

HOLLY L. WOLCOTT  
CITY CLERK

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EXECUTIVE OFFICER

City of Los Angeles  
CALIFORNIA



ERIC GARCETTI  
MAYOR

OFFICE OF THE  
CITY CLERK

Neighborhood and Business  
Improvement District Division  
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MIRANDA PASTER  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

December 30, 2015

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

Council Districts 4 & 13

**REGARDING: LOS FELIZ VILLAGE MERCHANT-BASED BUSINESS IMPROVEMENT  
DISTRICT RECONFIRMATION PROCEDURE**

Honorable Members:

On December 12, 1997, the City Council adopted Ordinance 171,866, which established the Los Feliz Village Business Improvement District, located in Council Districts 4 and 13 (CF 13-1724). The City is required to conduct reconfirmation proceedings in order to levy a special assessment, which supports each year of District operations. The Los Feliz Village Business Improvement District completed its fourteenth operating year on December 31, 2015. The Los Feliz Village Business Improvement District Advisory Board has approved and submitted an Annual Report and is ready to proceed with the reconfirmation of the Los Feliz Village Business Improvement District. The Annual Report for the Business Improvement District's fifteenth operating year, beginning January 1, 2016 through December 31, 2016, is presented with this Report for Council consideration as "Attachment 1."

**RECONFIRMATION PROCESS**

The reconfirmation process consists of the adoption of an Ordinance of Intention, the approval of the Annual Report from the District's management entity and a public hearing prior to the adoption of an Ordinance, which would authorize the special assessment to fund operations for the next year of the program. We have received and reviewed the Annual Report as approved and submitted by the Los Feliz Village Business Improvement District Advisory Board and as required by law (Section 36533, California Streets and Highways Code). The report includes the various programs and activities, which would be supported by assessment revenue and interest earnings.

**PROPOSED BUDGET**

The proposed budget for the Los Feliz Village Business Improvement District's 2016 operating year is \$79,350.00. A copy of the budget is included in the Annual Report in "Attachment 1."

### PROPOSED DISTRICT BOUNDARIES

The Los Feliz Village BID's boundaries for its 2016 operating year remain unchanged from the BID's 2015 operating year and are generally described as Hillhurst Avenue, from Los Feliz Boulevard on the north to Sunset Boulevard on the south; Hollywood Boulevard, from Hillhurst Avenue on the east to Vermont Avenue on the west; and Vermont Avenue, from Hollywood Boulevard on the south to Franklin Avenue on the north. A map illustrating the Los Feliz Village Business Improvement District's boundaries for its 2016 operating year is included as well as a complete description of the boundaries in the Annual Report (Attachment 1).

### PROPOSED IMPROVEMENTS AND PROGRAMS

The Los Feliz Village Business Improvement District's activities and programs for the 2016 operating year include, but are not limited to: Beautification, Communication, Marketing/Public Relations and Administration, and other activities, which would be supported by assessment revenue and are described in its Annual Report (Attachment 1).

### ASSESSMENT METHODOLOGY

The assessment methodology for the Los Feliz Village Business Improvement District is based on the type of business being conducted and the number of full-time employees working in the business. The assessments range by categories from \$100 to \$550 annually. The assessment rates determined by this assessment methodology reflect the specific benefits to the payors from the services provided.

A full description of the assessment methodology with the classification of businesses and assessment schedule is included in the Annual Report (Attachment 1).

### DISTRICT ADVISORY BOARD

The District will be governed by an advisory board consisting of business owners. The advisory board provides general oversight of District operations, prepares annual reports and makes recommendations to the City Council on District budget and other issues. The Advisory Board is required to be appointed by the City Council pursuant to Section 36530 of the Streets and Highways Code. The City Council may designate existing advisory boards or commissions to serve as the advisory board for the District or may create a new advisory board for that purpose. A list of the proposed District's current advisory board members is attached.

### EXEMPTION UNDER PROPOSITION 26

On November 2, 2010, voters in the State of California passed Proposition 26, which broadened the definition of taxes and which require approval by two-thirds of each house of the Legislature or by local voter approval. However, Proposition 26 provides for exemptions.

Under Proposition 26, assessments for specific benefits are not defined as taxes and are exempt under Article XIII C §1(e)(1) which states "A charge imposed for a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege". For the City Council to find that the Los Feliz Village Business Improvement District is exempt from Proposition 26, it must find that 1) the assessment dollars are used in a manner that creates a clear and direct link between the services provided and the benefit to the assessed business; 2) no business other than the assessed businesses will benefit from the assessment and services; and 3) the assessment imposed does not exceed the reasonable cost to the local government of conferring the benefit.

The assessments for the Los Feliz Village Business Improvement District are used to provide specific benefits directly to the payor. The specific benefit to the payor are the beautification programs, communication services, marketing and public relations services, and administration services which will be provided directly to assessed businesses within the Los Feliz Village Business Improvement District. These services will in turn, provide specific benefits to the payors in the form of overall improved area aesthetics which will result in an increase in customers and visitors to the district. This will in turn, result in the increase of retail and commercial business to payors located within the District boundaries. The services are funded solely by the assessments collected and are provided only to the businesses which pay the assessments. No services are provided to businesses which do not pay the assessments or to businesses located outside of the District boundaries. Such services cannot be provided without charging the assessment. Furthermore, the assessments are calculated based on the reasonable cost of providing the services to the payor and thus, do not exceed the reasonable cost to the local government in conferring the benefit.

Government Code section 53758 was recently enacted to, among other things, clarify the definition of specific benefit. The discussion provided herein regarding the specific benefit to payors is consistent with Government Code section 53758.

#### CONTRACTING WITH NON-PROFIT SERVICE PROVIDER

Upon the establishment of the District, State law requires that the City enter into an agreement with an Owners' Association for the administration of the District. City policy dictates that competitive bidding requirements are to be met when contracting. However, Charter section 371(e)(10) provides an exception to the competitive bidding requirements, and states, in relevant part, that the competitive bidding process does not apply to contracts "where the contracting authority finds that the use of competitive bidding would be undesirable, impractical or impossible or where the common law otherwise excuses compliance with competitive bidding requirements."

From its first operating year, the Los Feliz Village Business Improvement District has been administered by the Los Feliz Village Business Improvement Corporation, a California non-profit mutual benefit corporation, which oversees expenditures and manages and implements improvements and activities related to the Business Improvement District. Through its longstanding presence in the Los Feliz Village community and as administrator of the Business Improvement District during its fourteen years of operation, the Los Feliz Village Business

Improvement Corporation possesses unique knowledge and expertise of the Los Feliz Village Business Improvement District and has a vested interest in its success, therefore it would be undesirable and impractical to comply with the competitive bidding requirements or to select another entity to administer the District.

