

CITY OF LOS ANGELES

CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

JUNE LAGMAY
City Clerk

HOLLY L. WOLCOTT
Executive Officer

When making inquiries relative to
this matter, please refer to the
Council File No.

Office of the
CITY CLERK

Council and Public Services
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Los Angeles, CA 90012
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SHANNON HOPPE
Council and Public Services
Division

www.cityclerk.lacity.org

February 27, 2012

To All Interested Parties:

The City Council adopted the action(s), as attached, under Council File No. 11-1180,
at its meeting held February 22, 2012.



City Clerk
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Council Action

The City Council ADOPTED the following recommendation(s), contained in a COMMUNICATION FROM THE CITY CLERK which was WAIVED, pursuant to Council Rule 17, by the Chair of the Jobs and Business Development Committee:

1. FIND that the attached Annual Planning Report for the Old Granada Hills Village BID's 2012 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Old Granada Hills Village BID, pursuant to the State Law.

Council File No. 11-1180

ADOPTED

FEB 22 2012

LOS ANGELES CITY COUNCIL



Old Granada Village
Property Business Improvement District

FY2012 Planning Report
2nd Operating Year

Prepared for the Los Angeles City Council
By
Brian S. Miller, Executive Director

Submitted to the City Clerk's Office
Special Assessment Section



Old Granada Village PBID
FY2012 Annual Planning Report

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December 22, 2011

June Lagmay
City Clerk
Office of the City Clerk
200 N. Spring Street
Room 360
Los Angeles CA 90012

Re: 2012 Planning Report for the Old Granada Village Business Improvement District

Dear Ms. Lagmay,

As required by the Property and Business Improvement District Law of 1994, California Street & Highway Code Section 36650, the Granada Hills Improvement Association, a California Non-Profit organization, contracted through agreement No. C-119934 with the City of Los Angeles to manage services provided to the Old Granada Village Business Improvement District, has caused this Planning Report to be prepared. The report covers the 2012 proposed budget and activities.

This 2012 Planning Report was approved by the Board of Directors of the Granada Hills Improvement Association on December 21, 2011.

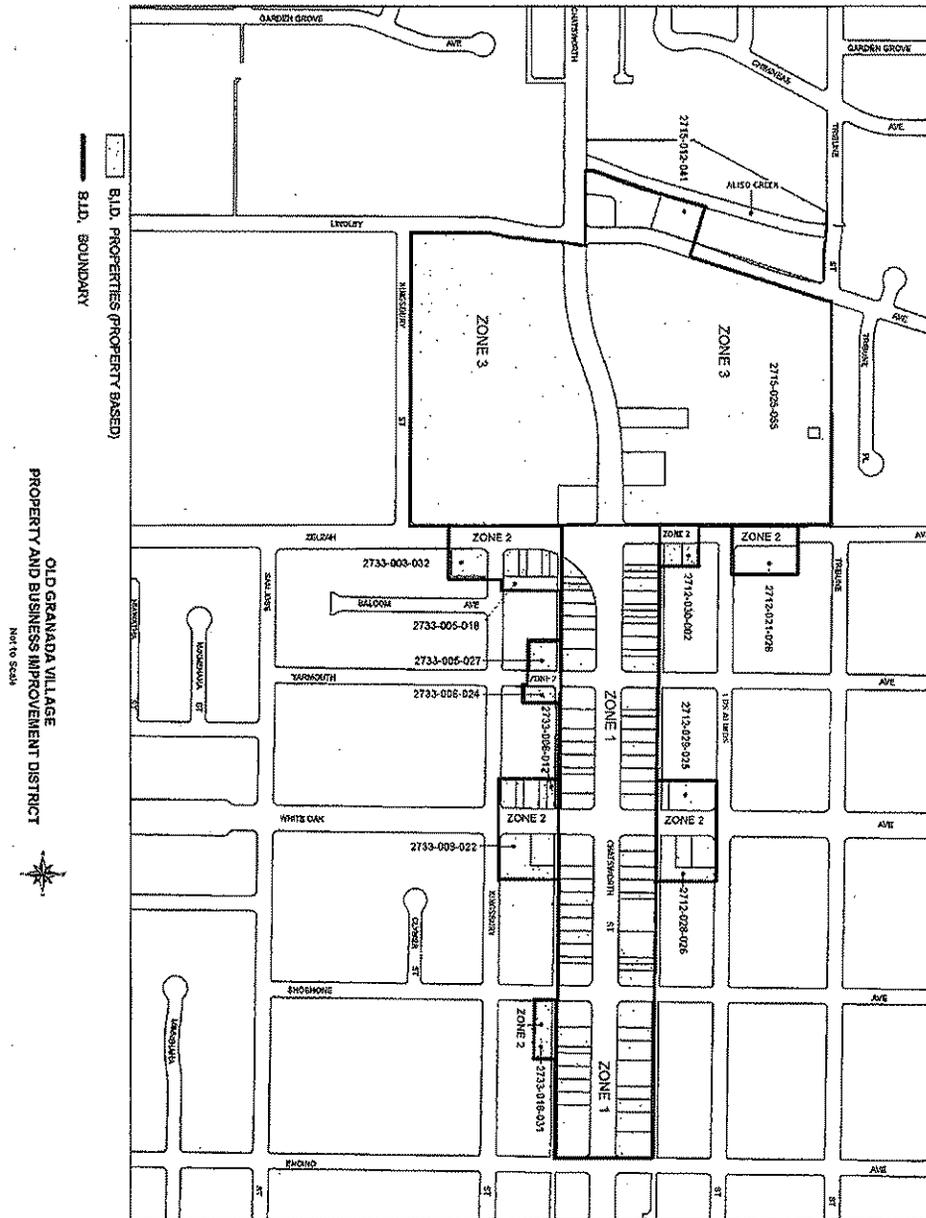
Please feel free to contact me if you have any questions.

