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November 11, 2015

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

Council District 4

REGARDING: THE LARCHMONT VILLAGE (PROPERTY-BASED) BUSINESS  
IMPROVEMENT DISTRICT'S 2016 FISCAL YEAR ANNUAL  
PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Larchmont Village Business Improvement District's ("District") 2016 fiscal year (CF 12-0716). 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 Larchmont Village Business Improvement District's Annual Planning Report for the 2016 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

### BACKGROUND

The Larchmont Village Business Improvement District was established on July 31, 2012 by and through the City Council's adoption of Ordinance No. 182199, 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, which was approved by the District's Board at their meeting on October 15, 2015, 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

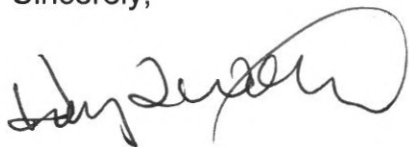
There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Larchmont Village Business Improvement District's 2016 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Larchmont Village Business Improvement District's 2016 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

HLW:GRA:MCP:RMH:ev

Attachment: Larchmont Village Business Improvement District's 2016 Fiscal Year Annual Planning Report

**Larchmont Village Property Owners Association**  
**180 S. Lake Ave. #420**  
**Pasadena, CA 91101**  
**Phone: (626) 584-8007**  
**Fax: (626) 584-0961**

October 20, 2015

Holly L. Wolcott, City Clerk  
Office of the City Clerk  
200 North Spring Street, Room 224  
Los Angeles, CA 90012

Subject: Larchmont Village PBID 2016 Annual Planning Report

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Streets and Highways Code Section 36650, the Board of Directors of the Larchmont Village Business Improvement District has caused this Larchmont Village Business Improvement District Annual Planning Report to be prepared at its meeting of October 15, 2015.

This report covers proposed activities of the Larchmont Village BID from January 1, 2016 through December 31, 2016.

Sincerely,



Erin M. Dolan  
Manager  
Larchmont Village Business Improvement District

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ADMINISTRATIVE  
SERVICES DIVISION

## 2016 Annual Planning Report

### Larchmont Village Business Improvement District

**District Name:** This report is for the Larchmont Village Business Improvement District. The District is operated by the Larchmont Village Property Owners Association, a California non-profit corporation.

**Fiscal Year of Report:** This report applies to the 2016 fiscal year. The District Board of Directors approved the 2016 Annual Planning Report at the October 15, 2015 Board of Directors Meeting.

**Boundaries:** There are no changes to the District boundaries for 2016.

**Benefit Zones:** The District has one benefit zone. For 2016 there will be no changes to the District's benefit zone.

**Improvements and Activities for 2016:** The following are the improvements and activities planned for the Larchmont Village Business Improvement District in order by category as listed in the Management District Plan:

#### **1) Streetscape Services: \$75,850 (50.43%)**

This program element funds various supplemental streetscape services performed by subcontract vendors within the streetscape areas within the PBID. Included are regular disposal of trash in streetscape bins; streetscape porter services to pick up litter and debris and remove illegal signs and posters on street furniture, trees and poles; monthly pressure washing of trash bin lids and streetscape areas; and, periodic landscape upkeep on an "as needed" basis. It is noted that any public pavement repairs needed within the District are not the responsibility of the PBID. The following describes the projected frequencies of regular streetscape services:

1. One time per week all streetscape areas, landscape wells and planters will be cleaned of all trash and debris.
2. One time per week a street sweeper will sweep the streetscape area. This will be performed between 5 a.m. and 8 a.m.
3. Daily each morning, trash liners will be emptied and bags replaced; all lids will be wiped off.
4. At 3 p.m. each day all liners more than half full will be changed. Also at this time the area around the receptacles will be cleaned of all trash and debris.
5. Semimonthly pressure washing of all streetscape areas and trash bin lids.

2) **Marketing/Promotions: \$18,890 (12.56%)**

This program element will include services such as business marketing, media relations, event planning, public relations, economic development and retail recruitment. Funds will also be used for district branding opportunities, promotional materials, including business directories, specialty brochures, maps, visitors' guides and press releases; upkeep and development of a Larchmont BID website; and annual economic benchmarking research and similar projects. This activity is designed to enhance commerce through increased customers, clients and sales and attract and retain businesses for the direct benefit of each parcel within the PBID boundaries. These marketing/promotion programs will only be provided for each parcel within the PBID boundaries; therefore these services constitute "special benefits" to each assessed parcel.

3) **Physical Amenities: \$20,200 (13.43%)**

This program element will include physical improvements and enhancements such as street lamp seasonal banners and holiday decorations and lighting. These amenities are intended to enhance the appeal and attraction of each parcel within the PBID, especially during the year-end holiday season which is usually the busiest and most profitable part of the year for many Larchmont Village businesses. It is noted that PBID funds may be further supplemented by annual holiday decoration grants from the Los Angeles Department of Water and Power.

4) **Administration/Operations: \$19,980 (13.28%)**

This program element funds the costs for day to day contract management; preparation of regular PBID related reports, office expenses, legal fees, City/County assessment district fees, accounting/bookkeeping fees, and Directors & Officer and General Liability insurance.

5) **Contingency/Special Fees/Reserve \$15,491 (10.30%)**: The contingency is used to cover City and County assessment related fees, uncollected assessments and unexpected expenditures. Unexpended funds carried over from the previous year are added to this category. This contingency for 2016 is estimated at \$15,491, or 10.30% of the 2016 budget.

**Total Estimate of Cost for 2016:** A breakdown of the total estimated 2016 budget is attached to this report as **Appendix A**.

**Method and Basis of Assessment:** The Method and Basis of levying the 2016 assessment is based on linear street frontage of each assessable parcel at a rate of \$57.774 per linear foot of street frontage along North Larchmont Boulevard.

**(There is a 1% CPI increase for 2016)**

**Amount of Surplus/Deficit from previous Fiscal Year:** At the end of 2015, the District will have an estimated \$19,685 of surplus revenue that will be rolled over into the 2016 budget. The

District Board of Directors authorized the rollover at the October 15, 2015 Board of Directors meeting.

**Amount of Contributions from Other Sources:** Each year the PBID receives a contribution from the LADWP in the amount of \$5,000.00. This money helps to offset the expense of holiday decorations.

**APPENDIX A  
TOTAL ESTIMATED REVENUES/EXPENDITURES FOR THE LARCHMONT VILLAGE BID  
FISCAL YEAR 2016**

**2016 Estimated Revenues**

|                                 |                                |
|---------------------------------|--------------------------------|
| 2016 Assessments                | \$125,726                      |
| Estimated Carryover from 2015   | 19,685                         |
| Other Income                    | <u>5,000</u>                   |
| <b>TOTAL ESTIMATED REVENUES</b> | <b><u><u>\$150,411</u></u></b> |

**2016 Estimated Expenditures**

|                                      |                                | <u>Pct.</u>                  |
|--------------------------------------|--------------------------------|------------------------------|
| Streetscape Services                 | 75,850                         | 50.43%                       |
| Marketing & Promotions               | 18,890                         | 12.56%                       |
| Physical Amenities                   | 20,200                         | 13.43%                       |
| Administration-Operations            | 19,980                         | 13.28%                       |
| Contingency/Special Fees/Reserve     | <u>15,491</u>                  | <u>10.30%</u>                |
| <b>TOTAL ESTIMATED EXPENDITURES:</b> | <b><u><u>\$150,411</u></u></b> | <b><u><u>100.00%</u></u></b> |