

Management District Plan
FOR THE
Renewal
OF THE
MELROSE
PROPERTY BUSINESS IMPROVEMENT
DISTRICT

*Prepared September 2017 pursuant to the State of California
Property and Business Improvement District Law of 1994
to Renew a
Management District in the Melrose area, a community within the
City of Los Angeles
by the
Melrose Property Owners Association
and
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**“Melrose”
Property Business Improvement District
Management District Plan**

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I. OVERVIEW OF THE MELROSE PROPERTY BUSINESS IMPROVEMENT DISTRICT

Introduction: A growing coalition of assessed property and business owners are proposing renewal of the Melrose Property Business Improvement District (hereinafter "District") pursuant to the Property and Business Improvement District Law of 1994 (Streets & Highways Code Section 36600 *et seq.*; hereinafter the "State Law"). The proposed BID would be a renewal of the District formed and effective beginning January 1, 2013, which is expiring on December 31, 2018. This document is the Management District Plan required by Section 36622 of the State Law. It proposes improvements and activities that will revitalize, enhance, and convey special benefits to assessed properties located within the boundaries of the Melrose District.

Name: "Melrose Property Business Improvement District."

Location: The proposed District is a well known commercial area in the City of Los Angeles, located south of Hollywood and centered along Melrose Avenue between Highland Avenue on the east and Fairfax Avenue on the west. It is a commercial strip that abuts a residential neighborhood and is generally one parcel deep to both the north and the south. It includes Fairfax High School and Melrose Elementary School. Refer to the boundary description and map in the "Boundaries / Maps" section of this document for a more complete description of the District's boundaries.

Services: The proposed District will fund improvements and activities authorized under the State Law. Specifically, the District will provide improvements and activities in the following program areas: (i) ambassador / security services; (ii) landscaping, sanitation and beautification; (iii) marketing and promotions; (iv) promotion of a temporary or permanent public plaza or farmers' market; (v) new business attraction; (vi) policy development, district management, and administration; and, (vii) office, insurance, accounting, and other expenses. These services will be provided differently in three (3) separate zones as described below:

- Zone 1 consists of all commercially zoned properties in the District located between Fairfax Avenue and La Brea Avenue. All District services will be provided to these properties, which experience a high level of vehicle and pedestrian traffic and commercial density, and, thus demand for services, except as described below with respect to residential use, non-profit use, and church / synagogue use parcels. These services include: ambassador / security services; landscaping, sanitation, and beautification services; marketing and promotions; promotion of a temporary or permanent public plaza or farmers' market; new business attraction; policy development, management, and administration including possible District renewal; and, office, insurance, accounting, and other costs. Those parcels that are in residential use, non-profit use, or church / synagogue use will not specially benefit from marketing and promotions, promotion of a temporary or permanent public plaza or farmers' market, or new business attraction services, or the administrative overhead needed to provide them, and will, therefore, not be assessed for those services or the administrative overhead costs associated with them. The particular and distinct special

benefits conveyed to each assessed Zone 1 parcel are described in the Engineer's Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document.

- Zone 2 consists of all "PF" zoned properties in the District used as public school sites by the Los Angeles Unified School District (LAUSD). There are two (2) such parcels: Melrose Elementary School (APN 5525-010-900) and Fairfax High School (APN 5527-021-900). Because of their use as schools, which is governed by law, these parcels experience a different type of vehicle and pedestrian traffic and no commercial use. Only ambassador / security services; landscaping, sanitation, and beautification services; and the organizational overhead resources needed to support them (policy development, district management, and administration including possible District renewal; and, office, insurance, accounting, and other costs) will provide a special benefit to these properties. Also these services will be provided to Zone 2 parcels only on frontage that is directly across from other street frontage that receives District Services except for Fairfax Avenue, which translates into a lower demand for services than Zone 1 or Zone 3 parcels. Marketing and promotions, promotion of a temporary or permanent public plaza or farmers' market, and new business attraction services or the administrative overhead costs associated with them will not specially benefit these Zone 2 parcels, which will, therefore, not be assessed for them. The particular and distinct special benefits conveyed to each assessed Zone 2 parcel are described in the Engineer's Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document.
- Zone 3 consists of all commercially zoned properties in the District located between La Brea Avenue and Highland Avenue. All District services except promotion of a temporary or permanent public plaza or farmers market or the administrative overhead required to provide them will be provided to these properties, which experience a high level of vehicle and pedestrian traffic and commercial density, and, thus a high demand for services except as described below with respect to residential use, non-profit use, and church / synagogue use parcels, which will further not specially benefit from new business attraction services, or the administrative overhead required to provide them, and will, therefore, not be assessed for them. These services include: ambassador / security services; landscaping, sanitation, and beautification services; marketing and promotions; new business attraction; policy development, management, and administration including possible District renewal; and, office, insurance, accounting, and other costs. Temporary or permanent public plaza or farmers market services are directed to the distinct customer demographic and economic market segment frequenting Zone 1, which is different than Zone 3, and would be distantly located in Zone 1, which will not therefore specially benefit Zone 3 parcels. The particular and distinct special benefits conveyed to each assessed Zone 3 parcel are described in the Engineer's Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document.

The purpose of the proposed District is to provide improvements and activities as described in this Management District Plan to specially and individually benefit assessed parcels in the District by: improving the safety and attractiveness of each individually assessed parcel within the District; improving the cleanliness and beauty of each individually assessed parcel within the District; increasing building occupancy and lease rates by attracting customers and visitors; encouraging new business development; and, attracting ancillary businesses and services for parcels within the District. No improvements or activities will be provided outside District boundaries.

See the "Service Plan / Budget" section of this document for a more specific description of the improvements and activities planned for the District.

Method of Financing: The improvements and activities will be funded through a benefit assessment against real property in the District. The assessment formula has been designed to ensure that no parcel will be assessed an amount that exceeds the cost of the proportional special benefit that parcel derives from the improvements and activities provided by the District. In the first year of District operations, each assessed parcel in Zone 1 of the District will be assessed \$0.1592 per square foot of lot size, \$0.2076 per square foot of improvement size, and \$9.7931 per linear foot of street frontage. Also, each assessed parcel in Zone 2 of the District will be assessed \$0.0122 per square foot of lot size, \$0.0584 per square foot of improvement size, and \$5.7649 per linear foot of street frontage. Zone 2 parcels are zoned "PF" and used as public schools and by their nature are extraordinarily large relative to other District parcels. Therefore, such parcels will be assessed for linear street frontage on Melrose or other street frontage that is directly across from street frontage that is in the District except for Fairfax Avenue frontage. Also each assessed parcel in Zone 3 of the District will be assessed \$0.1762 per square foot of lot size, \$0.2391 per square foot of improvement size, and \$10.1772 per linear foot of street frontage. Parcel assessments are described in greater detail in Section IV of this Management District Plan.

The Engineer's Report for the District has found that the general benefits (i.e. benefits to the general public or surrounding parcels) of the proposed improvements and activities could represent as much as six percent (6%) of the total benefits generated by the improvements activities and services. Accordingly, six percent (6%) of the total District budget will be funded annually by non-assessment revenues.

Assessments for the Fiscal Year beginning January 1, 2019 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2028 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The Los Angeles City Clerk's Office is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

District assessments may be adjusted annually as approved by the Owner's Association to reflect inflation at a rate not to exceed five percent (5%) and submitted to the City of Los Angeles with the District's Annual Planning Report in accordance with Streets and Highways Code Section 36650.

During the ten-year term of the District, it is likely that the improvements on some parcels in the District will change. The assessment against each parcel for any year will be based on the improvements actually present on the parcel as of the beginning of that year. Pursuant to Government Code Section 53750(h)(3), a change in the assessment against a parcel that results solely from changes to the parcel does not constitute an assessment "increase" requiring the conduct of a new Proposition 218 ballot proceeding.

See the "Assessment Formula" section of this document for additional details.

Budget: The proposed District budget is included in the "Service Plan" section of this document.

Bonds: The District will not issue bonds.

City Services: The base line services of the City of Los Angeles are not affected by the District's improvements and activities, which are only supplemental in nature to those services. The Melrose BID is being established to provide enhanced or otherwise unavailable improvements and activities to assessed parcels within the boundaries of the District.

Duration: As required by State Law, the District will have a set term. The District's term will be January 1, 2019 through December 31, 2028. At the end of this period, the District may be renewed as permitted by law, the costs of which would be an approved use of District funds.

II. BUSINESS IMPROVEMENT DISTRICT BOUNDARIES

The Melrose Business Improvement District is centered along Melrose Avenue. The boundaries of the District are shown on the map that follows this Section of this Plan. A list of the Los Angeles County Assessor's Parcel Numbers and addresses of each included parcel is provided in Appendix 1 of this document. Additional information regarding these boundaries, and a database of each included parcel, is provided in the Engineer's Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document.

The District includes all non-solely residentially zoned parcels that lay along Melrose Avenue or south of the public alley north of Melrose or north of the public alley south of Melrose between N. Fairfax Avenue and N. Highland Avenue. This area encompasses a unique area historically well known simply as "Melrose," which is a relatively compact area that attracts pedestrians and features commercial uses that tend to function in a complimentary economic manner. Customers and employees of Melrose tend to drive to the area, park once, and then walk to their commercial destinations and / or partake in the activities along Melrose Avenue or its commercial side streets. The north and south boundaries of the District run along the alleys immediately behind the rows of commercial lots except for two places where the boundaries jog north or south to include the entirety of school parcels that front on Melrose Avenue. On the other side of these alleys are residential neighborhoods except at the three locations where Melrose Avenue is bisected by heavily trafficked arterial streets that function as regional, auto oriented commercial corridors: N. Fairfax Avenue, N. La Brea Avenue and N. Highland Avenue. The District's improvements and activities are not designed for these residential neighborhoods and no improvements or activities will be provided in these residential neighborhoods. N. Fairfax Avenue, N. La Brea Avenue and N. Highland Avenue are commercially developed, as is Melrose Avenue to the East and West of them. However, these commercial strips are part of the Fairfax, West Hollywood, Hollywood or Hancock Park commercial corridors, and are not a part of Melrose. These commercial corridors also generally consist of larger parcels, serving regional markets and are not as pedestrian-oriented as Melrose parcels. No improvements or activities will be provided by the District to parcels that don't front on Melrose or its commercial side streets between the public alley to the north and the public alley to the south; or, that front only on these commercial arterial streets.

