

**OLD GRANADA VILLAGE**  
**BUSINESS IMPROVEMENT DISTRICT**  
**(BID)**

**MANAGEMENT DISTRICT PLAN**

*Being Renewed Under California Streets and Highways Code Section 36600 et seq.  
Property and Business Improvement District (BID) Act of 1994*

*Prepared for:*  
*Old Granada Village BID Association*

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# MANAGEMENT DISTRICT PLAN

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## I. MANAGEMENT PLAN SUMMARY

The Old Granada Village Business Improvement District (OGV BID) is being renewed for a 5 year period by a consortium of business and property owners within the Old Granada Village business district. The OGV BID is a pedestrian friendly retail, restaurant, service and office district centered along Chatsworth Street in Old Granada Village. The purpose of the OGV BID is to continue to provide and manage unique activities for this important business center, including Image Enhancement, Marketing, Streetscape Services and Administration. The OGV BID will enable the District property owners, working as a unit, to continue to fund needed property and business related programs above what is provided by tax supported City of Los Angeles base level services.

**Name:** The name of the District is the Old Granada Village Business Improvement District

**Location:** The OGV BID is centered along Chatsworth Street roughly between Encino Avenue on the east and Lindley Avenue on the west.

**Zones:** There are three benefit zones within the proposed renewed OGV BID. Zone 1 includes all parcels with Chatsworth Street frontage between Encino Avenue and Zelzah Avenue; Zone 2 includes all parcels east of Zelzah Avenue within the BID without Chatsworth Street frontage; and, Zone 3 includes all parcels within the BID west of Zelzah Avenue.

**Services:** Image Enhancement, Marketing, Streetscape Services and Administration.

**Benefits:** “General Benefit” is defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special Benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the District or to the public at large.

**Finance:** Levy of benefit assessments on 100 real property parcels to fund special benefit programs, services and improvements pursuant to the California Streets and Highways Code Section 36600 et seq. (Property and Business Improvement District Act of 1994). In addition, non-assessment revenues will be generated to fund the costs associated with general benefits as delineated in this Plan and the attached Engineer’s Report.

**Budget:** BID assessment revenue for Year 1-2016 is projected to be \$129,509. Additional Year 1 revenues of at least \$280 are projected to fund 0.22% in general benefit costs, and will be derived from other sources for a total projected Year 1 budget of \$129,789.

**Formula:** The proposed BID assessments are based on one factor: parcel land area. Year 1 – 2016 BID assessment rates per parcel are as follows:

:

| <b>Location</b> | <b>Land Area Rate</b>   |
|-----------------|-------------------------|
| Zone 1 (100%)   | \$0.158708601 per sq ft |
| Zone 2 (50%)    | \$0.079355545 per sq ft |
| Zone 3 (10%)    | \$0.015855495 per sq ft |

**Cap:** Assessment increases are capped at a maximum of 2% per year, subject to approval by the BID Property Owner Association Board of Directors.

**Renewal:** District renewal is a two-step process. First, petitions signed by District property owners representing at least 50% of the total assessment to be levied must be secured. Second, property owners will be sent a ballot to vote on the District renewal. Returned ballots in support of the District renewal must outweigh those in opposition based on the amount of assessment to be levied as stated on the ballots.

**Duration:** The renewed BID will have a term of five (5) years. After five years, the petition and balloting process must be repeated in order to renew the district and continue to levy assessments. Future renewals may extend up to 10 years at a time.

## **II. BID BOUNDARIES**

### General Setting

The OGV BID is located in the central business district of the community of Granada Hills, a suburb in the northwest area of the San Fernando Valley, City of Los Angeles. This business district is historically known as Old Granada Village. The boundaries of the district have been determined based on the concentrated commercially zoned, retail-related properties in the heart of Old Granada Village. The District is generally bounded on all sides by residentially zoned parcels and neighborhoods which, according to State of California Streets and Highways Code Section 36632(c), are conclusively presumed to not benefit from BID funded activities and therefore cannot be assessed. The OGV BID boundaries are more specifically described as follows:

### Boundary Description

Beginning at the northeast corner of the intersection of Lindley Avenue and Kingsbury Street; thence east along the north side of Kingsbury Street to the northwest corner of the intersection of Kingsbury Street and Zelzah Avenue; thence north along the west side of Zelzah Avenue to the westerly prolongation of the south side of Parcel 2733-003-032; thence east along the south side of Parcel 2733-003-032 and its westerly prolongation to the southeast corner of Parcel 2733-003-032; thence north along the east side of Parcel 2733-003-032 and its northerly prolongation to the north side of Kingsbury Street; thence east along the north side of Kingsbury Street to the southeast corner of Parcel 2733-005-018; thence north along the east side of Parcel 2733-005-018 and its northerly prolongation to the south side of the Parcels fronting the south side of Chatsworth Street; thence east along the south side of the Parcels fronting the south side of Chatsworth Street to the northerly prolongation of the west side of Parcel 2733-005-027; thence south along the west side of Parcel 2733-005-027 and its northerly prolongation to the southwest corner of said Parcel; thence east along the south side of Parcel 2733-005-027 and its easterly prolongation to the east side of Yarmouth Avenue; thence south along the east side of Yarmouth Avenue to the southwest corner of Parcel 2733-006-024; thence east along the south side of Parcel 2733-006-024 to the southeast corner of said Parcel; thence north along the east side of Parcel 2733-006-024 and its northerly prolongation to the south side of the Parcels fronting the south side of Chatsworth Street; thence east along the south side of the Parcels fronting the south side of Chatsworth Street to the northerly prolongation of the west side of Parcel 2733-006-012; thence south along the west side of Parcel 2733-006-012 and its northerly prolongation to the north side of Kingsbury Street; thence east along the north side of Kingsbury Street to the southeast corner of Parcel 2733-009-022; thence north along the east side of Parcel 2733-009-022 and its northerly prolongation to the south side of the Parcels fronting the south side of Chatsworth Street; thence east along the south side of the Parcels fronting the south side of Chatsworth Street and its easterly prolongation to the east side of Shoshone Street; thence south along the east side of Shoshone Street to the southwest corner of Parcel 2733-018-031; thence east along the south side of Parcel 2733-018-031 to the southeast corner of said Parcel; thence north along the east side of Parcel 2733-018-031 and its northerly prolongation to the south side of the Parcels fronting the south side of Chatsworth Street; thence east along the south side of the Parcels fronting the south side of Chatsworth Street to the west side of Encino Avenue; thence north along the west side of Encino Avenue to the north side of the Parcels fronting the north side of Chatsworth Street; thence west along the north side of the Parcels fronting the north side of Chatsworth Street to the southerly prolongation of the east side of Parcel 2712-028-026;

thence north along the east side of Parcel 2712-028-026 and its southerly prolongation to the south side of Los Alimos Street; thence west along the south side of Los Alimos Street to the northwest corner of Parcel 2712-029-025; thence south along the west side of Parcel 2712-029-025 and its southerly prolongation to the north side of the Parcels fronting the north side of Chatsworth Street; thence west along the north side of the Parcels fronting the north side of Chatsworth Street to the southerly prolongation of the east side of Parcel 2712-030-002; thence north along the east side of Parcel 2712-030-002 and its southerly prolongation to the northeast corner of said Parcel; thence west along the north side of Parcel 2712-030-002 and its westerly prolongation to the west side of Zelzah Avenue; thence north along the west side of Zelzah Avenue to its intersection with the westerly prolongation of the north side of Los Alimos Street; thence east along the north side of Los Alimos Street and its westerly prolongation to the southeast corner of Parcel 2712-021-026; thence north along the east side of Parcel 2712-021-026 to the northeast corner of said Parcel; thence west along the north side of Parcel 2712-021-026 and its westerly prolongation to the west side of Zelzah Avenue; thence north along the west side of Zelzah Avenue to the northeast corner of Parcel 2715-025-055; thence west along the north side of Parcel 2715-025-055 to the east side of Lindley Avenue; thence south along the east side of Lindley Avenue to its intersection with the easterly prolongation of the north side of Parcel 2715-012-041; thence west along the north side of Parcel 2715-012-041 and its easterly prolongation to the east side of Aliso Creek; thence southerly along the east side of Aliso Creek to the north side of Chatsworth Street; thence east along the north side of Chatsworth Street to the northeast corner of the intersection of Chatsworth Street and Lindley Avenue; thence south along the east side of Lindley Avenue to the point of beginning.

