# **Bringing Up a Neighborhood**

any people take walking tours in Hollywood, but the May 22 tour of the area dubbed "Hollywood Gateway East" was unique on two fronts. First, a gaggle of people walked an area that doesn't sport much pedestrian activity: the stretch from Gower to the 101 Freeway and back again. Second, stories were not shared about Hollywood legends or celebrities, but rather about the history surrounding properties that have been passed down in families or remain vacant or underutilized.

This area of the Hollywood Entertainment District was added during the last BID renewal (2009) and enjoys clean and safe services provided by the District. This current effort to organize the property owners and educate them as to the changing neighborhood around them is part of an intentional strategy to open the eyes of BID stakeholders to the exciting opportunities on their doorstep due to Hollywood's construction boon.

This area is just one third of a mile long and encompasses 16 different property owners. Virtually every property type is situated in this stretch, which makes finding a cohesive vision for the area a bit challenging. The uses range from government (Hollywood Courthouse) to non-profit (My Friend's Place) to lodging (Vibe Hotel) to fast food



Jeffrey Bujer, CEO of Saban Community Clinic, discusses the future of his property with the walking tour participants. (Photo by Devin Strecker)

(Tommy's Burgers) to self-storage (SoCal Self Storage) to religious institution (Salvation Army) to nightclub (Create) to auto dealer (Hollywood Toyota).

"This could not have come at a better time for us," said Jeffrey Bujer, CEO of Saban Community Clinic's S. Mark Taper Foundation Health Center at 6043 Hollywood Boulevard. "Our board is taking a strategic look at what to do with this property, which we've owned for over two decades, so the morning walk-through opened my eyes to new possibilities."

The tour also created new relationships amongst neighbors. Business cards were exchanged and the BID has seen these neighbor-to-neighbor discussions lead to positive changes in other parts of the District, most notably the Cahuenga Corridor and the Las Palmas/Hollywood intersection. Gary Benjamin and Dan Haldan, staff to Councilmember Mitch O'Farrell, also participated in the tour. Haldan, the new field deputy for Hollywood said, "It was a great opportunity to get to know neighbors, property owners and stakeholders on Hollywood Boulevard between Gower and the freeway."

Continued on Page 2...



[THE NEWSLETTER OF THE]
Hollywood Entertainment District

Summer, 2014 Vol. 17 Issue 2 onlyinhollywood.org



#### **Rebranding the Hollywood Entertainment District**

If you've visited the HED's website or social media channels lately, you probably noticed that things are looking a little different. The BID's marketing committee and staff, with assistance from our marketing consultants at Haines & Co., have been working to update and unify our various print and digital communication.

This is most evident on the new website,

www.onlyinhollywood.org, which has been launched as a blog featuring all kind of news and general interest stories about downtown Hollywood, and serving as a portal to all the various BID websites.

We've also redeigned our newsletter and social media channels, so no matter which way you prefer to get your BID news, it will have a consistent look and feel!

#### **Hollywood Property Owners Alliance**

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# President's Message

ur BID is widely considered one of the best in the state, but our efforts and accomplishments often hinge on the cooperation with our city partners. So much of what we do occurs in Hollywood's very dynamic and challenging public realm, consequently our ability to marshal

the resources of our city via the council office, the city attorney's staff, the LAPD or various city departments that play a regulatory role is critical.

Last year was rough on a number of fronts. Over the course of 2013, this community weathered a storm of night-time violence adjacent to some nightclubs, several of which have been closed. We experienced a tragic murder of a young woman on Holly-

wood Boulevard in June of 2013 by a known transient who is now awaiting trial. The summer simmered with tensions stemming from interactions with tour bus hawkers who seemed increasingly bold and street characters and CD vendors who often intimidated visitors with their shakedown techniques.

As soon as our new slate of city officials were sworn in on July 1, 2013 things began to change. Looking back, one can only be amazed: what a difference a year makes.

Significant credit must be given to two elected officials who took the deteriorating situation on the Boulevard seriously from the moment they took office: Councilmember Mitch O'Farrell and City Attorney Mike Feuer. They both made themselves available for meetings with community leaders from the BIDs and the Chamber. We had developed a list of seven actions that the city could take to address public safety concerns in Hollywood. Looking back, it is clear that the city took these suggestions seriously because most have been addressed.