As a supplement to the referenced District map, the boundaries of the proposed District are described below.

Northern Boundary:

- The northern boundary of the District begins at the intersection of the centerline of N. Fairfax Avenue with the centerline of the public alley north of parcel 5527-011-005 (the parcel at the northeast corner of N. Fairfax Avenue and Melrose Avenue). From that point, the District boundary follows the centerline of the public alley east approximately 1 mile to the centerline of N. Formosa Avenue. At the point at which the public alley centerline intersects with the centerline of Poinsettia Place, the boundary follows the Poinsettia Place centerline to transition

from 15 ft. wide public alley width to the west and 20 ft. wide public alley to the east and then continues east along the public alley centerline. Continuing at the point of intersection of the center of the public alley and the centerline of N. Formosa Avenue, the District boundary runs north along the centerline of N. Formosa Avenue to its intersection with the centerline of Waring Avenue, then east along the centerline of Waring Avenue to its intersection with N. Detroit Street, then south along the centerline of N. Detroit Street to its intersection with the centerline of the public alley to the north of parcel 5525-009-022 (the parcel located at the northeast corner of N. Detroit Street and Melrose Avenue). From that point, the District boundary continues east along the centerline of the public alley to the centerline of the public alley to the east of that parcel 5525-009-022, then along that centerline to its intersection with the north parcel boundary of parcel 5525-009-024 at which point it continues east across N. La Brea Avenue to the centerline of the public alley to the north of parcel 5525-008-032 (the parcel located at the northeast corner of N. La Brea Avenue and Melrose Avenue). From that point, the District boundary continues east along the centerline of the public alley to its intersection with the centerline of the N. Citrus Avenue then, south along that centerline to its intersection with the centerline of Melrose Avenue, then along that centerline to its intersection with the centerline of Highland Avenue. This boundary was chosen to include all of the complimentary functioning non-soley residential parcels that compose the unique, historically identified, compact, area that attracts pedestrians known as "Melrose," to the south between N. Fairfax Avenue and N. Highland Avenue and exclude all solely residential parcels located to the north of the alley that runs behind the Melrose Avenue business strip. Solely residential parcels are presumed by State Law to not benefit from District improvements or activities. The area to the north of the alley is solely residential, except along N. Fairfax Avenue, N. La Brea Avenue, and N. Highland Avenue (each of which constitutes a distinct commercial arterial corridor). The commercially zoned parcels that front only on N. Fairfax Avenue or N. La Brea Avenue are excluded from the District because they are oriented to provide services to those major commercial arterial streets and would not benefit from the improvements or activities provided for the unique, historically identified, compact, area known as "Melrose" that attracts pedestrians and its commercial uses that share a different marketplace orientation. The commercially zoned parcels that front N. Highland Avenue are excluded from the District because they are included within the boundaries of the Hollywood Media District BID and, therefore, prohibited by State Law from being included in the District. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Eastern Boundary:

- The eastern boundary of the District begins at the intersection of the centerline of Melrose Avenue and its intersection with the centerline of N. Highland Avenue and extends south along that centerline to its intersection with the centerline of the public alley south of parcel 5524-017-001. This boundary was chosen to include all of the unique, historically identified, compact, area known as “Melrose” that attracts pedestrians to the west that functions as an economic unit with a shared marketplace orientation. This boundary also excludes from the District commercially zoned parcels that front on N. Highland Avenue and are located within the Hollywood Media District BID and precluded by State Law from being included within the Melrose BID boundaries. Solely residentially zoned parcels that front on N. Highland Avenue are excluded from the District because they are presumed by State Law to not benefit from District improvements or activities. The auto maintenance commercial use located at Highland Avenue is oriented to provide services as part of the extended commercial corridor located along that major arterial street and would not benefit from the improvements or activities provided for the unique, historically identified, compact, area known as “Melrose” that attracts pedestrians and a different marketplace. Parcels located east of N. Highland Avenue on Melrose Avenue are either zoned solely residential and presumed by State Law to not benefit from improvements or services provided by the District or are commercial parcels that are oriented to providing services to the residential neighborhood that surrounds them and are also excluded from the District because they would not benefit from the improvements or activities provided for the unique, historically identified, compact, shopping / office district fronting on Melrose Avenue that attracts pedestrians of a different marketplace orientation. All assessed parcels located within the District will specially and individually benefit from its improvements and activities of the District. No improvements or activities will be provided outside of the District’s boundaries.

Southern Boundary

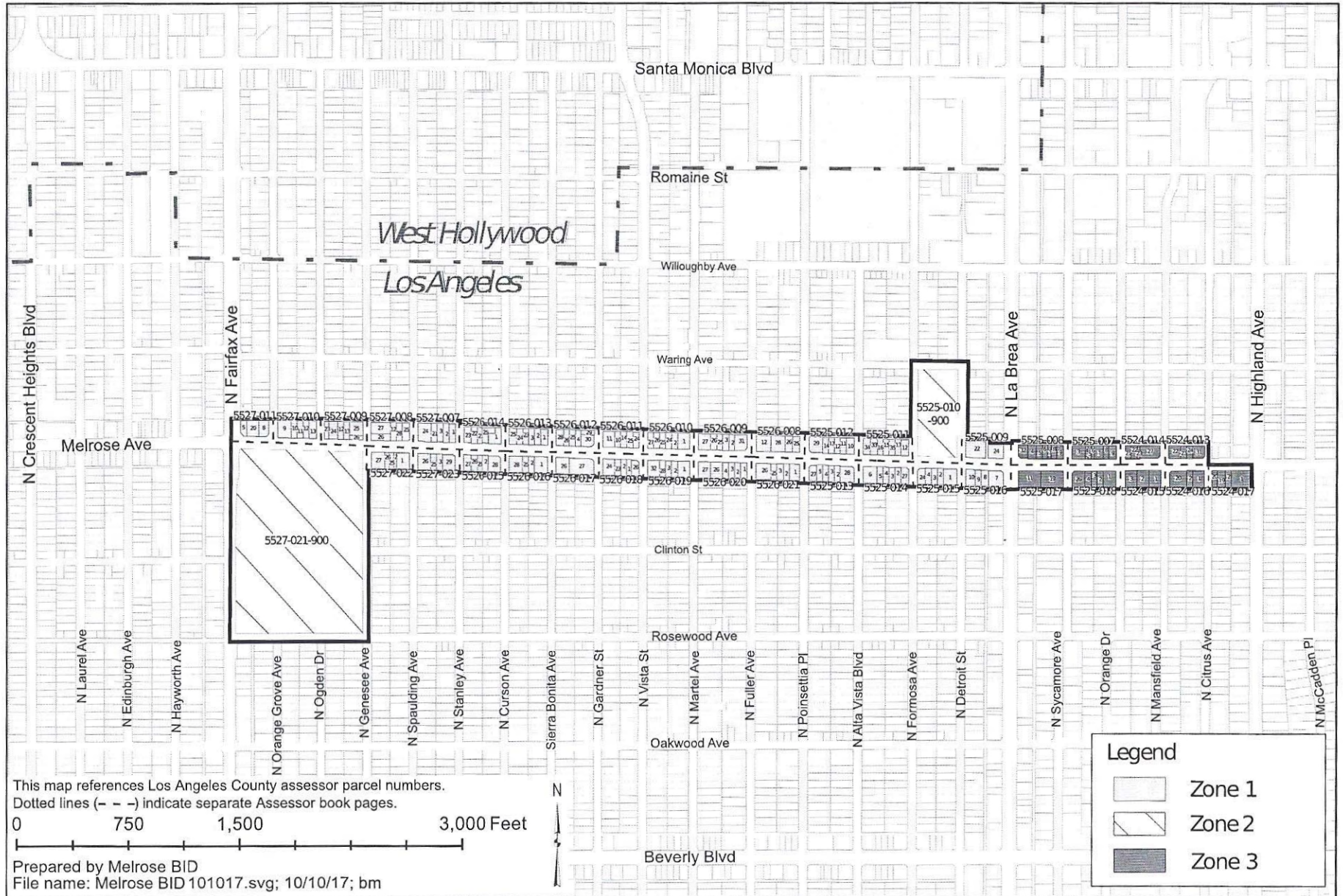
- The southern boundary of the District continues west from the intersection of the centerline of N. Highland Avenue with the centerline of the public alley south of parcel 5524-017-001 (the parcel located at the southwest corner of N. Highland Avenue and Melrose Avenue). From that point, the District boundary follows the centerline of the public alley west approximately 1 mile to the centerline of N. Genesee Avenue. At that point, to include the Fairfax High School parcel 5527-021-900 that fronts on Melrose Avenue, the District boundary runs south along the centerline of N. Genesee Avenue to its intersection with the centerline of Rosewood Avenue, then west along the centerline of Rosewood Avenue to its intersection with the centerline of N. Fairfax Avenue. This boundary was chosen to include all of the of the commercial parcels that compose the unique, historically identified, compact, area known as “Melrose” that attracts pedestrians with a shared marketplace orientation to the north and excludes those to the south that are zoned solely residential and presumed by State Law to not benefit from

District improvements or activities. Also excluded from the District are commercially zoned parcels that front only on N. Fairfax Avenue, or N. La Brea Avenue (each of which constitute a distinct business corridor). These extended, regional commercial corridors are oriented to provide services to automobile traffic on those major arterial streets and would not benefit from the improvements or activities provided for the shopping / office district fronting on Melrose Avenue that attracts pedestrians. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Western Boundary:

- The western boundary of the District continues north along the centerline of N. Fairfax Avenue from its intersection with the centerline of Rosewood Avenue south of parcel 5527-021-900 (the parcel located at the southeast corner of N. Fairfax Avenue and Melrose Avenue), and extends to its intersection with the centerline of the public alley north of parcel 5527-011-005, which is the point of beginning for this boundary description. This boundary was chosen to include the entire unique, historically identified, compact area known as "Melrose" that attracts pedestrians with a distinct and shared marketplace. Fairfax High School breaks the pedestrian customer activity flow from those parcels to the east; and, the clientele and type of commercial activity on the commercially zoned parcels to the west are different from that of the Melrose area. This boundary also excludes from the District commercially zoned parcels that front only on N. Fairfax Avenue that are a part of the extended commercial corridor located along that major arterial street and oriented to provide services to automobile traffic on it and that would not benefit from the improvements or activities provided for the shopping / office district fronting on Melrose Avenue or its commercial side streets between the public alley to the north and the public alley to the south that attracts pedestrians. Parcels located west of N. Fairfax Avenue that are zoned solely residential and presumed by State Law to not benefit from District improvements or activities are also excluded from the District. Commercial parcels located west of N. Fairfax Avenue that are oriented to providing services to adjacent residential neighborhoods or to a different customer market segment, are excluded from the District because they would not benefit from the improvements or activities provided for the shopping / office district fronting on Melrose Avenue or its commercial side streets between the public alley to the north and the public alley to the south that is known to attract pedestrians. Also excluded from the District are commercial parcels located west of N. Fairfax Avenue that are a part of non-Melrose shopping areas and would not benefit from the improvements or activities directed to that unique, historically identified, compact, area known as "Melrose" that attracts pedestrians to the west that serve a shared marketplace. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

Melrose BID Area



III. PROPOSED DISTRICT SERVICE PLAN / BUDGET 2019 - 2028

District budget cost estimates have been established based upon the following factors: (i) historical costs of similar improvements and activities provided in other business improvement district organizations and municipal agencies in the Greater Los Angeles area; (ii) estimates of anticipated marketplace costs for needed goods and services; and, (iii) analysis of the improvements and activities, the optional frequencies with which they might be provided, and the impact of District geography upon them as required to efficiently and effectively achieve the desired results of District formation.

The District will provide the following improvements and activities as consistent with the provisions of the State Law: (i) ambassador / security services; (ii) landscaping, sanitation, and beautification; (iii) marketing and promotions; (iv) promotion of a temporary or permanent public plaza or farmers' market; (v) new business attraction; (vi) policy development, district management, and administration including possible District renewal; and, (vii) office, insurance, accounting, and other. These services are described in greater detail below.

The District will operate on a fiscal year that begins on January 1 and ends on December 31 of each calendar year. In years in which annual District assessments do not fully fund all of its costs, its fund balances may be expended to close the gap. The fund balance may also be used to accommodate the timing lag, if any, between the time that the District incurs costs and the time that it receives assessment revenues. The District may also carryover uncompleted projects or unexpended assessment revenues from prior fiscal years. Such carryover funds may be re-budgeted for any District improvements and activities as approved by the Owner's Association and permitted by State Law and the terms and conditions of the contract with the City of Los Angeles. Accumulated interest or delinquent assessment payments may be expended as approved by the Owner's Association and permitted by State Law and the terms and conditions of the contract with the City of Los Angeles.

The Owners' Association will have the responsibility to enter contracts with service providers and consultants, hire staff, and manage the day-to-day affairs of the District. Annually, the Owner's Association will have the discretion to make adjustments of up to 10% of each budget category line item established in this Management District Plan to accommodate market cost fluctuations for goods and services purchased by the District or the needs of the District, as submitted in its Annual Planning Report to the City and in accordance with State Law (section 36650 of the Streets and Highways Code).

District Dissolution. In the event that the Melrose District ends either because it is not renewed in 2028 or as a result of the disestablishment process, then funds may be set aside from the District in its final year of operation to remove landscaping, equipment, street furniture, trash receptacles, and other District improvements and property for which a future caretaker would not exist. The purpose of this provision is to avoid the creation of future damage and maintenance liabilities in the public right of way. All remaining funds shall be returned to the existing parcel owners as provided in State Law and the City's contract with the Owner's Association.

All of the improvements and activities described below are provided only within the boundaries of the District and provide a special benefit to each individually assessed parcel located within the proposed District. No improvements or activities will be provided outside District boundaries. "Special benefit" is defined in "Finding 2" of the attached Engineer's Report.

The following are the key expenditure categories or program areas of the District service plan / budget:

A. AMBASSADOR / SECURITY SERVICES: \$159,600 / 26.2% of total for 2019

The purpose of the Ambassador / Security Services Program, which is described below, is to provide a readily identifiable, uniformed presence serving each individually assessed parcel by observing and responding to needs of those parcels. Ambassador / security officers will create the appearance of safety for each individually assessed parcel, which will enhance its attractiveness for customers, employees, visitors, owners and tenants as they enter, move through, leave, and travel between those parcels, thereby stimulating the quality of their shopping / business experience and contributing to an improved business climate and economic vitality that specially and individually benefits those parcels. This program also provides for effective management of on-street and off-street parking for the District, will enhance create the appearance of adequate parking for customers, employees, visitors, owners and tenants as they access those parcels, thereby stimulating the quality of their shopping / business experience and contributing to an improved business climate and economic vitality that specially and individually benefits those parcels. This standard of service is higher than would exist with only baseline City services.

Ambassadors / security officers may operate via foot patrols, bicycle, or vehicle, as deemed appropriate by the Owner's Association. These personnel provide directions or assistance; serve as a liaison to the City's police, City Attorney, and other services; coordinate the provision of homeless services; warn and advise trespassers; and, respond to visitor inquiries. Ambassadors will be deployed at such times and in such a manner as the District deems most effective and efficient to achieve their purpose. This practice will allow for cost savings when service needs are diminished or not present. For the purpose of establishing a budget estimate, eight (8) hours per day, seven (7) days per week of a single unarmed contract ambassador / security officer has been projected.

The Melrose business improvement district may contract for the provision of parking management services or the coordination of such services in order to achieve Ambassador / Security Program purposes.

The Melrose business improvement district may also contract for the provision of services or the coordination of services for the homeless in order to achieve Ambassador / Security Program purposes. The District could contract with a greater Los Angeles area non-profit organization such as People Assisting the Homeless (PATH), or Venice 4 Square Church Homeless Task Force, or another

similar organization to achieve this goal. For the purpose of establishing a budget estimate, a \$12,000 annual contract for such services has been projected.

Ambassador / Security Program services will specially and individually benefit each assessed parcel in the District in a particular and distinct manner because services will be provided for each such assessed parcel. No improvements or activities will be provided outside of the District's boundaries (or north of the alley north of Melrose Avenue or south of the alley south of Melrose Avenue). More specific details about the special benefits that the Ambassador / Security Services Program services provide to various assessed parcel types is provided in the attached Engineer's Report for the District, which is incorporated by reference and included as Appendix 2 of this document.

B. LANDSCAPING, SANITATION, AND BEAUTIFICATION: \$144,000 / 23.6% of total for 2019

The purpose of the Landscaping, Sanitation, and Beautification Services Program, which is described below, is to clean the sidewalks and public rights of way, and to provide public landscaping adjacent to individually assessed parcels, all of which creates a highly attractive appearance for the District within which each such assessed parcel is located. Clean, well-serviced, and attractive parcels draw customers, employees, visitors, owners, and tenants and enhance the quality of their shopping and business experience in the District thereby contributing to an improved business climate and economic vitality that specially and individually benefits those parcels. This standard of service is greater than would exist with only baseline City services.

These services may be provided by either staff working for the District or by contractor(s) to the District, or a combination of both. These activities may include, but are not necessarily limited to, the following: street sweeping; sidewalk sweeping; public alley sweeping; sidewalk pressure washing; graffiti removal; sticker removal; street litter pick-up; planting of new or replacement trees; and, irrigation and operation of landscaping, trees, public art, signage, lighting, and other improvements that may be installed by the District, the City, or other entities. For the purpose of establishing budget estimates, historical cost experience in providing such services in other business improvement districts in the greater Los Angeles area have been projected.

Monies may be set aside in any year to pay for special capital improvements (e.g. street tree lights, street furniture, one-time streetscape repair, holiday decorations, or other similar improvements). These improvements will specially and individually benefit only the assessment paying parcels in the District by improving the area in a manner that attracts customers, employees, visitors, owners, and tenants. These are improvements or activities not otherwise provided by the City of Los Angeles.

The District Owner's Association will endeavor to obtain available public or private funding to leverage (or magnify) its assessment revenues for the

installation of streetscape, landscape, sanitation, beautification, or other improvements and activities within the District. The District may provide funding for urban design, planning, economics, grant preparation, or other support services, or grant matching funds to accomplish such ends.

Landscaping, Sanitation, and Beautification Program services will specially and individually benefit each assessed parcel in the District in a particular and distinct manner because services will be provided at or, contiguous to, each such assessed parcel and / or in the parking areas serving these parcels. No improvements or activities will be provided outside of the District's boundaries (or north of the alley north of Melrose Avenue or south of the alley south of Melrose Avenue). More specific details about the special benefits that Landscaping, Sanitation, and Beautification Program services provide to various assessed parcel types is provided in the attached Engineer's Report for the District, which is incorporated by reference and included as Appendix 2 of this document.

C. MARKETING AND PROMOTIONS: \$122,400 / 20.1% of total for 2019

The purpose of the Marketing and Promotions Program, which is described below, is to create and disseminate information and awareness about Melrose's identity, brand, and business sales opportunities to convey a positive image of each individually assessed parcel to customers, employees, visitors, owners, tenants, and investors. Marketing, promotions, and public relations initiatives will promote the business activities and opportunities occurring on assessed parcels in the District, thereby benefiting those assessed parcels by contributing to an improved business climate and economic vitality that specially and individually benefits all assessed parcels in the District in a particular and distinct manner. These services would not be available within the City's baseline level of services.

Marketing and Promotions Services might include, but are not limited to, the following: street banners; holiday decorations; a website; social media out-reach; a property owner newsletter; special printing, graphics or advertising; public relations activities; special events or activities; placement of promotional materials in various media; creation and operation of "shop local" incentive programs; etc. The District may use any available effective media for these initiatives.

Marketing and Promotions Program services will specially and individually benefit each assessed parcel in the District in a particular and distinct manner because they will promote the business activities and opportunities occurring on these parcels. The District will not market or promote activities and opportunities that take place outside of the District's boundaries. Marketing & Promotions Program services will not benefit Zone 2 "PF" zoned parcels because of the nature of their public schools use for which attendance is legally determined. More specific details about the special benefits that Marketing and Promotions Program services provide to various assessed parcel types is provided in the attached Engineer's Report for the District, which is incorporated by reference

and included as Appendix 2 of this document.

