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OVERALL DESIGN CONCEPT

• Unite the district
• Enhance existing lighting conditions
• Accentuate district themes
• Energize moments
• Provide safe automotive and pedestrian level lighting
• Increase overall sense of safety and security

The Hollywood Entertainment District is not a cookie-cutter environment; it offers a variety of history and experience that is expressed in several different forms. The new lighting master plan will serve to enhance each form - varying from street to street within the district - to create individual identity across the major streets. These unique identities and experiences will be united by the use of light, color, and the celebration of art and architecture available to pedestrians and motorists. The lighting will reinvent the Hollywood Entertainment District to meet the world’s expectations of the City of Stars.

Like all cities and entertainment districts, Guests need to feel safe upon arrival and want to return as they are leaving. To enhance this feeling, the illumination of vertical surfaces is paramount. Therefore, you will notice many recommendations to change the feeling and perception, by simply increasing the lighting of the surfaces that you see, verses the floor or street plane.
OVERALL SCOPE

• Existing Site Condition Evaluation
• Primary Streets Lighting Proposal
  - Hollywood Blvd [Purple]
  - Sunset Blvd [Orange]
  - Highland Avenue [Cyan]
  - Vine Street [Pink]
  - N Cahuenga Boulevard [Yellow]
• Facade Lighting Recommendations
• Auxiliary Space Opportunities
• Pilot Projects
EXISTING CONDITIONS
EXISTING CONDITIONS

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• Existing Condition Summary

LDA performed extensive surveys of the area, measuring horizontal illumination levels on the streets and sidewalks at night. We found that the Hollywood Entertainment District generally meets the Bureau of Street Lighting’s requirements and recommendations. In the case of a streetlight outage or where the trees next to a streetlight block the light, the light levels naturally decrease which impacts the perception of brightness and feeling of safety and security for the pedestrians. Often this perception has more to do with the amount of vertical illumination at the pedestrian level than small dips in the horizontal levels at the street or sidewalk.

The following recommendations correct these perceptions while creating a vibrant and dynamic district concept with “Instagrammable moments” and giving each street an individual identity and a sense of destination.
EXISTING CONDITIONS
Street Lighting | Inventories

14’ Round Steel Bottleneck Pole
15’ Steel Pole
30’ Philips Celsius Pole
Aluminum Pole with Tear Drop Hat
Cal Type
Camera Pole
CD911
CD929
CD941
CD953C
CD954
CD960
Davit Pole
UM1193
Highland Special Pole
Hollywood Special Pole
**14' Round Steel Bottleneck Pole**

- **14' Round Pedestrian Pole**
  - Pole Height - 14'
  - Shaft Diameter - 5''
  - Arm Length - N/A
  - Lamp Description: 18W LED

**15' Steel Pole**

- **Single Headed Pedestrian Pole**
  - Pole Height - 15'
  - Shaft Diameter - 5''
  - Arm Length - 24''
  - Lamp Description: 25W LED

**30' Philips Celsius Pole**

- **Single Headed Philips Celsius Steel Round Pole**
  - Pole Height - 30'
  - Shaft Diameter - 12''
  - Arm Length - 6'
  - Lamp Description: 64W LED

**14' Round Pedestrian Pole**

- **Single Headed Pedestrian Pole**
  - Pole Height - N/A
  - Shaft Diameter - N/A
  - Arm Length - N/A
  - Lamp Description: 18W LED

**14' Round Steel Bottleneck Pole**

- **Single Headed Decorative Fluted Steel Pole**
  - Pole Height - 15'
  - Shaft Diameter - 6''
  - Arm Length - 3'
  - Lamp Description: 25W King Coach LED [4000K, 2370lm]
**Cal Type**

**Single Headed Steel Round Pole**
- Pole Height: 30’
- Shaft Diameter: 8”
- Arm Length: 6’
- Lamp Description: 136W Leotek LED [4300K]

