Hollywood Spreads Holiday Cheer

In time for the annual Hollywood Christmas Parade, the BID installed holiday decorations on nearly 30 light poles throughout the district, in addition to maintaining 54 palm trees wrapped with string lights year-round. The lights and decor were originally purchased two years ago by the Hollywood Chamber of Commerce in a five-year partnership with the BID, which agreed to take on the role of annual maintenance, storage, permitting and installation. The BID contracts with a holiday decor company, St. Nick’s, to perform the installations. “The holiday decorations bring whimsy and festivity to Hollywood Boulevard throughout the holiday season for residents and visitors alike,” Chase Gordon, chair of the Place Enhancement Committee, said. “We’re also grateful to the Hollywood Chamber of Commerce for their close partnership in making this program a reality.” (Photo by Rich Sarian)

One for the Ages: Musical Returns to Hollywood

Rock of Ages has returned to its roots on Hollywood Boulevard in a specially built theater and nightlife destination named after the venue at the center of the show, The Bourbon Room. With 6 years on Broadway and over 2,350 performances, 5 Tony nominations, 20 productions worldwide and 30 hit songs from the 80s, Rock of Ages is the best-reviewed, most-nominated hair band musical of all time. The cast and creative team are filled with Tony Nominees, Rock of Ages Alums, Broadway talent and fresh faces.

To commemorate Rock of Ages’ return to Hollywood Boulevard, producers have delivered a fully immersive experience bringing the show’s legendary Bourbon Room to life. The food and drinks at The Bourbon Room were curated by the team behind Augustine Wine Bar and Sushi Note, one of Esquire Magazine’s Best Restaurants in America in 2019.

Each night isn’t just a show, it’s an event! Before the show, while guests enjoy a beer, cocktail or upscale bar food in the Bourbon Room, a team of immersive actors bring the Sunset Strip of the 1980s to life. Guests can simply enjoy the pre-show, talk with the characters or even be sent on different quests and challenges. For those that don’t want to participate, you can just enjoy some snacks and drinks and watch it all happen around you. In the show room, audience members are closer to the action than ever before with actors performing throughout the room.

For tickets and more information, visit www.rockofageshollywood.com.
Greetings to everyone, and I hope that you all enjoyed a wonderful holiday season. Whether it was a simple coincidence or a masterful stroke of divine timing, it bears mentioning that we’ll officially begin implementing our Hollywood in Focus Strategic Plan in 2020 – the “year of perfect vision.”

Chief among the priorities for 2020 include the launch of the new look & feel Ambassador program that will synthesize and expand our BID Patrol and cleaning programs. We currently have multiple Requests for Proposals (RFPs) out for bidding to help shape two important dimensions of the Ambassador program – staffing the new hospitality portion of the program and developing a new look and feel for the uniforms our men and women wear each day while working to keep our district clean and safe.

The expanded portion of the program, our new Hospitality Ambassadors, will involve the deployment of trained customer-service focused personnel throughout the district to help augment the services provided by our longstanding clean and safe teams. Collectively, all three programs will serve as a multi-functional Ambassador team deployed throughout the district, with the Hospitality Ambassadors focusing on meeting the needs of all kinds of stakeholders – from workers to residents to tourists – enjoying Hollywood’s public realm.

A key role of the new Hospitality Ambassadors will be building relationships with area stakeholders, offering hospitality services such as giving directions, providing pedestrian escorts, suggesting restaurant and retail information, parking choices, and offering any other customer-oriented support that will foster stronger relationships between stakeholders and the Hollywood area. The Hospitality Ambassadors will be a friendly, knowledgeable, outgoing extension of the HPOA and the Hollywood community. Our program will continue to advance the public’s positive impression of Hollywood by providing peace of mind through the presence of trustworthy teams that direct the lost, address nuisance and criminal behaviors, provide hospitality and information assistance, and beautify the area.

