Finding your way: BID Project to Improve Pedestrian Circulation

The Hollywood Entertainment District and Sunset & Vine District are embarking on an exciting new project! In coordination with Council District 13, the Hollywood Chamber of Commerce, and the City and County of Los Angeles, preliminary design work has commenced for a comprehensive pedestrian-oriented wayfinding signage program in both BIDs.

The BIDs have contracted with Hunt Design, the firm responsible for many local signage projects including downtown Los Angeles, Pasadena, Burbank, Westwood Village, as well as numerous other high-profile national and international projects.

The project’s scope of work includes directional signs to guide pedestrians to points of interest and public parking, map kiosks, and gateway entrance signs.

As a part of the design process, a community-led steering committee has been formed to guide this work, assuring the aesthetics and designs of the new signage is representative of the Hollywood community.

Though the BIDs have funded the preliminary design work, which will be completed by summer 2017, a campaign will be required to secure implementation funding.

-Matthew Severson, @onlyinhwd

Sidewalk Vending Update

In an effort to repair the “broken and dysfunctional policy as it relates to the vending of food and merchandise on public sidewalks,” Los Angeles City Councilmembers Joe Buscaino and Curren D. Price have authored framework for a proposal to decriminalize and regulate sidewalk vending within the City of Los Angeles. On December 12th, the Public Works and Gang Reduction Committee held a public hearing to hear both sides of the argument. BID representatives from throughout the City of Los Angeles were present to convey the concerns of the businesses and property owners we represent.

Additionally, the ask was made that the city create a clear and concise “Opt-Out” option for those areas in the city who wish to not be included in the policy. As the framework currently stands, the opt-out option would have to include

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Trespassing – a simple guide

As we approach the new year, BID Patrol representatives will be on hand to visit and hand out Trespass Arrest Authorization Forms to business and property owners within both of the BIDs in Hollywood.

Owners will be asked to fill out two forms. One form will be maintained at the BID Security Office and the other form will be on file with the Los Angeles Police Department, Hollywood Station.

Your business is private property that is open to the public. When undesirable behavior occurs, people who create a disturbance or disrupt the operation of your business can be asked to leave by a business representative. If they refuse, we recommend that the police and/or BID Security be notified. Anyone who represents the property owner or lease holder can revoke permission to come onto private property.

In order for Andrews International BID Patrol Officers to act as an agent for enforcing trespass violations of your business, there must be a signed trespass form on file, otherwise the business representative must make a private persons arrest if prosecution is desired.

Another reason for the trespass form is to provide BID Security and LAPD information for emergency contact in the event of incidents that may occur after the close of business. A blank copy of the Trespass Arrest Authorization Form (Los Angeles Municipal Code Section 41.24) is available either by calling the BID Patrol Office (323-465-0122) or by downloading from the BID website.

Generally, BID Patrol officers will provide warnings to individuals and ask them to move from the private property. In the majority of instances, this is successful.

If you have any questions or wish a BID Security representative to assist you in completing the forms, contact the BID Patrol office at 323-465-0122.

-KERRY MORRISON, @KERRYHMORRISON
Twenty years ago, I responded to an ad in the Wall Street Journal that said “Casting Call: Executive Director.” At that time, I had 14 years under my belt at the California Association of REALTORS (C.A.R.) and I had a wandering eye. I forwarded my resume. Made a few phone calls: “does anyone know what a business improvement district is?” I was invited to an interview.

I’ve told this story so many times. I almost did not show up to the interview. My appointment was at 1 p.m. on Monday, September 16, 1996, and among many responsibilities I had at CAR, my staff managed the annual convention and trade show. I was scheduled to drive to San Diego the next day, and, as is typical for any of us facing a huge deadline, I was not ready to leave the office. However, something prompted me to keep the appointment, and I drove north on the 101 freeway, made the left turn onto Hollywood Blvd., and drove west. I remember thinking, “what a dump!”

I met with five board members in the office of Grant Parking on Las Palmas. I was completely comfortable in the interview, because I did not think I was going to get the job. I remember being asked, “When was the last time you came to Hollywood?” I honestly answered: “I never come to Hollywood. I cannot remember the last time I came to Hollywood. If I want to take my family someplace new for a movie or dinner, we’ll go to Pasadena or Third Street Promenade.” Not a good answer if you’re trying to impress some board members. But it was honest.