D. PUBLIC PLAZA OR FARMERS' MARKET: \$1,500 / 0.2% of total for 2019

The purpose of the Public Plaza or Farmers Market Program, which is described below, is to promote the siting, construction, and operation of a temporary or permanent public plaza or farmers' market within the District between Fairfax and La Brea Avenues. A temporary or permanent public plaza would create a venue for special events and / or activities that showcases Melrose's identity, brand, and business sales opportunities to convey a positive image of each individually assessed parcel to customers, employees, visitors, owners, tenants, and investors. Similarly, a farmers' market would attract local residents and visitors to a new venue that showcases Melrose's identity, brand, and business sales opportunities to convey a positive image of each individually assessed parcel to customers, employees, visitors, owners, tenants, and investors. Both a temporary or permanent public plaza and a farmers' market were identified in the District's "Melrose Future Vision Strategic Action Plan" by surveyed individuals as efforts that would likely revitalize the District by promoting the business activities and opportunities occurring on assessed parcels in the District, thereby benefiting those assessed parcels by contributing to an improved business climate and economic vitality that specially and individually benefits assessed parcels in the District in a particular and distinct manner. These services would not be available within the City's baseline level of services.

Temporary or permanent public plaza or farmers' market activities might include, but are not limited to, the following: promoting People Street, MTA, or other grant funded improvements; promoting corporate or foundation funding of a plaza or farmers' market; conducting special events; co-sponsoring special events with the Neighborhood Council, Fairfax High School, Melrose Elementary School, the Melrose Trading Post, or other entities; conducting a Melrose Farmers' Market; etc.

Temporary or permanent public plaza or farmers' market activities will specially and individually benefit each assessed parcel in the Zone 1 of the District in a particular and distinct manner because they will promote the business activities and opportunities occurring on these parcels. The District will not promote a temporary or permanent public plaza or farmers' market that takes place outside of the District's boundaries. These services will not specially benefit Zone 2 "PF" zoned parcels because of the nature of their public schools use for which attendance is legally determined. Also, temporary or permanent public plazas or a farmers' market services will not specially benefit residential use or church or synagogue use parcels. Finally, temporary or permanent public plazas or a farmers' market services will not specially benefit Zone 3 parcels because they are directed to a different customer demographic and economic market segment frequenting Zone 1, which is different than Zone 3, and would be located in Zone 1, which is distant from Zone 3. More specific details about the special benefits that Public Plaza or Farmers' Market Program services provide to various assessed parcel types is provided in the attached Engineer's Report for the

District, which is incorporated by reference and included as Appendix 2 of this document.

E. NEW BUSINESS ATTRACTION: \$1,500 / 0.2% of total for 2019

The purpose of the New Business Attraction Program, which is described below, is to develop, present, distribute, and advocate location and development opportunities on assessed District parcels in order to expand existing tenancies, attract new tenants, or generate future growth that positively affects the District and each individual parcel in the District by contributing to an improved business climate and economic vitality. These services are not available within the City's baseline level of services.

These services may be provided by either staff working for the District or by contractor (s) to the District, or a combination of both. The services may include, but are not necessarily limited to, the following: preparation of brochures or other communications vehicles, preparation of economic or demographic analyses, preparation of planning analyses, and representation of the District's best interests as approved by the Owner's Association.

New Business Attraction Program services will specially and individually benefit each assessed parcel in the District in a particular and distinct manner, by promoting the expansion of existing tenants of such parcels, attracting new tenants to such parcels, or generating new growth, thereby helping to maintain a high occupancy rate in the District, which contributes to an image of an improved business climate and economic vitality that affects all assessed parcels in the District. New Business Attraction Program services have no effect on Zone 2 "PF" zoned parcels, do not specially benefit them, and they will not be assessed for them, because of the nature of their public schools use. Similarly, New Business Attraction services will not affect residential use parcels, non-profit use parcels, or church / synagogue use parcels. Therefore, such parcels will not be assessed for New Business Attraction services nor the administrative overhead required to support them. The District will not provide any New Business Attraction services to parcels outside the District. More specific details about the special benefits that New Business Attraction Program services provide to various assessed parcel types is provided in the attached Engineer's Report for the District, which is incorporated by reference and included as Appendix 2 of this document.

F. POLICY DEVELOPMENT, DISTRICT MANAGEMENT, AND ADMINISTRATION: \$126,001 / 20.7% of total for 2019

The purpose of the Policy Development, Management, and Administration Program is to create a well managed District that optimizes the use of the assessment funds through effective vendor selection and contract management, excellent communications with stakeholders, effective advocacy on behalf of parcel interests, effective board and committee coordination, and sound fiscal management. As a result the District's direct services provided to and for the

benefit of each parcel will be efficient, effective, and successful and the Policy Development, District Management, and Administration Program will have contributed to an improved business climate and economic vitality that specially and individually benefits each such assessed parcel. Additionally, the District may provide for District renewal services through the Policy Development, District Management, and Administration Program. These services would not be available within the City's baseline level of services.

This budget category collects District costs for implementing the other identified direct services provided to individually assessed parcels, including costs for District renewal. In addition to managing and administering all affairs of the Owner's Association related to the Melrose BID and complying with all contractual obligations to the City for District operations, this program serves as a "voice" of the assessed parcel owners' community to the media and governmental policy makers. Development of policies that seek to promote Melrose business, and effective and efficient District management / administration are the products of these services. Such efforts may produce changes that enhance business at a number of levels: within the business improvement district organization; within other community based organizations; at City Hall and its various departments; or at other levels of government.

The District will seek grant funding and non-assessment financial support through these services. It will also seek "co-partnerships" with governmental, non-profit, and private sector organizations through these services

The District will be managed / administered by an Owner's Association that may hire a professional manager who may utilize administrative and technical support as needed that would be provided by this budget item. Positions that may be hired by the District may include, but are not limited to, the following: an executive director, clerical assistance, or field maintenance assistance. These positions may be either District employees or contract service providers as determined to be the best interests of the District by the Owner's Association.

Policy Development, District Management, and Administration services will specially and individually benefit each assessment-paying parcel located within the District. No improvements or activities will be provided outside of the District's boundaries. More specific details about the special benefits that Policy Development, District Management, and Administration Program services provide to various assessed parcel types is provided in the attached Engineer's Report for the District, which is incorporated by reference and included as Appendix 2 of this document.

G. OFFICE, INSURANCE, ACCOUNTING, AND OTHER: \$54,369 / 8.9% of total for 2019

The purpose of the Office, Insurance, Accounting, and Other budget category is to fund the various administrative and general overhead costs associated with providing the District's services to each assessed parcel. As a result the District's direct services provided to and for the benefit of each assessed parcel will be efficient, effective, and successful and the Office, Insurance, Accounting, and Other Program will have contributed to an improved business climate and economic vitality that specially and individually benefits each such assessed parcel. These services and administrative needs would not be available within the City's baseline level of services.

Various District office supply, printing, insurance, accounting, bookkeeping, service, rental, telephone, meeting expense, database, computer, furnishing, equipment, and other necessary yet general expenses that will be incurred by the District are included in this budget category. These costs are incurred to implement all other District improvements and activities.

Office, Insurance, Accounting, and Other expenses are incurred only when associated with the provision of improvements and activities that specially and individually benefit each assessed parcel in the District in a particular and distinct way. No improvements or activities will be provided outside of the District's boundaries. More specific details about the special benefits that Office, Insurance, Accounting, and Other Program services provide to various assessed parcel types is provided in the attached Engineer's Report for the District, which is incorporated by reference and included as Appendix 2 of this document.

**MELROSE PBID
MULTI YEAR BUDGET / SERVICE PLAN
2019 - 2028**

Item	Year 1				
	2019				
	Zone 1 SP Ass'mts	Zone 2 SP Ass'mts	Zone 3 SP Ass'mts	Non Ass'mt*	Totals
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$102,592	\$14,771	\$32,661	\$9,576	\$159,600
B. Landscaping, Sanitation & Beautification	\$92,564	\$13,328	\$29,468	\$8,640	\$144,000
C. Marketing & Promotions	\$87,272	\$0	\$27,784	\$7,344	\$122,400
D. Public Plaza or Farmer's Market	\$1,410	\$0	\$0	\$90	\$1,500
E. New Business Attraction	\$1,070	\$0	\$340	\$90	\$1,500
F. Policy Dev., Management & Administration	\$80,994	\$11,662	\$25,785	\$7,560	\$126,001
G. Office, Insurance, Accounting & Other	\$34,949	\$5,032	\$11,126	\$3,262	\$54,369
TOTAL BUDGET BY ZONE	\$400,851	\$44,793	\$127,164	\$36,562	\$609,370
Sub Total		\$572,808			
GRAND TOTAL PBID BUDGET			\$609,370		

Item	Year 2				
	2020				
	Zone 1 SP Ass'mts	Zone 2 SP Ass'mts	Zone 3 SP Ass'mts	Non Ass'mt*	Totals
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$107,721	\$15,510	\$34,294	\$10,055	\$167,580
B. Landscaping, Sanitation & Beautification	\$97,192	\$13,994	\$30,942	\$9,072	\$151,200
C. Marketing & Promotions	\$91,636	\$0	\$29,173	\$7,711	\$128,520
D. Public Plaza or Farmer's Market	\$1,481	\$0	\$0	\$95	\$1,576
E. New Business Attraction	\$1,123	\$0	\$358	\$95	\$1,576
F. Policy Dev., Management & Administration	\$85,043	\$12,245	\$27,074	\$7,938	\$132,300
G. Office, Insurance, Accounting & Other	\$36,696	\$5,284	\$11,683	\$3,425	\$57,088
TOTAL BUDGET BY ZONE	\$420,892	\$47,033	\$133,524	\$38,391	\$639,840
Sub Total		\$601,449			
GRAND TOTAL PBID BUDGET			\$639,840		

* Non-assessment revenues of at least 6% to cover the cost associated with general benefits from District improvements and activities.

