Bringing Focus to Hollywood

How can we improve Hollywood? That is the question at the center of “Hollywood: In Focus,” the strategic plan which is currently being developed by the Hollywood Property Owners Alliance.

A new chapter has begun for the Hollywood Entertainment District, which was renewed for ten years beginning this January 1 and now includes the area formerly known as the Sunset & Vine District. With a new President and CEO, Kristopher Larson, AICP, the organization is undertaking a significant effort to clarify the vision and priorities for the next decade. Larson has previously led strategic plans for three other cities.

As detailed in Larson’s president’s address on the following pages, a series of roundtables were conducted to gather input from stakeholders in Hollywood. Now, it is your turn to participate! An online survey has been launched at onlyinhwd.com/strategic-plan which will gather more input from people who spend time in Hollywood, whether as a resident, employee, or visitor. The information garnered by the survey will be added to the body of knowledge already obtained through the strategic planning process, in addition to over 23 years of the BID’s existence.

$4 Million Earmarked for Walk of Fame Improvements

The City of Los Angeles’ Board of Public Works has selected the design and architecture firm Gensler to design a “Master Plan” for the Hollywood Walk of Fame, kick-starting a $4 million investment into the National Historic Landmark that will serve as a catalyst as Councilmember Mitch O’Farrell implements his “HEART of Hollywood” initiative.

The Master Plan will update the streetscape concept for the Walk of Fame with the goal of designing a more pleasant, cohesive, and enjoyable experience along the public right-of-way. Based on the updated design, the consultant will recommend targeted construction projects using $3.8 million for infrastructure improvements, from an initial $4 million in seed money allocated by the Councilmember.

“The Hollywood Walk of Fame is a National Historic Landmark, and my HEART of Hollywood initiative will give this community the attention it deserves,” said O’Farrell. “Our focus is on consistent attention to the necessary quality of life improvements for local residents and visitors. A great public corridor - one that is safe for pedestrians, visible at night, and responsive

CivLAvia: Meet the Hollywoods

Join CivLAvia for Meet the Hollywoods on August 18 as we transform West Hollywood, Hollywood, and East Hollywood into car-free, open streets for the day. From the Hollywood Walk of Fame to West Hollywood’s rainbow crosswalk, we invite you to come along for the ride as we walk, bike, roll, and stroll through some of LA’s most iconic streets! Stay tuned for a route map and more info on this not-to-miss LA event.

Here are some things to know before you go. This CivLAvia is FREE and sponsored by Metro; the hours will be 9:00 a.m. to 4:00 p.m. The streets on the route will be closed to motorized vehicular traffic and open for people to walk, skate, bike, play, and explore. CivLAvia is not a race! There’s no starting point or finish line - begin where you like and enjoy the day your way. CivLAvia traffic flows in two directions, just like regular traffic.

If your business is on the route, you can encourage participants to stop by on the day of the event by offering a special discount to CivLAvia participants. CivLAvia will highlight your family-friendly business for free on the CivLAvia web-site and digital map, subject to approval.

For more information, contact the BID office at 323-463-6767.
Continuing the theme from the last newsletter, this update on our strategic plan will provide an actionable opportunity for you to help us take the next step forward to ensure the plan best addresses your thoughts about the Hollywood community. On May 15-17, 2019, BID leadership and our Strategic Planning Consulting team, PUMA, conducted a series of focus groups to gather information that will inform the strategic plan, now known as “Hollywood: In Focus.” The plan will guide our organizational structure, programs and priorities over the next five years.

We invited more than 300 stakeholders to participate in one of five focus groups held over three days. Stakeholders who participated included property owners, business tenants, residents, schools, religious institutions, City representatives, cultural institutions and others. The summary below captures the common themes that emerged related to the strengths, challenges, and desired improvements for Hollywood.

