Homelessness: The Tide is Turning

At the recent meetings of both BIDs, executive director Kerry Morrison used an example of a lily pad in a pond to describe current efforts to address the homeless crisis in Los Angeles. While only one lily pad may appear, it is multiplying underneath the surface; each day the lily pad will double in size. If the lily pad covers the entire pond on the 28th day, on which day will it be half covered? The answer - the 27th day - illustrates that while things may be happening below the surface, the progress might not be apparent until much later.

There is much being done both at the city and county levels to address these concerns, and the Hollywood community is also rising to the challenge. The recent LAHSA homeless count, conducted on January 25, drew over 100 volunteers to the Hollywood count. This is necessary to understand the extent of homelessness in the city, in order to secure the funding needed to address the issues which keep people on the streets, provide supportive services, and ultimately, housing.

Work is being done to ensure funds from voter-passed Measure H and HHH are utilized efficiently. Morrison serves on the HHH oversight committee. The Hollywood “E-6” LAPD Hollywood Captain Cory Palka addresses the volunteers at the LAHSA homeless count in Hollywood. (Photo by Devin Strecker)

To Renew? Or Not To Renew?

“So what exactly do I get for my money?” Ah, yes, BID renewal season is upon us once again. For those of you who are new owners in the district, or perhaps like me – can’t believe how fast 10 years has gone by – it is once again time to renew our Hollywood Entertainment District and Sunset and Vine Business Improvement Districts (BIDs). As you will read in this month’s President’s Message (page 2), after an extensive amount of work and numerous meetings, the ad-hoc BID Renewal Steering Committee has decided to combine the two BIDs into one, with new operations beginning in January of 2019.

For some, this may not be a big deal, however I’m here to tell you just why this may be the most significant marriage of the decade – after Prince William and Catherine of course (and no, Harry and Meghan don’t count, yet). Since 1996 and 2007 the Hollywood Entertainment District BID and Sunset and Vine Business Improvement Districts (BIDs) have operated independently. While managed by the same staff, the two districts have maintained independence when it comes to budget and operations. The Hollywood BID’s annual budget (approximately $4M/year) is more than double the size of the Sunset BID (approximately $1.7M). This budget differential results in a significant disparity in service levels between the two BIDs, despite their adjacency. It begs the question: are these two areas really that different?

Over the last 18 years, Hollywood has seen both tremendous economic and physical growth. Prior to 2000, there were approximately 1,700 residential units in our two BID areas. Today there are over 5,000 units, with another 5,100 in the pipeline! Additionally, as the workforce has
President’s Message: A Big Year Ahead of Us

We have a big year ahead of us to lay the foundation for the next ten years in Hollywood. At our last All Property Owner’s Meeting in August, Joe Mariani reminded us how much the world can change in just 10 years. He showed slides from 2008 (pre-recession) of Sarah Palin on the stump, Countrywide Home Loans in full swing, and the arrival of the first iPhone just the year before.

Anticipating that the future is bound to bring more surprises, the ad-hoc BID Renewal Steering Committee kept their eye on 2028 as they considered the best course to take for the renewal. I had the pleasure of sitting on this committee, along with neighbors from the Sunset & Vine BID as well. We are so aware of the importance of protecting the investments all of you have made – to bring vitality, commerce, jobs, housing and opportunity to this neighborhood – that we came to the conclusion that a unified BID offered the best opportunity to face the future.

The blueprint for the new BID is laid out in an official document that will be mailed the first week in March to all property owners within the current boundaries of the Hollywood Entertainment District and the Sunset & Vine BID. Everything about the new BID – the boundaries, budget, programs, zones of benefit, and assessment formula – will be laid out in this Management District Plan. Staff has set aside a time on Monday afternoon, March 19 to make themselves available in the staff office to answer your questions. If that date doesn’t work for you, you can also call the office. We hope that you will support the BID and submit your petition no later than March 30, 2018.

To prepare for the “marriage” of the two BIDs into one, an ad-hoc governance committee has been working on hammering out the details for the governing board that will enter into the contract with the city to manage the BID. More details will be forthcoming in the next issue of the newsletter, but essentially there will be one 501(c)6 nonprofit organization (the Hollywood Property Owners Alliance). In mid-2019, the Central Hollywood Coalition will be sunsetted.

Finally, I want to acknowledge, on behalf of the board, that we are acutely aware of the impact the city’s homeless crisis (and the region’s crisis, frankly) is having on business and the perception of safety in the District. This is a key subject of conversation at both the Security Committee and the board meeting.