#### ASSESSABLE CITY PROPERTY

There is one (1) City-owned property located within the Los Feliz Village BID boundaries. Because the Los Feliz Village Business Improvement District is a merchant-based Business Improvement District, there are no assessments to be paid for these City-owned properties.

#### FISCAL IMPACT

This is a merchant-based Business Improvement District and there are no assessments for City-owned properties within the Business Improvement District, therefore there is no impact on the General Fund.

#### RECOMMENDATIONS:

1. FIND that the assessments imposed by the Los Feliz Village Business Improvement District for the 2016 fiscal year provide services that directly benefit each of the businesses which pay the assessments.
2. FIND that the services funded by the assessment are provided only to each of the assessed businesses within the boundaries of the District.
3. FIND that the assessment imposed does not exceed the reasonable cost of conferring the benefits.
4. Find that the proposed improvements and activities are completely separate from the day to day operations of the City of Los Angeles.
5. FIND that the assessments for the proposed business based District are not taxes and that the District qualifies for exemption from Proposition 26 under exemption 1 of Article XIII C §1(e)(1).
6. FIND that the services to be provided by the Owners' Association are in the nature of professional, expert, technical or other special services, that the services are of a temporary and occasional character, and that the use of competitive bidding would be impractical, not advantageous, undesirable or where the common law otherwise excuses compliance with competitive bidding requirements.
7. ADOPT an Ordinance of Intention confirming the Los Feliz Village Business Improvement District Annual Report and levying an annual assessment for the Los Feliz Village Business Improvement District's fifteenth operating year, January 1, 2016 to December 31, 2016.

8. DIRECT the City Clerk to schedule, prepare, publish, and mail the public hearing notice, as required by the provisions of Section 36500 et seq. of the California Streets and Highways Code.
9. INSTRUCT the City Clerk, subject to approval by the City Attorney as to form and legality, to prepare an enabling Ordinance levying the special assessment for the Los Feliz Village Business Improvement District's fifteenth operating period beginning January 1, 2016 to December 31, 2016.
10. APPROVE the Los Feliz Village Business Improvement Corporation, a California non-profit mutual benefit corporation, to administer the proposed services of the Los Feliz Village Business Improvement District pursuant to Section 36500 et seq. of the California Streets and Highways Code and City regulations.
11. AUTHORIZE the City Clerk, subject to City Attorney approval, to prepare, execute, and administer a contract between the City and the Los Feliz Village Business Improvement Corporation to administer the Los Feliz Village Business Improvement District, if the Ordinance reconfirming the Business Improvement District is adopted.
12. APPOINT the attached Advisory Board.

Sincerely,



Holly L. Wolcott  
City Clerk

HLW:GRA:MCP:RMH:tkl

Attachments: Los Feliz Village Business Improvement District's 2016 Annual Report;  
Ordinance of Intention

RECEIVED  
DEC 29 2015  
NBID

November 1, 2015

Miranda Paster, Acting Chief  
Administrative Services Division  
Office of the City Clerk  
200 North Spring Street, Room 360  
Los Angeles, CA 90012

**RE: 2016 Annual Report for the Los Feliz Village Business Improvement District**

Dear Ms. Paster,

As required under our agreement C-126163 with the City of Los Angeles, the Los Feliz Village Advisory Board has reviewed in detail the proposed 2016 budget.

During the meeting of November 1, 2015, the Advisory Board approved the Annual Report for the renewal year 2016.

On behalf of the Advisory Board, I would like to present this Advisory Board approved 2016 Annual Report for the Los Feliz Village Business Improvement District to the Office of the City Clerk and to the Los Angeles City Council for their review and approval.

Please ask me if you have any questions.

Sincerely,



Chris Serrano, President  
Los Feliz Village BID Advisory Board

# 2016 Annual Report

## Los Feliz Village Business Improvement District

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**District Name:** This report is for the Los Feliz Village Business Improvement District

**Fiscal Year of Report:** This report covers the period from January 1, 2016 to December 31, 2016.

**Advisory Board Members:**

1. Chris Serrano
2. Brett Peart
3. Liza Strohmberg
4. Jessica Peart

**Boundaries:** The Los Feliz Village BID's boundaries for its 2016 operating year remain unchanged from the BID's 2015 operating year and are described as follows:

Hillhurst Avenue, from Los Feliz Boulevard on the north to Hollywood Boulevard on the south (1500 - 2100 blocks); Hollywood Boulevard, from Hillhurst Avenue on the east to Vermont Avenue on the west (4400 - 4700 blocks); Vermont Avenue, from Hollywood Boulevard on the south to Franklin Avenue on the north (1600 - 1800 blocks); 4400 - 4700 Ambrose Avenue; 4647, 4651, 4655 Kingswell Avenue; 4456, 4500 Los Feliz Boulevard; 4452, 4647, 4651, 4657 Melbourne Avenue; 4647, 4649, 4655 Russell Avenue; 4473 Sunset Drive; Franklin Avenue, Russell Avenue, Melbourne Avenue, Kingswell Avenue and Prospect Avenue on the east and west sides of Vermont Avenue for a distance of 25 yards; Avocado Street, Ambrose Avenue, Price Street, Finley Avenue, Clarissa Avenue, Franklin Avenue, Russell Avenue, Melbourne Avenue, Kingswell Avenue, Prospect Avenue, Camero Avenue, Clayton Avenue and Sunset on the east and west sides of Hillhurst Avenue for a distance of 25 yards. A map illustrating the Los Feliz Village BID's boundaries for its 2016 operating year is attached.

**Benefit Zones:** The benefit zones for the Los Feliz Village Business Improvement District will for its 2016 operating year remain unchanged from the BID's 2015 operating year. There is only one benefit zone.

**Improvements and Activities for 2016:** The following are the improvements and activities planned for the Los Feliz Village Business Improvement District:

- 1) **Beautification:** Clean Street is the vendor for trash collection. Trash collection is on a 2 day per week schedule and may be increased as needed. Since 2010, the Board has approved trimming the trees every three years.
- 2) **Communication:** The LFVBID website ([www.losfeliz.biz](http://www.losfeliz.biz)) contains community and LFVBID related information. The communication has hired a social media liaison to update our face book page, twitter, enhance our web site, etc. Newsletters will be published on a quarterly basis. They will be distributed to all BID members via

e-blast, and will be available and on the website. Updated information will be distributed via email. The Business Directory will be updated this year.

- 3) **Marketing and Public Relations:** Two mixers were held in 2015 with great success. The mixer will be used as the annual public meeting with the members because it is our experience that attendance at the mixers is greater than for Board meetings. Besides mixers we also held one evening public forum to give every BID member the opportunity to attend the meeting.

