



## THE HOLLYWOOD PARTNERSHIP

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### THE HOLLYWOOD PARTNERSHIP LIGHTS UP SUNSET BOULEVARD

HOLLYWOOD, CA – JANUARY 27, 2021 – The Hollywood Partnership has installed new lighting on the palm trees lining Sunset Boulevard within the Hollywood Entertainment District. The project sprang from the organization’s Lighting Master Plan, drafted in consultation with Lighting Design Alliance of Long Beach.

“In the Lighting Master Plan, Lighting Design Alliance noted that the iconic palms that line Sunset Blvd. are lost at night,” Rich Sarian, place enhancement manager with The Hollywood Partnership, said. The idea was then proposed to illuminate them and radiantly “enhance this world-famous stretch of Hollywood.”

The project was completed with assistance from the Bureau of Street Lighting, Council Member Mitch O’Farrell’s office, and the department of Urban Forestry. “The implementation partners came together for this project to ensure that the lights were safely installed so they can enhance the palms along Sunset Blvd.,” Sarian said. The Hollywood Partnership will ensure that the lights are maintained.

“Though not native to Los Angeles, the Sunset Boulevard palms were planted to characterize the glamour, luxury and sunshine of Hollywood. The newly installed lights not only pay tribute to these iconic street-side symbols, but provide their own playfulness and sense of place,” Chase Gordon, place enhancement committee chair, said. “I’m so proud of the effort put forth by The Hollywood Partnership, our Place Enhancement committee, and staff lead Rich Sarian, to implement this fantastic new addition to the public realm.”

Additional lighting projects will be undertaken as they are prioritized and funded by The Hollywood Partnership’s Place Enhancement Committee. The full

Lighting Master Plan is available at <https://ctycms.com/ca-hollywood/wp/2020/07/The-HP-Lighting-Master-Plan-Concept-Package.pdf>.

### 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 <http://www.thehollywoodpartnership.com>.