



# 2024 Market Report

Second Quarter  
Performance

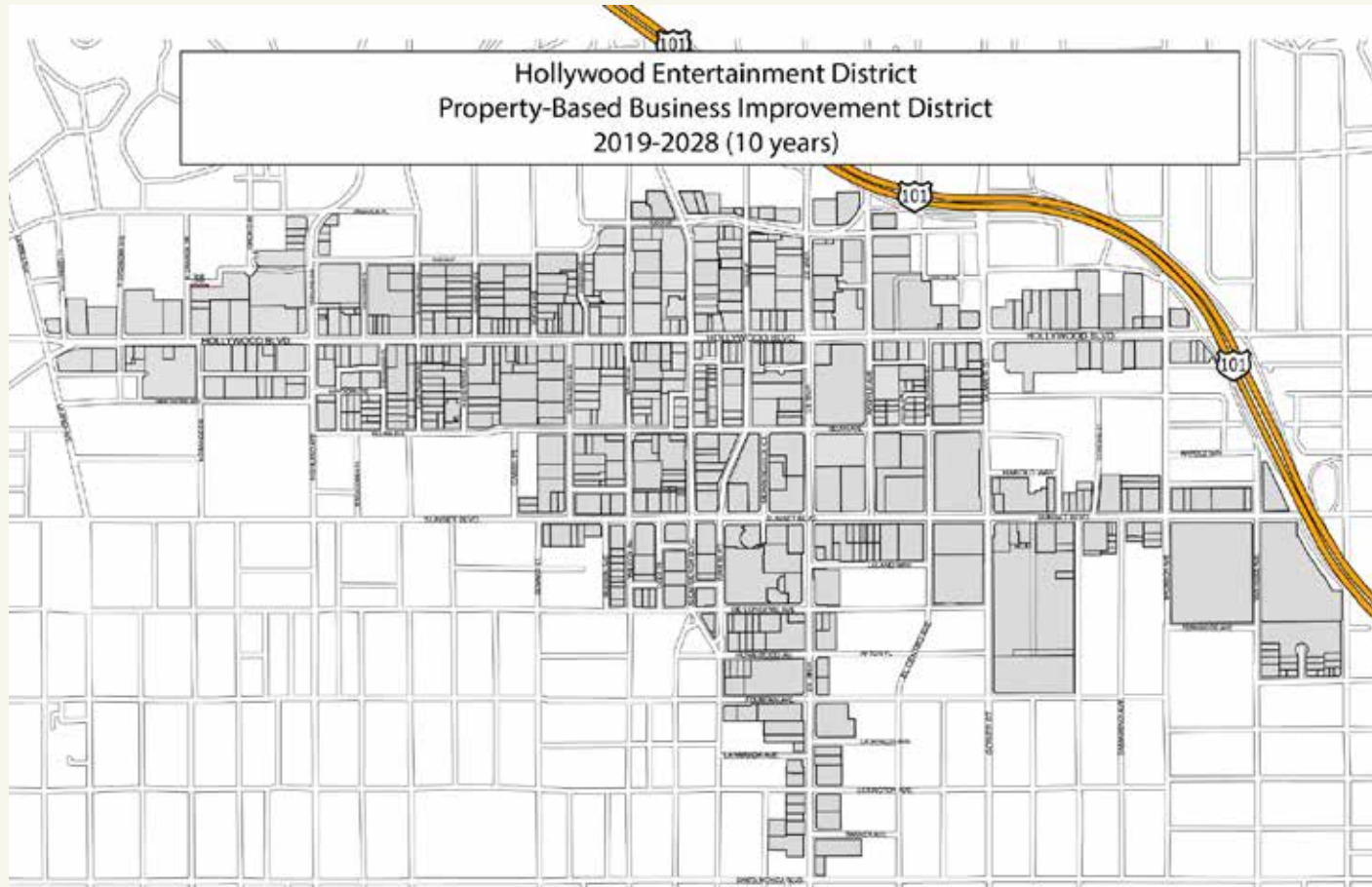
THE  
HOLLYWOOD  
PARTNERSHIP



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# The Hollywood Entertainment District



The Hollywood Partnership (THP) is a non-profit organization that manages the public realm within the Hollywood Entertainment District (HED), which is a Property Based Business Improvement District (PBID). Simply, this means that the organization is funded by property owners within the district to provide enhanced services to promote the cleanliness, safety, beautification, and economic vitality of our neighborhood.



# Executive Summary

Reflecting on Q2 2024, it's clear that global challenges are still impacting our local economies and city centers. Despite these ongoing challenges, Hollywood showed resilience and successfully navigated through a tough spring season, avoiding major setbacks and maintaining results similar to those of the first quarter.

The tourism sector in the U.S. experienced lower-than-expected performance in the second quarter due to ongoing financial difficulties affecting households nationwide. Despite this, The Hollywood Entertainment District (HED) still attracted a consistent 9.3 million visitors, and local hotels saw slight improvements in both occupancy and room rates compared to the first quarter of 2024. However, overall year-over-year results indicated a modest decrease.

Locally, residents are facing inflation, rising living expenses, and a slow job market recovery in the entertainment industry following the 2023 strikes. This financial strain resulted in fewer people spending money on activities like dining out, adding to the challenges for restaurant owners and contributing to a wave of restaurant closures across the region. Unfortunately, Hollywood

bid farewell to one of its long-standing businesses, Snow White Cafe, and retail vacancy rates in the area rose by 2% over the previous quarter. However, there was a silver lining as the HED welcomed eight new establishments later in the quarter, including several exciting additions to the Vinyl District.

The entertainment industry's slow bounce back in Los Angeles has significantly reduced the demand for office space, making leasing even more difficult. The office vacancy rate in Hollywood increased by 2.5% from Q1 to Q2. Nevertheless, it's worth noting that employee visits have increased by 8% compared to the previous year, reaching nearly 93% of pre-pandemic levels.

The HEDs residential vacancy rates increased by only 0.5% in Q2, and our rental rates maintained an average premium of over \$400 per month compared to the Greater Hollywood area. These statistics indicate that our locale continues to be a highly sought-after destination for residents searching for attractive amenities and a prime central location.

We are excited to share that the district saw a significant increase in visitors on

Sunday, June 9, thanks to the return of the LA Pride Parade and Block Party to Hollywood Blvd. for the third consecutive year. This event, along with Netflix's annual comedy festival, "Netflix Is A Joke," injected a vibrant atmosphere, showcasing the ongoing allure of our iconic neighborhood.

As always, we remain confident in Hollywood's resilience and potential for growth in the future. Despite the challenges, we believe in the strength of our community and its ability to overcome obstacles. Thank you for your ongoing dedication and hard work; we hope you find our Q2 2024 Market Report insightful.

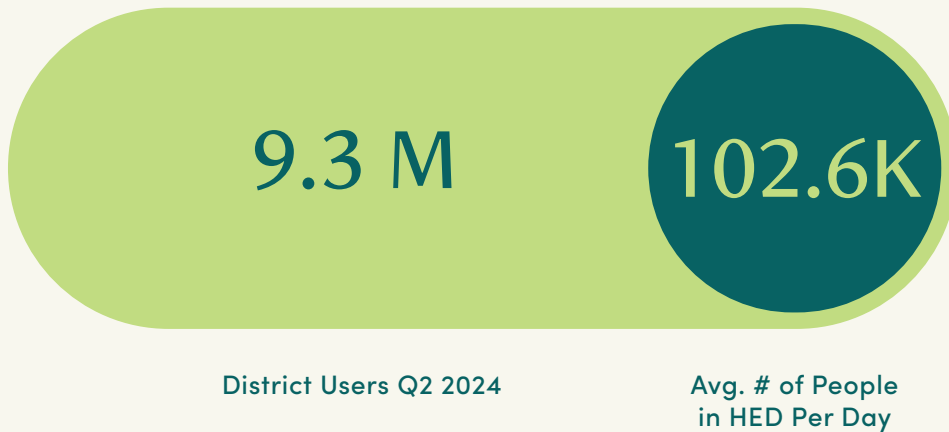


**Kathleen Rawson**  
President & CEO



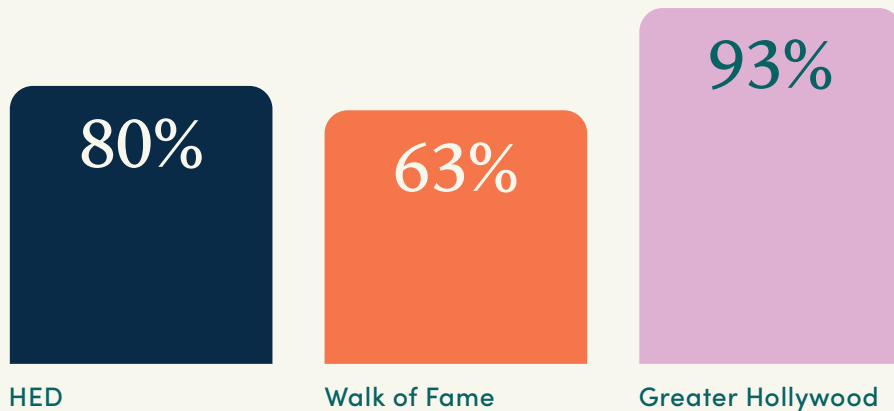
# Q2 At A Glance

## HED VISITS



## HED VISITOR RECOVERY RATES: ALL DISTRICT USERS

All Visits (Residents, Tourists, Employees): Q2 2024 Compared to Q2 Pre-Pandemic Average (2017-2019)



## HED DEMOS

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Resident	<b>\$81K</b> Avg. Income	<b>\$55K</b> Mdn. Income
	<b>31,469</b> Population	<b>22,318</b> Pop. Density / Sq. Mi.

