

**VENICE BEACH  
BUSINESS IMPROVEMENT DISTRICT**

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

**DISTRICT  
ASSESSMENT ENGINEER'S  
REPORT**

**ATTACHMENT A**

*Prepared by  
Edward V. Henning  
California Registered Professional Engineer # 26549  
Edward Henning & Associates*

*June 24, 2016*

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

**DISTRICT ASSESSMENT ENGINEER’S REPORT**

To Whom It May Concern:

I hereby certify to the best of my professional knowledge and experience that each of the identified benefiting properties located within the proposed Venice Beach Business Improvement District ("Venice Beach BID") being established for a five (5) year term will receive a special benefit over and above the benefits conferred on the public at large and that the amount of the proposed assessment is proportional to, and no greater than the benefits conferred on each respective property.

*Prepared by Edward V. Henning, California Registered Professional Engineer # 26549*



A handwritten signature in blue ink that reads "Edward V. Henning".

RPE #26549 **June 24, 2016**

Edward V. Henning

Date

*(NOT VALID WITHOUT SIGNATURE AND CERTIFICATION SEAL HERE)*

**Introduction**

This report serves as the “detailed engineer’s report” required by Section 4(b) of Article XIII D of the California Constitution (Proposition 218) to support the benefit property assessments proposed to be levied within the proposed Venice Beach BID in the City of Los Angeles, California being established for a five (5) year term. The discussion and analysis contained within this Report constitutes the required “nexus” of rationale between assessment amounts levied and special benefits derived by real properties within the proposed Venice Beach BID. It is noted that whole numbers shown in this Report may have been rounded up or down for simplicity.

*For the purposes of this Report, a “general benefit” is hereby 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.*

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

### Background

The Venice Beach BID is a property-based benefit assessment type district being established for a five (5) year term pursuant to Section 36600 et seq. of the California Streets and Highways Code (as amended), also known as the Property and Business Improvement District Law of 1994 (the “Act”). Due to the benefit assessment nature of assessments levied within a property and business improvement district (“BID”), district program costs are to be distributed amongst all identified benefiting properties based on the proportional amount of special program benefit each property is expected to derive from the assessments levied. Within the Act, frequent references are made to the concept of relative “benefit” received from BID programs and activities versus amount of assessment paid. Only those properties expected to derive special benefits from BID funded programs and activities may be assessed and only in an amount proportional to the relative special benefits expected to be received.

### Supplemental Article XIID Section 4(b) California Constitution - Proposition 218 Procedures and Requirements

Proposition 218, approved by the voters of California in November of 1996, adds a supplemental array of procedures and requirements to be carried out prior to levying a property-based assessment like the Venice Beach BID. These requirements are in addition to requirements imposed by State and local assessment enabling laws. These requirements were “chaptered” into law as Article XIID Section 4(b) of the California Constitution.

Since Article XIID provisions will affect all subsequent calculations to be made in the final assessment formula for the Venice Beach BID, these supplemental requirements will be taken into account. The key provisions of Article XIID along with a description of how the Venice Beach BID complies with each of these provisions are delineated below.

(Note: All section references below pertain to Article XIII of the California Constitution):

### **Finding 1. From Section 4(a): “Identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed”**

There are 464 parcels within the proposed Venice Beach BID which are “identified” by this Assessment Engineer as assessable parcels that will derive special benefit from the proposed District programs and activities. The benefits are special and unique only to the identified parcels within the District because programs and services (i.e. clean and safe programs; district identity and special projects; and, administration and management) will only be provided directly for the benefit of the identified parcels. These identified benefiting parcels are located within the BID perimeter boundary which is shown on the Boundary Map attached as Appendix 2 to this Report and are listed in Appendix 1 to this Report - identified by assessor parcel number and common site address. Any future development and/or land subdivisions will adhere to the assessment rate structures described herein. There are two benefit zones within the proposed District.

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

### **Setting**

The proposed District is located in the coastal community of Venice Beach located in the southwest region of the City of Los Angeles. According to the Venice Chamber of Commerce, Venice Beach is the #2 tourist destination in Southern California (second only to Disneyland.) The property uses within the boundaries of the proposed District which will receive special benefits from District funded programs and services are currently a mix of commercial, industrial, government and residential.

Ocean Front Walk (aka the Boardwalk) is a mixed-use, oceanfront, pedestrian-oriented, tourist-dominated commercial corridor and generally includes all commercially and industrially zoned properties along the Ocean Front Walk, Pacific, Main Street, Hampton Drive and 3<sup>rd</sup> Ave corridors between the Los Angeles-Santa Monica city boundary on the north and Venice Boulevard on the south. The iconic Ocean Front Walk is a pedestrian-only street. The other streets are open to vehicular traffic, most run parallel to Ocean Front Walk, and are predominantly populated with uses that are related to Ocean Front Walk and its tourism.

The proposed District is dominated by commercial and government owned parcels, with a small but significant number of industrially-zoned parcels. The industrially-zoned parcels of the District are principally occupied by a) commercial businesses, b) office space, c) guest/vacation rental units and/or d) mixed-use condominium units over retail (many of which are also operated as vacation rental units.) In these industrial areas, many parcels contain multiple uses within a single parcel (e.g. residential over retail.) Very few parcels operate as traditional industrial uses (e.g. Metro’s bus maintenance facility.) Each assessed parcel will specially benefit from District programs and services. More detail on how parcels specially benefit from District programs and services can be found in the District Boundary Rationale section of the Management District Plan (page 17) and the Service & Improvement Plan (page 21.)

The commercial parcels in the proposed District are heavily tourist-related: hotels, vacation rentals, restaurants, bars, entertainment, paid parking, visitor services, and a variety of retail, including sales/rentals of sports and recreation equipment, etc.

The western side of Ocean Front Walk, the adjacent grassy knoll and beach, as well as restrooms, parking lots, maintenance facilities and a public library are among the most heavily utilized public facilities in the U.S., and these government-owned parcels constitute as significant a part of Venice’s attractions as the hotels, shops, restaurants and other local businesses that also populate the area. Ownership of this public beachfront property is divided between the City of Los Angeles and the State of California. The state-owned property has been operated under the auspices of the City of Los Angeles pursuant to an agreement signed in 1948. The City maintains full operational control of the state-owned property, and the State is not involved in its operation or management. The City is responsible for the District assessment for the state-owned property.

The majority of government owned parcels in the District are heavily utilized by Venice tourists and visitors (public

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

parks, paid parking lots, terminus for local public transportation, etc.) with the exception of an LAUSD elementary school parcel that is surrounded by commercially-zoned, tourist-oriented properties, and a Los Angeles Public Library parcel, which, in addition to the Library, also contains a large open space area (pocket park and pedestrian/jogging/biking/skateboarding path) along Venice Boulevard, one of the primary gateways to Ocean Front Walk and Venice Beach.

Due to geographic and legal (PBID Law) limitations, the actual District boundaries within the broadly defined limits described above are irregular in places to coincide with City boundaries, the ocean, and land use zoning. These limitations are incorporated into the District boundaries. Further explanation of the District boundaries begins on page 4. The proposed District includes all of the Ocean Front Walk (aka the Boardwalk), a mixed-use, oceanfront, pedestrian-oriented, tourist-dominated corridor. State PBID Law (Section 36632 Streets and Highways Code) states: Properties zoned solely for residential use.....are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to any assessments pursuant to this part. It is noted that no parcels within the proposed District are zoned solely residential.

There are two benefit zones within the proposed District. The zone boundaries are described on page 9 and the zone rationale is described on page 5.

### District Boundary Rationale

**Western Boundary:** The western boundary of the District is geographically determined by the Venice public beach and the Pacific Ocean. All parcels along the western boundary are government owned parcels (City of Los Angeles and State of California). It is noted that the westerly boundary line is irregular in that it includes only land portions developed with either public uses (such as sports/recreation venues, parks and public parking) or land areas occupied by or available for business concessions and kiosks. Sand/beach portions of the government owned parcels along the western boundary are not included in the District. In order to ensure that parcels west of the western boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided west of the western boundary, only to assessed parcels east of the western boundary within the District.

**Northern Boundary:** The northern boundary of the District is geographically determined by the City of Los Angeles City - City of Santa Monica boundary line. Per State PBID Law, parcels outside of one City cannot, without consent of the other City Council, be included within a business improvement district. Since there is no such consent by the City of Santa Monica, parcels located within the City of Santa Monica are not included in the District. No direct or tangible District funded services and improvements will be provided to parcels within the City of Santa Monica nor will any special benefits be conferred upon them. In order to ensure that parcels north of the northern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided north of the northern boundary, only to assessed parcels south of the northern boundary within the District.

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

**Eastern Boundary:** The eastern boundary of the District is irregular, but generally coincides with where commercial and industrial zoned parcels end and parcels zoned solely residential begin. This boundary includes contiguous parcels that are zoned as commercial, industrial and/or open space and excludes all parcels zoned solely residential and presumed by State Law not to benefit from District improvements or activities.

In order to ensure that parcels east of the eastern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided east of the eastern boundary, only to assessed parcels west of the eastern boundary within the District.

**Southern Boundary:** The southern boundary generally coincides with the centerline of South Venice Beach Boulevard and is determined by zoning and land uses where properties located to the south of the southern District boundary are zoned solely residential with residential land uses while those north of the southern boundary are primarily government owned parcels zoned with some commercial parcels. The government owned parcels include a Los Angeles Public Library parcel, which is included in the proposed District because, in addition to the Library, it also contains a large open space area (pocket park and pedestrian/jogging/biking/skateboarding path) along Venice Boulevard, which is one of the primary gateways to Ocean Front Walk and Venice Beach. 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 District assessments, cannot be assessed and, thus, are not included in the District. In order to ensure that parcels south of the southern boundary will not specially benefit from District funded services and improvements, no District services and improvements will be provided south of the southern boundary segments, only to assessed parcels north of the southern boundary within the District.

Each boundary includes all of the contiguous parcels that are zoned as either commercial, industrial and/or open space, and excludes all parcels zoned solely residential and presumed by State Law not to benefit from District funded services and improvements.

**Benefit Zone Rationale:** There are two benefit zones in the BID.

- **Zone 1** includes the tourist-related commercial core of Venice Beach (i.e. Ocean Front Walk, Windward Avenue and extensive parking lots along North and South Venice Boulevards which are utilized primarily by beachgoers and Boardwalk patrons) and consists of commercial, industrial and open space zoned properties. The Ocean Front Walk, the adjacent grassy knoll and beach, as well as restrooms, parking lots, and maintenance facilities are among the most heavily utilized public facilities in the U.S., and constitute as significant a part of Venice’s attractions as the hotels, shops, restaurants and other local businesses that also populate the area. Ownership of this public beachfront property is divided between the City of Los Angeles and the State of California. The state-owned property has been operated under the auspices of the City of Los Angeles pursuant to an agreement signed in 1948. The City maintains full operational control of the state-owned property, and the State is not involved in its operation or management. The City is responsible for the District assessment for the state-owned

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

property. Zone 1 has heavily-utilized bus stops connecting transit riders to adjacent communities in Los Angeles, Santa Monica, Culver City and Marina del Rey. Tourist related activity and pedestrian traffic is highest in Zone 1, and thus these parcels require the highest level of District programs and services (twice the clean and safe service frequencies as Zone 2 parcels). Zone 1 parcels will receive 100% of their proportionate special benefit from Zone 1 District funded levels of services and will be assessed at the rate of \$0.08 per square foot of building area, \$0.11 per square foot of parcel land area and \$29 per linear foot of street frontage as delineated in this Report. These rates 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** includes the secondary retail and tourist-related business corridors of Venice Beach (i.e. Main Street, Hampton Avenue and 3<sup>rd</sup> Avenue) and consists of commercial, industrial, and open space zoned properties. Zone 2 also contains one large, non-contiguous parcel at the southeast end of the proposed District, which contains the Venice Branch of the Los Angeles Public Library. This parcel is included in Zone 2 because its hours of operation and service level needs are compatible with Zone 2 uses (in contrast to the government owned parcels that lie immediately west of the library, which represent paid parking lots and uses directly tied to Ocean Front Walk, the public park and beach areas, and whose hours of operation and service level needs are compatible with Zone 1 uses.) Please see page 22 of the Management District Plan and page 20 of this Report for more discussion of the services provided in Zone 1 and Zone 2. Tourist-related activity and pedestrian traffic is significantly lower in Zone 2 as compared to Zone 1, and thus these parcels require a lower level of District programs and services (50% of the clean and safe service frequencies as Zone 1 parcels). Zone 2 parcels will receive 100% of their proportionate special benefit from Zone 2 District funded levels of services and will be assessed at the rate of \$0.08 per square foot of building area, \$0.11 per square foot of parcel land area and \$14.50 per linear foot of street frontage as delineated in this Report. These rates 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.

### District Boundary Description:

True Point of Beginning: Beginning at the northwest corner of the District, at the westerly edge of the northern property line of APN 4288029914; thence east along the northern property line of APN 4288029914 and continuing along the centerline of Barnard Way to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the centerline of Ozone Avenue; thence east along said centerline of Ozone Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Dudley Avenue; thence west along said centerline of Dudley Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the north property line of APN 4286029012; thence east along said north property line of said APN 4286029012 to the centerline of Speedway; thence south along said centerline of Speedway to the eastern

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

prolongation of the southern property line of APN 4286029013; thence west along said southern property line of said APN 4286029013 to the northern prolongation of the eastern property line of APN 4286029017; thence south along said eastern property line of said APN 4286029017 to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Horizon Court; thence east along said centerline of Horizon Court to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238011004; thence east along said northern property line of said APN 4238011004 to the centerline of Park Row; thence north along said centerline of Park Row to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Clubhouse Avenue; thence east along said centerline of Clubhouse Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Thornton Place; thence west along said centerline of Thornton Place to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Rose Avenue; thence west along said centerline of Rose Avenue to the southerly prolongation of the western property line of APN 4286017093; thence north along said western property line of said APN 4286017093, crossing Navy Street and continuing along the western property line of APN 4288006013 to its intersection with the northern property line of said APN 4288006013; thence east along said northern property line of said APN 4288006013 to its intersection with the eastern property line of said APN 4288006013; thence south along said eastern property line of said APN 4288006013 to the centerline of Navy Street; thence east along said centerline of Navy Street to the centerline of Main Street; thence north along said centerline of Main Street to the westerly prolongation of the northern property line of APN 4286003001; thence east along said northern property line of said APN 4286003001 and APN 4286003019 and continuing to the centerline of Hampton Drive; thence south along said centerline of Hampton Drive to the centerline Rose Avenue; thence east along said centerline Rose Avenue to the centerline of 4<sup>th</sup> Avenue; thence south along said centerline of 4<sup>th</sup> Avenue to the centerline of Vernon Avenue; thence west along said centerline of Vernon Avenue to the southerly prolongation of the western property line of APN 4286007015; thence north along said western property line of said APN 4286007015 to the centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue; thence west along said centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Vernon Avenue; thence east along said centerline of Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Indiana Avenue; thence east along said centerline of Indiana Avenue to the unnamed alley that lies immediately east of and parallel to Hampton Drive, thence south along said centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive to the easterly prolongation of the southern property line of APN 4286010044; thence west along said southern property line of said APN 4286010044 to the centerline of Douglas Place; thence south along said centerline of Douglas Place to the centerline of Brooks Avenue; thence west along said centerline of Brooks Avenue to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney to the centerline of Westminster Avenue; thence west along said centerline of Westminster