For example, we asked for a dedicated LAPD footbeat in the highly trafficked tourist zone. We have benefitted from an increase in resources that were dedicated to Hollywood -- an additional 25 officers assigned to the original 40-officer team that patrols the area in and around the Hollywood Entertainment District. We now have five full-time

sergeants reporting to a Lieutenant who oversees this team; up from two a year ago.

Additionally, LAPD is simply more visible. This is due to the dedication of more foot beat patrols on a daily basis. On particularly busy days, there can be up to three foot beats assigned during the day. Our com-

munity welcomed the arrival of Captain Pete Zarcone in September of last year, and he and his patrol captain, Cory Palka, have been nothing short of fantastic.

Zarcone and Palka heard loud and clear the community's frustration with the bad behaviors of the cast of characters and vendors that populate the sidewalks in front of the Dolby Theatre. The summer of 2014 is shaping up to be much calmer likely

due to the commitment of an undercover task force doing surprise enforcement twice a month. Though this represents a huge devotion of resources by the department to this effort, it helps to reinforce that laws must be adhered to and it weeds out the trouble-makers. We are very appreciative of this strategy.

Finally, we asked that the city attorney issue stay away orders to help protect the community against perpetual violators who troll in the busy visitor zones and wreak havoc. City Attorney Feuer is committed to this strategy. Where there were just a few stay way orders in place a year ago, now there are 30 that impact the core part of downtown Hollywood. He is also committed to beefing up the city's Neighborhood Prosecutor program, and our new NP, Jackie Lawson, has hit the ground running.

What is particularly gratifying is the commitment by the council office, the city attorney and the LAPD to be in constant dialogue with the BID to problem solve in a collaborative fashion. This has made a huge difference, and we are much stronger working together than retreating to siloes.

What a difference a year makes! We hope you are having a good summer, and we look forward to seeing you all at our All Property Owners Meeting scheduled for Wednesday August 6 at 4 p.m. at Emerson College.

John Tronson, President HPOA Board of Directors



Photo by Gary Leonard

#### **Hollywood Gateway East Walking Tour**

...Continued from Page 1

Duke Dulgarian, owner of the property at the NE corner of Gower and Hollywood, expressed appreciation to staff for organizing the tour, "It was indeed a pleasure to meet the many property owners that were able to attend." He said that learning the history and the uses of the various properties in that area was beneficial.

After walking for several hours, the group ended up at Create, a nightclub owned and operated by sbe. Lunch was served and briefings were presented. Joe Mariani, Director of Strategic Initiatives and Business Development for the BID, painted a picture that is unfolding given the significant residential and commercial development on the east side of downtown Hollywood - all within walking distance of the Gateway East neighborhood. Indeed, standing on the sidewalk at the corner of Hollywood and Gower, it would be easy to see four cranes in the air signifying the arrival of thousands of new residents and workers in the next one to four years.

Sarah Besley, Associate Executive Director, shared information about a basic streetscape plan that was initiated while Eric Garcetti was councilmember. The BID's Streetscape Committee will use this as the foundation for future planning. Additionally, the proposed Hollywood Central Park, which will cap the 101 Freeway, will directly



Don Mushin, general manager at Toyota of Hollywood, told the group that his dealership was the first Toyota dealership in the nation. (Photo by Devin Strecker)



Frank Babich and Heather Carmichael, My Friends Place, listen as Duke Dulgarian discusses his property at Hollywood and Gower. (Photo by Devin Strecker)

intersect the eastern edge of the District, creating new opportunities for investment and community enhancement.

The staff is committed to building a sense of identity and community amongst the stakeholders along this stretch of the Boulevard. Dulgarian summed it up beautifully: "It is vital that we, as property owners, open a dialog among ourselves so that we may improve our neighborhood."