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

**Business Type Definitions:**

Retail: Businesses that exclusively or partially derive income from the sale of goods and services to the public.

Restaurant: Businesses that sell prepared foods and drinks.

Theaters: Includes motion picture and performing arts theaters.

Banks: Includes banks, savings and loans and credit unions.

Non-profits: Organizations incorporated as non-profit corporations.

Office/Professional Services: Personal/professional services businesses (e.g., attorneys, chiropractors, CPAs) with a total of no more than two people employed by the business, including the provider of the professional services.

**Amount of Surplus/Deficit from previous Fiscal Year:** Based on projected expenditures for the 2015 fiscal year the District is expected to not have a surplus to be carried over into the 2016 fiscal year.

**Amount of Contributions from other sources:** At this time, the District does not anticipate receiving contributions from other sources.

**New Businesses:** New businesses that open within the LFVBID after the ordinance for levying assessments for 2016 has been adopted by the Los Angeles City Council will be exempt from the 2016 assessment; they will be subject to assessments in future years.



**Los Feliz Village BID  
Assessment Method and Basis**

<b>Business Type*</b>	<b>Number of Employees</b>	<b>Annual Assessment</b>	<b>Annual Assessment (Hollywood Blvd.)</b>
Retail, Restaurants, Theaters, Banks	0 to 5	\$250	\$200
	6 to 10	\$350	\$300
	11 to 25	\$450	\$400
	26 or more	\$550	\$500
Non-profits		\$100	\$100
Office/Professional	No more than 2, total	\$100	\$100
All Others	0 to 5	\$200	\$150
	6 to 10	\$300	\$250
	11 to 25	\$400	\$350

\*See page 2 for Business Type Definitions

1. BID assessment will be based on business size as determined by the number of full time or full time equivalent employees (e.g., two half time employees = one full time employee), agents, or subcontractors working or based at the business premises within the BID.

2. Assessment for business owners with multiple business licenses at the same address will be based on the single highest category (e.g., assessment for retail and profession/occupation licenses for the same business owner at the same address will be set at the retail assessment level).

3. Business owners with multiple business locations within the BID will be assessed separately at each location.

4. Multiple independent business owners at the same address will be assessed separately at their respective rates, except those businesses set up under a master broker or business manager such as realtors, insurance offices, beauty/barber and nail shops/parlors where each agent or subletting individual will be considered an "employees" of the master broker or business manager whose BID assessment will be based on the total number of such agents or subletting individuals.

5. Chase Bank and the Shell Station on Hollywood/Vermont will have a reduced assessment of \$250 each due to unique services that the LFVBID provides and their dual membership with the East Hollywood BID.

6. Non-profits will be assessed at \$100 and Office/Professional services with no more than 2 employees will be assessed at \$100.

**APPENDIX A –LOS FELIZ VILLAGE BID 2016 BUDGET PROPOSAL**

**Total Estimated Revenue 2016**

2016 BID Assessments \$ 79,350

**Estimated Expenses for 2016**

**Beautification**

Village Cleaning/Trash Collection \$ 24,000

Tree Trimming \$ 16,000

**\$ 40,000**

**Communication**

Website \$ 7,001

Newsletter \$ 400

Directory \$ 4,000

**\$ 11,401**

**Marketing/Public Relations**

Holiday Festival and/or other BID

Marketing event \$ 14,555

Mixer \$ 3,500

**\$ 18,055**

**Administration**

Insurance \$ 2,400

Certified Public Accountant Fee \$ 3,000

City Administrator Costs (6% of total) \$ 4,494

**\$ 9,894**

**TOTAL ESTIMATED EXPENSES**

**\$ 79,350**



■ B.I.D. PROPERTIES (MERCHANT BASED)