Additionally, the Hospitality Ambassadors will report and resolve maintenance issues including burned-out streetlights, damaged public property, and trip hazards on sidewalks. If the issue is minor, our Ambassadors will immediately address it, such as picking up trash on the sidewalk and placing it in a receptacle and removing a flyer or sticker taped to a light pole. Their goal is to represent the model citizen – helping to care for, respect and maintain the Hollywood community and its stakeholders. Finally, the Hospitality Ambassador Program will work in concert with BID Patrol homeless outreach workers, local social service providers, offering social service referrals, etc., when appropriate.

By the second quarter of 2020, all of our Ambassadors will be primarily deployed on foot and wear distinctive and colorful uniforms that maximize their visibility and reinforce Hollywood branding efforts.

We’re currently planning for a deployment that will have as many as two dozen personnel deployed during periods of peak pedestrian traffic. The three programs will function seamlessly as a team and will be cross-trained to help address and remedy the many conditions that we encounter along the sidewalks of our community. We’ll be outfitting all our Ambassadors in highly visible, approachable uniforms that scream “I can help,” even from a distance. We desire that the uniform’s color palette and fonts respond to Hollywood’s “red carpet” iconography and pre-existing design standards established by the area’s pedestrian wayfinding infrastructure and our concurrent organizational branding initiative.

In addition to launching the new multi-faceted Ambassador program, we’ll also continue strengthening our partnership with the City of Los Angeles’s respective teams that also help regulate and create order within the public realm. In 2019, we successfully partnered with Council District 13, LAPD and the Bureau of Street Services on an initiative to clean the Walk of Fame of various types of obstructions ranging from unpermitted vendors to obsolete and broken newspaper racks. We’re glad to report that in only a few months, we’ve seen a reduction of more than 70% of unpermitted sidewalk obstructions. It is through strategic partnerships like these that we’ll continue making progress in protecting Hollywood’s public realm.

Together, we can ensure that the vision statement included in our strategic plan – where experiences exceed expectations – comes into greater focus during the 2020 “year of perfect vision.”

-KRISTOPHER LARSON, AICP
PRESIDENT & CEO
HPOA Board Elects New Directors and Officers

The Hollywood Property Owners Alliance held its annual meeting on November 21, 2019. At this meeting, they elected directors to serve three-year terms, ending November 2022. The individuals elected included Amy Brown, Robertson Properties Group; Brian Folb, Paramount Contractors and Developers; Michael Gargano, Argent Ventures; Chase Gordon, Gordon California Properties, LLC; Jeffrey Moghavem, Archway Holdings; Michael Nazzal, Yorkwood LLC; Katie Ullman Zandona, Ullman Investments; and Tony Zimbardi, AMDA College and Conservatory of the Performing Arts.

Also elected was a slate of officers, who will be serving two year terms in their capacities. Continuing from the previous year are Bill Humphrey, Chair, Hudson Pacific Properties; Ullman Zandona, Vice Chair; Frank Stephan, Clarett West Development, Secretary; and Drew Planting, Treasurer, GPI, Inc.

Of the newly elected directors, three are joining the board for the first time: Brown, Moghavem, and Nazzal. Amy Brown joined Robertson Properties Group in April, 2019, as a Senior Property Manager overseeing the company’s Hollywood properties, including The Dome and the Hollywood Pacific Theatre. Ms. Brown has worked in the shopping center industry for 28 years; and has spent her career developing mutually beneficial relationships with the communities, non-profit organizations and governmental agencies and officials where she has worked. Ms. Brown is excited to play an active role as a board member and hopes to utilize her experience and knowledge to benefit the BID and Hollywood.

Jeff Moghavem is the Director of Asset Management at Archway Equities, overseeing a variety of initiatives for Archway’s portfolio including construction, leasing, property and financial management. During his time at the University of Southern California, he obtained a Bachelor of Science degree in Business Administration from the Marshall School of Business as well as minor in Real Estate Development from the Price School of Public Policy. He previously served on the BID Renewal Committee in 2018 and currently is a member of the Place Enhancement Committee.

