in the professionalism of our association. With guidance from our Finance Committee, we transitioned to a new financial services firm that provides the backbone of our bookkeeping, assessment tracking, financial reporting and related services. The new financial report formats offer the board succinct information to conduct its fiduciary responsibilities of reviewing the status of our financial position, monitoring operations, and making strategic fiscal decisions. Online tools for the staff provide improved access to the database of accounting information as well as the ability to generate customized reports.

Second, an important objective for me was to increase communications with property owners and stakeholders. While our board and committee meetings are open to the public, I additionally hosted two "president's coffees" for stakeholders to share their observations, concerns, questions, needs, suggestions, and meet their neighbors. Though we are not able to solve every problem raised, the discussions help us stay close to what is on the minds of the community.

These communications led to the creation of a dashboard tool to keep track of issues and projects in the BID, which helps the board and staff evaluate and set priorities and stay focused on the important issues. Additionally, the observations shared led to a walkthrough of the district by our Streetscape Committee, and an inventory of landscaping, broken lights, street furniture, repairs and maintenance needed, many items of which have been addressed and underway.

The majority of the discussions con-

cerned the unfortunate status of Los Angeles as the homeless capital of the U.S., and the tremendous impact this has on Hollywood. This year's homeless count documented a 12 percent escalation over the previous year, visible by the increased encampments on our streets. This BID historically played a leadership role in uniting organizations to help people get permanently housed -- but we, along with the city, are in the midst of an unprecedented new trend. Because there is only so much we can do, we reached-out to our elected leaders at the local and state levels to insist that action is a priority.

Third, several noteworthy events this year have contributed to the goal of positive outreach and messaging to "change the conversation about Hollywood:" the first-quarter release of our Infographics and Development Map; the Hollywood-focused and well-attended BISONW event, which attracted real estate professionals and investors to a series of panels held one day in April; and our first Only in Hollywood Music + Arts Festival, described in greater detail on page 1, showcased authentic Hollywood talent, great venues, and the many opportunities for a visitor or neighbor to enjoy music, entertainment, the arts, and dining -- a sample of what Hollywood has to offer.

In my second tour as president, I am keenly aware of the imminent large task: the renewal of our business improvement district. Throughout 2016 we will work towards honing the best-practices for the organization in anticipation of building the strongest foundation to launch the next chapter of our BID. In the summer, we plan to solicit your input and ideas for BID renewal. Our board and staff made a conscious decision to relocate the headquarters to the middle of the Boulevard in order to be at street-level - at the pulse of what is happening. Watch for an invitation to an open house in January and we look forward to continuing our discussion. Until then I wish all of you a healthy and Happy New Year.

-MONICA YAMADA, PRESIDENT, HPOA



Photo by Gary Leonard

Streetscape Improvements on the Way

Out with the old, in with the new! The Streetscape & Planning Committee is happy to report that shiny new street furniture is heading to both districts, including new wrought-iron trash receptacles as well as landscaped planters under a new pilot project.

Last month in the Hollywood Entertainment District, the BID maintenance team removed 14 dilapidated trash receptacles that were originally installed by the Community Redevelopment Agency (CRA) in the 1990s. The receptacles had been damaged beyond repair over the years, which created an opportunity to enhance the streetscape with updated receptacles of higher quality. The old receptacles have since been replaced with more substantial Victor Stanley models that are consistent with the rest of the street furniture provided by the BID along Hollywood Boulevard.

The Sunset & Vine District will also be receiving some upgraded receptacles over the next few weeks. To increase consistency along Sunset Boulevard and Vine Street, existing Adopt-A-Baskets will be replaced with more substantial models from Keystone Ridge Designs. The Adopt-A-Baskets will be relocated to

side streets to capture additional litter.

