Building Support for Bridge Housing

On April 16, 2018, Mayor Eric Garcetti, in his “State of the City” address pledged to set aside $20M in the city budget to create shelter beds to house 1,500 people. He proposed that the money be divided between the city’s 15 council districts and almost immediately members of the city council took up the challenge to identify suitable sites.

Our councilmember, Mitch O’Farrell, was among the first to take advantage of this budget set-aside. In Hollywood, the council office has been fielding complaints and concerns from constituents feeling overwhelmed by the visible homelessness on sidewalks and under overpasses. Cars and RV’s are parked throughout the district (and throughout the city, actually). This issue is not unique to Hollywood. The councilmember’s staff identified a city parking lot on Schrader, south of the YMCA property and began to engage the community to discuss the implications of siting a temporary (three year) bridge shelter on that lot.

Since that lot was identified, CD-13 staff have been reaching out to neighbors and nearby stakeholders. One adjacent property owner, Brian Folb, representing the 6565 Sunset Blvd. property, was at the first meeting to discuss this site. Given the state of the crisis in the city, he is supportive of moving forward with this plan. A community open house was organized at the YMCA on May 8 to allow neighbors to meet service providers in the area, and to see preliminary renderings of what the site could look like. A tent-structure is envisioned with trailers to provide restroom, shower and laundry facilities, to house approximately 70 people.

The council office has done yeoman’s work to reach out, hear concerns, and do what it can to address issues.

Continued on Page 5...
Petition Drive Successful

Greetings Fellow Property Owners! It has been a busy first half of the year as we in the Sunset & Vine District have been working collaboratively with our neighbors in the Hollywood Entertainment District on the renewal of the business improvement district (BID). As was reported in our last issue, the ad-hoc BID Renewal Steering Committee recommended the creation of one BID, instead of continuing with two here in the heart of Hollywood.

In early March, petitions were mailed to all property owners in packets that also included the Management District Plan for 2019-28. Important information about the budget for the proposed BID, how the new assessments are calculated, zones of benefit, etc., were included in the packets. Thank you to all who signed your petitions to get this process started! I am happy to report that the City Council adopted an “Ordinance of Intention” to form the new BID at a hearing on May 1. The City Clerk reported that we had secured a petition threshold of 61.46%!

The Los Angeles City Clerk mailed ballots to owners on May 10. You should be checking the address where your county property tax bill is mailed. If you have not seen your ballot, the staff can provide you with information from the City Clerk that will allow you to sign an affidavit requesting a replacement ballot. The election will be completed by June 26, 2018, at which time the City Clerk will count the ballots. The ballot allows you to check a box “yes” or “no” relative to the establishment of the 2019-2028 Hollywood Entertainment District, and your vote is weighted by the size of your assessment.

In the meantime, I am excited to be part of an ad-hoc committee that has been planning for the eventual marriage of the two nonprofit boards into one. It may be more accurate to say that the Hollywood Property Owners Alliance board is expanding (there will be about 28 directors in the room at the first meeting) and the Central Hollywood Coalition board will shrink to about three people to wind down the affairs of the Sunset & Vine District BID.

This expanded board will have a lot on its plate to prepare for January 2019. Both the maintenance and security vendor contracts will be competitively bid over the course of this summer. If you would like to provide input into the scope of services for these two important contracts, I encourage you to come to either the Streetscape Committee or Security Committee to share your ideas or concerns. See the next page for upcoming meeting dates.

The two presidents (Chad Lewis and myself) will be appointing a Nominating Committee tasked with selecting the slate of directors and officers to be elected in November 2018.

We are all very excited about what lies ahead as the property owners unify here in Hollywood to combine forces and resources to improve this neighborhood. As always, thank you for your support.

-FABIO CONTI, CHC BOARD PRESIDENT

Locals Night Out Goes to the Hologram Theatre

Hollywood residents are invited to a special Locals Night Out event on June 26 from 6-9 p.m. The evening starts with happy hour at Loteria Grill (6627 Hollywood Blvd.) followed by the Billie Holiday show at the Hologram USA Theatre (6656 Hollywood Blvd.). Tickets are available for $17.50 and include a margarita or draft beer and snacks at Loteria and the hologram show. The venues have graciously discounted their prices for this event to encourage locals to come enjoy Hollywood and meet each other in a fun, relaxed setting. For tickets, visit www.onlyinhollywood.org/localsnight.
As described in the President’s Message this month, the city council will approve the creation of the 2019-28 Hollywood Entertainment District BID on June 27, subject to the certification of the BID election by the LA City Clerk. The boards for the two nonprofit associations that currently manage the Hollywood Entertainment District and the Sunset & Vine BID are laying the framework for 2019 by addressing governance issues, budget, and contract issues that will take effect in January 2019.