I left the interview feeling quite moved by the commitment of those who were seeking to restore a sense of place to this very famous, but forlorn, neighborhood. As I drove back the way I came, I saw with fresh eyes the potential. I realized this was a chance to start at the bottom and ride the curve up. The interview sparked excitement. I had a sense this was going to be big. And all the while I was in San Diego, I was consumed by the thought: “this is the job I want!”

Thrilled by the offer to take this on, I left C.A.R. and ventured back to Hollywood on December 16, 1996. The memories are vivid. Again I drove that stretch from the 101 freeway to my lonely, windowless office at 7083 Hollywood Blvd. I remember thinking, “what have I gotten myself into?” This place was desolate. There was K-rail and chain link fencing separating the street from the sidewalks because of the subway tunneling. Most shops seemed to be either closed or hunkered down behind foreboding metal roll-down doors. Several buildings were still yellow-tagged from the 1994 Northridge earthquake. There was temporary decking on the roadbed due to the nighttime construction of the Metro stations underneath.

The original BID was established along a six-block stretch of Hollywood Boulevard, from LaBrea to McCadden. It seemed as if this was the only portion of the Boulevard that was still breathing with the Chinese Theatre, the Roosevelt Hotel and the recently renovated El Capitan movie theatre. My husband vividly recalls the night we brought the kids (at that time 5 and 12) to “see mom’s new job” and we walked to the only decent place to eat – Hamburger Hamlet. Hollywood & Highland was not even a concept yet, and other buildings were vacant or in disrepair, including the Masonic Temple (now home of Jimmy Kimmel Live), the Hollywood Galaxy retail center, and the El Capitan office building, which was under active renovation.

Writing this reminds me of how far this community has come, and how intrepid were those original property owners who took the risk to form a BID in the midst of such economic hardship. But they believed in Hollywood and were prophets in their own time, seeing the potential to restore the lustre that birthed so many dreams, such excitement and such promise in its heyday. This courage lives on in the commitment of the current property owners and board members who continue to believe in Hollywood and invest their time, their resources and their leadership keep the dream alive. It has been an absolute privilege to be part of this Hollywood family for the past two decades!

-Kerry Morrison, @KerryHMorrison
Living the Dream

The Dream Hotel Group has created iconic hotels in destinations like New York City, Miami, and Bangkok. Now the brand is expanding to Hollywood, with a completely new building currently under construction at Selma and Cahuenga.

The Dream will be one of the first in a wave of new hotel developments to open in January 2017. The 179-room property will include an alley installation with cobblestones; a 11,000 square foot rooftop with a pool, all-day dining restaurant, a lounge and a nightclub; and a Tao restaurant on the ground level.

In an interview with The Real Deal, David Kuperberg, Dream Hotel Group’s chief development officer, discussed the plans for the hotel. “Someone could come stay with us and never have to leave the premises. They can go to our food and beverage outlets, to our club bars, and then for late night pizza and never have to leave the hotel,” Kuperberg said.

The hotel opening is considered to be a huge catalyst for change in the area currently known as the Cahuenga Corridor, but plans are underway to rebrand the area, and bring additional new features to the area which is located between the bustling Hollywood and Sunset boulevards.

In addition to the Dream, the Argyle Hotel is currently under construction near Argyle Ave. south of the 101 freeway. It is 16 stories high and will have 225 guest rooms and a restaurant. A Hampton Inn under construction on Vine St. joins approximately 15 hotel projects slated for development in Hollywood.

-DEVIN STRECKER, @DEVINTAIT

The Museum of Broken Relationships celebrated its ribbon cutting with the Hollywood Chamber of Commerce on November 16, 2017. (Photo by Devin Strecker)

What better place than the wild west of creativity to have a conceptual museum about broken relationships?—ALEXIS HYDE, MUSEUM OF BROKEN RELATIONSHIPS

Some are but a couple of sentences. Some are multi-page, detailed diatribes. The explanations that accompany the items found in Hollywood’s Museum of Broken Relationships give context to the artifacts on display, allowing the observer to experience emotional history. Walking around the museum, taking in the stories of new love, heartbreak, and sometimes even redemption, is like being a voyeur. You get a little glimpse of the private lives of the anonymous donors to the museum.