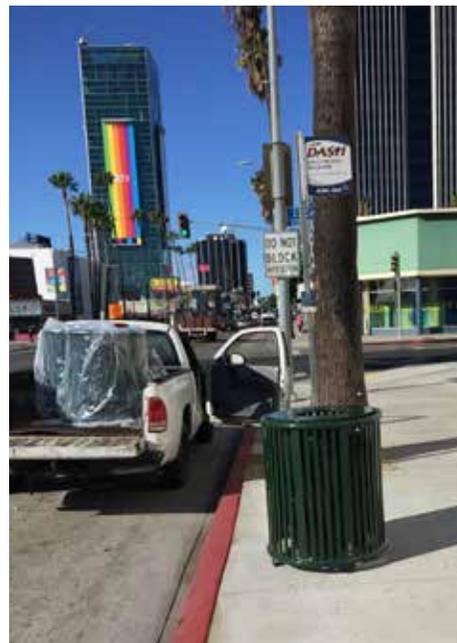
In addition, both districts will be piloting a landscaped planter project to help beautify and green the public realm. New wrought-iron planters that complement the upgraded trash receptacles will be installed over the next month at the intersections of Hollywood/Vine and Sunset/Vine. The foliage in the planters will be specifically designed to enhance the identity of each district.

Over a period of two to three months, the pilot planters will be carefully monitored. If the pilot is deemed to be successful, it will be replicated at additional intersections throughout both neighborhoods.

-MATTHEW SEVERSON



Above: The old trash receptacles, installed by the CRA in the 1990s, have been removed. Top right: New receptacles in the HED. Bottom right: New receptacles in the SVBID. (Photos by Matthew Severson)



calendar

SVBID / CHC Board Meeting

Tuesday, January 12, 2016
4:00 - 6:00 p.m.

#0IH2015 Debriefing Meeting

Thursday, January 7, 2015
3:00 - 5:00 p.m.

HED/SVBID Joint Security Committee Meeting

Wednesday, January 13, 2016
10:00 - 11:30 a.m.

HED / HPOA Board Meeting

Thursday, January 21, 2016
4:00 p.m. - 6:00 p.m.

**All meetings take place at:
HED & SVBID Headquarters
6562 Hollywood Blvd.**

Please RSVP to 323-960-7590 or info@hollywoodbid.org. Visit www.onlyinhollywood.org to confirm meeting times and locations. All meetings are open to the public.

Major Earthquake Retrofitting Ordinance Approved for LA

In October, the LA City Council passed an ordinance which will require retrofitting of two types of structures in the city: the so-called "soft-first-story" residential buildings, and unreinforced non-ductile concrete buildings built prior to 1977. With respect to the concrete buildings, which impacts many properties in both the Hollywood and Sunset BIDs, there is a grace period of 25 years to comply. The city's priority is to first inventory the residential buildings, estimated at about 13,500. After that, they will move onto identifying the concrete buildings, of which there may be as many as 1,400 in the city.

We will continue to monitor these developments to keep property owners in Hollywood apprised of the requirements that will be forthcoming from the city's Department of Building and Safety.

NavHwd

street closures

NAVIGATEHOLLYWOOD.COM

"IF/THEN" LOAD-OUT *Sunday; January 5, 2016 from 5:00 p.m. - Monday; January 6, 2016 at 5:00 a.m.* Southbound lanes of Argyle Ave., between Hollywood Blvd. and Yucca St., will be closed.

QUENTIN TARANTINO HAND & FOOTPRINT CEREMONY *Tuesday; January 5, 2016 from 2:00 am to 5:00 pm.* North and south curb lanes, and the north sidewalk, of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

"KUNG FU PANDA 3" PREMIERE *Friday; January 15, 2016 from 8:00 pm to Saturday; January 16, 2016 at 8:00 pm.* All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

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

Morrison Honored with Stanton Fellowship

Kerry Morrison learned just before Thanksgiving that she had been awarded a coveted Stanton Fellowship by the Durfee Foundation. The Stanton Fellowship provides six fellows with \$100,000 each over a two-year period to "think deeply about the intractable problems in their sector, and to tease out solutions that will improve life for the people of L.A."