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Avenue to the centerline of Riviera Avenue; then south along said centerline of Riviera Avenue to the centerline of San Juan Avenue; thence west along said centerline of San Juan Avenue to the southerly prolongation of the western property line of APN 4238010009; thence north along said western property line of said APN 4238010009 to the centerline of Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of the unnamed alley that runs immediately east of and parallel to Main Street; thence south along said centerline of the unnamed alley that runs immediately east of and parallel to Main Street and continuing across San Juan Avenue to the northerly prolongation of the eastern property line of APN 4238010016; thence south along said eastern property line of said APN 4238010016 and continuing across Horizon Avenue to the centerline of Granada Court; thence south along said centerline of Granada Court to the northerly prolongation of the eastern property line of APN 4238013006; thence south along said eastern property line of said APN 4238013006 to the centerline of Windward Avenue; thence west along said centerline of Windward Avenue to the centerline of Grand Boulevard; thence east along said centerline of Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021001; thence south along said eastern property line of said APN 4238021001 to the centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard; thence east along said centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard to the to the northerly prolongation of the eastern property line of APN 4238021025; thence south along said eastern property line of said APN 4238021025 to the centerline of Venice Way; thence west along said centerline of Venice Way to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the centerline of 18<sup>th</sup> Avenue; thence west along said centerline of 18<sup>th</sup> Avenue to the southerly prolongation of the western property line of APN 4226010011; thence north along said western property line of said APN 4226010011 and continuing across 17<sup>th</sup> Place and along the western property line of APN 4226010018 to the centerline of 17<sup>th</sup> Avenue; thence west along said centerline of 17<sup>th</sup> Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of 19<sup>th</sup> Avenue; thence west along said centerline of 19<sup>th</sup> Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the northern property line of APN 4226013006; thence east along said northern property line of said APN 4226013006 to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of 20<sup>th</sup> Place; thence east along said centerline of 20<sup>th</sup> Place to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238022001; thence east along said northern property line of said APN 4238022001 to the centerline of Strongs Drive; thence south along said centerline of Strongs Drive to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the northerly prolongation of the eastern property line of APN 4238024906; thence south along said eastern property line of said APN 4238024906 to its intersection with the northern property line of APN 4238024907; thence east along said northern property line of said APN 4238024907 and continuing across Dell Avenue and along the northern property lines of APN 4238025901 and APN 4238025902 to the intersection of the northern property line of said APN 4238025902 with the western property line of APN 4238025903; thence north along said western property line of said APN 4238025903 to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney Boulevard to the centerline of South Venice Boulevard; thence west along said centerline of South Venice Boulevard to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of North Venice Boulevard; thence west along said centerline of North

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Venice Boulevard to the northerly prolongation of the eastern boundary of APN 4226014018; thence south along said eastern boundary of said APN 4226014018 to the centerline of Center Court; thence west along said centerline of Center Court to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard and continuing across Ocean Front Walk and along the southern property line of APN 4226001900 to its intersection with the western property line of APN 4226001900; thence north along said western property line of said APN 4226001900 to the centerline of Market Street; thence east along said centerline of Market Street to the southerly prolongation of the western boundary line of APN 4226001902; thence north along said western boundary line of said APN 4226001902 to its intersection with the northern boundary of APN 4226001902; thence east along said northern boundary of said APN 4226001902 to its intersection with the western property line of APN 4226001901, thence north along the western property lines of said APN 4226001901 and continuing along the western property lines of APNs 4286027902, 4286028902, 4286029902, 4286030903, 4288029909, 4288029910 and 4288029914 to the intersection of said APN 4288029914 with the northern boundary of said APN 4288029914, the True Point of Beginning.

There are two zones within the District. The exterior perimeter boundaries of Zone 1 and Zone 2 are more specifically described as follows:

Zone 1

Beginning at the True Point of Beginning at the westerly edge of the northern property line of APN 4288029914; thence east along the northern property line of APN 4288029914 and continuing along the centerline of Barnard Way to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the centerline of Ozone Avenue; thence east along said centerline of Ozone Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Dudley Avenue; thence west along said centerline of Dudley Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the north property line of APN 4286029012; thence east along said north property line of said APN 4286029012 to the centerline of Speedway; thence south along said centerline of Speedway to the eastern prolongation of the southern property line of APN 4286029013; thence west along said southern property line of said APN 4286029013 to the northern prolongation of the eastern property line of APN 4286029017; thence south along said eastern property line of said APN 4286029017 to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of Horizon Court; thence east along said centerline of Horizon Court to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238011004; thence east along said northern property line of said APN 4238011004 to the centerline of Park Row; thence north along said centerline of Park Row to the centerline of Westminster Avenue; thence east along said centerline of Westminster Avenue to the centerline of Riviera Avenue; thence south along said centerline of Riviera Avenue to the centerline of San Juan Avenue; thence west along said centerline of San Juan Avenue to the southerly prolongation of the western property line of APN 4238010009; thence north along said western property line of said APN 4238010009 to the centerline of

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Westminster Avenue; thence west along said centerline of Westminster Avenue to the centerline of the unnamed alley that runs immediately east of and parallel to Main Street; thence south along said centerline of the unnamed alley that runs immediately east of and parallel to Main Street and continuing across San Juan Avenue to the northerly prolongation of the eastern property line of APN 4238010016; thence south along said eastern property line of said APN 4238010016 and continuing across Horizon Avenue to the centerline of Granada Court; thence south along said centerline of Granada Court to the northerly prolongation of the eastern property line of APN 4238013006; thence south along said eastern property line of said APN 4238013006 to the centerline of Windward Avenue; thence west along said centerline of Windward Avenue to the centerline of Grand Boulevard; thence east along said centerline of Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021001; thence south along said eastern property line of said APN 4238021001 to the centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard; thence east along said centerline of the unnamed alley that lies immediately south of and parallel to Grand Boulevard to the northerly prolongation of the eastern property line of APN 4238021025; thence south along said eastern property line of said APN 4238021025 to the centerline of Venice Way; thence west along said centerline of Venice Way to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the centerline of 18<sup>th</sup> Avenue; thence west along said centerline of 18<sup>th</sup> Avenue to the southerly prolongation of the western property line of APN 4226010011; thence north along said western property line of said APN 4226010011 and continuing across 17<sup>th</sup> Place and along the western property line of APN 4226010018 to the centerline of 17<sup>th</sup> Avenue; thence west along said centerline of 17<sup>th</sup> Avenue to the centerline of Speedway; thence south along said centerline of Speedway to the centerline of 19<sup>th</sup> Avenue; thence west along said centerline of 19<sup>th</sup> Avenue to the centerline of Ocean Front Walk; thence south along said centerline of Ocean Front Walk to the westerly prolongation of the northern property line of APN 4226013006; thence east along said northern property line of said APN 4226013006 to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of 20<sup>th</sup> Place; thence east along said centerline of 20<sup>th</sup> Place to the centerline of Pacific Avenue; thence south along said centerline of Pacific Avenue to the westerly prolongation of the northern property line of APN 4238022001; thence east along said northern property line of said APN 4238022001 to the centerline of Strongs Drive; thence south along said centerline of Strongs Drive to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the northerly prolongation of the eastern property line of APN 4238024906; thence south along said eastern property line of said APN 4238024906 to its intersection with the northern property line of APN 4238024907; thence east along said northern property line of said APN 4238024907 and continuing across Dell Avenue and along the northern property lines of APN 4238025901 and APN 4238025902 to the intersection of the northern property line of said APN 4238025902 with the western property line of APN 4238025903; thence north along said western property line of said APN 4238025903 to the centerline of North Venice Boulevard; thence east along said centerline of North Venice Boulevard to the centerline of Abbot Kinney Boulevard; thence south along said centerline of Abbot Kinney Boulevard to the centerline of South Venice Boulevard; thence west along said centerline of South Venice Boulevard to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard to the northerly prolongation of

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

the eastern boundary of APN 4226014018; thence south along said eastern boundary of said APN 4226014018 to the centerline of Center Court; thence west along said centerline of Center Court to the centerline of Speedway; thence north along said centerline of Speedway to the centerline of North Venice Boulevard; thence west along said centerline of North Venice Boulevard and continuing across Ocean Front Walk and along the southern property line of APN 4226001900 to its intersection with the western property line of APN 4226001900; thence north along said western property line of said APN 4226001900 to the centerline of Market Street; thence east along said centerline of Market Street to the southerly prolongation of the western boundary line of APN 4226001902; thence north along said western boundary line of said APN 4226001902 to its intersection with the northern boundary of APN 4226001902; thence east along said northern boundary of said APN 4226001902 to its intersection with the western property line of APN 4226001901, thence north along the western property lines of said APN 4226001901 and continuing along the western property lines of APNs 4286027902, 4286028902, 4286029902, 4286030903, 4288029909, 4288029910 and 4288029914 to the intersection of said APN 4288029914 with the northern boundary of said APN 4288029914, the True Point of Beginning.

**Zone 2**

Beginning at the northwest corner of Zone 2, at the intersection of the western and northern property lines of APN 4288006013; thence east along said northern property line of said APN 4288006013 to its intersection with the eastern property line of said APN 4288006013; thence south along said eastern property line of said APN 4288006013 to the centerline of Navy Street; thence east along said centerline of Navy Street to the centerline of Main Street; thence north along said centerline of Main Street to the westerly prolongation of the northern property line of APN 4286003001; thence east along said northern property line of said APN 4286003001 and APN 4286003019 and continuing to the centerline of Hampton Drive; thence south along said centerline of Hampton Drive to the centerline Rose Avenue; thence east along said centerline Rose Avenue to the centerline of 4<sup>th</sup> Avenue; thence south along said centerline of 4<sup>th</sup> Avenue to the centerline of Vernon Avenue; thence west along said centerline of Vernon Avenue to the southerly prolongation of the western property line of APN 4286007015; thence north along said western property line of said APN 4286007015 to the centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue; thence west along said centerline of the unnamed alley that lies immediately north of and parallel to Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Vernon Avenue; thence east along said centerline of Vernon Avenue to the centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive; thence south along said unnamed alley that lies immediately east of and parallel to Hampton Drive to the centerline of Indiana Avenue; thence east along said centerline of Indiana Avenue to the unnamed alley that lies immediately east of and parallel to Hampton Drive, thence south along said centerline of the unnamed alley that lies immediately east of and parallel to Hampton Drive to the easterly prolongation of the southern property line of APN 4286010044; thence west along said southern property line of said APN 4286010044 to the centerline of Douglas Place; thence south along said centerline of Douglas Place to the centerline of Brooks Avenue; thence west along said centerline of Brooks Avenue to the centerline of Abbot

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

Kinney Boulevard; thence south along said centerline of Abbot Kinney to the centerline of Westminster Avenue; thence east along said centerline of Westminster Avenue to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Clubhouse Avenue; thence east along said centerline of Clubhouse Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Thornton Place; thence west along said centerline of Thornton Place to the centerline of Pacific Avenue; thence north along said centerline of Pacific Avenue to the centerline of Sunset Avenue; thence east along said centerline of Sunset Avenue to the centerline of Main Street; thence north along said centerline of Main Street to the centerline of Rose Avenue; thence west along said centerline of Rose Avenue to the southerly prolongation of the western property line of APN 4286017093; thence north along said western property line of said APN 4286017093, crossing Navy Street and continuing along the western property line of APN 4288006013 to its intersection with the northern property line of said APN 4288006013, the point of beginning for Zone 2.

A list of all parcels included in the proposed Venice Beach BID is shown as Appendix 1, attached to this Report with their respective Los Angeles County assessor parcel number and common site addresses. The boundary of the proposed Venice Beach BID and parcels within it are shown on the map of the District attached as Appendix 2 to this Report.

The boundary of the proposed Venice Beach BID and benefit zones and parcels within it are shown on the Boundary Map attached as Appendix 2 to this Report.

All identified parcels within the above-described boundaries shall be assessed to fund special benefit programs, services and improvements as outlined in this Report as well as the Management District Plan. Services, programs and improvements will only be provided to the assessed parcels inside the District boundaries and none will be provided outside of the District boundaries. Each assessed parcel and land use within the Venice Beach BID will proportionately specially benefit from the BID funded supplemental clean and safe programs; district identity and special projects (except as noted herein); and, administration and management as described in more detail under “Work Plan”, beginning on page 19 of this Report.

**Finding 2. From Section 4(a): “Separate general benefits (if any) from the special benefits conferred on parcel(s). Only special benefits are assessable. “**

### **QUANTITATIVE BENEFIT ANALYSIS**

As stipulated in Article XIII D Section 4(b) of the California Constitution, assessment District programs and activities confer a combination of general and special benefits to properties, but the only program benefits that can be assessed are those that provide special benefit to the assessed properties. For the purposes of this analysis, a “general benefit” is hereby 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

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

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.

The property uses within the boundaries of the BID that will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential. No parcels within the District are zoned solely residential. Services, programs and improvements provided and funded by the BID are primarily designed to provide special benefits as described below to identified assessed parcels and the array of land uses within the boundaries of the District.

The proposed BID programs, improvements and services and Year 1 – 2017 budget allocation by benefit zone are as follows (see beginning on page 19 of this Report for more detailed descriptions of proposed Venice Beach BID programs and services and how each parcel and land use type specially benefits):

**Year 1 – 2017 District Special Benefit Cost Allocations (Assessment Revenue Only)**

<b><u>YEAR 1 -2017</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 1 - 2016</b>	<b>% of Total</b>
Clean & Safe	\$857,662	\$494,596	\$1,352,258	73%
District Identity & Special Projects	\$82,241	\$47,427	\$129,668	7%
Administration & Management	\$234,976	\$135,506	\$370,482	20%
<b>TOTAL</b>	<b>\$1,174,879</b>	<b>\$677,529</b>	<b>\$1,852,408</b>	<b>100%</b>

Assessed commercial/industrial parcels as well as commercial portions of mixed use parcels and government owned parcels with commercial uses and activities on them are conferred proportionate special benefits from all BID funded programs, services and improvements which are intended to attract more customers, users, visitors, employees, tenants and investors. For these parcels, BID programs, services and improvements are designed to increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments. These programs, services and improvements are designed to improve commerce, security and aesthetic appeal for patrons, visitors and employees of these parcels within the Venice Beach BID by reducing crime, litter and debris and professionally marketing the array of goods and services available within the BID, all considered necessary in a competitive properly managed business district.

For Government owned and occupied parcels and facilities without commercial portions within the BID, each of these parcels specially benefit, but differently than commercial/industrial type parcels, from BID funded programs and services from cleaner and safer facilities for their employees, students, visitors, vendors and other users of these public locations and facilities. (See Step 1, beginning on page 28 of this Report for a more detailed explanation of assessment rates and special benefits for Government owned/occupied parcels). Government owned and occupied parcels and facilities will not benefit from district identity and special project programs and will not be assessed for them. In the case of assessed

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

Government owned and occupied parcels and facilities, BID funded programs and services are designed to provide safer and enhanced facility frontages for their employees, students, visitors, vendors and users of these parcels and facilities.

For residential parcels and residential portions of mixed use parcels within the BID (all located on commercial or industrial zoned parcels), it is the opinion of this Assessment Engineer that each of these parcels and uses specially benefit similarly to commercial/industrial parcels, from the clean and safe and district identity and special project programs designed to improve the cleanliness, security, marketability and livability of these parcels and residential units on them. Since the majority of residential units within the Venice Beach BID are used as business enterprises, live/work units, rental units, or vacation rental units whether single family units, apartments or residential condominiums, it is the opinion of this Assessment Engineer that each residential unit shall be treated as an existing or potential for-profit business enterprise, live/work unit, rental unit, or vacation rental unit. As such, the proportionate special benefits conferred on all residential parcels and units shall be considered similar to those conferred on commercial/industrial parcels within the Venice Beach BID. For these parcels, BID programs, services and improvements are designed to increase residential rental occupancies, rental income and return on investments. These programs, services and improvements are designed to improve commerce, security and aesthetic appeal for tenants, visitors and landlords of these parcels within the Venice Beach BID by reducing crime, litter and debris and increasing the safety and attractiveness of residential rental units within the BID and the nearby array of tourist related goods, services and activities, all considered necessary in a competitive properly managed tourist-based business district.

These benefits are particular and distinct to each and every identified and assessed parcel within the Venice Beach BID and are not provided to non-assessed parcels outside of the District. These programs, services and improvements will only be provided to each individual assessed parcel within the PBID boundaries and, in turn, confer proportionate "special benefits" to each assessed parcel.

In the case of the Venice Beach BID, the very nature of the purpose of this District is to fund supplemental programs, services and improvements to assessed parcels within the BID boundaries above and beyond what is being currently funded either via normal tax supported methods or other funding sources. The City of Los Angeles does not provide these programs and services. All benefits derived from the assessments to be levied on assessed parcels within the BID are for services, programs and improvements directly benefiting each individual assessed parcel within the BID. No BID funded services, activities or programs will be provided outside of the BID boundaries.

