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November 12, 2014

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

Council District 3

REGARDING: THE TARZANA SAFARI WALK (PROPERTY-BASED) BUSINESS  
IMPROVEMENT DISTRICT'S 2015 FISCAL YEAR ANNUAL  
PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the Tarzana Safari Walk Business Improvement District's ("District") 2015 fiscal year (CF 12-0896). 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 Tarzana Safari Walk Business Improvement District's Annual Planning Report for the 2015 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The Tarzana Safari Walk Business Improvement District was established on September 4, 2012 by and through the City Council's adoption of Ordinance No. 182249 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 28, 2014, 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

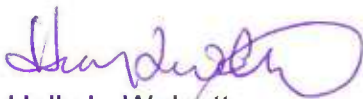
There is no impact to the General Fund associated with this action.

#### RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the Tarzana Safari Walk Business Improvement District's 2015 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the Tarzana Safari Walk Business Improvement District's 2015 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott  
City Clerk

HLW:GRA:MCP:RMH:ev

Attachment: Tarzana Safari Walk Business Improvement District's 2015 Fiscal Year Annual Planning Report



October 31, 2014

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

Subject: Tarzana Safari Walk PBID 2015 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 Tarzana Safari Walk Business Improvement District has caused this Tarzana Safari Walk Business Improvement District Annual Planning Report to be prepared at its meeting on October 28, 2014.

This report covers proposed activities of the Tarzana Safari Walk BID from January 1, 2015 through December 31, 2015.

Sincerely,

A handwritten signature in black ink that reads 'Kathy Delle Donne'.

Kathy Delle Donne  
President  
Tarzana Improvement District

# Tarzana Safari Walk

## Business Improvement District



# 2015 Annual Planning Report

### **District Name**

This report is for the Tarzana Safari Walk Business Improvement District (District). The District is operated by the Tarzana Improvement Association, a California non-profit corporation.

### **Fiscal Year of Report**

This report applies to the 2015 Fiscal year. The District Board of Directors approved the 2015 Annual Planning Report at the October 28, 2014 Board of Director's meeting.

### **Boundaries**

The boundaries of the Tarzana Business Improvement District (TIA) will remain the same for the 2015 fiscal year. The area is located along Ventura Blvd. from Reseda Blvd. to Crebs Ave./Burbank Blvd. Only commercial parcels shall be assessed to fund special benefit services as outlined in the Management District Plan. There are no changes to the District boundaries for 2015.

### **Benefit Zones**

The District has one benefit zone. For 2015 there will be no changes to the District's benefit zone.

## **2015 IMPROVEMENTS, ACTIVITIES AND SERVICES**

### **Public Rights of Way & Sidewalk Operations: \$83,756.40 (52%)**

**Trash Removal:** Twice weekly a service provider will pick up trash from the special Tarzana Safari Walk trash receptacles that have been provided by the owners association within the Business Improvement District boundaries. This service has decreased the amount of litter along the District's walkways. A cleaner environment for businesses, employees, visitors and shoppers will increase commerce in the District.

**Tree Trimming:** Professional tree trimming crews will periodically prune and trim the trees located in the Tarzana Safari Walk Business Improvement District. This service will produce a more aesthetically pleasing commercial venue for each individual assessed parcel in the District and, as a result, will increase commerce to the District's business community.

**Weed Abatement:** Weeds will be removed as they become unsightly. Removal of weeds will enhance the District and make it more attractive to customers and pedestrian shoppers, and thereby, increase commerce to the District.

**Trash receptacle and medallion repair and replacement:** Trash receptacles and medallions in the District will be repaired and maintained on a regular basis. Maintenance of these distinctive Safari Walk streetscape identification items will

promote commerce to the District because of the increase in the pedestrian activity within the District.

Paper signs and handbills that are scotch taped or glued on public property, utility boxes, poles and telephones will be removed. This maintenance program will keep the District from visual blight and enhance pedestrian activity within the District. When there is an increase in pedestrian activity, this usually increases commerce to the District's businesses.

