



ERIC GARCETTI  
MAYOR

December 30, 2013

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 10-1504). 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 twelfth operating year on December 31, 2013. 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 thirteenth operating year, beginning January 1, 2014 through December 31, 2014, 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 2014 operating year is \$78,350.00. 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 2014 operating year remain unchanged from the BID's 2013 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 2014 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 2014 operating year include, but are not limited to: Beautification, Communication, Marketing and Public Relations, 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 twelve 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 2014 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 thirteenth operating year, January 1, 2014 to December 31, 2014.
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 thirteenth operating period beginning January 1, 2014 to December 31, 2014.
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  
Interim City Clerk

HLW:MCP:RMH:ev

Attachments: Los Feliz Village Business Improvement District's 2014 Annual Report;  
Ordinance of Intention

October 25, 2013

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

**RE: 2014 Annual Report for the Los Feliz Village Business Improvement District**

Dear Ms. Paster,

As required under our agreement C-122096 with the City of Los Angeles, the Los Feliz Village Advisory Board has reviewed in detail the proposed 2014 budget.

During the meeting of October 25, 2013, the Advisory Board approved the Annual Report for the renewal year 2014.

On behalf of the Advisory Board, I would like to present this Advisory Board approved 2014 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

# 2014 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, 2014 to December 31, 2014.

**Advisory Board Members:**

1. Chris Serrano
2. Richard White
3. Brett Peart
4. Jessica Peart

**Boundaries:** The Los Feliz Village BID's boundaries for its 2014 operating year remain unchanged from the BID's 2013 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 2014 operating year is attached.

**Benefit Zones:** The benefit zones for the Los Feliz Village Business Improvement District will for its 2014 operating year remain unchanged from the BID's 2013 operating year. There is only one benefit zone.

**Improvements and Activities for 2014:** 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:** The 20<sup>th</sup> Annual Street Fair was held September 7th, 2013. The Holiday Festival was not held for 2013 but we plan to resume it in 2014. Two mixers were held in 2013 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 2014:** A breakdown of the total estimated 2014 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 2013 fiscal year the District is expected to not have a surplus to be carried over into the 2014 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 2014 has been adopted by the Los Angeles City Council will be exempt from the 2014 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 2014 BUDGET PROPOSAL**

<b>Total Estimated 2014 Budget</b>	<b>\$</b>	<b>78,350</b>
<b>Estimated Expenses for 2014</b>		
<b>Beautification</b>		
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Village Cleaning/Trash Collection		24,000
Tree Trimming		16,000
		<hr/>
		40,000
<b>Communication</b>		
<hr/>		
Website		2,880
Newsletters		360
Directory		4,000
		<hr/>
		7,240
<b>Marketing/Public Relations</b>		
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Annual Street Fair		10,000
Holiday Festival and/or other BID marketing event		10,409
Mixer		1,000
		<hr/>
		21,409
<b>Administration/Bookkeeping</b>		
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Insurance		2,000
Certified Public Accountant Fee		3,000
City Administrative Costs (6% of total)		4,701
		<hr/>
		9,701
<b>TOTAL ESTIMATED EXPENSES</b>	<b>\$</b>	<b>78,350</b>