The Museum of Broken Relationships grew from a traveling exhibition revolving around the concept of failed relationships and their ruins. The museum offers a chance to overcome an emotional collapse through creation: by contributing to the permanent collection. Although often colored by personal experience, local culture and history, the exhibits presented here form universal patterns offering us to discover them and feel the comfort they can bring.

The museum’s first permanent location opened in Zagreb, Croatia, in 2010. The Hollywood branch is the second location.

“Hollywood is a place of wild dreams and along with that come some crushing defeats. What better place than the wild west of creativity to have a conceptual museum about broken relationships than that?” Alexis Hyde, museum director, said.

The museum often has events and ticket prices include entrance to the entire exhibit. For details, refer to their website.

Welcome to the Museum of Broken Relationships

Get a cash rebate for repairing your sidewalks!

In November, the City of Los Angeles launched “Safe Sidewalks LA” – a comprehensive $1.4 billion plan to repair the City’s crumbling sidewalks. As a part of this initiative, for a limited time, the City will offer cash rebates for property owners who are willing to repair their own sidewalks. The rebate program will be available for three years and will offer up to $2,000 for residential lots and $4,000 for commercial lots. Act fast, there are a limited number of rebates available! For more information, please visit www.safesidewalks.lacity.org.

-MATTHEW SEVERSON, @ONLYINHWD

The Museum of Broken Relationships

6751 Hollywood Blvd.
www.brokenships.la

Putting the Giving in Hollywood’s Holidays

Because the holiday season is all about giving and receiving thanks, it’s time to offer plenty to a trio of Hollywood-area foundations that help the homeless. Providing support through contributions, volunteering, and simply spreading the word about these organizations is a great way to give back.

My Friend’s Place (5850 Hollywood Blvd.) helps homeless young people build self-sufficient lives. The organization began with a volunteer-led mobile meal program in 1988, and today serves over 1400 homeless youths between the ages of 12 and 25. With over 400 volunteers, and through collaboration with social service providers and educational institutions in the area, the organization offers programs such as the Safe Haven Program, the Transformative Education Program, and the Health & Well Being Program.

According to Heather Carmichael, executive director, “My Friend’s Place is dedicated to creating a safe community for young people living on the streets and providing the resources to create relationships and imagine a brighter future, so they can start taking steps that will end their homelessness.”

Carmichael notes that Los Angeles is overwhelmed by a crisis of community members without housing. “So many young people have come out of foster care, young adults who find taking life on as an independent person is very challenging. We really try to be a place where young people aren’t judged. We help them find a pathway to healthier, more stable futures.”

My Friend’s Place is 100% private-funded and has no religious affiliation. Serving nearly half the homeless youth in Los Angeles, it provides intensive case management, meals, and links to on and off-site medical care, as well as helping homeless youth successfully move into housing.

The Center at Blessed Sacrament is located at 6636 Selma Ave. Recognizing just how painfully isolating homelessness is, The Center lives up to their mission to: “End isolation. End chronic homelessness. One cup of coffee at a time.” Though located on the church campus, it is a secular 501(c)3 non-profit organization.

The Center holds interactive groups and activities every weekday morning. A strong mindfulness practice integrates meditation into each group, as well as healthy snacks like smoothies and fresh fruit.

Among the most popular programs are Morning Mindset, which combines meditation practice with group discussion; Coffee Hour, a time for a free coffee and conversation; and Flourishing in Recovery, which utilizes aspects of a 12-Step Program. Additionally art, music, creative writing, poetry classes, gardening, current events discussions, and even improv games are on the menu, along with a supportive woman’s group. Tuesday morning brings visits from a Queenscare nurse on-site.

The organization is also one of the Coordinated Entry System (CES) hubs for metropolitan LA, working with many other agencies to offer permanent supportive housing. Even individuals The Center has placed in housing return regularly to this inclusive space, drawn to the communication and learning opportunities.

Housing Works (1277 Wilcox Ave.) provides permanent supportive housing and support services to the homeless, domestic violence victims, at-risk youth, veterans, and those physically or mentally ill throughout Hollywood, Pasadena, south and central LA, and the San Fernando Valley.

