A Fresh Take on Old Hollywood

On Wednesday, January 25, 2017, the 59th class of Southern California Coro Fellows in Public Affairs presented their recommendations to improve Old Hollywood, based on weeks of research. The fellows gathered survey responses from 405 residents, interviewed 52 retailers, created an asset map, toured the Warner Pacific Theatre, and interviewed Councilmember Mitch O'Farrell during the process.

The historic Old Hollywood micro-neighborhood encompasses Hollywood Boulevard from Las Palmas Avenue to Cahuenga Boulevard. It is home to some of the oldest legends, businesses and buildings in Los Angeles, and many of Hollywood’s “firsts.”

However, the area has not kept up with the progress of key intersections such as Hollywood and Highland, Hollywood and Vine, and Sunset and Vine, where development has ushered in a renaissance of new businesses, residents and investment.

After spending over three hundred hours in the field, the Coro Fellows reported their findings and suggestions to a group of property owners and community members at LACE. The vision they presented entailed two components. The first was reimagining Hollywood Blvd. by highlighting its historic identity while introducing eclectic options for retail. The second was creating spaces that bring together both residents and visitors for community events that celebrate the area’s significance to American pop culture.

One of the top recommendations was to explore new lighting options, both for decorative purposes and to increase the feeling of safety.

Secondly, they advised creating a green alleys program, to utilize the neglected alley areas and transform them into beautiful spaces for pedestrian use.

The third recommendation was to activate the area with experiences and events to draw community members and visitors to the area with holiday celebrations, block parties, and civic gatherings. They suggested that in having these events, Old Hollywood would be creating a brand for itself that would naturally draw people to the area. Some specific ideas for events included a night market, outdoor movies,

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What Will the BID Look Like in 2029?

Greetings fellow property owners!

It has been a whirlwind time since assuming the role presiding over the board for the Hollywood Property Owners Alliance in November of 2016. I am grateful to my fellow board members for electing me to serve in this capacity and look forward to working with the board and all of you on a number of important initiatives this year.

Looming front and center is the work underway to formulate a plan for 2019 – 2029, the proposed 10-year renewal of the Hollywood Entertainment District BID. An ad-hoc steering committee has commenced work, and it is attempting to approach this from a more visionary mindset, to plan for all the ways in which this community might change in the next decade. This is a new BID we are proposing, and as such, we are not beholden to “business as usual.” We welcome creative ideas about how to deliver services. We are also looking at how some of the “micro-neighborhoods” in the District require different levels of service, or services that are completely unique.

With respect to “micro-neighborhoods” watch for some new activities coming out of the ad-hoc committee working on rebranding of the middle part of the Boulevard, referred to, for the moment, as Old Hollywood. We will be launching a historic walking tour in April and will be meeting with our councilmember later this spring to talk about ways in which the city can partner with us to stimulate retail activity.

While tackling BID renewal and economic development activities, we have not lost sight of the core services that are essential to a “clean and safe” Hollywood. This was the original mantra of the Hollywood Entertainment District, and we remain committed to these essential functions.

For example, on September 1, 2016, to stay ahead of the curve and on top of industry-leading best practices, we transitioned to a new maintenance and beautification vendor. Our new “street team,” brought to you by Streetplus, has been busy providing enhanced services for the Hollywood Entertainment District (and our sister BID, the Sunset & Vine District). With a 20-year history under their belt, Streetplus champions their hiring practices and training program, which has an emphasis on hospitality and customer service, as one of the many aspects that separates them from their competitors. Perhaps you’ve had a chance to interact with one of the street team members wearing their bright turquoise shirts.

Our enhanced maintenance service now includes online service requests, brand new state of the art cleaning equipment, heightened visual branding, and an emphasis on public interaction.

In keeping with the “clean and safe” theme, our staff and board have been very involved in supporting the passage of Measure H, the quarter cent sales tax increase to augment county services to address and end homelessness in LA. (See related article on page 5.) The board is well aware of the seriousness of the homeless crisis, with the accompanying encampments and sidewalk impacts. Our security team and staff have been involved in problem solving with law enforcement, our council office and city sanitation to mitigate these impacts. The passage of the companion measures (HHH on the city ballot in November and H this past March) assure that relief is in the future.