No.	Business Address	Business Name	2014 Asmt
1	4446 Ambrose Ave	Golden Sol	0
2	4448 Ambrose Ave	Alliance for Wellness	\$250
3	4448 Ambrose Ave	Robyn E Smith MFT	0
4	4448 Ambrose Ave #A	Yes Equals Yes Inc	0
5	4459 Avocado St	Los Feliz Ledger	\$250
6	4510 Franklin Ave	Bank of America	\$550
7	4650 Franklin Ave	7-Eleven 2626-25599A	\$350
8	1514 Hillhurst Ave	Good Luck Bar	\$350
9	1515 Hillhurst Ave	Autozone #5412	\$350
10	1530 Hillhurst Ave	Asian Pacific Health Care	\$500
11	1550 Hillhurst Ave #1	West Coast Tax & Financial Ser	\$250
12	1608 Hillhurst Ave	Enterprise Rent-A-Car #3219	\$450
13	1608 Hillhurst Ave #A	Factory Direct Fastening	\$450
14	1616 Hillhurst Ave	Komitas Day Care	\$250
15	1620 Hillhurst Ave	Castle Body Shop	\$250
16	1627 Hillhurst Ave	Studio Body	\$250
17	1650 Hillhurst Ave	Best Fish Taco In Ensenada	\$250
18	1654 Hillhurst Ave	Vine Auto Center	\$250
19	1655 Hillhurst Ave #101	Ernest Nagamatsu DDS Inc	\$250
20	1655 Hillhurst Ave #102	Transcendental Meditation	\$0
21	1655 Hillhurst Ave #103	Efma Almario DDS Apdc	\$250
22	1655 Hillhurst Ave #203	Dr. James Young	\$250
23	1660 Hillhurst Ave	Keller Williams Realty	\$550
24	1662 Hillhurst Ave #A	Hillhurst Mortgage	\$250
25	1662 Hillhurst Ave #A	Smaldino Lutz Curtis & Associates	\$250
26	1662 Hillhurst Ave #B	American Trust Escrow	\$350
27	1670 Hillhurst Ave #101	Joe Blasco Cosmetics	\$250
28	1674 Hillhurst Ave	Cap & Cork Jr Market	\$250
29	1700 Hillhurst Ave	Desert Rose Bar & Lounge	\$350
30	1708 Hillhurst Ave	Prospect Mortgage	\$0
31	1710 Hillhurst Ave #201	Best Choice Physical Therapy	\$0
32	1710 Hillhurst Ave #202	Jose Luis Guerra MA/LMFT	\$0
33	1710 Hillhurst Ave #204	Love and Care Hospice	\$250
34	1710 Hillhurst Ave #205	Hye Memorial Counseling	\$250
35	1711 1/2 Hillhurst Ave	REM Amusements	\$0
36	1714 Hillhurst Ave	Berkshire Hathaway Home Services	\$550
37	1714 Hillhurst Ave	Prudential California Realty	\$0
38	1717 Hillhurst Ave	Yoga Vibe	\$250
39	1725 Hillhurst Ave	Spitz Los Feliz	\$350
40	1751 Hillhurst Ave	Little Flower Healing Beauty	\$250
41	1751 Hillhurst Ave	Margaux's Beauty Studio	\$250
42	1753 Hillhurst Ave	Silver Lake Juice Bar	\$0
43	1755 Hillhurst Ave	Los Feliz Shoe Repair	\$100
44	1757 Hillhurst Ave	Hillhurst Smoke Shop	\$250
45	1760 Hillhurst Ave	High Class Parking	\$250
46	1760 Hillhurst Ave	Home Restaurant	\$450
47	1761 Hillhurst Ave	Universal Core Karate Academy	\$250
48	1765 Hillhurst Ave	Liberate Emporium	\$250
49	1769 Hillhurst Ave	Green Leaves Vegan	\$350
50	1774 Hillhurst Ave	Ise Automotive Service	\$250
51	1775 Hillhurst Ave	My Enchanted Garden	\$250
52	1800 1/2 Hillhurst Ave	Sis Deli & Grocery	\$250
53	1800 Hillhurst Ave	Drawing Room	\$350
54	1801 Hillhurst Ave	Sotheby's International Realty	\$550