**Hollywood’s Strengths**
- Participants identified the following strengths of Hollywood, which were grouped as follows (listed alphabetically):
  - Allure: Hollywood has strong brand recognition and is a continual draw for visitors. The Hollywood name means something to everyone and carries a sense of glamour and awe.
  - Support for the BID: There is appreciation for the clean and safe services provided by the HPOA to enhance the level of service in the Hollywood Entertainment District.
  - Community: Hollywood continues to grow as a residential community, bringing new voices to meld with long-time residents, employees and visitors. This added residential density supports more neighborhood-serving businesses.
  - Creative and Funky: Whether it is the film industry, live theater, arts or culinary experiences, Hollywood is still regarded as a place where creativity flows.
  - Opportunity: Many different types of people are drawn to Hollywood, which is seen as a place of opportunity. The diversity of people and opportunities were consistently named as strengths.
  - Reinvestment: New developments are creating more reasons to come to Hollywood. Stakeholders talked about pockets of revitalization where new hotels, restaurants and residences have been developed. Additionally, it was noted that Hollywood has recently secured new anchor tenants for office and retail space.

**Hollywood Challenges** - Participants also identified the following challenges in Hollywood, which were grouped as follows (listed alphabetically):
- Absentee Owners: Several property owners have let their buildings fall into disrepair; additionally, stakeholders feel these property owners do not make enough effort to attract desirable tenants for the neighborhood.
- Cleanliness: It was acknowledged that cleanliness has improved over the past few months, but services do not always keep up with the needs of the BID. The Walk of Fame and alleys were mentioned specifically, as was a ubiquitous smell of urine.
- Homelessness: The prevalence of encampments and individuals living on the streets remains a challenge in the BID, and stakeholders say the resulting effects have grown worse. Primary issues stem from a subset of this group who are aggressive and/or have mental health issues. A need was voiced for more supportive services.
- Parking: Finding available parking and unpredictable parking management techniques were voiced as challenges for both employees and visitors. Parking spots are often taken by production crews or tour buses, further limiting an already tight supply.
- Roles and Responsibilities: With many cooks in the kitchen it is not always clear who is responsible for what. There is the need for greater convening and coordination among partners including the BID, Chamber, Council Districts, Neighborhood Councils, property owners, businesses and residents. More coordination would lead to a stronger voice for the BID.
- Safety: There are both real and perceived issues of safety in the District. Criminal activity in addition to aggressive behaviors by some street populations can make residents and visitors feel uncomfortable. Additional challenges include constraints on the authority of LAPD and a lack of patrol throughout the District overnight.
- Tourist Volume: The sheer number

*Continued on Page 7*
Board Approves Modest Assessment Increase

Each year, the board of the Hollywood Property Owners Alliance is tasked with making the decision whether or not to increase the assessments levied on the property owners in the Business Improvement District (BID). Rate increases are one method for growing the organization’s budget to keep up with increasing labor and material costs, inflation, or desires for increases in service levels.

The Board reviews various factors when making this recommendation, including projected assessment revenue due to new developments and Consumer Price Index (CPI) changes. This year, six new projects added 1,023,488 square feet of new building space in the district.

The Bureau of Labor Statistics has determined that the CPI for the region (Los Angeles-Long Beach-Anaheim) has increased by 3.3 per cent from a year ago. Taking into consideration these factors and the desire to maintain the current service levels, the Board made the decision to increase the assessment rates at a conservative stance of one (1) per cent for the 2019-20 fiscal year.

This modest increase would allow the BID to budget for increased costs associated with the clean and safe contracts as well as other priorities outlined in the Management District Plan and future “Hollywood: In Focus” strategic plan.

-LORIN LAPPIN

25th Annual Hollywood Economic Development Summit

Kristopher Larson, President & CEO of the Hollywood Property Owners Alliance; Rana Ghadban, President & CEO of the Hollywood Chamber; and Dan Halden, Director of the HEART of Hollywood, spoke on a breakout session at the Chamber’s Economic Development Summit on June 20, 2019, titled “The Next Generation of Hollywood Leadership: A Discussion.” (Photo by Devin Strecker)

Make Music Hollywood: Fourth Annual Concert

In association with Make Music Los Angeles, the fourth annual Make Music Hollywood is a free all-ages concert featuring performances all day June 21, 2019 at Hollywood & Highland. Sponsored by Wynn Nail Spa, the event is organized by the Hollywood Entertainment District with cooperation from AMDA College and Conservatory of the Performing Arts, Musicians Institute, Hohner, and Dave & Busters.