**Camera Pole**
- Camera Pole with Projected Luminaire
- Pole Height: 45’
- Luminaire Height: 29’-6”
- Shaft Diameter: 8”
- Arm Length: 4’
- Lamp Description: 101W Cree LED [4000K, 9612lm]

**CD911**
- Single Headed Steel Round Pole
- Pole Height: 28’-9 3/8”
- Shaft Diameter: 9.5” (bottom), 5.5” (top)
- Arm Length: 4’
- Lamp Description: 101W Cree LED [4000K, 9612lm]

**CD929**
- Single Headed Steel Round Pole
- Pole Height: 28’-6”
- Shaft Diameter: 8.5’ (bottom), 4.5’ (top)
- Arm Length: 4’
- Lamp Description: 136W Leotek LED [4300K]
**CD941**

Single Headed Steel Round Pole

- **Dimension:**
  - Pole Height: 23'-6"
  - Shaft Diameter: 8.5" (bottom), 5.21" (top)
  - Arm Length: 4'

- **Lamp Description:**
  - 89W Leotek LED [4300K]

**CD953C**

Single Headed Steel Round Pole

- **Dimension:**
  - Pole Height: 30'
  - Shaft Diameter: 8" (bottom), 3.8" (top)
  - Arm Length: 4'

- **Lamp Description:**
  - 64W Cree LED [4000K, 6728lm]

**CD954**

Single Headed Steel Round Pole

- **Dimension:**
  - Pole Height: 31'
  - Shaft Diameter: 7.3" (bottom), 3.8" (top)
  - Arm Length: 4'

- **Lamp Description:**
  - 101W Cree LED [4000K, 9612lm]

**CD960**

Single Headed Steel Round Pole

- **Dimension:**
  - Pole Height: 23'-6"
  - Shaft Diameter: 8.5" (bottom), 5.21" (top)
  - Arm Length: 4'

- **Lamp Description:**
  - 136W Leotek LED [4300K]
**Double Headed Steel Pole with Pedestrian**

- **Dimension:**
  - Pole Height - 17’
  - Roadway Teardrop Mounting Height - 30’-4”
  - Arm Length - 4’
- **Lamp Description:**
  - (2) 100W King Pendant LED
  - (1) 60W King Pendant LED

---

**Hollywood Special Pole**

- **Dimension:**
  - Pole Height - 20’
  - Shaft Diameter - 7” (bottom), 5.06” (top)
  - Arm Length - 2’
- **Lamp Description:**
  - (2) 100W King Pendant LED
  - (1) 60W King Pendant LED

---

**Davit Pole**

- **Single Headed Steel Round Pole**
- **Dimension:**
  - Pole Height - 40’-2”
  - Shaft Diameter - 9.375” (bottom), 3.5” (top)
  - Arm Length - 6’
- **Lamp Description:**
  - 207W Leotek LED [4300K]

---

**UM1193**

- **Double Headed Decorative Pedestrian Steel Pole**
- **Dimension:**
  - Pole Height - 18’-2”
  - Shaft Diameter - 7.3” (bottom), 6.8” (top)
  - Arm Length - 17”
- **Lamp Description:**
  - (2) 34W Cree LED

---

**Highland Special Pole**

- **Single Headed Decorative Pedestrian Steel Pole**
- **Dimension:**
  - Pole Height - 20’
  - Shaft Diameter - 7” (bottom), 5.06” (top)
  - Arm Length - 2’
- **Lamp Description:**
  - 36W LED
EXISTING CONDITIONS
Street Lighting | District Key Map
EXISTING CONDITIONS

Street Lighting | ZONE A

HOLLYWOOD ENTERTAINMENT DISTRICT (BID) | HOLLYWOOD, CA
- Existing Light Levels

Illuminance values are shown in foot-candle [fc], and were measured at around 6.5' above the ground surface. Values are average approximations based on in-field measurements.
The diagram shows the lighting levels for roadways and sidewalks recommended by Bureau of Street Lighting. The existing street lights could provide the sufficient illumination for the district.
The building facades provide an excellent canvas for lighting opportunities that will increase feelings of safety and security for the pedestrian. In many cases, these solutions will also split down and out to the sidewalk, further increasing light levels. As potential lighting prospects, these existing facades are classified in the following six types:

1. Retail frontage
2. Facade with existing murals or architectural features
3. Blank facade
4. Open space or lot property
5. Existing residential property
6. Construction site
EXISTING CONDITIONS
Facade Conditions | ZONE A
EXISTING CONDITIONS

Facade Conditions | ZONE B

- Retail Frontage - Enhancement Opportunities
- Facade with Existing Murals/Architectural Features - Enhancement Opportunities
- Blank Facade - Potential Mural Opportunities
- Open Space / Lot Property
- Existing Residential Property
- Construction Site
EXISTING CONDITIONS

Facade Conditions | ZONE C

N CAHUENGA BLVD | VINE ST | HOLLYWOOD BLVD | HOLLYWOOD BLVD | HIGHLAND AVE | SUNSET BLVD | VINE ST | N CAHUENGA BLVD | EL CERRITO PL | SYCAMORE AVE | ORANGE DR | FRANKLIN PL | LAS PALMAS AVE | MCCADDEN PL | CHEROKEE AVE | WHITLEY AVE | HUDSON AVE | WILCOX AVE | COSMO ST | IVAR AVE | ARGYLE AVE | GOWER ST | VISTA DEL MAR AVE | CARLOS AVE | US 101 | CANYON DR | HAROLD WAY | GORDON ST | CARLTON WAY | SELMA AVE | MORNINGSIDE CT | SCHRADER BLVD | CASIL PL | CHEROKEE AVE | MCCADDEN PL | HAWTHORN AVE | LA BREA AVE | LANGLEY WAY | GORDON ST | N BEACHWOOD DR | TAMARIND AVE | N VAN NESS AVE | N WILTON PL | FOUNTAIN AVE | FERNWOOD AVE | N VAN NESS AVE | N WILTON PL | FOUNTAIN AVE

Retail Frontage - Enhancement Opportunities

Facade with Existing Murals/ Architectural Features - Enhancement Opportunities
Blank Facade - Potential Mural Opportunities
Open Space / Lot Property
Existing Residential Property
Construction Site
EXISTING CONDITIONS

Facade Conditions | ZONE D

HOLLYWOOD BLVD
HIGHLAND AVE
SUNSET BLVD
VINE ST
N CAHUENGA BLVD
EL CERRITO PL
SYCAMORE AVE
ORANGE DR
FRANKLIN PL
LAS PALMAS AVE
MCCADDEN PL
CHEROKEE AVE
WHITLEY AVE
HUDSON AVE
WILCOX AVE
COSMO ST
IVAR AVE
ARGYLE AVE
GOWER ST
VISTA DEL MAR AVE
CARLOS AVE
US 101
CANYON DR
HAROLD WAY
GORDON ST
CARLTON WAY
SELMA AVE
MORNINGSIDE CT
SCHRADER BLVD
CASSIL PL
CHEROKEE AVE
MCCADDEN PL
HAWTHORN AVE
ORANGE DR
LA BREA AVE
LELAND WAY
DE LONGPRE AVE
SEWARD ST
N HUDSON AVE
COLE PL
LA MIRADA AVE
LEXINGTON AVE
SANTA MONICA BLVD
LILIAN WAY
EL CENTRO AVE
BANNER AVE
LA MIRADA AVE
AFTON PL
N BEACHWOOD DR
GORDON ST
TAMARIND AVE
BRONSON AVE
FOUNTAIN AVE
FERNWOOD AVE
N VAN NESS AVE
N WILTON PL
FOUNTAIN AVE