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Employee	<b>\$90K</b> Avg. Income	<b>\$61K</b> Mdn. Income
	<b>35,227</b> Population	<b>24,984</b> Pop. Density / Sq. Mi.

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Visitors	<b>\$121K</b> Avg. Income	<b>\$79K</b> Mdn. Income
	<b>78,484</b> Population	<b>55,662</b> Pop. Density / Sq. Mi.



# Q2 Top Stories



## LA Pride in Hollywood

On Sunday, June 9, Hollywood Blvd. was a rainbow of color as thousands of Angelenos descended on our neighborhood to enjoy the LA Pride Parade and Block Party. Festivities included over 165 parade contingents, seven musical performers, 69 vendor booths, 12 food trucks, and 2 bar gardens, drawing a crowd of over 95,000 people representing nearly 90% of LA Zip codes to celebrate Pride Month and the LGBTQIA+ Community.



## LAHSA 2024 Homeless Count

The 2024 Greater Los Angeles Homeless Count report was recently published by the Los Angeles Homeless Services Authority (LAHSA), revealing a significant milestone – a 2% decrease in homelessness across the county and a 10% decrease in the number of unsheltered individuals specifically within the City of Los Angeles. For further details, we encourage you to take a look at the complete report from LAHSA. Check out LAHSA's full report to learn more.

[View Report](#)





## HPCDC MID-Year Update

The latest Mid-Year Report from the Hollywood Partnership Community Dispatch Center (HPCDC) indicates a significant increase in the number of ambassador interactions compared to the same period last year. So far, THP Ambassadors have carried out over 225,000 interactions, both proactively and in response to service requests, representing a 68% year-over-year surge in total interactions. Learn more using the link below.

[View Report](#)



## Tourism Improvement District

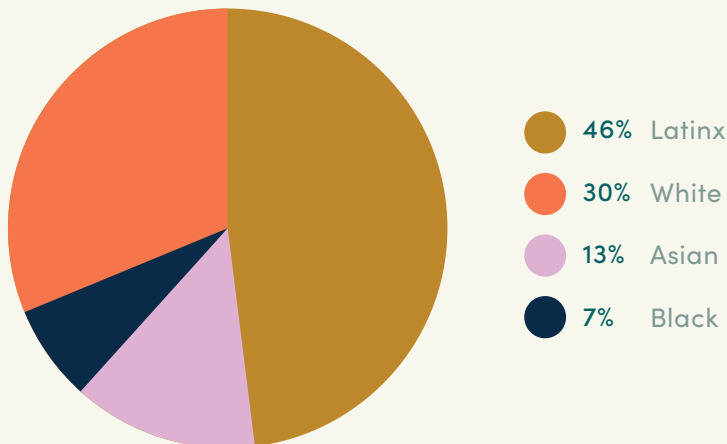
THP Ambassador teams already provide clean, safe, and hospitality services around the clock. However, THP recognizes the need for more and constantly seeks additional revenue opportunities to support our programs. We are currently exploring the possibility of establishing a Tourism Improvement District (TID), with support from local hospitality establishments. The TID aims to generate extra funds through an assessment on consumer transactions to enhance services, host special events, improve the district's appearance, and implement economic development programs. THP's Board of Directors has formed a steering committee and hired Civitas Advisors to assess the project's feasibility. We will keep our stakeholders informed as we progress through the process.



# Working in Hollywood - *Employee Demos*

At its heart, Hollywood is a mecca for creativity and storytelling. Buoyed by a robust entertainment production ecosystem and brandishing a priceless name representing a neighborhood and an industry, Hollywood combines the best of laid-back Southern California culture with dedicated work, creative energy, and drive. While the community is home to a substantial share of entertainment production jobs consistent with its global brand, Hollywood features a diverse employment base. Other major employment clusters include information and technology firms, healthcare, personal and professional services, and abundant retail and food & beverage industry jobs. That diversity of employment translates directly to the diversity of the workforce, which is always on display throughout the neighborhood.

## EMPLOYEE RACE + ETHNICITY



47,936

Daytime  
Population in HED

35,227

Employees in HED

5,700,000

Annual Employee Visits to HED

\$90,000

Avg. Employee Income in HED





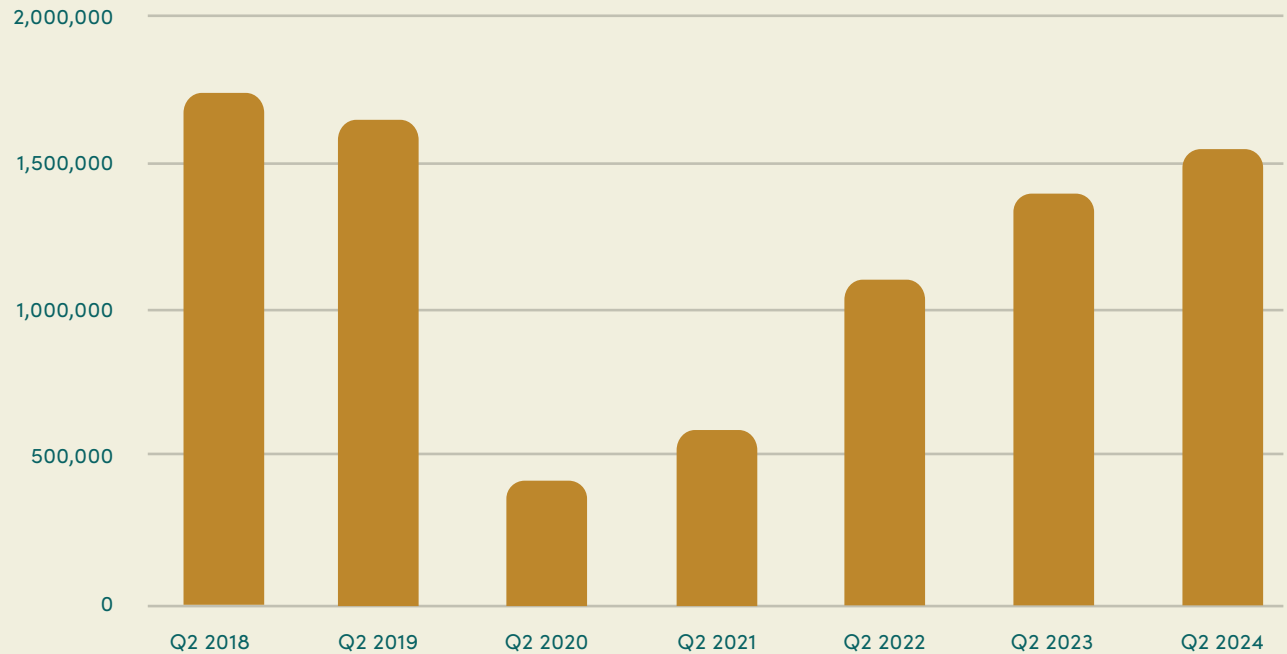
## DIVERSE EMPLOYMENT BASE

Hollywood is home to various employment sectors, lending economic resilience to the area.



## Q2 HED NON-RESIDENT EMPLOYEE VISITS 2018-2024

Q2 2024 saw 1,525,183 non-resident employee visits to the HED, increasing 8% from last year (Q2 2023), and just shy of the Q2 pre-pandemic average of 1,596,915. The 1.5 million Q2 employee visits represent a 94% recovery from Q2 2019 and a 93% recovery from the pre-pandemic average.



# Hollywood Office Market

Available U.S. office space has reached an all time high, topping 1B SF for the first time, with new office supply declining to a decade low. This is due to the prevalence of hybrid work (27% nationally) and the resulting hesitancy in getting new office space, high construction costs, market fundamentals, and the high cost of capital with high interest rates. The national office vacancy rate is 20.5%, and in Los Angeles, tenant right-sizing and the aftermath of industry strikes have led to

a surge in vacant office space, with overall vacancy rates reaching 24.4% and climbing. Hollywood reflects this citywide trend with a 25.5% vacancy rate. In terms of leasing activity, Hollywood is trending upward, with 65,991 SF of leasing in Q2 2024. Hollywood's Class A office segment continues to outperform Los Angeles in asking rents (\$4.41 vs. \$3.65), however, Hollywood's Class A office rents are lower than they were a year ago (\$5.06 in Q2 2023), and since Q4 2023, they have hovered around an average of \$4.43.