At the last Security Committee meeting, Kerry Morrison described why there is reason to hope for change in this area within the year, as many things are underway “below the surface of the water” which may not be evident by looking at the street. We discussed everything from the prospect of a temporary shelter in Hollywood, while we wait for a permanent shelter to be made available elsewhere in the district; the prospect for a homeless storage solution which would facilitate the enforcement of sidewalk access laws during the day; the arrival of more resources to conduct outreach and engagement of homeless individuals paid for through Measure H. Ultimately, we may see opportunities for Hollywood to host supportive housing for formerly homeless individuals, taking advantage of Measure HHH funds. If this is an issue which interests you, I encourage you to attend the Security Committee meetings to stay informed and share your ideas and observations.

-Chad Lewis, HPOA Board President
Why Renew the BID? Mariani Weighs In

...Continued from Page 1

expanded, the need for office space has grown. Hollywood had not seen new office construction for many years, until 2014 when over 700,000 square feet (SF) of office product was started. Today another 1.2 M SF is coming online as the ranks of world class brands and employers such as Netflix, Viacom, and Fender Guitars join our burgeoning neighborhood.

This growth and development have made way for an influx of new visitors, employees, and residents, to take part in this transformation. Hollywood is changing, and in order to be prepared for it’s next chapter it was the belief of the ad-hoc BID Renewal Committee that a combined BID would be best suited to meet the demands of our growing neighborhood.

The new annual budget will allow for a dramatic increase in services, particularly in those areas formerly served in the Sunset BID. As an example, with respect to pressure washing, sidewalks in the highest zone will see a change from the current 1 x month (Sunset) or 2 x week (Hollywood) schedule to as many as 8-9 x month, or more if possible. Similar improvements will be made in trash pick-up and daytime porter service.

Our private security BID Patrol continues to be our most popular and utilized service. Last year, the BID patrol responded to over 6,600 calls for service. BID officers are recognized for their quick response times and intimate knowledge of the needs in the District. That being said, the ad-hoc committee has increased the security budget to allow for an elevated BID Patrol presence in 2019. This year the security contract will be up for bid and the board will be looking for the most thorough, robust, and innovative provider of security services. Everything from longer hours of service (currently security is until 8 p.m. most nights) to a hybrid deployment model of armed and unarmed officers is being considered.

Additionally, in the midst of the homeless crisis we are facing in Los Angeles, the BID Patrol will continue to expand its outreach efforts. Our current BID outreach specialist has made tremendous inroads with many of our homeless neighbors, helping them connect with providers in Hollywood who are assisting them with coming off the streets and providing access to services. We continue to remain committed to this effort, and as more resources become available through County and City funding we will be at the forefront to take advantage of them.

Which brings me back to my original question: “So what exactly do I get for my money?” I believe the better question to ask is “what do we as owners have to show for our investment each year?”

Hollywood is becoming one of Los Angeles’ most desired neighborhoods. As a native Angeleno, the Hollywood of today is a drastic improvement to the one I remember as a child. The BID and its owners have played a consistent role and deserve significant credit for this transformation. By ensuring that there’s a caretaker looking out for this community, the BID has instilled confidence in the property owners that there is someone who they can call who will listen and help problem-solve. This confidence is reflected in the growing office and retail rents, the record-setting land sales, and even the continued flocks of tourists who visit our community each day. It will take more to do more, and this plan for renewal is a step in that direction.

So I ask again, what do we have to show for it? The answer is a lot, and with your help and commitment there will be much more to come.

-JOSEPH MARIANI JR., @GoodNewsJoe

Sarian Joins HPOA Staff

In February, HPOA staff said goodbye to Matthew Severson, who had served as Operations Manager since 2015. His position was filled by Rich Sarian, who joined the team in January. He may be a familiar face to many stakeholders, as he previously served on the Streetscape and Planning Committee as a representative of the Hollywood Arts Council (Sarian has been involved with the Hollywood Arts Council for many years and is currently the Vice-Chair of the board). His involvement on the Streetscape Committee is what sparked his interest in the Hollywood BID world. Sarian is passionate about the community and hopes to make Hollywood the worldwide premier destination it deserves to be for citizens, tourists, and anyone else who comes to Hollywood.