While every attempt is made to provide BID services and programs to confer benefits only to those identified assessed parcels within the BID, the California State Constitution was amended via Proposition 218 to stipulate that general benefits exist, either by design or unintentional, in all assessment districts and that a portion of the program costs must be considered attributable to general benefits and assigned a value. General benefits cannot be funded by assessment revenues. General benefits might be conferred on parcels within the District, or “spillover” onto parcels surrounding the

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

District, or to the public at large who might be passing through the District with no intention of transacting business within the District or interest in the District itself.

Empirical assessment engineering analysis throughout California has found that general benefits within a given business improvement district tend to range from 1-5% of the total costs. There are three methods that have been used by this Engineer for determining general and special benefit values within assessment districts:

- (1) The parcel by parcel allocation method
- (2) The program/activity line item allocation method, and
- (3) The composite district overlay determinant method.

A majority of PBIDs in California for which this Assessment Engineer has provided assessment engineering services since the enactment of Proposition 218, (Article XIII D Section 4(b) of the California Constitution) have used Method #3, the composite district overlay determinant method which will be used for the Venice Beach BID. This method of computing the value of general benefit involves a composite of three distinct types of general benefit – general benefit to assessed parcels within the District, general benefit to the public at large within the District and general benefit to parcels outside the District.

### General Benefit – Assessed Parcels within District

BID funded programs are narrowly designed and carefully implemented to specially benefit the assessed District parcels and are only provided for the special benefit to each and every assessed parcel within the District. It is the opinion of this Engineer, based on over 30 years of professional assessment engineering experience, that 100% of benefits conferred on assessed parcels within the District are distinct and special and that there are 0% general benefits conferred on these parcels. This is because the BID funded programs and services are specially geared to the unique needs of each assessed parcel within the BID and are directed specially only to these assessed parcels within the BID. This concept is further reinforced by the proportionality of special benefits conferred on each assessed parcel within the District as determined by the special benefit assessment formula as it is applied to the unique and varying property characteristics unique to each assessed parcel.

### General Benefit - Public At Large

While the Venice Beach BID funded programs are narrowly designed and carefully implemented to specially benefit the assessed District properties and are only provided for the special benefit to each and every assessed parcel within the District, these BID funded programs may also provide an incidental general benefit to the public at large within the District. Assessment Engineering experience in California has found that generally over 95% of people moving about within BID boundaries are engaged in business related to assessed parcels and businesses contained on them within the District, while the public at large “just passing through” is typically much less than 5%. Based on this experience curve and the focused nature of the proposed Venice Beach BID funded programs and over 30 years of assessment engineering



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

experience, it is the opinion of this Engineer that a general benefit factor of 0.01 (1%) of BID funded special benefit program costs that might provide an immediate general benefit to the public at large will be applied to these applicable program costs in order to compute the dollar and percent value of general benefits to the public at large. It is the opinion of this Engineer that the programs that may provide immediate general benefits to the public at large are Clean & Safe Programs. The dollar value of this general benefit type equates to \$9,871 as delineated in the following chart:

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Program Element</b>	<b>Dollar Allocation</b>	<b>% Allocation of Special Benefit Cost</b>	<b>General Benefit Factor</b>	<b>General Benefit Percent (B x C)</b>	<b>General Benefit Value (D x A)</b>
Clean & Safe Programs	\$1,352,257	73%	0.01	0.73%	\$9,871

General Benefits – Outside Parcels

While District programs and services will not be provided directly to parcels outside the District boundaries, it is reasonable to conclude that District services may confer an indirect general benefit on parcels immediately adjacent to the District boundaries. An inventory of the District boundaries finds that the District is surrounded by 25 commercial zoned parcels with commercial uses located across streets or alleys on the perimeter of the District. In addition, there are 3 commercial zoned parcels tangent to assessed parcels within the District but outside the City limit.

The 25 parcels outside the District boundaries plus the 3 commercial parcels immediately adjacent to assessed parcels within the District can reasonably be assumed to receive some indirect general benefit as a result of BID funded programs, services and improvements. Based on over 30 years of assessment engineering experience, it is the opinion of this Engineer that a benefit factor of 1.0 be attributed to the 461 identified and assessed parcels within the District; a benefit factor of 0.10 be attributed to general benefits conferred on the 3 commercial parcels tangent to assessed parcels within the District and, a benefit factor of 0.05 be attributed to general benefits conferred on the 25 commercial parcels and uses located across the street from assessed parcels within the Venice Beach BID. The cumulative dollar value of this general benefit type equates to \$6,187 (\$1,197 +\$4,990) as delineated in the following chart:

<b>Parcel Type</b>	<b>Quantity</b>	<b>Benefit Factor</b>	<b>Benefit Units</b>	<b>Benefit Percent</b>	<b>Benefit Value</b>
Identified & assessed parcels in District	464	1.00	464.00	99.6671%	\$1,852,408
C-Zone commercial use parcels tangent to District	3	0.10	0.30	0.0644%	\$1,197
C-Zone commercial use parcels non-tangent to District	25	0.05	<u>1.25</u>	<u>0.2685%</u>	<u>\$4,990</u>
<b>TOTAL</b>			465.55	100.00%	\$1,858,595

Composite General Benefit

Based on the general benefit values delineated in the three sections above, the total value of general benefits conferred on assessed parcels within the District, the public at large and parcels outside the District equates to \$16,058 (\$0 + \$9,871 + \$6,187) or 0.86%. For the purposes of this analysis, the general benefit factor of 0.86% will be conservatively rounded up

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

to 1% which equates to a general benefit value of \$18,711. This leaves a value of 99% assigned to special benefit related costs. The general benefit value of \$18,711 when added to the special benefit value of \$1,852,408 (Year 1 –2017 assessments) equates to a total Year 1 – 2017 program cost of \$1,871,119. Remaining costs that are attributed to general benefits, will need to be derived from other sources such as grants, donations, sponsors and program income.

**BID Programs and Improvements**

The projected program special benefit cost allocation for the 5 year Venice Beach BID term assuming a 5% maximum annual increase is as follows:

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

<b><u>YEAR 1 -2017</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 1 - 2016</b>	<b>% of Total</b>
Clean & Safe	\$857,662	\$494,596	\$1,352,258	73%
District Identity & Special Projects	\$82,241	\$47,427	\$129,668	7%
Administration & Management	\$234,976	\$135,506	\$370,482	20%
<b>TOTAL</b>	<b>\$1,174,879</b>	<b>\$677,529</b>	<b>\$1,852,408</b>	<b>100%</b>
<b><u>YEAR 2 -2018</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 2 - 2017</b>	<b>% of Total</b>
Clean & Safe	\$900,545	\$519,326	\$1,419,871	73%
District Identity & Special Projects	\$86,353	\$49,798	\$136,151	7%
Administration & Management	\$246,725	\$142,281	\$389,006	20%
<b>TOTAL</b>	<b>\$1,233,623</b>	<b>\$711,405</b>	<b>\$1,945,028</b>	<b>100%</b>
<b><u>YEAR 3 -2019</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 3 - 2018</b>	<b>% of Total</b>
Clean & Safe	\$945,572	\$545,292	\$1,490,864	73%
District Identity & Special Projects	\$90,671	\$52,288	\$142,959	7%
Administration & Management	\$259,061	\$149,395	\$408,456	20%
<b>TOTAL</b>	<b>\$1,295,304</b>	<b>\$746,975</b>	<b>\$2,042,279</b>	<b>100%</b>
<b><u>YEAR 4 -2020</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 4 - 2019</b>	<b>% of Total</b>
Clean & Safe	\$992,851	\$572,557	\$1,565,408	73%
District Identity & Special Projects	\$95,204	\$54,902	\$150,106	7%
Administration & Management	\$272,014	\$156,865	\$428,879	20%
<b>TOTAL</b>	<b>\$1,360,069</b>	<b>\$784,324</b>	<b>\$2,144,393</b>	<b>100%</b>
<b><u>YEAR 5 -2021</u></b>				
<b>ACTIVITY</b>	<b>ZONE 1</b>	<b>ZONE 2</b>	<b>TOTAL YR 5 -</b>	<b>% of</b>

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

			<b>2020</b>	<b>Total</b>
Clean & Safe	\$1,042,493	\$601,185	\$1,643,678	73%
District Identity & Special Projects	\$99,965	\$57,648	\$157,613	7%
Administration & Management	\$285,615	\$164,708	\$450,323	20%
<b>TOTAL</b>	<b>\$1,428,073</b>	<b>\$823,541</b>	<b>\$2,251,614</b>	<b>100%</b>

As discussed earlier in this Report, the general benefits (i.e. benefits to the general public and surrounding parcels outside the District but not to the assessed parcels themselves) of the proposed improvements, activities and services represent 1% of the total benefits generated and, in turn, 1% of the costs of the BID funded improvements, activities and services provided. Thus, 1% 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 for each year of the 5 year BID term is shown in the table below:

**Total Year 1 –5 (2017-2021) Special + General Benefit Allocations/Costs**

<b>SPECIAL + GENERAL BENEFIT COSTS BY CATEGORY &amp; ZONE</b>	<b>Clean and Safe</b>	<b>District Identity</b>	<b>Admin</b>	<b>TOTAL</b>
<b><u>ZONE 1</u></b>				
Year 1 - 2017 Special Benefit Cost	\$857,662	\$82,241	\$234,976	\$1,174,879
Year 1 - 2017 General Benefit Cost	\$8,663	\$831	\$2,373	\$11,867
Year 1 - 2017 Sub Total Costs	\$866,325	\$83,072	\$237,349	\$1,186,746
<b><u>ZONE 2</u></b>				
Year 1 - 2017 Special Benefit Cost	\$494,596	\$47,427	\$135,506	\$677,529
Year 1 - 2017 General Benefit Cost	\$4,996	\$479	\$1,369	\$6,844
Year 1 - 2017 Sub Total Costs	\$499,592	\$47,906	\$136,875	\$684,373
<b>Total Yr 1 Special Benefit Costs</b>	<b>\$1,352,258</b>	<b>\$129,668</b>	<b>\$370,482</b>	<b>\$1,852,408</b>
<b>Total Yr 1 General Benefit Costs</b>	<b>\$13,659</b>	<b>\$1,310</b>	<b>\$3,742</b>	<b>\$18,711</b>
<b>TOTAL YR 1 - 2017 COSTS</b>	<b>\$1,365,917</b>	<b>\$130,978</b>	<b>\$374,224</b>	<b>\$1,871,119</b>
<b><u>ZONE 1</u></b>				
Year 2 - 2018 Special Benefit Cost	\$900,545	\$86,353	\$246,725	\$1,233,623
Year 2 - 2018 General Benefit Cost	\$9,096	\$872	\$2,492	\$12,460
Year 2 - 2018 Sub Total Costs	\$909,641	\$87,225	\$249,217	\$1,246,083
<b><u>ZONE 2</u></b>				
Year 2 - 2018 Special Benefit Cost	\$519,326	\$49,798	\$142,281	\$711,405
Year 2 - 2018 General Benefit Cost	\$5,246	\$503	\$1,437	\$7,186
Year 2 - 2018 Sub Total Costs	\$524,572	\$50,301	\$143,718	\$718,591
<b>TOTAL YR 2 Special Benefit Costs</b>	<b>\$1,419,871</b>	<b>\$136,151</b>	<b>\$389,006</b>	<b>\$1,945,028</b>
<b>TOTAL YR 2 General Benefit Costs</b>	<b>\$14,342</b>	<b>\$1,375</b>	<b>\$3,929</b>	<b>\$19,646</b>
<b>TOTAL YR 2 - 2018 COSTS</b>	<b>\$1,434,213</b>	<b>\$137,526</b>	<b>\$392,935</b>	<b>\$1,964,674</b>
<b><u>ZONE 1</u></b>				
Year 3 - 2019 Special Benefit Cost	\$945,572	\$90,671	\$259,061	\$1,295,304
Year 3 - 2019 General Benefit Cost	\$9,551	\$916	\$2,617	\$13,084
Year 3 - 2019 Sub Total Costs	\$955,123	\$91,587	\$261,678	\$1,308,388

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

<b><u>ZONE 2</u></b>				
Year 3 - 2019 Special Benefit Cost	\$545,292	\$52,288	\$149,395	\$746,975
Year 3 - 2019 General Benefit Cost	\$5,508	\$528	\$1,509	\$7,545
Year 3 - 2019 Sub Total Costs	\$550,800	\$52,816	\$150,904	\$754,520
<b>TOTAL YR 3 Special Benefit Costs</b>	<b>\$1,490,864</b>	<b>\$142,959</b>	<b>\$408,456</b>	<b>\$2,042,279</b>
<b>TOTAL YR 3 General Benefit Costs</b>	<b>\$15,059</b>	<b>\$1,444</b>	<b>\$4,126</b>	<b>\$20,629</b>
<b>TOTAL YR 3 - 2019 COSTS</b>	<b>\$1,505,923</b>	<b>\$144,403</b>	<b>\$412,582</b>	<b>\$2,062,908</b>
<b><u>ZONE 1</u></b>				
Year 4 - 2020 Special Benefit Cost	\$992,851	\$95,204	\$272,014	\$1,360,069
Year 4 - 2020 General Benefit Cost	\$10,029	\$962	\$2,748	\$13,739
Year 4 - 2020 Sub Total Costs	\$1,002,880	\$96,166	\$274,762	\$1,373,808
<b><u>ZONE 2</u></b>				
Year 4 - 2020 Special Benefit Cost	\$572,557	\$54,902	\$156,865	\$784,324
Year 4 - 2020 General Benefit Cost	\$5,783	\$555	\$1,584	\$7,922
Year 4 - 2020 Sub Total Costs	\$578,340	\$55,457	\$158,449	\$792,246
<b>TOTAL YR 4 Special Benefit Costs</b>	<b>\$1,565,408</b>	<b>\$150,106</b>	<b>\$428,879</b>	<b>\$2,144,393</b>
<b>TOTAL YR 4 General Benefit Costs</b>	<b>\$15,812</b>	<b>\$1,517</b>	<b>\$4,332</b>	<b>\$21,661</b>
<b>TOTAL YR 4 - 2020 COSTS</b>	<b>\$1,581,220</b>	<b>\$151,623</b>	<b>\$433,211</b>	<b>\$2,166,054</b>
<b><u>ZONE 1</u></b>				
Year 5 - 2021 Special Benefit Cost	\$1,042,493	\$99,965	\$285,615	\$1,428,073
Year 5 - 2021 General Benefit Cost	\$10,530	\$1,010	\$2,885	\$14,425
Year 5 - 2021 Sub Total Costs	\$1,053,023	\$100,975	\$288,500	\$1,442,498
<b><u>ZONE 2</u></b>				
Year 5 - 2021 Special Benefit Cost	\$601,185	\$57,648	\$164,708	\$823,541
Year 5 - 2021 General Benefit Cost	\$6,073	\$582	\$1,664	\$8,319
Year 5 - 2021 Sub Total Costs	\$607,258	\$58,230	\$166,372	\$831,860
<b>TOTAL YR 5 Special Benefit Costs</b>	<b>\$1,643,678</b>	<b>\$157,613</b>	<b>\$450,323</b>	<b>\$2,251,614</b>
<b>TOTAL YR 5 General Benefit Costs</b>	<b>\$16,603</b>	<b>\$1,592</b>	<b>\$4,549</b>	<b>\$22,744</b>
<b>TOTAL YR 5 - 2021 COSTS</b>	<b>\$1,660,281</b>	<b>\$159,205</b>	<b>\$454,872</b>	<b>\$2,274,358</b>

**WORK PLAN**

**Overview**

The property uses within the boundaries of the BID which will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential (on commercial zoned properties). BID funded activities are primarily designed to provide proportionate special benefits as described below to identified assessed parcels and the commercial land uses within the boundaries of the District. The range of proposed BID funded special benefit programs, services and improvements includes: clean and safe programs; district identity and special projects; and, administration and management.

BID funded clean and safe programs enhance each assessed parcel by improving the aesthetic appearance and security of each assessed parcel frontage for enhanced attraction and security for its business tenants, employees, customers, clients and visitors. The district identity and special projects provide important and beneficial information, alerts and news to

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

property and business owners of each assessed parcel within the Venice Beach BID via quarterly newsletters and an active and informative District website. BID funded programs, services and improvements may improve commerce and aesthetic appeal to attract new patrons, visitors and employees of assessed parcels within the Venice Beach BID by reducing litter and debris and crime and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district. The special benefits conferred on each parcel and land use type are delineated in the sections below.