Michael Nazzal has been the property manager of 6800 to 6820 Hollywood Blvd. for the past fifteen years. He is also the part owner and manager of the Walk of Fame Hostel Hollywood. Having grown up in Los Angeles, he graduated from Loyola High School and completed his Bachelor of Science from Santa Clara University. Nazzal was involved with the BID and the formation of the Tourism District Overlay Zone (TDOZ) during the HED BID Renewal in 2018 and currently serves on the TDOZ Steering Committee.

We want to hear your Hollywood story!

We aim to make our blog, onlyinhollywood.org, the definitive source for all things Hollywood. We’re looking for guest bloggers to share their favorite places in Hollywood, their success stories, favorite bits of Hollywood history, and more. Call or e-mail Devin Strecker at 323-463-6767 or info@hollywoodbid.org!
Annual All Property Owners Meeting

This year’s Annual All Property Owners Meeting revolved around the theme of the HPOA's strategic plan, titled Hollywood: In Focus. The meeting was held October 22 at Japan House, in the salon on level 5 of the Hollywood & Highland Center. Nearly one hundred stakeholders attended.

The meeting was kicked off with a welcome from HPOA board vice chair, Katie Ullman Zandoná. The program included presentations from Councilmember Mitch O'Farrell, CD13; LAPD Hollywood Captain Steve Lurie; and HPOA President and CEO Kristopher Larson.

New investors in Hollywood provided captivating vignettes on reasons to feel optimistic about our community's trajectory. First up was Scott Keeney, aka DJ Skee, founder of DASH Radio. DASH, now located near Hollywood and Vine, has become one of the largest digital radio platforms in the world, reaching over 10 million monthly listeners with over 80 original stations.

Rock of Ages Hollywood is a new permanent show at the newly opened Bourbon Room in Hollywood. The immersive theatre experience returned to Hollywood where it originated nearly 15 years ago. Matt Weaver, who conceived the idea and produces the show, discussed why his team decided to create a permanent show in Hollywood (see page one).

Representatives from the new ownership of Hollywood & Highland Center, including Dan Lee, Managing Director for Investments at Gaw Capital USA and Stenn Parton, Chief Retail Officer with DJM Capital, shared their approach and vision for the retail center. The partnership intends to pair the “historical, unique Hollywood legacy with the new, creative technology of today.”

-Devin Strecker
A “HOW TO” FOR HOLLYWOOD

With various agencies working to make Hollywood - a neighborhood of the City of Los Angeles - function, it can be difficult to figure out who to call when something needs to be done. Here, we have compiled a helpful list of contact information for those who can help.

SECURITY
The HPOA contracts with AGS to provide security to the Hollywood Entertainment District, also known as the BID Patrol. This private security force is intended to patrol the common areas (sidewalks and streets) within the boundaries of the Business Improvement District only, enforcing quality of life issues and reporting crimes to LAPD. To call the BID security dispatch, dial 323-465-0122.

For any emergencies, life threatening issues, theft, or other crimes committed on private property, LAPD should be called through the emergency number 9-1-1 or the non-emergency number, 877-ASK-LAPD.

MAINTENANCE
Clean services within the BID encompass a variety of services ranging from graffiti and litter removal to beautification projects such as tree planting/maintenance and street furniture purchases. Since 2018, clean services have been provided by CleanStreet. To make a cleaning or maintenance request, use the online service portal, http://onlyinhollywood.org/hollywood-bid/service-request/.