Retail Frontage - Enhancement Opportunities

Facade with Existing Murals/ Architectural Features - Enhancement Opportunities

Blank Facade - Potential Mural Opportunities

Open Space / Lot Property

Existing Residential Property

Construction Site
PROPOSED LIGHTING CONCEPTS
PROPOSED LIGHTING CONCEPTS

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PROPOSED LIGHTING CONCEPTS

HOLLYWOOD BOULEVARD

HOLLYWOOD ENTERTAINMENT DISTRICT (BID) | HOLLYWOOD, CA

DATED: 10 March 2020

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HOLLYWOOD ENTERTAINMENT DISTRICT (BID)

HOLLYWOOD, CA

PROPOSED LIGHTING CONCEPTS

Hollywood Blvd.
Hollywood Boulevard represents a hundred years of history in one street, with much cause for celebration. People come from all over to see this “Entertainment Capital of the World.” We want to enhance the visitor experience at night to exceed all grand expectations. In the night we can make a magical transformation by lighting the spectacular elements that we want to emphasize and not lighting those elements we want to fade into the background.

Lighting effects may be modest and stand-alone taken building-by-building, but taken together will have maximum impact. Animated effects may operate independently or be coordinated into a night-time “show.”
• Accent Historic Facades

Our analysis and local user groups all identify the historical buildings as a Hollywood Boulevard’s great treasure. A number of historic and iconic buildings, but some of them get lost at night. Illuminating these historic facades to accent their architectural features will beautify the neighborhood, creating great backdrops for social media posts and enrich the genuine quality of the zone. This will also further increase the feeling of safety for pedestrian, not just with the added light at the sidewalk level, but also because buildings that are lit make the street feel awake and inviting.

For most of these buildings we feel that static white lighting is the best way to represent the historic nature of the facades. Newer or modern building should also be illuminated at night, and their lighting should match the design and the period of the building. The following pages will show other elements like the sign band, which can showcase a more dynamic effect. On page 39 we are proposing a full dynamic lighting show which will transform these static, historic facades into a colorful, dynamic show that will draw visitors for the show alone.
• Revive the Skytrackers

The Hollywood and Vine is an intersection known the world over. The four existing skytrackers on marble plinths were installed years ago as a public art project, but they no longer function. Replace the derelict skytrackers with new ones that require less maintenance to ensure this famous intersection gets the attention it deserves. The skytrackers could also be programmed to correspond with adjacent facade lighting during an event.

Fixtures shown at left are merely a suggestion. This effect needs to be mocked up for functionality as well as fit with the existing plinth and shroud.
- Revitalize the Theatrical Light Poles
- Re-purpose the Theatrical Light to a Potential “Instagrammable” Place

The existing poles with theatrical lights do enhance the Hollywood atmosphere, but since the lights are no longer illuminated they are static props that easily blend into the background. We suggest to revitalize the theatrical light poles with new easy-to-maintain LED color-changing sources that can be synchronized with ambient music or the facade lighting. The outer bodies of the theatrical lights could be repurposed on new compelling structures, which could be placed in the existing open spaces or the potential extended curbs proposed by Gensler. The locations could be further developed as an Instagram destination - perhaps grouped for density and impact rather than scattered along the street.
• Catenary Lights to Maintain the Illuminance Level at Proposed Extended Sidewalks

The proposed design to enhance the pedestrian experience along the Walk of Fame will add canopy trees to the streetscape. While the greenery and shade will be very welcome during the day, shadowing will be increased at night because the street light poles will be well behind the trees.

1. Instead of moving the existing street lights, which would be a very costly endeavor, we propose large-scale suspended street lanterns on a catenary system over the center of the street to maintain the recommended illuminance levels in the middle of Hollywood Boulevard.

2. The cable for potential catenary lights could also be served as a support for holiday decorations.
• Options for Catenary Lights
• Calculation Example

The typical distance between the existing street poles is 100 ft, so the catenary light could be placed with a 50 ft spacing in the proposed configuration. To maintain the existing average illuminance level in the center of the road, the lighting fixture needs to have a roughly 9000 lumen output delivered. Fixture selection will affect performance and spacing requirements.
• Street Tree Lighting Options

1. Deciduous Trees
The new deciduous trees in the proposed architectural design plan to extend pedestrian curbs should include integrated lighting to add another layer of interest to Hollywood Boulevard. There are several options that may be considered: Twinkle lighting wrapped around branches with dynamic effects, color-changing uplight, or branch mounted tree lanterns (out of reach of pedestrians).