No.	Business Address	Business Name	2014 Asmt
55	1802 1/2 Hillhurst Ave	Laundry Room	\$250
56	1802 Hillhurst Ave	Gastronomico	\$0
57	1803 Hillhurst Ave	Sun Drug Company	\$250
58	1804 1/2 Hillhurst Ave	Hillhurst Cleaners	\$250
59	1804 Hillhurst Ave	Maro Coiffure	\$250
60	1805 Hillhurst Ave	Los Feliz Hi Tech	\$250
61	1806 1/2 Hillhurst Ave	Tuhtim Siam Restaurant	\$450
62	1806 Hillhurst Ave	Suzys Nail	\$250
63	1810 Hillhurst Ave	Sahara Salon	\$350
64	1811 Hillhurst Ave	Southern California Gas Co	\$350
65	1813 Hillhurst Ave	Chi Dynasty	\$350
66	1814 Hillhurst Ave	Edward K Hom DDS	\$250
67	1814 Hillhurst Ave	Henry N Hom DDS	\$250
68	1822 Hillhurst Ave	TRG Realty	\$250
69	1824 Hillhurst Ave	Dr. Paul Fleiss MD	\$350
70	1831 Hillhurst Ave	Ye Rustic Inn	\$350
71	1850 Hillhurst Ave	Simply Thai Restaurant	\$350
72	1854 Hillhurst Ave	Waverly Wei Li Therapy Center	\$250
73	1857 Hillhurst Ave	Celebrity Cleaners	\$250
74	1859 Hillhurst Ave	Village Liquor Mart	\$250
75	1900 Hillhurst Ave	Subway	\$450
76	1902 Hillhurst Ave	Hillhurst Beauty Center	\$250
77	1903 Hillhurst Ave	For Pets Only	\$250
78	1904 1/2 Hillhurst Ave	Moe's Mediterranean Grill	\$250
79	1904 Hillhurst Ave	Hillhurst Thai Spa	\$250
80	1906 Hillhurst Ave	Tosa Express	\$250
81	1907 Hillhurst Ave	Daily China Express	\$350
82	1908 Hillhurst Ave	Daily Donuts	\$250
83	1909 Hillhurst Ave	Dr. Alan Snyder	\$250
84	1910 Hillhurst Ave	Bruce Jay Associates	\$250
85	1912 Hillhurst Ave #A	Grigor Sarkissian DDS Apc	\$250
86	1913 Hillhurst Ave	Sun Works Tanning LA	\$250
87	1915 Hillhurst Ave	Robeks Los Feliz	\$450
88	1917 Hillhurst Ave	Coldwell Banker	\$550
89	1917 Hillhurst Ave #101	First Capital Mortgage	\$250
90	1917 Hillhurst Ave #101	Westland Escrow	\$200
91	1917 Hillhurst Ave #203	PNC Mortgage (A Division of PNC Bank NA)	\$250
92	1917 Hillhurst Ave #205	Arcstone Financial Mortgage	\$250
93	1918 Hillhurst Ave	Bling Circus	\$250
94	1920 Hillhurst Ave	Box Brothers Los Feliz	\$350
95	1922 Hillhurst Ave	Los Feliz Cleaners	\$250
96	1924 Hillhurst Ave	Froyolife	\$350
97	1929 Hillhurst Ave	Alcove Cafe	\$450
98	1930 Hillhurst Ave	Chabad of Greater Los Feliz	\$100
99	1932 Hillhurst Ave	Meher Der Ohanessian Fincl Svc	\$250
100	1933 1/2 Hillhurst Ave	Elisabeth Klock & Associates	\$100
101	1933 1/2 Hillhurst Ave #B	Dina Daleo Psyd	\$100
102	1936 1/2 Hillhurst Ave	Lala Casting	\$100
103	1936 Hillhurst Ave	Gelato Bar	\$250
104	1937 1/2 Hillhurst Ave	Steven Alan Ca Outpost	\$250
105	1937 Hillhurst Ave	Bahn Sabai	\$250
106	1939 1/2 Hillhurst Ave	Spitfire Girl	\$250
107	1939 Hillhurst Ave	Meowdy	\$250
108	1940 Hillhurst Ave	Health Works	\$250