### **District Boundary Rationale**

**Northern Boundary:** The northern boundary of the Old Granada Village Business Improvement District was determined by zoning and land uses where properties located to the north of the northern District boundary are zoned solely residential with residential land uses while those south of the northern boundary are generally zoned commercial with commercial land uses. State of California Streets and Highways Code Section 36632(c) conclusively presumes that properties zoned solely residential do not benefit from the improvements and service funded through BID assessments, cannot be assessed and, thus, generally are not included in the District. In order to ensure that parcels north of the northern boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided north of the various northern boundary segments, only south of the northern boundary within the OGV BID boundaries.

**Eastern Boundary:** The properties located to the east of the District boundaries are a mix of residential zoning, including higher density duplex, quad-plex and larger multi-family buildings, as well as a limited number of non-retail and non-traditional quasi-retail related businesses all of which lack “storefronts” and thus are outside of the purpose and target of this BID, which is to serve commercial zoned parcels and businesses. The parcels west of Encino Avenue within the BID boundaries are 100% zoned commercial whereas, the parcels east of Encino Avenue are mixed residential and commercial zoning which do not share the same needs as the commercial parcels within the District boundaries. The limited number of commercially zoned properties east of Encino does not cohesively or densely extend commercial zoned parcels more than a partial

block, making Encino Avenue a natural and reasonable eastern boundary for the BID. In order to ensure that parcels east of the eastern boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided east of the centerline of Encino Avenue, only west of said centerline within the OGV BID boundaries.

**Southern Boundary:** The southern boundary of the Old Granada Village Business Improvement District was determined by zoning and land uses where properties located to the south of the southern District boundary and east of Zelzah Avenue are zoned solely residential with residential land uses while those north of the southern boundary are generally zoned commercial with commercial land uses. State of California Streets and Highways Code Section 36632(c) conclusively presumes that properties zoned solely residential do not to benefit from the improvements and service funded through BID assessments, cannot be assessed and, thus, generally are not included in the District.

The property to the south of the District boundary and west of Zelzah Avenue is a charter high school, which is surrounded by a security fence and is self-maintained within its parcel boundary and would not benefit from the improvements and services funded through the BID assessments and, thus, is not included in the BID. In order to ensure that parcels south of the southern boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided south of the various southern boundary segments, only north of the southern boundary within the OGV BID boundaries.

**Western Boundary:** The western boundary of the Old Granada Village Business Improvement District was determined where the commercially zoned parcels end along Chatsworth. The majority, if not all, of parcels West of the boundary are zoned either agricultural or solely for residential purposes and as per State of California Streets and Highways Code Section 36632(c) are conclusively presumed not to benefit from the improvements and services funded through these assessments and, thus, are not included in the BID. In addition, the flood control channel at the western edge of the BID is a physical boundary that literally cuts off the commercial areas to the east and the residential areas to the west. Both the parcel zoning and the flood control channel make for a natural and practical western boundary to the BID. In order to ensure that parcels west of the western boundary will not specially benefit from BID funded services and improvements, no BID services and improvements will be provided west of the various western boundary segments, only east of the western boundary within the OGV BID boundaries.

**Benefit Zones:** There are three benefit zones in the BID.

- **Zone 1** is the core retail corridor of Old Granada Village and consists of commercially zoned properties fronting Chatsworth Street between Encino Avenue on the east and Zelzah Avenue on the west. Retail activity and pedestrian traffic is highest in this portion of the BID, and thus these parcels require the highest level of programmed and response BID services. (See chart on page 13 of this Plan of BID services and frequencies). As a result, Zone 1 parcels will receive 100% of their proportionate special benefit from Zone 1 BID funded levels of services and will be assessed at the rate of \$0.158708601 per square foot of parcel land area as delineated in this Plan and the attached Engineer's Report. This rate and the resulting Zone 1 assessment revenue are reflected in the budget

allocation of funds for Zone 1 and the corresponding proportionate special benefits conferred on Zone 1 parcels.

- **Zone 2** generally consists of the remaining commercially zoned parcels within the BID boundaries between Encino Avenue on the east and Zelzah Avenue on the west. It is noted that three parcels within Zone 2 are zoned solely residential (APN 2712-030-002, 2712-030-003 and 2733-006-024) and are included in the District, but are not assessed nor shall they be provided with any direct BID funded services nor shall special benefits be conferred on them. In addition, two parcels within Zone 2 have partial commercial and residential zoning designations (APN 2712-028-026 and 2733-009-022). While these entire parcels are included in the District, only the commercial zoned portions shall be assessed and shall be provided with direct BID funded services and upon which special benefits shall be conferred. The residential zoned portions of these parcels shall not be assessed nor shall they be provided with any direct BID funded services nor shall special benefits be conferred on these portions.

Zone 2 parcels have no Chatsworth Street frontage but have frontage along secondary streets in the BID including Zelzah Avenue, Yarmouth Avenue, White Oak Avenue and Shoshone Avenue. Zone 2 has less retail activity and pedestrian traffic than the Zone 1 parcels fronting Chatsworth Street and require lower levels of programmed and response service from the BID. (See chart on page 13 this Plan of BID services and frequencies). As a result, Zone 2 parcels will receive 100% of their proportionate special benefit from Zone 2 BID funded levels of services and will be assessed at the rate of \$0.079355545 per square foot of parcel land area as delineated in this Plan and the attached Engineer's Report. This rate and the resulting Zone 2 assessment revenue are reflected in the budget allocation of funds for Zone 2 and the corresponding proportionate special benefits conferred on Zone 2 parcels.