## KEY STATS

**4.95M**

Hollywood Office Inventory SF

**\$4.39**

Hollywood Overall Avg. Monthly Asking Rent PSF

**\$3.45**

L.A. Overall Avg. Monthly Asking Rent PSF

**\$4.41**

Hollywood Class A Avg. Monthly Asking Rent PSF

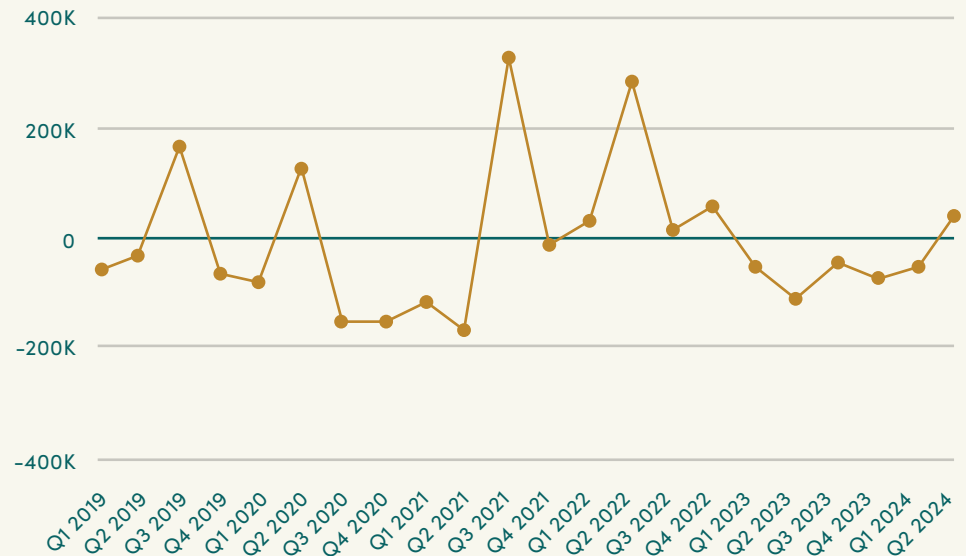
**\$3.65**

L.A. Class A Avg. Monthly Asking Rent PSF

## GREATER HOLLYWOOD OFFICE MARKET: Q2 2024

Overall Asking Rents (PSF/monthly)	\$4.39	<ul style="list-style-type: none"> <li>-1.6% QoQ (+0.3% citywide)</li> <li>-7.4% YoY (-6.5% YoY citywide)</li> <li>Compared to \$3.45 Citywide</li> </ul>
Class A Asking Rents (PSF/monthly)	\$4.41	<ul style="list-style-type: none"> <li>-2.0% QoQ (0% QoQ Citywide)</li> <li>-13% YoY (-7.1% YoY Citywide)</li> <li>Compared to \$3.65 Citywide</li> </ul>
Overall Vacancy Rate	25.5%	<ul style="list-style-type: none"> <li>+2.5% QoQ (+0.3% citywide)</li> <li>+7.0% YoY (+1.5% citywide)</li> <li>Compared to 24.4% Citywide</li> </ul>
Class A Vacancy Rate	20.8%	<ul style="list-style-type: none"> <li>+2.5% QoQ (+0.3% citywide)</li> <li>+4.4% YoY (+1.5% citywide)</li> <li>Compared to 26.% Citywide</li> </ul>

## QUARTERLY NET ABSORPTION: Q2 2024



# Office Development

## GREATER HOLLYWOOD + HED



## HED



\* Mixed-use development projects will be included in the accounting for each relevant market sector.

## NOTABLE Q2 OFFICE SALES AND LEASES

### HED

#### 7083 Hollywood Blvd

Sold by Vanbarton to the Church of Scientology  
Sold - \$25.5M

### GREATER HOLLYWOOD

#### Crooked Media

6555 Barton Ave  
14,000 SF  
New Lease - \$5.33 FSG

#### 1135 Highland Ave

48,000 SF  
Listed for Sale - \$32.5M

#### PUMA

Office  
6344 Fountain Ave  
27,000 SF  
New Lease - \$5.28 FSG



### DEVELOPMENT HIGHLIGHT

## Puma Studio in Hollywood

6344 Fountain Ave

The German sportswear giant announced in a statement its forthcoming creative space, aptly named Puma Studio, will open in Hollywood in early 2025. Puma stated the new facility will bring its design and marketing teams closer to “the most influential communities and celebrities” in order to “inspire products and campaigns for the strategically important U.S. market.” Also, the brand explained Puma Studio will allow it to be closer to its ambassadors from the worlds of music and entertainment. Aside from the creative space for its team, Puma Studio will include a bespoke space for VIP clients “to have exclusive access to Puma’s upcoming products.”



# Living in Hollywood - Resident Demos

Few places carry the same immediate name recognition or intrigue as Hollywood, attracting a diverse mix of people from all over the globe to live and work in the world's creative capital. With its central location, modern amenities, and walkable scale as the "most walkable neighborhood" in Los Angeles, Hollywood has its own unique character that appeals to modern-day creatives.

The Hollywood population is primarily renters, has a median age of 36.5, is upwardly mobile, with 54% having a bachelor's degree or higher and with an average household income of \$55,000. Hollywood residents are more likely to take transit, walk, or work from home compared to citywide averages. As a result, there is high demand for living in Hollywood, particularly in the HED.

**\$55,053**

Median Household Income in HED

**22,478**

Population Density  
(per square mile)