— B.I.D. BOUNDARY

**LOS FELIZ VILLAGE**

BUSINESS IMPROVEMENT DISTRICT

Not to Scale



Council File 07-0652  
Ordinance 179914

Mapped By: DEPARTMENT OF CITY PLANNING - GIS DIVISION

Los Feliz Village Merchant Based Business Improvement District - 2016

	Legal Name	DBA	Business Address	2016 Asmt
1	Amy P Golden / Marisol Rascon	Golden Sol	4446 Ambrose Ave	\$250
2	Alliance for Wellness Inc	Asclepes	4448 Ambrose Ave	\$250
3	Renie Schoenkerman	Renie Schoenkerman	4448 Ambrose Ave	\$100
4	Matthew Sullivan / Joshua Wright	Light In The Attic Records & Productions LLC	4459 Avocado St	\$250
5	Bank of America	Bank of America	4510 Franklin Ave	\$550
6	Yong Ho & Moon Cha Joe	7-Eleven 2626-25599A	4650 Franklin Ave	\$350
7	Sylhet Inc	Anarbagh Indian Restaurant	4656 Franklin Ave	\$350
8	Kwan Industries Inc	Good Luck Bar	1514 Hillhurst Ave	\$350
9	Autozone West Inc	Autozone #5412	1515 Hillhurst Ave	\$350
10	Asian Pacific Health Care	Asian Pacific Health Care	1530 Hillhurst Ave	\$500
11	Donald L Cormier Sr	West Coast Tax & Financial Ser	1550 Hillhurst Ave #1	\$250
12	Enterprise Rent-A-Car Co of La	Enterprise Rent-A-Car #3219	1608 Hillhurst Ave	\$450
13	Carmen Derkrikonian	Komitas Day Care	1616 Hillhurst Ave	\$250
14	Castle Body Shop Inc	Castle Body Shop	1620 Hillhurst Ave	\$250
15	Alexandra Gustafson	Butter Cake Shoppe	1627 Hillhurst Ave	\$250
16	Joseph Cordova	Best Fish Taco In Ensenada	1650 Hillhurst Ave	\$250
17	Vine Auto Center Inc	Vine Auto Center	1654 Hillhurst Ave	\$250
18	Ernest Nagamatsu DDS Inc	Ernest Nagamatsu DDS Inc	1655 Hillhurst Ave #101	\$250
19	Transcendental Meditation	Transcendental Meditation	1655 Hillhurst Ave #102	\$250
20	Efma Almario DDS Apdc	Efma Almario DDS Apdc	1655 Hillhurst Ave #103	\$250
21	Augustine S Kim DDS	Augustine Orthodontics	1655 Hillhurst Ave #203	\$250
22	LF Assoc Inc	Keller Williams Realty	1660 Hillhurst Ave	\$550
23	Movement Mortgage LLC	Movement Mortgage LLC	1660 Hillhurst Ave	\$250
24	Twohsiehs Inc	Twohsiehs Inc	1660 Hillhurst Ave	\$250
25	Hillhurst Mortgage	Hillhurst Mortgage	1662 Hillhurst Ave #A	\$250
26	Smaldino Lutz Curtis & Associates	Smaldino Lutz Curtis & Associates	1662 Hillhurst Ave #A	\$250
27	Susan Opalk	American Trust Escrow	1662 Hillhurst Ave #B	\$350
28	Cap n Cork Inc	Cap & Cork Jr Market	1674 Hillhurst Ave	\$250
29	Ghada Richa	Desert Rose Bar & Lounge	1700 Hillhurst Ave	\$350
30	Prospect Mortgage LLC	Prospect Mortgage	1708 Hillhurst Ave #101	\$250
31	Best Choice Physical Therapy Inc	Best Choice Physical Therapy	1710 Hillhurst Ave #201	\$250
32	Love and Care Hospice Inc	Love and Care Hospice	1710 Hillhurst Ave #204	\$250
33	Hye Memorial Inc	Hye Memorial Inc	1710 Hillhurst Ave #205	\$250
34	Chris Kolakowski	REM Amusements	1711 1/2 Hillhurst Ave	\$250
35	Pickford Realty Limited	Berkshire Hathaway Home Services	1714 Hillhurst Ave	\$550
36	Casa G Productions	Yoga Vibe	1717 Hillhurst Ave	\$250
37	Radwick Enterprises LLC	Spitz Los Feliz	1725 Hillhurst Ave	\$350
38	Aanr Inc	H Coffee	1750 Hillhurst Ave	\$250
39	Leo Elizabeth Alonzo	Little Flower Healing Beauty	1751 Hillhurst Ave	\$250
40	Margaret Artinian	Margaux's Beauty Studio	1751 Hillhurst Ave	\$250
41	Earth Organic LLC	Earth Organic Juice Bar	1753 Hillhurst Ave	\$250
42	Baba Ji	Silver Lake Juice Bar	1753 Hillhurst Ave	\$250
43	Arutyun Nadzharyan	Los Feliz Shoe Repair	1755 Hillhurst Ave	\$100
44	Los Feliz Smoke Shop Inc	Los Feliz Smoke Shop	1757 Hillhurst Ave	\$250
45	High Class Management LLC	High Class Parking	1760 Hillhurst Ave	\$250
46	Home Restaurant Savp Inc	Home Restaurant	1760 Hillhurst Ave	\$450
47	Timothy S Santos	Universal Core Karate Academy	1761 Hillhurst Ave	\$250
48	Liberation Inc	Liberate Emporium	1765 Hillhurst Ave	\$250
49	Sea Minor	Green Leaves Vegan	1769 Hillhurst Ave	\$350
50	Ise Automotive Inc	Ise Automotive Service	1774 Hillhurst Ave	\$250
51	Karine Harutyunyan	My Enchanted Garden	1775 Hillhurst Ave	\$250

Los Feliz Village Merchant Based Business Improvement District - 2016

	Legal Name	DBA	Business Address	2016 Asmt
52	Akop Gurdzhyan	Sis Deli & Grocery	1800 1/2 Hillhurst Ave	\$250
53	Quan Corp	Drawing Room	1800 Hillhurst Ave	\$350
54	Sotheby's International Realty	Sotheby's International Realty	1801 Hillhurst Ave	\$550
55	Quan Corp	Laundry Room	1802 1/2 Hillhurst Ave	\$250
56	P & C Little Blue House LLC	La Pergoletta Café	1802 Hillhurst Ave	\$250
57	Sun Drug Pharma Inc	Sun Drug Company	1803 Hillhurst Ave	\$250
58	Gamlet Arutyunyan	Hillhurst Cleaners	1804 1/2 Hillhurst Ave	\$250
59	Fumimaro M Ishimori	Maro Coiffure	1804 Hillhurst Ave	\$250
60	The Holy Tech Corporation	Los Feliz Hi Tech	1805 Hillhurst Ave	\$250
61	Orathai Jirasununtchai	Tubtim Siam Restaurant	1806 1/2 Hillhurst Ave	\$450
62	Linda K Ngo	Suzys Nail	1806 Hillhurst Ave	\$250
63	Fred Setayesh	Sahara Salon	1810 Hillhurst Ave	\$350
64	Southern California Gas Co	Southern California Gas Co	1811 Hillhurst Ave	\$350
65	JC Dynasty Inc	Chi Dynasty	1813 Hillhurst Ave	\$350
66	Edward K Hom	Edward K Hom DDS	1814 Hillhurst Ave	\$250
67	TRG Realty	TRG Realty	1822 Hillhurst Ave	\$250
68	Ye Rustic Inn Inc	Ye Rustic Inn	1831 Hillhurst Ave	\$350
69	Laddawan Chavakespongse	Simply Thai Restaurant	1850 Hillhurst Ave	\$350
70	Waverly Wei Li	Waverly Wei Li Therapy Center	1854 Hillhurst Ave	\$250
71	Celebration Cleaners Inc	Celebrity Cleaners	1857 Hillhurst Ave	\$250
72	G and H Inc	Subway	1900 Hillhurst Ave	\$450
73	Naheed Rohanifard	Hillhurst Beauty Center	1902 Hillhurst Ave	\$250
74	Chang Lee	For Pets Only	1903 Hillhurst Ave	\$250
75	Mohammad H Ghadri	Cugurt	1904 1/2 Hillhurst Ave	\$250
76	Sasilak Ratanawasannon	Hillhurst Thai Spa	1904 Hillhurst Ave	\$250
77	Jose Maclovio Luis & Carlos Santiago	Tosa Express	1906 Hillhurst Ave	\$250
78	Ben Lee	Daily China Express	1907 Hillhurst Ave	\$350
79	Larry Lay & Lea Lay	Daily Donuts	1908 Hillhurst Ave	\$250
80	Alan Snyder DPM	Dr. Alan Snyder	1909 Hillhurst Ave	\$250
81	Investor Partners Inc	Bruce Jay Associates	1910 Hillhurst Ave	\$250
82	Methode Ancestrale LLC	Lou Wine Shop & Tastings	1911 Hillhurst Ave	\$250
83	Grigor Sarkissian DDS Apc	Grigor Sarkissian DDS Apc	1912 Hillhurst Ave #A	\$250
84	Hehe Inc	Sun Works Tanning LA	1913 Hillhurst Ave	\$250
85	Qwench Juice Bar	Qwench Juice Bar	1915 Hillhurst Ave	\$250
86	Coldwell Banker	Coldwell Banker	1917 Hillhurst Ave	\$550
87	Mynor Leonel Santizo	Mynor's Parking Services	1917 Hillhurst Ave	\$250
88	First Capital Mortgage	First Capital Mortgage	1917 Hillhurst Ave #101	\$250
89	West Coast Escrow Co Inc	Westland Escrow	1917 Hillhurst Ave #101	\$200
90	Gayane Magzanyan	Crescent Chiropractic and Wellness	1917 Hillhurst Ave #201	\$250
91	PNC Bank NA	PNC Mortgage (A Division of PNC Bank NA)	1917 Hillhurst Ave #203	\$250
92	Arcstone Financial Inc	Arcstone Financial Mortgage	1917 Hillhurst Ave #205	\$250
93	Box Brothers Inc	Box Brothers Los Feliz	1920 Hillhurst Ave	\$350
94	LF Cleaners Inc	Los Feliz Cleaners	1922 Hillhurst Ave	\$250
95	Freedom of Flavor LLC	Froyolife	1924 Hillhurst Ave	\$350
96	Alcove Inc	Alcove Cafe	1929 Hillhurst Ave	\$450
97	Chabad of Los Feliz	Chabad of Greater Los Feliz	1930 Hillhurst Ave	\$100
98	Meher Der Ohanessian Fincl Svc	Meher Der Ohanessian Fincl Svc	1932 Hillhurst Ave	\$250
99	Dina Daleo	Dina Daleo Psyd	1933 1/2 Hillhurst Ave #B	\$100
100	Los Feliz Ledger	Los Feliz Ledger	1933 Hillhurst Ave	\$250
101	Lala Casting	Lala Casting	1936 1/2 Hillhurst Ave	\$100
102	La Sweets Inc	Gelato Bar	1936 Hillhurst Ave	\$250