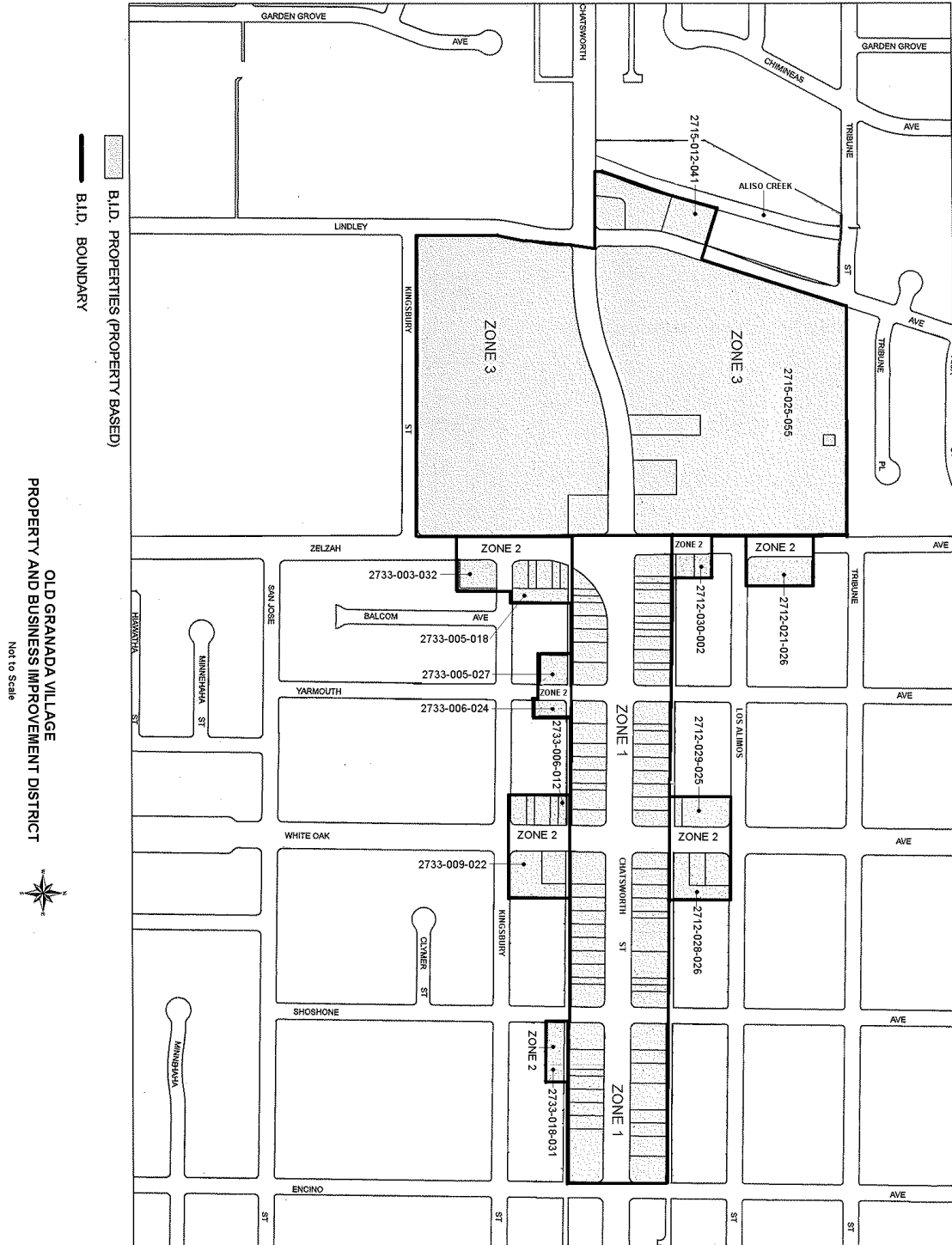
**Zone 3** consists primarily of two major shopping centers located west of Zelzah Avenue. These large shopping centers provide landscape, day porter, sweeping and other services within their parcel boundaries for the benefit of their tenants and require little to no such services from the BID. The benefits and services that Zone 3 parcels receive from the BID are limited to administrative and marketing efforts, partial image enhancements (sidewalk benches and light poles/decorations) and minimal streetscape services (a few sidewalk trees along Zelzah). (See chart on page 13 this Plan of BID services and frequencies). As a result, Zone 3 parcels will receive 100% of their proportionate special benefit from Zone 3 BID funded levels of services and will be assessed at the rate of \$0.015855495 per square foot of parcel land area as delineated in this Plan and the attached Engineer's Report. This rate and the resulting Zone 3 assessment revenue are reflected in the budget allocation of funds for Zone 3 and the corresponding proportionate special benefits conferred on Zone 3 parcels.

The boundary of the proposed OGV BID and benefit zones and parcels within it are shown on the map of the proposed renewed BID on page 9 of this Plan.



All identified parcels within the above-described boundaries shall be assessed to fund supplemental special benefit programs, services and improvements as outlined in this Plan and in the attached Engineer's Report. All BID funded services, programs and improvements provided within the above described boundaries shall confer special benefit to identified assessed parcels inside the District boundaries and none will be provided outside of the District. Each assessed parcel within the OGV BID will proportionately specially benefit from the BID funded supplemental image enhancement, marketing, streetscape services and administration. These services, programs and improvements are intended to improve commerce, employment, commercial rents and occupancy rates and investment return of parcels and businesses within the OGV BID by reducing litter and debris and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district. All BID funded services programs and improvements are considered supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of assessed parcels within the boundaries of the OGV BID.

# OLD GRANADA VILLAGE BID BOUNDARY AND BENEFIT ZONE MAP



### **III. Proposed 5 Year BID Work Plan and Budget**

#### **Overview**

The property uses within the boundaries of the BID that will receive special benefits from BID funded programs, services and improvements are currently a mix of general commercial, retail, office, and commercial parking. BID funded activities are primarily designed to provide special benefits as described below to identified assessed parcels and the commercial land uses within the boundaries of the District.

For general commercial, retail, office, and commercial parking uses within the OGV BID, each of these uses and assessed parcels specially benefit from BID funded programs, services and improvements (i.e. image enhancement, marketing, streetscape services and administration) by potentially attracting more commercial clients, employees, tenants and investors as a result of these programs, services and improvements, thereby possibly increasing business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments. These programs, services and improvements are designed to improve commerce and aesthetic appeal of businesses, patrons, visitors and employees of assessed parcels within the OGV BID by reducing litter and debris and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district.

The projected program special benefit cost allocation of the BID assessment revenues for the 5 year BID term assuming a 2% maximum annual assessment rate increase is shown in the Table on page 13 of this Plan.

#### **WORK PLAN**

The proposed Old Granada Village BID work plan is described in more detail as follows:

##### **Image Enhancement**

The Image Enhancement category includes physical improvements for the special benefit of each identified and assessed parcel and land use (i.e. general commercial, retail, office, and commercial parking) within the OGV BID. Types of physical improvements include: phased landscaped median lighting; additional street furniture such as benches and trash bins; additional tree planting and decorative tree wells; painting of street light poles; decorative amenities such as street light pole medallions/flags/seasonal banners; decorative crosswalk enhancements; freestanding landscape containers; a Village clock and other improvements, as approved by the Owner's Association.

This component is designed to specially benefit and improve the aesthetic appeal of each identified and assessed parcel within the BID and attract more commercial customers and clients, employees, tenants and investors which potentially would increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments. Image Enhancement improvements will only be provided for identified and assessed parcels and their businesses located within the BID boundaries.

## **Marketing**

The Marketing category will include newsletters, website and social media management, development and distribution of promotional materials, seasonal decorations, special events, media advertising and other programs that will promote the array of goods and services available within the OGV BID.

This component is designed to specially benefit and improve the marketability of the array of goods and services provided by businesses on each identified and assessed parcel and land use (i.e. general commercial, retail, office, and commercial parking) within the OGV BID. This element is designed to attract more commercial customers and clients, employees, tenants and investors which potentially would increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments. Marketing programs will only be provided for identified and assessed parcels and their businesses located within the BID boundaries.

## **Streetscape Services**

Streetscape Services are described as follows: With the use of day porters, sidewalks will be kept clean and benches will be wiped down and kept graffiti free. Landscaped medians will be kept clear of trash and debris, weeded weekly, and fertilized regularly. Irrigation systems will be continually checked and serviced. Landscaping will be kept trimmed and shaped to maintain pedestrian clearance. Newly planted trees will be watered on a regular basis until mature enough to be self-sustaining. Sidewalk and gutter areas will be pressure washed on a regular basis.

Streetscape Service levels will be the highest level in Zone 1 and about 50% less in Zone 2. Zone 3, which consists primarily of two multiple tenant large shopping centers, will have the lowest streetscape service levels, about 10% of Zone 1, since similar services (i.e. image enhancement, marketing, streetscape services and administration) are contractually obligated to be provided by each shopping center ownership for the benefit of their business tenants within each center. Thus, BID funded services in Zone 3 will supplement, not replace, similar contractually obligated services already provided by the shopping center ownership for their business tenants. The varying programmed service levels of BID funded programs, services and improvements in each benefit zone are shown in the chart on page 13 of this Plan.

The Streetscape Services component is designed to specially benefit each identified and assessed parcel and land use (i.e. general commercial, retail, office, and commercial parking) within the OGV BID. This element is designed to professionally manage the appearance of each parcel as an attractive and inviting place to work, transact business, shop and dine. Streetscape Services are designed to attract more commercial customers and clients, employees, tenants and investors which potentially would increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments. Streetscape Services will be provided only within the BID boundaries and for the special benefit of identified and assessed parcels and their businesses within the OGV BID.