2. Palm Trees
Some of the existing palm trees have uplight or twinkle wraps on the tree trunk or both. To create a consistent rhythm of the iconic palm trees, both the uplight and the twinkle wrap are recommended for all of the existing palm trees and the potential new ones. The light for the palm trees could be more controllable or have color-changing capability, so that the palm tree light could be turned off during the facade lighting show or create visual interest during special event.
- **Amenity Lighting Options**

1. **Street Furnishing**
   For the proposed lounge areas, a cohesive set of street furnishings could have lighting integrated into them.

2. **Planters**
   Planters could also integrate light within the play spaces for children or to create a rhythm along the street.

3. **Outdoor Dining**
   The outdoor dining area could be illuminated by soft flood light mounted to building facades. Where feasible, festoon lights could be strung between the street pole and building facade to create special eating experience.
• Large Lighted Letters

Freestanding letters, similar to the famous “Hollywood” sign, could be an approachable feature along Hollywood Boulevard. The letters could be externally illuminated with flood lights or they could be internally illuminated to provide a glowing backdrop for photos.

As the large scale letters would create the “Instagrammable” destination, they could possibly be grouped with the repurposed theatrical lighting fixtures for greater impact.
Existing signage on Hollywood Blvd between Whitley Ave. and Schrader Blvd.

Existing signage on Hollywood Blvd between Wilcox Ave. and N Cahuenga Blvd.

Existing signage on Hollywood Blvd between Whitley Ave. and Schrader Blvd.

**Hollywood Entertainment District (BID) | Hollywood, CA**

- **Iconic Signage to be More Attractive**
  
  With a large number of retail stores and restaurants along Hollywood Boulevard, the signs could present a potential layer for iconic decorative lighting. Encourage the property owners to replace the plain text signage with icon-centric signs directed at pedestrian traffic, which is more attractive and interesting. Classic scintillating and other animation may also be encouraged.

  Sign of each retail store or restaurant should be controllable. So that during the holiday season, when the proposed facade lighting show will be presented, all the signs could be tuned to complement the overall facade lighting show.
To celebrate Hollywood’s history and place in the future, we suggest equipping monumental facades with selectable color so that the entire streetscape may be illuminated with themed color or projections. The illuminated facades, sky trackers, catenary lights, landscape lighting and signage could be programmed and controlled together to create a choreographed light show one or two times every night. Like the fountain show at Bellagio or the sparkling lights of the Eiffel Tower, this could be an attraction for tourist visiting Hollywood Boulevard that keeps them in the neighborhood after dark. Shows could also be created for holidays and other local events.
SUNSET BOULEVARD
Lighting Sunset Boulevard is about mimicking the setting sun, reinforcing expectations of what “Sunset” should be.

To bring the songs and movies to life in a literal way we propose to add a low-wattage “sunset” lantern to each light pole. To further support the Southern California theme, we are adding or replacing tree uplights along the already iconic palms that will sustain the palm tree image and lighting rhythm after sunset.
• Catenary Lights as Sunset Effect

Catenary lanterns were also recommended for Hollywood Boulevard, but the form and application of them on Sunset Boulevard would be different. Here we propose a literal glowing globe or more abstract sun-shape that can suggest the sun in movement across the sky. Color-changing would enhance this effect.
• Sunset Lantern on Existing Pole

The existing light poles along this street have a simple and effective designs from a utilitarian perspective. The neutral pole shape and single cobra head luminaire on a cantilevered mounting arm provides ample roadway lighting but does not relate to the human scale.