The HPOA will be reimbursed for Morrison's time out of the office in 2016 and 2017 as she embarks upon her study. Morrison, inspired by the efforts of the Hollywood 4WRD coalition to see the most vulnerable, homeless, mentally ill individuals moved from the street to a safe place to live, has chosen this as her area to study and impact. The Fellowship allows Morrison to spend a minimum of three months out of the office in increments of two weeks, to travel, meet with experts, and visit other jurisdictions which may be a model for Los Angeles. The fellowship covers her travel costs, research assistance, conferences, materials and all ancillary expenses related to her project.

Morrison intends to blog about what



HPOA executive director Kerry Morrison and board president Monica Yamada at the Durfee Foundation Awards Ceremony on December 10, 2015. (Photo by Devin Strecker)

she is learning on the onlyinhollywood.org website once the Fellowship commences in January.

Lorin Lappin Joins HPOA

Lorin Lappin (see photo at left) is the newest member of the Hollywood Property Owners Alliance (HPOA) team, serving as the Administrative Coordinator. Her positive demeanor and her ability to learn very quickly has already earned her the nickname "Lightning Lappin!"

Lappin comes to the HPOA with a wealth of professional experience and an avid interest in non-profit work. Prior to joining the HPOA, Lappin served as the assistant librarian at Wildwood School in Los Angeles, and an executive assistant at Priority Mailing Systems. Lappin has always had a keen interest in Hollywood, as she and her husband had their very first date at Amoeba Music.

When she's not working on keeping Hollywood up and running, she enjoys being outdoors and cooking some of her favorite recipes. Lappin is excited about the BIDs' new office being right on the Boulevard, as she will be enjoying a first-hand look at our growing neighborhood. Welcome Lorin!

-JOSEPH MARIANI JR., @GOODNEWSJOE



Happy Holidays from the staff of the HPOA. This is the last photo of the staff in the Taft Building, where the BID offices were located for many years. From left to right are Devin Strecker, Matthew Severson, Lorin Lappin, Kerry Morrison, Edwin (door man at the Taft), and Joseph Mariani, Jr.

Los Angeles Homeless Situation High on City and County Radar

The evidence that there are more people experiencing homelessness in the city and county of Los Angeles is underscored by data and visual observation. This region is impacted by a multitude of factors which have contributed to the unprecedented action taken by the Los Angeles City Council in September to call for the declaration of a “state of emergency” and the dedication of \$100M to address the problem. This acknowledgement helped to make sense of the rise in calls to BID Patrol for assistance from property and business owners. The BID security officers have done what they can to respond to the concerns expressed by the stakeholders, but there are limits to what the BID can do.

In January, both the city and the county are expected to announce the results of several months of strategic planning around this issue. There has been good cooperation between the city and the county, which is encouraging. Both short and long-term strategies are anticipated. Further, the city just allocated \$12M toward rapid-rehousing assistance (which helps to prevent homelessness) and emergency shelter beds in anticipation of El Niño. The County is working on allocating \$100M in the 2015/16 year budget to support the strategies to be announced next month.

Meanwhile, closer to home, local organizations who are working to assist and house those individuals who are willing to come in off the street can use support from the business community. Many of these organizations are listed at www.hollywoodsafesidewalks.com.

Finally, traditionally, the L.A. region has conducted a bi-annual point-in-time homeless count, but this year, the federal government is requiring an annual count. Therefore, individuals who are interested in volunteering for this year's count, scheduled for Thursday January 28, 2015, are encouraged to register at www.theycountwillyou.org.

Approximately 150 volunteers will be needed to count the 30+ census tracts that comprise Hollywood. For more information on any of these issues, please contact Kerry Morrison at kerry@hollywoodbid.org.

#OIH2015 Photos

As detailed on page one, the HPOA organized the inaugural Only in Hollywood Music + Arts Festival from November 5-8, 2016 at dozens of venues throughout Hollywood.



Volunteers from local higher education facilities, including AMDA College and Conservatory of the Arts, Emerson College LA, Musicians Institute and Los Angeles Film School assisted with various aspects of the festival over the four days.



Information booths were stationed at four locations, where attendees could obtain schedules and information, as well as purchase official festival buttons that granted them discounts at participating businesses. Upon purchasing a button, attendees could fill out a short survey to enter a raffle.