The HED supports Make Music Los Angeles on Hollywood Boulevard to shine a spotlight on the vibrant creative community in Hollywood neighborhoods. Based on France’s Fête de la Musique, a national musical holiday inaugurated in 1982, the festival has become a phenomenon celebrated on the same day in more than 800 cities in 110 countries.

Tony Zimbardi, AMDA; and Devin Strecker, HPOA, setting up the stage for Make Music Hollywood at Hollywood & Highland. (Photo by Steve Seyler)
Lighting Up Tinseltown

Inspired by a successful pilot program which introduced festoon lighting installed over the street along Cahuenga Ave. between Selma Ave. and Sunset Blvd., HPOA staff convened a group of stakeholders for a walking tour of area lighting conditions on March 28 to discuss a broader initiative that would positively impact the area. The group included CD 13, representatives from the Hollywood Chamber of Commerce (Staff and Board), LAPD, and Hollywood Heritage.

Following the tour, the group aspired to develop a broader district strategy that captures the aesthetic allure of world-famous Hollywood; highlights its historic features; responds to Hollywood’s various contexts and sub-district identities; and elevates the perception of safety within the BID. To advance the initiative, HPOA staff wrote and released an RFP soliciting proposals from qualified vendors to develop a lighting master plan that incorporates the vision and priorities of area stakeholders and uses lighting installations to advance placemaking, spotlight area buildings and features, enable positive, ambient experiences, and increase overall lighting to improve perception of public safety and deter crime within the BID.

On April 26th, The RFP was sent to five area firms that specialized in place-based lighting design. On May 30th, the HPOA received two proposals from qualified lighting design consultants. The proposals were reviewed by a 7-member committee of Board members and stakeholders, including Rana Ghadban, Hollywood Chamber of Commerce; Chase Gordon, Avison Young; Dan Halden, Heart of Hollywood; Christy McAlvoy, Hollywood Heritage; Rich Sarian, HPOA staff; Maureen Schultz, Capitol Records; Tony Zambardi, AMDA. The committee scored the proposals according to ten evaluative criteria.

The evaluations offered a unanimous recommendation for Lighting Design Alliance, an architectural lighting design consultancy located in Long Beach, CA. The project has been supported by both the Placemaking Committee and the CHC Dissolution Board, and each has pledged $10,000 in financial support for the project from their respective 2019 budget allocations. The additional $30,000 to cover the consulting fees would be split evenly between the “Security & Maintenance Contingency” and the “Contingency” line items.

---

HEART of Hollywood Creating Master Plan for Walk of Fame Improvements

...Continued from Page 1

HEART of Hollywood Creating Master Plan for Walk of Fame Improvements

to community needs - can help catalyze even more investment in housing for all income levels as well as economic development. This means good paying jobs for our local workforce. Hollywood Boulevard can be this kind of place, which is why the City is making this strategic investment.”

Since luminaries Stanley Kramer and Joanne Woodward first received their stars decades ago, the Hollywood Walk of Fame has been an internationally recognized landmark that draws millions of visitors each year. It is the product of a unique joint partnership between the City of Los Angeles and the Hollywood Chamber of Commerce, which produces the iconic induction ceremonies featuring honorees chosen for their excellence in the fields of motion pictures, television, recording, radio, and live performance.

“The Hollywood Chamber of Commerce is thrilled to collaborate with the HEART of Hollywood initiative to preserve the Walk of Fame and make strategic improvements that will benefit generations to come,” noted Rana Ghadban, President & CEO of the Hollywood Chamber of Commerce.

“The Walk of Fame is an iconic and character-defining part of the historic Hollywood Boulevard District,” remarked Christy McAvoy of Hollywood Heritage (see story below). “Hollywood Heritage looks forward to being part of a coalition that will preserve the Walk and its historic environment for generations to come.”

