Reclaiming the Legacy of Old Hollywood

Over a century ago, the middle of Hollywood Boulevard was a happening place. Hollywood's first movie theatre opened at the NE corner of Hudson and Hollywood in 1910 (The Idyl Hour). The Hillview Apartments (6533 Hollywood Blvd) opened its doors in 1917 as the first apartment building that welcomed actors. Hollywood’s first post office

We have some exciting news to share! In an effort to stay ahead of the curve and on top of industry-leading best practices, we have transitioned to a new maintenance and beautification vendor. Since September 1, a new team has been hitting the streets of Hollywood. The vendor, Streetplus, now provides enhanced services for the Hollywood Entertainment District and the Sunset & Vine District.

Streetplus has been providing maintenance and beautification services to the business improvement district industry for over 20 years. They are proud to serve over 50

Streetplus Hired as New Maintenance Vendor

Bisnow Goes Back to the Future...of Hollywood

This September, Bisnow LA hosted their second event in Hollywood, ‘Hollywood Boom.’ The event, which was held in one of the few remaining vacant retail spaces at the Eastown apartments (6201 Hollywood Blvd.), featured a keynote interview with Hollywood Chamber CEO Leron Gubler and two distinct panels focusing on the Future of Hollywood and our growing Office Boom.

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Something Tangible to Address Homelessness – Measure HHH

Not a day goes by without a call from a concerned property or business owner seeking answers to explain why the homeless situation in Hollywood has increased so significantly over the past couple of years. Indeed, this is corroborated by reliable data sources: the annual homeless count conducted by LAHSA in January of this year and the monthly homeless count conducted by the BID Patrol on the last day of each month. At a special meeting of the Joint BID Security Committee in July, Kerry Morrison prepared a presentation to outline this data and report on some of the changes on the horizon that offer hope.

Her report, which is available at hollywoodbid.org under “Documents & Reports,” showed a 106% increase in the number of people sleeping on the streets of both the Sunset and Hollywood BIDs from June 2013 to June 2016. With respect to the official LAHSA count, the city of LA number was pegged at 28,464 this January; in the section that is defined as Hollywood (larger than just the BID boundaries) the number jumped 32% from 942 to 1,247. Not surprisingly, the number living in encampments in Hollywood jumped 48% to 161 and the number living in tents increased 85% to 141.

Recognizing the seriousness of this situation, elected officials in the city and county of Los Angeles are now working collaboratively in unprecedented ways to address this issue. Meaningful change will require resources, however, and absent funding for housing and the services that are needed for people living with mental illness, physical disabilities or substance abuse, this situation will continue to deteriorate.

To that end, the L.A. City Council voted to place a general obligation bond measure on the November ballot which will ask LA City voters to approve a 10-year plan to raise $1.2B to fund permanent supportive housing for chronically homeless people. Measure HHH will stimulate the construction of 8,000 to 10,000 units of housing, leveraging other funding sources threefold. The housing will be located throughout the city of LA, in every council district.

This bond measure is widely supported throughout the city. Backers include council and mayor, the Greater LA Chamber of Commerce, the LA County Federation of Labor and a long list of community, philanthropic and business organization. The boards for both the Central Hollywood Coalition and the Hollywood Property Owners Alliance voted at their September meetings to add their names to the long list of supporters.

Though voter angst about homelessness polls very high (a “window of opportunity” according to political consultants who observe the whims of public opinion), this measure needs to secure a two-thirds passage. Further, to find it, voters must wade through what will be a very long ballot in LA. 17 propositions will be on the state ballot alone, not counting candidate elections, local city and county measures.

For more information about Measure HHH, including what it will do and the campaign to secure its passage, please consult yesonhhh.com for more information.

-Kerry Morrison, @KerryHMorrison

News Briefs

Before you renew that lease! Joe Mariani, associate executive director of HPOA, is available to meet with any property owner who may be interested to know more about the macro-trends impacting Hollywood. Some owners have found Mariani’s data useful when considering the highest and best use for their property, or considering a change in tenant mix. The neighborhood is changing, and parts of the BID, for example, are looking for more residential-serving retail. As we like to say, we see a lot of dogs here in the District, and not a single pet store! Contact Joe if you’d like to set up a meeting or phone appointment to talk trends, joe@hollywoodbid.org.

Plan your costume for Havana Nights! The always-fun annual gala to support the Hollywood PAL (Police Activities League) is scheduled for Wednesday, November 2, 2016 at the Taglyan Cultural Complex. This year’s honorees will be actress Pauley Perrette, Sgt. Darrell Davis (LAPD) and Inspector Eugene Andrews (LAFD). The theme is “Havana Nights.” Information about sponsorships and tickets are available at www.hollywoodpal.org.
The theme of this year’s joint All Property Owners Meeting, “Walking the Walk,” emphasized the transition that downtown Hollywood is undergoing to become a truly walkable neighborhood. Building upon our “Walk Score” of 92, the HPOA staff highlighted factors that contribute to “walk appeal,” contributing to a pleasant walking experience.

