



THE HOLLYWOOD PARTNERSHIP

THE HOLLYWOOD PARTNERSHIP ANNOUNCES INITIATIVES TO LIGHT UP TINSELTOWN

LOS ANGELES – April 27, 2020 – The Hollywood Partnership (previously known as the Hollywood Property Owners Alliance), has approved a Hollywood Lighting Master Plan developed in conjunction with local partners, the City of Los Angeles, and area property and business owners. The plan was drafted by LDA (Lighting Design Alliance), the Long Beach-based firm selected through a competitive RFP process last year. In the Lighting Master Plan, The Hollywood Partnership seeks to capture the theatrical allure of world-famous Hollywood, California, by highlighting its historic features, enabling positive ambient experiences, and increasing overall lighting to improve perception of public safety. The full plan is available to view on The Hollywood Partnership’s website.

Added Kristopher Larson, President and CEO of The Hollywood Partnership, “following the completion of the Cahuenga Street festoon lights in 2019, we received an overwhelmingly positive response from the community. We looked at that project as an important pilot which demonstrated the power and opportunity that lights can add to buildings, streetscapes, and corridors. We wanted to do more across the community with future projects each responding to their unique context and conditions.”

While the Hollywood Lighting Master Plan includes numerous recommendations for lighting installations, The Hollywood Partnership’s Place Enhancement Committee has selected the first three initiatives they hope to implement in the coming years. The first initiative will be to revive the four existing “Skytracker” klieg lights located at the intersection of Hollywood and Vine. Installed by the Community Redevelopment Agency (CRA) in the 1990s, these four Skytrackers on marble plinths will see their derelict light fixtures replaced with modern technology that will require less maintenance. Though these lights have dimmed over the decades, Hollywood’s development has only brightened with multiple large-scale developments rising near the Hollywood and Vine intersection, where these lights will once again shine.



One of four existing Skytracker Lights at the intersection of Hollywood Blvd. and Vine Street. (Photo by April Clemmer, The Hollywood Partnership)

The second project is the addition of catenary lights over Hollywood Blvd. The pedestrian experience along the Walk of Fame will be enhanced by these catenary lights and will highlight additional streetscape elements included in Councilmember Mitch O’Farrell’s Walk of Fame Master Plan. Large-scale suspended street lanterns will be installed on a catenary system over the center of the street to maintain the recommended illuminance levels in the center of Hollywood Boulevard.

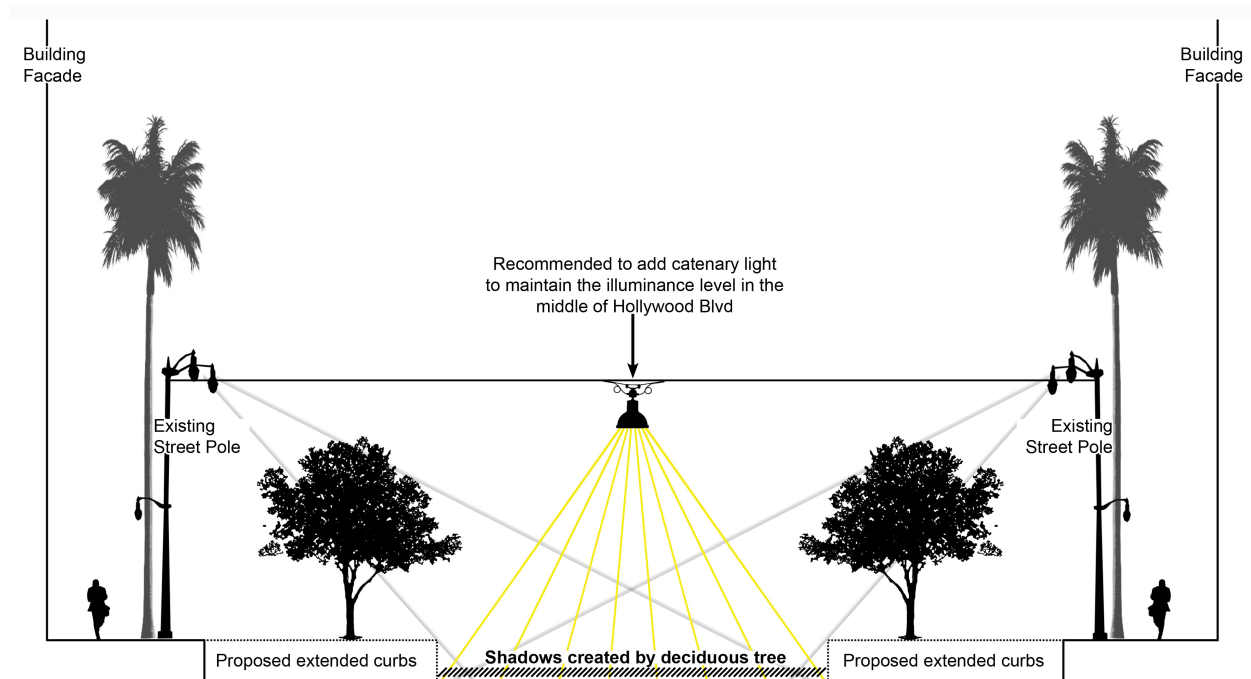


Diagram showing the placement of the Hollywood Boulevard Catenary Lights from the Hollywood Entertainment District Lighting Master Plan Concept Package. (Rendering by LDA)

“The Hollywood Partnership’s Lighting Master Plan goes hand in hand with my Heart of Hollywood initiative and the Walk of Fame Master Plan,” said Councilmember O’Farrell. “This collaborative effort will improve the quality of life for Hollywood’s diverse residential and business community, and help to realize the vision of Hollywood as a place where experiences exceed expectations.”

The third project is the installation of catenary lights on Sunset Boulevard. Here, abstract color-changing sun-shaped fixtures will suggest the sun in movement across the sky and would be similarly installed over the center of Sunset Blvd.

It is expected that funding for these projects would come from The Hollywood Partnership which manages the Hollywood Entertainment District, a property-based improvement district, plus other public and private sources.



Rendering of the Sunset Boulevard Catenary Lights from the Hollywood Entertainment District Lighting Master Plan Concept Package. (Rendering by LDA)

“We are so happy to be working with LDA on this project, as well as all our partners at the City and our property and business owners,” Chase Gordon, The Hollywood Partnership’s Place Enhancement Committee Chair, said. “LDA has a stellar reputation and we believe their concept plan will guide us to create some extremely impactful projects that will have people seeing Hollywood in a new light.”

About The Hollywood Entertainment District

The Hollywood Entertainment District is a ten-year business improvement district (HED) that stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway on the west, through the iconic street of Sunset Boulevard, to the Hollywood 101 Freeway on the east. Many of Hollywood’s famous landmarks are located in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry. The Hollywood Partnership is a non-profit, 501 (c) 6 established to manage the HED. For more information, visit www.onlyinhollywood.org/hollywood-bid/