The group offers a variety of programs to assist the most traumatized and vulnerable community members. Their Mobile Integrated Services Team (MIST) reaches out to the chronically homeless, assisting them in finding housing, providing support services to help maintain housing, and housing retention/eviction prevention services. The Scattered Site Housing program provides flexible services to help tenants stay in their homes and thrive in their community, and assist them in developing the personal skills necessary to manage their own lives. Project-Based Housing offers on-site supportive services to formerly homeless tenants. In short, Housing Works encourages the idea of giving back to create a stronger, healthier community.

Giving back—now there’s a worthy idea for everyone celebrating a Hollywood holiday.

-GENIE DAVIS, @GENIEWRITES

Community Update
On October 28, 2016, the Salvation Army, located at 5941 Hollywood Blvd, announced that effective January 1, 2017, they will be moving forward with a partnership with the Greater West Hollywood Food Coalition. The partnership consists of daily meal preparation seven days a week at The Way In kitchen (for residents of their transitional living program), and dinner meals will be served on site five nights a week (for the community).

The Salvation Army hosted an open house at their facility on November 29. Many of the neighbors surrounding that property attended. More details were shared that evening, including the proposed days and hours for the dinner meal program: Monday through Friday from 6:30 p.m. to 8 p.m. Neighbors who attended the open house asked if there would be a follow up meeting after the first month to provide for a forum for continued communication regarding this arrangement. Pilar Buelna, Executive Director of the Way In, at (323) 469-2946, ext. 1641.

In the meantime, property owners who have questions about this arrangement are encouraged to reach out to Lt. Javier Castro, the pastor for the Salvation Army campus at 323-960-0640, or Lianna Pollastrini, Director of the Way In, at (323) 469-2946, ext. 1641.

2017/18 Visitor’s Guides
Sales are now open for advertising in the BID’s 2017/18 Official Hollywood Visitor’s Guide. Over 400,000 copies of this brochure-style map are printed and distributed at over 630 locations throughout southern California. Additionally, large poster-sized versions of the map are installed throughout Hollywood on public amenity kiosks. For more information, contact Devin at (323) 463-6767.

Illegal Food Vending: Who to Call
The BID office has been receiving calls regarding illegal sidewalk and street vending. The phone number for the Los Angeles County Street Vending Compliance Program is (626) 430-5160.
Changes to Your BID Boards

While the staff of the Hollywood Property Owners Alliance manages the day-to-day operations of both the Hollywood Entertainment District and the Sunset & Vine District, each BID is governed by its own volunteer board. Board members are property owners in good standing, or their authorized representatives, who donate their time and talents to guide the activities of each district.

Recently, the board of the Hollywood Entertainment District (technically known as the Hollywood Property Owners Alliance), elected new officers for the board. Additionally, this year saw the addition of three new board members.

In March, Tony Zimbardi from AMDA College and Conservatory of the Arts was elected to the board. Zimbardi is the community relations liaison and director of stage and media productions at AMDA. Zimbardi is deeply dedicated to the safety of the community and the improvement of the neighborhood.

Representing the Saban Community Clinic, Julie Hudman, PhD, was elected to the board in July. Hudman brings over 25 years of experience in analysis, development, coordination and administration of social programs to the board. Hudman’s objective in joining the board is to help create a growing, thriving, safe neighborhood.

In November, Katie Ullman Zandona was elected to the board, representing the Hollywood Palladium and the development of the Palladium Residences. He aims to reimagine our streets full of quality, creative public spaces and performances.

Representing the Taglyan Cultural Complex, Jack Taglyan was elected to the board in July. He is a native Angeleno who has grown up in Hollywood and enjoys seeing the positive changes that have occurred in the area. Taglyan hopes to continue Hollywood’s growing momentum by engaging with his fellow board members in creating and enhancing programs that help clean the streets and create successful businesses.

Newly elected Robertson Properties Group, whose Hollywood portfolio includes the ArcLight, Pam Smith was elected in September. Smith has previously served as General Manager of Westside Pavilion, and was a senior manager of The Sunset. Smith loves being involved with the BID and enjoys mentoring and managing others.

The Sunset & Vine board officers are: Fabio Conti, president; Fred Rosenthal, vice president; and Arthur Stroyman, secretary.