With small modifications, the nondescript form can take on a whole new character. Decorative lanterns at a lower elevation on the sidewalk-side of the pole add a pedestrian scale while also introducing theme and color. The theme of the boulevard is “Sunset”, and it should be celebrated!
• Palm Tree Lighting

Palm trees are another iconic element on Sunset Blvd, but they disappear into the background at night. Uplight is recommended to accent the palm trees and create another layer of visual interest on Sunset Boulevard. Twinkle lights wrapped around the trunks may be another option.
HIGHLAND AVENUE

HOLLYWOOD ENTERTAINMENT DISTRICT (BID) | HOLLYWOOD, CA

PROPOSED LIGHTING CONCEPTS
Highland Ave.
Highland Avenue is a major thoroughfare that runs from US 101 Freeway past Wilshire Boulevard, and the intersection with Hollywood Boulevard is experienced by almost every visitor who comes to Hollywood. With the Hollywood & Highland Center, TCL (Grauman’s) Chinese Theatre and Dolby Theatre, home to Academy Awards, this intersection has one of the highest profiles in the District. Lighting enhancements propose to improve this “front door” to the Hollywood Entertainment District.
**Proposal for Lighting Concepts**

The Hollywood First National Bank Building sits on the intersection of Hollywood Boulevard and Highland Avenue. The building is impressive, but currently vacant. It could be revived with a projection mapping and become a visual attraction to the visitors passing through the busy intersection. Lighting effects could be traditionally architectural, and then morph into an animated light show. Content could display “Hollywood” as a welcome sign, imagery from the Golden Age, or a promotional movie “poster.”
• Themed Highland Pole

Some of the existing davit-style street poles on Highland Avenue are currently fitted with traditional banners. Upgrading to digital banners would incur an upfront cost but would provide infinite flexibility for advertising. Signage could be changed at any time, increasing revenue opportunities and providing a theme for the plain Highland Avenue light poles.
HOLLYWOOD ENTERTAINMENT DISTRICT (BID) | HOLLYWOOD, CA

PROPOSED LIGHTING CONCEPTS
N Cahuenga Blvd.
North Cahuenga Boulevard’s recent festoon street lighting acted as a catalyst for the Entertainment District’s lighting revitalization.

We propose to continue the festoon light language along Cahuenga Boulevard to be consistent with what has been installed but to still have some variance throughout the district.
**Extend String Light**

The string light on the Cahuenga Blvd starts from Hollywood Blvd and ends before Sunset Blvd. (existing string light location highlighted in Blue). We recommend to extend the string light all the way along the Cahuenga Blvd to maintain the effect and identity already established with the current installation (the recommended location is highlighted in Red).

The string light could be color changing to create more visual interest and to display specialty color schemes during the holidays and events.

Nighttime Image of N Cahuenga Blvd.
North Cahuenga Boulevard has a more walkable section between Hollywood Boulevard and Sunset Boulevard. The string light patterns in this section could have greater density than the rest areas of N Cahuenga Blvd. An atypical string light pattern is recommended at the crossings with Hollywood Blvd, Selma Ave and Sunset Blvd to highlight these intersections so that the people on the east-west streets will notice they are approaching North Cahuenga Boulevard.
The lighting on Vine Street is designed to evoke gardens, landscapes and nature.

The street lights become vertical gardens with vines arranged vertically along the light poles or suspended from lush landscape baskets. This creates a beautiful spectacle during the day, and at night we illuminate it to enhance the natural landscapes - using light to speak the language of nature.
• Themed Vine Street Pole

With small modifications, a simple and utilitarian design can take on a whole new character. Adding hanging planters or wrapping vines around the poles give the street poles new meaning.

Vines are wrapped on the street poles to express “Vine” literally. Small profile bullet lights could be used to highlight the vines on the pole, or twinkle lights could be incorporated in the wrapping.
• Themed Vine Street Pole

With small modifications, a simple and utilitarian design can take on a whole new character. Adding hanging planters or wrapping “Vines” around the poles give the street poles new meaning.