The proposed Venice Beach BID will provide the following programs and services for each individual parcel assessed in the BID:

**1) Clean and Safe Services**                    \$1,365,917 (Special and General Benefit Costs)

“Clean” programs encompass all sidewalk, curb and other right-of-way services in the District and includes: sweeping, litter removal, bulky item removal, enhanced emptying of trash cans, pressure washing/steam cleaning, graffiti/flyer/sticker/gum removal, tree trimming and weeding. Clean also includes the cost of equipment necessary to provide these services. Clean may also include property owner notification of conditions on private property that are unsafe or unfavorable to creating and preserving a clean and safe environment in the District (e.g. broken window/gate, vandalism, accumulated debris/garbage, etc.) Clean may also include notification to the City or other entities as appropriate (e.g. utilities) of any damage to public infrastructure or utilities.

“Safe” programs encompass all patrol/ambassadorial services in the District and includes: personnel on foot, bike, or other vehicles (e.g. segways, trucks, etc.), ambassadors (specially trained personnel able to provide directions, transit information, business information, event information, social service referrals, etc.), emergency assistance, crowd control, crime prevention activities (e.g. Neighborhood Watch), escort services and distribution of special bulletins (e.g. street closures, emergency alerts.) Safe also includes the cost of equipment necessary to provide these services.

The goal of both clean and safe programs is the same: to establish and maintain a clean, safe, beautiful and friendly District by providing these services to all the individually assessed parcels in the District. The special benefits conferred by these programs are discussed later in this section. Various levels of clean and safe activities will be required over time to maintain the District.

To assist the Owners’ Association in budgeting and the deployment of resources, an incident-tracking software/database will be developed to track calls for clean and safe services for individually assessed parcels in the District. This data will help ensure that negative public safety trends are identified quickly and can be addressed efficiently and effectively so that crime, litter and blight do not deter pedestrian activity and commerce.. The database will be developed and expanded as funds are available to implement this goal.

Zone 1 shall receive twice the frequency of clean and safe services as Zone 2. Although the future Board of Directors shall consider and approve the actual deployment schedule, in general, Zone 1’s highest demand for services occurs from

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

late morning through the night. Zone 2’s highest demand for clean and safe services occurs in the early morning and the early evening, with notably lesser needs during the day and night. Also, Zone 1’s service demand fluctuates more day-to-day (with highest demands occurring Thursday – Saturday afternoon/evening/night, on holidays, and seasonally, from Spring through Fall.) Zone 2’s service demand is much more consistent across each day of the week, and throughout the year. Zone 1’s needs are most heavily determined by intense visitor/tourist traffic which peaks in the warmer months, and on weekends throughout the year. Zone 2’s needs are more driven by local employees, residents and visitors; tourism is a factor, but plays a much smaller role in Zone 2 demand.

“Clean” programs will assist in enhancing the image of each individual assessed parcel in the BID. For commercial and industrial parcels “clean” programs are designed to increase vehicular and pedestrian traffic within the BID that is intended to increase commerce and customer activity, attract and retain new business and patrons for assessed commercial and industrial parcels within the BID boundaries, increase commercial/industrial rents and occupancies as well as maintain or improve upon the tourist base. In the case of assessed Government owned parcels and facilities, BID funded “clean” programs provide cleaner frontages for their employees, students, visitors, vendors and users of these public facilities. Further, in the case of assessed commercial or industrial-zoned residential uses, BID funded “clean” programs improve the aesthetic appeal of each assessed residential type parcel for tenants, visitors and landlords, which, in turn, is intended to increase residential occupancies and return on investment.

“Safe” programs will assist in creating a safe and secure environment for each individual assessed parcel in the Venice Beach BID. For commercial and industrial parcels, BID funded “safe” programs are designed to increase vehicular and pedestrian traffic, increase commerce and customer activity, attract and retain new business and patrons, as well as increase commercial rents and commercial occupancies for the assessed parcels commercial and industrial parcels within the BID boundaries. In the case of assessed Government owned parcels and facilities, BID funded “safe” programs are designed to provide safer frontages of Government owned parcels and facilities for their employees, students, visitors, vendors and users of these public facilities. . Further, in the case of assessed commercial or industrial-zoned residential uses, BID funded “safe” programs are designed to improve the security of each residential type parcel for tenants, visitors and landlords, which, in turn, is intended to increase residential occupancies and return on investment. Each assessed parcel will proportionally specially benefit from the security programs and services.

### **2) District Identity and Special Projects**                      \$130,978 (Special and General Benefit Costs)

District Identity & Special Projects includes activities such as: production of a quarterly (minimum frequency) newsletter that shall be distributed to all property owners in the District, efforts to cultivate and recognize the satisfaction, retention and attraction of businesses, employees and customers/visitors, advertising, response to media inquiries, cultivation of media exposure, and promotion of the District as a great place to live, work or visit through a website and/or social media. To the extent that funds are available, it could also include holiday lighting, street banners, way-finding activities, art installation or development of special events (e.g. festival) or other community identity and branding efforts that promote the District, its residents, businesses, services and amenities.

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

This component, district identity & special projects 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 within the BID. This special benefit program is designed to attract more commercial customers and clients, employees, tenants and investors which may, in turn, increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments for each commercial/industrial parcel and business within the BID. Government owned/occupied parcels and facilities (except select parcels which have commercial operations such as paid public parking) will not specially benefit from this program element and thus, shall not be assessed for these programs. This is discussed in more detail on page 24 of this Report. District Identity and Special Projects will only be provided for those individually assessed parcels located within the BID boundaries.

### **3) Administration and Management**                      \$374,224 (Special and General Benefit Costs)

Administration & Management includes activities such as: personnel, operations, professional services (e.g. legal, accounting, insurance), production of the Annual Planning Report and Budget and quarterly reports, facilitation of meetings of the Owners’ Association, Brown Act compliance, outreach to District property and business owners, and participation in professional peer/best practice forums such as the LA BID Consortium, the California Downtown Association or the International Downtown Association. It also covers the costs associated with District formation, as well as City and/or County fees associated with their oversight of the District and the Owners’ Association’s compliance with the terms of its contract with the City, and the implementation of the Management District Plan and the Engineer’s Report.

This component is key to the proper expenditure of BID assessment funds and the administration of BID programs and activities that are intended to promote business within the BID boundaries through increased commerce and the attraction and retention of new business. The BID Program Management program exists only for the purposes of the BID and will only be provided for matters pertaining to each individual assessed parcel within the BID boundaries. All parcels and land use types within the District will specially benefit from this key program element which supports each of the special benefits conferred by each of the program elements described above.

In summary, all of the above programs, services and improvements work together to provide a cleaner, safer and more economically viable place for each assessed parcel in the district. The property uses within the boundaries of the BID that will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential (on commercial zoned properties). Programs, services and improvements provided by the BID are primarily designed to provide special benefits as described above to identified assessed parcels and the array of land uses within the boundaries of the District. The proposed BID assessments will only be levied on identified parcels within the BID boundaries and assessment revenues will be spent to deliver services that only provide a direct and special benefit to assessed parcels and to improve the economic vitality of these parcels. Each assessed parcel and land use within the Venice Beach BID will proportionately and specially benefit from the BID funded supplemental clean and safe programs, district identity and special projects (except as noted herein), and administration and management.

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

The array of uses within the proposed Venice Beach BID include a mix of commercial, industrial, government and residential (on commercial zoned properties). Each of these uses and assessed parcels specially benefit from BID funded programs, services and improvements by potentially attracting more commercial clients, employees, tenants and investors as a result of these programs, services and improvements. This, in turn, may also increase 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 for each assessed parcel within the Venice Beach BID and their patrons, visitors and employees by reducing litter and debris and crime and professionally marketing goods and services available within the BID, all considered necessary in a competitive properly managed business district.

The Proposed Venice Beach BID may increase the assessment for each individual parcel each year during the five year effective operating period, but in no event shall the assessment increase exceed 5% 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 proposed Venice Beach 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 of Los Angeles 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.

Assessments for the Fiscal Year beginning January 1, 2017 will be invoiced by the City of Los Angeles and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2021 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 the Management District Plan.

It is recognized that market conditions may cause the cost of providing goods and services to fluctuate from year to year. Accordingly, the Owners’ Association shall have the right to reallocate up to 10% of any budget line item within the budget categories based on such cost fluctuations subject to the review and approval by the Board and included in the Annual Planning Report that will be approved by the Los Angeles City Council pursuant to Streets and Highways Code Section 36650. Accrued interest or delinquent payments may be expended in any budget category.

Pursuant to Section 36671 of the Streets and Highways Code, any funds remaining after the fifth year of operation will be rolled over into the renewal budget or returned to stakeholders. BID assessment funds may be used to pay for costs related to the following BID renewal term. If the District is not renewed or terminated for any reason, unexpended funds will be returned to the property owners.

**Finding 3. From Section 4(a): “(Determine) the proportionate special benefit derived by each parcel in relationship**



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

**to the entirety of the.....cost of public improvement(s) or the maintenance and operation expenses.....or the cost of the property related service being provided.**

Each identified parcel within the district will be assessed based on property characteristics unique only to that parcel. Based on the specific needs and corresponding nature of the program activities to be funded by the proposed Venice Beach BID (i.e. clean and safe programs; district identity and special projects; and, administration and management) it is the opinion of this Assessment Engineer that the assessment factors on which to base assessment rates relate directly to the proportionate amount of building area, land area and street frontage within two benefit zones.

The calculated assessment rates are applied to the actual measured parameters of each parcel and thereby are proportional to each and every other identified parcel within the district as a whole. Larger parcels and ones with larger building areas and/or street frontages are expected to impact the demand for services and programs to a greater extent than smaller land and building areas and/or street frontages and thus, are assigned a greater proportionate degree of assessment program and service costs. The proportionality is further achieved by setting targeted formula component weights for the respective parcel by parcel identified property attributes.

The proportionate special benefit cost for each parcel has been calculated based on proportionate formula components and is listed as an attachment to the Management District Plan and this Report. The individual percentages (i.e. proportionate relationship to the total special benefit related program and activity costs) is computed by dividing the individual parcel assessment by the total special benefit program costs.

**Finding 4. From Section 4(a): “No assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel.”**

Not only are the proposed program costs reasonable due to the benefit of group purchasing and contracting which would be possible through the proposed Venice Beach BID, they are also considerably less than other options considered by the proposed Venice Beach BID Formation Committee. The actual assessment rates for each parcel within the BID directly relate to the level of service and, in turn, special benefit to be conferred on each parcel based on the respective building area, land area and street frontage of each parcel within two benefit zones.

**Finding 5. From Section 4(a): “Parcels.....that are owned or used by any (public) agency shall not be exempt from assessment.....”**

There are 33 identified and assessed Government owned parcels within the Venice Beach BID for which BID funded special benefit programs, services and improvements will be provided. Of the 33 assessed Government owned parcels, 24

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

are owned by the City of Los Angeles, 7 by the State of California, 1 by the Los Angeles Unified School District (LAUSD), and 1 by the Metropolitan Transit Authority (LACMTA).

### City, State and MTA Properties

For Government owned/occupied parcels and facilities within the BID (other than as delineated herein for LAUSD property), each of these parcels specially benefit from BID funded programs, services and improvements, but differently than commercial/industrial parcels, the special benefits include cleaner and safer facility frontages for their employees, students, visitors, vendors and other users of these public locations and facilities. It is the opinion of this Engineer that Government owned and occupied parcels will NOT benefit from commercial oriented district identity and special project related programs and, thus, will not be assessed for them.

Several City and State-owned parcels and one Metro-owned parcel within the District have been identified as parcels that shall not benefit from the District Identity & Special Projects category. These parcels include all of parcels fronting Ocean Front Walk, an access-way to the Venice canals, a dog park, a senior center and a bus maintenance yard that do not benefit from the marketing and promotion of the district. All of the City-owned parcels and State-owned parcels fronting Ocean Front Walk comprise the Venice Boardwalk and the beachfront property to the west of the Boardwalk. These parcels are collectively operated as a free public park, and so do not benefit from the marketing and promotion of the District or increased visitors to the area. Similarly, the pedestrian access-way to the Venice Canals, the dog park and the Senior Center do not benefit from increased visitors. Metro (the LA County regional transportation agency) owns and operates a bus maintenance yard in the District. As regional public transit operates with subsidies and does not make a profit, it also does not benefit from increased patronage due to marketing and promotion of the District. None of these public uses benefit from increased visitor and patron traffic in the way that commercial businesses and certain other public uses in the District (e.g. paid parking lots) do.

This finding is reflected in a modified assessment rate for these parcels that eliminates the budgetary allocation for district identity and special project programs (7%.) These parcels are identified in the table on page 27. It is further the opinion of this Engineer that Government owned parcels and facilities within the BID will specially benefit from “clean and safe” programs and related management, similar to the special benefits conferred on commercial/industrial parcels. These Government owned parcels will be assessed for 100% of the proportionate special benefits conferred upon them. It is noted that the property quantities for these parcels have been adjusted in the District totals in order to apply the equivalent proportionate assessment rates.

For Government owned parcels with commercial activities or uses on them (i.e. paid public parking, vendor space, pay to play recreation facilities, etc.), it is the opinion of this Assessment Engineer that these parcels will specially benefit from all BID funded programs, services and improvements, including district identity and special project programs and shall be assessed in a similar manner and at the same rates as commercial/industrial parcels in the District. These Government

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

owned parcels will be assessed for 100% of the proportionate special benefits conferred upon them. These parcels are also identified in the table on page 27.

It is noted that the City-owned parcels along Ocean Front Walk shall receive full clean and safe and management services for all boardwalk frontage, all improvements (restrooms, buildings,) all paved/concrete areas (walkways, etc) and the extensive grassy knoll that abuts Ocean Front Walk. Any sand portion of these parcels shall not be patrolled and serviced nor, in turn, assessed.

### LAUSD Property

Based on a review of streetscape and security services that the Los Angeles Unified School District (LAUSD) provides for the 1 parcel (elementary school) that they own and occupy within Zone 2 of the District, coupled with the finding that government owned and occupied parcels do not benefit from district identity and special project programs, it is the opinion of the Engineer that assessment formula rates for this parcel shall be as follows: 1) The building area rate shall be set at \$0.032 per square foot, the street frontage rate shall be set at \$5.80 per linear foot and the land area rate shall be set at \$0.0275 per square foot. These modified assessment rates fund supplemental District streetscape and security services that coincide with the levels of perimeter streetscape and security services already provided by LAUSD for the 1 parcel that they own within the District. The special benefits include cleaner and safer facility entrances and perimeters for their employees, students, visitors, vendors and other users of this public facility. Although the LAUSD parcel requires a different frequency of services than other individually assessed parcels in the district, the LAUSD parcel will pay for 100% of the proportionate special benefits conferred upon it. It is noted that the property quantities for this parcel have been adjusted in the District totals in order to apply the equivalent proportionate assessment rates.

Each identified and assessable Government owned parcel within the Venice Beach BID will proportionately specially benefit as delineated herein from the BID funded supplemental clean and safe and management programs, services and improvements. For identified assessable Government owned parcels and facilities, each of these parcels specially benefit from BID funded programs and services from cleaner and safer facility frontages for their employees, students, visitors, vendors and other users of these public locations and facilities. These services are designed to improve the safety and cleanliness for visitors, their employees and users of public facilities on Government owned parcels within the Venice Beach BID by reducing crime, litter and debris, all considered detractors to employment, visitation and use of public facilities if not contained and properly managed.