Sincerely,

Brian S. Miller
Executive Director
granadabid@gmail.com



Map of Old Granada Village BID



FY2012 Annual Planning Report
Old Granada Village BID

Old Granada Village BID Improvements & Activities

Boundaries: The boundaries of the Old Granada Village Business Improvement District (OGVBID) will reflect the revised boundary description and map as listed in the Management District Plan, which is comprised of 5 1/2 contiguous blocks of Chatsworth Street, bounded by Encino Avenue, to the east and the commercial properties on the east side of Lindley Avenue south of Chatsworth Street and on the west side of Lindley Avenue north of Chatsworth Street. Commercial properties located north and south of Chatsworth Street up to the next alley or street, on the cross-streets of Encino, Shoshone, White Oak, Zelzah and Lindley, are also included in the BID.

Benefit Zones: The benefit zones for the OGVBID will remain the same for the 2012 fiscal year as in previous fiscal years. There are three benefit zones. Please refer to area map on page 4.

Improvements and Activities for 2012: The following are the improvements and activities planned for the OGVBID in order by category as listed in the Management District Plan:

- 1) **Image Enhancement** projects to be explored and, if feasible, completed in 2012 are:
 - a) Complete final phase of streetscape improvements by designing upgrades and improvements to all four corners of Chatsworth Street and White Oak Avenue. The upgrades may include but will not be limited to new landscaping, new irrigation, benches, sidewalk concrete staining, etc.
 - b) Install semi-permanent light pole banners that promote the BID area businesses and commercial corridor.
 - c) Install permanent medallions on the light poles with the OGVBID logo and artwork.
 - d) Enhance the decorative metal scrolls on the light poles.
 - e) Install OGVBID welcome signs at Lindley.
 - f) Install benches and trashcans throughout the BID.
 - g) Install business directories and map kiosks on the sidewalks throughout the BID.
 - h) Finish painting any remaining light poles black.
 - i) Continue holiday decorations and parade sponsorship.
 - j) Enhance the curb-cuts at each of the 4 major Chatsworth Street intersections (at Zelzah, Yarmouth, White Oak, and Shoshone) and at the 2 end-cap intersections on Chatsworth Street (at Lindley and Encino).
 - k) Engage architect to design a paint palette and color-blocking ("Color Study") to paint all storefronts along Chatsworth Street between Zelzah and Encino. In addition, obtain cost proposals to paint all of the storefronts in order to determine feasibility of project or structure of project (e.g. BID paints the storefronts or grants money to property owners if they paint their storefront pursuant to the color-study design, etc.)