Martin Miller's Gin presented “Gin + Jazz” at Saint Felix on Sunday, November 8. Saint Felix was one of several venues that hosted multiple musical performances throughout the festival, having installed a temporary stage and soundsystem just for the event.



Space15Twenty hosted parties each evening of the festival in its courtyard, featuring free beer for button-wearers and DJs spinning.



Above: The band Neon Dusk performed at Couture on Thursday, November 5 to close out the first day of the festival.

Left: The Hollywood Palladium partnered with the Co-Lab Gallery to host “Art in the Park [ing Lot]” on Sunday, November 8. The day-long event featured performances by Rumroller Organ Trio and Slim Jefferson, as well as artwork from over 45 local artists.



The CleanStreet crew, which provides cleaning and maintenance services to both the BIDs, was honored with a holiday lunch at the new HPOA headquarters on December 22, 2015.



CHC Board members and staff, Fabio Conti; Kerry Morrison, Brian Folb and Devin Streckler present a check for \$6,000 to Alex Davis of The Center at Blessed Sacrament. The funds were raised via the fourth annual Sunset and Dine festival, which was held on September 24, 2014. The Center provides outreach and services to homeless individuals.

Julia Dean and Los Angeles Center of Photography: Creating a Community

If you live in Los Angeles, and have any desire to be involved in photography in any way, chances are very good that you've heard of Julia Dean. For the past 33 years, Julia has been mentoring aspiring photographers of all skill levels through her workshops, classes and programs. She has built a very special community that calls Hollywood home at the **Los Angeles Center of Photography** (1515 Wilcox, just north of Sunset).

Originally from Broken Bow, Nebraska, Julia received her photography degree from Rochester Institute of Technology and a Master's in Journalism from the University of Nebraska.

For years, Julia travelled around the world doing what she called "socially concerned" photography - using her camera to shed light on social issues. She also worked as a professor at the University of Nebraska-Lincoln, along with several other institutions across the U.S., for 16 years before moving to Los Angeles in 1994.

Living in Venice Beach, Dean began to make a name for herself by posting flyers offering her teaching services. After twelve years on the beach, she moved her school to Seward Street in Hollywood. Then a couple of years later, she found the ideal property at 1515 Wilcox Ave. that would allow her to expand and



Julia Dean in Venice Beach. (Photo by Laurie McCormick)

pursue another dream, of turning the business into a non-profit that would provide education, scholarships, grants, exhibits, public programs and events, along with focused programming for youth and low-income families.

In October 2013, Julia opened The Los Angeles Center of Photography (LACP) which officially obtained its 501(c)3 tax-exempt status in August, 2014. The school now offers about 100-120 classes a year.

But what interests Julia more than anything these days is designing and implementing programs for at-risk and underserved kids. As she says, "I recently

came up with the idea of offering a year-long program at the Boys & Girls Club in Los Angeles. I told one of the board members and he immediately raised the money for 15 cameras. I started the program with seven kids in the class and have been with them every Wednesday for about a year."

LACP has a variety of classes designed for students in middle school and high school (ages 12-18) including summer and fall classes. The Center's new non-profit status allows them to raise the funds to run the center, and a lot more. They are hosting a membership drive to continue to center's growth. "I want the LACP to be more than a school," concludes Julia. "We want to be able to offer scholarships to people who can't afford to take a class."

LACP's will host their Second Annual Street Shooting Exhibition from February 12 - March 11, 2016, with opening night reception scheduled for Friday, February 12, 2016. The theme is street shooting in Los Angeles and Around the World. The juror - well-renowned London street shooter Matt Stuart - will select between 40-50 images based on creativity, originality, and quality.

-**KIM SUDHALTER, @KIMSUDHALTER**

This is an excerpt of the full story, posted online at onlyinhollywood.org.



Sweetgreen, Rubies + Diamonds Now Open

Signs of life are rapidly appearing over at Columbia Square, where Sweetgreen and Rubies + Diamonds join initial tenants Sugarfish and Neuhouse.