Year 3

Item	2021				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$113,107	\$16,285	\$36,009	\$10,558	\$175,959
B. Landscaping, Sanitation & Beautification	\$102,052	\$14,694	\$32,489	\$9,526	\$158,761
C. Marketing & Promotions	\$96,218	\$0	\$30,632	\$8,097	\$134,947
D. Public Plaza or Farmer's Market	\$1,555	\$0	\$0	\$99	\$1,654
E. New Business Attraction	\$1,179	\$0	\$375	\$99	\$1,653
F. Policy Dev., Management & Administration	\$89,295	\$12,857	\$28,428	\$8,335	\$138,915
G. Office, Insurance, Accounting & Other	\$38,531	\$5,548	\$12,267	\$3,597	\$59,943
TOTAL BUDGET BY ZONE	\$441,937	\$49,384	\$140,200	\$40,311	\$671,832
Sub Total		\$631,521			
GRAND TOTAL PBID BUDGET			\$671,832		

Year 4

Item	2022				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$118,763	\$17,099	\$37,809	\$11,085	\$184,756
B. Landscaping, Sanitation & Beautification	\$107,154	\$15,429	\$34,113	\$10,002	\$166,698
C. Marketing & Promotions	\$101,029	\$0	\$32,163	\$8,502	\$141,694
D. Public Plaza or Farmer's Market	\$1,632	\$0	\$0	\$104	\$1,736
E. New Business Attraction	\$1,238	\$0	\$394	\$104	\$1,736
F. Policy Dev., Management & Administration	\$93,760	\$13,500	\$29,849	\$8,752	\$145,861
G. Office, Insurance, Accounting & Other	\$40,458	\$5,825	\$12,880	\$3,776	\$62,939
TOTAL BUDGET BY ZONE	\$464,034	\$51,853	\$147,208	\$42,325	\$705,420
Sub Total		\$663,095			
GRAND TOTAL PBID BUDGET			\$705,420		

* Non-assessment revenues of at least 6% to cover the cost associated with general benefits from District improvements and activities.

Year 5

Item	2023				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$124,701	\$17,954	\$39,699	\$11,640	\$193,994
B. Landscaping, Sanitation & Beautification	\$112,512	\$16,200	\$35,819	\$10,502	\$175,033
C. Marketing & Promotions	\$106,080	\$0	\$33,771	\$8,927	\$148,778
D. Public Plaza or Farmer's Market	\$1,714	\$0	\$0	\$109	\$1,823
E. New Business Attraction	\$1,300	\$0	\$414	\$109	\$1,823
F. Policy Dev., Management & Administration	\$98,448	\$14,175	\$31,342	\$9,189	\$153,154
G. Office, Insurance, Accounting & Other	\$42,481	\$6,116	\$13,524	\$3,965	\$66,086
TOTAL BUDGET BY ZONE	\$487,236	\$54,445	\$154,569	\$44,441	\$740,691
Sub Total		\$696,250			
GRAND TOTAL PBID BUDGET			\$740,691		

Year 6

Item	2024				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$130,936	\$18,852	\$41,684	\$12,222	\$203,694
B. Landscaping, Sanitation & Beautification	\$118,138	\$17,010	\$37,610	\$11,027	\$183,785
C. Marketing & Promotions	\$111,384	\$0	\$35,460	\$9,373	\$156,217
D. Public Plaza or Farmer's Market	\$1,800	\$0	\$0	\$115	\$1,915
E. New Business Attraction	\$1,365	\$0	\$435	\$115	\$1,915
F. Policy Dev., Management & Administration	\$103,371	\$14,884	\$32,909	\$9,649	\$160,813
G. Office, Insurance, Accounting & Other	\$44,605	\$6,422	\$14,200	\$4,163	\$69,390
TOTAL BUDGET BY ZONE	\$511,599	\$57,168	\$162,298	\$46,664	\$777,729
Sub Total		\$731,065			
GRAND TOTAL PBID BUDGET			\$777,729		

* Non-assessment revenues of at least 6% to cover the cost associated with general benefits from District improvements and activities.

Year 7

Item	2025				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$137,483	\$19,795	\$43,769	\$12,833	\$213,880
B. Landscaping, Sanitation & Beautification	\$124,045	\$17,861	\$39,490	\$11,578	\$192,974
C. Marketing & Promotions	\$116,953	\$0	\$37,233	\$9,842	\$164,028
D. Public Plaza or Farmer's Market	\$1,890	\$0	\$0	\$121	\$2,011
E. New Business Attraction	\$1,433	\$0	\$456	\$121	\$2,010
F. Policy Dev., Management & Administration	\$108,539	\$15,628	\$34,554	\$10,131	\$168,852
G. Office, Insurance, Accounting & Other	\$46,835	\$6,743	\$14,910	\$4,372	\$72,860
TOTAL BUDGET BY ZONE	\$537,178	\$60,027	\$170,412	\$48,998	\$816,615
Sub Total		\$767,617			
GRAND TOTAL PBID BUDGET			\$816,615		

Year 8

Item	2026				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$144,357	\$20,784	\$45,957	\$13,474	\$224,572
B. Landscaping, Sanitation & Beautification	\$130,247	\$18,754	\$41,465	\$12,157	\$202,623
C. Marketing & Promotions	\$122,801	\$0	\$39,094	\$10,334	\$172,229
D. Public Plaza or Farmer's Market	\$1,984	\$0	\$0	\$127	\$2,111
E. New Business Attraction	\$1,505	\$0	\$479	\$127	\$2,111
F. Policy Dev., Management & Administration	\$113,966	\$16,410	\$36,282	\$10,638	\$177,296
G. Office, Insurance, Accounting & Other	\$49,177	\$7,080	\$15,656	\$4,590	\$76,503
TOTAL BUDGET BY ZONE	\$564,037	\$63,028	\$178,933	\$51,447	\$857,445
Sub Total		\$805,998			
GRAND TOTAL PBID BUDGET			\$857,445		

* Non-assessment revenues of at least 6% to cover the cost associated with general benefits from District improvements and activities.

Year 9

Item	2027				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$151,575	\$21,823	\$48,255	\$14,148	\$235,801
B. Landscaping, Sanitation & Beautification	\$136,759	\$19,692	\$43,538	\$12,765	\$212,754
C. Marketing & Promotions	\$128,941	\$0	\$41,049	\$10,850	\$180,840
D. Public Plaza or Farmer's Market	\$2,083	\$0	\$0	\$133	\$2,216
E. New Business Attraction	\$1,580	\$0	\$503	\$133	\$2,216
F. Policy Dev., Management & Administration	\$119,664	\$17,230	\$38,096	\$11,170	\$186,160
G. Office, Insurance, Accounting & Other	\$51,636	\$7,434	\$16,438	\$4,820	\$80,328
TOTAL BUDGET BY ZONE	\$592,238	\$66,179	\$187,879	\$54,019	\$900,315
Sub Total		\$846,296			
GRAND TOTAL PBID BUDGET			\$900,315		

Year 10

Item	2028				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$159,154	\$22,915	\$50,668	\$14,855	\$247,592
B. Landscaping, Sanitation & Beautification	\$143,597	\$20,676	\$45,715	\$13,404	\$223,392
C. Marketing & Promotions	\$135,388	\$0	\$43,102	\$11,393	\$189,883
D. Public Plaza or Farmer's Market	\$2,187	\$0	\$0	\$140	\$2,327
E. New Business Attraction	\$1,659	\$0	\$528	\$140	\$2,327
F. Policy Dev., Management & Administration	\$125,648	\$18,092	\$40,001	\$11,728	\$195,469
G. Office, Insurance, Accounting & Other	\$54,217	\$7,806	\$17,260	\$5,061	\$84,344
TOTAL BUDGET BY ZONE	\$621,850	\$69,489	\$197,274	\$56,721	\$945,334
Sub Total		\$888,613			
GRAND TOTAL PBID BUDGET			\$945,334		

* Non-assessment revenues of at least 6% to cover the cost associated with general benefits from District improvements and activities.

10 Years

Item	Totals				
	Zone 1	Zone 2	Zone 3	Non Ass'mt*	Totals
	SP Ass'mts	SP Ass'mts	SP Ass'mts		
ANNUAL BUDGET COSTS					
A. Ambassador / Security Services	\$1,290,389	\$185,788	\$410,804	\$120,446	\$2,007,427
B. Landscaping, Sanitation & Beautification	\$1,164,261	\$167,638	\$370,650	\$108,673	\$1,811,222
C. Marketing & Promotions	\$1,097,701	\$0	\$349,461	\$92,372	\$1,539,534
D. Public Plaza or Farmer's Market	\$17,735	\$0	\$0	\$1,132	\$18,867
E. New Business Attraction	\$13,452	\$0	\$4,283	\$1,132	\$18,867
F. Policy Dev., Management & Administration	\$1,018,728	\$146,683	\$324,319	\$95,089	\$1,584,819
G. Office, Insurance, Accounting & Other	\$439,585	\$63,291	\$139,944	\$41,031	\$683,851
TOTAL BUDGET BY ZONE	\$5,041,851	\$563,400	\$1,599,461	\$459,875	\$7,664,587
Sub Total		\$7,204,712			
GRAND TOTAL PBID BUDGET			\$7,664,587		

* Non-assessment revenues of at least 6% to cover the cost associated with general benefits from District improvements and activities.

GENERAL NOTE: The District will endeavor to reduce and/or supplement budgeted expenditures through donations and prudent management practices. Some shifting of actual expenditures between the above budget categories may occur. The Owners' Association will have the discretion to make adjustments up to 10% of each of the above budget category line items as submitted in its Annual Planning Report to the City. Unexpended assessments, incompletd projects, accumulated interest, or delinquent payments from any fiscal year may be carried forward and rebudgeted for subsequent fiscal years or renewal term for any approved District purpose. Fund balances may be used in any fiscal year. There shall be no change in service levels established by this Management District Plan pursuant to Streets and Highways Code section 36650. All District assessments are subject to inflationary increases based upon movement in the Los Angeles - Orange - Riverside Consumer Price Index for All Urban Consumers, not to exceed five per cent (5%) per fiscal year. The maximum assessment level is assumed above. The District Fiscal Year will be January 1 through December 31 of each calendar year.