## **Administration**

Included in the Administration component are the costs for a part-time Executive Director, bookkeeping, office expenses, legal and accounting fees, bank charges, annual report and

Directors & Officers and General Liability insurance. Support staff will be contracted to provide necessary services in program implementation and oversight and regular contact with the Board of Directors. This component also includes City/County collection fees, allowance for delinquent assessment payments and other variable expenses related to each program element. A portion of BID assessment funds remaining in the last two years of the proposed BID renewal term may be used to develop the Management District Plan, Engineer's Report and related renewal costs for the following renewal term. Administration services will be provided in all three Zones.

This component, BID Administration, is key to the proper expenditure of BID assessment funds and the administration of BID programs and activities. BID Administration exists only for the purposes of the BID and will only be provided for matters specially benefitting each individual assessed parcel and land use (i.e. general commercial, retail, office, and commercial parking) within the OGV BID.

In summary, all BID funded services, programs and improvements described above confer special benefits to identified assessed parcels inside the District boundaries and none will be provided outside of the District. Each assessed parcel within the OGV BID will proportionately specially benefit from the BID funded supplemental image enhancement, marketing, streetscape services and administration. These services, programs and improvements are intended to improve commerce, employment, commercial rents and occupancy rates and investment return of parcels and businesses within the OGV BID by reducing litter and debris and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district. All BID funded services programs and improvements are considered supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of assessed parcels within the boundaries of the OGV BID.

A projected level of service breakdown of BID funded programs, services and improvements for each benefit zone are delineated in the table on the following page.

**PROPOSED OGV BID LEVELS OF SERVICES BY ZONE**

| SERVICE                                | ZONE 1                | ZONE 2               | ZONE 3              |
|--|-----------------------|----------------------|---------------------|
| Landscape Maintenance                  | 1 – 2 times per week  | 1 time per week      | As needed           |
| New benches & trash cans               | 2 – 4 per block       | 4 or less in total   | 2 or less in total  |
| Light pole painting                    | 8 – 10 poles          | 2 – 4 poles          | 2 or less poles     |
| Beautification, Landscaping            | As needed             | As needed            | None                |
| Decorative amenities (pole medallions) | 12 – 20 medallions    | 8 or less            | 4 or less           |
| Cross walk enhancements                | 16 cross walks        | None                 | 1 cross walk        |
| Business directories                   | 2 – 4 signs           | None                 | None                |
| Storefront painting/remodeling         | Entire zone           | None                 | None                |
| Sidewalk repairs                       | As needed             | As needed            | None                |
| Regular sidewalk sweeping              | 3 -5 days per week    | 1 -3 days per week   | As needed           |
| Steam cleaning                         | 6 – 10 times per year | 3 – 5 times per year | As needed           |
| Trash emptying                         | Daily                 | 6 days per week      | 6 days per week     |
| Graffiti removal                       | As needed             | As needed            | As needed           |
| Special Events                         | Seasonally            | Not applicable       | Not applicable      |
| Marketing and Promotions               | Based upon programs   | Based upon programs  | Based upon programs |
| Newsletters                            | Quarterly             | Quarterly            | Quarterly           |
| Advertising                            | As determined         | As determined        | As determined       |
| Administration                         | Ongoing oversight     | Ongoing oversight    | Ongoing oversight   |

**PROGRAM & ACTIVITY BUDGET**

Each identified parcel within the OGV BID will be assessed the full amount of the proportionate special benefit conferred upon it based on the level of BID funded services provided within each benefit zone. The projected program special benefit cost allocation for the 5 year BID term assuming a 2% maximum annual increase is shown in the following Table:

**5 Year Projected BID Special Benefit Costs (assumes 2% annual increase) (Assessment Revenue Only)**

| <b><u>YEAR 1 -2016</u></b> |                      |                      |                      |                                 |                          |
|----------------------------|----------------------|----------------------|----------------------|---------------------------------|--------------------------|
| <b><u>ACTIVITY</u></b>     | <b><u>ZONE 1</u></b> | <b><u>ZONE 2</u></b> | <b><u>ZONE 3</u></b> | <b><u>TOTAL YR 1 - 2016</u></b> | <b><u>% of Total</u></b> |
| Image Enhancement          | \$24,710             | \$4,622              | \$7,468              | \$36,800                        | 28.4%                    |

|                            |                 |                 |                 |                          |                   |
|----------------------------|-----------------|-----------------|-----------------|--------------------------|-------------------|
| Marketing                  | \$7,252         | \$1,356         | \$2,192         | \$10,800                 | 8.3%              |
| Streetscape Services       | \$31,559        | \$5,903         | \$9,538         | \$47,000                 | 36.3%             |
| Administration             | \$23,440        | \$4,385         | \$7,084         | \$34,909                 | 27.0%             |
| <b>TOTAL</b>               | <b>\$86,961</b> | <b>\$16,266</b> | <b>\$26,282</b> | <b>\$129,509</b>         | <b>100.0%</b>     |
|                            |                 |                 |                 |                          |                   |
| <b><u>YEAR 2 -2017</u></b> |                 |                 |                 |                          |                   |
| <b>ACTIVITY</b>            | <b>ZONE 1</b>   | <b>ZONE 2</b>   | <b>ZONE 3</b>   | <b>TOTAL YR 2 - 2017</b> | <b>% of Total</b> |
| Image Enhancement          | \$25,204        | \$4,714         | \$7,617         | \$37,536                 | 28.4%             |
| Marketing                  | \$7,397         | \$1,384         | \$2,235         | \$11,016                 | 8.3%              |
| Streetscape Services       | \$32,190        | \$6,021         | \$9,729         | \$47,940                 | 36.3%             |
| Administration             | \$23,909        | \$4,472         | \$7,226         | \$35,607                 | 27.0%             |
| <b>TOTAL</b>               | <b>\$88,700</b> | <b>\$16,591</b> | <b>\$26,807</b> | <b>\$132,099</b>         | <b>100.0%</b>     |
|                            |                 |                 |                 |                          |                   |
| <b><u>YEAR 3 -2018</u></b> |                 |                 |                 |                          |                   |
| <b>ACTIVITY</b>            | <b>ZONE 1</b>   | <b>ZONE 2</b>   | <b>ZONE 3</b>   | <b>TOTAL YR 3 - 2018</b> | <b>% of Total</b> |
| Image Enhancement          | \$25,708        | \$4,809         | \$7,770         | \$38,287                 | 28.4%             |
| Marketing                  | \$7,545         | \$1,411         | \$2,280         | \$11,236                 | 8.3%              |
| Streetscape Services       | \$32,834        | \$6,142         | \$9,923         | \$48,899                 | 36.3%             |
| Administration             | \$24,387        | \$4,562         | \$7,370         | \$36,319                 | 27.0%             |
| <b>TOTAL</b>               | <b>\$90,474</b> | <b>\$16,924</b> | <b>\$27,343</b> | <b>\$134,741</b>         | <b>100.0%</b>     |
|                            |                 |                 |                 |                          |                   |
| <b><u>YEAR 4 -2019</u></b> |                 |                 |                 |                          |                   |
| <b>ACTIVITY</b>            | <b>ZONE 1</b>   | <b>ZONE 2</b>   | <b>ZONE 3</b>   | <b>TOTAL YR 4 - 2019</b> | <b>% of Total</b> |
| Image Enhancement          | \$26,223        | \$4,905         | \$7,925         | \$39,052                 | 28.4%             |
| Marketing                  | \$7,696         | \$1,439         | \$2,326         | \$11,461                 | 8.3%              |
| Streetscape Services       | \$33,491        | \$6,264         | \$10,122        | \$49,877                 | 36.3%             |
| Administration             | \$24,875        | \$4,653         | \$7,518         | \$37,046                 | 27.0%             |
| <b>TOTAL</b>               | <b>\$92,285</b> | <b>\$17,261</b> | <b>\$27,891</b> | <b>\$137,436</b>         | <b>100.0%</b>     |
|                            |                 |                 |                 |                          |                   |
| <b><u>YEAR 5 -2020</u></b> |                 |                 |                 |                          |                   |
| <b>ACTIVITY</b>            | <b>ZONE 1</b>   | <b>ZONE 2</b>   | <b>ZONE 3</b>   | <b>TOTAL YR 5 - 2020</b> | <b>% of Total</b> |
| Image Enhancement          | \$26,747        | \$5,003         | \$8,083         | \$39,834                 | 28.4%             |
| Marketing                  | \$7,850         | \$1,468         | \$2,372         | \$11,690                 | 8.3%              |
| Streetscape Services       | \$34,161        | \$6,390         | \$10,324        | \$50,874                 | 36.3%             |
| Administration             | \$25,373        | \$4,746         | \$7,668         | \$37,787                 | 27.0%             |
| <b>TOTAL</b>               | <b>\$94,131</b> | <b>\$17,607</b> | <b>\$28,447</b> | <b>\$140,185</b>         | <b>100.0%</b>     |