Here is some insight into what is on their plate, and how you can weigh in as a property owner:

**Expansion of the HPOA Board**

Because the boundaries of the Sunset & Vine BID will be incorporated into the Hollywood Entertainment District (HED) for the new season, there will be one nonprofit association (the Hollywood Property Owners Alliance) handling this contract with the city. An ad-hoc Governance Committee has guided how this process will work, and essentially, amended bylaws will be adopted by the HPOA in June which will call for an expansion of the board of directors to a maximum of 32 initially (the combined total of the two boards). That new, expanded board will meet for the first time on Thursday, July 19, 2018 at 4 p.m.

Over time, the board size will be reduced to a more manageable cohort (e.g., 15 – 21) through a combination of attrition and managed elections. The new bylaws also formalize the creation of three standing committees in the new year: the Placemaking Committee, the Safety Committee and the Tourism District Overlay Zone Committee.

The Central Hollywood Coalition (CHC) will be reduced in size to approximately three directors in July. This streamlined board will preside over the wind-down of the SVBID, and any other matters that stretch into 2019, until such time as it is appropriate to sunset this nonprofit association.

As is customary, the election of directors to fill expiring terms on the HPOA board will occur in November, 2018. In preparation, the new bylaws call for the creation of a Nominating Committee jointly selected by the two current chairs of the HPOA and the CHC. All owners who fall within the new expanded boundaries of the HED will receive notice in early July of the opportunity to submit applications to the Nominating Committee for consideration to serve on the Board.

**Bidding of key service contracts**

In the new BID, services will be augmented for both the security and maintenance contracts. Property owners in the former Sunset BID will notice the biggest increase in services, as their assessments have increased considerably to bring the service array more in line with what has been typical in the HED. An ad-hoc committee for both the Streetscape and Security Committees will be shepherding this RFP process forward. Property Owners who have vendors they would like to recommend to receive these RFP’s are encouraged to send vendor contact information to April Clemmer at april@hollywoodbid.org.

**Tourism District Overlay Zone**

A group of 25 owners agreed to assess themselves above and beyond their BID assessment, to the tune of $250,000 in the first year. These funds will support services identified by this group of owners as highest priority to serve this zone. This group will be holding their first official meeting, to elect a steering committee, in the fall. The boundaries of the TDOZ extend from Orange to McCadden along Hollywood Blvd, and from approximately Yucca to Hawthorn along Highland (see story on page 5).

**Important Dates This Summer**

- **June 28, 2018** Request for Proposal (RFP) issued for BID maintenance contract(s).
- **July 19, 2018** First meeting of expanded HPOA Board.
- **July 25, 2018** RFP issued for BID security contract.
- **July 26, 2018** Deadline to submit applications to HPOA Nominating Committee for board election.
- **August 16, 2018** Slate of nominees sent to all property owners for HPOA Board terms (2018 – 21).

**Hollywood Hosts Third Annual Make Music Day**

The third annual Make Music Los Angeles on Hollywood Boulevard is a free all-ages concert featuring performances all day June 21 at the Egyptian Theatre.

Sponsored by Robertson Properties Group, Wynn Nail Spa, Joseph D’Amore – Hollywood Commercial Realty, and FitNFabs Magazine, the event is organized by the Hollywood Entertainment District with cooperation from AMDA College and Conservatory of the Performing Arts, Musicians Institute, and American Cinematheque.

Performers include Arthur*Autumn, Honey & Jude, Rayssa, Kaylie, Triangle Square’s One Voice Choir, Evans & Rogers, and The Second Generation, with more to be announced. For a schedule and up-to-date line-up, visit OnlyInHollywood.org/MakeMusicHollywood.

**calendar**

**SVBID / CHC Board Meeting**

- **Tuesday, June 12, 2018**
  4:00 - 6:00 p.m.

**HED/SVBID Joint Security Committee Meeting**

- **Wednesday, June 13, 2018**
  10:00 - 11:30 a.m.