Sarian is a native Angeleno, having spent most of his time in the Valley. He graduated from California State University Northridge from the Cinema Television Arts program with a degree in cinematography and minored in theatre acting and directing. After graduation, Sarian worked in public relations and governmental affairs at The CrisCom Company. During his time, he was able to climb the ranks and served as Director of Community Affairs.

A fun fact about Rich is that he can spell a word in alphabetical order almost immediately. For instance, “immediately” would be A-D-E-E-I-I-L-M-M-T-Y. Test Rich out the next time you see him!

-LORIN LAPPIN, @OnlyInHwd

HED / HPOA Board Meeting
Thursday, March 22, 2018
4:00 p.m. - 6:00 p.m.

BID Renewal Open House
Monday, March 19, 2018
2:00 - 4:00 p.m.

HED/SVBD Joint Streetscape and Planning Committee Meeting
Wednesday, March 28, 2018
9:00 - 10:00 a.m.

HED/SVBD Joint Security Committee Meeting
Wednesday, March 28, 2018
10:00 - 11:30 a.m.

SVBD / CHC Board Meeting
Tuesday, April 10, 2018
4:00 - 6:00 p.m.

All meetings take place at: HED & SVBD 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.
Feeling the Love

A potential new tradition was born this Valentine’s Day in Hollywood, as the HPOA collaborated with Suaya Properties and Stratiscope to create the first Locals Night Out Valentines Bar Crawl.

Tickets were available to the general public for $35 a piece, which included drinks at each of the six establishments visited as well as small bites at many of the venues. In addition, the bar crawl guides, Angela Babcock and Devin Strecker, highlighted information about businesses and attractions in Hollywood, as well as history and interesting facts about the neighborhood. Attendees were even treated to a preview of the Old Hollywood Walking Tour from guide April Clemmer.

The tour concluded with the finale of Scot Nery’s Boobie Trap, a weekly variety show that takes place Wednesdays at the old King King space.

A huge thank you to all the venues that participate in the bar crawl!

Valentines Bar Crawl Venues

Loteria Grill, 6627 Hollywood Blvd. Creative takes on classic Mexican eats plus a full bar keep this bright, airy chain outpost hopping.

Jameson’s Irish Pub, 6681 Hollywood Blvd. Irish Bar featuring basic pub grub, sports on TV, sidewalk dining, and plenty of Irish whiskey!

Boardner’s by La Belle, 1652 N. Cherokee Ave. Built in 1942, this dimly lit icon offers a vintage vibe with an art deco bar, dance floor and outdoor patio, frequent live bands.

The Powder Room, 1606 N. Cahuenga Blvd. Ultratrendy, mirror-filled lounge serving alcohol infused milkshakes, craft cocktails and bar bites.

Paloma, 6327 Hollywood Blvd. Classic Mexican eats compliment the mezcal-based craft cocktails at this new Hollywood hot spot.

Five O Four, 6541 Hollywood Blvd. Cajun-Creole cooking and Bourbon Street-style served at this happening New Orleans-hued spot.

Scot Nery’s Boobie Trap, 6555 Hollywood Blvd. A hilarious cirque, magical, musical show like nothing you’ve ever seen!

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

Farewell but not goodbye! Longtime HPOA board member John Tronson was celebrated at the annual dinner on January 18. Tronson is leaving the board for now, but has promised to be only a phone call away should the BID require his vast knowledge, talents and services! He also remains the chair of the Joint Security Committee. (Photo by Devin Strecker)
in Hollywood

Above: The friendly bartenders at The Powder Room, connected to Saint Felix Hollywood, serving up their famous Love Potion 69.
Left: Gary and April Clemmer, April is the tour guide for the Old Hollywood Walking Tour.

Love is in the air

For the month of February, the HPOA storefront windows featured romantic photographs of famous couples - and viewers were challenged to identify all 18 photos included in the display. Wood & Vine restaurant graciously donated a chef’s tasting dinner for two, which was won by Hollywood resident Mélodie Simond, the only respondent who correctly identified all 18 photos! They were: Pretty Woman; The Handmaid’s Tale; Aladdin; Melissa McCarthy and husband Ben Falcone; Moonlight; Lucille Ball and Desi Arnaz; Titanic; Carol; Casablanca; Lady and the Tramp; Empire; Call Me by Your Name; West Side Story; Everything; Everything; Clark Gable and Carole Lombard; Marilyn Monroe and Joe DiMaggio; Grease; and Black-ish. A huge thanks to Wood & Vine! If you have an idea for a future window display, please contact devin@hollywoodbid.org.