**54%**

Bachelor's Degree  
or Higher in HED

**36.5**

Median Residential  
Age in HED

**31,469**

Residential  
Population

**1.67**

Avg. Household Size

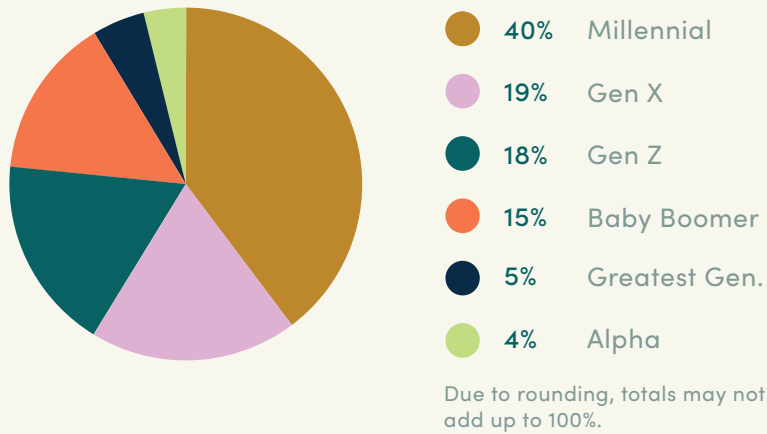
**94%**

Renter Occupied  
in HED

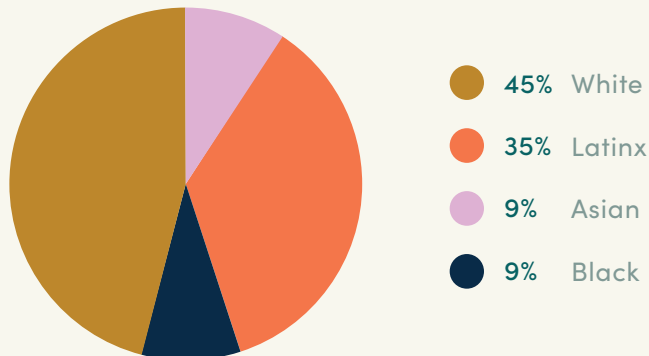


## HED GENERATIONS

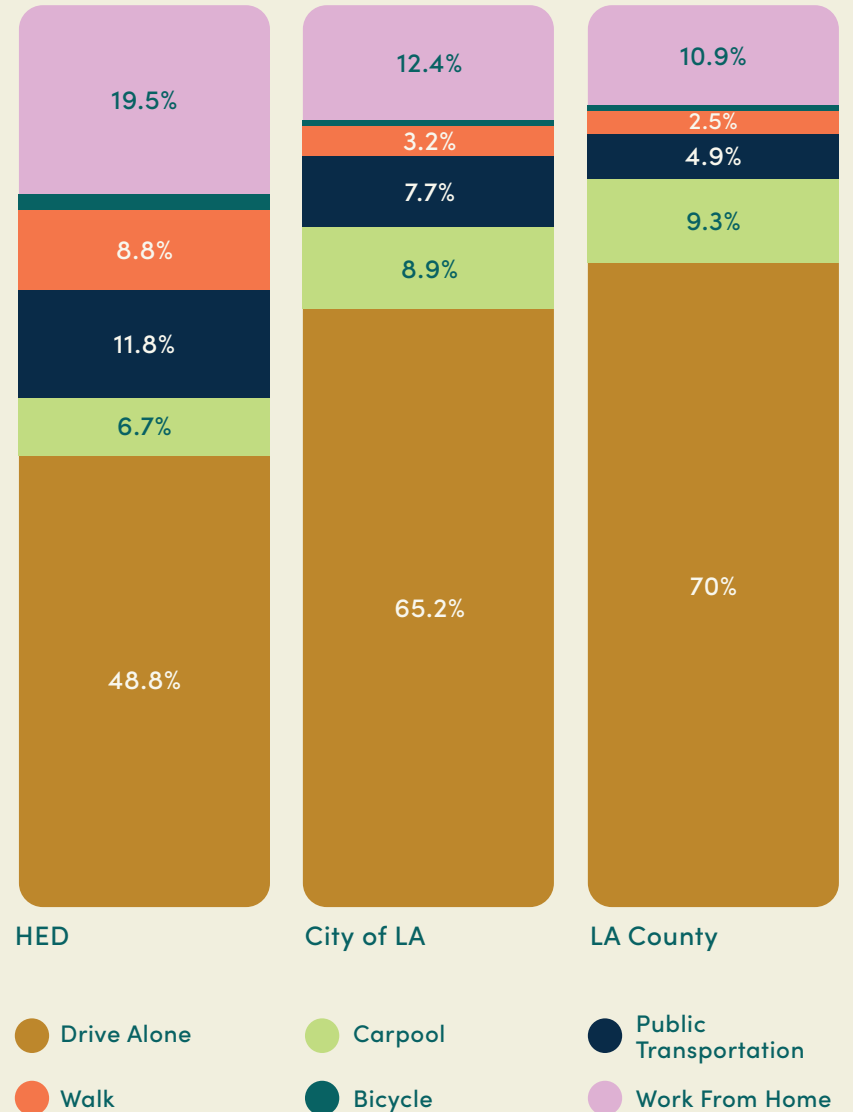
Hollywood’s residential population includes a diverse mix of people from all age groups and generations, with millennials being the most well-represented group. It is worth noting that figures indicate that residents desire to remain in their current homes for the next five years.



## RACE + ETHNICITY



## RESIDENT COMMUTE



# Multifamily Market Conditions

## Q2 HED

7,362

Existing Units

\$2,710

Avg. Asking Rent  
Per Month

6.8%

Vacancy Rate

## Q2 GREATER HOLLYWOOD

47,344

Existing Units

\$2,277

Avg. Asking Rent  
Per Month

6.9%

Vacancy Rate

## Q2 CITY OF LA

505,676

Existing Units

\$2,217

Avg. Asking Rent  
Per Month

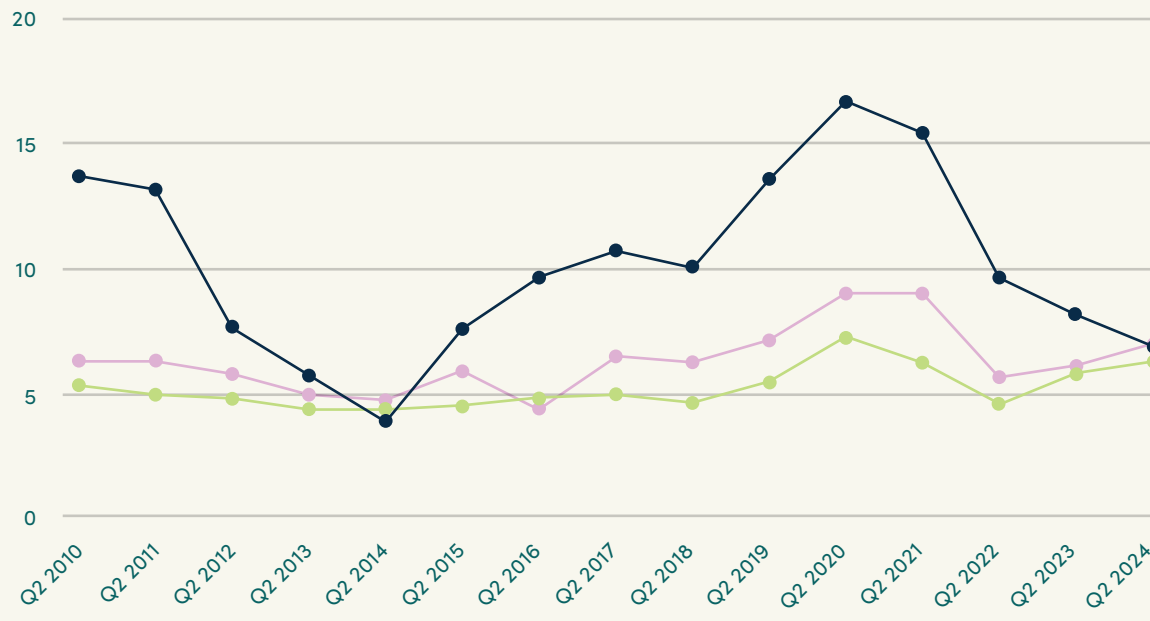
6.2%

Vacancy Rate



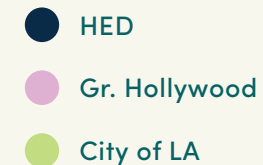
## RESIDENTIAL MARKET DATA: Q2 2024

	HED	Greater Hollywood	City of LA	LA County
Total Residential Inventory (Units)	7,362	47,344	505,676	1.36M
Avg. Residential Vacancy Rate (%)	6.8%	6.9%	6.2%	5.1%
Avg. Asking Rent Per Square Foot	\$3.51	\$3.12	\$2.99	\$2.80
Avg. Asking Rental Rate Per Unit	\$2,710	\$2,277	\$2,217	\$2,173
Cap Rate (YTD)	4.60%	4.86%	4.95%	4.94%



### MULTIFAMILY RESIDENTIAL VACANCY RATES (2010-2024)

While multifamily residential vacancy rates in the HED and in Hollywood are higher than in Los Angeles, they often spike in correlation with an increase in deliveries. The 2023 annual average vacancy rate in the HED was 7.4%. The 6.8% Q2 2024 vacancy rate has leveled to become more on par with citywide rates.