**HED / HPOA Board Meeting**

- **Thursday, June 21, 2018**
  4:00 p.m. - 6:00 p.m.

**HED/SVBID Joint Streetscape and Planning Committee Meeting**

- **Wednesday, June 27, 2018**
  9:00 - 10:00 a.m.

**EXPANDED HED Board Meeting**

- **Thursday, July 19, 2018**
  4:00 p.m. - 6:00 p.m.

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.
Welcome New LAPD Hollywood Officers

In the past several months, we've been pleased to welcome three members of LAPD Hollywood who have taken on important assignments in our community. We'd like to dedicate this space to their introduction.

Interim Senior Lead Officer Brian Oliver has been with the Department for 14 years; 11 of them in Hollywood. He has worked the Hollywood Gang Unit and Parole Compliance Unit for the last nine years. He was born in Lynwood, CA and raised in Diamond Bar. When not solving problems here in Hollywood, he spends a lot of time at the soccer field where he both plays and coaches. He is married and has a 16-year old son, and two daughters, aged 10 and 13.

Ben Thompson is also a new Senior Lead Officer for Hollywood Blvd. He is originally from Seattle and grew up in the Valley. He has been with LAPD since 2008, and prior to his appointment as an SLO he worked undercover as a Vice Investigator. His passion is the martial arts, with a particular emphasis in jiu-jitsu and he trains to compete in at least two Brazilian jiu-jitsu tournaments a year.

Sgt. Shannon Geaney has been assigned to lead up homeless outreach and engagement in the Hollywood Entertainment District. Having grown up just north of Boston, she came to Southern California as a Marine Corps Officer stationed at Camp Pendleton. She transitioned straight from the Marines to the LAPD in 1998 and arrived in Hollywood. She spent 6 years as an Investigator, 11 of them in Hollywood. She has worked the Child Exploitation Unit for the last nine years. She was born in Lynwood, CA and raised in Diamond Bar. When not solving problems here in Hollywood, she spends a lot of time at the soccer field where she both plays and coaches. She is married and has a 16-year old son, and two daughters, aged 10 and 13.

In June, Assistant Chief Michel Moore was promoted to become the 57th Chief of the Los Angeles Police Department. Moore has been with LAPD for over 30 years. (Photo courtesy of LAPD)
Tourism Zone Begins to Meet

In the new 2019 BID, a group of 25 owners in the Hollywood Entertainment District will be joined together at the hip to fund services and projects unique to an area now referred to as the Tourism District Overlay Zone (TDOZ). Late last year, property owners in the TDOZ agreed to an annual assessment of $250,000 (above and beyond their BID assessment) to fund services for this particular area. Their options could be expenditures related to public safety, management of the public space, beautification, lighting, and events, among others.

Members of the TDOZ came together in early June to formalize the process by which they will be governed and how decisions will be made. It is not anticipated that the committee will begin to formally meet until the fall, but the existence of this group is being written into the HPOA bylaws.

The primary concern of this committee at present is the chaos and congestion attributed to unregulated sidewalk vending. David Giron from Council District 13 took the opportunity to come meet with the group to advise on the status of the city’s long-awaited sidewalk vending ordinance (see Briefs at right).

Hollywood Responds to Homeless Crisis

According to LAHSA, 74% of the homeless population in Los Angeles has been living here for over 10 years. (Photo courtesy of LAHSA)

Councilmember Mitch O’Farrell has made this issue a prime concern of his office. The city attorney has been given 60 days to draft an ordinance, after the City Council adopted the recommendations for a sidewalk vending framework from the Council’s Economic Development Committee on April 17.

The boundaries of the TDOZ extend along Hollywood Blvd. from Orange to McCadden, and along Highland from approximately Yucca to Hawthorn.

Homeless Count Numbers Released

The Los Angeles Homeless Services Authority (LAHSA) in May released the results of the 2018 Greater Los Angeles Homeless Count, which was conducted in January. Over 8,500 volunteers, partners and community service providers participated in the count.

For the first time in four years, homelessness decreased in Los Angeles county, with a total of 53,195 homeless individuals counted (as opposed to 55,048 last year). This drop is attributed to more people being placed into housing than ever before - 16,519 housing placements were made in 2017. Strategies have been developed, more resources deployed (thanks to Measure H and HHH), and we’re starting to see results.