“We are proud to play a stewardship role in the Walk of Fame,” said Kristopher Larson, President & CEO of the Hollywood Property Owners Alliance. “Given the Walk’s incredible allure, we know how critical it is to the image of Hollywood. We’re proud to partner with the City on this important initiative to ensure its protection and continued care.”

The City of Los Angeles Bureau of Engineering will be the lead City agency on the project, which also calls for participation from community stakeholders.

Hollywood Heritage Preserves Our History

In the late 1970s, five women from diverse backgrounds met when they became involved in an effort to enhance Hollywood, the Hollywood Revitalization Committee. The Committee was a non-profit organization funded by the city to help property owners and promote tourism. The group produced a walking tour and facade improvement program. In 1980 these five women - Marian Gibbons, Frances Offenhauer, Susan Peterson St. Francis, Mildred Heredeen, and Christy McAvoy - founded Hollywood Heritage to continue the efforts to preserve Hollywood’s rich history and landmarks.

One of Hollywood Heritage’s early wins was having the area of Hollywood Blvd. between Argyle and Sycamore added to the National Historic Register in 1985. This created opportunities for the historic buildings within these boundaries to become eligible for government incentives and grants. Iconic buildings like the Security Pacific, El Capitan, and Hillview were assisted by these incentives. Property tax abatement was another advantage available for buildings in the district if they become designated as Historic Cultural Monuments. Hollywood Heritage also has offered developers assistance in following guidelines for projects located within the boundaries, and workshops for property owners on seismic retrofitting.

The main headquarters for Hollywood Heritage has been the Lasky-DeMille Barn, which was the first of many structures preserved by the organization. Originally located on the southeast corner of Selma Avenue and Vine Street and occupied by Cecil B. DeMille’s film company circa 1913, the barn stands today on land across from the Hollywood Bowl on Highland Avenue, and contains a treasure trove of silent film memorabilia. Now the group has a new home on Hollywood Boulevard and is poised to make a stronger connection with the community.

The organization’s Hollywood Boulevard presence is at 6411 Hollywood Blvd., on the site of the former de Longpre Gardens. This location was home to the French watercolor artist Paul de Longpre, and became Hollywood’s very first tourist attraction. As a tribute to the rich history of their new space, Hollywood Heritage has a special exhibit set up that celebrates the legacy of the de Longpre gardens. The new Hollywood Heritage Preservation Resource Center provides information to the public about Hollywood’s history and landmarks, and serves as a source of assistance to property owners in maintaining their historic buildings. The Hollywood Heritage Preservation Resource Center is available on Wednesdays, Thursdays, and Sundays from 12-5, and other dates and times by appointment.

For more, visit hollywoodheritage.org.

---

-Kristopher Larson, AICP, @DowntownKL

-APRIL CLEMMER, @VINSPIREDAPRIL
A Hollywood Classic Gets a Modern Makeover

A true Hollywood makeover has been happening on Cherokee Avenue just north of Hollywood Boulevard, and the Commodore of Hollywood has never looked better.

Built in 1927 as a Mediterranean Revival style apartment-hotel, the Commodore quickly became a landing spot for Hollywood hopefuls on their way to the top. Resident Clara Blandick went on to appear as Aunty Em in “The Wizard of Oz.” When actor Robert Vaughn received his star on the Walk of Fame, he requested it be placed at the intersection of Cherokee Avenue and Hollywood Boulevard in homage to the Commodore, his first home in Hollywood.

Fast-forward ninety years: Wilshire Skyline saw tremendous opportunity to restore a historically-landmarked building, and invested nearly $10 million in the property. The goal was to modernize the building while preserving its historic integrity. Along with Jonathan Watts of KFA Architects, Interior Designer Christos Prevezanos of Studio Prevenza, and the City of Los Angeles Office of Historic Resources, the Commodore of Hollywood was brought back to life in a way that honored its original design.