~Kerry Morrison, @kerryhmorrison



# Additional Properties Visited on the Tour...

- Vibe Hotel, pictured above, caters to European budget tourists
- Quick tours were conducted in My Friend's Place, the Salvation Army youth center and sanctuary, and the Hollywood courthouse.
- The courthouse property, owned by the state, is slated for a major investment to upgrade the property, build a fourth courtroom, and consolidate all the county's mental health courts in one facility.
- My Friend's Place is a dynamic center serving homeless youth aged 18-24.
- The Salvation Army property houses a senior housing project, a sanctuary, a youth shelter and a youth activity complex.



## HED/SVBID Joint Security Committee Meeting

Thursday, July 10 10:00 - 11:30 a.m. Library Bar @ The Redbury 1717 N Vine Street

# **HED/SVBID Joint Streetscape & Planning Committee Meeting**

Monday; July 14 2:30 - 4:00 p.m. HPOA Offices, Conference Room 1680 N. Vine Street

#### **Strategic Planning Retreat**

Thursday, July 24 9:30 a.m. - 1:30 p.m. Location to be announced

#### **All Property Owners Meeting**

Wednesday; August 6 4:00 - 6:00 p.m. Emerson College 5960 Sunset Blvd.

Please RSVP to 323-463-6767 or info@hollywoodbid.org to confirm meeting times and locations.
All meetings are open to the public.



#### "PLANES FIRE & RESCUE" PREMIERE

Tuesday; July 15, 2:00 a.m. - Wednesday; July 16, 2:00 a.m. All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

#### "GUARDIANS OF THE GALAXY"

PREMIERE Monday; July 21, 4:00 a.m. - 11:59 p.m. All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed. Additionally, the south sidewalk and the mid-block crosswalk will be closed.

#### "HERCULES" PREMIERE

Wednesday, July 23, 10:00 a.m. - 11:00 p.m. North curb lane, sidewalk, and the No. 2 westbound lane of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

#### **HOLLYWOOD HALF MARATHON**

Sunday, April 12, 2015 The sponsors are seeking community input re/the impact of this street closure on business, travel and other activities. If you have any input (pro or con), please email kerry@hollywoodbid.org.

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

#### Hollywood's Screenplay is Still Being Written

Perhaps you were able to check out the Los Angeles Business Journal's recent article entitled 'Staging Comeback.' In the article, author Bethany Firnhaber does a tremendous job of describing all the latest, greatest, and "coming soon" real estate developments occurring in our ever expanding Hollywood community. In reading the article I couldn't help but become a little nostalgic thinking of how far Hollywood has come in the last 14 years.

For those of us who have been here for some time it's been amazing to see the transformation that has occurred. Thinking back to the year 2000 walking down the Boulevard probably wasn't an option for many...unless of course you were feeling rather adventurous. The Hollywood and Highland complex was still under construction, Hollywood and Vine's metro stop was one year removed from its opening, and the Equitable and Broadway buildings were far from being places where you would live.

Fast forward to today and Hollywood has seen a 150% increase in the amount of residential units in the District, with another 4,000 units in the pipeline. Hollywood the global city known for its legendary terrazzo sidewalks, classic tourist attractions, and of course movie folklore is quickly shifting from a destination on a Los Angeles' map to a place many are beginning to call "home."

As this conversion occurs it merits some thought as to what our community should become, and I'm not saying we should neglect our visitors completely. Actually, what I'm trying to say is that every great destination is almost always a great neighborhood before it is anything else. With thousands of residents soon moving to the district and new retail spaces being built the question that begs to be answered is "what does the Hollywood community and its residents envision for their neighborhood?"

My experience in meeting with other BIDs throughout the country has taught me that we are not alone in this quest. Newly arriving residents (customers) in places across the globe have begun to change the look and feel of cities far and wide.

As "stakeholders" become more strategic as to what the retail needs are the questions arise if another liquor store, t-shirt shop, or even a nightclub, may be the best tenant for these evolving communities. Often times it's the art store, neighborhood grocer, or even pet shop that is the more popular choice. To settle for anything less than what we are capable of becoming as a neighborhood would be, to put it in Hollywood terms, a box office failure. The good news is that there is still time to finish this screenplay and the last time I checked casting calls for businesses are still open.