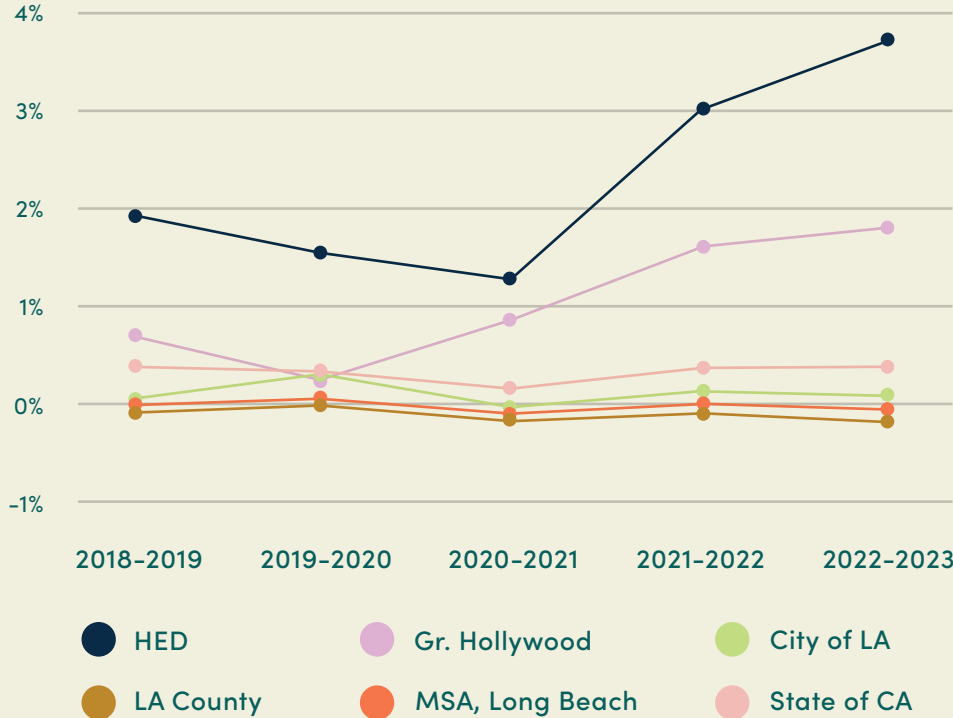


# Annual Residential Population Change

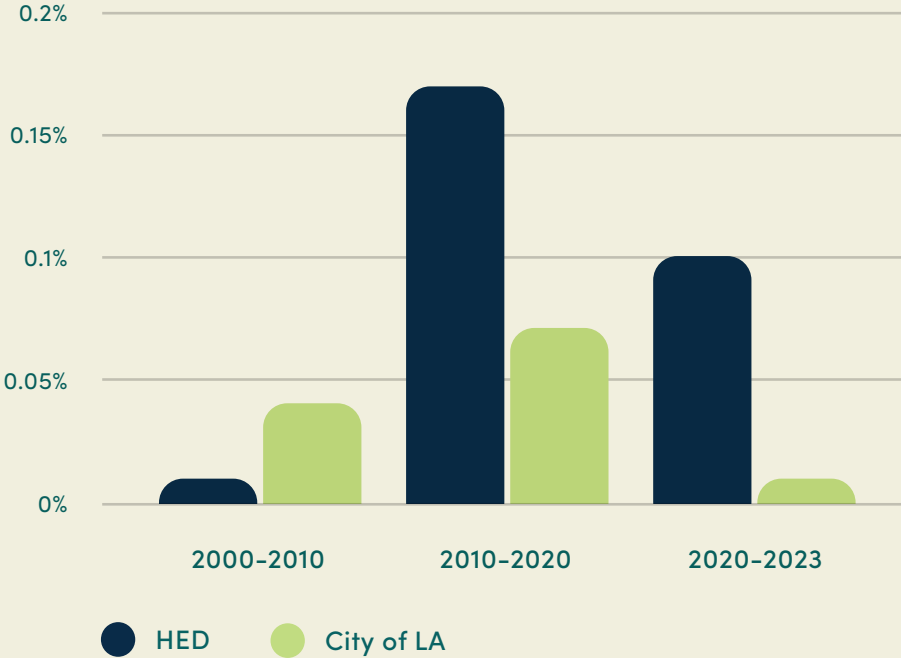
The HED's annual population percent change continues to increase at a greater rate compared to regional rates. These figures support the growing demand for multifamily residential options in Hollywood. Over the past decade, the HED has experienced a notable increase in its residential population, with a 19.5% increase since 2010, which is

much higher than the 2.9% growth observed citywide. The district has witnessed an 8% increase in its resident population between 2020 and 2023 alone, while the citywide growth rate essentially stayed the same.

ANNUAL RESIDENTIAL POPULATION CHANGE



% CHANGE IN OCCUPIED HOUSING UNITS OVER TIME





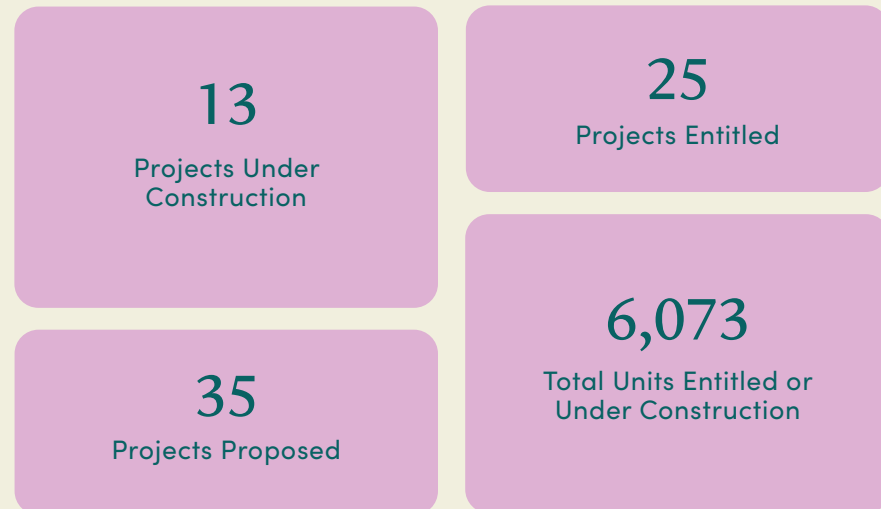
# Hollywood Residential Development

The HED offers diverse housing options, including unique offerings such as micro workforce housing, middle-income housing, co-living housing, affordable housing, market-rate housing, and artist-collective housing. This diversity of housing options is crucial, as 94% of residents within the HED are renters. There has been a 28% increase in occupied housing units from 2010 to 2023, with a 10% increase from 2020 to 2023.

Greater Hollywood has 38 residential projects entitled or under construction, 15 of which are located in the HED. The HED boundaries contain 59% (3,603) of the approximately 6,073 residential units entitled or under construction in Greater Hollywood, reflecting the district's high density and population growth. Within the HED, 10% (361) of the total residential units entitled, or under construction (3,603) will be designated affordable. When isolating for residential projects that are currently seeking entitlement, 11% (141) in the HED and 38% (1,194) in Greater Hollywood will be affordable.

Fully affordable housing developments in Greater Hollywood's pipeline include 1905 Highland Ave (50 units) , BLVD Hotel (62 units), Cherokee Ave Apartments (52 units), Montecito II (68 units), Residency at Sky Village (518 units), Residency at Entrepreneur Hollywood (200 units),

## GREATER HOLLYWOOD + HED



## HED

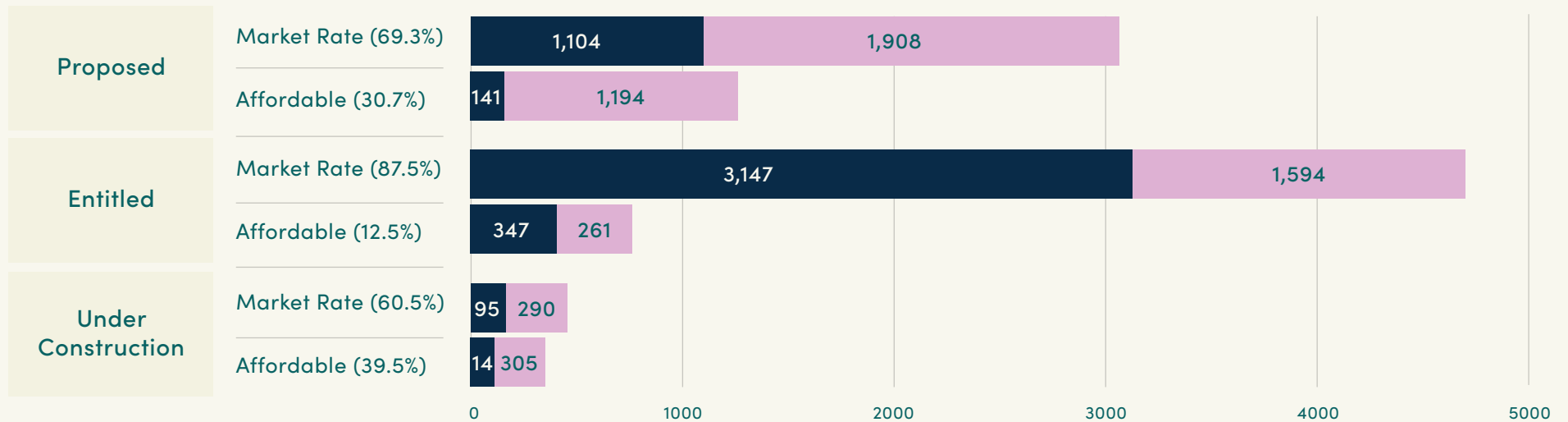


\* Mixed-use development projects will be included in the accounting for each relevant market sector.



## MARKET RATE & AFFORDABLE UNITS PLANNED OR UNDER CONSTRUCTION

● HED ● Gr. Hollywood



### DEVELOPMENT HIGHLIGHT

## Hollywood Central

The project by J&J Hollywood, a subsidiary of R.W. Selby & Co., contains two separate sites located on the south side of Hollywood Blvd. at its intersections with Las Palmas Ave. and Cherokee Ave.. Plans call for the construction of four new buildings, creating a total of 633 residential units, approximately 29,600 SF of offices, 77 hotel rooms, and over 41,700 square feet of retail and restaurant space. Additionally, the retention of four existing structures fronting Hollywood Blvd. and Las Palmas Ave. would maintain 32,400 SF of commercial uses already on the sites. The architect on the project is studio one eleven. Estimated completion is in 2027.



# Q2 Residential Development Updates

## COMPLETED & LEASING



Greater Hollywood  
**The Baxter**  
1818 Cherokee Ave., (CGI)

## APPROVALS



HED  
**1201 Gower**  
1201 Gower St., (California Landmark Group), Approved by LA City Council

## WITHDRAWN



HED  
**Hollywood Central**  
6626-6636 Hollywood Blvd., (R.W.Selby & Co.), Approved by the City Planning Commission

HED  
**Hollywood Center**  
1725 Vine St., (MLPA)



# Visiting Hollywood - *Visitor Demos*

For decades, Hollywood has brought joy to so many through the magic of its bedrock roots in entertainment. The neighborhood's unique blend of creativity and commerce continues to offer one-of-a-kind experiences for both visitors and residents. While constantly on the cutting edge, Hollywood retains a timeless glamor that permeates

our hotels, restaurants, and attractions. Those who visit Hollywood hail from nearby California cities and faraway countries, as this neighborhood's many hotels and entertainment destinations appeal to all walks of life.

