Rising to the Challenge

Annual Meeting Addressed Challenges and Opportunities

Property owners and their representatives from the Hollywood Entertainment District and the Sunset & Vine District came together for the 20th annual All Property Owners Meeting. It was held this year at the Hollywood Roosevelt Hotel’s Academy Room on Thursday, August 24, 2017.

The meeting was a little different from past years, as staff opened the meeting by acknowledging the difficult year experienced by many businesses and organizations in the area, due to the increases in crime, homelessness and encampments, and the unintended consequences of changes in various state and local laws and ordinances that have made enforcement more difficult.

Executive Director Kerry Morrison shared concerns from business and property owners, spoke to the myriad issues that staff has addressed over the past year, and reflected on her twenty years working for the BID. LAPD Hollywood Commanding Officer Cory Palka shared his perspective on the challenges facing law enforcement officers in Hollywood and took questions from the audience.

However, good news was shared on the bright spots in Hollywood, including the BID’s maintenance, beautification, wayfinding signage and event programming initiatives, new developments, and new businesses to celebrate. Further, even more exciting news about the future of the two BIDs - soon to become one large District (the largest in Los Angeles), was shared by BID renewal co-chairs Brian Folb and John Tronson. Sunset & Vine District board president Fabio Conti concluded the meeting with closing remarks.

Despite the current challenges, Hollywood truly is rising to the occasion, strengthening its voice and looking to a bright future.

See page 6 for photos from the Annual All Property Owners Meeting and additional information about BID renewal.

- Devin Strecker, @DevinTait

A new Management District Plan, which is the governing document for the new BID, is currently in the works. The goal is to have all documents completed before the end of the 2019-2020 BID term.
Tourism Zone Planned for Hollywood & Highland

Over twenty property owners from the proposed Tourism District, centered around the Hollywood Blvd. and Highland Ave. area, convened on September 21, 2017, in the HPOA office. (Photo by Devin Strecker)

Culminating several months of exploration, property owners in a section of the BID that will now be known as the “Tourism District,” agreed to the creation of an overlay zone in the new 2019 BID. BIDs can create special assessments to provide services that are unique to a particular set of properties. For example, an Alley Overlay Zone exists in the current BID to levy assessments on alley-adjacent properties to pay for cleaning and patrols.

The assessment will be applied to front footage from Orange to McCadden, and will include property footage fronting Highland, from Selma to approximately Yucca. The assessment will raise $250,000 in the first year to pay for services specific to this zone. Examples might be special security patrols, hiring of uniformed LAPD officers, additional beautification or maintenance, among other potential services.

The owners in this Tourism District will have the ability to guide decisions about the programs or activities funded by their assessment and the bylaws for the new Owners Association will specify the governance procedures to ensure that decisions are weighted by amount of assessment paid. The Management Plan for the new BID will specify that the assessments in the zone can be lowered, or eliminated (as BID plans only allow you to lower assessments, not to increase above what is articulated in the plan), in the event that the owners no longer feel the services are warranted.

-Kerry Morrison, @KerryHMorrisson

calendar

SVBID / CHC Board Meeting
Tuesday, October 10, 2017
4:00 - 6:00 p.m.

HED/SVBID Joint Security Committee Meeting
Wednesday, October 11, 2017
10:00 - 11:30 a.m.

HED / HPOA Board Meeting
Thursday, October 19, 2017
4:00 p.m. - 6:00 p.m.

Old Hollywood Locals Night
Tuesday, October 24, 2017
6:00 - 8:00 p.m.

HED/SVBID Joint Streetscape and Planning Committee Meeting
Wednesday, October 25, 2017
9:00 - 10:00 a.m.

BID Renewal Open House
Wednesday, October 25, 2017
10:00 a.m. - 12:00 noon

All meetings take place at: HED & SVBID Headquarters, 6562 Hollywood Blvd. 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.
This year for the All Property Owners Meeting, the staff put aside the traditional fun presentation about the latest urban planning trends and decided to get real. A short video was presented that captured some of the recent headlines and news clippings which underscore the feeling we’ve had that the sidewalks of Hollywood are not as safe as they were perhaps three to five years ago. Here is an excerpt from my presentation which opened the meeting. It was a call to action. After this presentation, I distributed a petition asking the Mayor, to address our concerns. Indeed, I was able to use this to secure a meeting with the Mayor in October for a group of 9 owners from both BIDs. We will keep you posted.