However, more people are falling into homelessness for the first time, with 9,322 individuals experiencing first time homelessness in 2018. Moving forward, LA’s plan is to expand services for people at risk of experiencing homelessness, creating new affordable housing, and launching a prevention pilot.

Celebrate LA! In a free, day-long celebration on September 27, Walt Disney Concert Hall will be connected to the Hollywood Bowl by CicLAvia, LA’s own open-streets festival. In honor of its centennial, the Los Angeles Philharmonic is partnering with hometown innovators Community Arts Resources (CARS) on this massive extravaganza, capped with a huge concert at the Bowl featuring Gustavo Dudamel, the LA Phil and very special guests! Plans are currently underway for an afternoon block party and concert on Vine Street, next to the Capitol Records building. Our next newsletter will present more information, including street closures associated with the event.

Sidewalk Vending Ordinance

The Hollywood Entertainment District supports the need for a city sidewalk vending ordinance, which will include rules to prohibit vending in crowded venues like the Walk of Fame. The current situation is unsafe, with no meaningful enforcement of sidewalk vending on the Los Angeles Historic-Cultural Monument. Hollywood is an economic engine for the city, but unregulated sidewalk vending is hurting the visitor experience by obscuring the stars, crowding the sidewalk, and blocking bus stops.

For more information, contact kerry@hollywoodbid.org.
Hollywood Heritage has brought the “Hollywood in Miniature” display back to Tinseltown after many years hidden away in storage. The creation was the brainchild of Joe Pellkofer, owner of the Hollywood Cabinet Company, in the late 1930s. Pellkofer had his master craftsmen work on the project during slow periods in order to keep them busy. The display includes detailed miniature versions of street scenes in Hollywood, with landmark theaters, churches, billboards, businesses and homes. It is surrounded by a painted cyclorama mural of the Hollywood Hills and nearby areas. There is also a miniature version of Paramount Studios, circa 1937-38.

Donna Williams, a board member with Hollywood Heritage and a sculpture/architectural materials conservator, is in the process of cleaning and restoring “Hollywood in Miniature.” The display is housed in Hollywood Heritage’s DeLongpre Annex, a storefront that was donated by Robertson Properties Group in a deal brokered by the Hollywood Property Owners Alliance.

The miniature can now be viewed exclusively as part of the Old Hollywood Walking Tour, offered on the last Friday of each month at 10:00 a.m. (private and group tours are available by appointment). Tickets are available at www.oldhollywoodtour.com.

Intelligentsia is Coming to Hollywood

Intelligentsia is a beloved coffee institution that originated in Chicago, having expanded to over ten locations nationwide. And now: Hollywood is hosting its own Intelligentsia premiere.

Lori Haughey, Intelligentsia’s Vice President of Retail, describes what drew her company to Hollywood, and the bustling location on the corner of Hollywood Blvd. and Cahuenga.

“Los Angeles has changed tremendously in the past seven years since Intelligentsia opened its last location in LA,” Haughey notes. “Hollywood was a natural next step for us. So, when we saw this opportunity we couldn’t pass it up. The idea of saying hello to tourists that recognize us from other cities across the country, and serving locals in the neighborhood, is really what keeps us inspired as we go into new locations.”

Haughey asserts “As we design this coffeebar, we are keeping the incredible history of Hollywood as our compass to guide us through the decisions. Building it in a way that is very respectful of the past while tying in our Intelligentsia twist that we are known for is the ultimate goal,” she relates. “We are extremely excited to watch it come to life later this year.

Haughey is also thrilled to be a part of the evolving scene on Hollywood Boulevard. “We are so excited to share our coffee with Hollywood. We work tirelessly to serve extraordinary coffee in an environment that is hospitable, inviting and genuinely passionate about each guest’s experience.”

-Genie Davis, @GenieWRites
**all about ARGYLE**

In the proposed new Hollywood Entertainment District, Argyle Avenue has been upgraded to a Zone 1 street, receiving the highest level of services. The BID renewal steering committee had the foresight to acknowledge that this street is in the midst of a renaissance, becoming a very active - and hip - pedestrian corridor.

At the northern end of Argyle Ave. is the new Kimpton Everly hotel, which includes Jane Q, a farmer's market cafe serving light bites and craft cocktails. This boutique hotel also boasts a rooftop pool and outdoor lounge, the Skyline Sundeck.