Please know that our board meetings are open to the public and we welcome your input and participation. I am also available to talk with any owner to address concerns, hear your ideas or just get acquainted. Do not hesitate to reach out to me at mark@hollywoodbid.net!

–MARK ECHEVERRIA, HPOA BOARD PRESIDENT
MUSSO & FRANK GRILL

For more... Check out our blog at www.onlyinhollywood.org to read the piece titled “Musso and Frank Grill: Hollywood History” by Genie Davis and find out how Hollywood’s oldest restaurant got it’s start back in 1919! With famous patrons throughout the years such as Charlie Chaplin, Marilyn Monroe and Tony Curtis, stepping into Musso’s is like entering a time machine.
Hollywood in Miniature

A view of Joe Pellkofer’s Hollywood Miniature including the Warner Pacific Theatre and the First National Bank Building. (Photo by Kerry Morrison)

Last month, we were invited to a storage unit in the Antelope Valley to see, in person, the most amazing hand-crafted miniature version of Hollywood. It sits on the floor, covered in dust. So, what’s the story behind this amazing find?

In 1936 business was slow for Joe Pellkofer, owner of Hollywood Cabinet Company. Rather than have his master craftsmen sit idle in midst of the Great Depression, he created a passion project to inspire them. Thousands of hours were spent creating a miniature version of Hollywood.

From the time Pellkofer began the miniature projects, it took 25 artists and craftsmen four years to complete all of them. Originally, there were six: Hollywood, the Malibu film colony, a composite of the film studios of the day, Graumann’s Chinese Theater, the Hollywood Bowl and the Brown Derby. Pellkofer commissioned detailed photographs of all the locations before they were constructed in miniature.

The Hollywood in Miniature diorama traveled all around the country between 1946-1948. But after the section depicting the Brown Derby on Wilshire Boulevard was damaged beyond repair during a cross-country tour, Pellkofer pulled his miniatures from circulation nearly forty years afterward. He wanted a permanent home for them where they would not have to travel. It was Joe Pellkofer’s wish that his work be displayed in Hollywood.

Hollywood Heritage currently owns this treasure, and when they heard about our commitment to revitalize this historic section of Hollywood Blvd., they suggested that we might be in a position to help them find a new home for this unique time capsule.

We need a temporary location (perhaps 12 months) to house it for the purposes of restoration. Hollywood Heritage has someone who will do the restoration. Ideally, it should be lifted up to a work table, with a way for our Old Hollywood Walking Tour to visit it and see the restoration in progress. Perhaps there is a nearly vacant space that someone would entrust to us?

The diorama is composed of three sections:
1. 126 inches long, 47 ½ inches wide
2. 127 inches long, 40 ½ inches wide
3. 126 inches long, 50 ½ inches wide

All together on one table, it would be 126 inches x 137, or 10.5’ by 11.4’.

Ultimately, this deserves to be permanently housed on display, and will be visitor attraction in its own right. When it was on display at the Hollywood Entertainment Museum in the late ‘90s, fiber optic lights were installed to light up the street lights, building windows, and mimic the light dawn to dusk in the city. We will make this a key component of our Walking Tour. The permanent home for Hollywood in Miniature will need to be willing to have the public access it on a regular basis.

We are putting out a call for help in getting this jewel out of the dust and out on display for all to see and enjoy! If you can assist, contact us at 323-463-6767.

-April Brooks Clemmer, @VinSPIredApril

A view of the miniature model which includes residential buildings, including the 1928 Fontenoy, still standing today at 1811 N. Whitley. Beyond that is Outpost Estates, painted on the mural which surrounds the edge of the miniature model. (Photo by Kerry Morrison)
A BID For the Future

In less than two years the Hollywood and Sunset and Vine Business Improvement Districts will be up for renewal. The current BIDs are scheduled to run through December 31, 2018. In preparation for this process, two ad-hoc committees have been formed representing a diverse array of property owners and stakeholders from the two districts. These ad-hoc committees will be meeting to formulate recommended options for the BIDs as they embark on a ten-year renewal, establishing districts that would be in effect until 2029.