Friends, this has been a difficult year. It has been a difficult year for Starline Tours, trying to put Hollywood’s best face forward in the eyes of their tourists. It has been a difficult year for restaurants, contending with people running in off the street, disrupting the patrons. It has been a difficult year for apartment managers, some of which report that people are not re-leasing because upon experiencing this neighborhood they say, “we did not sign up for this.”

It has been a difficult year for one of our post-secondary schools who report that students are afraid to walk on the sidewalks. It has been a difficult year for some of our commercial real estate brokers who try to show vacant properties in Hollywood, but have to step over encampments. This has been a difficult year for the staff. We moved to the “mid BID” in December 2016 so we could help to galvanize change. We are 100 percent committed to being there, and are proud to keep our windows clean and keep the lights on at night and keep the metal roll-down door up. But that is not easy. What is going on? I have some theories about how we got here.

**Homelessness has increased.** But the face of homelessness is different than even five years ago. We’ve seen the numbers:

- 23% increase in the county
- 20% increase in the City
- 26% increase in vehicles/encampments

What is different? First, the housing affordability crisis is truly taking its toll. Wages have not kept pace with the increase in rents. When you lose your apartment, you often end up in your car or an RV. It’s harder to gain a foothold back into the economy in a high-cost market.

Second, there are more mentally ill people wandering the streets. The LAHSA Demographic study says that the number of homeless individuals suffering from mental illness is 30%. Because that is a self-reported survey, I believe that number is low.

Third, there are more people wandering our streets prone to violent outbursts and erratic behavior. This is perhaps the most worrisome trend, because it creates an intimidating experience for pedestrians.

Fourth, there is criminal behavior embedded in, or associated with, some of the encampments. When we protect encampments, we are empowering more of these behaviors. It does not feel safe. There is a societal shift happening in our state; it is not limited to Los Angeles. We are hearing similar concerns from our sister BIDs throughout the state. This is not something we can simply police our way out of. It is no accident that we started to notice this shift in 2015. The state legislature and the voters have passed some laws, under the umbrella of “criminal justice reform,” that have unintended consequences.

**Assembly Bill 109** passed in 2011, shifting the incarceration burden for certain low-level offenders away from the state prison system to the counties. Some offenders have left our criminal justice system without the safety net of a job and housing to transition back into society.

**Proposition 47,** the so-called “Safe Neighborhoods and Schools Act,” was approved by the voters in 2014. Certain drug and property crimes were downgraded from felonies to misdemeanors. Presumably the money saved by not incarcerating these individuals would be used for substance abuse treatment, mental health service and programs to reduce truancy and help at-risk youth. Sadly, the hundreds of millions of dollars that were promised have not materialized.

**Proposition 57** was approved by voters in 2016 and has yet to be implemented. It will boost access to early release “good time” credits for eligible inmates and increase parole eligibility for non-violent offenders.

In early August, we were grateful to see the LA County Board of Supervisors call for the creation of a Blue Ribbon Commission to study the effects of the criminal justice reform measures outlined above. At that Board of Supervisors hearing, Sheriff Jim McDonnell said: “While developed with good intentions, the legislation may have created unintended consequences, placing our public and our first responders at risk.”

This shows that what we are experiencing in Hollywood is not an isolated occurrence. If you ask any BID Patrol member, especially those who have been with us for more than a decade, whether they are encountering a more violent cohort of people on the sidewalks, they will answer “Yes.”

**So what are we doing?** We have been speaking up. I have posted several blogs on onlyinhollywood.org to articulate our concerns. We have met with our sister BIDs in downtown Los Angeles who are experiencing similar neighborhood jitters about crime and safety. We met with the Deputy Mayor for Public Safety, Jeff Gorell who came to Hollywood, walked the streets with us, and met with a small group of owners from both BIDs. We’ve met with, and walked the Boulevard with Councilmember Mitch O’Farrell and our LAPD leadership. We’ve met with City Attorney Mike Feuer. We have shared our concerns with State Senator Ben Allen and Assemblymember Richard Bloom. LAPD, with their limited resources, have taken action to create a more visible presence out here. We’ve seen the mounted unit on a regular basis and there has been a daily footbeat on the boulevard. Both Captain Cory Palka, and the head of our HED, Lt. Michael Ling, have been very approachable and responsive.

We created a survey, because we need data, so we are not just sharing anecdotal information. This will be a baseline against which to measure change in the future. We received over 800 responses in a 60 day period and will share the results with our elected officials (and in our next newsletter). Please know that we are making this our highest priority, to be a voice to our elected officials at the city, county and state level to take notice. We are partnering with LAPD to look at innovative ways to deter crime in the neighborhood, and asking more of our BID Patrol to increase their visibility. We welcome your comments and suggestions and ask for your support as we get through this season. We will get through this.