There is no compelling evidence that these identified and assessed Government owned parcels would not proportionately specially benefit from BID funded programs, services and improvements and, thus, will be assessed as delineated herein. All identified and assessed Government owned parcels within the Venice Beach BID are shown in the following Table:

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone	APN	Parcel Address	Property Owner	Use	Assessed for DI/SP?*	% of lot assessed?*	Parcel Assessment	% Ownership
Zone 1	4288029900	NONE	CITY OF LOS ANGELES	PUBLIC PARK / BEACH	NO	0%	\$1,074.75	0.06%
Zone 1	4226001900	26 W MARKET ST	L A CITY	PUBLIC PARK / BEACH	NO	67%	\$51,978.98	2.81%
Zone 1	4226001901	NONE	L A CITY	PUBLIC PARK / BEACH	NO	20%	\$30,484.93	1.65%
Zone 1	4226002900	2300 OCEAN FRONT WALK	L A CITY	PUBLIC PARK / BEACH	NO	25%	\$71,432.90	3.86%
Zone 1	4238014900	1608-1610 S PACIFIC AVE	L A CITY	VACANT/COMMERCIAL	YES	100%	\$7,440.29	0.40%
Zone 1	4238024900	2102 S PACIFIC AVE	L A CITY	PUBLIC PARKING	YES	100%	\$16,166.65	0.87%
Zone 1	4238024902	128 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$8,215.66	0.44%
Zone 1	4238024903	206 N VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$2,943.42	0.16%
Zone 1	4238024905	216 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$2,629.74	0.14%
Zone 1	4238024906	302 E VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$1,314.87	0.07%
Zone 1	4238024907	319 E SOUTH VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$24,976.40	1.35%
Zone 1	4238024908	2106 S CANAL ST	L A CITY	PUBLIC PARKING	YES	100%	\$4,069.87	0.22%
Zone 1	4238024909	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$703.20	0.04%
Zone 1	4238024910	210 N VENICE BLVD	L A CITY	PUBLIC PARKING	YES	100%	\$1,314.87	0.07%
Zone 1	4238024911	125 S VENICE BLVD	L A CITY	CANAL ACCESSWAY	NO	100%	\$4,456.56	0.24%
Zone 1	4238025901	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$4,073.60	0.22%
Zone 1	4238025902	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$22,171.43	1.20%
Zone 1	4238025903	NONE	L A CITY	PUBLIC PARKING	YES	100%	\$6,582.00	0.36%
Zone 1	4286027902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	20%	\$17,050.35	0.92%
Zone 1	4286028902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	5%	\$13,038.98	0.70%
Zone 1	4286029902	NONE	L A CITY	PUBLIC PARK / BEACH	NO	10%	\$17,922.96	0.97%
Zone 1	4286030903	NONE	L A CITY	PUBLIC PARK / BEACH	NO	60%	\$26,849.63	1.45%
Zone 2	4238018900	NONE	L A CITY	PUBLIC PARKING, LIBRARY	NO	100%	\$62,098.43	3.35%
Zone 2	4238002900	1234 S PACIFIC AVE	L A CITY	DOG PARK / SENIOR CTR	NO	100%	\$27,614.22	1.49%
			<i>L A CITY TOTAL</i>				<i>\$426,604.68</i>	<i>23.04%</i>
Zone 2	4238002902	1010 ABBOT KINNEY BLVD	L A UNIFIED SCHOOL DIST	WESTMINSTER ELEMENTARY	n/a	n/a	\$24,020.88	1.30%
			<i>L A UNIFIED SCHOOL DIST TOTAL</i>				<i>\$24,020.88</i>	<i>1.30%</i>
Zone 2	4286015900	100 SUNSET AVE	LACMTA	BUS MAINTENANCE & STORAGE YARD	NO	100%	\$35,933.09	1.94%
			<i>LACMTA TOTAL</i>				<i>\$35,933.09</i>	<i>1.94%</i>
Zone 1	4226001902	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	100%	\$10,409.51	0.56%
Zone 1	4226001903	1502-1522 S OCEAN FRONT WALK	STATE OF CALIF	PUBLIC PARK / BEACH	NO	100%	\$20,722.86	1.12%
Zone 1	4288029909	120 OCEAN FRONT WALK	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$5,091.40	0.27%
Zone 1	4288029910	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$750.58	0.04%
Zone 1	4288029916	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$0.00	0.00%
Zone 1	4288029906	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$0.00	0.00%
Zone 1	4288029914	NONE	STATE OF CALIF	PUBLIC PARK / BEACH	NO	0%	\$333.89	0.02%
			<i>STATE OF CALIF TOTAL</i>				<i>\$37,308.23</i>	<i>2.01%</i>
			<b>ALL PUBLICLY OWNED PARCELS</b>				<b>\$523,866.88</b>	<b>28.29%</b>

**Finding 6. From Section 4(b): “All assessments must be supported by a detailed engineer’s report prepared by a registered professional engineer certified by the State of California”.**

This report serves as the “detailed engineer’s report” to support the benefit property assessments proposed to be levied within the proposed Venice Beach BID.

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

**Finding 7. From Section 4(c): “The amount of the proposed assessment for each parcel shall be calculated (along with) the total amount thereof chargeable to the entire district, the duration of such payments, the reason for such assessment and the basis upon which the amount of the proposed assessment was calculated.”**

The individual and total parcel assessments attributable to special property benefits are shown on Appendix 1 to the Management District Plan and this Report. The proposed District and resultant assessment payments will continue for 5 years and may be renewed again at that time. The reasons (purposes) for the proposed assessments are outlined in Finding 2 above as well as in the Management District Plan. The calculation basis of the proposed assessment is attributed to building area, land area and street frontage.

### **Assessment Formula Methodology**

#### **Step 1. Select “Basic Benefit Unit(s)”**

##### General Assessment Formula Development

The method used to determine special benefits derived by each identified property within a BID begins with the selection of a suitable and tangible basic benefit unit. For property related services, such as those proposed in the Venice Beach BID, the benefit unit may be measured in linear feet of street frontage or parcel size in square feet or building size in square feet or any combination of these factors. Factor quantities for each parcel are then measured or otherwise ascertained. From these figures, the amount of benefit units to be assigned to each property can be calculated. Special circumstances such as unique geography, land uses, development constraints etc. are carefully reviewed relative to specific programs and improvements to be funded by the BID in order to determine any levels of different benefit that may apply on a parcel-by-parcel or categorical basis.

Based on the factors described above such as geography and nature of programs and activities proposed, an assessment formula is developed which is derived from a singular or composite basic benefit unit factor or factors. Within the assessment formula, different factors may be assigned different “weights” or percentage of values based on their relationship to programs/services to be funded.

Next, all program and activity costs, including incidental costs, District administration and ancillary program costs, are estimated. It is noted, as stipulated in Article XIID Section 4(b) of the California Constitution, and now required of all property based assessment Districts, indirect or general benefits costs may not be incorporated into the assessment formula and levied on the District properties; only direct or “special” benefits and costs may be considered. Indirect or general benefit costs, if any, must be identified and, if quantifiable, calculated and factored out of the assessment cost basis to produce a “net” cost figure. In addition, Article XIID Section 4(b) of the California Constitution also no longer automatically exempts government owned property from being assessed unless the respective public agency can provide

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

clear and convincing evidence that their property does not specially benefit from the programs and services to be funded by the proposed special assessments. If special benefit is determined to be conferred upon such properties, they must be assessed in proportion to special benefits conferred in a manner similar to privately owned property assessments. (See beginning on page 24 of this Report for discussion regarding government owned parcels within the Venice Beach BID).

From the estimated net program costs, the value of a basic benefit unit or “basic net unit cost” can be computed by dividing the total amount of estimated net program costs by the total number of benefit units. The amount of assessment for each parcel can be computed at this time by multiplying the Net Unit Cost times the number of Basic Benefit Units per parcel. This is known as “spreading the assessment” or the “assessment spread” in that all costs are allocated proportionally or “spread” amongst all benefitting properties within the BID.

The method and basis of spreading program costs varies from one BID to another based on local geographic conditions, types of programs and activities proposed, and size and development complexity of the District. BIDs may require secondary benefit zones to be identified to allow for a tiered assessment formula for variable or “stepped-down” benefits derived.

### Venice Beach BID Assessment Formula

Based on the specific needs and corresponding nature of the program activities to be funded by the proposed Venice Beach BID (i.e. clean and safe programs; district identity and special projects; and, administration and management) it is the opinion of this Assessment Engineer that the assessment factors on which to base assessment rates relate directly to the proportionate amount of building area, land area and street frontage within two benefit zones.

The “Basic Benefit Units” will be expressed as a combined function of gross building square footage (Benefit Unit “A”), land square footage (Benefit Unit “B”), and street frontage (Benefit Unit “C”). Based on the shape of the proposed Venice Beach BID, as well as the nature of the District program elements, it is determined that all identified properties will gain a direct and proportionate degree of special benefit based on the respective amount of building area, land area and street frontage within two benefit zones.

For the array of land uses within the BID, the interactive application of building and land areas and street frontage quantities are a proven method of fairly and equitably spreading special benefit costs to these beneficiaries of BID funded services, programs and improvements. Each of these factors directly relates to the degree of special benefit each assessed parcel will receive from BID funded activities. There are no parcels zoned solely residential within the Venice Beach BID.

Building area is a direct measure of the static utilization of each parcel and its corresponding impact or draw on BID funded activities such as district identity and special projects. In the opinion of this Assessment Engineer, the targeted

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

weight of this factor, building area, should generate approximately 10% of the total BID revenue (8.426530% when adjusted for precise parcel measurements and program costs and service levels).

Land area is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on BID funded activities such as administration and management. In the opinion of this Assessment Engineer, the targeted weight of this factor, land area, should generate approximately 20% of the total BID revenue (19.560164% when adjusted for precise parcel measurements and program costs and service levels).

Street Frontage is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on BID funded activities such as clean and safe programs. Street frontage includes all public street frontages of a parcel. In the opinion of this Assessment Engineer, the targeted weight of this factor, street frontage, should generate approximately 70% of the total BID revenue (72.013306% when adjusted for precise parcel measurements and program costs and service levels).

### Special Assessment Circumstances

#### 1. Commercial and Mixed-Use Condominiums

Condominiums within the Venice Beach BID shall be assessed based on actual land area covered, condo building pad area and direct street frontage for each unit. Because such uses are typically developed as part of a multi-floor mixed-use complex, special methodologies are needed to address the levy of assessments on such land uses as follows:

##### Multi-Floor Commercial Only Condominiums

- Building pad area assessed at respective building area rate
- Land assessed at land area rate but pro-rated for each unit relative to total number of units
- Frontage assessed at frontage rate but pro-rated for each unit relative to total number of units

##### Multi-Floor Mixed-Use Condominiums

- Commercial and residential condo building pad area assessed at respective commercial building area rate
- Land assessed at land area rate, pro-rated for each unit relative to total number of units
- Frontage assessed at frontage rate, pro-rated for each unit relative to total number of units

#### 2. Government Owned/Occupied Parcels and Facilities

In the opinion of this Engineer, Government owned/occupied parcels and facilities within the proposed Venice Beach BID (except as noted herein for LAUSD parcels), will proportionately specially benefit from BID funded programs, services and improvements but different than commercial and industrial parcels. The reason for this finding is rooted in the fact that commercial/industrial parcels and buildings provide the double benefit of directly generating income for the parcel in

## VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT

the form of market driven rents and, in turn, generate income to business owners as a function of retail sales areas, food and other service business space and office space to house revenue generating employees. This double benefit does not hold true for Government owned/occupied parcels and facilities. In the opinion of this Engineer, the level of benefit for the proposed BID funded programs, services and improvements for Government owned/occupied parcels and facilities is as follows:

- A. Government owned/occupied parcels and facilities, except those with commercial uses as discussed below, **WILL NOT** specially benefit from the district identity and special project programs (7% of the budget) and thus, will not be assessed for these programs, services and improvements, as they are not commercial/industrial parcels and are not attempting to attract customers nor generate profits or commerce. Assessment rates for these parcels shall be reduced by 10% from the set commercial/industrial parcel rates.
- B. Government owned/occupied parcels and facilities **WILL** proportionately specially benefit, from “clean and safe” related programs, services and improvements and will be assessed fully for these work plan elements.
- C. Government owned/occupied parcels and facilities parcels **WILL** specially benefit fully from all management related programs, services and operation costs and will be assessed fully for this work plan elements.

### 3. Government Owned Parcels with Commercial Uses

It is the opinion of this Assessment Engineer that Government owned parcels with commercial uses or activities on them (i.e. paid public parking, vendors, shops, kiosks, pay to play recreational facilities etc.) will receive proportionate special benefits based on the same property characteristics as other commercial/industrial parcels and shall be assessed in the same manner and at the same rates as commercial/industrial parcels within the District.

### 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 change for any given parcel if such a change 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 assessment rates higher than as stipulated in this Report would require a new ballot procedure (Section 4(b) of Article XIID of the California Constitution - Proposition 218) in order to approve any such changes.

### **Step 2. Quantify Total Basic Benefit Units**

Taking into account all identified specially benefiting parcels within the BID and their respective assessable benefit units, there are within Zone 1: 896,513 assessable Benefit Units A-1 (building area), 1,616,751 assessable Benefit Units B-1 (land area), and 35,033.50 assessable Benefit Units C-1 (street frontage). Within Zone 2 there are: 1,054,658 assessable Benefit Units A-2 (building area), 1,677,195 assessable Benefit Units B-2 (land area), and 21,931.63 assessable Benefit Units C-2 (street frontage). The assessable benefit unit quantities and projected Year 1 – 2017 revenue by zone and



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

assessment factor for the proposed Venice Beach BID are shown in the following table:

**Assessable Benefit Units: Yr 1 –2017 Assessment Rates and Projected Revenue**

FORMULA FACTOR	# ASSESSED PARCELS	ASSESSED QUANTITY	YR 1 - 2017 RATES	\$ ASSESSMENT REVENUE	% ASSESSMENT REVENUE
<b>ZONE 1</b>					
Building Area Sq Ft (Unit A-1)		896,513	\$0.08	\$71,721.04	3.871774%
Land Area Sq Ft (Unit B-1)		1,616,751	\$0.11	\$177,842.59	9.600617%
Street Frontage Lin Ft (Unit C-1)		35,033.50	\$29.00	<u>\$1,015,971.59</u>	<u>54.845998%</u>
<b>SUBTOTAL</b>	<b>221</b>			<b>\$1,265,535.22</b>	<b>68.318388%</b>
FORMULA FACTOR	# ASSESSED PARCELS	ASSESSED QUANTITY	YR 1 - 2017 RATES	\$ ASSESSMENT REVENUE	% ASSESSMENT REVENUE
<b>ZONE 2</b>					
Building Area Sq Ft (Unit A-2)		1,054,658	\$0.08	\$84,372.66	4.554756%
Land Area Sq Ft (Unit B-2)		1,677,195	\$0.11	\$184,491.44	9.959547%
Street Frontage Lin Ft (Unit C-2)		21,931.63	\$14.50	<u>\$318,008.57</u>	<u>17.167308%</u>
<b>SUBTOTAL</b>	<b>243</b>			<b>\$586,872.67</b>	<b>31.681612%</b>
FORMULA FACTOR	# ASSESSED PARCELS	ASSESSED QUANTITY	YR 1 - 2017 RATES	\$ ASSESSMENT REVENUE	% ASSESSMENT REVENUE
<b>ZONE 1 + ZONE 2</b>					
Building Area Sq Ft (Unit A)		1,951,171		\$156,093.70	8.426530%
Land Area Sq Ft (Unit B)		3,293,946		\$362,334.03	19.560164%
Street Frontage Lin Ft (Unit C)		56,965.13		<u>\$1,333,980.16</u>	<u>72.013306%</u>
<b>TOTAL</b>	<b>464</b>			<b>\$1,852,407.89</b>	<b>100.00%</b>

**Step 3. Calculate Benefit Units for Each Property.**

The number of Benefit Units for each identified benefiting parcel within the proposed Venice Beach BID was computed from data extracted from County Assessor records and maps. These data sources delineate current land uses, building areas, property areas and dimensions of record for each tax parcel. While it is understood that this data does not represent legal field survey measurements or detailed title search of recorded land subdivision maps or building records, it does provide an acceptable basis for the purpose of calculating property based assessments. All respective property data being used for assessment computations will be provided to each property owner in the BID for their review. All known or reported discrepancies, errors or misinformation will be corrected.

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

**Step 4. Determine Assessment Formula**

In the opinion of this Engineer, the assessment formula for the proposed Venice Beach BID is as follows:

$$\begin{aligned} \text{Assessment} &= \text{Building Area (Unit A) Sq Ft x Unit A Rate, plus} \\ &\quad \text{Land Area (Unit B) Sq Ft x Unit B Rate, plus} \\ &\quad \text{Prime Street Frontage (Unit C) Lin Ft x Unit C Rate} \end{aligned}$$

The assessment revenue is targeted for each Unit factor (i.e. building, land and street frontage) to generate approximately 10% for building area or approximately 5% each for Zone 1 and 2 or 3.871774% and 4.554756% respectively per zone when adjusted for precise parcel measurements and program costs and service levels; 20% for land area or approximately 10% each for Zone 1 and 2 or 9.600617% and 9.959547% respectively per zone when adjusted for precise parcel measurements and program costs and service levels; and, 70% for street frontage or approximately 55% for Zone 1 (54.845998% when adjusted for precise parcel measurements and program costs and service levels) and 15% for Zone 2 (17.167308% when adjusted for precise parcel measurements and program costs and service levels).