Joseph Mariani, executive director of the Sunset & Vine District, gave a preview of what’s in store for the business and development climate. Matthew Severson, operations coordinator, presented highlights from our beautification and streetscape efforts, and introduced Steve Hillard with our new maintenance vendor, Streetplus.

LAPD Hollywood Captain Cory Palka spoke about the efforts his team, in collaboration with BID patrol, have made to keep the District safe.

Devin Strecker, director of communications, presented on our marketing and event plans, giving people new reasons to visit Hollywood.

The meeting was closed by Monica Yamada, president of HPOA. All guests enjoyed a reception on the beautiful patio at the college, with refreshments sponsored by Andrews International.

The meeting report can be found at hollywoodbid.org under Documents & Reports.

-Devin Strecker, @Devintait
New “Street Team” Provides Enhanced Services

...Continued from Page 1

opened in 1897 at the SW corner of Cahuenga and Hollywood. This historically significant portion of the Boulevard is where the HPOA board and staff chose to relocate the BID management office last year, to be part of a renaissance that is long overdue for this “micro-neighborhood.”

We are all stewards of a portion of Hollywood Boulevard that is rich in history and ripe for a re-awakening.

-GALO MEDINA, HPOA BOARD MEMBER

Like an archaeologist brushing away the dust from buried artifacts, this summer April Clemmer, a Hollywood history buff, spent time researching the origins of key buildings in the section of the District we are now referring to as “Old Hollywood” (loosely defined as Hollywood Boulevard from Las Palmas to Cahuenga). Her research complements an initiative underway in the Hollywood Entertainment District to celebrate what is unique about this section of Hollywood Boulevard and to bring property owners together to work toward a new vision.

To this end, a core group of property owners in Old Hollywood began meeting earlier this year to explore “what is possible?” to help this area realize its potential. Those core owners included Mark Echeverria, Musso and Frank Grill (6661 Hollywood); Beth Andrus, World of Wonder (6650 Hollywood); Evan Kaizer, Sieroty Family holdings (6554 Hollywood); Erin Anderson, 6626-6636 Hollywood Blvd; and Galo Medina, representing his family’s property where Hollywood Toys & Costumes is located (6600 Hollywood). Medina is chairing the initiative.

Over the course of the spring and summer, the group expanded to include more owners and ideas were shared about branding possibilities. Unique streetscape or street furniture additions; parking enhancements that could assist the local retailers; pop-up retail options; and creation of a historical walking tour were also discussed.

One priority involves building a sense of community amongst the 30+ owners that comprise Old Hollywood. Several of these owners carry on a family ownership legacy into the second and third generation. More owners are coming to the table to work together on a shared vision. Medina said he is excited about the new relationships that are being forged amongst the owners.

“We are all stewards of a portion of Hollywood Boulevard that is rich in history and ripe for a re-awakening,” Medina said. “By meeting each other as neighbors, we will come to appreciate how our decisions and investments will impact not only our individual properties but this important segment of the Boulevard.”

The next step involved a walking meeting which took place on September 28. Each participating owner introduced their property to their neighbors; described its history and shared plans or aspirations for the future.

“Walking from building to building helped us appreciate how pedestrians experience this part of the street,” says Medina. “It was eye-opening for all of us.” The group plans to meet with Councilmember O’Farrell in the coming weeks to discuss possible enhancements.

-KERRY MORRISON, @KerryHMorrison
This year, perhaps more than any other year in the past, the BIDs have worked to highlight the creative class here in Hollywood, shining a light on our music, arts and culture.

In March, the Sunset & Vine BID embarked on a public art program to transform ten utility boxes in the District with paintings created by local artist, Paige Emery. The boxes featured portraits of local bands, two of which performed at the launch party hosted by Amoeba Music.

On June 21, the Hollywood Entertainment District participated in the worldwide Make Music Day event by producing a free, outdoor concert at the Hollywood/Vine Metro Plaza. The event was made possible through partnerships with Metro, W Hotel, and Musicians Institute. Sponsors included Eastown, The Melt, and Hohner.


Last fall, the BIDs collaborated on the Only in Hollywood Music + Arts Festival, a four-day music and arts showcase and walkable neighborhood open house. Through discussions with our festival partners, a new event has been conceived for spring 2017. This much more significant event would once again highlight the entertainment and cultural scene here in Hollywood, while allowing for a percentage of the proceeds to come back to the neighborhood for projects and initiatives to benefit the community.