Throughout the process, sensitive adjustments in the design plan were made, allowing several previously hidden features to be highlighted that give the Commodore of Hollywood its special 1920s character. Original terrazzo floors were uncovered in the lobby, and incorporated into the Grand Lobby’s aesthetic. A previously covered ornate entry portico with Grecian columns was revealed, and now welcomes modern residents into the Commodore of Hollywood just as it did during the early decades of the film industry. Unique tile adorning lounge’s fireplace, previously coated in layers of lead paint, is now the centerpiece of the room. Period design is mixed with modern touches, like hanging abstract art and contemporary design pieces, keeping the feel of the Commodore of Hollywood familiar and inviting to residents and guests.

Beyond the lobby, the Commodore of Hollywood features 73 pet-friendly studio and one-bedroom residences: 64 traditional, unfurnished apartments, and nine fully furnished, hotel-style accommodations. Floor plans range from 350 - 810 square feet. Each home features modern amenities like central heat and air, new stainless steel appliances, and spacious walk-in closets as well as more historic features including restored original hardwood floors and eat-in kitchens.

Long-term leasing options are available, as well as nightly rates for guest suites. The Commodore of Hollywood offers living options as diverse as the community it serves.

-April Clemmer, @VinSpireDApple

Rock of Ages Returns to Hollywood

Rock of Ages was born on Hollywood Boulevard in 2006 when its earliest incarnation debuted at King King. From there, the show was developed through several short trial runs in venues throughout Los Angeles before opening Off-Broadway in New York City. In 2008, it opened on Broadway, which lead to five Tony Award nominations. 2,350 Broadway performances later, the show also inspired touring productions and a major motion picture starring Tom Cruise. It currently holds the title of the 29th longest running show in Broadway history.

Now, Rock of Ages is returning to its roots on Hollywood Boulevard with a permanent production located in its own 250-seat venue, The Bourbon Room, opening this fall and featuring a full food and beverage menu from celebrity chef Todd English.

“I am thrilled to bring ‘Rock of Ages’ back to Hollywood and deliver an exceptional experience that’s outrageously fun and like nothing else the city offers,” said Matthew Weaver, producer of the show, in a statement.

The show will be directed by Kristin Hanggi, who helmed the 2012-2015 Broadway production which garnered her a Tony nomination. Several other veterans of that team will be involved in the new Hollywood production.

Safersidewalks Through a unique partnership with the City of Los Angeles, Council District 13, and the Bureau of Street Services (BSS), the Tourism District Overlay Zone (TDOZ) area will soon have special deployment of five BSS inspectors whom can regulate and enforce 56.11 infractions within the public rights-of-way. Examples of 56.11 violations include blocking pedestrian paths of travel and the storage of bulky items, an activity that often accompanies street vending. These inspectors will be funded by the City of Los Angeles (City) and deployed out of the BID Patrol office at Hollywood & Highland. The relationship with the City and the HPOA / TDOZ was built along the premise that the City would cover personnel costs and the TDOZ / HED 19-28 would cover the equipment cost. For the initial deployment, the costs provided by BSS for equipment is approximately $102,000. The program is expected to begin in August.

Apartment Managers Last year, HPOA launched a new association for residential apartment managers in Hollywood. Quarterly meetings are held, rotating between different apartment buildings. The next meeting will take place on July 16, 2019 at 4:00 p.m. at 1600 Vine. Guest speakers will include Angie Aramayo, Central Area Director from the Mayor’s Office of Public Engagement; Sean Starkey, Hollywood Field Deputy for Councilmember Mitch O’Farrell; and Senior Lead Office Ben Thompson with LAPD Hollywood. If you are an apartment manager interested in attending, please contact devin@hollywoodbid.org.

Love or Fear: a Celebration of Genders

LOVE OR FEAR
We would like to cordially invite you to participate in a Hollywood Boulevard community art event titled, “Love or Fear: a Celebration of Genders.”