2) **Maintenance** includes:

- a) Watering, weeding, fertilizing, and pruning of existing trees and tree wells.
- b) Watering, weeding, fertilizing, and pruning of landscaped medians.
- c) Other miscellaneous maintenance activities associated with the care and nurturing of existing and newly planted trees, shrubbery, ground cover and flowers.
- d) Porter services 3x/week in Zone 1 and 1x/week in Zone 2 for cleaning & sweeping sidewalks and curbs; wiping down storefronts, benches, light poles, & bus stops
- e) Pressure washing of sidewalks and other areas as needed 6 times per year.

These services will only be provided in Zone 1 and 2 since similar services are already provided within Zone 3 by the property owners, which consists primarily of the two large shopping centers (and hence is why their assessments are so much less – they receive less benefit.) The cost of providing these services is estimated to be \$21,218.00 or 18% of FY2012 assessments and 10% of the FY2012 budget, which includes prior year carryover funds.

- 3) **Administration** includes director fees, website maintenance, newsletters, & mailing costs, insurance, accounting, & bookkeeping costs, and other office expenses. These services will be provided for all three Zones. The cost of providing administration for 2012 is estimated to be \$32,116 or 15% of the FY2012 budget.
- 4) **Special Projects/Contingency** includes City/County collection fees, professional services like brokers to assist stakeholders in leasing efforts, and other miscellaneous expenses approved by the Board pursuant to the Management District Plan. These services will also be provided for all three Zones. \$11,266 is allocated to this category and represents 5% of the FY2012 budget.

2012 Anticipated Budget: A detail breakdown of the total estimated FY2012 budget is attached to this report as Appendix A.

Method and Basis of Assessment: the Method and Basis for levying the 2012 assessment for the Old Granada Village Business Improvement District remains the same as listed in the Management District plan, which is as follows:

All identified properties within the proposed District are commercial land uses such as retail, service, office or



parking. Thus all properties will be assessed in a similar proportionate manner using the same formula. The Old Granada Village PBID assessment is to be based on one Basic Benefit Unit factor; parcel size (Benefit "A" Unit), within three (3) Benefit Zones. It has been determined that the assessment should be based 100% on parcel size as follows:

Assessment Formula Factors:

Zone 1

(Benefit Unit "1-A") = $\$79,056/547,932$ units = $\$0.144280547/\text{unit}$

Zone 2

(Benefit Unit "2-A") = $\$15,546/215,487$ units = $\$0.072141404/\text{unit}$

Zone 3

(Benefit Unit "3-A") = $\$23,892/1,657,566$ units = $\$0.014414087/\text{unit}$

Amount of Surplus / Deficit from previous Fiscal Year:

Based on projected expenditures for December 2011 and the balance of accounts as of December 21st when this report was being drafted, the District is expected to have a surplus of \$101,388 from the 2011 fiscal year to be carried over into the 2012 fiscal year. The carryover surplus balance is due to the fact that all or a significant amount of funding for 2011 was not realized until the 1st Qtr of 2012, which is reflected in the 2012 Budget in Appendix-A. The carryover costs are allocated within the category that had the deficits. The deferred 2011 funding expected in 2012 will be allocated based on the same category allocation percentages defined in the MDP.

Amount of Contributions from other sources:

The District does not anticipate contributions from other sources.



**APPENDIX A – TOTAL ESTIMATE
COST FOR THE OGV BID – FY2012**

DESCRIPTION	TOTAL	% OF BUDGET 2012 Assessments
FY2011 Carryover Funds	\$101,388.00	
FY2012 Assessments	<u>118,494.00</u>	100%
*Total Available Funds	\$219,882.00	
 BUDGET		
1. Image Enhancements	\$ 60,651.00	51%
2011 Carryover Funds	<u>94,632.00</u>	
Total Available Funds	\$155,283.00	
 2. Maintenance	 \$ 21,218.00	 18%
2011 Carryover Funds	<u>0.00</u>	
Total Available Funds	\$ 21,218.00	
 3. Administration	 \$ 28,644.00	 24%
2011 Carryover Funds	<u>3,471.00</u>	
Total Available Funds	\$ 32,115.00	
 4. Special Projects/Contingency	 \$ 7,981.00	 7%
2011 Carryover Funds	<u>3,285.00</u>	
Total Available Funds	\$ 11,266.00	
 Total / Improvements and Activities:	 <u>\$219,882.00</u>	