Los Feliz Village Merchant Based Business Improvement District - 2016

	Legal Name	DBA	Business Address	2016 Asmt
103	Steven Alan Ca Showroom Corp	Steven Alan Ca Outpost	1937 1/2 Hillhurst Ave	\$250
104	Glaze Fire LLC	Glaze Fire	1937 Hillhurst Ave	\$250
105	Kristin Schroder	Spitfire Girl	1939 1/2 Hillhurst Ave	\$250
106	Mikie Shioya	Meowdy	1939 Hillhurst Ave	\$250
107	Phillip A Ricchiazzi Jr	Health Works	1940 Hillhurst Ave	\$100
108	Karla Trujillo	Grey Goose Custom Framing	1941 Hillhurst Ave	\$350
109	Ashoor Robert Geevargis	Transcend Salon	1946 Hillhurst Ave	\$250
110	Lynne B Demarco	Mind & Body Fitness	1947 1/2 Hillhurst Ave	\$250
111	Paul S Eventoff & Donna Zweig	Wizard of Art	1947 Hillhurst Ave	\$250
112	Mustard Seed Café Inc	Mustard Seed Café Inc	1948 Hillhurst Ave	\$350
113	Wayne C Dvorak	Dvorak & Co The Acting Studio	1949 Hillhurst Ave	\$250
114	Lotus Slipper Inc	Vamp Shoes	1951 Hillhurst Ave	\$250
115	Carol Young	Undesigned Products	1953 1/2 Hillhurst Ave	\$250
116	Ten Pound Poodle Inc	Panty Raid	1953 Hillhurst Ave	\$250
117	Jeni's-California LLC	Jeni's Splendid Ice Cream	1954 Hillhurst Ave	\$250
118	High Fidelity	High Fidelity	1956 Hillhurst Ave	\$250
119	Lucifer's Pizza	Lucifer's Pizza	1958 Hillhurst Ave	\$250
120	Ryan Wirth	Citibank	1965 Hillhurst Ave	\$550
121	Tropicalia Inc	Tropicalia	1966 Hillhurst Ave	\$350
122	Vinoteca	Vinoteca Wine Bar	1968 Hillhurst Ave	\$350
123	Apex Food Inc	En Sushi	1972 Hillhurst Ave	\$350
124	Farfalla Trattoria Inc	Farfalla Trattoria	1978 Hillhurst Ave	\$450
125	United Partners Insurance Services Inc	United Partners Insurance Services	2000 Hillhurst Ave	\$100
126	Western Diagnosis & Repair Inc	Western Diagnosis & Repair	2000 Hillhurst Ave	\$350
127	James D Kelleher	Los Feliz Properties	2020 Hillhurst Ave	\$350
128	Zohrab Mohdessian	Jasmine's Garden	2030 Hillhurst Ave	\$250
129	American Stores Company LLC	Albertsons #6387	2035 Hillhurst Ave	\$550
130	Petros & Pargev Opoyan	Opyans Hair Design	2042 Hillhurst Ave	\$200
131	Epicurean Umbrella	Community	2044 Hillhurst Ave	\$250
132	Syy3 Inc	Copycat La	2046 Hillhurst Ave	\$250
133	Sanh Chi Lam	Fancy Nails	2048 Hillhurst Ave	\$250
134	The Sosa Restaurant Group	Yuca's	2056 Hillhurst Ave	\$250
135	Nahid Nikkhah	Hillhurst Liquor	2060 Hillhurst Ave	\$250
136	Shekar Panbehchi	Purans	2064 Hillhurst Ave	\$450
137	Dragonfly Dulou Inc	Dragonfly Du Lou	2066 Hillhurst Ave	\$250
138	Leo Garcon	Leo's Hair Studio	2068 Hillhurst Ave	\$250
139	Peter Lassen	Lassens Health Foods	2080 Hillhurst Ave	\$550
140	International Coffee & Tea LLC	The Coffee Bean & Tea Leaf	2081 Hillhurst Ave	\$550
141	Yen Sushi & Sake	Yen Sushi & Sake	2081 Hillhurst Ave #A	\$250
142	Michael S Burton Medical Group	Michael S Burton Medical Group	2101 Hillhurst Ave	\$250
143	Ware & Sundaram Professional Med Grp	The Los Feliz Med Spa	2107 Hillhurst Ave	\$250
144	Simon Cheng OD	Blackstone Optometry	2109 Hillhurst Ave	\$250
145	Xin Dynasty Inc	Palace Restaurant	2112 Hillhurst Ave	\$350
146	Oscar Pittman Inc	Pittman Hensley	2114 Hillhurst Ave	\$100
147	Composition Entertainment Inc	Zaftig Composition	2116 1/2 Hillhurst Ave	\$250
148	Alexandra Clarey	Cheechs Pizza	2116 Hillhurst Ave	\$250
149	L Ami Restaurant LLC	McCalls Meat & Fish Co	2117 Hillhurst Ave	\$350
150	Bludgeon	Bludgeon	2118 1/2 Hillhurst Ave	\$250
151	Liza Shtromberg	Liza Shtromberg Jewelry	2120 Hillhurst Ave	\$250
152	Solamerica Inc	Mexico City	2121 Hillhurst Ave	\$350
153	Antcolony	Antcolony	2122 Hillhurst Ave #C	\$250