For more information, contact kerry@hollywoodbid.org.

- Devin Strecker, @Devintait

Bisnow’s “Hollywood Boom” Event Highlights Local Developments

...Continued from Page 1

shift in use will most certainly come with new needs,” said Frank Stephan, Partner at Clarrett West Development. Needs such as housing are certainly on the docket. With a current daytime employee population of nearly 10,000 people (before adding the new employers listed earlier) Hollywood will certainly need more beds. To help meet this expected demand, Clarrett West is now under construction for phase two of their Eastown project which will add nearly another 500 apartment units to the area. Along with these units, comes a large amount of retail space for the neighborhood.

“In many ways this place reminds me of a Brooklyn or a Williamsburg, in that it’s a true emerging market. When we looked at potential leases for the retail spaces here at Eastown, we knew we had to put in uses that not only served the tourists, but also fit into the fabric of what Hollywood is becoming – a neighborhood,” said Jay Luchs, EVP of Newmark Grubb Knight Frank. I couldn’t agree more, and with creative office on the rise we are seeing Hollywood become a hub for incubating start-ups and new business ventures.

Sean Moghavem of Archway Holdings said “one of the reasons we purchased our building at 1800 Vine Street is because we knew Hollywood is the center of L.A. With public transportation so close to our building we know it makes it easier for folks to get downtown or west from here as opposed to other parts of the city.” This is no doubt an important truth in an economy where collaboration is becoming more and more a part of daily business activities.

This point was also brought up by Leo Grifka, EVP of HQ Development. “When we did our projects in Hollywood we knew we had to have creative space that was open. High ceilings and large rooms made it appealing for our users. We wanted buildings with good bones and Hollywood has it.”

Hollywood is still in the midst of its renaissance. With construction costs expected to rise by 3-5% over the next 12 months, according to Jack Mollenkopf of Pankow, it doesn’t seem to be hindering the demand for Hollywood.

There are still several investment opportunities and potential underutilized spaces and buildings that can be repurposed to meet the growing demand of the residents who are moving here. Now after a 200% increase in residential units in our two BIDs since 2000, and an expected 70% growth in our resident population over the next five years, it’s no wonder why everyone is looking ahead to the Future of Hollywood, today.

-Joseph Mariani, @GoodNewsJoe
Hello Fellow Property Owners! It is with great excitement that I write this message. This past quarter has been one filled with landmark events. In August our Sunset and Vine BID held its Annual All Property Owners Meeting in conjunction with the Hollywood Entertainment District BID, as has become the tradition.

This meeting was significant as it marked the 10th annual meeting for our BID and the 20th for Hollywood! The meeting’s theme, ‘Walking the Walk,’ featured presentations by staff and guests who spoke to the walkability and continued development of Hollywood and our Sunset and Vine BID as one of Los Angeles’ premiere “walkable” neighborhoods. We want to thank Emerson College for hosting us in their beautiful meeting space.

Another exciting item, during the meeting we introduced our stakeholders to our new maintenance vendor, Streetplus, who began operations in the district on September 1st. We are excited to see what great work the new team will accomplish in our district. Be sure to look for them in their bright blue polos!

Our second landmark event held on September 1st was our Fifth Annual Sunset and Dine! It’s hard to believe that what started five years ago as a small marketing effort for our district’s restaurants has now grown into a large scale event. Complete with over 40 different vendors/participants from our Hollywood BIDs and attended by nearly 650 guests, the festival further established itself as one of the district’s “can’t miss events.” Through our silent auction we were able to raise over $3,000 for The Center at Blessed Sacrament, a non-profit agency which connects our homeless population in Hollywood and surrounding areas to the streets and into permanent and supportive housing.

Our organization was very proud of this achievement. This is something that our organization was founded on. It helps our homeless neighbors move from the streets and into permanent and supportive housing. You can find more information about Proposition HHH in this month’s newsletter and at www.yesonhhh.com.

For those property owners, or authorized representatives, who are interested in serving on our CHC board of directors please be sure to keep an eye out for our nominating applications, which will be sent out in early October. Applications must be submitted to the HPOA office by no later than 5 p.m. on Friday, October 28, 2016.

Lastly, we are less than two years away from the renewal of our Sunset and Vine District. As president I recently appointed a committee to help steer us through this effort as we begin discussions about what our BID should look like over the next 10 years. It’s a discussion I’m looking forward to having with our stakeholders and my fellow board members as we begin to reimagine Hollywood in 2029! We hope that you will continue to follow us through this process as our staff will be reaching out to you with new information as it becomes available. We thank you again for your ongoing support of our district as we continue to serve you. Ciao!