The Assessment Engineer (see attached Engineer’s Report) has found that the general benefits (i.e. benefits to the general public and surrounding parcels outside the District) of the proposed programs, services and improvements (i.e. image enhancement, marketing, streetscape services and administration), represent 0.22% of the total benefits generated and, in turn, 0.22% of the costs of the BID funded improvements, activities and services provided. Thus, 0.22% of the total District costs will need to be funded by non-assessment revenue sources such as grants, donations, program income, etc. A delineation of both special and general benefit costs for each program element is shown in the following table:

**Total Year 1-5 (2016-2020) Special + General Benefit Costs**

| <b>SPECIAL + GENERAL BENEFIT COSTS BY CATEGORY &amp; ZONE</b> | <b>Image Enhancement</b> | <b>Marketing</b> | <b>Streetscape Services</b> | <b>Admin</b>    | <b>TOTAL</b>     |
|---|--------------------------|------------------|-----------------------------|-----------------|------------------|
| <b><u>ZONE 1</u></b>  |                          |                  |                             |                 |                  |
| Year 1 - 2016 Special Benefit Cost                            | \$24,710                 | \$7,252          | \$31,559                    | \$23,440        | \$86,961         |
| Year 1 - 2016 General Benefit Cost                            | \$53                     | \$16             | \$68                        | \$51            | \$188            |
| Year 1 - 2016 Sub Total Costs                                 | \$24,763                 | \$7,268          | \$31,627                    | \$23,491        | \$87,149         |
| <b><u>ZONE 2</u></b>  |                          |                  |                             |                 |                  |
| Year 1 - 2016 Special Benefit Cost                            | \$4,622                  | \$1,356          | \$5,903                     | \$4,385         | \$16,266         |
| Year 1 - 2016 General Benefit Cost                            | \$10                     | \$3              | \$13                        | \$10            | \$36             |
| Year 1 - 2016 Sub Total Costs                                 | \$4,632                  | \$1,359          | \$5,916                     | \$4,395         | \$16,302         |
| <b><u>ZONE 3</u></b>  |                          |                  |                             |                 |                  |
| Year 1 - 2016 Special Benefit Cost                            | \$7,468                  | \$2,192          | \$9,538                     | \$7,084         | \$26,282         |
| Year 1 - 2016 General Benefit Cost                            | \$16                     | \$5              | \$20                        | \$15            | \$56             |
| Year 1 - 2016 Sub Total Costs                                 | \$7,484                  | \$2,197          | \$9,558                     | \$7,099         | \$26,338         |
| <b>Total Yr 1 Special Benefit Costs</b>                       | <b>\$36,800</b>          | <b>\$10,800</b>  | <b>\$47,000</b>             | <b>\$34,909</b> | <b>\$129,509</b> |
| <b>Total Yr 1 General Benefit Costs</b>                       | <b>\$79</b>              | <b>\$24</b>      | <b>\$101</b>                | <b>\$76</b>     | <b>\$280</b>     |
| <b>TOTAL YR 1 - 2016 COSTS</b>                                | <b>\$36,879</b>          | <b>\$10,824</b>  | <b>\$47,101</b>             | <b>\$34,985</b> | <b>\$129,789</b> |
| <b><u>ZONE 1</u></b>  |                          |                  |                             |                 |                  |
| Year 2 - 2017 Special Benefit Cost                            | \$25,204                 | \$7,397          | \$32,190                    | \$23,909        | \$88,700         |
| Year 2 - 2017 General Benefit Cost                            | \$54                     | \$16             | \$70                        | \$52            | \$192            |
| Year 2 - 2017 Sub Total Costs                                 | \$25,258                 | \$7,413          | \$32,260                    | \$23,961        | \$88,892         |
| <b><u>ZONE 2</u></b>  |                          |                  |                             |                 |                  |
| Year 2 - 2017 Special Benefit Cost                            | \$4,714                  | \$1,384          | \$6,021                     | \$4,472         | \$16,591         |
| Year 2 - 2017 General Benefit Cost                            | \$10                     | \$3              | \$13                        | \$10            | \$36             |
| Year 2 - 2017 Sub Total Costs                                 | \$4,724                  | \$1,387          | \$6,034                     | \$4,482         | \$16,627         |
| <b><u>ZONE 3</u></b>  |                          |                  |                             |                 |                  |
| Year 2 - 2017 Special Benefit Cost                            | \$7,617                  | \$2,235          | \$9,729                     | \$7,226         | \$26,807         |
| Year 2 - 2017 General Benefit Cost                            | \$16                     | \$5              | \$21                        | \$16            | \$58             |
| Year 2 - 2017 Sub Total Costs                                 | \$7,633                  | \$2,240          | \$9,750                     | \$7,242         | \$26,865         |
| <b>TOTAL YR 2 Special Benefit Costs</b>                       | <b>\$37,536</b>          | <b>\$11,016</b>  | <b>\$47,940</b>             | <b>\$35,607</b> | <b>\$132,099</b> |
| <b>TOTAL YR 2 General Benefit Costs</b>                       | <b>\$80</b>              | <b>\$24</b>      | <b>\$104</b>                | <b>\$78</b>     | <b>\$286</b>     |
| <b>TOTAL YR 2 - 2017 COSTS</b>                                | <b>\$37,616</b>          | <b>\$11,040</b>  | <b>\$48,044</b>             | <b>\$35,685</b> | <b>\$132,385</b> |
| <b><u>ZONE 1</u></b>  |                          |                  |                             |                 |                  |
| Year 3 - 2018 Special Benefit Cost                            | \$25,708                 | \$7,545          | \$32,834                    | \$24,387        | \$90,474         |
| Year 3 - 2018 General Benefit Cost                            | \$56                     | \$16             | \$71                        | \$53            | \$196            |
| Year 3 - 2018 Sub Total Costs                                 | \$25,764                 | \$7,561          | \$32,905                    | \$24,440        | \$90,670         |
| <b><u>ZONE 2</u></b>  |                          |                  |                             |                 |                  |
| Year 3 - 2018 Special Benefit Cost                            | \$4,809                  | \$1,411          | \$6,142                     | \$4,562         | \$16,924         |
| Year 3 - 2018 General Benefit Cost                            | \$10                     | \$3              | \$13                        | \$10            | \$36             |
| Year 3 - 2018 Sub Total Costs                                 | \$4,819                  | \$1,414          | \$6,155                     | \$4,572         | \$16,960         |