No.	Business Address	Business Name	2014 Asmt
109	1941 Hillhurst Ave	Grey Goose Custom Framing	\$350
110	1946 Hillhurst Ave	Transcend Salon	\$250
111	1947 1/2 Hillhurst Ave	Mind & Body Fitness	\$250
112	1947 Hillhurst Ave	Wizard of Art	\$250
113	1948 Hillhurst Ave	Mustard Seed Café Inc	\$350
114	1949 Hillhurst Ave	Dvorak & Co The Acting Studio	\$250
115	1951 Hillhurst Ave	Vamp Shoes	\$250
116	1953 1/2 Hillhurst Ave	Undesigned Products	\$250
117	1953 Hillhurst Ave	Panty Raid	\$250
118	1954 Hillhurst Ave	Jackie Robbins	\$250
119	1956 Hillhurst Ave	High Fidelity	\$250
120	1958 Hillhurst Ave	Lucifer's Pizza	\$250
121	1965 Hillhurst Ave	Citibank	\$550
122	1966 Hillhurst Ave	Tropicalia	\$350
123	1968 Hillhurst Ave	Vinoteca Wine Bar	\$350
124	1972 Hillhurst Ave	En Sushi	\$350
125	1978 Hillhurst Ave	Farfalla Trattoria	\$450
126	2000 Hillhurst Ave	United Partners Insurance Services	\$100
127	2000 Hillhurst Ave	Western Diagnosis & Repair	\$350
128	2016 Hillhurst Ave	Being In La	\$100
129	2020 Hillhurst Ave	Los Feliz Properties	\$350
130	2030 Hillhurst Ave	Jasmine's Garden	\$250
131	2035 Hillhurst Ave	Albertsons #6387	\$550
132	2040 Hillhurst Ave	Japanese Country Cuisine	\$350
133	2042 Hillhurst Ave	Opyans Hair Design	\$200
134	2044 Hillhurst Ave	Community	\$250
135	2046 Hillhurst Ave	Copycat La	\$250
136	2046 Hillhurst Ave #23	Los Angeles College Prep	0
137	2048 Hillhurst Ave	Fancy Nails	\$250
138	2056 Hillhurst Ave	Yuca's	\$250
139	2060 Hillhurst Ave	Hillhurst Liquor	\$250
140	2064 Hillhurst Ave	Purans	\$450
141	2066 Hillhurst Ave	Dragonfly Du Lou	\$250
142	2068 Hillhurst Ave	Casillas Hair Salon	\$250
143	2068 Hillhurst Ave	Leo's Hair Studio	\$250
144	2080 Hillhurst Ave	Lassens Health Foods	\$550
145	2081 Hillhurst Ave	California Roll & Fish	\$350
146	2081 Hillhurst Ave	The Coffee Bean & Tea Leaf	\$550
147	2101 Hillhurst Ave	Michael S Burton Medical Group	\$250
148	2107 Hillhurst Ave	The Los Feliz Med Spa	\$250
149	2109 Hillhurst Ave #273	Blackstone Optometry	\$250-
150	2112 Hillhurst Ave	Palace Restaurant	\$350
151	2114 Hillhurst Ave	Pittman Hensley	\$100
152	2116 1/2 Hillhurst Ave	Composition Entertainment Inc	\$0
153	2116 Hillhurst Ave	Cheechs Pizza	\$250
154	2117 Hillhurst Ave	Mccalls Meat & Fish Co	\$350
155	2118 1/2 Hillhurst Ave	Bludgeon	\$250
156	2118 Hillhurst Ave	Cafe Los Feliz	\$250
157	2120 Hillhurst Ave	Liza Shtromberg Jewelry	\$250
158	2121 Hillhurst Ave	Mexico City	\$350
159	2122 Hillhurst Ave	Los Feliz Dental Lab	\$250
160	2122 Hillhurst Ave #A	Farmscape LLC	0
161	2124 Hillhurst Ave	Paris Optique	\$250
162	2128 Hillhurst Ave	Little Dom's	\$350