Hanging floral baskets on the street pole would be another way to impress the “Vine” idea. Twinkle lights could be embedded to the flowers to make the Vine street more vivid.
• **Canopy Tree Reinforcement**

Mature canopy trees line the Vine Street sidewalks which brings welcome shade during the day but can block much of the sidewalk light at night. The tree lighting could be integrated to reinforce rhythm while also adding a layer of visual interest at the sidewalk.
BUILDING FACADES ON ALL STREETS
Even though the surrounding areas might be bright, a dark facade at pedestrian level could make people feel unwelcome and unsafe. Also, the blank solid security gates can be an eyesore. Encourage property owners to paint (which some have already done) and add light to the blank security gate to neighborhood for after-hours beautification.
• Keep the Lights on at Night
Where the windows remain visible when the shop is closed, encourage property owners to keep the front display windows lit later into the night. Adding a timer to most lighting set ups is quick and inexpensive, and the effect benefits the pedestrians who feel safer and the shop owners who can reach more potential customers with after-hour advertisement.
• Blank Wall Opportunities

There are some murals that are already in place, but there are also some blank vertical surfaces which could be potential mural location. Like the security gates, we want to recommend the property owner add murals to the blank facade and enhance these murals with light.
AUXILIARY SPACES
• District Entrance Gateway

There is a potential for themed architectural markers that provide a Hollywood gateway experience.

Potential Gateway Location:
**Street Pole Aesthetic Improvements**

1. Except some poles on Hollywood Blvd and Vine St, most of the light standards in the Hollywood district are very plain with cobra head luminaires and blend into the background. The luminaires provide plenty of functional light on this busy district, and it may be impractical to change them. Keep the existing light poles but consider adding bright color finishes for a more distinctive Hollywood entertainment district identity.

2. Another opportunity for theming would be a decorative pole base. The pole base could mimic a stack of film reels or a neighborhood monogram. This works best for areas where pedestrians can get close and notice the details.
**Construction Site Improvements**

There are several construction sites in the Hollywood district. Encourage the contractors to decorate the construction site fencing with Hollywood themed painting for beautification. The portable lighting system to the perimeter of the construction site is also recommended to increase the security and safety needs.
PILOT PROJECTS
PILOT PROJECTS

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There are more than one hundred buildings along Hollywood Boulevard, and most of the buildings were constructed in the 1920s and 1930s or mimic that style. We want to use light to re-energize the unique facades to bring the visitors and residents back to the Golden Age of Hollywood, and enjoy their present moment in the Hollywood Commercial and Entertainment District.
HOLLYWOOD ENTERTAINMENT DISTRICT (BID) | HOLLYWOOD, CA

DATED: 10 March 2020

PILOT PROJECTS
6356 Hollywood Blvd | Daytime Image
PILOT PROJECTS

- Static White Illuminated Facade Rendering
• Dynamic Color Illuminated Facade Rendering

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DATED: 10 March 2020
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CONCEPTS & ARTWORK © LIGHTING DESIGN ALLIANCE 2020

PILOT PROJECTS
6356 Hollywood Blvd | Rendering-Dynamic
• Daytime Image of Existing Facade
• Static White Illuminated Facade Rendering
CONCEPTS & ARTWORK     LIGHTING DESIGN ALLIANCE 2020

DATE: 10 March 2020

HOLLYWOOD ENTERTAINMENT DISTRICT (BID) | HOLLYWOOD, CA

PILOT PROJECTS
6554-6564 Hollywood Blvd | Lighting Concept Callouts
• Daytime Image of Existing Facade
PILOT PROJECTS

- Static White Illuminated Facade Rendering
PILOT PROJECTS

HOLLYWOOD ENTERTAINMENT DISTRICT (BID) | HOLLYWOOD, CA

DATED: 10 March 2020

6601 Hollywood Blvd | Rendering-Dynamic

• Dynamic Color Illuminated Facade Rendering
THANK YOU