-KERRY MORRISON, @KerryHMorrison
Holiday Decorations to Return to Hollywood Boulevard

In partnership with the Hollywood Chamber of Commerce, the Hollywood Entertainment District is excited to announce the return of decorations this holiday season!

Starting in November, decorative lighting will be installed at the intersections of Hollywood/Highland and Hollywood/Vine. Over 50 palm trees along Hollywood Boulevard will be wrapped with LED string lights and topped with programmable RGB color up-lighting.

In addition, seasonal decorative pole mounts and garland will garnish the light poles at the two intersections. The palm trees will remain wrapped with lights all-year round, adding much-needed nighttime lighting and ambiance to the streetscape.

- Matthew Severson, @OnlyInHWD

Tree Trimming: Before & After

Annual tree trimming along Zone 1 streets in the HED has now been completed, with over 390 trees trimmed by Urban Tree Care throughout the month of September. As a reminder, the City of LA is currently on a 15 year tree trimming cycle.

Hotel Boom Continues in Hollywood

Three new hotels opened their doors for business in Hollywood recently: The Kimpton Everly Hotel, located at 1800 Argyle Ave.; The Hampton Inn, located at 1133 Vine St.; and the Dream Hotel, at 6417 Selma Ave. All three hotels were built from the ground up and are part of a larger hotel boom that will see as many as thirteen more hotels in the coming months.

The Kimpton Everly brings 216 new rooms to Hollywood as well as a ground floor coffee bar and restaurant, Jane Q, and a fifth-floor pool bar, Ever Bar.

Hampton Inn, part of the Hilton brand of hotels, includes 112 guest rooms with a spa, outdoor heated pool, and meeting space.

The Dream Hotel is part of a major development that, in addition to 178 guest rooms, includes restaurants and bars like Tao, Beauty & Essex, Luchini Pizzeria, Avenue Nightclub, and The Highlight Room.

In total, Hollywood has added over 500 hotel rooms since July; a 15 percent increase that keeps growing.
Sidewalk Vending Ordinance Stalled

The Los Angeles Times editorialized in November 2015 that the city of LA “is moving at a glacial pace” with respect to adopting a framework to allow sidewalk vending in the city. It is now almost two years later, and the glacier – for all intents and purposes – has melted.

Now, Hollywood is drowning in pop-up vending that has resulted in confusion for law enforcement and chaos on the sidewalks, particularly in the tourist zone.

The city’s Public Works Committee and Economic Development Committee were scheduled to hold a joint meeting on Monday, October 2, at City Hall. On the Thursday before, word was given that the meeting was postponed, and a long-awaited report from the Chief Legislative Analyst had not been produced yet. Presumably, this report will provide guidelines on how permitting will work in the new ordinance.

Here in Hollywood, we hope to “opt out” of any sidewalk vending framework, and are seeking a “vending free zone” for the Walk of Fame. If you would like to help, there are three things you can do.

First, write a letter to the two committee chairs who will oversee the next council hearing on this matter. Their names and addresses are in the box on the side. Copy our Councilmember Mitch O’Farrell.

Second, if you are interested in coming to the public hearing to be part of the Hollywood team to testify, send an e-mail to kerry@hollywoodbid.org.

Finally, please send photos and videos of what you see out on the sidewalk to the BID office, info@hollywoodbid.org.

-Kerry Morrison, @KerryHMorrison

Write your letter expressing your concern with the city’s delay in passing a sidewalk vending ordinance. Ask that this be completed by year’s end. Request that the Walk of Fame be exempted from ALL vending, and that Hollywood have the opportunity to “opt out” of this ordinance. Put in your own words how you feel about the impact of sidewalk vending on local businesses and the neighborhood.

Send to:
Councilmember Bob Blumenfield, Chair
Public Works Committee
councilmember.blumenfield@lacity.org
200 N. Spring Street #415
Los Angeles, CA 90012

Councilmember Curran Price, Chair
Economic Development Committee
councilmember.price@lacity.org
200 N. Spring Street #420
Los Angeles, CA 90012

Council President Herb Wesson
councilmember.wesson@lacity.org
200 N. Spring Street #430
Los Angeles, CA 90012

Mayor Eric Garcetti
mayor.garcetti@lacity.org
200 North Spring St.
Los Angeles, CA 90012

Councilmember Mitch O’Farrell
Councilmember.ofarrell@lacity.org
200 N Spring St. #480
Los Angeles, CA 90012

News Briefs

Haunted Hollywood

Through October, the Old Hollywood Walking Tour, led by April Clemmer, will take on a spooky tone as it incorporates ghost stories into the history of Hollywood and the legacy of its founders, businesses and movie stars who first put Tinseltown on the map. To purchase tickets for the tour, visit oldhollywoodtours.com. Private and group tours are also available!