No.	Business Address	Business Name	2014 Asmt
163	2131 Hillhurst Ave	Mission of Los Feliz	\$100
164	2138 Hillhurst Ave	Tangier & Yakinuku Lounge	\$350
165	2150 Hillhurst Ave	Re/Max Realty	\$550
166	4477 Hollywood Blvd #	Creative Artist Lab	\$200
167	4477 Hollywood Blvd #200	Japaneeds.org	\$0
168	4477 Hollywood Blvd #204	Future Past	\$0
169	4477 Hollywood Blvd #207/209	Crystal Valet Parking Service	\$200
170	4481 Hollywood Blvd	Money Mart #752 Pmb #3500	\$300
171	4483 Hollywood Blvd	Action Vacuum & Janitorial	\$200
172	4500 Hollywood Blvd	Vortex Vinyl	\$200
173	4514 Hollywood Blvd	Panther Energy Fitness Studio	\$200
174	4516 Hollywood Blvd	Paper Moon	\$0
175	4518 Hollywood Blvd	Di Carlo Pizzeria	\$300
176	4531 Hollywood Blvd	Parking Co of America	0
177	4550 Hollywood Blvd	Hollywood Moving Center	\$500
178	4575 Hollywood Blvd	Goodwill	\$400
179	4600 Hollywood Blvd	Cheetah	\$300
180	4606 Hollywood Blvd #A	Gloria Dinglasan DDS	\$200
181	4606 Hollywood Blvd #B	Jeffrie Maneepetasut Dmd	\$200
182	4610 Hollywood Blvd	A & G Sync Inc	\$200
183	4610 Hollywood Blvd	Canvas Inc	\$200
184	4610 Hollywood Blvd	Psychocandy LLC	\$200
185	4610 Hollywood Blvd	The Spellbound Group	\$200
186	4614 Hollywood Blvd	Hollywood Psychic	0
187	4616 Hollywood Blvd	Primrose Organics	\$200
188	4621 Hollywood Blvd	Kaiser Permanente	\$200
189	4622 Hollywood Blvd	Leidner & Leidner Apc	\$200
190	4622 Hollywood Blvd #A	KD	\$0
191	4628 Hollywood Blvd	An Eastside Establishment Inc	\$300
192	4628 Hollywood Blvd	Covell Wine Bar	\$300
193	4628 Hollywood Blvd	E & E Valet Parking Svc	\$300
194	4630 Hollywood Blvd	Dark Horse Tatoo	\$200
195	4632 Hollywood Blvd	Secret City Int'l World HQ	\$200
196	4633 Hollywood Blvd	Wacko La Luz De Jesus	\$400
197	4634 Hollywood Blvd	Weekend	\$200
198	4635 Hollywood Blvd	Ozzie Dots	\$200
199	4639 Hollywood Blvd	Sweeney Todd's Barber Shop	\$200
200	4640 Hollywood Blvd	Los Burritos Inc	\$0
201	4645 Hollywood Blvd #1	Springer Chiropractic Inc	\$200
202	4645 Hollywood Blvd #4	Kltchian Missak	\$200
203	4645 Hollywood Blvd #6	Gev-Arth Family Medical Clinic	\$200
204	4646 Hollywood Blvd	Hotel De Ville	\$200
205	4648 Hollywood Blvd	Mother Dough	\$300
206	4652 Hollywood Blvd	Docriot LLC	\$200
207	4652 Hollywood Blvd	Narconon International	\$100
208	4655 1/2 Hollywood Blvd	Works of Art Hair Studio	\$200
209	4655 Hollywood Blvd	Umami Burger	\$400
210	4657 Hollywood Blvd	The Casting Coach	\$200
211	4657 Hollywood Blvd #A	TriCo	\$100
212	4657 Hollywood Blvd #B	Lafamos	\$100
213	4657 Hollywood Blvd #D	Better Living Insight	\$200
214	4659 Hollywood Blvd	Glory Sales and Service Inc	\$200
215	4661 Hollywood Blvd	Confederacy	\$200
216	4661 Hollywood Blvd	Rebecca Minkoff	\$200