—FABIO CONTI, PRESIDENT, CHC

**Milestones Achieved by SVBID**

Many of you know that homelessness is a major issue that spans our city and county borders. In speaking with our staff I know that at no other time in the history of our Business Improvement District have they received more calls related to this issue than in the past year. One of the biggest problems is the lack of housing for our homeless neighbors. Knowing that something needs to be done, and fast, this November’s ballot will give us a chance to support Measure HHH on the Los Angeles city ballot. This past month both the CHC and HPOA Board of Directors voted to support this initiative and the work it will accomplish in helping our homeless neighbors move from the streets and into permanent and supportive housing. You can find more information about Proposition HHH in this month’s newsletter and at www.yesonhhh.com.

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—FABIO CONTI, PRESIDENT, CHC

**HUGE THANKS TO OUR SPONSORS!**

The Coalition to Protect L.A. Neighborhoods & Jobs/Stop the Housing Ban
- Hudson Pacific Properties
- The Los Angeles Film School
- The Camden Hollywood
- Emerson College Los Angeles
- Paramount Contractors & Developers
Held on the campus of the Center at Blessed Sacrament in the heart of Hollywood, the fifth annual Sunset & Dine event took place September 1st, featuring an abundance of area restaurants and bars. A silent auction, free attendee raffle tickets for a Mama Shelter gift card, and both DJs and live entertainment curated by Amoeba Music completed the fun and festive night. The Center itself is a non-profit organization dedicated to ending homelessness and isolation in Hollywood, providing a safe and welcoming space for those who are homeless, and serving as a hub of leadership in fighting chronic homelessness. The Center also offers a variety of quality-of-life engagement programs such as art, poetry, recovery groups, and other holistic activities.

The event was presented by The Coalition to Protect L.A. Neighborhoods & Jobs/Stop the Housing Ban, headed for the March 2017 ballot, whose booth at the event provided information on voting against the Neighborhood Integrity Initiative. The initiative is essentially a new housing ban whose passage could increase rents, cost jobs, and worsen homelessness issues.

The importance of understanding this initiative and the Center’s worthy fund-raising goals aside, Sunset & Dine is a terrific night of food-driven entertainment. The range of goals aside, Sunset & Dine is a terrific night of food-driven entertainment. The range of dining spots.

Restaurants participating at Sunset & Dine included Smoke’s Poutinerie (left) and Ciabatta Bar (below). (Photos by Chuck Jones)

Amoeba’s booth featured a wheel spin with prizes such as $5 off coupons, canvas bags, and psychedelic turntable covers. (Photo by Chuck Jones)

One of the most appealing aspects of the event - besides the great food and drink, music, and worthy cause - was the mix of attendees. From families to foodies, there was something for everyone to enjoy, and the low key vibe made this year’s Sunset & Dine a great spot to linger as the sun sunk behind a skyline dotted with palm trees and the neon marquis of El Capitan Theater in the distance.

-SYDNEY HARRIS, @GENIEWRITES
The 4th Annual Hard Rock Cafe 5K/10K has arrived to Hollywood, California! The chain of theme restaurants that offers the most unique, rocking dining experience at over 175 locations world-wide is now its own 5K/10K race on Saturday, November 5. Starting and finishing at the Hard Rock Cafe, Hollywood, located at the Hollywood and Highland Center, this run through the star-studded Hollywood Blvd, is sure to be the highlight of your running season. Registration for the 5K is $50; the 10K is $55 (prices increase on Nov. 4). The race's official charity partner is My Friend's Place.

www.runhardrockcafe.com

The Hollywood Arts Council will present the 6th Annual Spirit of Old Hollywood Gala on Sunday, October 9th in the historic Masonic Lodge at Hollywood Forever Cemetery, 6000 Santa Monica Blvd., from 6:00 – 9:30 p.m. Central to the evening's festivities are séances led by international celebrity psychic and medium Patti Negri, psychic readings, and tours of the cemetery. Tickets for the evening affair are $50.00 in advance, $75.00 at the door, and include membership in the Hollywood Arts Council, exciting food bites, a specialty Spiritini cocktail (along with no-host bar), tours and psychic readings.

www.hollywoodarts council.org

Dublab and LACE are partnering to produce Tonalism, an all-night ambient happening partly inspired by La Monte Young's Dream House and the happenings of the 50s and 60s by artists such as Terry Riley, John Cage and Yoko Ono. Tonalism will take place from 6:00 p.m. on Saturday, November 19 until 6:00 a.m. the next morning. Visitors are encouraged to bring pillows, cusions, sleeping bags, lay down and listen. The event features live performances and DJ sets in an environment transformed by projections, installations and various multimedia elements.

www.hollywoodpantages.com