Sweetgreen is “a destination for simple, seasonal, healthy food” made with ingredients that are organic and locally sourced. With locations across the country, the Hollywood store becomes the third in the state of California. The menu features a variety of seasonal and signature bowls and salads, with local favorites such as the Hollywood Bowl (wild rice, shredded kale, jicama, grapes, raisins, sprouted almonds, goat cheese, and roasted chicken tossed with balsamic vinaigrette). You can also create your own salad or bowl, or have a bowl of soup.

You won’t find jewelry at Rubies + Diamonds, but it may be a coffee or tea

lover’s new best friend! With it’s first location, Rubies + Diamonds isn’t afraid to mix it up by incorporating shiny new technology or infusing their drinks with crazy flavor profiles and innovative ingredients. Favorites include a Rose Vanilla Latte (espresso with Madagascar vanilla and rose water, prepared with textured milk) and their matcha green tea with white chocolate scone. They even have nitro chilled drinks, which infuses the beverages with tiny nitrogen bubbles that result in a creamy, velvety texture. In addition, they serve beer and wine, and sell whole bean coffee and tea leaves.

Sweetgreen

6115 W. Sunset Blvd.
www.sweetgreen.com

Rubies + Diamonds

6115 W. Sunset Blvd. Suite 150
www.rubiesanddiamonds.com

Hollywood Proper Residences Now Leasing at Columbia Square

On the outside, Hollywood Proper Residences is a 23-story sculptural landmark built on the site of the historic CBS Broadcast facility on Sunset Blvd. On the inside, it’s full of the elegance, refinement and surprise that have become the signature of international tastemaker Kelly Wearstler. Becoming a resident of one of the building’s 200 furnished or unfurnished units, which boast four one-of-a-kind luxury penthouses, means exclusive access to a new take on glamorous Hollywood living.

Hollywood Proper is a building built for views. The tower’s modern V-shape and streamlined glass façade reveal unobstructed, panoramic sightlines of the Hollywood Hills, Downtown skyline, local landmarks including the Capitol Records Building and the Griffith Ob-



Hollywood Proper Residences penthouse rendering courtesy of Proper Residences.

servatory – and the expanse of the city in every direction.

Now leasing; sales gallery & model

located at 6255 W. Sunset Blvd, Suite 150; 323-465-7767; Info@properresidence.com.

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parties



Spend New Year's Eve at the hottest party in Hollywood! The countdown to #OHMNewYearsEve begins now. Ohm's greatest party to date is this NEW YEARS EVE 2016! They'll be keeping it classy with a Masquerade Theme, naked sushi, lumpia, a 5,000 piece balloon drop, complimentary photo booth with prints, Optimus Prime LIVE, and 4 areas of entertainment with DJ's playing the hottest EDM + HIP HOP hits. Hosts include Sarah Stage, Emily Sears, Melissa Molinaro, Skye McDonald, and more. Text 213.219.1300 for reservations.

www.ohmnightclubla.com

movies



Every once in a while, a movie comes out that is more than just a movie; it's a phenomenon. The Star Wars series of films has become part of our culture, and the latest installment continues the saga. *Star Wars: The Force Awakens* had its premiere at not one, not two, but three theatres here in Hollywood and has already broken every box office record, making over \$247 million in its opening weekend. If you haven't already seen the film, or just want to see it again (and again), it is currently playing at TCL Chinese Theatre in IMAX, El Capitan Theatre, and ArcLight Hollywood.

www.starwars.com

shows



Hailed by Time Magazine as "Musical Theatre Gold!," *Bullets Over Broadway* is the hilarious musical comedy about the making of a Broadway show. Written by Woody Allen, *Bullets Over Broadway* is the story of a young playwright who, in desperate need of financial backing for his next show, accepts an offer he can't refuse from a mobster looking to please his showgirl girlfriend. Don't miss what the New Yorker exclaims as, "a Fun Machine from Start to Finish!" *Bullets Over Broadway* is bringing musical comedy back with a bang January 5-24.

www.hollywoodpantages.com