News Briefs

Get Ready to Scramble! The iconic intersection of Hollywood & Vine will be getting a new scramble crosswalk in late spring/early summer 2018. This follows the success of the scramble installed at Hollywood & Highland, which has increased pedestrian safety at one of LA’s busiest intersections. In the first year since that crosswalk was reconfigured, there were zero serious pedestrian-involved accidents.

Protecting the Walk of Fame The Hollywood BID and Chamber of Commerce will be co-hosting a CORO Fellow for four weeks, commencing March 13, to look at novel ideas to protect the Hollywood Walk of Fame. The historic walk is experiencing a season of disrespect. Conditions have conspired to allow for many behaviors and activities to “co-exist” on this sidewalk (partially due to a delayed city sidewalk vending ordinance) including: vendor tables set up on top of the stars; lax enforcement of food trucks leading to trash and grease on the terrazzo sidewalk; skateboarders marring the walk and threatening the safety of pedestrians; illegal street furniture and “clutter;” street art conducted on the sidewalk using paint, flames and stickers. The CORO Fellow will research how other localities throughout the country protect historic cultural monuments, including historic walks. If you are interested in attending the final report on this project in April, please contact Rich Sarian at rich@hollywoodbid.org

No Cars on the Boulevard? Students working toward graduate planning degrees at the USC Price School of Public Policy are devoting this semester to a study of the benefits and drawbacks of closing down a block of Hollywood Boulevard to the exclusive use of pedestrians. Similar to what has been incorporated in Times Square, the students will be looking at the physical, social and economic opportunities of such a pilot project, which incorporates the Boulevard from Orange to Highland. Their observations and recommendations will be reported in April at the culmination of their class. They are interested in interviewing stakeholders to gather opinions on the idea, and you can contact Rich Sarian at Rich@hollywoodbid.org for more information.
The Central Hollywood Coalition had its annual dinner on February 13, 2018. From left to right are Michael Pogorzelski, Steve Seyler (in window), Drew Planting, Pam Smith, Kerry Morrison, Melissa Logan, Bill Humphrey, Arthur Stroyman, David Calabrese, Joyce Williams-Maxwell, Fred Rosenthal, Brian Folb, Fabio Conti, Joseph Mariani, Chase Gordon, Lorin Lappin, and Stacey Levine. Not pictured are Jack Taglyan and Carol Massie. (Photo by Devin Strecker)

Changes for Sunset & Vine BID Board

As both BIDs wind down in their final year before renewing as one merged BID, significant changes will be made with regards to the Central Hollywood Coalition, the board that manages the Sunset & Vine Business Improvement District.

The governance committee for the new 2019 board is currently drafting bylaws for the new District, and will aim to have the new amended bylaws approved by each board in April, 2018. It has been proposed for the new, combined board - containing all current board members from both BIDs, to begin meeting in July, 2018. At this time, 12 directors will resign from the CHC board and take their places on the new, expanded HPOA board. The remaining CHC board members will conclude all affairs relating to the CHC in early 2019.

At the recent annual meeting of the CHC, Fabio Conti; Drew Planting; Michael Pogorzelski; Pam Smith; and Joyce Williams-Maxwell were elected to three year terms, which will carry through to the new HPOA Board.

The slate of officers was approved with no changes from the previous year: Conti was re-elected as President; Bill Humphrey as Vice President; Joyce Williams-Maxwell as Treasurer, and Jack Taglyan as Secretary.

Off Vine Restaurant’s New Catering Menu

Off Vine Restaurant, a favorite spot in the Sunset & Vine District, is kicking off their new Off Site Breakfast and Lunch Group Catering program. The minimum order is 10 people, and is available for delivery or dining in - they can host your early morning breakfast meeting in one of their private rooms!

The breakfast menu offers delicious options such as scrambles and omeletes, as well as “off the griddle” items. The lunch menu features the sandwiches, salads, and entrees that Off Vine is known for.

Located in a charming turn-of-the-century craftsman bungalow at 6263 Leland Way, Off Vine is ideal for meetings, power lunches, and date nights!

To order catering, or reserve a table, call 323-962-1900 or email offvinerestaurant@sbcglobal.net.