Los Feliz Village Merchant Based Business Improvement District - 2016

	Legal Name	DBA	Business Address	2016 Asmt
154	Hakob Mazloumian	Los Feliz Dental Lab	2122 Hillhurst Ave #C	\$250
155	Haig Tchorbadjian & Sevan Shar	Paris Optique	2124 Hillhurst Ave	\$250
156	Eastside Holding Lp	Little Dom's	2128 Hillhurst Ave	\$350
157	Church of Scientology	Mission of Los Feliz	2131 Hillhurst Ave	\$100
158	Japaneeds	Japaneeds.org	4477 Hollywood Blvd #200	\$200
159	El Bug Farm Inc	El Bug Farm Inc	4477 Hollywood Blvd #203	\$250
160	Future Past	Future Past	4477 Hollywood Blvd #204	\$200
161	Crystal Enterprises Inc	Crystal Valet Parking Service	4477 Hollywood Blvd #207	\$200
162	Monetary Management of Ca Inc	Money Mart #752 Pmb #3500	4481 Hollywood Blvd	\$300
163	Action Vacuum Co Inc	Action Vacuum & Janitorial	4483 Hollywood Blvd	\$200
164	CBC Auto Finance Inc	Savings Sales And Leasing	4500 Hollywood Blvd	\$250
165	Paper Moon	Paper Moon	4516 Hollywood Blvd	\$200
166	The Backyard At 4518 Inc	The Backyard at 4518	4518 Hollywood Blvd	\$250
167	Pcam LLC	Parking Co of America	4531 Hollywood Blvd	\$300
168	U-Haul Co of Los Angeles	Hollywood Moving Center	4550 Hollywood Blvd	\$500
169	Goodwill Industries of Southern Cal	Goodwill	4575 Hollywood Blvd	\$400
170	4600 Sunset Blvd Inc	Cheetah	4600 Hollywood Blvd	\$300
171	Gloria Dinglasan DDS	Gloria Dinglasan DDS	4606 Hollywood Blvd #A	\$200
172	Jeffrie Maneepetasut Dmd	Jeffrie Maneepetasut Dmd	4606 Hollywood Blvd #B	\$200
173	Bridge Compositions	Bridge Compositions	4610 Hollywood Blvd	\$250
174	Canvas Inc	Canvas Inc	4610 Hollywood Blvd	\$250
175	High Media Group LLC	Creative Control	4610 Hollywood Blvd	\$250
176	Dude Where's My Check LLC	Dude Where's My Check LLC	4610 Hollywood Blvd	\$250
177	Mothership Music	Mothership Music	4610 Hollywood Blvd	\$250
178	Music Soup	Music Soup	4610 Hollywood Blvd	\$250
179	Noise / Racket	Noise / Racket	4610 Hollywood Blvd	\$250
180	The Math Club LLC	The Math Club LLC	4610 Hollywood Blvd	\$250
181	Max Riste	Hollywood Psychic	4614 Hollywood Blvd	\$200
182	Melissa Moore and Felicia Howe	Primrose Organics	4616 Hollywood Blvd	\$200
183	Kaiser Permanente	Kaiser Permanente	4621 Hollywood Blvd	\$200
184	Leidner & Leidner Apc	Leidner & Leidner Apc	4622 Hollywood Blvd	\$200
185	Comal LLC	Homestate	4624 Hollywood Blvd	\$250
186	Covell Silverlake LLC	Covell Wine Bar	4628 Hollywood Blvd	\$300
187	Soap Plant Inc	Wacko La Luz De Jesus	4633 Hollywood Blvd	\$400
188	John McBee	Ozzie Dots	4635 Hollywood Blvd	\$200
189	Sweeney Todd's Barber Shop	Sweeney Todd's Barber Shop	4639 Hollywood Blvd	\$200
190	Center For Global Health	Center For Global Health	4640 Hollywood Blvd #A	\$200
191	Managed Care	Managed Care	4640 Hollywood Blvd #C	\$200
192	Bryan Burk	Dark Horse Tatoo	4644 Hollywood Blvd	\$200
193	Hollybuds Inc	The Bearded Beagle?	4644 Hollywood Blvd	\$200
194	Springer Chiropractic Inc	Springer Chiropractic Inc	4645 Hollywood Blvd #1	\$200
195	Kltchian Missak	Kltchian Missak	4645 Hollywood Blvd #4	\$200
196	Hakop Mkhsyan MD	Gev-Arth Family Medical Clinic	4645 Hollywood Blvd #6	\$200
197	Prime Food Traing Inc	Mother Dough	4648 Hollywood Blvd	\$300
198	Arthur Louis Inc	Works of Art Hair Studio	4655 1/2 Hollywood Blvd	\$200
199	Umami Burger	Umami Burger	4655 Hollywood Blvd	\$400
200	TriCo	TriCo	4657 Hollywood Blvd #A	\$100
201	Lafamos	Lafamos	4657 Hollywood Blvd #B	\$100
202	Kristina L Kochoff	Glory Sales and Service Inc	4659 Hollywood Blvd	\$200
203	American Apparel Retail Inc	American Apparel	4665 Hollywood Blvd	\$400
204	Herrera Restaurant Group	Yuca's On Hollywood	4666 Hollywood Blvd	\$200