~Joseph Mariani, @GoodNewsJoe



Eastown, a mixed-use project at Hollywood Blvd. and Argyle Ave., is currently accepting applications for its residential units. Retail tenants are to be announced soon. (Photo by Devin Strecker)

#### Pizza Praise

Village Pizzeria, located at 6363 Yucca Street, was recently included in the Tasting Table.com's list of the best pizza in Los Angeles. Here's what they said:

"Like garlic? Like clams? Like garlic AND clams all over your pizza? If you answered yes, drop what you're doing and head to Village Pizzeria for the best date-killing pie (\$21.10 for a large Neapolitan) this side of New Haven."

For menu or to place an order, visit www. villagepizzeria.net.

#### Power House fans: Don't Be Blu

Many are sad to see the Power House, a nearly 60-year old dive bar near Hollywood & Highland, go. According to Eater LA, the space is being redesigned by Matt Winter to give it a "European alley bar vibe" after it closes on June 23. Once it reopens, it will retain the Power House name, but with a new atmosphere. However, they most likely won't offer the same \$3 Pabst Blue Ribbon and other low-priced drinks.

Luckily, as LAist reports, there's a new bar in town that has won over many of the former Power House regulars. Whiskey Blu, located at 1714 N. Las Palmas, advertises \$2 beer, including Pabst, Budweiser, and Coors as well as \$5 shots of Makers Mark, Bullit, Crown, Jim Beam and more. On Sundays, patrons can enjoy a build-your-own Bloody Mary bar to wash down BBQ fare. Entertainment is offered on Saturdays starting in August. Though the space is much larger and decidedly not a dive bar, Whisky Blu has stepped up to serve those who enjoy a nice, affordable drink.

# B

# twitter.com/onlyinhwd

# Newsbites

# Wine and Jazz at Hollywood & Highland

For those who love a little booze and music, Hollywood & Highland's summer series, Wine & Jazz, does not disappoint! Presented by KJAZZ 88.1, concerts will take place at the central courtyard every Tuesday night in July from 7:00 to 9:00 p.m. The events feature wine by Stella Rosa (proceeds go to Project Angel Food) and eats by Wolfgang Puck.

Here's the lineup for this July's concerts:

- July 1: Pete Escovedo Latin Jazz Orchestra
- July 8: Brian Auger's Oblivion Express
- July 15: Jose Rizo's Mongorama
- July 22: Karl Denson's Tiny Univer
- July 29: Poncho Sanchez Latin Jazz

All concerts are free and parking is \$2. For more information, visit www.holly-woodandhighland.com.

# \$1000 Reward for Tree Vandal ID

Recently, the Sunset and Vine Business Improvement District (BID) planted 50 trees along Vine Street, between Santa Monica Blvd. and Sunset Blvd., in partnership with the City of Los Angeles, Bureau of Sanitation and the Los Angeles Conservation Corps. It took over eight months to plan, obtain permits, sawcut the wells, and eventually plant these trees, intended to beautify this stretch of Vine Street and make it more pedestrianfriendly. However, a vandal has fatally cut 47 of the young Jacaranda trees, beginning the week of May 19, 2014. Damage is in the tens of thousands of dollars.

The Sunset & Vine BID is offering a \$1000 cash reward for the positive identification – leading to the arrest or prosecution – of the individual responsible for the vandalism. The BID is determined to replace the trees that were destroyed, once the perpetrator is identified and prosecuted.

#### **Dillons is Back**



For several years, Dillon's Irish Pub & Grill was a hub for sports fans, tourists and nightlife at the famed intersection of Hollywood and Vine. Known for its \$3 beers, sprawling interior, and lively atmosphere, it always attracted a large crowd. Then suddenly, it was gone... only to pop back up again half-a-year later, down the street at a new location: 6327 Hollywood Blvd.

"There were many detailed changes that had to be done to make it feel like Dillon's," Kim Abbadini, general manager, said. "We exposed the beauty of the building – the high ceilings, the fireplace, the spacious seating area. We darkened the wood, added crown molding, wood floors, 150 inch jumbo screens, etc."