**Computing Assessment Formula Unit Rates**

**ZONE 1**

**Building Area Rate (Unit A-1)**

$$(\$1,852,407.89 \times 3.871774\%) / 896,513 \text{ assessable building units} = \$0.08/\text{Sq Ft building area}$$

**Land Area Rate (Unit B-1)**

$$(\$1,852,407.89 \times 9.600617\%) / 1,616,751 \text{ assessable land units} = \$0.11/\text{Sq Ft land area}$$

**Street Frontage Rate (Unit C-1)**

$$(\$1,852,407.89 \times 54.845998\%) / 35,033.50 \text{ assessable frontage units} = \$29/\text{Linear Ft street frontage}$$

**ZONE 2**

**Building Area Rate (Unit A-2)**

$$(\$1,852,407.89 \times 4.554756\%) / 1,054,658 \text{ assessable building units} = \$0.08/\text{Sq Ft building area}$$

**Land Area Rate (Unit B-2)**

$$(\$1,852,407.89 \times 9.959547\%) / 1,677,195 \text{ assessable land units} = \$0.11/\text{Sq Ft land area}$$

**Street Frontage Rate (Unit C-2)**

$$(\$1,852,407.89 \times 17.167308\%) / 21,931.63 \text{ assessable frontage units} = \$14.50/\text{Linear Ft street frontage}$$

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

**YEAR 1 –2017 ASSESSMENT RATE CHART**

ASSESSMENT FACTOR	YR 1 - 2017
<b>ZONE 1</b>	
BLDG AREA RATE (\$/SQ FT)	\$0.08000
LAND AREA RATE (\$/SQ FT)	\$0.11000
STREET FRONTAGE RATE (\$/LF)	\$29.00000
<b>ZONE 2</b>	
BLDG AREA RATE (\$/SQ FT)	\$0.08000
LAND AREA RATE (\$/SQ FT)	\$0.11000
STREET FRONTAGE RATE (\$/LF)	\$14.50000

**SAMPLE ASSESSMENT CALCULATION:**

Sample 1: Assume a 5,000 SF building on a 15,000 SF lot located in **Zone 1** with 100 linear feet of street frontage. The annual assessment would be calculated as follows:

5,000 x \$0.08/square foot of building	=	\$ 400
15,000 x \$0.011/square foot of land	=	\$1,650
100 x \$29/linear foot of street frontage	=	<u>\$2,900</u>
TOTAL ASSESSMENT	=	\$4,950

Sample 2: Assume a 5,000 SF building on a 15,000 SF lot located in **Zone 2** with 100 linear feet of street frontage. The annual assessment would be calculated as follows:

5,000 x \$0.08/square foot of building	=	\$ 400
15,000 x \$0.011/square foot of land	=	\$1,650
100 x \$14.50/linear foot of street frontage	=	<u>\$1,450</u>
TOTAL ASSESSMENT	=	\$3,500

**Step 5. Estimate Total District Costs**

The total projected 5 year special benefit costs for 2017 – 2021 of the BID are shown in the chart of page 16 of this Report while the total projected 5 year District costs for special plus general benefit costs for 2017 – 2021 of the BID are shown in the chart on page 17 of this Report – each assuming a maximum 5% increase per year.

**Step 6. Separate General Benefits from Special Benefits and Related Costs (Article XIID Section 4(b) of the California Constitution – Proposition 218)**

Total costs are estimated at \$1,871,119 General benefits are factored at 1% of total (see Finding 2 on page 12 of this Report) with special benefits set at 99%. Article XIID Section 4(b) of the California Constitution limits the levy of

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

property assessments to costs attributed to special benefits only. The 1% general benefit cost is computed to be \$18,711 with a resultant 99% special benefit limit computed at \$1,852,408. *This is the maximum amount of revenue that can be derived from property assessments from the subject BID.*

All program costs associated with general benefits will be derived from sources other than BID assessments. Sample “other” revenue sources are shown in the following table:

**Year 1 -2017 Special and General Benefit Revenue Sources**

Revenue Source	Revenue	% of Total
BID Assessments	\$1,852,408	99%
Grants, donations, sponsors, program income, etc	\$18,711	1%
<b>TOTAL</b>	<b>\$1,871,119</b>	<b>100.0%</b>

**Step 7. Calculate “Basic Unit Cost”**

With a YR 1 - 2017 assessment revenue portion of the budget set at \$1,852,408 (special benefit only), the Basic Unit Costs are shown above in Step 4. Since the BID is being proposed for a 5 year term, maximum assessments for future years (2018-2021) must be set at the inception of the proposed BID. An annual inflationary assessment rate increase of up to 5% may be imposed for future year assessments, on approval by the BID Property Owner’s Association. The maximum assessment rates for the 5 year proposed BID term of 2017-2021 are shown in the table below. The assessment rates listed constitute the maximum assessment rates that may be imposed for each year of the proposed BID term (2017-2021).

**YR 1-5 (2017 - 2021) Maximum Assessment Rates (assumes 5% annual increase from Yr 1 Rates)**

ASSESSMENT FACTOR	YR 1 - 2017	YR 2 - 2018	YR 3 - 2019	YR 4 - 2020	YR 5 - 2021
<b>ZONE 1</b>					
BLDG AREA RATE (\$/SQ FT)	\$0.08000	\$0.08400	\$0.08820	\$0.09261	\$0.09724
LAND AREA RATE (\$/SQ FT)	\$0.11000	\$0.11550	\$0.12128	\$0.12734	\$0.13371
STREET FRONTAGE RATE (\$/LF)	\$29.00000	\$30.45000	\$31.97250	\$33.57113	\$35.24968
<b>ZONE 2</b>					
BLDG AREA RATE (\$/SQ FT)	\$0.08000	\$0.08400	\$0.08820	\$0.09261	\$0.09724
LAND AREA RATE (\$/SQ FT)	\$0.11000	\$0.11550	\$0.12128	\$0.12734	\$0.13371
STREET FRONTAGE RATE (\$/LF)	\$14.50000	\$15.22500	\$15.98625	\$16.78556	\$17.62484

**Step 8. Spread the Assessments**

The resultant assessment spread calculation results for each parcel within the BID are shown in the Management District Plan and were determined by applying the District assessment formula to each identified benefiting property.

## **VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

### **Miscellaneous District Provisions**

#### **Time and Manner of Collecting Assessments:**

Assessments for the Fiscal Year beginning January 1, 2017 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2021 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The District assessments shall appear as a separate line item on the property tax bills issued by the Los Angeles County Assessor. 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.

#### **Bonds:**

No bonds are to be issued in conjunction with this proposed BID.

#### **Duration**

In accordance with State law, the District will have a five year operational term from January 1, 2017 to December 31, 2021. The proposed BID operation is expected to begin services on January 1, 2017. If the District is not renewed, services will end on December 31, 2021.

# APPENDIX 1

## VENICE BEACH BID YR 1 – 2017 ASSESSMENT ROLL

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone	AIN	SA House Number	SA Fraction	SA Direction	SA Street Name	SA Unit	Assessment	%
Zone 1	4226001900	26		W	MARKET ST		\$51,978.98	2.81%
Zone 1	4226001901	NONE			NONE		\$30,484.93	1.65%
Zone 1	4226001902	NONE			NONE		\$10,409.51	0.56%
Zone 1	4226001903	1502-1522		S	OCEAN FRONT WALK		\$20,722.86	1.12%
Zone 1	4226002900	2300			OCEAN FRONT WALK		\$71,432.90	3.86%
Zone 1	4226003001	2			BREEZE AVE		\$7,226.64	0.39%
Zone 1	4226003004	1011			OCEAN FRONT WALK		\$9,578.61	0.52%
Zone 1	4226003037	1007			OCEAN FRONT WALK		\$5,612.75	0.30%
Zone 1	4226004001	1101			OCEAN FRONT WALK		\$22,495.68	1.21%
Zone 1	4226005001	1201			OCEAN FRONT WALK		\$8,927.97	0.48%
Zone 1	4226005004	1217			OCEAN FRONT WALK		\$7,538.96	0.41%
Zone 1	4226005023	1211			OCEAN FRONT WALK		\$5,617.07	0.30%
Zone 1	4226006001	1301			OCEAN FRONT WALK		\$6,338.32	0.34%
Zone 1	4226006002	1305			OCEAN FRONT WALK		\$3,614.93	0.20%
Zone 1	4226006003	1307			OCEAN FRONT WALK		\$2,980.13	0.16%
Zone 1	4226006004	1313			OCEAN FRONT WALK		\$9,154.85	0.49%
Zone 1	4226007001	1401			OCEAN FRONT WALK		\$8,860.13	0.48%
Zone 1	4226007002	1415			OCEAN FRONT WALK		\$11,412.02	0.62%
Zone 1	4226007006	41			MARKET ST		\$2,181.08	0.12%
Zone 1	4226007007	45			MARKET ST		\$2,200.28	0.12%
Zone 1	4226007008	51			MARKET ST		\$2,290.76	0.12%
Zone 1	4226007009	57			MARKET ST		\$2,212.28	0.12%
Zone 1	4226007010	69			MARKET ST		\$4,436.56	0.24%
Zone 1	4226007011	73			MARKET ST		\$8,661.59	0.47%
Zone 1	4226007023	21			MARKET ST		\$9,285.02	0.50%
Zone 1	4226008001	1501			OCEAN FRONT WALK		\$5,432.88	0.29%
Zone 1	4226008002	1505			OCEAN FRONT WALK		\$2,069.80	0.11%
Zone 1	4226008003	14			MARKET ST		\$2,144.55	0.12%
Zone 1	4226008004	34			MARKET ST		\$2,036.80	0.11%
Zone 1	4226008005	38			MARKET ST		\$4,505.60	0.24%
Zone 1	4226008006	52			MARKET ST		\$2,245.44	0.12%
Zone 1	4226008007	60			MARKET ST		\$2,280.75	0.12%
Zone 1	4226008008	64			MARKET ST		\$2,353.78	0.13%
Zone 1	4226008009	72			MARKET ST		\$2,303.73	0.12%
Zone 1	4226008010	76			MARKET ST		\$2,252.64	0.12%
Zone 1	4226008011	1501			PACIFIC AVE		\$5,681.01	0.31%
Zone 1	4226008012	1509		S	OCEAN FRONT WALK		\$2,415.00	0.13%
Zone 1	4226008013	1513		S	OCEAN FRONT WALK		\$9,110.00	0.49%
Zone 1	4226008014	23			WINDWARD AVE		\$7,111.23	0.38%
Zone 1	4226008015	29			WINDWARD AVE		\$3,405.99	0.18%
Zone 1	4226008016	43		E	WINDWARD AVE		\$1,706.37	0.09%
Zone 1	4226008017	47		E	WINDWARD AVE		\$1,709.19	0.09%
Zone 1	4226008018	51			WINDWARD AVE		\$1,711.21	0.09%
Zone 1	4226008021	75			WINDWARD AVE		\$8,378.80	0.45%
Zone 1	4226008022	NONE			NONE		\$345.00	0.02%
Zone 1	4226008023	20		E	MARKET ST		\$4,647.00	0.25%
Zone 1	4226008024	57-67			WINDWARD AVE		\$7,825.45	0.42%
Zone 1	4226009001	NONE			NONE		\$14,963.79	0.81%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 1	4226009012	66			WINDWARD AVE		\$2,042.48	0.11%
Zone 1	4226009013	64			WINDWARD AVE		\$1,848.28	0.10%
Zone 1	4226009014	52			WINDWARD AVE		\$3,995.98	0.22%
Zone 1	4226009015	40			WINDWARD AVE		\$3,475.17	0.19%
Zone 1	4226009016	36		E	WINDWARD AVE		\$1,673.29	0.09%
Zone 1	4226009017	32		E	WINDWARD AVE		\$1,673.09	0.09%
Zone 1	4226009018	20			WINDWARD AVE		\$5,784.84	0.31%
Zone 1	4226009019	NONE			NONE		\$5,540.29	0.30%
Zone 1	4226009020	1697			PACIFIC AVE		\$29,892.88	1.61%
Zone 1	4226009021	70			WINDWARD AVE		\$1,939.36	0.10%
Zone 1	4226009022	80			WINDWARD AVE		\$5,527.19	0.30%
Zone 1	4226010001	1701			OCEAN FRONT WALK		\$8,451.84	0.46%
Zone 1	4226010011	31			18TH AVE		\$1,896.43	0.10%
Zone 1	4226010012	1715			PACIFIC AVE		\$2,284.75	0.12%
Zone 1	4226010013	NONE			NONE		\$2,030.40	0.11%
Zone 1	4226010014	1715			PACIFIC AVE		\$6,075.07	0.33%
Zone 1	4226010019	32			17TH AVE		\$2,139.60	0.12%
Zone 1	4226010020	32		E	17th AVE		\$2,017.20	0.11%
Zone 1	4226010021	1711		S	PACIFIC AVE		\$6,033.13	0.33%
Zone 1	4226010022	1713			OCEAN FRONT WALK		\$3,980.96	0.21%
Zone 1	4226010023	1733			OCEAN FRONT WALK		\$6,680.56	0.36%
Zone 1	4226011032	1801			OCEAN FRONT WALK		\$7,638.20	0.41%
Zone 1	4226011033	1815			OCEAN FRONT WALK		\$8,734.56	0.47%
Zone 1	4226011034	1809			OCEAN FRONT WALK		\$3,460.12	0.19%
Zone 1	4226013006	2017			OCEAN FRONT WALK		\$6,248.90	0.34%
Zone 1	4226013007	17		N	VENICE BLVD		\$4,728.58	0.26%
Zone 1	4226013008	31		N	VENICE BLVD		\$2,159.26	0.12%
Zone 1	4226013009	33		N	VENICE BLVD		\$2,152.70	0.12%
Zone 1	4226013010	35		N	VENICE BLVD		\$2,244.78	0.12%
Zone 1	4226013011	39		N	VENICE BLVD		\$2,209.90	0.12%
Zone 1	4226013012	49		E	VENICE BLVD		\$2,209.90	0.12%
Zone 1	4226013013	55		N	VENICE BLVD		\$2,903.02	0.16%
Zone 1	4226013016	2015			PACIFIC AVE		\$7,532.00	0.41%
Zone 1	4226013030	67		N	VENICE BLVD		\$4,421.40	0.24%
Zone 1	4226014018	64		N	VENICE BLVD		\$2,088.86	0.11%
Zone 1	4226014019	60		N	VENICE BLVD		\$2,157.90	0.12%
Zone 1	4226014024	32		N	VENICE BLVD		\$2,222.54	0.12%
Zone 1	4226014030	18		N	VENICE BLVD	NO A	\$1,725.27	0.09%
Zone 1	4226014031	18		N	VENICE BLVD	NO B	\$1,723.59	0.09%
Zone 1	4226014032	18		N	VENICE BLVD	NO C	\$1,725.27	0.09%
Zone 1	4226014033	18		N	VENICE BLVD	NO D	\$1,723.59	0.09%
Zone 1	4226014034	NONE			NONE		\$10,363.84	0.56%
Zone 2	4238002900	1234		S	PACIFIC AVE		\$27,614.22	1.49%
Zone 2	4238002902	1010			ABBOT KINNEY BLVD		\$24,020.88	1.30%
Zone 1	4238010001	200			WESTMINSTER AVE		\$12,837.30	0.69%
Zone 1	4238010009	233			SAN JUAN AVE		\$2,193.92	0.12%
Zone 1	4238010010	235			SAN JUAN AVE		\$2,193.92	0.12%
Zone 1	4238010011	237			SAN JUAN AVE		\$2,207.52	0.12%
Zone 1	4238010012	238			WESTMINSTER AVE		\$2,428.82	0.13%
Zone 1	4238010013	246			WESTMINSTER AVE		\$5,856.66	0.32%
Zone 1	4238010014	1340			MAIN ST		\$5,957.02	0.32%
Zone 1	4238010015	205			HORIZON AVE		\$2,268.29	0.12%