HOMELESS SERVICES
Every person who is homeless on the streets of Hollywood has unique needs and circumstances. Rather than let them fend for themselves, it is important to assess their situation and match them with the services that are most appropriate. There are two places people can go or be referred to: The Center in Hollywood (thecenterinhollywood.org) at 6636 Selma Ave., and PATH (epath.org) at 340 N. Madison Ave. For youth under the age of 25, My Friend’s Place (myfriendsplace.org) at 5850 Hollywood Blvd. provides assistance with counseling, housing assistance, and more. You can also utilize the County’s Homeless Outreach Portal at lacounty.gov/laHop.

For more information and resources, visit hollywoodsafesidewalks.com.

PROGRAM AND STAFFING UPDATES
With the launch of “Hollywood: In Focus,” our strategic plan, HPOA is hard at work implementing the changes needed to execute the plan. Currently three initiatives are seeking qualified respondents: the Hospitality Ambassador Program, the Ambassador Uniform Design project, and the Hollywood Branding project. In addition, a new position has been created, the Operations Quality Control Manager, for which resumes are being accepted. This follows the recent hiring of our first Research Manager (see story on page 6). Lastly, the committee structure has been reconfigured to correlate with the strategic plan. The four committees, relating to each of the four goals of the plan, will begin meeting in January, 2020.

WASTE RECEPTACLES INSTALLED
20 additional waste receptacles were installed throughout the Hollywood Entertainment District in mid-November, 2019. Staff worked in coordination with CleanStreet, our maintenance vendor, to determine the areas most in need of additional receptacles to our inventory. An additional order is expected in 2020.

BSS INSPECTORS PROVING EFFECTIVE
Thanks to Councilmember O’Farrell’s office, the dedicated team of Bureau of Street Services (BSS) Inspectors which deployed in early October is proving quite effective. Working in tandem with the LAPD foot patrol and the BID patrol team, their collaborative approach is yielding awesome results, including a whopping 82.30% reduction in walkability obstructions on Saturday nights (8 PM) in the TDOZ over the two-month period since the enforcement was initiated. Our team began tracking obstructions along the Walk of Fame in late August in preparation for the BSS deployment, doing counts twice per week and tracking everything from bulky items to A-Frames to vendors.

URBAN DESIGN GUIDELINES TABLED
After a considerable amount of public comment, the CRA/LA governing board voted 3-0 to table the consideration of its urban design guidelines on November 7, 2019. This was the action requested by HPOA and numerous other organizations including the Hollywood Chamber of Commerce due to the critically insufficient amount of public outreach and engagement that went into the draft plans.
HPOA Team Expands
Cassie Hoeprich Hired as Research Manager

HPOA recently hired its first research manager, Cassie Hoeprich. A native Californian, Cassie was born in Berkeley and raised in San Francisco. Most recently, she lived and worked in San Francisco where she worked for the City of San Francisco.

After five years of government work, Cassie moved to Los Angeles and took on her new role at HPOA while pursuing a Masters in Urban and Regional Planning at UCLA.

During her time with the City of San Francisco, Cassie worked on public space urban design projects and neighborhood investment strategies in the Central Market and Tenderloin neighborhood with the Mayor's Office, Office of Economic and Workforce Development, and the Planning Department. She is passionate about innovative government practices and public-private initiatives that address inequities in California cities and their neighborhoods.

Outside of work and academics, Cassie stays involved with the New Leaders Council, a national organization for progressive leadership development, and the Big Brother Big Sister program.

Value of Downtowns

One of the first projects Hoeprich has been tasked with is assisting in data collection relating to the Value of Downtowns project. The board had approved HPOA’s participation in this project, which is administered by the International Downtown Association (IDA). The goal of the project is to measure the value of urban places relative to their city, in order to make a strong case for investment in those areas.

Hollywood will be part of the third edition of the Value of Downtowns report. The second edition included 24 cities, identifying the links between a strong downtown and prosperity across the five principles of economy, inclusion, vibrancy, identity and resilience. The third edition will be released early in 2020, available from ida-downtown.org.