IV. PROPOSED MANAGEMENT DISTRICT ASSESSMENT FORMULA

Revenues to fund District Service Plan costs will be generated by an annual special assessment against each specially benefitting parcel in the District; and, an annual non-special assessment contribution to cover the costs associated with any general benefit from services. The amount of the special assessment against each assessed parcel reflects the relative special benefit that parcel will derive from District services.

Three (3) levels of benefit will be provided within the District as described below:

- Zone 1 consists of all commercially zoned properties in the District located between Fairfax Avenue and La Brea Avenue. All District services will be provided to these properties, which experience a high level of vehicle and pedestrian traffic and commercial density, and, thus demand for services, except as described below with respect to residential use, non-profit use, and church / synagogue use parcels. These services include: ambassador / security services; landscaping, sanitation, and beautification services; marketing and promotions; promotion of a temporary or permanent public plaza or farmers' market; new business attraction; policy development, management, and administration; and, office, insurance, accounting, and other costs. Those parcels that are in residential use, non-profit use, or church / synagogue use will not benefit from marketing and promotions, promotion of a temporary or permanent public plaza or farmers' market, or new business attraction services, or the administrative overhead needed to provide them, and will, therefore, not be assessed for those services or the administrative overhead costs associated with them. The particular and distinct special benefits conveyed to each assessed Zone 1 parcel are described in the Engineer's Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document. The annual rate of the assessment in Zone 1 will be \$0.01592 per square foot of lot size; \$0.2076 per square foot of improvement size; and, \$9.7931 per linear foot of street frontage that is directly across from other frontage included within the District.
- Zone 2 consists of all "PF" zoned properties in the District used as public school sites by the Los Angeles Unified School District (LAUSD). There are two (2) such parcels: Melrose Elementary School (APN 5525-010-900) and Fairfax High School (APN 5527-021-900). Because of their use as schools, which is governed by law, these parcels experience a different type of vehicle and pedestrian traffic and no commercial use. Only ambassador / security services; landscaping, sanitation, and beautification services; and the organizational overhead resources needed to support them (policy development, district management, and administration; and, office, insurance, accounting, and other costs) will provide a special benefit to these properties. Also these services will be provided to Zone 2 parcels only on frontage that is directly across from other street frontage that receives District Services, except for Fairfax Avenue, which translates into a lower demand for services than Zone 1 or Zone 3 parcels. Marketing and promotions, promotion of a temporary or permanent public plaza or farmers' market, and new business attraction services or the administrative overhead costs associated with them will not benefit these Zone 2 parcels,

which will, therefore, not be assessed for them. The particular and distinct special benefits conveyed to each Zone 2 parcel are described in the Engineer's Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document. The annual rate of the assessment in Zone 2 will be \$0.0122 per square foot of lot size; \$0.0584 per square foot of improvement size; and, \$5.7649 per linear foot of street frontage that is directly across from other frontage included within the District.

- Zone 3 consists of all commercially zoned properties in the District located between La Brea Avenue and Highland Avenue. All District services except promotion of a temporary or permanent public plaza or farmers market or the administrative overhead required to provide them will be provided to these properties, which experience a high level of vehicle and pedestrian traffic and commercial density, and, thus a high demand for services except as described below with respect to residential use, non-profit use, and church / synagogue use parcels, which will further not specially benefit from new business attraction services, or the administrative overhead required to provide them, and will, therefore, not be assessed for them. These services include: ambassador / security services; landscaping, sanitation, and beautification services; marketing and promotions; new business attraction; policy development, management, and administration; and, office, insurance, accounting, and other costs. Temporary or permanent public plaza or farmers market services are directed to the distinct customer demographic and economic market segment frequenting Zone 1, which is different than Zone 3, and would be located in Zone 1, which will not therefore specially benefit Zone 3 parcels. The particular and distinct special benefits conveyed to each Zone 3 parcel are described in the Engineer's Report for the District, which is incorporated herein by reference, and included as Appendix 2 of this document. The annual rate of the assessment in Zone 3 will be \$0.01762 per square foot of lot size; \$0.2391 per square foot of improvement size; and, \$10.1772 per linear foot of street frontage that is directly across from other frontage included within the District.

Assessment rates may be adjusted annually by the Owner's Association according to the change in the Consumer Price Index for Los Angeles-Orange-Riverside for All Urban Consumers, but this adjustment will not exceed five per cent (5%) per fiscal year. Any such CPU adjustment shall be submitted to the City of Los Angeles with the District's Annual Planning Report in accordance with Streets and Highways Code Section 36650.

The Los Angeles City Clerk's Office is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

These assessment rates were designed so that one-third (33.33%) of the total assessment will be based on lot size, one-third (33.33%) will be based on improvement size, and one-third (33.33%) based on street frontage. These three factors, taken together, better reflect the special benefits derived by different types of land uses and parcels than would any single factor. Refer to the Engineer's Report for the District, which is incorporated

herein by reference, and included in Appendix 2 of this document, for greater elaboration regarding the District assessment formula.

Relative to District services provided in Zone 2, Marketing and Promotions; Temporary or Permanent Public Plaza or Farmers' Market; New Business Attraction; and that portion of Policy Development, Management, and Administration directed to supporting them, will not specially benefit public schools parcels. Public schools, by their nature, do not specially benefit from these services as do other uses. Therefore, parcels zoned "PF" and used as public schools by the Los Angeles Unified School District (LAUSD) require special analysis in order to avoid overstating the special benefits they receive and will not be assessed for these services from which they do not specially benefit. Moreover, services to these "PF" zoned parcels will only be provided along the linear street frontage of Melrose Avenue or Fairfax Avenue or other streets located in the District only for the length of street frontage that is directly across from other street frontage that is in the District. LAUSD parcels will specially benefit from the direct delivery of Ambassador / Security; and Landscaping, Sanitation, and Beautification; Policy Development, Management, and Administration; and, Office, Insurance, Accounting, and Other services along Melrose Avenue or Fairfax Avenue, or other street frontage that is directly across from street frontage that is in the District. The adjusted assessment also recognizes that school parcels by their nature are disproportionately large as compared to other parcels located within the District.

Relative to District services provided in Zone 3, Marketing and Promotions; Temporary or Permanent Public Plaza or Farmers' Market; New Business Attraction; and that portion of Policy Development, Management, and Administration directed to supporting them, will not specially benefit those parcels. Temporary or permanent public plaza or farmers market services are directed to the distinct customer demographic and economic market segment frequenting Zone 1, which is different than Zone 3, and would be located in Zone 1, which is distant from Zone 3, and will not therefore specially benefit Zone 3 parcels.

A list of the parcels to be included in the District is provided in Appendix 1 of this document. The Engineer's Report provides a full database including the proposed 2019 assessments for each parcel included within the District.

For a more complete description of the methodology used to determine these rates, refer to the Engineer's Report for the District, which is incorporated herein by reference, and included in Appendix 2 of this document.

During the ten-year effective term of the District, it is likely that some of the improvements on some parcels within the District will change, will be developed with additional commercial improvements, or will see the demolition of existing improvements. The assessment against each parcel for any year will be based on the improvements actually present on the parcel at of the beginning of that year. The assessment against such parcels shall be recalculated beginning with the assessment for the first year following the construction or demolition of improvements. The new assessment against such a parcel shall be calculated pursuant to the formula set forth in the Engineer's Report (see Step 5 on Page ER-13). Pursuant to Government Code

Section 53750(h)(3), a change in the assessment against a parcel that results solely from changes to the parcel does not constitute an assessment “increase” requiring the conduct of a new Proposition 218 ballot proceeding. Such a proceeding will be required if the assessment formula itself is changed.

V. CONTINUATION OF CITY SERVICES / CITYWIDE BASE LEVELS of SERVICE

The base line services of the City of Los Angeles are not affected by the District’s improvements and activities, which are only supplemental in nature to those services. The Melrose business improvement district is being formed to provide enhanced or otherwise unavailable improvements and activities for each individual assessed parcel located within the boundaries of the District.

VI. PUBLICLY OWNED PARCELS

The State Law requires that all publicly owned parcels within the District be assessed as any other similarly situated private parcel unless the affected public agency demonstrates by clear and convincing evidence that those publicly owned parcels, in fact, receive no special benefit. The publicly owned parcels and their respective annualized assessment amounts for 2014 are shown below:

LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD)

	APN #	Description	Owner	PBID Assessment	% of Total
1	5525-010-900	Melrose Elementary School	LAUSD	\$6,282.66	1.10%
2	5527-021-900	Fairfax High School	LAUSD	\$38,510.33	6.72%
		Total LAUSD		\$44,792.99	7.82%

See the Engineer’s Report for additional information about the publically owned parcels.

VII. PROPOSED IMPLEMENTATION TIMETABLE

The following timetable is proposed for the Melrose business improvement district formation:

<u>DATE</u>	<u>ACTIVITY</u>
October 2017	1 st draft Management District Plan / Engineer's Report.
October 2017	Approval of Management District Plan / Engineer's Report by City Clerk's Office.
January 2017	Petitions circulated to all property owners.
March 2018	Signed petitions submitted to City Clerk's Office & City Council.
April 2018	City Council adoption of Ordinance of Intention to Form BID.
May 2018	Proposition 218 ballot election.
June 2018	Final City Council hearing and ballot counting.
August 2018	Melrose BID assessments filed with L. A. County.
October 2018	Approval of new City Contract for BID administration. City Clerk initiates PBID assessment collection process for initial year.
January 2019	Melrose BID begins operations.

As provided by State Law, the new Melrose business improvement district will have a set term. The District's term will be January 1, 2019 through December 31, 2028. At the end of that period, the District may be renewed as permitted by State Law, the costs of which would be an approved use of District funds. If the District is not renewed or is otherwise terminated for any reason, all unexpended assessment funds will be returned to property owners as required by State Law following the removal of all District improvements and property from the public right of way as described Service Plan Budget section of this Management District Plan.

VIII. DISTRICT GOVERNANCE

State Law establishes a framework for District governance with City Council oversight and local, private sector management as described below:

A. Owner's Association

The City will enter into a contract with a private, non-profit entity designated as an "owner's association" to administer and implement improvements and activities described in the Management District Plan. The owner's association may be an existing or newly formed nonprofit entity. The owner's association will be a private entity, governed by a Board of Directors and created pursuant to its adopted Bylaws. Notwithstanding this, the owner's association will observe the requirements of the Ralph M. Brown Act that establishes standards for public meetings and the California Public Records Act that establishes standards for maintaining public records concerning District operations. Among its other responsibilities, the Owner's Association will prepare an annual report with respect to District operations as required by Section 36650 of the State Law. The Owner's Association may consider appeals of parcel assessments for appropriate adjustment.