**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 1	4238010016	207			HORIZON AVE		\$2,150.52	0.12%
Zone 1	4238011004	1312			PACIFIC AVE		\$4,346.24	0.23%
Zone 1	4238011005	1320			PACIFIC AVE		\$6,621.52	0.36%
Zone 1	4238011006	1400			PACIFIC AVE		\$4,420.00	0.24%
Zone 1	4238011007	1406			PACIFIC AVE		\$2,172.00	0.12%
Zone 1	4238011008	1410			PACIFIC AVE		\$2,194.40	0.12%
Zone 1	4238011011	1426			PACIFIC AVE		\$6,656.00	0.36%
Zone 1	4238011012	123			MARKET ST		\$4,273.52	0.23%
Zone 1	4238011013	1419		S	INNES PL		\$2,004.00	0.11%
Zone 1	4238011014	1415			INNES PL		\$2,342.24	0.13%
Zone 1	4238011015	1411			INNES PL		\$3,662.56	0.20%
Zone 1	4238011016	1403			INNES PL		\$2,984.00	0.16%
Zone 1	4238011017	1401			INNES PL	UNIT A	\$4,450.72	0.24%
Zone 1	4238011021	1313			INNES PL		\$2,297.76	0.12%
Zone 1	4238011022	1307			INNES PL		\$2,199.84	0.12%
Zone 1	4238011023	1305		S	INNES PL		\$2,004.00	0.11%
Zone 1	4238011024	120			WESTMINSTER AVE		\$5,365.76	0.29%
Zone 1	4238011026	1312			INNES PL		\$2,230.16	0.12%
Zone 1	4238011027	1314			INNES PL		\$2,159.60	0.12%
Zone 1	4238011028	1320			INNES PL		\$2,156.64	0.12%
Zone 1	4238011029	1322			INNES PL		\$2,182.24	0.12%
Zone 1	4238011030	1313			INNES PL		\$4,516.00	0.24%
Zone 1	4238011031	1406			MAIN ST		\$6,437.20	0.35%
Zone 1	4238011033	1420			PACIFIC AVE		\$4,336.00	0.23%
Zone 1	4238011034	1303			MAIN ST		\$5,543.99	0.30%
Zone 1	4238011035	1305			MAIN ST		\$4,097.60	0.22%
Zone 1	4238011036	1317		S	INNES PL		\$9,022.88	0.49%
Zone 1	4238011038	1411		S	MAIN ST	1	\$1,442.67	0.08%
Zone 1	4238011039	1411		S	MAIN ST	2	\$1,442.67	0.08%
Zone 1	4238011040	1411		S	MAIN ST	3	\$1,439.95	0.08%
Zone 1	4238011041	1411		S	MAIN ST	4	\$1,439.95	0.08%
Zone 1	4238011042	1411		S	MAIN ST	5	\$1,434.99	0.08%
Zone 1	4238011043	1411		S	MAIN ST	6	\$1,434.99	0.08%
Zone 1	4238012001	202			HORIZON AVE		\$3,739.59	0.20%
Zone 1	4238012002	208			HORIZON AVE		\$3,500.58	0.19%
Zone 1	4238012003	1410			MAIN ST		\$2,067.79	0.11%
Zone 1	4238012004	1414			MAIN ST		\$2,150.09	0.12%
Zone 1	4238012005	1422			MAIN ST		\$2,149.48	0.12%
Zone 1	4238012006	1426			MAIN ST		\$7,918.87	0.43%
Zone 1	4238013001	1500			MAIN ST		\$7,882.62	0.43%
Zone 1	4238013002	1504	1/2		MAIN ST		\$2,074.26	0.11%
Zone 1	4238013003	209			WINDWARD AVE		\$2,463.69	0.13%
Zone 1	4238013004	211			WINDWARD AVE		\$2,535.64	0.14%
Zone 1	4238013005	213			WINDWARD AVE		\$2,509.65	0.14%
Zone 1	4238013006	215			WINDWARD AVE		\$2,728.00	0.15%
Zone 1	4238014003	1510			PACIFIC AVE		\$1,395.28	0.08%
Zone 1	4238014004	1512			PACIFIC AVE		\$4,707.38	0.25%
Zone 1	4238014005	105			WINDWARD AVE		\$4,732.75	0.26%
Zone 1	4238014006	121			WINDWARD AVE		\$14,646.22	0.79%
Zone 1	4238014007	185			WINDWARD AVE		\$13,692.56	0.74%
Zone 1	4238014009	1602			PACIFIC AVE		\$2,576.88	0.14%
Zone 1	4238014016	1500			PACIFIC AVE		\$8,962.48	0.48%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 1	4238014017	1601		S	MAIN ST		\$21,584.96	1.17%
Zone 1	4238014900	1610, 1608		S	PACIFIC AVE		\$7,440.29	0.40%
Zone 2	4238018900	NONE			NONE		\$62,098.43	3.35%
Zone 1	4238021001	200			GRAND BLVD		\$7,637.40	0.41%
Zone 1	4238021025	205			VENICE WAY		\$1,682.79	0.09%
Zone 1	4238021026	1716			MAIN ST		\$6,359.92	0.34%
Zone 1	4238022001	2022			PACIFIC AVE		\$6,766.46	0.37%
Zone 1	4238024900	2102		S	PACIFIC AVE		\$16,166.65	0.87%
Zone 1	4238024902	128		E	VENICE BLVD		\$8,215.66	0.44%
Zone 1	4238024903	206		N	VENICE BLVD		\$2,943.42	0.16%
Zone 1	4238024905	216		E	VENICE BLVD		\$2,629.74	0.14%
Zone 1	4238024906	302		E	VENICE BLVD		\$1,314.87	0.07%
Zone 1	4238024907	319, (319 E VENICE BLVD)		E	SOUTH VENICE BLVD		\$24,976.40	1.35%
Zone 1	4238024908	2106, (200 E VENICE BLVD)		S	CANAL ST		\$4,069.87	0.22%
Zone 1	4238024909	NONE			NONE		\$703.20	0.04%
Zone 1	4238024910	210		N	VENICE BLVD		\$1,314.87	0.07%
Zone 1	4238024911	125		S	VENICE BLVD		\$4,456.56	0.24%
Zone 1	4238025901	NONE			NONE		\$4,073.60	0.22%
Zone 1	4238025902	NONE			NONE		\$22,171.43	1.20%
Zone 1	4238025903	NONE			NONE		\$6,582.00	0.36%
Zone 2	4286003001	202			MAIN ST		\$2,977.65	0.16%
Zone 2	4286003003	241			HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003004	251			HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003007	213			ROSE AVE		\$4,288.08	0.23%
Zone 2	4286003008	217			ROSE AVE		\$2,513.82	0.14%
Zone 2	4286003009	219			ROSE AVE		\$4,755.94	0.26%
Zone 2	4286003010	259			HAMPTON DR		\$1,588.03	0.09%
Zone 2	4286003011	257			HAMPTON DR	APT 0007	\$2,819.72	0.15%
Zone 2	4286003013	251			HAMPTON DR		\$1,296.74	0.07%
Zone 2	4286003014	241			HAMPTON DR		\$1,239.14	0.07%
Zone 2	4286003015	228			MAIN ST		\$6,452.56	0.35%
Zone 2	4286003016	224			MAIN ST		\$3,226.28	0.17%
Zone 2	4286003019	206			MAIN ST		\$6,496.00	0.35%
Zone 2	4286003020	248			MAIN ST		\$5,812.08	0.31%
Zone 2	4286003021	212			MAIN ST		\$6,165.04	0.33%
Zone 2	4286004002	220			ROSE ST		\$9,550.73	0.52%
Zone 2	4286004004	212, (300 S MAIN ST)		E	ROSE ST		\$4,065.01	0.22%
Zone 2	4286004006	354			MAIN ST		\$19,525.52	1.05%
Zone 2	4286004007	321			HAMPTON DR		\$7,662.16	0.41%
Zone 2	4286004009	340		S	MAIN ST		\$15,714.40	0.85%
Zone 2	4286005010	300			ROSE AVE		\$37,043.79	2.00%
Zone 2	4286005011	350			HAMPTON DR		\$17,310.64	0.93%
Zone 2	4286006013	363			4TH AVE		\$3,583.00	0.19%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 2	4286006015	364			3RD AVE		\$3,852.25	0.21%
Zone 2	4286006016	360			3RD AVE		\$1,588.80	0.09%
Zone 2	4286006017	354			3RD AVE		\$2,171.60	0.12%
Zone 2	4286006018	346			3RD AVE		\$3,596.00	0.19%
Zone 2	4286006034	370		E	ROSE ST		\$45,421.34	2.45%
Zone 2	4286006035	345			4TH AVE		\$6,672.02	0.36%
Zone 2	4286006037	351			SUNSET AVE	1	\$707.19	0.04%
Zone 2	4286006038	351			SUNSET AVE	2	\$705.59	0.04%
Zone 2	4286006039	351			SUNSET AVE	3	\$705.59	0.04%
Zone 2	4286006040	351			SUNSET AVE	4	\$705.59	0.04%
Zone 2	4286006041	351			SUNSET AVE	5	\$705.59	0.04%
Zone 2	4286006042	351			SUNSET AVE	6	\$707.19	0.04%
Zone 2	4286007001	602			HAMPTON DR		\$4,407.68	0.24%
Zone 2	4286007005	618			HAMPTON DR		\$3,646.13	0.20%
Zone 2	4286007015	351			VERNON AVE		\$6,760.00	0.36%
Zone 2	4286007018	344			SUNSET AVENUE		\$2,398.00	0.13%
Zone 2	4286007019	342			SUNSET AVENUE		\$2,385.20	0.13%
Zone 2	4286007020	340			SUNSET AVENUE		\$2,374.46	0.13%
Zone 2	4286007021	334			SUNSET AVENUE		\$2,253.86	0.12%
Zone 2	4286007022	320			SUNSET AVENUE		\$5,020.00	0.27%
Zone 2	4286007023	318			SUNSET AVENUE		\$2,110.00	0.11%
Zone 2	4286007024	314			SUNSET AVENUE		\$4,026.40	0.22%
Zone 2	4286007025	350			SUNSET AVE		\$6,760.00	0.36%
Zone 2	4286007026	608			HAMPTON DR		\$2,404.02	0.13%
Zone 2	4286007029	616			HAMPTON DR		\$4,713.07	0.25%
Zone 2	4286008001	702			HAMPTON DR		\$3,147.99	0.17%
Zone 2	4286008002	704			HAMPTON DR		\$1,156.81	0.06%
Zone 2	4286008003	706			HAMPTON DR		\$1,151.31	0.06%
Zone 2	4286008004	708			HAMPTON DR		\$1,140.42	0.06%
Zone 2	4286008005	710			HAMPTON DR		\$1,134.92	0.06%
Zone 2	4286008006	712			HAMPTON DR		\$1,126.67	0.06%
Zone 2	4286008007	714			HAMPTON DR		\$1,050.13	0.06%
Zone 2	4286008008	716			HAMPTON DR		\$1,222.28	0.07%
Zone 2	4286008009	718			HAMPTON DR		\$1,250.17	0.07%
Zone 2	4286008010	720			HAMPTON DR		\$2,640.23	0.14%
Zone 2	4286009001	603			HAMPTON DR		\$2,747.98	0.15%
Zone 2	4286009009	703			HAMPTON DR		\$1,616.58	0.09%
Zone 2	4286009012	719			HAMPTON DR		\$1,258.00	0.07%
Zone 2	4286009018	805			HAMPTON DR		\$4,011.08	0.22%
Zone 2	4286009022	220			SUNSET AVE		\$2,006.87	0.11%
Zone 2	4286009026	202,204		E	SUNSET AVE		\$4,772.05	0.26%
Zone 2	4286009031	NONE			NONE		\$44.00	0.00%
Zone 2	4286009035	707			HAMPTON DR		\$2,957.60	0.16%
Zone 2	4286009038	615			HAMPTON DR	A101	\$291.35	0.02%
Zone 2	4286009039	615			HAMPTON DR	A102	\$291.35	0.02%
Zone 2	4286009040	615			HAMPTON DR	A103	\$258.23	0.01%
Zone 2	4286009041	615			HAMPTON DR	A104	\$258.23	0.01%
Zone 2	4286009042	615			HAMPTON DR	A105	\$258.23	0.01%
Zone 2	4286009043	615			HAMPTON DR	A106	\$258.23	0.01%
Zone 2	4286009044	615			HAMPTON DR	A107	\$258.23	0.01%
Zone 2	4286009045	615			HAMPTON DR	A108	\$258.23	0.01%
Zone 2	4286009046	615			HAMPTON DR	A109	\$291.35	0.02%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 2	4286009047	615		HAMPTON DR	A110	\$291.35	0.02%
Zone 2	4286009048	615		HAMPTON DR	A111	\$291.35	0.02%
Zone 2	4286009049	615		HAMPTON DR	A201	\$304.07	0.02%
Zone 2	4286009050	615		HAMPTON DR	A202	\$291.35	0.02%
Zone 2	4286009051	615		HAMPTON DR	A203	\$291.35	0.02%
Zone 2	4286009052	615		HAMPTON DR	A204	\$304.07	0.02%
Zone 2	4286009053	615		HAMPTON DR	A301	\$283.91	0.02%
Zone 2	4286009054	615		HAMPTON DR	A302	\$283.91	0.02%
Zone 2	4286009055	615		HAMPTON DR	A303	\$251.59	0.01%
Zone 2	4286009056	615		HAMPTON DR	A304	\$250.95	0.01%
Zone 2	4286009057	615		HAMPTON DR	A305	\$251.59	0.01%
Zone 2	4286009058	615		HAMPTON DR	A306	\$251.59	0.01%
Zone 2	4286009059	615		HAMPTON DR	A307	\$250.95	0.01%
Zone 2	4286009060	615		HAMPTON DR	A308	\$251.59	0.01%
Zone 2	4286009061	615		HAMPTON DR	A309	\$283.91	0.02%
Zone 2	4286009062	615		HAMPTON DR	A310	\$283.91	0.02%
Zone 2	4286009063	615		HAMPTON DR	A311	\$283.91	0.02%
Zone 2	4286009067	721		HAMPTON DR		\$3,724.81	0.20%
Zone 2	4286009070	615		HAMPTON DR	B101	\$361.59	0.02%
Zone 2	4286009071	615		HAMPTON DR	B102	\$368.15	0.02%
Zone 2	4286009072	615		HAMPTON DR	B103	\$361.59	0.02%
Zone 2	4286009073	615		HAMPTON DR	B104	\$328.47	0.02%
Zone 2	4286009074	615		HAMPTON DR	B105	\$328.47	0.02%
Zone 2	4286009075	615		HAMPTON DR	B201	\$360.55	0.02%
Zone 2	4286009077	615		HAMPTON DR	B301	\$354.15	0.02%
Zone 2	4286009078	615		HAMPTON DR	B302	\$354.15	0.02%
Zone 2	4286009079	615		HAMPTON DR	B303	\$354.15	0.02%
Zone 2	4286009080	615		HAMPTON DR	B304	\$321.83	0.02%
Zone 2	4286009081	615		HAMPTON DR	B305	\$321.19	0.02%
Zone 2	4286009083	615		HAMPTON DR	C101	\$361.75	0.02%
Zone 2	4286009084	615		HAMPTON DR	C102	\$361.75	0.02%
Zone 2	4286009085	615		HAMPTON DR	C103	\$361.75	0.02%
Zone 2	4286009086	615		HAMPTON DR	C104	\$361.75	0.02%
Zone 2	4286009087	615		HAMPTON DR	C301	\$356.71	0.02%
Zone 2	4286009088	615		HAMPTON DR	C302	\$356.71	0.02%
Zone 2	4286009089	615		HAMPTON DR	C303	\$356.71	0.02%
Zone 2	4286009090	615		HAMPTON DR	C304	\$356.71	0.02%
Zone 2	4286009091	NONE		NONE	NONE	\$342.15	0.02%
Zone 2	4286009092	NONE		NONE	NONE	\$342.15	0.02%
Zone 2	4286009093	615		HAMPTON DR	D301	\$347.51	0.02%
Zone 2	4286009094	615		HAMPTON DR	D302	\$347.51	0.02%
Zone 2	4286009095	615		HAMPTON DR	B202	\$480.44	0.03%
Zone 2	4286009100	700		MAIN ST	NO 1	\$432.64	0.02%
Zone 2	4286009101	700		MAIN ST	NO 2	\$410.24	0.02%
Zone 2	4286009102	700		MAIN ST	NO 3	\$437.44	0.02%
Zone 2	4286009103	700		MAIN ST	NO 4	\$419.04	0.02%
Zone 2	4286009104	700		MAIN ST	NO 5	\$459.04	0.02%
Zone 2	4286009105	700		MAIN ST	NO 6	\$457.44	0.02%
Zone 2	4286009106	700		MAIN ST	NO 7	\$454.24	0.02%
Zone 2	4286009107	700		MAIN ST	NO 8	\$452.64	0.02%
Zone 2	4286009108	700		MAIN ST	NO 9	\$447.84	0.02%
Zone 2	4286009109	700		MAIN ST	NO 10	\$444.64	0.02%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 2	4286009110	700			MAIN ST	NO 11	\$437.44	0.02%
Zone 2	4286009111	700			MAIN ST	NO 12	\$436.64	0.02%
Zone 2	4286009112	700			MAIN ST	NO 13	\$432.64	0.02%
Zone 2	4286009113	700			MAIN ST	NO 14	\$438.24	0.02%
Zone 2	4286009114	700			MAIN ST	NO 15	\$459.04	0.02%
Zone 2	4286009115	700			MAIN ST	NO 16	\$392.64	0.02%
Zone 2	4286009116	700			MAIN ST	NO 17	\$368.64	0.02%
Zone 2	4286009117	700			MAIN ST	NO 18	\$446.24	0.02%
Zone 2	4286009118	700			MAIN ST	NO 19	\$427.84	0.02%
Zone 2	4286009119	700			MAIN ST	NO 20	\$423.04	0.02%
Zone 2	4286009120	700			MAIN ST	NO 21	\$422.24	0.02%
Zone 2	4286009121	700			MAIN ST	NO 22	\$412.64	0.02%
Zone 2	4286009122	700			MAIN ST	NO 23	\$411.04	0.02%
Zone 2	4286009123	700			MAIN ST	NO 24	\$407.04	0.02%
Zone 2	4286009124	700			MAIN ST	NO 25	\$486.24	0.03%
Zone 2	4286009125	815		S	HAMPTON ST		\$535.34	0.03%
Zone 2	4286009126	815		S	HAMPTON ST	2	\$496.14	0.03%
Zone 2	4286009127	815		S	HAMPTON ST	3	\$500.62	0.03%
Zone 2	4286009128	815		S	HAMPTON ST	4	\$496.94	0.03%
Zone 2	4286009129	815		S	HAMPTON ST	5	\$496.94	0.03%
Zone 2	4286009130	815		S	HAMPTON ST	6	\$496.94	0.03%
Zone 2	4286009131	815		S	HAMPTON ST	7	\$497.10	0.03%
Zone 2	4286009132	815		S	HAMPTON ST	8	\$483.58	0.03%
Zone 2	4286009133	815		S	HAMPTON ST	9	\$506.78	0.03%
Zone 2	4286009134	815		S	HAMPTON ST	10	\$532.38	0.03%
Zone 2	4286009135	815		S	HAMPTON ST	10	\$379.19	0.02%
Zone 2	4286009136	815		S	HAMPTON ST	10	\$326.07	0.02%
Zone 2	4286010029	818			HAMPTON DR		\$3,173.67	0.17%
Zone 2	4286010036	826			HAMPTON DR		\$4,347.18	0.23%
Zone 2	4286010044	804			HAMPTON DR		\$11,791.22	0.64%
Zone 2	4286012012	808			MAIN ST		\$613.15	0.03%
Zone 2	4286012016	798			MAIN ST		\$1,390.44	0.08%
Zone 2	4286012029	796			MAIN ST		\$638.57	0.03%
Zone 2	4286012034	810			MAIN ST		\$619.79	0.03%
Zone 2	4286012035	812			MAIN ST		\$5,749.15	0.31%
Zone 2	4286012038	NONE			NONE		\$1,623.19	0.09%
Zone 2	4286012039	NONE			NONE		\$4,722.87	0.25%
Zone 2	4286012044	NONE			NONE		\$1,352.80	0.07%
Zone 2	4286012045	NONE			NONE		\$1,112.74	0.06%
Zone 2	4286013031	916			MAIN ST		\$4,219.39	0.23%
Zone 2	4286013034	900			WASHINGTON BLVD		\$4,873.10	0.26%
Zone 2	4286015900	100			SUNSET AVE		\$35,933.09	1.94%
Zone 2	4286017026	255			MAIN ST	NO 101	\$406.89	0.02%
Zone 2	4286017027	255			MAIN ST	NO 102	\$387.29	0.02%
Zone 2	4286017028	255			MAIN ST	NO 103	\$387.29	0.02%
Zone 2	4286017029	255			MAIN ST	NO 104	\$387.29	0.02%
Zone 2	4286017030	255			MAIN ST	NO 105	\$387.29	0.02%
Zone 2	4286017031	255			MAIN ST	NO 106	\$387.29	0.02%
Zone 2	4286017032	255			MAIN ST	NO 107	\$391.85	0.02%
Zone 2	4286017033	245			MAIN ST	NO 108	\$391.85	0.02%
Zone 2	4286017034	245			MAIN ST	NO 109	\$387.29	0.02%
Zone 2	4286017035	245			MAIN ST	NO 110	\$387.29	0.02%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 2	4286017036	245		MAIN ST	NO 111	\$387.29	0.02%
Zone 2	4286017037	245		MAIN ST	NO 112	\$387.29	0.02%
Zone 2	4286017038	245		MAIN ST	NO 113	\$387.29	0.02%
Zone 2	4286017039	245		MAIN ST	NO 114	\$391.85	0.02%
Zone 2	4286017040	235		MAIN ST	NO 115	\$391.85	0.02%
Zone 2	4286017041	235		MAIN ST	NO 116	\$387.29	0.02%
Zone 2	4286017042	235		MAIN ST	NO 117	\$387.29	0.02%
Zone 2	4286017043	235		MAIN ST	NO 118	\$387.29	0.02%
Zone 2	4286017044	235		MAIN ST	NO 119	\$387.29	0.02%
Zone 2	4286017045	235		MAIN ST	NO 120	\$387.29	0.02%
Zone 2	4286017046	235		MAIN ST	NO 121	\$387.29	0.02%
Zone 2	4286017047	245		MAIN ST		\$1,175.21	0.06%
Zone 2	4286017048	255		MAIN ST	NO 201	\$407.69	0.02%
Zone 2	4286017049	255		MAIN ST	NO 202	\$387.29	0.02%
Zone 2	4286017050	255		MAIN ST	NO 203	\$387.29	0.02%
Zone 2	4286017051	255		MAIN ST	NO 204	\$387.29	0.02%
Zone 2	4286017052	255		MAIN ST	NO 205	\$387.29	0.02%
Zone 2	4286017053	255		MAIN ST	NO 206	\$387.29	0.02%
Zone 2	4286017054	255		MAIN ST	NO 207	\$391.85	0.02%
Zone 2	4286017055	245		MAIN ST	NO 208	\$391.85	0.02%
Zone 2	4286017056	245		MAIN ST	NO 209	\$387.29	0.02%
Zone 2	4286017057	245		MAIN ST	NO 210	\$387.29	0.02%
Zone 2	4286017058	245		MAIN ST	NO 211	\$387.29	0.02%
Zone 2	4286017059	245		MAIN ST	NO 212	\$387.29	0.02%
Zone 2	4286017060	245		MAIN ST	NO 213	\$387.29	0.02%
Zone 2	4286017061	245		MAIN ST	NO 214	\$391.85	0.02%
Zone 2	4286017062	235		MAIN ST	NO 215	\$391.85	0.02%
Zone 2	4286017063	235		MAIN ST	NO 216	\$387.29	0.02%
Zone 2	4286017064	235		MAIN ST	NO 217	\$387.29	0.02%
Zone 2	4286017065	235		MAIN ST	NO 218	\$387.29	0.02%
Zone 2	4286017066	235		MAIN ST	NO 219	\$387.29	0.02%
Zone 2	4286017067	235		MAIN ST	NO 220	\$387.29	0.02%
Zone 2	4286017068	235		MAIN ST	NO 221	\$387.29	0.02%
Zone 2	4286017069	235		MAIN ST	NO 222	\$412.65	0.02%
Zone 2	4286017070	235		MAIN ST	NO 223	\$422.01	0.02%
Zone 2	4286017071	235		MAIN ST	NO 224	\$412.65	0.02%
Zone 2	4286017072	255		MAIN ST	NO 301	\$421.85	0.02%
Zone 2	4286017073	255		MAIN ST	NO 302	\$401.53	0.02%
Zone 2	4286017074	255		MAIN ST	NO 303	\$401.53	0.02%
Zone 2	4286017075	255		MAIN ST	NO 304	\$403.53	0.02%
Zone 2	4286017076	255		MAIN ST	NO 305	\$401.53	0.02%
Zone 2	4286017077	255		MAIN ST	NO 306	\$401.53	0.02%
Zone 2	4286017078	255		MAIN ST	NO 307	\$404.17	0.02%
Zone 2	4286017079	235		MAIN ST	NO 308	\$404.17	0.02%
Zone 2	4286017080	235		MAIN ST	NO 309	\$401.53	0.02%
Zone 2	4286017081	245		MAIN ST	NO 310	\$401.53	0.02%
Zone 2	4286017082	245		MAIN ST	NO 311	\$403.53	0.02%
Zone 2	4286017083	245		MAIN ST	NO 312	\$401.53	0.02%
Zone 2	4286017084	245		MAIN ST	NO 313	\$401.53	0.02%
Zone 2	4286017085	245		MAIN ST	NO 314	\$404.17	0.02%
Zone 2	4286017086	235		MAIN ST	NO 315	\$404.17	0.02%
Zone 2	4286017087	235		MAIN ST	NO 316	\$401.53	0.02%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 2	4286017088	235			MAIN ST	NO 317	\$401.53	0.02%
Zone 2	4286017089	235			MAIN ST	NO 318	\$403.53	0.02%
Zone 2	4286017090	235			MAIN ST	NO 319	\$401.53	0.02%
Zone 2	4286017091	235			MAIN ST	NO 320	\$401.53	0.02%
Zone 2	4286017092	235			MAIN ST	NO 321	\$401.53	0.02%
Zone 2	4286017093	245			MAIN ST		\$8,682.29	0.47%
Zone 1	4286027007	811			OCEAN FRONT WALK		\$2,364.41	0.13%
Zone 1	4286027008	815			OCEAN FRONT WALK		\$2,592.93	0.14%
Zone 1	4286027010	8			BROOKS AVE		\$8,972.40	0.48%
Zone 1	4286027013	909			OCEAN FRONT WALK		\$16,028.20	0.87%
Zone 1	4286027014	801			OCEAN FRONT WALK		\$13,857.28	0.75%
Zone 1	4286027015	11			BROOKS AVE	A	\$2,281.61	0.12%
Zone 1	4286027016	11			BROOKS AVE	B	\$2,297.93	0.12%
Zone 1	4286027017	11			BROOKS AVE	C	\$2,293.13	0.12%
Zone 1	4286027018	11			BROOKS AVE	D	\$2,296.65	0.12%
Zone 1	4286027019	819			OCEAN FRONT WALK		\$2,294.57	0.12%
Zone 1	4286027902	NONE			NONE		\$17,050.35	0.92%
Zone 1	4286028001	8, 10		E	SUNSET AVE		\$13,996.27	0.76%
Zone 1	4286028002	615			OCEAN FRONT WALK		\$3,918.96	0.21%
Zone 1	4286028010	715			OCEAN FRONT WALK		\$2,521.80	0.14%
Zone 1	4286028013	719			OCEAN FRONT WALK		\$2,409.66	0.13%
Zone 1	4286028016	717			OCEAN FRONT WALK		\$2,509.14	0.14%
Zone 1	4286028017	723			OCEAN FRONT WALK		\$8,937.43	0.48%
Zone 1	4286028020	11		E	THORTON AVE		\$2,219.33	0.12%
Zone 1	4286028021	9		E	THORTON AVE		\$2,500.13	0.13%
Zone 1	4286028022	619			OCEAN FRONT WALK		\$2,472.13	0.13%
Zone 1	4286028023	7		E	THORTON AVE		\$2,436.13	0.13%
Zone 1	4286028024	621		S	OCEAN FRONT WALK		\$2,516.93	0.14%
Zone 1	4286028025	12		E	THORTON AVE		\$1,930.06	0.10%
Zone 1	4286028026	10		E	THORTON AVE		\$2,379.89	0.13%
Zone 1	4286028027	701		S	OCEAN FRONT WALK	MISSING	\$2,421.49	0.13%
Zone 1	4286028028	701		S	OCEAN FRONT WALK	MISSING	\$2,435.09	0.13%
Zone 1	4286028029	701			OCEAN FRONT WALK		\$2,430.29	0.13%
Zone 1	4286028030	701		S	OCEAN FRONT WALK	MISSING	\$2,374.29	0.13%
Zone 1	4286028031	701		S	OCEAN FRONT WALK	MISSING	\$2,347.09	0.13%
Zone 1	4286028902	NONE			NONE		\$13,038.98	0.70%
Zone 1	4286029012	511			OCEAN FRONT WALK		\$3,499.08	0.19%
Zone 1	4286029013	517			OCEAN FRONT WALK		\$6,375.84	0.34%
Zone 1	4286029017	523			OCEAN FRONT WALK		\$4,657.68	0.25%
Zone 1	4286029902	NONE			NONE		\$17,922.96	0.97%
Zone 1	4286030001	201			OCEAN FRONT WALK		\$5,868.64	0.32%
Zone 1	4286030002	201	1/2		OCEAN FRONT WALK		\$6,346.93	0.34%
Zone 1	4286030003	213			OCEAN FRONT WALK		\$2,629.61	0.14%
Zone 1	4286030006	301			OCEAN FRONT WALK		\$6,267.59	0.34%
Zone 1	4286030009	313			OCEAN FRONT WALK		\$2,667.57	0.14%
Zone 1	4286030011	319			OCEAN FRONT WALK		\$2,405.56	0.13%
Zone 1	4286030012	321			OCEAN FRONT WALK		\$8,127.65	0.44%
Zone 1	4286030013	5			ROSE AVE		\$9,813.54	0.53%
Zone 1	4286030017	317			OCEAN FRONT WALK	UNIT C	\$833.26	0.04%
Zone 1	4286030018	317			OCEAN FRONT WALK	UNIT B	\$916.46	0.05%
Zone 1	4286030019	317			OCEAN FRONT WALK	UNIT A	\$940.46	0.05%
Zone 1	4286030022	305			OCEAN FRONT WALK		\$2,788.79	0.15%