No.	Business Address	Business Name	2014 Asmt
217	4665 Hollywood Blvd	American Apparel	\$400
218	4666 Hollywood Blvd	Yuca's On Hollywood	\$200
219	4667 Hollywood Blvd	H/R Block Inc	\$200
220	4668 Hollywood Blvd	Omega Ultrasound Diagnostic Center	\$100
221	4670 Hollywood Blvd	Magie Zakarian MD	\$100
222	4675 Hollywood Blvd	Miss L Fire	0
223	4681 Hollywood Blvd	Ford Driving & Traffic School	\$200
224	4685 Hollywood Blvd	Maya	\$200
225	4647 Kingswell Ave	Extra Copy	\$100
226	4655 Kingswell Ave #201	Breakwater Studios	\$250
227	4655 Kingswell Ave #202	Carolina P Loredo DDS	\$100
228	4655 Kingswell Ave #203	It Solutions & Services Network	\$100
229	4655 Kingswell Ave #205	Hiphopkins Productions	\$100
230	4655 Kingswell Ave #206	3D Vinyl Inc	\$100
231	4655 Kingswell Ave #207	Eastside Editorial	\$100
232	4655 Kingswell Ave #208	Acre Island	\$100
233	4655 Kingswell Ave #209	Symphony In The Glen	\$100
234	4655 Kingswell Ave #211	Air Support	\$100
235	4655 Kingswell Ave #213	Avatar Computer Consulting	\$100
236	4655 Kingswell Ave #215	Vita Dolce Violins	\$100
237	4655 Kingswell Ave #216	JG	\$0
238	4655 Kingswell Ave #217	Dan & Dave	\$0
239	4456 Los Feliz Blvd	Union 76	\$550
240	4500 Los Feliz Blvd	Chase Bank	\$550
241	4500 Los Feliz Blvd	Messhall Kitchen	\$450
242	4500 Los Feliz Blvd	United Valet Parking	\$250
243	4452 Melbourne Ave	Johnny's TV Repair	\$100
244	4645 Melbourne Ave	The Punchbowl	0
245	4647 Melbourne Ave	The Blank Studio Showroom	0
246	4657 Melbourne Ave #2	Los Feliz Newstand	\$100
247	4647 Russell Ave	Los Feliz Lock & Key Inc	\$250
248	4649 Russell Ave	Artisan La Jewelry	\$250
249	4443 Sunset Dr	Traditional Healing Arts Center	\$250
250	4469 Sunset Dr	Café At The Vista	\$250
251	4473 Sunset Dr	Vista Theater	\$350
252	1600 N Vermont Ave	OH1-1060	\$250
253	1630 N Vermont Ave	Fry's Hollywood Shell	\$250
254	1666 N Vermont Ave	Vermont Handwash	\$450
255	1670 N Vermont Ave	Machos Tacos	\$350
256	1700 N Vermont Ave	Starbucks #5794	\$550
257	1700 N Vermont Ave	Valet Parking Service	\$250
258	1702 N Vermont Ave	Us Bank - Los Feliz	\$550
259	1710 N Vermont Ave #101	Planet Fez	\$100
260	1710 N Vermont Ave #102	Symphony 19	\$100
261	1710 N Vermont Ave #103	Law Offices of Robert Sarno	\$250
262	1710 N Vermont Ave #106	Reade Lab LLC	\$0
263	1714 N Vermont Ave	Academy Valet Parking	\$250
264	1714 N Vermont Ave	Rockwell Restaurant and Bar	\$450
265	1715 N Vermont Ave	Bank of America	\$550
266	1718 N Vermont Ave	Blue Rooster Art Supplies	\$250
267	1720 N Vermont Ave	New High Mart	\$250
268	1724 N Vermont Ave	Heretic	\$250
269	1726 N Vermont Ave #A	Ramekin	\$350
270	1727 N Vermont Ave #102	The Sidewalk Grill	\$350