|   |                 |                 |                 |                 |                  |
|---|-----------------|-----------------|-----------------|-----------------|------------------|
| <b><u>ZONE 3</u></b>                    |                 |                 |                 |                 |                  |
| Year 3 - 2018 Special Benefit Cost      | \$7,770         | \$2,280         | \$9,923         | \$7,370         | \$27,343         |
| Year 3 - 2018 General Benefit Cost      | \$17            | \$5             | \$21            | \$16            | \$59             |
| Year 3 - 2018 Sub Total Costs           | \$7,787         | \$2,285         | \$9,944         | \$7,386         | \$27,402         |
| <b>TOTAL YR 3 Special Benefit Costs</b> | <b>\$38,287</b> | <b>\$11,236</b> | <b>\$48,899</b> | <b>\$36,319</b> | <b>\$134,741</b> |
| <b>TOTAL YR 3 General Benefit Costs</b> | <b>\$83</b>     | <b>\$24</b>     | <b>\$105</b>    | <b>\$79</b>     | <b>\$291</b>     |
| <b>TOTAL YR 3 - 2018 COSTS</b>          | <b>\$38,370</b> | <b>\$11,260</b> | <b>\$49,004</b> | <b>\$36,398</b> | <b>\$135,032</b> |
| <b><u>ZONE 1</u></b>                    |                 |                 |                 |                 |                  |
| Year 4 - 2019 Special Benefit Cost      | \$26,223        | \$7,696         | \$33,491        | \$24,875        | \$92,285         |
| Year 4 - 2019 General Benefit Cost      | \$57            | \$17            | \$72            | \$54            | \$200            |
| Year 4 - 2019 Sub Total Costs           | \$26,280        | \$7,713         | \$33,563        | \$24,929        | \$92,485         |
| <b><u>ZONE 2</u></b>                    |                 |                 |                 |                 |                  |
| Year 4 - 2019 Special Benefit Cost      | \$4,905         | \$1,439         | \$6,264         | \$4,653         | \$17,261         |
| Year 4 - 2019 General Benefit Cost      | \$11            | \$3             | \$14            | \$10            | \$38             |
| Year 4 - 2019 Sub Total Costs           | \$4,916         | \$1,442         | \$6,278         | \$4,663         | \$17,299         |
| <b><u>ZONE 3</u></b>                    |                 |                 |                 |                 |                  |
| Year 4 - 2019 Special Benefit Cost      | \$7,925         | \$2,326         | \$10,122        | \$7,518         | \$27,891         |
| Year 4 - 2019 General Benefit Cost      | \$17            | \$5             | \$22            | \$16            | \$60             |
| Year 4 - 2019 Sub Total Costs           | \$7,942         | \$2,331         | \$10,144        | \$7,534         | \$27,951         |
| <b>TOTAL YR 4 Special Benefit Costs</b> | <b>\$39,052</b> | <b>\$11,461</b> | <b>\$49,877</b> | <b>\$37,046</b> | <b>\$137,436</b> |
| <b>TOTAL YR 4 General Benefit Costs</b> | <b>\$85</b>     | <b>\$25</b>     | <b>\$108</b>    | <b>\$80</b>     | <b>\$298</b>     |
| <b>TOTAL YR 4 - 2019 COSTS</b>          | <b>\$39,137</b> | <b>\$11,486</b> | <b>\$49,985</b> | <b>\$37,126</b> | <b>\$137,734</b> |
| <b><u>ZONE 1</u></b>                    |                 |                 |                 |                 |                  |
| Year 5 - 2020 Special Benefit Cost      | \$26,747        | \$7,850         | \$34,161        | \$25,373        | \$94,131         |
| Year 5 - 2020 General Benefit Cost      | \$58            | \$17            | \$74            | \$55            | \$204            |
| Year 5 - 2020 Sub Total Costs           | \$26,805        | \$7,867         | \$34,235        | \$25,428        | \$94,335         |
| <b><u>ZONE 2</u></b>                    |                 |                 |                 |                 |                  |
| Year 5 - 2020 Special Benefit Cost      | \$5,003         | \$1,468         | \$6,390         | \$4,746         | \$17,607         |
| Year 5 - 2020 General Benefit Cost      | \$11            | \$3             | \$14            | \$10            | \$38             |
| Year 5 - 2020 Sub Total Costs           | \$5,014         | \$1,471         | \$6,404         | \$4,756         | \$17,645         |
| <b><u>ZONE 3</u></b>                    |                 |                 |                 |                 |                  |
| Year 5 - 2020 Special Benefit Cost      | \$8,083         | \$2,372         | \$10,324        | \$7,668         | \$28,447         |
| Year 5 - 2020 General Benefit Cost      | \$17            | \$5             | \$22            | \$17            | \$61             |
| Year 5 - 2020 Sub Total Costs           | \$8,100         | \$2,377         | \$10,346        | \$7,685         | \$28,508         |
| <b>TOTAL YR 5 Special Benefit Costs</b> | <b>\$39,834</b> | <b>\$11,690</b> | <b>\$50,874</b> | <b>\$37,787</b> | <b>\$140,185</b> |
| <b>TOTAL YR 5 General Benefit Costs</b> | <b>\$86</b>     | <b>\$25</b>     | <b>\$110</b>    | <b>\$82</b>     | <b>\$303</b>     |
| <b>TOTAL YR 5 - 2020 COSTS</b>          | <b>\$39,920</b> | <b>\$11,715</b> | <b>\$50,984</b> | <b>\$37,869</b> | <b>\$140,488</b> |

The proposed OGV BID may increase the assessment for each individual parcel each year during the 5 year effective operating period, but in no event shall the assessment increase exceed 2% and must be approved by the Board of Directors, included in the Annual Planning Report and adopted by the City of Los Angeles City Council. The accrued interest and delinquent payments

will be expended within the budgeted categories. The Board of the Directors of the Owners Association of the Renewed OGV BID shall determine the percentage increase to the annual assessment and the methodology employed to determine the amount of the increase. The BID Director shall communicate the annual increase to the City each year in which the BID operates at a time determined in the Administration Contract held between the Owners Association and the City of Los Angeles. Accrued interest and delinquent payments will be expended within the budget categories in the percentage amount indicated. No bonds are to be issued in conjunction with the proposed BID.

Market costs of BID programs and services may fluctuate from year to year during the 5 year term of the proposed BID. As such, the Owners' Association may reallocate up to 10% of any budget line item within the budget categories subject to the review and approval by the Board and included in the Annual Planning Report that will be approved by the City of Los Angeles City Council. Accrued interest or delinquent payments may be expended in any budget category.

Any funds remaining after the fifth year of operation will be rolled over into the BID renewal budget or returned to stakeholders. A portion of BID assessment funds remaining in the last two years of the proposed BID renewal term may be used to develop the Management District Plan, Engineer's Report and related renewal costs for the following renewal term. If the District is not renewed or terminated for any reason, unexpended funds will be returned to the property owners.

The Assessment Engineer (see attached Engineer's Report) has found that the general benefits (i.e. benefits to the general public and surrounding parcels outside the District) of the proposed programs and services represent 0.22% of the total benefits generated and, in turn, 0.22% of the costs of the BID funded programs and services provided. Thus, 0.22% of the total District costs will need to be funded by non-assessment revenue sources such as grants, donations, program income, etc.

### **Duration**

The effective operation period of the proposed Old Granada Village BID is January 1, 2016 through December 31, 2020. It is noted that the range of property tax years for levying the proposed BID assessments is 2015-16 through 2019-20. At the conclusion of this term the BID may be renewed up to ten years.

### **Manner of Collection**

Assessments for the Fiscal Year beginning January 1, 2016 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2020 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The City of Los Angeles is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

#### **IV PROPOSED ASSESSMENT FORMULA**

The BID programs and services described in this Management District Plan will be funded through benefit assessments against real property in the District and non-assessment revenues to fund the costs associated with general benefits conferred on the public at large and surrounding parcels outside of the District boundaries. The assessment formula has been developed by the Assessment Engineer to ensure that no parcel will be assessed an amount that exceeds the cost of the proportional special benefit that parcel derives from the programs, services and improvements to be funded by the proposed benefit assessments. The assessment rates are based on the anticipated benefit to be derived by each individual parcel within the boundary of the District.

It has been determined by the Assessment Engineer (see Engineer's Report attached to this Plan as Attachment 1) that the benefit assessment of each identified parcel within the District will be based on parcel land area within three benefit zones. For a more detailed explanation of the assessment methodology used to calculate the assessment rates, refer to the attached Engineer's Report.

#### **Benefit Zones**

There are three benefit zones within the proposed renewed Old Granada Village BID. The levels of BID funded special benefit services will vary for each benefit zone. Each identified parcel within the OGV BID will be assessed the full amount of the proportionate special benefit conferred upon it based on the level of BID funded services provided within each benefit zone.