The committees will be working with a consultant to determine service zones, quantity and frequency of services, as well as exploring new and innovative management techniques for the new districts. The Hollywood ad-hoc committee is being chaired by “BID renewal veteran” and property owner John Tronson, while the Sunset ad-hoc committee is being chaired by CHC Board member and property owner Brian Folb. “The goal is to find a service level that works for our district now and that can be flexible in the future, since we are talking about a ten-year BID,” Tronson said. The committees will be bringing both Management District Plans before their respective boards in July with the hopes to have a petition drive start sometime in early 2018.

When asked about the impact of the BID, Folb responded “The BID has been a vital part of the positive change we have seen in our Hollywood Community. I’m excited to be a part of its renewal as we look to continue assisting Hollywood in its remarkable renaissance.”

Unlocking the Potential of Old Hollywood

and art walks. These events could be funded through public/private partnerships, and while primarily aimed at locals, they would be a natural tourist draw as well.

Lastly, they examined adaptive reuse for some of the historic buildings which are currently dormant or under-utilized, such as the Pacific Warner Theatre. They suggested modernizing these properties with new uses that would draw people to the area.

Through interviews with retailers, the homeless issue was identified as needing the most assistance, followed by general safety and security. As to the question of who is their customer base, a quarter said tourists, a quarter said a combination of tourists and residents, and less than one out of ten said local residents. This shows a need for more neighborhood-serving retail.

Six out of ten residents reported that they visit the area at least once or twice a week, or every day. Through merchant interviews, it was determined that the businesses in the area receive an average of 75 customers per day. Residents desired grocery, fine dining, and clothing stores in the area.

Some property owners voiced concern that the City of Los Angeles’ policies hamper their ability to revitalize the area. They stated that planning, tax credits, and concerted efforts by the city are needed to improve the physical realm. Another concern was the lack of, or perceived lack of parking.

As safety was another concern, it was noted that eight out of ten residents said they felt safe, moderate or very safe in the mornings. In the afternoon, the numbers shifted slightly with six out of ten reporting that they felt safe, moderate or very safe. When asked where would make them feel safer, the top four answers were more police patrol, less visible homelessness, better lighting, and more vibrancy and activity.

For questions about the two BIDs or the BID renewal process, stakeholders are encouraged to reach out to Joseph Mariani at (323) 463-6767 or Joe@hollywoodbid.org.

-Joseph Mariani, @GoodNewsJoe

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Since their inceptions in 1996 (Hollywood) and 2007 (Sunset and Vine) the two BIDs have been “leading actors” in Hollywood’s comeback script. In early summer an economic study will be shared with owners that measures the economic impact of the districts since 2008.

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LA Voters Deliver a One-Two Punch to Tackle Homelessness

Out of crisis comes opportunity. Now that the voters have generously bestowed resources to address LA’s homeless crisis on multiple levels, we may see some relief in the situation that has become quite visible and worrisome here in Hollywood over the past two years.

LA City voters approved a ten-year $1.2B general obligation bond on the November ballot. It received 76 percent of the vote, well above the two thirds required for a bond measure (66.67 percent). Measure HHH is specifically geared to provide 10,000 units of permanent supportive housing for chronically homeless individuals within the city limits. (Note: HPOA Executive Director Kerry Morrison was named by Mayor Eric Garcetti to sit on the Measure HHH Citizen’s Oversight Committee.)

LA County voters were asked to weigh in on a quarter cent sales tax measure on the March 6, 2017 ballot. This was Measure H. Because it was a special tax (specifically intended for homeless services) it, too, required a two-thirds approval threshold. Given that the March election has historically low turnout, it is a testament to the tactics applied by the campaign, coupled with voter concern about homelessness reaching nearly every corner of LA County, that the threshold was passed with 69.24 percent of the vote! Beginning July 1, 6, 2017 ballot. This was Measure H. Because it was a special tax (specifically intended for homeless services) it, too, required a two-thirds approval threshold. Given that the March election has historically low turnout, it is a testament to the tactics applied by the campaign, coupled with voter concern about homelessness reaching nearly every corner of LA County, that the threshold was passed with 69.24 percent of the vote! Beginning July 1, 2017, approximately $355M a year will flow into the county to fund services.