The event will take place on Saturday, September 7, 2019, from 8-11pm and will bring together Hollywood Boulevard shop owners, artists, activist organizations and audiences to celebrate gender expressions. The goal is to stretch gender in new directions and/or challenge viewers to replace the male female binary with acceptance through love rather than through fear. The artistic mediums that will be part of the event include live performance, video, printed media, photography, zines and installation. For more information, contact Anne Bray, executive director of Freewaves, anne@freewaves.org.
Hollywood Boulevard may be best known for its star-filled Walk of Fame or the TCL Chinese Theatre’s elaborate architecture, but the boulevard and the streets around it are also becoming a destination for art lovers as well. Here’s a look at some of the great gallery exhibition spaces in the heart of Hollywood.

**Noyesky Projects, 6727 Hollywood Blvd.**

Helmed by artists Sean Noyce and Katya Usvisky, contemporary and cutting-edge art has found the perfect space in this gallery located in a 100-year-old courtyard. This month, the gallery opened a mixed-media contemporary show titled *Meat and Mysticism*, featuring international artists from Sweden, Denmark, and the U.S. The exhibition is a collaborative project with the artists of KRÆ syndikatet, Copenhagen, and Noyesky Projects, and includes symbolic and tactile exhibitions devoted to mending the bonds and connections to “the nature we are and live in.” Noyesky is one of the most innovative galleries in town, also serving as a studio for the artists who run it.

**LACE (Los Angeles Contemporary Exhibitions), 6522 Hollywood Blvd.**

Since the gallery’s beginnings in 1978, LACE has served as a showcase for emerging artists as well as being renowned for its community and educational events. Innovation is key for the internationally-recognized non-profit; presenting significant and timely exhibitions, performances, educational programs, and public projects. Currently, LACE is showing *The Archival Impulse: 40 Years of LACE*, through December. The project room installation culls material from LACE’s archive highlighting and disputing the organization’s history.

**WUHO, 6518 Hollywood Blvd.**

The Woodbury University Hollywood Outpost (WUHO) is the university’s center for experimental exhibitions and multi-disciplinary collaborations, and home to a diverse series of architecture and interior architecture-based exhibitions. Open since 1975, visitors are invited here to learn about the “built environment” and architectural knowledge. From exhibitions of photography, drawings and models, full-scale mock-ups, and screenings, to book launches and gallery talks, WUHO opens the door to architectural art and research. Upcoming in July is Liminal Forms, an exhibition of student work from the Woodbury University School of Architecture examining the relationship between historic drawing technique and architectural form.

**Dina Art Company, 6433 Sunset Blvd.**

Dina Art Company is a wholesale gallery providing art rental and purchase services to the motion picture industry. The company also publishes artwork, resizing and printing on demand on any types of material. They publish fine art posters, and distribute hand-colored etchings, antique engravings, and original contemporary art.

**The Artsy Side of Hollywood Boulevard**

**Mayor Helps Unveil El Centro**

El Centro Apartments & Bungalows, located at 6200 Hollywood Blvd., was officially unveiled on June 13 with a ceremony attended by the Mayor of Los Angeles, officials from the city, BID and Chamber, as well as neighbors and residents. The development, by DLJ Real Estate Capital Partners and Clarrett West Development, includes over 500 luxury apartments, over 60,000 square feet of retail and restaurant space, as well as outdoor common areas for residents and a public cactus garden right off the Walk of Fame.

El Centro, a $200 million project, is the second and final phase of what was initially known as the Boulevard 6200 project. Eastown Apartments, located north of Hollywood Blvd., opened in 2014. Together, the two projects include over 1,000 apartments.

**Scooters: Blessing or Curse for Los Angeles?**

In April, the City of Los Angeles launched its Dockless Mobility Program, which allowed eight companies to deploy up to a total of 30,400 dockless scooters and bikes. Currently, about 20,000 vehicles are on the streets as part of the program.

Hollywood has become the most popular market for the electronic vehicles, with many locals and tourists utilizing the scooters and bikes throughout the area.

While LADOT is attempting to regulate the program, the BID office has received numerous complaints regarding issues related to scooter and bikes being ridden, abandoned, on the Walk of Fame. BID staff, as well as CD13, have been in discussions with LADOT and the scooter companies to remedy these concerns.