**VENICE BEACH BUSINESS IMPROVEMENT DISTRICT – ENGINEER’S REPORT**

Zone 1	4286030023	309			OCEAN FRONT WALK		\$2,671.10	0.14%
Zone 1	4286030903	NONE			NONE		\$26,849.63	1.45%
Zone 1	4288029900	NONE			NONE		\$1,074.75	0.06%
Zone 1	4288029906	NONE			NONE		\$0.00	0.00%
Zone 1	4288029909	120			OCEAN FRONT WALK		\$5,091.40	0.27%
Zone 1	4288029910	NONE			NONE		\$750.58	0.04%
Zone 1	4288029914	NONE			NONE		\$333.89	0.02%
Zone 1	4288029916	NONE			NONE		\$0.00	0.00%
Zone 2	4286009013	719			HAMPTON DR		\$1,302.80	0.07%



# APPENDIX 2

## VENICE BEACH BID BOUNDARY MAP

# Proposed Venice Beach BID

City of Los Angeles



**LEGEND**

	Parcels - Zone 1
	Venice BID - Zone 1
	Parcels - Zone 2
	Venice BID - Zone 2

0 0.125 0.25  
Miles

CONFIDENTIAL © 2015 CITY OF LOS ANGELES  
 PREPARED BY KORNBLITH MAPPING DIVISION 9-2015  
 This map shall not be copied or reproduced, all or any  
 part thereof, whether by electronic or visual, without  
 the prior written permission of the CITY ENGINEER.

**ENGINEERING**  
 CITY OF LOS ANGELES  
 111 SOUTH MAIN STREET, 14TH FLOOR  
 LOS ANGELES, CA 90012