## HED

**38 Million**

Total Users 2023

**3.6 Hours**

Average Stay 2023

## GREATER HOLLYWOOD

**105 Million**

Total Users 2023

**4.5 Hours**

Average Stay 2023

## WALK OF FAME

**8 Million**

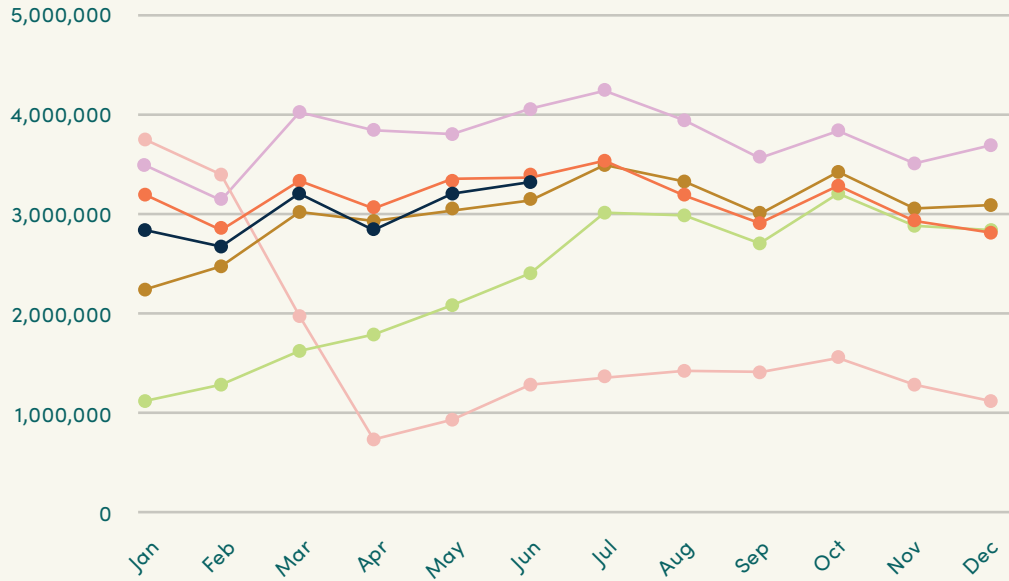
Total Users 2023

**1 Hours**

Average Stay 2023



## HED MONTHLY USERS OVER TIME



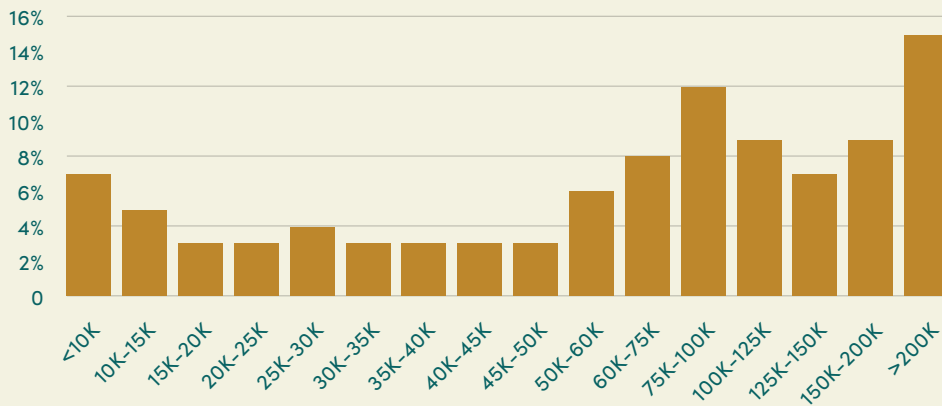
## HED TOTAL ANNUAL VISITS

Pre-Pandemic Avg.	45.5 Million
2020	20.2 Million (Covid-19)
2021	27.9 Million (61% Recovered)
2022	36.5 Million (80% Recovered)
2023	37.8 Million (83% Recovered)
Q1-Q2 2024	18.2 Million (80% Recovered)

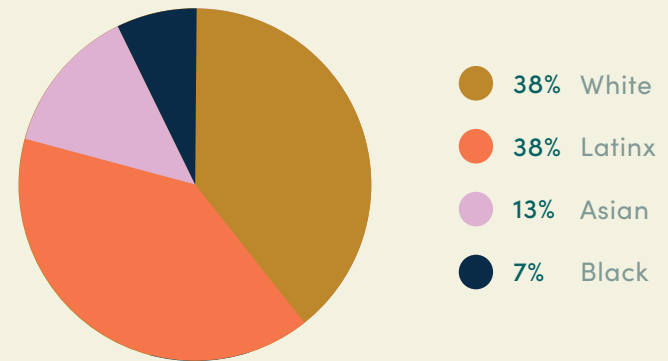
Pre-Pandemic average represents the annual average of visits from 2017-2019.

## VISITOR HOUSEHOLD INCOME

Avg. HH Income: \$121,000



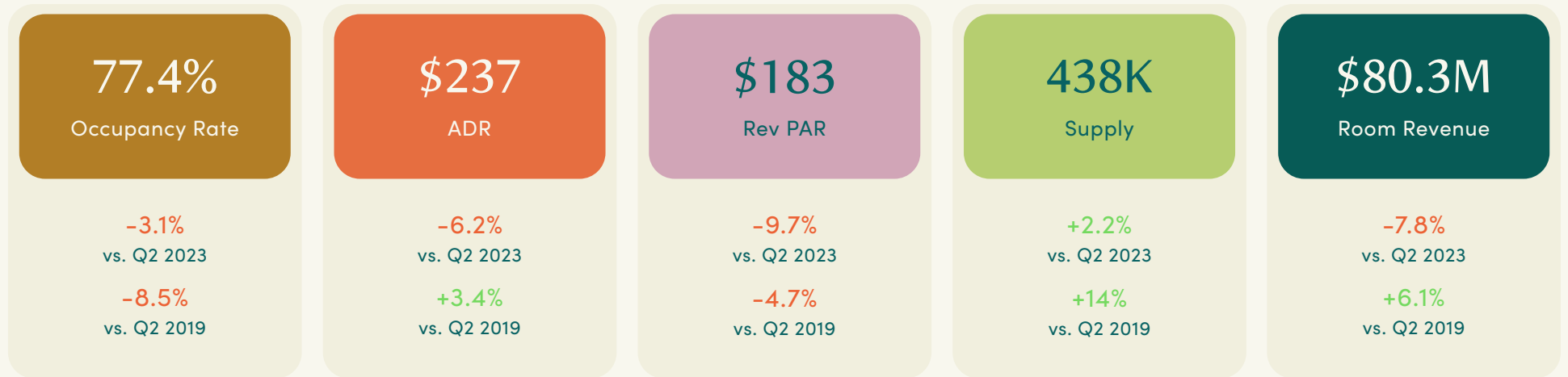
## VISITOR RACE + ETHNICITY



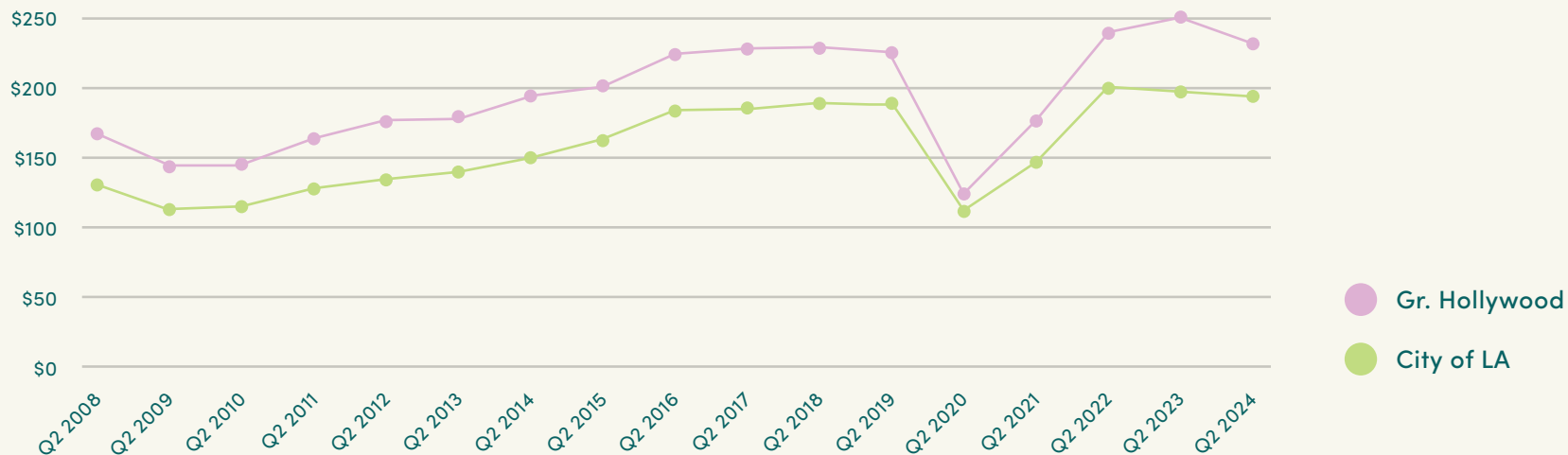
# Hotel Market Conditions

In Q2 2024, the hotel market in Greater Hollywood saw positive growth compared to the previous quarter. The occupancy rate increased by 6.5% to reach 77.4%, the ADR rose by 3.4% to \$237, and the RevPAR increased by 13.2% to \$183. Additionally, the total

room revenue amounted to \$80 million, marking a 13% increase. It's important to note that the ADR for hotels in Hollywood has consistently been higher than the citywide average. However, the numbers for 2024 still remain lower than those of 2023.