In the meantime, complaints can be reported via the LA311 app or phone number.
Hollywood Visits to Downtown Santa Monica

On May 30, 2019, a delegation of nine members of the HPOA Strategic Planning Committee and representatives from the Hollywood Chamber and CD13 took a field trip to Downtown Santa Monica to meet with Kathleen Rawson, Chief Executive Officer of Downtown Santa Monica, Inc.

The group learned about Downtown Santa Monica Inc.’s integrated approach to “clean and safe” via their Ambassador program, and their strong partnership with the City of Santa Monica. In addition, Rawson discussed the history of Santa Monica’s Third Street Promenade, and her organization’s role in pushing for public investment in infrastructure.

In 1965, Third Street in Santa Monica was converted to a pedestrian mall. The Bayside Assessment district was formed, and in the mid-1980s, a significant investment was made to modernize the Promenade. Today, the promenade and the surrounding area is managed by Downtown Santa Monica, Inc., which also promotes economic stability, growth, and community life within the neighborhood.

improve storefronts/facades, recruit quality tenants).
• Alignment/Coordination with partners (BID, Chamber, City, property owners, tenants advocating together).
• Placemaking & beautification (Green spaces, parks, dog parks, gathering places, outdoor seating, decorative lighting).
• Reduce disruptive street behaviors (Improve responsiveness to disruptive behaviors by mentally unstable individuals, increase services for homeless population inclusive of mental health specialists, provide training for employees on managing disruptive behaviors, regulate aggressive peddlers that prey on tourists).
• Business attraction and retention (Improve City permitting processes, encourage more diversity of business types, consider neighborhood serving uses, balance local vs. corporate, expand existing business support services).

So, this is where you come in! Do these lists get it right? Want to add something, disagree, or underscore the importance of any of these thoughts or opinions? Then let us know! Log on today to www.onlyinhollywood.org/strategic-plan to complete an online survey by June 28th. Feel free to share the link with your networks – our plan will only great if it addresses the needs of the Hollywood community.

-KRISTOPHER LARSON, AICP, @DOWNTOWNKL

Strategic Plan for Hollywood Taking Shape
The Drums will play songs from their new album, “Brutalism,” at the Hollywood Palladium on July 27. The band’s fifth LP is quite possibly the best collection of songs in its ten-year career. The album is defined by growth, transformation and questions, but it doesn’t provide all the answers. Brutalism is a form of simplistic architecture defined by blocks of raw concrete. Brutalism is rooted in an emotional rawness but its layers are soft, intricate and warm, full of frivolous and exquisitely crafted pop songs that blast sunlight and high energy in the face of anxiety, solitude and crippling self-doubt. www.hollywoodpalladium.com

Hollywood & Highland Center presents SUBARU SUMMER JAZZ NIGHTS every Tuesday night from July 9th through August 6th. Enjoy this free summer concert series for five fun filled nights starting at 7:00 p.m. in the Central Courtyard featuring incredible jazz artists including: July 9: Hunteertones; July 16: Boogaloo Assassins; July 23: Bria Skonberg; July 30: Jose Rizo’s Mongorama; and August 6: Marquis Hill Blacktet. Plus, for a $14 donation you will receive wine or beer and a cheese selection with 100% of the proceeds benefiting Project Angel Food. Sponsored by Subaru. Produced by KJAZZ 88.1 FM Radio and Rum & Humble. www.hollywoodandhighland.com

What if you could be someone else, just for one day? “Shade,” a colorful, new musical comedy sets the stage for a doppelganger switcheroo that goes way, way beyond skin-deep differences. “Shade” plays every Saturday night through August 17 at 10:00 p.m. at Second City Hollywood. Come laugh at how alike—and different—we truly are in this bold new look at how we look at each other. Written and Directed by Dwayne Colbert. Music & Lyrics by Hughie Stone Fish and Mirage Thrams, with John Ryan Benavides and Joy Regullano. www.secondcity.com/hollywood