Los Feliz Village Merchant Based Business Improvement District - 2016

	Legal Name	DBA	Business Address	2016 Asmt
205	H/R Block Inc	H/R Block Inc	4667 Hollywood Blvd	\$200
206	Leon Keleshian	Omega Ultrasound Diagnostic Center	4668 Hollywood Blvd	\$100
207	Magie Zakarian MD	Magie Zakarian MD	4670 Hollywood Blvd	\$100
208	Miss L Fire Inc	Miss L Fire	4675 Hollywood Blvd	\$200
209	Belica L Ramirez	Ford Driving & Traffic School	4681 Hollywood Blvd	\$200
210	Vincent Realty	Collective Management	4683 Hollywood Blvd	\$100
211	Maya Jewelry Imports Inc	Maya	4685 Hollywood Blvd	\$200
212	Alex Kefalos	Breakwater Studios	4655 Kingswell Ave #201	\$250
213	Carolina P Loreda DDS	Carolina P Loreda DDS	4655 Kingswell Ave #202	\$100
214	Aijaz Balkhi	It Solutions & Services Network	4655 Kingswell Ave #203	\$100
215	Steven Hopkins	Hiphopkins Productions	4655 Kingswell Ave #205	\$100
216	Son & Father Studios	Son & Father Studios	4655 Kingswell Ave #206	\$100
217	Edward Cardenas	Eastside Editorial	4655 Kingswell Ave #207	\$100
218	Symphony In The Glen	Symphony In The Glen	4655 Kingswell Ave #209	\$100
219	Mark Mauceri	Air Support	4655 Kingswell Ave #211	\$100
220	Robert Troy Poston	Avatar Computer Consulting	4655 Kingswell Ave #213	\$100
221	Trudy S & Thomas R Egan	Vita Dolce Violins	4655 Kingswell Ave #215	\$100
222	Artur Petrosyan	Artigo Valet & Parking Services	4500 Los Feliz Blvd	\$250
223	JP Morgan Chase Bank Na	Attn: Jessica Bryant	4500 Los Feliz Blvd	\$250
224	LT Aquisition Corp	Messhall Kitchen	4500 Los Feliz Blvd	\$450
225	United Valet Parking Inc	United Valet Parking	4500 Los Feliz Blvd	\$250
226	LF 4500 Los Feliz Blvd LLC	Stamp Gourmet	4500 Los Feliz Blvd #C	\$250
227	Hovhannes Manvelyan	Johnny's TV Repair	4452 Melbourne Ave	\$100
228	Roberto Montgomerie	Dream Factory	4657 Melbourne Ave	\$250
229	Zoe Nissman	Zoe Nissman	4657 Melbourne Ave #19	\$250
230	Robert Kelly	Los Feliz Newstand	4657 Melbourne Ave #2	\$100
231	Julio Cesar Benez	Artisan La Jewelry	4649 Russell Ave	\$250
232	Vintage Cinemas Inc	Vista Theater	4473 Sunset Dr	\$350
233	Chase Bank	Attn: Jessica Bryant	1600 N Vermont Ave	\$250
234	Diamond Parking Services Llc	Diamond Parking Services #SP78	1600 N Vermont Ave	\$350
235	Temple Petroleum Inc	Fry's Hollywood Shell	1630 N Vermont Ave	\$250
236	Vermont Hand Wash Inc	Vermont Handwash	1666 N Vermont Ave	\$450
237	Nicholas Hipolito	Machos Tacos	1670 N Vermont Ave	\$350
238	Starbucks Corp	Starbucks #5794	1700 N Vermont Ave	\$550
239	1431/168 Investors LLC	Valet Parking Service	1700 N Vermont Ave	\$250
240	Us Bank - Los Feliz	Us Bank - Los Feliz	1702 N Vermont Ave	\$550
241	Planet Fez	Planet Fez	1710 N Vermont Ave #101	\$100
242	Reade Lab LLC	Reade Lab LLC	1710 N Vermont Ave #106	\$250
243	Academy Valet Parking Services Inc	Academy Valet Parking	1714 N Vermont Ave	\$250
244	Diamond & Elias Restaurant Inc	Rockwell Restaurant and Bar	1714 N Vermont Ave	\$450
245	Lydia Andonian	Bank of America	1715 N Vermont Ave	\$550
246	LAZ Karp Associates LLC	LAZ Parking CA	1715 N Vermont Ave	\$250
247	Platinum Parking Inc	Platinum Parking	1715 N Vermont Ave	\$250
248	Nicholas Gallo	Blue Rooster Art Supplies	1718 N Vermont Ave	\$250
249	Miho Ikeda / Richard Brewer	New High Mart	1720 N Vermont Ave	\$250
250	True Marlin Inc	Heretic	1724 N Vermont Ave	\$250
251	Churro Borough LLC	Churro Borough	1726 N Vermont Ave #A	\$250
252	Eiman Shekarchi & Farzam Fahimdezhban	The Sidewalk Grill	1727 N Vermont Ave #102	\$350
253	Give & Chan LLC	Pattaya Bay Thai Restaurant	1727 N Vermont Ave #103-105	\$250
254	Sonbol T Moini	Balance Acupuncture	1727 N Vermont Ave #106	\$100
255	Moshi Salehmoghaddam	Colonial Drugs	1727 N Vermont Ave #107	\$250



Los Feliz Village Merchant Based Business Improvement District - 2016

	Legal Name	DBA	Business Address	2016 Asmt
256	Zarouhi Pambukchyan	AM Watch Repair	1727 N Vermont Ave #108	\$100
257	Alina Oganyan DDS	Alina Oganyan DDS	1727 N Vermont Ave #109	\$250
258	Helen Nguyen	Lynda's Nails	1727 N Vermont Ave #110	\$250
259	Reid Osherow	The Hanging Company	1727 N Vermont Ave #111	\$250
260	Donoyan Insurance Agency Inc	Allstate Insurance	1727 N Vermont Ave #207	\$250
261	V For Vape LLC	V For Vape	1727 N Vermont Ave #210	\$250
262	Bgdg2 Inc	Co-Op 28	1728 N Vermont Ave	\$250
263	1739 Public House	1739 Public House	1739 N Vermont Ave	\$350
264	India's Grill Inc	Electric Lotus	1739 N Vermont Ave	\$350
265	The Study	The Study	1741 N Vermont Ave	\$250
266	Half-Off Clothing Inc	Half-Off	1748 N Vermont Ave	\$350
267	Pleasantry Jewelers Inc	Pleasantry Jewelers	1754 N Vermont Ave	\$250
268	Starfish Vermont Inc	Starfish Vermont	1755 N Vermont Ave	\$250
269	Alison B Deane	Leap	1756 N Vermont Ave	\$250
270	EGN Inc	Capriccio On Vermont	1757 N Vermont Ave	\$350
271	Julie Shin	Hollymont Cleaners	1759 N Vermont Ave	\$250
272	Ritto Inc	Dresden Room	1760 N Vermont Ave	\$350
273	Los Feliz Italian Deli LLC	Roccos Italian Deli	1761 N Vermont Ave	\$250
274	Belljar LLC	Belljar	1764 N Vermont Ave	\$250
275	Albert Gonzales	Replay Sunglasses	1766 N Vermont Ave	\$250
276	Khachig Mestchyan & Bagrat Akopyan	Monte Cristo Banquet Hall	1767 N Vermont Ave	\$350
277	Karen Prendergast	Una Mae's	1768 N Vermont Ave	\$250
278	Ekay	Y Que Trading Post	1770 N Vermont Ave	\$250
279	Thirteenth Church of Christ Scientist	Thirteenth Church of Christ Scientist	1776 N Vermont Ave	\$100
280	Reiko T Roberts	Squaresville	1800 N Vermont Ave	\$250
281	U Turn Seven Corporation	Figaro Bakery - Bistro	1802 N Vermont Ave	\$450
282	Magda Drucker	Druckers Jewelry	1808 N Vermont Ave	\$100
283	Kara Homsey	La La Ling Inc	1810 N Vermont Ave	\$250
284	Sumi Siegel	Sumi's	1812 N Vermont Ave	\$250
285	Milton Katselas Productions	Skylight Theatre	1816 1/2 N Vermont Ave	\$450
286	Skylight Theatre Company	Skylight Theatre Company	1816 1/2 N Vermont Ave	\$250
287	Skylight Books LLC	Skylight Books	1818 N Vermont Ave	\$350
288	Juicy Burger Shakes N Fries LLC	Juicy Burger Shakes N Fries	1820 N Vermont Ave	\$250
289	Vintage Cinemas Inc	Los Feliz Theatres	1822 N Vermont Ave	\$350
290	Fred Eric EtAl	Freds 62 LLC	1850 N Vermont Ave	\$450
291	Anthony Fanara	Palermo Italian Restaurant	1858 N Vermont Ave	\$450
292	VSM Holding LLC	Bru Artisan Coffee & Tea	1866 N Vermont Ave	\$250
293	House of Pies Inc	House of Pies	1869 N Vermont Ave	\$350
294	Mindset Box LLC	Crossfit Mindset	1870 N Vermont Ave	\$200
				\$79,350