B. Professional Staff

The Board of Directors of the owner's association will employ an Executive Director whose duty it is to implement all of the improvements and activities; and, to supervise all subordinate District staff on a day-to-day basis. The Executive Director is responsible to the Board of Directors through their policy direction and budgets.

C. Staff Neutrality

The professional staff is charged by the Board of Directors with a mission of performing administrative functions in the most efficient and effective manner possible. At times, District assessment payers may have conflicting needs or desires that may not be clearly determined by the Board. In such circumstances, staff should refer such choices to the Board of Directors for decision.

Appendix 1:
District Parcel List

MELROSE PBID DISTRICT PARCEL LIST FOR 2019

#	APN	PROPERTY OWNER	SITE ADDRESS
Zone 1 Fairfax to La Brea			
1	5525-009-022	7111 MELROSE PARTNERS LLC	7119 MELROSE AVE
2	5525-009-024	R AND H INVESTMENTS GENERAL PARTNERSHIP	7101 MELROSE AVE
3	5525-011-012	MACCULLOCH PARTNERS LIMITED	7201 MELROSE AVE
4	5525-011-013	HAGER DAVID AND JUDITH	7207 MELROSE AVE
5	5525-011-015	STERN MIKE AND DENISE	7217 MELROSE AVE
6	5525-011-016	STERN MIKE AND DENISE	7219 MELROSE AVE
7	5525-011-033	DALEY LAWRENCE M TRUST LAWRENCE M DALEY TRUST	7225 MELROSE AVE
8	5525-011-034	KREGLER ETELKA M TRUST ETELKA M KREGLER TRUST	7229 MELROSE AVE
9	5525-011-035	7213 MELROSE LLC	7213 MELROSE AVE
10	5525-012-010	LA BREA GARDENS PROPERTY LLC	7253 MELROSE AVE
11	5525-012-011	KERMANI BENJAMIN	7257 MELROSE AVE
12	5525-012-012	7261 MELROSE AVENUE LLC	7261 MELROSE AVE
13	5525-012-013	7265 MELROSE AVENUE LLC	7265 MELROSE AVE
14	5525-012-014	WERKOW STEVEN A ET AL	7269 MELROSE AVE
15	5525-012-029	BEHNU LP	7275 MELROSE AVE
16	5525-013-002	1040 N WESTERN LLC	7260 MELROSE AVE
17	5525-013-003	CHICHA PHILIPPE AND ROBERT	7266 MELROSE AVE
18	5525-013-004	CHICHA PHILIPPE AND ROBERT	7268 MELROSE AVE
19	5525-013-005	PACIFIC WEST MANAGEMENT (formerly Hager)	7274 MELROSE AVE
20	5525-013-027	GROUNDINGS CORPORATION	7280 MELROSE AVE
21	5525-013-028	SIP 4500 LLC	7250 MELROSE AVE
22	5525-014-002	DOWD LINDA C TRUST LINDA DOWD TRUST	7206 MELROSE AVE
23	5525-014-003	N AND H PARTNERS LLC	7210 MELROSE AVE
24	5525-014-004	HAKAKIAN ALON TRUST N HAKAKIAN TRUST	7214 MELROSE AVE
25	5525-014-005	SANDO PLACE LLC	7220 MELROSE AVE
26	5525-014-006	JACOB EDWARD F TRUST EDWARD F JACOB TRUST	7224 MELROSE AVE
27	5525-014-027	7200 MELROSE LLC	7200 MELROSE AVE
28	5525-015-001	7150 MELROSE LLC	7150 MELROSE AVE
29	5525-015-002	FADLON ASHER AND CARMELA	7160 MELROSE AVE
30	5525-015-003	7 MELROSE LLC	7164 MELROSE AVE
31	5525-015-004	ONE WAY REAL ESTATE LLC	7172 MELROSE AVE
32	5525-015-024	7174 MELROSE AVENUE LLC	7174 MELROSE AVE
33	5525-016-007	GREENWICH VILLAGE RENOVATION COMPANY	7100 MELROSE AVE
34	5525-016-008	GREENWICH VILLAGE RENOVATION COMPANY	7110 MELROSE AVE
35	5525-016-009	JORDAN EDD M	7112 MELROSE AVE
36	5525-016-010	HAKAKIAN SOLEIMAN AND SHAHLA AND REFOUA MOIS	7120 MELROSE AVE
37	5526-008-012	FEHER JUDITH K TRUST FEHER TRUST	7325 MELROSE AVE
38	5526-008-025	STIGLITZ ALEX J AND ELLA H	705 N POINSETTIA PL
39	5526-008-026	GROUNDINGS	7307 MELROSE AVE
40	5526-008-028	MELROSE ASPIRATIONS LLC	7311 MELROSE AVE
41	5526-009-002	7361 MELROSE AVENUE LLC	7361 MELROSE AVE
42	5526-009-003	ROSENTHAL ARLENE F TRUST ROSENTHAL FAMILY TRUST	7365 MELROSE AVE
43	5526-009-025	COLABELLA PROPERTIES	7369 MELROSE AVE
44	5526-009-026	NOVIAN FAMILY PARTNERSHIP	7373 MELROSE AVE
45	5526-009-027	WINETT KENNETH R TRUST	7377 MELROSE AVE
46	5526-009-031	HAKAKIAN SOLEIMAN TRUST HAKAKIAN FAMILY TRUST	7351 MELROSE AVE
47	5526-010-001	JEBEJIAN SUSAN TRUST ET AL & SKINNER J TR & PARIS CLARK TR	7401 MELROSE AVE
48	5526-010-002	JEBEJIAN SUSAN TRUST ET AL & SKINNER J TR & PARIS CLARK TR	7409 MELROSE AVE
49	5526-010-024	ROSENTHAL ARLENE F TRUST ROSENTHAL FAMILY TRUST	7415 MELROSE AVE
50	5526-010-025	BRS LLC	7419 MELROSE AVE
51	5526-010-026	HOYER ROBIN TRUST ROBIN HOYER TRUST	7427 MELROSE AVE
52	5526-010-027	C AND F MELROSE PROPERTIES LLC	7435 MELROSE AVE
53	5526-011-010	MRO ELLIOTT MANAGEMENT INC	7467 MELROSE AVE
54	5526-011-011	MRO ELLIOTT MANAGEMENT INC	7471 MELROSE AVE
55	5526-011-014	BLITZ RICHARD AND MELINDA TRUST BLITZ FAMILY TRUST	7461 MELROSE AVE
56	5526-011-024	7449 MELROSE LLC	7451 MELROSE AVE
57	5526-011-025	LEHOANG MIKE M AND DZUNG AND LE DUC H	7453 MELROSE AVE
58	5526-012-004	ERENBERG PHILIP R JR TRUST PATRICIA Z ERENBERG DECEASED TR	7509 MELROSE AVE
59	5526-012-025	JOLIE MELROSE LLC	7515 MELROSE AVE
60	5526-012-026	HERSON PROPERTIES LLC	7519 MELROSE AVE
61	5526-012-028	BARRY IRMA N TRUST IRMA BARRY TRUST	7525 MELROSE AVE
62	5526-012-029	MELROSE REAL PROPERTIES LLC	709 N GARDNER ST
63	5526-012-030	L B L DEVELOPMENT COMPANY	7501 MELROSE AVE
64	5526-013-001	DEMIRCIFT STEVE AND ARYET TRUST DEMIRCIFT FAMILY TRUST	705 N SIERRA BONITA AVE
65	5526-013-002	BLITZ RICHARD COMPANY TRUST BLITZ FAMILY TRUST	7555 MELROSE AVE