Just southwest of there is the newly-opened Argyle House, an 19-story boutique collection of luxury apartments, paired with carefully curated amenities and services. All units offer balconies and amazing views; some units face the Hollywood sign, while others have an up-close view of the iconic Capitol Records building. Argyle House allows its residents to indulge in one of the finest living experiences LA has to offer.

Heading south down Argyle Ave., one will find the Eastown apartment community, open since 2014, which features a state-of-the-art gym, rooftop pool and spa, and on-site shopping with commercial tenants including Dunkin' Donuts, Sushi of Gary, Greenleaf, Barry's Bootcamp, Shake Shack, CVS Pharmacy, and Pressed Juicery.

El Centro, Eastown's sister project on the south side of Hollywood Blvd., will be opening soon, bringing a host of new retail and residential offerings to this bustling corner of Hollywood.

Since 2010, the stylish W Hotel has revived some of the glitz and glamour of old Hollywood with their luxury travel destination, including restaurants and services like Delphine and Bubbles Dry Cleaning. Prepare to be blown away at Blo, North America's original blow dry bar. No cuts, no color, just wash, blow and go! Blo's team of expertly trained stylists will transform your tresses right before your eyes. Then, elevate your day at Hi Societea, serving sandwiches, soups, desserts, and of course, over 70 varieties of tea.

The cutting-edge new Camden offers a unique take on communal, indoor/outdoor living with studio, one-bedroom and two-bedroom floor plans. Hollywood’s Equinox Gym is located here on the ground floor, with 38,000 square foot of space throughout four stunning fitness studios, a three-lane indoor saltwater pool and a dedicated plunge pool.

Before Argyle ends at Sunset Boulevard is the epicenter of cool, with the historic Hollywood Palladium - an 11,200 sq. ft. concert and event venue - on the east side, and Kilroy’s Sunset Media Center tower on the west. Standing 22 stories tall, Kilroy won a TOBY award for their 2014 renovation of this landmark property. Not only is it home to the Hollywood Chamber of Commerce, but also to The Waffle, Coffee Bean, Comerica Bank, and The Well Lounge, a true Hollywood hangout.

-Larry Wilkes, Related; and Kerry Morrison, HPOA executive director, celebrate the opening of Argyle House on June 5. (Photo by Devin Strecker)

Frank Miceli, owner of Miceli’s - the oldest Italian restaurant in Hollywood - entertains writers on the Old Hollywood blogger tour on May 23. (Photo by Devin Strecker)

Members of Hollywood Heritage celebrated the return of the Hollywood in Miniature, currently being restored by board member Donna Williams. (Photo by Devin Strecker)

**shutterbug**

On May 23, the HED organized an Old Hollywood blogger tour. From left to right are Kristie Hang, Jill Weinlein, Devin Strecker, Tanaya Ghosh, and Jay Terauchi, pictured here at the Hollywood/Vine Metro station. The tour was coordinated with assistance from Haines & Co., the BID’s PR team.

Have photos from an event or happening that you’d like to share? Send them in! info@hollywoodbid.org
On June 21, the Entertainment Aid Alliance (EAA) will host its annual event, Wine Wisdom & Vision, at the beautiful and historic Hollywood Roosevelt Hotel. The event, supported by over 500 attendees from home entertainment, television, film, music, and game software companies, features a VIP reception, gourmet food, complimentary wine and spirits, terrific live music, a magic performance, roving magicians, live raffles and a silent auction for what is sure to be one of the year’s most popular summer soirees.

bidr.co/events/eaa

The Hollywood Fringe Festival is an annual, open-access, community-derived event celebrating freedom of expression and collaboration in the performing arts community. Over 2,200 performances of 390 productions will take place in venues throughout Hollywood from June 7-24. Participating venues in the Hollywood Entertainment District include Epiphany Space, Pig n’ Whistle, the Hobgoblin Playhouse, The Montalbán, Theatre of Note, and Three Clubs. The Hollywood Fringe Festival is a non-profit which gives 100% of box office revenue back to the artists and venues.

www.hollywoodfringe.org

After a year of national scandal and following a sold-out run of stand-up shows and rave reviews around the globe, Kathy Griffin is returning with the much-anticipated “Laugh Your Head Off” World Tour at the Dolby Theatre on July 19 and 20. Armed with the story of the now infamous and controversial photo, the fiery redhead, award-winning, American comedian is bringing the story of the photo heard ‘round the world and the fallout that followed, along with breaking down everything in the pop-culture landscape.

www.dolbytheatre.com