**ORDINANCE NO. \_\_\_\_\_**

An Ordinance of Intention of the City of Los Angeles to confirm the Annual Report for the Los Feliz Village Business Improvement District (District) and to levy a special assessment upon businesses located within the District for the District's fifteenth operating year beginning January 1, 2016.

**WHEREAS**, the Parking and Improvement Area Law of 1989, as contained in Sections 36500 *et. seq.* of the California Streets and Highways Code (Act) authorizes the establishment of parking and business improvement districts for the purpose of levying assessments on district businesses for certain purposes; and

**WHEREAS**, the City Council on December 12, 1997, adopted Ordinance No. 171,866, which established the District and authorized the levy of a special assessment to support District operations for the District's first operating year; and

**WHEREAS**, pursuant to Section 36500 *et seq.* of the Act, an annual report is required to be prepared for each operating year for which assessments are to be levied and collected; and

**WHEREAS**, the Advisory Board for the District has caused to be prepared and filed the required annual report, which includes a description of programs and activities and any changes or modifications for the District's fifteenth operating year; and,

**WHEREAS**, the subject annual report for fiscal year 2016 has been reviewed and approved by the Office of the City Clerk.

**NOW, THEREFORE,**

**THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

Section 1. DECLARATION OF INTENTION. Pursuant to provisions of the Act, the City Council hereby declares its intention to confirm and approve the Annual Report for the District's fifteenth operating year, prepared by the Advisory Board for Los Feliz Village Business Improvement District which is filed with the City Clerk and is contained in Council File No. \_\_\_\_\_, to provide for the levy of assessments upon businesses operating within the Los Feliz Village Business Improvement District during the 2016 operating year, and to adopt an ordinance to that effect. Assessments will be levied on and collected from all businesses located within the District in the amounts and according to the classifications set forth in the Annual Report prepared by the District's Advisory Board and filed with the City Clerk. These levies may be based on proposed changes to the district boundaries, to district benefit zones and/or to the basis and method of levying assessments within the District in accord with Section 36533 of the Act.

Sec. 2. DISTRICT BOUNDARIES. The boundaries of the District for the 2016 operating year remain unchanged from the boundaries as set forth for the 2015 operating year. A description of the boundaries of the District for 2016 are as follows: Hillhurst Avenue, from Los Feliz Boulevard on the north to Sunset Boulevard on the south; Hollywood Boulevard, from Hillhurst Avenue on the east to Vermont Avenue on the west; and Vermont Avenue, from Hollywood Boulevard on the south to Franklin Avenue on the north. A full description of the boundaries and a map are included in the Annual Report on file with the City Clerk and contained in Council File No.\_\_\_\_\_.

Sec. 3. IMPROVEMENTS AND ACTIVITIES. The improvements and activities to be funded by the assessments may include, but are not limited to Beautification, Communication, Marketing/Public Relations, Administration/Bookkeeping and other activities as identified in Sections 36510 and 36513 of the Act.

Sec. 4. METHOD AND BASIS FOR LEVYING ASSESSMENT. The proposed method and basis for levying the assessment is set forth in the Annual Report filed with the City Clerk. Except where funds are otherwise available, an assessment to pay for all specified improvements and activities within the District will be levied annually following a public hearing and adoption of a resolution by the City Council.

Sec. 5. PUBLIC HEARING. Pursuant to Section 36524 of the Act, one public hearing shall be held before the City Council. The public hearing shall be held on \_\_\_\_\_ at 10:00 a.m., or as soon thereafter as this matter may be heard, in the John Ferraro Council Chamber in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012. The public hearing shall be held not less than ten days after the adoption of the Ordinance of Intention. The public hearing may be continued from time to time. At this hearing, the City Council will consider the adoption of the ordinance authorizing the assessment for the District's 2016 operating year.

Sec. 6. PROTESTS. At the public hearing, the City Council shall hear and consider all protests against the proposed levying of the assessment on businesses located within the District for the subject operating year, the extent of the District, or the furnishing of specified types of improvements or activities within the District. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

Every written protest shall be filed with the City Clerk prior to or during the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time prior to the conclusion of the public hearing.

Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a

person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. A written protest that does not comply with these requirements shall not be counted in determining a majority protest.

Written protests can be on a form supplied by the City Clerk (Form SAS 143B). The form may be obtained at the Council and Public Services public counter in Room 395 at City Hall, 200 North Spring Street, Los Angeles, California 90012 or by telephoning (213) 978-1099.

If written protests are received from the owners of businesses in the District who will pay 50% or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50%, no further proceedings to levy the proposed assessment shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the District, those types of improvements or activities shall be eliminated.

Sec. 7. QUESTIONS OR COMMENTS. Any person having a question or comment regarding the hearing proceedings may telephone (213) 978-1099 [facsimile (213) 978-1130] and address the questions or comments to the Deputy City Clerk assigned to answer inquiries regarding the hearing proceedings.

Sec. 8. NOTICE REQUIREMENT. The City Clerk is directed to give notice of the public hearing pursuant to Section 36523 of the Act.

Sec. 9. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of \_\_\_\_\_.

HOLLY L. WOLCOTT, City Clerk

By \_\_\_\_\_ Deputy

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By  \_\_\_\_\_  
CHRISTY NUNEZ-HUERTA

Deputy City Attorney

Date 1-5-16

File No. \_\_\_\_\_