In December of 2016, the City of Los Angeles launched Safe Sidewalks LA, a 30-year, $1.4 billion program to make sidewalks accessible to everyone. The City of Los Angeles is committed to repairing sidewalks and improving accessibility. However, this is a large undertaking that will take time, effort and resources.

Because this is the first comprehensive sidewalk repair program in nearly four decades, there is a great need for repairs across Los Angeles. Safe Sidewalks LA is a 30-year program to repair thousands of miles of sidewalks. Currently, the number of requests received far exceed the available resources, so repairs may not take place right away.

Funding for the program, which determines how many sidewalks can be repaired each year, is made through a yearly budget allocation by City Council. In Fiscal Year 2019-20, funding was allocated for repairs requested by people with a mobility disability and for sidewalks in front of City Facilities. The next budget allocation will be in Spring of 2020.

The website sidewalk.lacity.org includes information about the program as well as the Sidewalk Rebate Program, which reimburses eligible property owners for a portion of the cost of their sidewalk repair. New applications are being accepted for a limited time, based on available funding.

The draft Environmental Impact Report for the proposed sidewalk repair program is now available. A series of community meetings will be held so that residents can learn more and give feedback about the proposed project and draft EIR. The nearest location to Hollywood will be the meeting on February 5, 2020, from 6:00 p.m. - 8:00 p.m. at the Lafayette Multipurpose Community Center, 625 S. Lafayette Park Pl., Los Angeles, CA 90057. A list of all meetings and locations, as well as the draft EIR and technical studies, is available online at sidewalks.lacity.org/environmental-review-process.

Comments can be made during the 60-day public review period through February 24, 2020. Comments can be made at the meetings or via the program website. They can also be mailed or e-mailed (include “SRP DEIR” in the subject line) to Shilpa Gupta, Environmental Supervisor with the Los Angeles Bureau of Engineering, shilpa.gupta@lacity.org, 1149 S. Broadway, Suite 600, Mail Stop 939, Los Angeles, CA 90015. Please include your contact information including name, telephone number, mailing address, and e-mail address.

City Launches Sidewalk and Parks Vending Program

Over a year after the city was required to legalize sidewalk vending in order to comply with state law, Los Angeles has launched its Sidewalk and Parks Vending Program, which went into effect in early January, 2020. The program is administered by the Bureau of Street Services. The new sidewalk vending rules will help vendors protect their businesses, and enable the city to maintain safe, clean sidewalks and parks.

Under the new program, sidewalk vendors can apply for operating permits during a six-month enrollment period at a reduced fee of $291 through the end of June, 2020. Effective July 1, 2020, the fee will increase to $541 and permits will be mandatory. In addition to the city’s permit, vendors will also need a Business Tax Registration Certificate (BTRC), a California State Seller’s Permit, and if vending food, an L.A. County Public Health Permit.

Vendors must not block the sidewalk, pick up their trash and recycle, and will still be prohibited from vending in the city’s “Prohibited Vending Zones,” which include the historic Hollywood Walk of Fame.

More information can be found at streetsla.lacity.vending.
Live Music in the Entertainment District

Hollywood is full of music! Sure, the nightclubs and bars emanate electronic beats onto the boulevard, but Hollywood has long been a destination for live performances. Every night of the week one can be treated to singer/songwriters, jazz musicians or rock bands from around the world, sharing their talent in listening rooms and historic theaters from Gower to La Brea.

Here are just some of the truly impressive music venues in the Hollywood Entertainment District.

The Fonda Theatre - 6126 Hollywood Blvd. Music style: anything goes! This 1920’s icon has hosted Radiohead, Alabama Shakes, and The Strumbellas with plenty of indie bands, pop, electronic and metal acts. Hugging the corner of Hollywood Boulevard and Gower Street, The Fonda is a sizeable concert hall that first opened as The Music Box in 1926, featuring stage plays and radio theater. With limited balcony seating, the open floor space encourages standing and active listening. Food and drinks are offered at the in-house restaurant, Blue Palms Brewhouse, with another bar in the lobby.

