



February 13, 2012

Honorable Members of the City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, California 90012

Council District 12

REGARDING: THE OLD GRANADA VILLAGE (PROPERTY-BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2012 FISCAL YEAR ANNUAL
PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Old Granada Village Business Improvement District's ("District") 2012 fiscal year (CF 11-1180). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Section 36600 et seq. of the California Streets and Highways Code ("State Law"), an Annual Planning Report for the District must be submitted for approval by the City Council. The Old Granada Village Business Improvement District's Annual Planning Report for the 2012 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Old Granada Village Business Improvement District was established on September 14, 2011 by and through the City Council's adoption of Ordinance No. 181879, which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The City Council established the District pursuant to State Law.

ANNUAL PLANNING REPORT REQUIREMENTS

The State Law requires that the District's owners' association shall cause to be prepared, for City Council's consideration, an Annual Planning Report for each fiscal year for which assessments are to be levied and collected to pay for the costs of the planned District improvements and activities. The Annual Planning Report shall be filed

with the City Clerk and shall refer to the district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following: any proposed changes in the boundaries of the district or in any benefit zones within the district; the improvements and activities to be provided for that fiscal year; an estimate of the cost of providing the improvements and the activities for that fiscal year; the method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year; the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and the amount of any contributions to be made from sources other than assessments levied.

The attached Annual Planning Report complies with the requirements of the State Law and reports that programs will continue, as outlined in the Management District Plan adopted by the District property owners. The City Council may approve the Annual Planning Report as filed by the District's owners' association or may modify any particulars contained in the Annual Planning Report, in accordance with State Law, and approve it as modified.

FISCAL IMPACT

There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

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

Sincerely,



June Lagmay
City Clerk

JL:HLW:MCP:RMH:PM:ev

Attachment: Old Granada Village Business Improvement District's 2012 Fiscal Year Annual Planning Report



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.

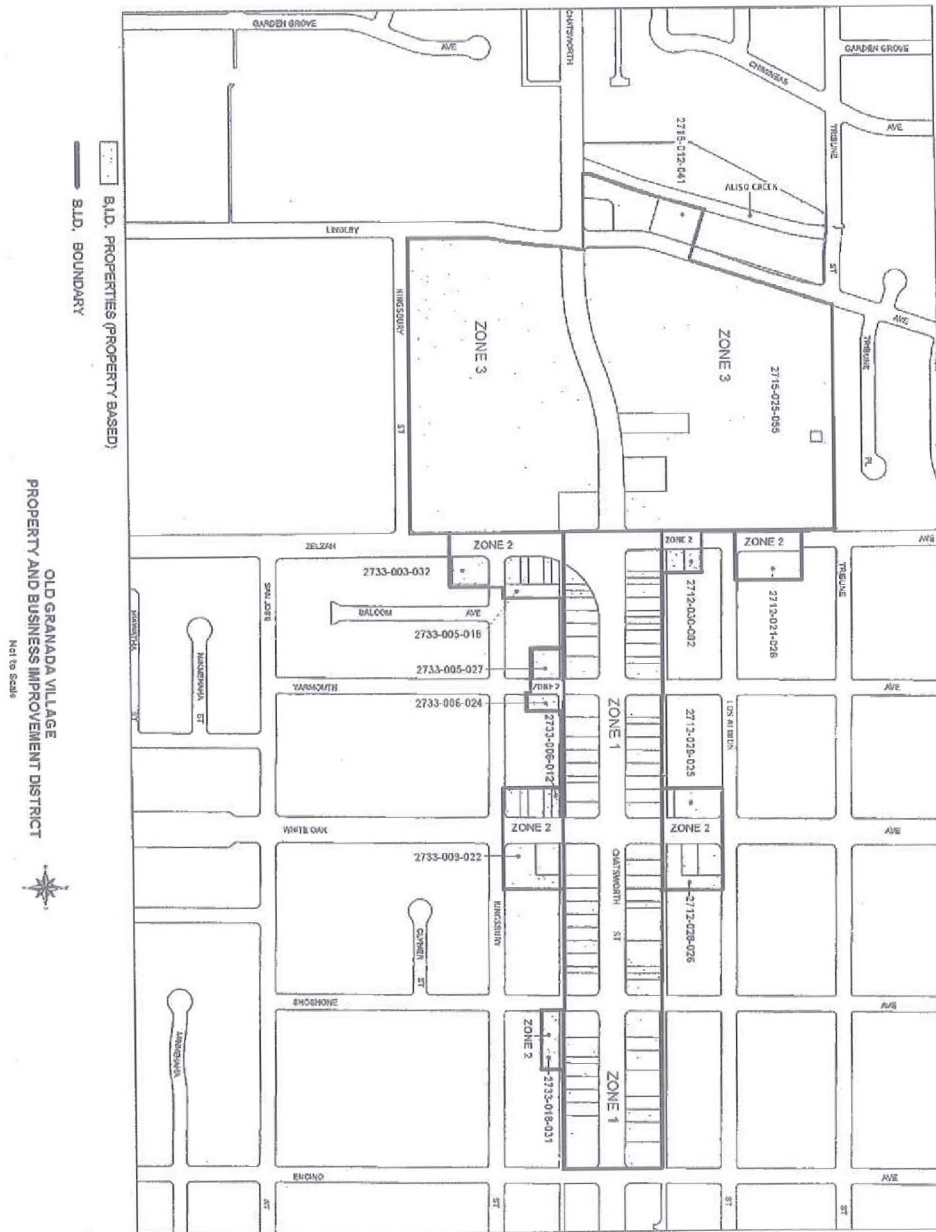
Please feel free to contact me if you have any questions.

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>	