Illega Vending Update

Continued from Page 1

20% buy in from the proposed “opt-out” community. The framework also states that vendors would need to have the permission of the neighboring business owner before setting up for the day.

The City is looking to issue 10,000 permits that would allow each recipient to set up at no more than three locations. Vendors in commercial areas would have to be stationary, while those in residential areas must be consistently moving. The city is also asking that vendors in commercial areas carry insurance that would indemnify the adjacent property owner and possibly the BID.

The framework is still in the development stages but is quickly being pushed forward to City Council for approval. If all goes as planned, the ordinance will more than likely go before City Council in January 2017. The HPOA and CHC will continue to monitor this issue and are planning to testify at City Council in favor of an “Opt-Out” option. If you have questions about the proposed Sidewalk Vending Policy please be sure to contact your local LA City Council office to express your thoughts and concerns as soon as possible.

-Joseph Mariani, @GoodNewsJoe

Newly elected 2016 Sunset & Vine Board members Pam Smith, Gary Taglyan, and Adam Tartakovksy. (Courtesy photos)

Newly elected 2016 HED Board members Julie Hudman, PhD; Katie Zandona, and Tony Zimbardi. (Courtesy photos)
Dolores Del Rio Mural Restored

Originally created in 1990 by artist Alfredo de Batuc, the Dolores Del Rio mural at 6427 Hollywood Blvd. (northeast corner of Hudson Ave.) was recently restored to its full glory by the original artist. In conjunction with the Social and Public Art Resource Center (SPARC) and the Hollywood Arts Council, the restoration was celebrated by councilmember Mitch O’Farrell on November 14, 2016.

The mural is approximately 13’ tall and 31’ wide and celebrates Del Rio, considered the first Latina crossover star in Hollywood film history. She began her career in 1925 in silent films and successful transition to “talkies,” starring in films such as What Price Glory?, Flying Down to Rio, Maria Candelaria and The Fugitive, all of which are immortalized in the mural.

“Returning to his masterpiece, artist Alfredo de Batuc worked with SPARC and the Hollywood Arts Council to restore and preserve the famous Dolores Del Rio mural in Hollywood, using funds I unlocked when I helped revive the mural ordinance in my Arts, Parks and River committee on the Los Angeles city council,” O’Farrell said in a post on Facebook.

To prevent future damage, the mural was covered with a special anti-graffiti coating. “When we see a picture from the past, from another culture or from our history, we don’t necessarily know what that moment in our history was, or what is being represented. But if it is well-done, it is enjoyed,” Batuc said.

SPARC’s CityWide Mural Program will restore 9 historically significant murals throughout Los Angeles.
L.A.C.E.’s Emerging Curators Program presents The Ecstasy of Mary Shelley. The exhibition and lab will combine artists whose work exists in this space of conductivity between ecstatic highs and monstrous lows. Overlapping strategies run throughout the various artists’ works such as subverting a point in history or tapping into the ritualistic performances of the body; surrealistic dream imagery relating to the detritus of real life. The exhibit opens with a reception at L.A.C.E. on January 4, 2017 and will run through February 12, 2017. Curated by Virginia Broersman, Nick Brown, and Kio Griffith. www.welcometolace.org

Grammy-nominated pop icon Adam Ant, known for massive hits including “Goody Two Shoes” and “Stand and Deliver” has sold more than 40,000,000 albums. He is one of the most well-known faces of the 80s. Now, following sold out North American/UK tours and festival appearances including the 2016 Isle of Wright Festival with The Who and Iggy Pop, Adam is celebrating the 35th anniversary of his landmark “Kings Of The Wild Frontier” album with a newly-reissued version of the album and a North American tour in 2017. He will be performing the classic album in its entirety at the Fonda on February 9, 2017. www.fondatheatre.com

Louie Cruz Beltram, Live in Hollywood! Famed percussionist, vocalist, bandleader and entertainer Beltran brings his unique brand of high energy and danceable music to the Prospect Theatre for a very special New Year’s Eve show on Saturday, December 31st with Special Guest Robert Beltran. Variety called Louie’s Playboy Jazz Festival at the Hollywood Bowl performance “A Triumph!” An entertainer at heart, Louie blends Afro Cuban rhythms with Latin jazz, jazz, R&B and pop influences and delivers a crowd pleasing experience. www.prospecttheatre.la