She says the place "feels like home" now. "We wanted to do it right. Some people expected us to pick up where we left off, but realistically it doesn't happen that way. We didn't expect our customers to wait around for us. We have to work our butts off to win them back. Our staff was specifically hired to create the ultimate guest experience to make that happen." For more information, visit www.dillonsirishpub.com.

#### **Make Way for Meatballs**

Awhile back, staff of HPOA attended a conference in Minneapolis, MN, where we were introduced to the concept of a "meatball joint" – a restaurant and bar specializing in different types of meatballs. After our visit, we wondered "why don't we have somewhere like this in Hollywood?" Well, now we do!

Ball and Chain is now open at 1643 N. Cahuenga in a sleekly redesigned space featuring a curved, tunnel-like interior covered in shiny black subway tiles. Behind the bar are shelves lined with what must be hundreds of different bottles of various sodas and beers, and a tap with twenty rotating California craft beers. The friendly staff will help you select your gourmet meatballs from five different varieties, with five different sauces, served in five different styles. To help you make sense of it all, here's what we tried on our first visit:

The angus beef meatball, prepared with garlic and herbs, served with old school marinara sauce on top of spaghetti was hearty and comforting.

The turducken meatball includes – of course – turkey, duck and chicken, with garlic and herbs, and was served with classic pesto sauce and creamy polenta, making for a unique combination of flavors and textures.

The daily special when we visited was a chicken satay ball with a thai-inspired coconut-basil sauce and it was definitely our favorite!

So, basically, you choose your meat, your sauce, and then decide how you want the meatballs served — on a bun, with a side, or — as I would recommend — as a "ball flight" which is a sampling of all five balls! There are also vegan-friendly balls, if meat isn't your thing.

~Devin Strecker, @Devin Tait



Just a few of the ways the delicious meatballs at Ball and Chain can be served. (Courtesy Photo)



David Simon, Kilroy Realty; Monica Yamada, CIM Group; and David Gajda, Cinedigm, served on a panel for the Lesbian Gay Real Estate Group at an event organized by HPOA on April 23, 2014. The panelists discussed investment opportunities in Hollywood. The event was hosted by W Hotel. (Photo by Devin Strecker)

We're looking for guest bloggers for our new website! We want your stories. Call Devin Strecker at 323-463-6767 today!

# More Room for Hollywood

Hollywood is a world tourist destination, plain and simple. Whether it's checking out the Walk of Fame or standing on the outside of a red carpet star-studded movie premiere just to catch a glimpse of your favorite celebrities, Hollywood is where visitors want to be...and not just "be" but also stay.

In a recent survey published by the Los Angeles Tourism and Convention Board it was noted that nearly 80% of all visitors who come to Hollywood live outside Los Angeles County, including 37.5% of those being international visitors. Of those international visitors nearly 77% of them stay between 1-2 nights here in our neighborhood. Add this population to others who are taking in the Tinseltown experience and it's no wonder that our hotel rooms are in high demand.

With one of the highest occupancy rates (81%) last year, Hollywood hotels exceeded the countywide average by nearly five percentage points. Despite the demand, it has been said that Los Angeles (especially Hollywood) has not always had enough hotel rooms to accommodate those who are looking to stay, but that is about to change. With nearly 1,200 new guest rooms either under construction or in the planning stage, Hollywood will look to increase its current inven-

tory by just over a third in a few short years. The best part about this guest room expansion is that it is coming in various forms.

The scope of the proposed (and recently completed) projects range from ground up builds to renovations, from boutique to big name, from short-stay to extended; Hollywood's product offerings will be among some of the best in the city when all is said and done. Among those various offerings coming our way you can include Mama Shelter (Selma and Wilcox), a high-end boutique hotel originally out of Paris, with multiple existing locations throughout Europe. Joining in the boutique market will also be the Dream Hotel (formerly Hotel Selma) at Cahuenga and Selma. This hotel will feature 182 rooms with 4,000 sf of retail, which is sure to add to the already burgeoning Cahuenga Corridor.

On a larger scale, Kimpton Hotels has announced plans to develop a 225-room hotel with a restaurant space, meeting room and common area at the corner of Argyle and Yucca. With additional projects announced and recently completed, our neighborhood will definitely have no shortage of accommodation options for those looking to call Hollywood their home for the night.