April Clemmer leading a nighttime version of the Old Hollywood Locals Tour at Boardner’s. (Photo by Devin Strecker)

Feastown

is a brand new pop-up market in the heart of Hollywood that celebrates the rising starts in the food, music and design scene. The bi-monthly event takes place every other Saturday, beginning October 7, 2017, at Eastown, 6201 Hollywood Blvd. The market will operate from 5:00 p.m. – 9:00 p.m. on the first and third Saturdays of each month. With an assortment of up-and-coming local food vendors, and partnerships with The Center at Blessed Sacrament and the Los Angeles College of Music, they will present a new take on the text book “night market” bringing together all aspects of the community for a bi-monthly night of delicious food, and festivities. For more information, visit www.feastown.co.

All Hallow’s Eve

The Hollywood Chamber Community Foundation is planning its annual All Hallow’s Eve Celebration, an event for Chamber members and their guests. Join the fun on Wednesday, October 25th from 5:30 p.m. to 8:30 p.m. at Hollywood Forever Cemetery at 6000 Santa Monica Blvd. in Hollywood.
Sunset & Vine

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Michael Pogorzelski - AMPAS
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Pam Smith - Robertson Properties Group
Arthur Stroyman - Kilroy Realty Corporation

ex-officio
Stacey Levine - Live Nation/Hollywood Palladium
Brook Purcell - sunset + vine by Windsor

www.sunsetandvinebid.org

BOP DOWN TO BIBIBOP

Bibibop Asian Grill brings the bold flavors and healthy ingredients of South Korea to its new home at Sunset and Vine. Check out our review on the blog, onlyinhollywood.org!

Staff awarded John Tronson with the first-ever Staff Appreciation Award honoring his legacy in Hollywood which includes two stints as president of the HPOA board; twice serving as chair of the BID renewal steering committee, and chair of the security committee. From left to right are Matthew Severson, Lorin Lappin, Kerry Morrison, John Tronson, Devin Strecker and Joseph Mariani.

Representing Emerson College LA are Peggy Engs and Joyce Maxwell. (Photo by Devin Strecker)

Nathan Sheets, The Center at Blessed Sacrament; and Julie Hudman, Saban Clinic. (Photo by Devin Strecker)

From left to right: Pam Tronson; Christopher Bonbright, Avison Young; and Chase Gordon, Avison Young. (Photo by Devin Strecker)

Leslie Blumberg and Michael LoGrande, The Fonda Theatre. (Photo by Devin Strecker)

Hollywood BIDs Renew and Merge

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this year. Be sure to keep an eye on your mailbox as petitions for the new BID should be arriving in January, 2018. If petitions are approved, a formal ballot will be mailed by the City to each owner for their official vote in early summer of 2018.

BID staff recognizes that renewal can be an involved process and for that reason we will be hosting an open house in our office this month, October 25 at 10 a.m. for all owners and representatives who may have any questions or concerns about the BID and its renewal. If you plan on attending please RSVP to Lorin Lappin at lorin@hollywoodbid.org. We will continue to update you through our newsletter. For any other questions please contact Joseph Mariani at (323) 463-6767.

-JOSEPH MARIANI, @GOOD NEWS JOE

www.sunsetandvinebid.org
Hunger for Hamilton

The BID, working with our PR team at Haines & Co., organized a blogger tour to celebrate the arrival of smash Broadway musical, Hamilton. The following is reprinted with permission from Kristie Hang.

The Tony Award-winning musical Hamilton plays at the Hollywood Pantages Theatre through December, 2017. (Photo by Dylan Tucker)

Hollywood is an international landmark filled with lots of glamour and history. But with so much going on and new restaurants constantly popping up, it begs the question where should you go? Where should you go in the area when you’re in town to watch a show at the Pantages Theatre? In honor of Hamilton’s run in Hollywood, here are 5 new restaurants that you need to try in Hollywood!