**District Identity/Marketing & Promotions: \$24,160.50 (15%)**

It is important to not only provide the services needed in the District, but to tell the story of improvement in the District. The special benefit to District assessed parcels from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce. Some of the District identity/marketing and promotions programs currently in place or being considered are:

- Quarterly "Tarzana Safari Walk Newsletter
- "Tarzana Safari Walk" Website
- Promotional banners for "Tarzana Safari Walk"

**Administration & Corporate Operations: \$38,656.80 (24%)**

The improvements and activities of the District are managed by a small volunteer staff. Management staff oversees the District's services which in part are contracted for by third party professional vendors. Management staff works on behalf of the District assessed parcels to insure that the City and County services and policies support the District. Costs to renew the District, insurance, occupancy costs, office costs, costs to conduct a yearly financial review as well as City fees and uncollectible assessments are included in this budget item. The special benefit to assessed parcels from services is increased commercial activity that directly relates to increases in lease rates and enhanced commerce.

**Contingency/Reserve: \$14,496.30 (9%)**

The Management District Plan sets aside close to 10% of the annual budget for each year for unforeseen expenses i.e. uncollected assessments, cost of permits, cost for future BID renewal for the implementation of the programs, services and improvements within the District. Revenues for specific programs may be reallocated from year to year, among District activities within this 10% range. Budget allocations above 10% must be approved by the City. However, the overall budget shall remain consistent with this Management District Plan. Any services, programs or projects funded under the contingency/reserve category will be provided only for the special benefit of the assessed parcels in the Tarzana Safari Walk Business Improvement District.

All of the services, programs and projects will create a more pleasing environment within the District that is conducive to future visibility of each individual assessed parcel and as a result attract and retain new business and enhance experiences for shoppers, visitors and workers.

**Total estimate of Cost for 2015:** A breakdown of the total estimated 2015 budget is attached to this report as **Appendix A**.

**Method and Basis of Levying the Assessment**

The Method and Basis for levying the 2015 assessment remains the same as listed in the Management District Plan: Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Assessments are determined by lot square footage and linear frontage. The assessment rates for 2015 are as follows:

Lot: \$0.0931 per square foot  
Frontage: \$0.9489 per linear foot

**(There is No CPI increase for 2015)**

**Surplus Revenues**

At the end of 2014, the District will have an estimated \$85,475.00 of surplus revenue that will be rolled over into 2015 budget. The District Board of Directors authorized the rollover at the October 28, 2014 Board of Director's meeting.

**Anticipated Deficit Revenues**

There are no deficit revenues that will be carried over to 2015.

Contributions from Sources other than assessments: ***\$5,000***

**DWP Grant:** Each year the BID receives a contribution from the LADWP in the amount of \$5,000. This money helps to offset the expense of holiday decorations.

**APPENDIX A- TOTAL ESTIMATED REVENUES/EXPENDIURES FOR THE TARZANA SAFARI WALK BID- FY 2015**

<b>2015 Assessments</b>	\$70,571.00	
<b>Estimated Carryover from 2014</b>	\$85,475.00	
<b>2015 Estimated Income</b>	\$24.00	
<b>Estimated 2015 Contributions - DWP</b>	\$5,000.00	
<b>TOTAL ESTIMATED REVENUES</b>	<b>\$161,070.00</b>	
<b>2015 Estimated Expenditures</b>		
Public Rights of Way & Sidewalk Operations	\$83,756.40	52.00%
District Identity/Marketing & Promotions	\$24,160.50	15.00%
Administration & Corporate Operations	\$38,656.80	24.00%
Contingency/Reserve	\$14,496.30	9.00%
<b>TOTAL ESTIMATED EXPENDITURES</b>	<b>\$161,070.00</b>	<b>100.00%</b>