What is hopeful about this new season in LA is that the city and the county are working collaboratively to address homelessness. It is different than in the past, where government agencies operated in silos. Though silos still represent a gravitational pull, there is strong leadership now in both city and county government to pursue integrated solutions. The city and county presented a joint plan in February 2016, and from this plan, the funding priorities will arise.

In March 2017, a 50-person working group met for the first of four meetings to identify the priorities, out of the gate, for the initial deployment of the county funds. They will present their recommendations to the board of supervisors in May. Morrison testified during public comment and asked for the following:

•Creation of a coordinated outreach system founded upon sustained and consistent engagement with homeless individuals living on the street; available 24 hours a day; accessible to the public through a call center.
•Access to an emergency shelter in Hollywood (the 65-bed PATH shelter closed in July 2016).
•Access to substance abuse intervention services included detox beds and access to recovery or sober living facilities for people struggling with substance abuse on the streets of Hollywood.
•Provision of additional short-term psychiatric beds in local hospitals so people detained for a 5150 72-hour hold are treated and not released back to the streets.
•Supplemental funding for the county’s board and care system which houses mentally ill adults.
•Acknowledgment that new nonprofit service providers, who are capable of delivering services funded by Measure H dollars, will need support in developing capacity, so that funds are not dispensed merely through traditional service providers.

-Kerry Morrison, @KerryHMorrison
At its annual meeting on February 14, 2017, the Central Hollywood Coalition approved the slate of new board nominees and officers as recommended by the Nominating Committee.

The following property owners were elected to serve three-year terms (2017-2020) for the Sunset & Vine District: Bill Humphrey, Hudson Pacific Properties; Melissa Logan, Amoeba Music; Carol Massie, McDonald’s; Arthur Stroyman, Kilroy Realty Corporation; and Jack Taglyan, Taglyan Cultural Complex. All are returning board members.

The slate of officers elected to serve one-year terms are Fabio Conti, Fabiolus Cucina, President; Bill Humphrey, Vice President; Jack Taglyan, Secretary; and Joyce Williams-Maxwell, Emerson College, Treasurer.

In addition, the board voted to approve a five percent increase to the payroll expense for the BID security staff employed by Andrews International. This was also approved by the HPOA board, as both BIDs contract with Andrews for security services. The increase was made retroactive to January 1, 2017.
Eating Around the World... Without Leaving Hollywood!

Taco Tuesday at Trejo’s Cantina in Hollywood. (Photo by Devin Strecker)

Hollywood’s diverse culinary offerings truly present something for everyone. For those looking for a taste of other countries and cultures, look no further than these new eateries specializing in cuisine from around the globe!

Mamacita Cantina Peruana (6801 Hollywood Blvd./Hollywood & Highland, Level 4)
This colorful new eatery features Peruvian BBQ Bowls with prime skirt steak, free range chicken, or organic Portabella mushrooms. Any of the items are also available as wraps. Mamacita also features a Kombucha Bar featuring their Health-Ade and Better Booch in flavors like California Grape, Golden Pear and Ginger Boost. They have housemade drinks such as Purple Corn Chicha with pineapple, cinnamon and lime; or Strawberry Horchata with cinnamon, rice and almond milk. [www.mamacitacantina.com](http://www.mamacitacantina.com)

Good Greek Grill (6363 Yucca St.)
Having first found fame as a food truck, Good Greek Grill has successfully transitioned to brick and mortar, with their first location in Los Feliz (1820 N. Vermont) and now their Hollywood location. Start with a protein: pork on the spit, beef/lamb mix, Greek sausage (highly recommended), chicken skewer, or grilled veggies. Make it a Gyro, platter, or plate, and add plenty of their housemade tzatziki or eggplant dip! Their Spanakopita bites are stuffed with spinach and feta cheese in a fried puff pastry. And don’t forget dessert! You have to try the baklava bites – fried puff pastry willed with walnuts, honey and cinnamon. [www.goodgreekgrill.com](http://www.goodgreekgrill.com)