Farida, the seventh venture of restaurateur George Abou-Daoud, serves modern Middle Eastern cuisine from the Mideast, North Africa, the Mediterranean, and beyond. The restaurant is homey, extremely well-themed, and decorated with some of the first feminist Middle Eastern magazines from the 1950s. Opened since January of 2017, the eatery is located near the famed intersection of Sunset and Vine in Hollywood. Farida’s lamb awarma is aged for 30 days and paired with cured eggplant, pita, and a perfectly cooked soft-boiled egg. Each meal comes with a complimentary vegan lentil soup. Farida is located at 6266 Sunset Blvd.

Filitera is a new rooftop bar with a sweeping 360 degree view of the Hollywood hills from the 23rd floor of the Hollywood Proper Residences. Opened just months ago, Filifera is complete with a pool and cabanas for residents to enjoy, but also a bar with tasty bites for all guests to experience. Entering Filifera feels like going to a hotel party except it’s like an exclusive private party that nobody knows about. It has a private, yet laid back vibe, good music, amazing views and strong cocktails. I recommend the Passionfruit Fizz or the Hibiscus gin and tonic. The cheese plate and charcuterie boards are also worth your while. Filifera is located at 1550 N El Centro Ave.

Previously known as Beso, which was famous for its celebrity owner Eva Longoria, Viva has since replaced the former Hollywood hot spot with a complete renovation from head to toe. Longoria is still involved in the restaurant, however the food and décor have been completely updated and now better than ever! The restaurant has a lounge vibe with live music and dancing available. Viva Hollywood’s menu includes a diverse menu of Latin inspired dishes, from short rib taquitos, churros, to chicken mole, along with an impressive specialty cocktail menu. Viva is located just down the street from the Pantages Theater, Arclight Cinemas, and other venues, making it an ideal pre-show or post show stop. Viva is located at 6350 Hollywood Blvd.

Good Greek Grill is your answer to authentic, delicious, and no-frills Greek food. Every single menu item and sauce is made in house and fresh. The spit-roasted gyro is delectable as is their freshly made tzatziki sauce, grape leaf domas, and eggplant dip, chicken kabobs, Greek salad, crispy garlic and thyme infused pita bread are to die for. Good Greek Grill puts a spin on the traditional baklava by using pastry puff skin. You’ll be hard pressed to find something that isn’t good at this eatery. They even have gluten free and vegan options available. If there’s one must order item, it’s the Spanakopita Bites that come out piping hot and are filled with spinach & feta cheese wrapped in a fried puff pastry. Good Greek Grill is located at 6363 Yucca St.

Beetle House is a new Tim Burton-themed pop-up turned permanent fixture in Hollywood. Inside you will find a bar, lounge area, and a waiting area just before you enter the restaurant area of the space. Beetle House is filled with Nightmare Before Christmas, Beetlejuice, and Edward Scissorhands (to name a few) artwork and creations. Even the drinks and food are themed after various Burton characters and movies. For patrons who wish to sit in for dinner and watch a show, they are freak show performers that put on quite the performance. Diners order from the $40 or $45 prix fixe menu and reservations must be made in advance to dine in. For those who only wish to just enjoy the bar and show, there is no additional charge. Beetle Bar’s theme is executed extremely well. It’s definitely a must visit on this list. Beetle House LA is located at 6356 Hollywood Blvd.

-Kristie Hang, @KristieHang
The Second City Hollywood is producing the Los Angeles Diversity in Comedy Festival from October 20 through October 22, 2017. The festival will showcase performers of diverse backgrounds exploring issues pertaining to race, gender, disabilities, sexual orientation and gender identity through performances, panels, and workshops. The festival features three active stages. The Second City Stage, and the 3 Arts Stage, are located at 6560 Hollywood Blvd. The Hollywood Improv State is located at 8162 Melrose Ave.

Join the Hollywood Arts Council for the 31st Annual Charlie Awards, a celebration of art and culture in our backyard on October 17, 2017. Featuring an awards ceremony hosted by Nikki Boyer and live art by Reba Alexander and Abbey Golden. Honorees include screen legend Olivia DeHavilland, Councilmember Mitch O’Farrell, and HPOA Director Kerry Morrison. The Hollywood Arts Council will then celebrate the arts and the new kids on the block with a block party! Indulge in live art, music, food, and drinks in the heart of Hollywood at the historic Palladium.

During “An Evening of Laughter and Reflection,” actress and comedienne Carol Burnett will take questions from the audience and show video clips from her shows in a format that harkens back to the legendary openings of The Carol Burnett Show, where her studio audience had an unfiltered opportunity to engage Carol with questions and receive spontaneous answers. “I love the spontaneity of these evenings,” said Carol. “I never know what anyone is going to ask, or say, or do, so it keeps me on my toes!”