- **Zone 1** is the core retail corridor of Old Granada Village and consists of commercially zoned properties fronting Chatsworth Street between Encino Avenue on the east and Zelzah Avenue on the west. Retail activity and pedestrian traffic is highest in this portion of the BID, and thus these parcels require the highest level of programmed and response BID services. (See chart on page 13 this Plan of BID services and frequencies). As a result, Zone 1 parcels will receive 100% of their proportionate special benefit from Zone 1 BID funded levels of services and will be assessed at the rate of \$0.158708601 per square foot of parcel land area as delineated in this Plan and the attached Engineer's Report. This rate and the resulting Zone 1 assessment revenue are reflected in the budget allocation of funds for Zone 1 and the corresponding proportionate special benefits conferred on Zone 1 parcels.
- **Zone 2** generally consists of the remaining commercially zoned parcels within the BID boundaries between Encino Avenue on the east and Zelzah Avenue on the west. Zone 2 parcels have no Chatsworth Street frontage but have frontage along secondary streets in the BID including Zelzah Avenue, Yarmouth Avenue, White Oak Avenue and Shoshone Avenue. Zone 2 has less retail activity and pedestrian traffic than the Zone 1 parcels fronting Chatsworth Street and require lower levels of programmed and response service from the BID. (See chart on page 13 of this Plan of BID services and frequencies). As a result, Zone 2 parcels will receive 100% of their proportionate special benefit from Zone 2 BID funded levels of services and will be assessed at the rate of \$0.079355545 per square foot of parcel land area as delineated in this Plan and the attached Engineer's

Report. This rate and the resulting Zone 2 assessment revenue are reflected in the budget allocation of funds for Zone 2 and the corresponding proportionate special benefits conferred on Zone 2 parcels.

- **Zone 3** consists primarily of two major multi-tenant shopping centers located west of Zelzah Avenue. These large shopping centers provide landscape, day porter, sweeping and other services within their parcel boundaries for the benefit of their tenants and require relatively minor services from the BID. The benefits and services that Zone 3 parcels receive from the BID are limited to administrative and marketing efforts, partial image enhancements (sidewalk benches and light poles/decorations) and minimal streetscape services (a few sidewalk trees along Zelzah). (See chart on page 13 of this Plan of BID services and frequencies). As a result, Zone 3 parcels will receive 100% of their proportionate special benefit from Zone 3 BID funded levels of services and will be assessed at the rate of \$0.015855495 per square foot of parcel land area as delineated in this Plan and the attached Engineer’s Report. This rate and the resulting Zone 3 assessment revenue are reflected in the budget allocation of funds for Zone 3 and the corresponding proportionate special benefits conferred on Zone 3 parcels.

**OLD GRANADA VILLAGE BID ASSESSMENT FORMULA**

**Assessment = Land Area Assessment**

- Land Area Assessment = land area x land area rate by benefit zone

**Assessable Benefit Units and Projected Yr 1 –2016 Revenue by Zone**

| <b>Benefit Zone</b> | <b>Quantity (Sq Ft)</b>   | <b>Year 1 –2016 Projected Revenue Generated by Zone</b> |
|---------------------|---------------------------|---|
| Zone 1              | 547,932 sq. feet          | \$86,961.52   |
| Zone 2              | 204,979 sq. feet          | \$16,266.22   |
| Zone 3              | 1,657,566 sq. feet        | \$26,281.53   |
| <b>Total</b>        | <b>2,410,477 sq. feet</b> | <b>\$129,509.27</b>                                     |

The maximum basic assessment rates for each assessment formula factor for the 5 year BID term are shown in the chart below:

**5 Year Maximum Assessment Rate Chart (assuming 2% annual increase)**

| <b>Assessment Rates</b>         | <b>YR 1 - 2016</b> | <b>YR 2 - 2017</b> | <b>YR 3 - 2018</b> | <b>YR 4 - 2019</b> | <b>YR 5 - 2020</b> |
|---------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Zone 1 Land Area Rate per sq ft | 0.158708601        | 0.161882773        | 0.165120428        | 0.168422837        | 0.171791294        |
| Zone 2 Land Area Rate per sq ft | 0.079355545        | 0.080942656        | 0.082561509        | 0.084212739        | 0.085896994        |
| Zone 3 Land Area Rate per sq ft | 0.015855495        | 0.016172605        | 0.016496057        | 0.016825978        | 0.017162498        |

## **SAMPLE ASSESSMENT CALCULATIONS:**

### **1. Sample Assessment Calculations**

A. An 18,000 sq ft lot on Chatsworth Street in Zone 1

Year 1 assessment = 18,000 sq ft land x 15.8708601¢/sq ft  
= \$2,857/Year  
= \$238/Month  
= \$7.94/Day

B. An 18,000 sq ft lot on Zelzah Avenue in Zone 2

Year 1 assessment = 18,000 sq ft land x 7.9355545¢/sq ft  
= \$1,429/Year  
= \$119/Month  
= \$3.97/Day

C. An 18,000 sq ft lot on Lindley Avenue in Zone 3

Year 1 assessment = 18,000 sq ft land x 1.5855495¢/sq ft  
= \$285/Year  
= \$24/Month  
= 79¢/Day

### **Future Development**

Other than future maximum rates and the assessment methodology delineated in this Report, per State Law (Government Code Section 53750), future assessments may increase for any given parcel if such an increase is attributable to events other than an increased rate or revised methodology, such as a change in the density, intensity, or nature of the use of land. Any change in assessment formula methodology or rates other than as stipulated in this Report would require a new Proposition 218 ballot procedure in order to approve any such changes.

It is noted that any change in assessment formula methodology or levying of assessment rates higher than as stipulated in this Plan and the attached Engineer's Report would require a new ballot procedure (Article XIID Section 4(b) of the California Constitution) in order to approve any such changes.

The complete Yr 1 – 2016 assessment roll of all parcels to be assessed by this BID is included in this Plan as Appendix I.

### **V. PUBLICLY OWNED PARCELS**

The State Constitution - Article 13D (Proposition 218) states that government owned properties are not exempt from benefit assessments, unless there is clear and convincing evidence showing that they receive no special benefit from the programs and services to be funded by the proposed

benefit assessments. At this time there are no government owned parcels within the proposed renewed BID.

**VI. BID DISTRICT GOVERNANCE**

The governance or management of the OGV BID requires an “Owners’ Association” to carry out the District services and activities. State BID Law (36600 Streets & Highways Code) also requires that the Owner’s Association carry out specific additional functions. This includes preparation of an Annual Report to the City Council on the BID activities for the past fiscal year and those proposed for the next fiscal year. The Owner’s Association may also recommend to the City Council from time to time, changes to the BID boundaries, benefit zones, assessment formula or BID programs and activities, all subject to public notification and, in some cases petition/balloting requirements. At this time it is anticipated that support staff (i.e., Manager, bookkeeper, etc.) shall be employed and supervised by the elected Owners’ Association Board of Directors. The monitoring and oversight shall be the responsibility of the Board of Directors and the coordination and implementation of the program activities shall be the responsibility of the employees and/or consultant contracted for this purpose

Meetings of the Owner’s Association and it’s standing Committees shall be subject to the State of California “Brown Act” open meeting law.

**VII. PROPOSED RULES AND REGULATION APPLIED TO THE DISTRICT**

There are no specific rules or regulations applied to this District

**VIII. OTHER ITEMS**

No bonds will be issued for any BID projects in conjunction with this BID renewal.

**IX. PLAN AUTHOR**

The author and preparer of this Plan is Ed Henning of Edward Henning & Associates.