Trejo’s Cantina (1556 N. Cahuenga Ave.)
Actor Danny Trejo, perhaps best known for his character Machete, is now making a name for himself as a restaurateur. After beginning with a truck, he opened his first brick and mortar last year at 1048 S. LaBrea, before venturing into Hollywood with Trejo’s Cantina. His empire shows no signs of stopping, with his own Trejo’s Coffee line out now, and a donut shop coming soon. The Cantina features plenty of space including an outdoor patio and a bar with many, many different beers on tap (we counted over 20)! Popular menu items include the Fried Chicken Burrito, Mexican White Shrimp Taco, Carnitas with Grilled Pineapple Taco, and the Grilled Jidori Chicken Bowl. They also offer House Made Churros for dessert, as well as vegan options. [www.trejostacos.com](http://www.trejostacos.com)

D’s Dubai Sauce (6510 Hollywood Blvd.)
With a fusion of Mediterranean and Middle East cuisine, D’s specializes in kabobs and gyros, served late into the night. Their hot press wraps and plates can be prepared with beef and lamb, chicken Shawarma, beef steak, chicken kabob, Dubai mix, Kofta kabob, or falafel. Plus, all dishes are 100% Halal. As the name implies, the sauce is a key component of any meal here. They range from creamy Los Angeles inspired White sauce, to Savage, with the hottest herbs and spices from Africa. D’s is open until 2:00 a.m. Mon. through Thurs., and until 3:00 a.m. Fri. through Sun. [www.dubiaisauce.com](http://www.dubiaisauce.com)

Farida (6266 Sunset Blvd.)
Everyone in Hollywood should be excited about Farida! Mediterranean food is certainly the cuisine of the moment, so at first glance it might appear that the owner, George Abou-Daoud, is simply meeting audience demand. He is, but that would also be dismissing just how special Farida is. The Mediterranean flavors at Farida are ones that George is very well acquainted with, having grown up with them. So it’s a coming home of sorts. But everyone in Hollywood is all the better for it, as Farida complements his nearby, long-standing restaurants Delancey and The Bowery. [www.faridarestaurant.com](http://www.faridarestaurant.com)

Restaurant management

-Devin Strecker, @DevinTait & Esther Tseng, @EstarLA

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

Joseph Mariani, HPOA staff; Fabio Conti, Sunset & Vine District board president; and Steve Seyler, HPOA security director, enjoy a game of chess after lunch at Selma Park on March 10. (Photo by Devin Strecker)

HPOA executive director Kerry Morrison gave a master talk titled “No One Has a Right to Die on Our Streets” at the California Downtown Association’s annual conference on March 15. (Photo by Devin Strecker)
The Hollywood Chamber of Commerce hosts its 29th annual Hollywood Expo at the world-famous Avalon Hollywood on Wednesday, April 26, from 5:00 p.m. to 8:00 p.m. The Expo attracts over 250 concierges, business owners, and chamber members. It will showcase the businesses which make ‘LA LA LAND’ so enticing to event planners, travel professionals and more! Guests will enjoy menu samples, cocktails and giveaways while meeting the exhibitors. For more information, contact Kaylee@hollywoodchamber.net.

Urban Outfitters at Space 15 Twenty (1520 N. Cahuenga Blvd) presents Local Heroes, a night of music featuring performances by Samson, Yates Bruh and Jess Gallo. The free, all-ages event runs from 7:00 p.m. - 9:00 p.m. on Saturday, April 15, and includes a DJ set by AwareWølf. LA-based Samson Szakacsy, who recently performed at the Hotel Cafe, will perform while his songs paint live with The Drawing Machine. He embarked on his musical career after quitting football; he was a senior quarterback at Arizona State.

The Hollywood Police Activities League (PAL) hosts its annual Celebrity Brunch n’ Bowl at Lucky Strike Live, Hollywood and Highland, on Sunday, May 7 from 12:00 noon until 4:00 p.m. This family-friendly, VIP event takes place in the heart of Hollywood, where attendees will bowl with celebrities and PAL kids, mingling with community partners, police officers, and other pals of PAL. All proceeds go directly to support the PAL programs. Tickets range from $20 for spectators, to $50 for an individual bowler or $600 for a team. Call 323-467-7114 to reserve your spot today!

www.hollywoodchamber.net  www.hollywoodpal.org  www.uospaces.com