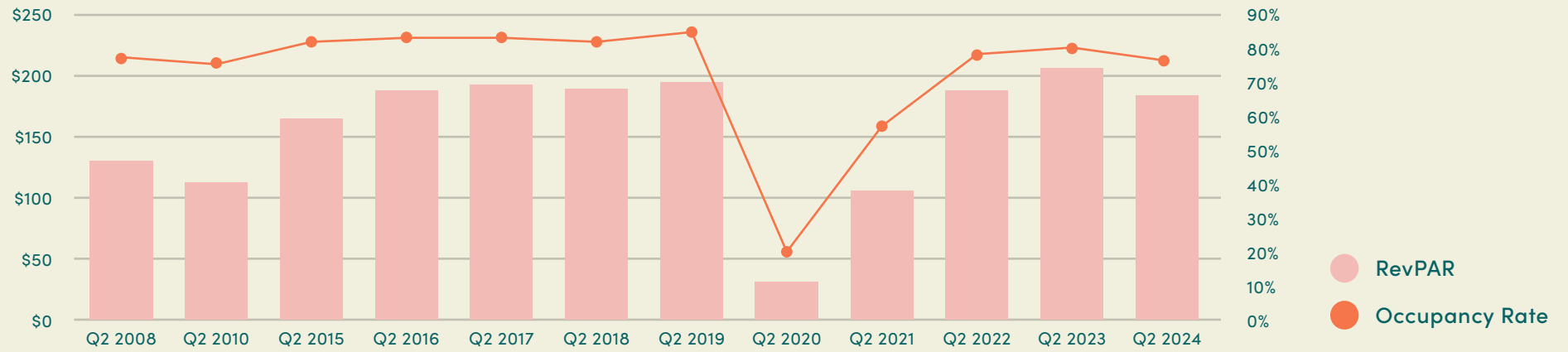


HOLLYWOOD HOTEL AVERAGE DAILY ROOM RATE (Q2 2008 - Q2 2024)

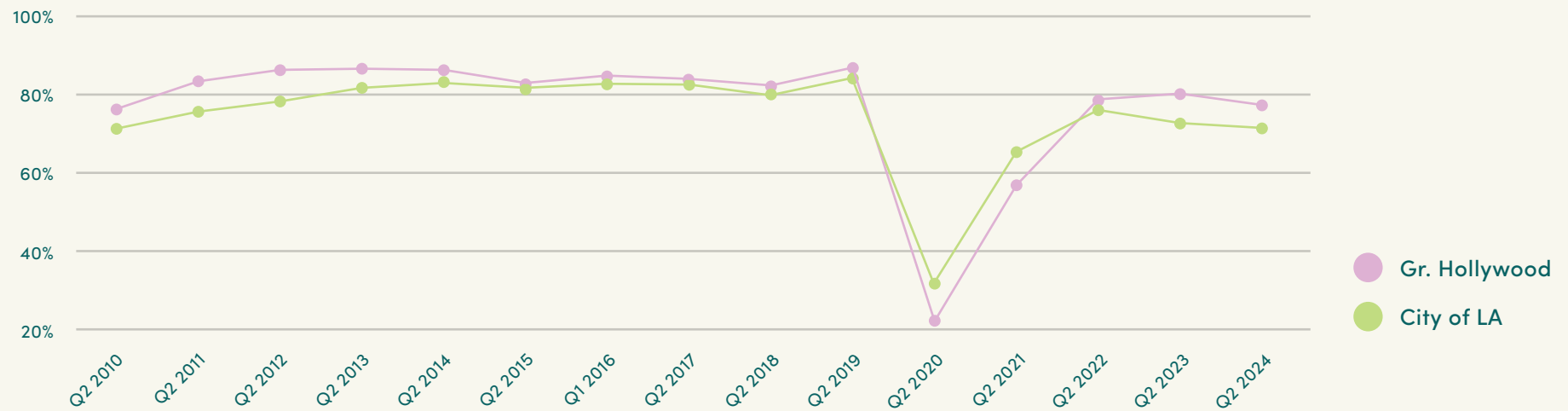


## HOLLYWOOD HOTEL MARKET OVER TIME

Price Adjusted for Inflation



## HOTEL OCCUPANCY RATE HOLLYWOOD VS. CITY OF LA



# Hollywood Hotel Development

There are nine hotel projects entitled or under construction in Greater Hollywood, collectively poised to introduce 1,391 hotel rooms to the region. Among these developments, 10 projects are exclusively dedicated to hotel accommodations, while three are integral components of mixed-use development projects. Notably, the HED accounts for eight of the 13 projects with hotel rooms. The national landscape of hotel construction is witnessing a contraction,

characterized by a growing number of projects lingering in the planning phase. However, there have been instances of respite in Hollywood, such as the Whitley Hotel project at 1719 Whitley Ave. surviving an appeal, and updating its project findings and entitlements. Also, earlier this year, The Aster and The Prospect Hollywood each received a One Key hotel key from the MICHELIN Guide. In this first ever announcement by MICHELIN, two of the seven hotels honored in Los Angeles were in Hollywood.

## GREATER HOLLYWOOD + HED



## HED



\* Mixed-use development projects will be included in the accounting for each relevant market sector.





# Top Travel Trends

## Domestic Travelers

According to the 2023 State of the American Traveler Survey via LA Travel & Convention Bureau (LATCB), there is currently strong consumer interest in travel, despite varying financial challenges. Domestic travelers have specific motivations when choosing when and where to invest their money. Here are some top domestic travel trends for 2023 and beyond.

### TRAVEL MOTIVATION

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1. Relaxation
2. Visit Friends & Fam
3. Escaping Daily Life Stress
4. Self-Care
5. Enjoying the Outdoors
6. Exploration

### TRIP TYPE

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1. Family Trips
2. Romantic Getaways
3. Girlfriend Trips
4. Solo Trips

### TRIP ACTIVITIES - LA

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1. Dining
2. Shopping
3. Sightseeing
4. Amusement Parks
5. Beach/Waterfront
6. Art Gallery/Museum
7. Nightlife

### DOMESTIC MARKETS - HWD

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1. New York City
2. San Francisco
3. San Diego
4. Riverside
5. Phoenix

## International Travelers

Los Angeles continues to be a popular destination around the globe, ranking as the #2 most desired U.S. city to visit by international travelers. This is evidenced by a significant 23% YoY increase in international travel to LAX, which saw 20 million visitors in 2023.

### MOST DESIRED U.S. DESTINATIONS

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1. New York
2. Los Angeles
3. Las Vegas
4. Miami
5. San Francisco

### TOP INTERNATIONAL MARKETS - LA COUNTY

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1. China
2. United Kingdom
3. Australia
4. France
5. South Korea



# Retail in Hollywood

Hollywood's retail market plays a crucial role in the vibrancy of the neighborhood. It offers a vast inventory of 7.2 million SF of retail space, with half of it (3.5 million SF) located in the HED. Currently, the HED has approximately 520K SF of available retail space and an

average asking rent of \$42.46 PSF in Q2. Q2 2024 district rents in the HED have decreased by 4% compared to Q2 2023, while they have remained the same citywide in the same time period.

