

DISTRICTIFICATION

Begun in 1996, the Hollywood Entertainment District (HED) is a property-based business improvement district that encompasses 18 blocks of Hollywood Blvd. The stated purpose of the HED is to attract entertainment-related businesses to Hollywood.

It is composed of 210 property owners, with a collective budget of \$2.25 million for security, maintenance, and marketing.

In order to implement its 'clean and safe' campaign, the HED contracts important services to competitive private companies.

Since 1999, the HED has contracted Clean Street (formerly California Street Maintenance) as its private maintenance vendor.

Security is provided by Burke Executive Security and Investigations in the form of consultations and armed officers (known as 'green shirts') who patrol the district on foot seven days a week. Over 6,700 citizen's arrests have been made by Burke officers since 1997, mostly for 'misdemeanor quality of life crimes.'

The HED is authorized by a LA City ordinance to operate until 2008.

REAL ESCAPE AGENTS

Currently, the driving forces behind development in the HED are collectives of business/property owners and architectural heritage groups, all working toward a utopian vision of Hollywood as property.

One conflict that has arisen between these different interests revolves around the decision to renovate existing buildings or build new structures. At the intersection of Hollywood and Orange, for example, developers Larry Worchell and Steve Ullman (president of Grant Parking, Inc.) planned to build a sleek glass structure to house retail and entertainment vendors as well as architectural scaled advertisements, much to the dismay of architectural preservationists.

One influential developer in the area is the CIM Group. CIM, the Westwood firm partly responsible for Santa Monica's Third Street Promenade, began investing in Hollywood in 1998 and has since been creating what the LA Business Journal has called an 'LA retail empire.' Notable CIM properties include the Hollywood-Highland complex (formerly of Trizec Properties), the Woolworth Building, the TV Guide/Hollywood Center, Hollywood Galaxy, and the Sunset-Vine Tower, best known for its appearance in the 1974 film 'Earthquake' and later known as 'the world's biggest crack house.'

**Please consider the following question:
What is your idea of a utopian destination?
Rather than identifying the name of your place, if it has a name, picture its details - sights, sounds, smell, temperature, etc.**

Call (661)716-2564
from any standard OR mobile phone

When the voice asks for a primary number,
enter: **(323)444-4444**

Enter 4444 as your PIN number.

When directed, record your response to the question. You will have up to 5 minutes.

Make sure to follow the instructions for posting your message and end your call.

Look for results of the survey in the near future at the Temporary Travel Office website:

www.temporarytraveloffice.net

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Where shall they park? The answer became clear as more and more municipalities, from Los Angeles to smaller centers, voted for city-funded open lots. With that space grab came another staple: the flattening of unprofitable structures and a foretaste of the coming bulldozer approach to urban America. At mid-decade, Andrew Mellon, secretary of the treasury, told *Colliers* magazine that he would like to move the Washington Monument for more parking lots.

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A Brief History of Parking, Jane Holtz Kay,
Architecture Magazine, February 2001

LOT OWNERSHIP

 **GP** > outdoor parking lot

 **GP** > parking lot with greenspace

 **misc. openspace** (vacant lot, parks, etc.)

GP > Grant Parking, Inc.

VP > Valet Parking Services

QP > Quality Parking Service

PP > Prestige Parking

PCI > PCI Parking

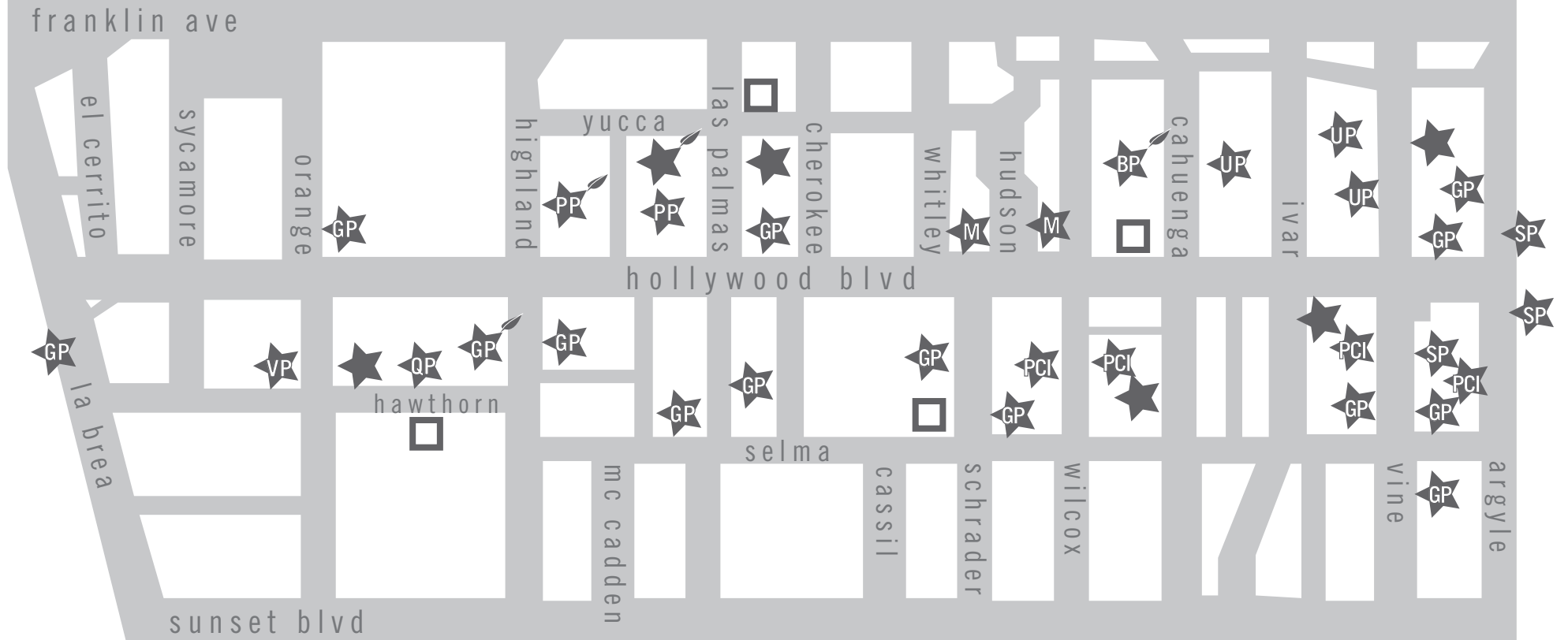
UP > Unified Parking Service

BP > BPS Parking

SP > Sunshine Parking

M > Merchant

NORTH



The Temporary Travel Office does not guarantee the accuracy of the above map. Lot placement and ownership may change at any time.

The Temporary Travel Office is in no way affiliated with the Hollywood Entertainment District, the Community Redevelopment Agency, nor the city of Los Angeles.