The Hollywood Property Owners Alliance had its annual dinner on January 18, 2018. From left to right are Devin Strecker, Michael Gargano, Brian Johnson, Julie Hudman, Tony Zimbardi, Katie Ullman Zandona, Rich Sanian, Matthew Severson, Chad Lewis, Joseph Mariani, Kerry Morrison, Lorin Lappin, Larry Wilkes, Leslie Blumberg, David Twerdun, Joseph D’Amore, Mark Stepherson, Monica Yamada, John Tronson, David Green, Frank Stephan, and Evan Kaizer.
The Museums of Hollywood

Visitors to Hollywood have no shortage of options when it comes to fascinating and educational attractions. From kooky pop-ups to institutions highlighting our rich history, here are some of our favorite museums!

The Hollywood Museum, 1660 N. Highland Ave., has been voted the #1 attraction in Hollywood by LA Weekly. Housed in the historic Max Factor Building, it includes over 10,000 authentic show biz treasures. Costumes, props, photographs and personal artifacts tell the story of Hollywood and the entertainment industry, with new exhibitions opening all the time. Don’t miss the ‘Dungeon of Doom’ in the cavernous basement, featuring the jail cell from The Silence of the Lambs. Visit thehollywoodmuseum.com for details.

The Museum of Failure is a new pop-up experience at Hollywood & Highland, 6801 Hollywood Blvd. It houses a collection of failed products and services representing some of the most epic fails by some of the world’s best known companies. Browse artifacts like the infamous E.T. Atari game (subject of the documentary Atari: Game Over) and other flubs like Coca Cola BlaK, Shared Girlfriend, and an entire display case of Trump-branded products. Visit failuremuseum.com for details.

Museum of Illusions, 6751 Hollywood Blvd., is full of unique photo opportunities that put you in the midst of vivid optical illusions created by the best artists. Here, photography is not just encouraged, it’s part and parcel of the exhibition! The murals here range from classic paintings, apocalyptic scenes, to silly and cute: have a beer with some canines, or grab ahold for your life to avoid falling down a deep ravine! For all the details, visit www.bigfunny.net.


With all these choices, there’s truly something for everyone!

-Devin Strecker, @DevinTait

Progress on Homeless Issues

...Continued from Page 1

Outreach team, which coordinates outreach efforts in Hollywood, has been meeting every other week in the HPOA office.

Furthermore, representatives from the BID have been involved in the Mayor’s CENTCOM meetings which aim to strategize ways to move people off the streets and into services and housing. Through these meetings, the BID volunteered to conduct monthly homeless counts in the Hollywood area.

The City Council is also working on novel efforts to bring housing online more quickly, in the face of this crisis. A Permanent Supportive Housing ordinance is heading to a council vote, which will create a streamlined review process, and lower parking requirements for projects near transit stops that provide 50 percent of the units for homeless residents.

A Motel Conversion Ordinance is also in the works which will allow motel owners to master lease their properties for homeless individuals and housing. And, an effort is underway to encourage all 15 members of the city council to sign onto a “222” pledge which could result in commitments for 3,330 units of housing. Councilmember Mitch O’Farrell tweeted on February 22 “I fully support the efforts of my colleagues in their resolution to built 222 units per year of permanent supportive housing by 2020.”

Finally, the council office is working to identify sites for both temporary and permanent shelters – a significant need in Hollywood since our 65-bed PATH shelter closed in the summer of 2016. Currently, there is no place in Hollywood to place someone in, once they are ready to come off the streets and into housing.

-Devin Strecker, @DevinTait
let us entertain you

film

The popular Rootrop Cinema Club returns to The Montalbán Theatre, beginning its season on April 4 with the Oscar nominated film, “I, Tonya.” Tickets are now on sale for screenings through the end of May, and include films like “Three Billboards Outside Ebbing, Missouri,” “Get Out,” “Dirty Dancing,” “Twelve Monkeys,” and the 2018 Oscar winning best picture “The Shape of Water.” Tickets begin at $19, and additional goodies - like popcorn, food vendors, beer and wine, are available for purchase on site.

roofpcinemaclub.com/los-angeles

nostalgia

Laurel and Hardy were among the most successful and beloved comedy teams in cinema history. An Englishman, Stan Laurel traveled to America as a part of Fred Karno's troupe (in which he understudied Charlie Chaplin), while Oliver Hardy got his start in the booming pre-WWI Florida movie industry; the two first crossed paths in Hollywood at the Hal Roach Studios in 1921. Hollywood’s historic Egyptian Theatre will be screening some of the comedy duo's restored films over three days, from March 30 - April 1, including “Brats,” “Hog Wild,” and “The Chimp.”

www.americancinematheque.com

comedy


www.secondcity.com/hollywood