## HED

**3.5 Million**

Retail Inventory (SF)

**11.7%**

Retail Vacancy Rate

**\$42.46**

Retail Rent PSF

## GREATER HOLLYWOOD

**7.2 Million**

Retail Inventory (SF)

**8.8%**

Retail Vacancy Rate

**\$46.95**

Retail Rent PSF

## CITY OF LA

**100.2M**

Retail Inventory (SF)

**6.1%**

Retail Vacancy Rate

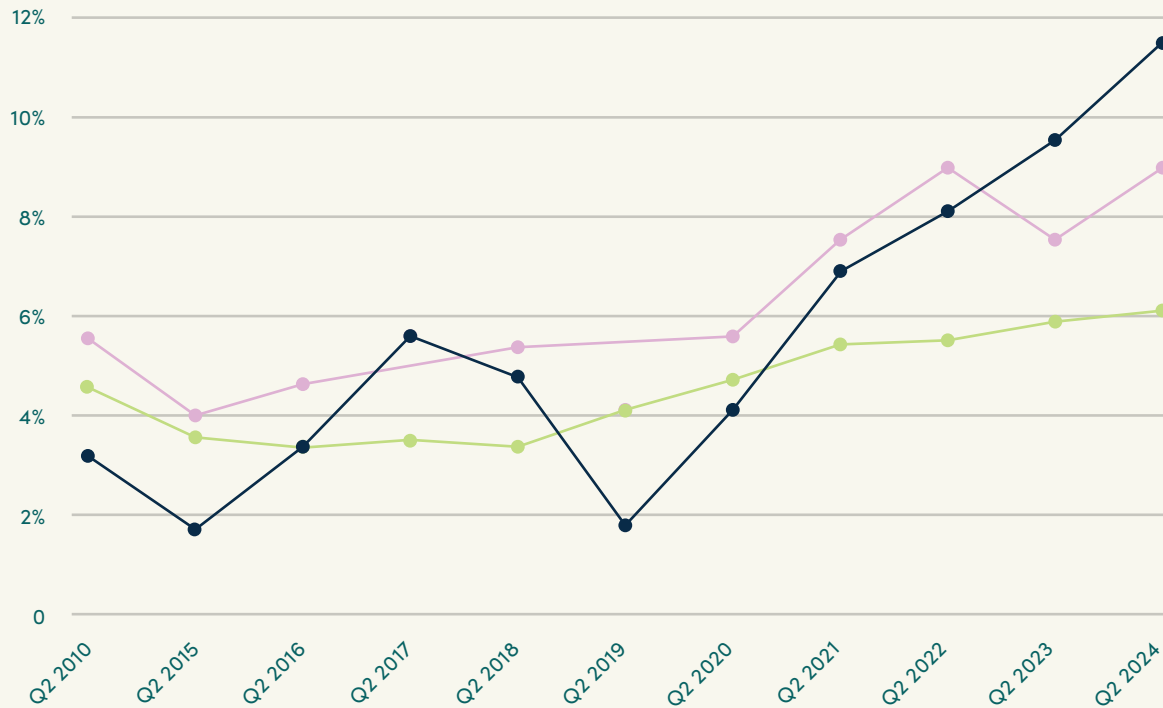
**\$44.73**

Retail Rent PSF



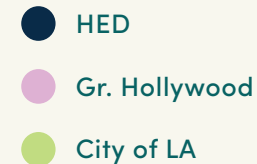
## NEW HED BUSINESSES - Q2

Bread N Butter	5911 Hollywood Blvd.	Laya Restaurant	1430 N Cahuenga Blvd.
Burlington	1557 Vine St.	Nivessa Hollywood Vinyl Records	6434 Hollywood Blvd.
CEO2 Health	6250 Hollywood Blvd.	Ru Paul's World of Wonder (Pop-Up)	6650 Hollywood Blvd.
Jungle Hollywood	1640 Cahuenga Blvd.	Sugarfina	6801 Hollywood Blvd.
The Kookaburra Lounge	6801 Hollywood Blvd.	The Win-Dow	6801 Hollywood Blvd.



## RETAIL VACANCY RATE OVER TIME

The Q2 2024 retail vacancy rate in the HED increased by 1.8% from last quarter (from 9.9% to 11.7%), with a negative net absorption of 62,617. Retail vacancies in the HED have been rising since 2019. The annual average vacancy rates were 2.0% in 2019, 4.1% in 2020, 6.4% in 2021, 8.6% in 2022, 8.8% in 2023, and 10.7% YTD in 2024.



# Hollywood Retail Development

Mixed-use development is a golden standard in Hollywood. Right now, 58 projects proposed, entitled, or under construction include a retail component. In the HED, this equates to 246K new SF of retail via the mixed-use projects entitled or under construction.

## GREATER HOLLYWOOD + HED



## HED



# Retail Callouts



Photo: Bluenotejazz.com

## Blue Note Jazz Club: Lease Signed

Blue Note Jazz Entertainment leased out the remaining space (8K SF of the 22K total SF) at the Cinerama Dome Entertainment & Shopping Center, bringing the arts and entertainment franchise to its first West Coast location. The deal between Robertson Properties Group and Blue Note Jazz Entertainment was brokered by JLL. Other Blue Note Jazz club locations include New York, Rio, Tokyo, São Paulo, Beijing, Napa, Milan, Shanghai, and Hawaii.

## Netflix is a Joke in Hollywood

From May 2-12, 2024, over 500 comedy shows descended upon the City of Los Angeles via the "Netflix is a Joke" festival. Events included star-studded headliner shows to late night events in smaller theaters, offering something for everyone. Hollywood venues included the Hollywood Bowl, The Montalban Theatre, The Bourbon Room, The Kookaburra Lounge, and Hollywood Palladium. John Mulaney's "Everybody's in LA" special was filmed at Sunset Studios, complete with the musician Flea hanging out at the Hollywood Denny's on Sunset Blvd. and an adorable delivery robot named Saymo.



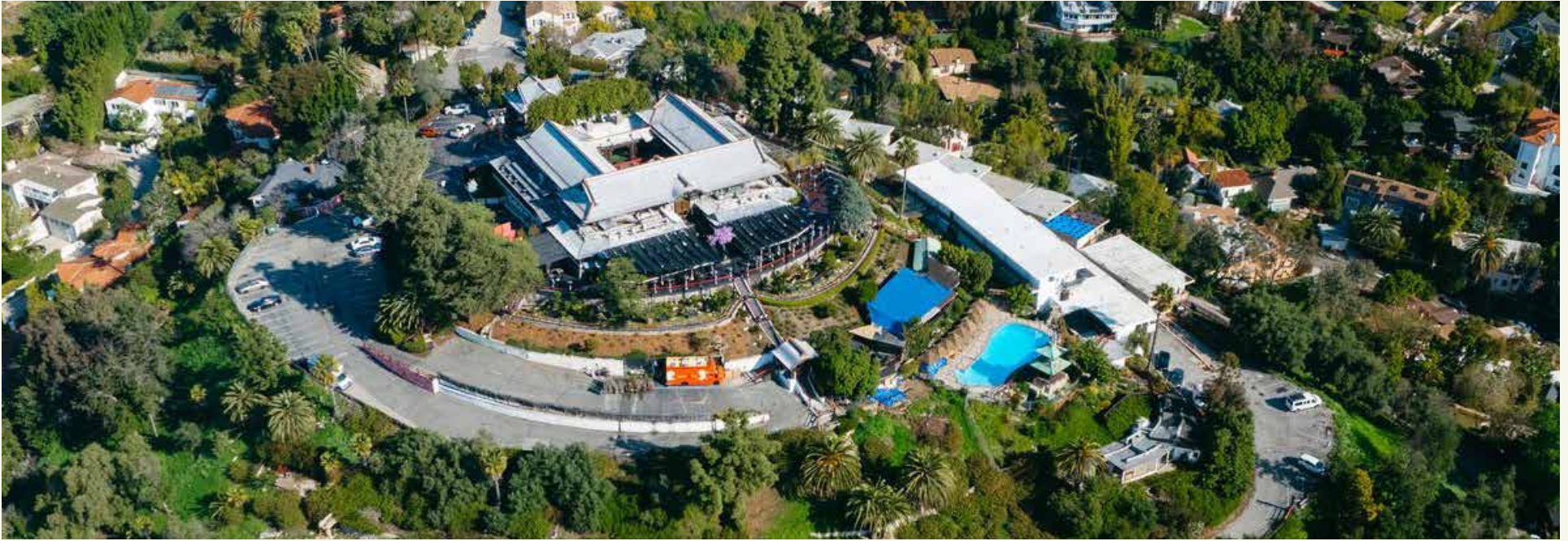


Photo: Avison Young

## Yamashiro Property Listed for \$100 Million

The iconic 7.3 acre property overlooking Hollywood at 1999 N. Sycamore Ave. is listed for sale at \$100 million. The famed Japanese restaurant, Yamashiro, will be staying with its courtyard, garden, shrines, temples, and 600-year-old imported pagoda. Beyond the restaurant, the site features 280K SF of land available for development. Potential uses range from a high-end boutique resort to an art museum, think tank or personal estate. Representing the seller is the brokerage firm Avison Young.



# Upcoming Development

The Hollywood Partnership tracks upcoming development regularly to keep you apprised of the latest projects planned or under construction in the HED and Greater Hollywood. Explore our Development Map, or check out our Development Matrix for a quick glimpse.

[Click Here](#)

To Explore Our  
Development Map

[Click Here](#)

To View Our  
Development  
Matrix

[Click Here](#)

To View Our  
Virtual Economic  
Development Tour

\*The Hollywood Partnership tracks development projects that are proposed, fully entitled, and under construction. Information included here reflects the status of each project as of the current quarter, and The Hollywood Partnership makes no representations as to the likelihood of completion for any individual project in light of market conditions.





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