No.	Business Address	Business Name	2014 Asmt
271	1727 N Vermont Ave #103/105	Pattaya Bay Inc	\$350
272	1727 N Vermont Ave #106	Balance Acupuncture	\$100
273	1727 N Vermont Ave #107	Colonial Drugs	\$250
274	1727 N Vermont Ave #108	AM Watch Repair	\$100
275	1727 N Vermont Ave #109	Alina Oganyan DDS	\$250
276	1727 N Vermont Ave #110	Lynda's Nails	\$250
277	1727 N Vermont Ave #111	The Hanging Company	\$250
278	1727 N Vermont Ave #207	Allstate Insurance	\$250
279	1727 N Vermont Ave #209	RGP Computing	\$250
280	1727 N Vermont Ave #211	Los Angeles Theatre Sports	\$250
281	1728 N Vermont Ave	Co-Op 28	\$250
282	1730 N Vermont Ave	Gypsy's Palace	\$250
283	1739 N Vermont Ave	Electric Lotus	\$350
284	1748 N Vermont Ave	Half-Off	\$350
285	1754 N Vermont Ave	Pleasantry Jewelers	\$250
286	1755 N Vermont Ave	Starfish Vermont	\$250
287	1756 N Vermont Ave	Leap	\$250
288	1757 N Vermont Ave	Capriccio On Vermont	\$350
289	1759 N Vermont Ave	Hollymont Cleaners	\$250
290	1760 N Vermont Ave	Dresden Room	\$350
291	1761 N Vermont Ave	Roccos Italian Deli	\$250
292	1764 N Vermont Ave	Weltenbuerger	\$250
293	1766 N Vermont Ave	Replay Sunglasses	\$250
294	1767 N Vermont Ave	Monte Cristo Banquet Hall	\$350
295	1768 N Vermont Ave	Una Mae's	\$250
296	1770 N Vermont Ave	Y Que Trading Post	\$250
297	1776 N Vermont Ave	Thirteenth Church of Christ Scientist	\$100
298	1800 N Vermont Ave	Squaresville	\$250
299	1802 N Vermont Ave	Figaro Bakery - Bistro	\$450
300	1808 N Vermont Ave	Druckers Jewelry	\$100
301	1810 N Vermont Ave	La La Ling Inc	\$250
302	1816 1/2 N Vermont Ave	Skylight Theatre	\$450
303	1818 N Vermont Ave	Skylight Books	\$350
304	1820 N Vermont Ave	Juicy Burger Shakes N Fries	\$250
305	1822 N Vermont Ave	Los Feliz Theatres	\$350
306	1824 N Vermont Ave	El Greco Cafe	\$250
307	1850 N Vermont Ave	Freds 62 LLC	\$450
308	1856 N Vermont Ave	Popkiller Dept	\$250
309	1858 N Vermont Ave	Palermo Italian Restaurant	\$450
310	1864 N Vermont Ave	Kirstie Alley's Organic Liaison	\$250
311	1866 N Vermont Ave	Bru Artisan Coffee & Tea	\$250
312	1868 N Vermont Ave	Affordable Portables	\$350
313	1869 N Vermont Ave	House of Pies	\$350
314	4683 Hollywood Blvd.	Collective Management	\$100
315	4679 Hollywood Blvd.	Trails	\$100

\$78,350





**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 thirteenth operating year beginning January 1, 2014.

**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 thirteenth operating year; and,

**WHEREAS**, the subject annual report complies with the provisions of Section 36533 of the Act.

**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 thirteenth 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 2014 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 2014 operating year remain unchanged from the boundaries as set forth for the 2013 operating year. A description of the boundaries of the District for 2014 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 2014 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, Interim City Clerk

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

Approved \_\_\_\_\_

\_\_\_\_\_  
Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By                     CNOA                    CHRISTY NUNO-HIURA                    

Deputy City Attorney

Date                     12-20-13                    

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