~Joseph Mariani, @GoodNewsJoe

### **Should I Give Money to Panhandlers?**

Eighteen years working on Hollywood Boulevard, and I have struggled with this question myself. I have run the gamut from renting motel rooms for people, to finding jobs, to paying cell phone bills. However, here is the spot I have landed on, now that I know how many chronic alcoholics call our BID their home. I no longer hand out money. I will buy a sandwich or a hamburger for someone who is hungry, but no cash? Why? Because I have good evidence that this cash is being used for alcohol or drugs. This year we are going to tackle head-on our problem with chronic inebriates in the Hollywood Entertainment District and Sunset & Vine BID. Here is some research we've done.

- Our BID Patrol, who can initiate private person's arrests for infractions they see happen in front of them, have identified 46 people who are repeat offenders for drinking in public. Over the past two years, we have engaged some of these people close to 70 times.
- We've had three people (that we know of) die from alcohol poisoning in the past several months. Others that have gone missing...we can only surmise.
  - Nearly 6 out of 10 private person's

arrests that we initiate in any given year are for drinking in public.

Why are people drinking in public? There are three factors that seem to factor into this situation: (1) There are plenty of businesses that sell very cheap liquor. By cheap liquor, we are talking single-cans of beer that might sell for less than two dollars, or small flasks of vodka that sell for less than three dollars. (2) There are plenty of pedestrians who will hand out money. (3) There are few if any intervention programs in Hollywood that help people end their addictions. We have organized a Task Force for 2014 to look at how we can reduce the incidence of drinking in public in both the Sunset & Vine BID and the Hollywood Entertainment District. On this Task Force we have representatives from the Los Angeles Fire Department, LAPD, City Attorney's office, People Assisting the Homeless (PATH), Council District 13 and the BID Patrol. At our last meeting, we also had two owners of area liquor stores who are working with us to minimize sales to our homeless neighbors who suffer from alcohol addiction. Stay tuned to our blog, onlyinhollywood.org, for regular updates on what we are up to.

~KERRY MORRISON, @KERRYHMORRISON



ESP Company, LTD, owners of several Hollywood post-secondary institutions including the Musicians Institute, unveiled their plans this month to create a "worldwide center for arts and entertainment education" here in Hollywood. The company has invested more than \$47M in new property acquisitions over the last three years and their "Campus Hollywood" will soon grow to encompass more than 180,000 square feet of adjoining buildings on or near Highland Avenue between Hollywood and Sunset Boulevards. Pictured above are Leron Gubler, Hollywood Chamber of Commerce; Councilmember Mitch O'Farrell; Hisatake Shibuya, owner of MI; Beth Marlis, MI; and Joseph Mariani, HPOA. (Courtesy Photo)

#### Notice to Property Owners in Hollywood Entertainment District

The Nominating Committee will be sending out letters to all property owners next week, announcing seven vacancies on the 17-member board of directors for the Hollywood Property Owners Alliance. Applications (which will be due to the BID office on July 31, 2014) will also be available on the Hollywood BID website (www.hollywoodbid.org). For more information, contact kerry@hollywoodbid.org.

#### Find Yourself at the Ford



Broadway star Linda Eder performing at the Ford Theatre on June 9. (Photo by Devin Strecker)

Although not as well known as its neighbor, the Hollywood Bowl, the John Anson Ford Amphitheatre, built in the 1920's, is a 1200-seat outdoor venue that is part of the Los Angeles County Arts Commission and features exciting and eclectic programming.

Their Summer Series runs from May until October and features music, dance and film events which are selected through an application process open to performing arts organizations in Los Angeles county.

The Big World Fun series includes music and dance events on Saturday mornings throughout July and August. They are geared towards children ages 4-12 and their families; children are admitted free, adults pay \$5.

Another popular series is their JAM Sessions, which are free, interactive Monday night events where attendees are invited on to the stage to dance, sing, and play music with the guidance of professional artists from the Ford summer season.

www.fordamphitheater.org.









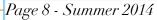














Have photos from an event or happening that you'd like to share? Send them in! info@hollywoodbid.org