**X. IMPLEMENTATION TIME TABLE**

|  |                   |
|--|-------------------|
| Step 1: Create District Parcel Database                        | Completed in 2014 |
| Step 2: Prepare District Management Plan and Engineer’s Report | Oct 2014-May 2015 |
| Step 3: Conduct petition drive.                                | May-June 2015     |
| Step 4: Conduct ballot procedure.                              | June-Aug 2015     |
| Step 5: Conduct public hearing, tabulate ballots, renew BID    | July-Aug 2015     |
| <b>Renewed BID begins operation January 1, 2016</b>            |                   |

# APPENDIX 1

## YR 1 – 2015/16 ASSESSMENT ROLL

| APN          | Zone | Assessed Land Area | Year 1 – 2015/16 Assmt | % of Total |
|--------------|------|--------------------|------------------------|------------|
| 2712-021-026 | 2    | 27,412             | \$2,175.29             | 1.68%      |
| 2712-027-026 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-027-027 | 1    | 8,220              | \$1,304.58             | 1.01%      |
| 2712-027-028 | 1    | 12,330             | \$1,956.88             | 1.51%      |
| 2712-027-029 | 1    | 10,271             | \$1,630.10             | 1.26%      |
| 2712-027-030 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-027-031 | 1    | 13,613             | \$2,160.50             | 1.67%      |
| 2712-027-033 | 1    | 13,634             | \$2,163.83             | 1.67%      |
| 2712-027-036 | 1    | 10,271             | \$1,630.10             | 1.26%      |
| 2712-028-001 | 2    | 10,727             | \$851.25               | 0.66%      |
| 2712-028-013 | 1    | 8,133              | \$1,290.78             | 1.00%      |
| 2712-028-014 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-028-015 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-028-016 | 1    | 13,700             | \$2,174.31             | 1.68%      |
| 2712-028-020 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-028-021 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-028-022 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-028-023 | 1    | 8,220              | \$1,304.58             | 1.01%      |
| 2712-028-024 | 1    | 8,150              | \$1,293.48             | 1.00%      |
| 2712-028-025 | 2    | 7,205              | \$571.76               | 0.44%      |
| 2712-028-026 | 2    | 7,200              | \$571.36               | 0.44%      |
| 2712-028-027 | 1    | 17,125             | \$2,717.88             | 2.10%      |
| 2712-029-016 | 1    | 8,133              | \$1,290.78             | 1.00%      |
| 2712-029-017 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-029-018 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-029-019 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-029-020 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-029-021 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-029-022 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-029-023 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-029-024 | 1    | 11,556             | \$1,834.04             | 1.42%      |
| 2712-029-025 | 2    | 19,711             | \$1,564.18             | 1.21%      |
| 2712-029-026 | 2    | 3,297              | \$261.64               | 0.20%      |
| 2712-030-002 | 2    | 0                  | \$0.00                 | 0.00%      |
| 2712-030-003 | 2    | 0                  | \$0.00                 | 0.00%      |
| 2712-030-012 | 1    | 8,133              | \$1,290.78             | 1.00%      |
| 2712-030-013 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-030-014 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-030-015 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-030-016 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-030-017 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-030-018 | 1    | 3,424              | \$543.42               | 0.42%      |
| 2712-030-019 | 1    | 6,848              | \$1,086.84             | 0.84%      |
| 2712-030-020 | 1    | 6,848              | \$1,086.84             | 0.84%      |



| APN          | Zone | Assessed Land Area | Year 1 – 2015/16 Assmt | % of Total |
|--------------|------|--------------------|------------------------|------------|
| 2712-030-032 | 1    | 17,890             | \$2,839.30             | 2.19%      |
| 2715-012-039 | 3    | 13,329             | \$211.34               | 0.16%      |
| 2715-012-040 | 3    | 33,393             | \$529.46               | 0.41%      |
| 2715-012-041 | 3    | 23,572             | \$373.75               | 0.29%      |
| 2715-025-048 | 3    | 20,970             | \$332.49               | 0.26%      |
| 2715-025-055 | 3    | 830,682            | \$13,170.87            | 10.17%     |
| 2731-008-022 | 3    | 22,107             | \$350.52               | 0.27%      |
| 2731-008-023 | 3    | 713,513            | \$11,313.10            | 8.74%      |
| 2733-003-032 | 2    | 15,198             | \$1,206.05             | 0.93%      |
| 2733-005-003 | 1    | 3,010              | \$477.71               | 0.37%      |
| 2733-005-004 | 1    | 3,058              | \$485.33               | 0.37%      |
| 2733-005-005 | 1    | 6,277              | \$996.21               | 0.77%      |
| 2733-005-006 | 1    | 6,447              | \$1,023.19             | 0.79%      |
| 2733-005-010 | 1    | 9,749              | \$1,547.25             | 1.19%      |
| 2733-005-018 | 2    | 10,498             | \$833.07               | 0.64%      |
| 2733-005-021 | 2    | 3,197              | \$253.70               | 0.20%      |
| 2733-005-024 | 2    | 2,866              | \$227.43               | 0.18%      |
| 2733-005-025 | 2    | 2,696              | \$213.94               | 0.17%      |
| 2733-005-026 | 1    | 10,964             | \$1,740.08             | 1.34%      |
| 2733-005-027 | 2    | 10,230             | \$811.81               | 0.63%      |
| 2733-005-031 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-005-032 | 2    | 6,316              | \$501.21               | 0.39%      |
| 2733-005-033 | 1    | 5,040              | \$799.89               | 0.62%      |
| 2733-005-034 | 2    | 6,216              | \$493.27               | 0.38%      |
| 2733-006-006 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-006-007 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-006-008 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-006-009 | 1    | 3,250              | \$515.80               | 0.40%      |
| 2733-006-010 | 1    | 9,749              | \$1,547.25             | 1.19%      |
| 2733-006-011 | 1    | 7,714              | \$1,224.28             | 0.95%      |
| 2733-006-012 | 2    | 3,297              | \$261.64               | 0.20%      |
| 2733-006-013 | 2    | 3,297              | \$261.64               | 0.20%      |
| 2733-006-014 | 2    | 6,599              | \$523.67               | 0.40%      |
| 2733-006-015 | 2    | 3,297              | \$261.64               | 0.20%      |
| 2733-006-016 | 2    | 6,512              | \$516.76               | 0.40%      |
| 2733-006-024 | 2    | 0                  | \$0.00                 | 0.00%      |
| 2733-006-025 | 1    | 9,749              | \$1,547.25             | 1.19%      |
| 2733-006-026 | 1    | 10,964             | \$1,740.08             | 1.34%      |
| 2733-009-001 | 1    | 15,529             | \$2,464.59             | 1.90%      |
| 2733-009-002 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-009-003 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-009-004 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-009-005 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-009-006 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-009-007 | 1    | 6,499              | \$1,031.45             | 0.80%      |
| 2733-009-008 | 1    | 6,499              | \$1,031.45             | 0.80%      |

| APN          | Zone | Assessed Land Area | Year 1 – 2015/16 Assmt | % of Total     |
|--------------|------|--------------------|------------------------|----------------|
| 2733-009-009 | 1    | 3,250              | \$515.80               | 0.40%          |
| 2733-009-010 | 1    | 10,960             | \$1,739.45             | 1.34%          |
| 2733-009-021 | 2    | 10,813             | \$858.07               | 0.66%          |
| 2733-009-022 | 2    | 14,329             | \$1,137.09             | 0.88%          |
| 2733-018-012 | 1    | 12,911             | \$2,049.09             | 1.58%          |
| 2733-018-013 | 2    | 9,766              | \$774.99               | 0.60%          |
| 2733-018-014 | 1    | 3,250              | \$515.80               | 0.40%          |
| 2733-018-015 | 1    | 6,499              | \$1,031.45             | 0.80%          |
| 2733-018-016 | 1    | 6,499              | \$1,031.45             | 0.80%          |
| 2733-018-017 | 1    | 6,499              | \$1,031.45             | 0.80%          |
| 2733-018-018 | 1    | 6,499              | \$1,031.45             | 0.80%          |
| 2733-018-031 | 2    | 14,300             | \$1,134.78             | 0.88%          |
| 2733-018-806 | 1    | 25,933             | \$4,115.79             | 3.18%          |
|              |      | <b>TOTAL</b>       | <b>\$129,509.27</b>    | <b>100.00%</b> |

# APPENDIX 2

## ASSESSMENT ENGINEER'S REPORT