Madame Siam (sideshow emporium) - 1723 N Hudson Ave. Music style: Up-and-coming local talent, with Thursday showcases presented by A Mighty Lamb’s Breaking Sound. The 1940’s Thai/Chinese cocktail lounge is described as Disneyland with a nostalgic twist, featuring vintage carnival games, vaudeville and candy machines. The main stage showcases magic and burlesque as well as music. Madame Siam is located within the historic Hillview building, but is underground and accessed through a secret door.

Lucky Strike Live - 6801 Hollywood Blvd. Music style: local and touring bands. Anchoring the Hollywood and Highland complex is Lucky Strike, a hip 12-lane bowling alley with a steampunk aesthetic, weekly live music performances and karaoke, WiFi, and a gastropub menu. This place kicks bowling and music into another space.

Hollywood Palladium - 6215 Sunset Blvd. Music style: Rock, Hip-Hop, Dance. Now listed in the National Register of Historic Places, the world famous 11,000 square foot venue features a dance floor that fits 4,000 people. The Palladium first featured big bands led by the likes of Tommy Dorsey and Frank Sinatra when it opened in 1940. Modern audiences still pour through the doors for Jay-Z, Wilco and The Cult.

Tramp Stamp Granny’s - 1638 N Cahuenga Blvd. Music style: Showtunes. Promising “drinks, dancing, and upscale debauchery,” Tramp Stamp Granny’s is named for co-owner Mia Swier’s grandmother and her big personality. While the retro-style piano bar features guest artists on occasion, the nightly attraction is their regular crew of piano players leading sing-alongs. If you can’t find your musical theater friends, you should probably look for them here.


The Hotel Cafe - 1623 N Cahuenga Blvd. Music style: Indie bands and singer/songwriters. The Hotel Cafe offers nightly music from locals and touring talent, with a main stage and a second stage. From weekly “Monday Monday” showcases featuring three songs each from emerging talent, to impromptu Justin Timberlake performances, the music always comes first. The warm lighting and bar offerings support the stage to create a comprehensive listening space.

So next time you find yourself with a free night, head into your nearest Hollywood music venue and take in some new tunes. Just make sure to follow each venue’s dress code! For the full list, visit onlyinhollywood.org.

-Cortney Matz
Experience authentic Japanese culture and cuisine through the Japanese Food Expo 2020! Presented by the Japanese Food Culture Association, the event will take place on Saturday, January 25, 2020 at Loews Hollywood Hotel, 1755 N. Highland Ave., from 1:00 p.m. until 9:00 p.m. with two separate time slots and a break in between. Admission covers food, sake/beer, workshops and entertainment. Explore “Sake Alley” and sample ramen, curry, sushi and more from over 50 exhibitors. There will also be a Japanese Bluefin Tuna cutting performance.

Tijos Michiel Verwest, better known as Tiësto, is a Dutch DJ and record producer. Named the “Greatest DJ of All Time” by Mix magazine, he is regarded as the “godfather of EDM” with hits such as “Feel It In My Bones” (featuring Tegan and Sara), “Traffic,” “C’Mon” (featuring Diplo), and his latest single, “Blue” (featuring Stevie Appleton). On Friday, January 24, and Saturday, January 25, he brings his Clublife 2020 tour to Academy LA, 6021 Hollywood Blvd., starting at 10:00 p.m., presented by Insomniac. Bottle service inquiries can be made to vip@academy.la.

The saga of the adventurous Elsa, the endearing Olaf and all the rest of the characters inhabiting the wintry wonderland that is the setting for Frozen was already unforgettable in the captivating film version (2013) of the modern classic. But adapting this story for the stage - and adding three times as many songs to the saga in the process - gives fans of Frozen even more to love! Frozen, the hit Broadway musical, is playing at the Hollywood Pantages Theatre now through February 2, 2020. Tickets start at $49.