MELROSE PBID DISTRICT PARCEL LIST FOR 2019

#	APN	PROPERTY OWNER	SITE ADDRESS
66	5526-013-003	7561 MELROSE LLC	7561 MELROSE AVE
67	5526-013-023	AMERICAN COMMERCIAL PROPERTIES I LLC	7565 MELROSE AVE
68	5526-013-024	HARRY AND MILDRED MYERS FAMILY INVESTMENTS LLC	7569 MELROSE AVE
69	5526-013-025	7575 MELROSE INVESTMENTS LLC	7575 MELROSE AVE
70	5526-014-001	HARKHAM FAMILY ENTERPRISES LP ET AL & HARKHAM EFREN	7601 MELROSE AVE
71	5526-014-021	MELROSE PROPERTY COMPANY LLC	7615 MELROSE AVE
72	5526-014-022	GUTT ANDREW AND MELBA TRUST GUTT FAMILY TRUST AND	7619 MELROSE AVE
73	5526-014-023	FOTOS MARTIN AND GLORIA TRUST FOTOS TRUST	7625 MELROSE AVE
74	5526-014-025	7611 MELROSE AVENUE LP ET AL	7609 MELROSE AVE
75	5526-015-002	COLONIA INVESTMENT COMPANY LIMITED	7610 MELROSE AVE
76	5526-015-025	MELROSE RENTALS LLC	7614 MELROSE AVE
77	5526-015-026	MONTE NAPOLEONE INC	7618 MELROSE AVE
78	5526-015-027	HCB EQUITIES LLC (Starbucks)	7624 MELROSE AVE
79	5526-015-028	WEINTRAUB DENIS M AND SYLVIA TRUST WEINTRAUB FAMILY TR	7600 MELROSE AVE
80	5526-016-001	MANN CATHERINE A ET AL TRUST GREENBERG DECEASED TRUST	7550 MELROSE AVE
81	5526-016-002	SIDON INC	7560 MELROSE AVE
82	5526-016-025	FISCH PROPERTIES LP	7564 MELROSE AVE
83	5526-016-028	FISCH PROPERTIES LP	7580 MELROSE AVE
84	5526-017-026	WINETT KENNETH R TRUST	7518 MELROSE AVE
85	5526-017-027	M DAVID FAMILY HOLDINGS MELROSE LLC (CVS)	7500 MELROSE AVE
86	5526-018-001	SANKOWICH LEE D	7458 MELROSE AVE
87	5526-018-002	GUTIERREZ ANTONIO L AND YOLANDA J	7460 MELROSE AVE
88	5526-018-023	GUTIERREZ ANTONIO L AND YOLANDA J	7470 MELROSE AVE
89	5526-018-024	MESELSON ANDREW ET AL	7474 MELROSE AVE
90	5526-018-026	COLONIA INVESTMENT COMPANY LIMITED	7454 MELROSE AVE
91	5526-019-001	JANCSO JULIUS AND SUSAN TRUST JULIUS AND SUSAN JANCSO TR	7400 MELROSE AVE
92	5526-019-002	EDMISTEN FAMILY PARTNERS LP	7410 MELROSE AVE
93	5526-019-003	EDMISTEN FAMILY PARTNERS LP	7414 MELROSE AVE
94	5526-019-028	EDMISTEN FAMILY PARTNERS LP	7420 MELROSE AVE
95	5526-019-032	KNOWLES DAPHNE A AND JOHN	7428 MELROSE AVE
96	5526-020-001	AMZALAG INVESTMENTS LLC	7350 MELROSE AVE
97	5526-020-002	STIGLITZ ALEX J AND ELLA H	7356 MELROSE AVE
98	5526-020-003	MCHUGH MICHAEL T COTRUSTEE M T AND C Y MCHUGH TRUST	7360 MELROSE AVE
99	5526-020-004	FADLON CARMELA ET AL	7364 MELROSE AVE
100	5526-020-026	AMERICAN COMMERCIAL PROPERTIES II LLC	7368 MELROSE AVE
101	5526-020-027	N AND H PARTNERS LLC ET AL	7376 MELROSE AVE
102	5526-021-001	MELROSE POINT LLC	7300 MELROSE AVE
103	5526-021-002	BEACH PLAZA LLC	7308 MELROSE AVE
104	5526-021-003	WYNDERMAN MAX AND HENA TRUST & W&S EBEL TRS	7316 MELROSE AVE
105	5526-021-025	A AND H MELROSE PROPERTY LP AND HARKMAN FAMILY ENTERPRI	7318 MELROSE AVE
106	5526-021-026	UNGER MARJORIE A ET AL TRUST MARJORIE A UNGER TRUST	7320 MELROSE AVE
107	5527-007-001	DONIG HENRY TRUST HENRY DONIG TRUST	7653 MELROSE AVE
108	5527-007-002	STERN JOSEPH M TRUST STERN FAMILY TRUST AND GAMMEL BLAK	7657 MELROSE AVE
109	5527-007-003	7661 MELROSE ASSOCIATES LLC	7661 MELROSE AVE
110	5527-007-021	CHICHA PHILIPPE AND CHICHA ROBERTS	7665 MELROSE AVE
111	5527-007-024	7673 MELROSE AVENUE LLC	7673 MELROSE AVE
112	5527-008-012	WINDSOR ASSOCIATES LIMITED	7711 MELROSE AVE
113	5527-008-025	CORTEZ CARMEN V TRUST CORTEZ FAMILY TRUST	7701 MELROSE AVE
114	5527-008-026	499 CANON LLC	7721 MELROSE AVE
115	5527-008-027	KRAMER MARSHALL F AND HANNAH TRUST & EISENSTEIN E TR	710 N GENESEE AVE
116	5527-008-028	GOLDMAN NORMAN TRUST ET AL GOLDMAN FAMILY TRUST	7703 MELROSE AVE
117	5527-009-012	FADLON ISACK	7765 MELROSE AVE
118	5527-009-013	FADLON ISACK	7761 MELROSE AVE
119	5527-009-023	HARRIS JOSEPH P TRUST JOSEPH P HARRIS TRUST	7777 MELROSE AVE
120	5527-009-024	ROSSETTO INVESTMENTS LLC	7769 MELROSE AVE
121	5527-009-025	HOLLYWOOD INVESTMENT PROPERTIES INC	707 N GENESEE AVE
122	5527-009-026	FADLON ASHER AND CARMELA	7751 MELROSE AVE
123	5527-010-009	ORANGE GROVE MELROSE PROPERTY LLC	706 N ORANGE GROVE AVE
124	5527-010-010	SIMANIAN DAVID COMPANY TRUST BBJ TRUST	7815 MELROSE AVE
125	5527-010-011	BLUM JEAN J TRUST JEAN J BLUM TRUST	7811 MELROSE AVE
126	5527-010-012	CHASE SANDERS AND MARY E	7809 MELROSE AVE
127	5527-010-013	GOLBARI LLC	7801 MELROSE AVE
128	5527-011-005	MELFAX HOLDINGS LLC	700 N FAIRFAX AVE
129	5527-011-008	TROEGER VIRGINIA R TRUST ET AL	7851 MELROSE AVE
130	5527-011-020	A B AND B MELROSE LLC	7859 MELROSE AVE
131	5527-022-001	KLEINBERG TRUST	7700 MELROSE AVE
132	5527-022-002	K G MELROSE PROPERTIES LLC	7708 MELROSE AVE
133	5527-022-025	K G MELROSE PROPERTIES LLC	7710 MELROSE AVE

MELROSE PBID DISTRICT PARCEL LIST FOR 2019

#	APN	PROPERTY OWNER	SITE ADDRESS
134	5527-022-026	K G MELROSE PROPERTIES LLC	7714 MELROSE AVE
135	5527-022-027	GTL ROBERTSON PROPERTIES LLC	7720 MELROSE AVE
136	5527-023-003	MAIMES JACK M TRUST MAIMES FAMILY TRUST AND MAMES ROSE	7660 MELROSE AVE
137	5527-023-025	D A D E S INC	7662 MELROSE AVE
138	5527-023-026	YOUNG ISRAEL OF L A	660 N SPAULDING AVE
139	5527-023-029	7650 MELROSE LLC	7650 MELROSE AVE
Zone 1 Sub Totals			

Zone 2 Public Schools			
140	5525-010-900	L A UNIFIED SCHOOL DISTRICT - MELROSE ELEMENTARY	731 N DETROIT ST
141	5527-021-900	L A UNIFIED SCHOOL DISTRICT - FAIRFAX HS	7850 MELROSE AVE

Zone 3 E/O La Brea to Highland			
142	5524-013-022	6721 MELROSE PROPERTY LLC	6721 MELROSE AVE
143	5524-013-023	GAZIN CLARENCE COMPANY TRUST GAZIN TRUST	6715 MELROSE AVE
144	5524-013-024	GAZIN CLARENCE COMPANY TRUST GAZIN TRUST	6711 MELROSE AVE
145	5524-013-031	OPENSHAW DOROTHY A EXEC OPENSHAW RULON W DECEASED ES	6703 MELROSE AVE
146	5524-014-021	KORY ROBERT B TRUST LORCO TRUST	6825 MELROSE AVE
147	5524-014-022	KORN JULIUS AND ILENE J TRUST	6819 MELROSE AVE
148	5524-014-023	MADISON RENTALS WEST LLC	6817 MELROSE AVE
149	5524-014-027	SARKISSIAN SARKIS M AND MARY TRUST SARKISSIAN TRUST	6801 MELROSE AVE
150	5524-015-001	CHOREBANIAN PETER P CO TR & MIKJIAN SONIA	6800 MELROSE AVE
151	5524-015-002	NEIMAN NORMAL L TR ET AL & NEIMAN FAMILY TRUST	6808 MELROSE AVE
152	5524-015-003	SOLANA INDUSTRIES LLC	6824 MELROSE AVE
153	5524-016-001	STUDIO UTILITY EMPLOYEES LOCAL 724	6700 MELROSE AVE
154	5524-016-002	REDDING NED R COMPANY TRUST FIRESTONE PARK TRUST	6708 MELROSE AVE
155	5524-016-020	HOPE LUTHERAN CHURCH INC	6720 MELROSE AVE
156	5524-017-001	MELHAM LLC	641 N HIGHLAND AVE
157	5524-017-002	6614 MELROSE PARTNERS LLC	6614 MELROSE AVE
158	5524-017-019	6620 MELROSE LLC	6620 MELROSE AVE
159	5524-017-020	BOYD MELROSE LLC	6624 MELROSE AVE
160	5525-007-003	MELROSE EQUITIES LLC	6935 MELROSE AVE
161	5525-007-004	MELROSE EQUITIES LLC	6919 MELROSE AVE
162	5525-007-005	MELROSE EQUITIES LLC	6917 MELROSE AVE
163	5525-007-006	MELROSE EQUITIES LLC	6915 MELROSE AVE
164	5525-007-007	6911 MELROSE AVENUE LLC	6911 MELROSE AVE
165	5525-007-008		6907 MELROSE AVE
166	5525-007-009	ROSENTHAL CLARA	6901 MELROSE AVE
167	5525-008-004	HANS FAMILY MELROSE PROPERTIES LLC	7021 MELROSE AVE
168	5525-008-005	ALAMITOS DEVELOPMENT LLC	7019 MELROSE AVE
169	5525-008-006	7011 MELROSE ASSOCIATES LLC	7013 MELROSE AVE
170	5525-008-007	7011 MELROSE ASSOCIATES LLC	7011 MELROSE AVE
171	5525-008-008	BROWN MICHAEL H	7007 MELROSE AVE
172	5525-008-009	FINDLEY DAVID TRUST MELROSE TRUST	7001 MELROSE AVE
173	5525-008-032	ALAMITOS DEVELOPMENT LLC	700 N LA BREA AVE
174	5525-017-011	MELROSE CROSSING LLC	7024 MELROSE AVE
175	5525-017-019	MELROSE CROSSING LLC	7000 MELROSE AVE
176	5525-018-001	MORRIS ANDREW	6900 MELROSE AVE
177	5525-018-002	6910-6912 MELROSE AND LA BREA LLC	6910 MELROSE AVE
178	5525-018-003	MARCUS KENNETH C	6914 MELROSE AVE
179	5525-018-004	AGENT 99 LLC	6918 MELROSE AVE
180	5525-018-026	VISTA DEL MAR CHILD AND FAMILY SERVICES	6926 MELROSE AVE

Appendix 2:
Proposition 218 Engineer's Report