

HOLLYWOOD MEDIA DISTRICT
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
(BID)

RENEWED
MANAGEMENT DISTRICT PLAN

RECEIVED
2014 MAY 22 AM 6:55
ADMINISTRATIVE
SERVICES DIVISION

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

Prepared for:
Hollywood Media District

Prepared By:
Edward Henning & Associates

May 8, 2014

V 4.06

RENEWED MANAGEMENT DISTRICT PLAN

Table of Contents

- I. Management District Plan Summary
- II. BID Boundaries
- III. Proposed 10 Year BID Work Plan and Budget
- IV. Proposed BID Assessment Formula
- V. Publicly Owned Parcels
- VI. BID District Governance
- VII. Proposed Rules and Regulation
- VIII. Other Items
- IX. Management District Plan Author

- Appendix 1: Year 1 - 2015 BID Assessment Roll
- Appendix 2: Map of District & Map Number Index
- Attachment A: Certified Engineer's Report

Attachment A
Certified Engineer's Report

473	5533032001	758 N Cahuenga Blvd.	500	5533016013	Lillian Way
474	5533032025	755 Lillian Way	501	5533016008	1021 Lillian Way
475	5533029002	836 N Cahuenga Blvd.	502	5533016012	1027 Lillian Way.
476	5533029001	850 N Cahuenga Blvd.	503	5533019001	6200 Romaine St.
477	5533030001	858 Lillian Way	504	5533019002	946 N Cahuenga Blvd.
478	5533030002	850 Lillian Way	505	5533019003	936 N Cahuenga Blvd.
479	5533030027	832 Lillian Way	506	5533019012	900 N Cahuenga Blvd.
480	5533030022	827 Lillian Way	507	5533019005	901 Lillian Way
481	5533030007	830 Lillian Way	508	5533031029	717 Vine St
482	5533030026	823 N. Vine St.	509	5533031030	727 Vine St
483	5533030010	812 Lillian Way	510	5533031024	777 Vine St
484	5533030011	806 Lillian Way	511	5533018001	901 Vine St.
485	5533030025	802 Lillian Way	512	5533018900	955 Vine St
486	5533020023	914 Cole Ave.	513	5533017900	Eleanor Ave
487	5533015018	1006 Cole Ave.	514	5533017901	955 Vine St
488	5533015019	1044 Cole Ave.	515	5533017011	6309 Eleanor Ave.
489	5533015003	6424 Santa Monica Blvd.	516	5533017010	1057 Vine St.
490	5533015002	Santa Monica Blvd	517	5533017004	1060 Lillian Way
491	5533009900	Santa Monica Blvd	518	5533017009	6300 Santa Monica Blvd.
492	5533008024	6379 Santa Monica Blvd.	519	5533017001	6324 Santa Monica Blvd.
493	5533008011	6363 Santa Monica Blvd.	520	5533017002	6320 Santa Monica Blvd.
494	5533008012	6331 Santa Monica Blvd.	521	5533017003	6314 Santa Monica Blvd.
495	5533016001	6372 Santa Monica Blvd.	522	5533007013	6325 Santa Monica Blvd.
496	5533016002	6350 Santa Monica Blvd.	523	5533007012	6315 Santa Monica Blvd.
497	5533016005	1067 Lillian Way	524	5533007035	6315 Santa Monica Blvd.
498	5533016006	6309 Eleanor Ave.	525	5533007034	Santa Monica Blvd
499	5533016014	Lillian Way	526	5533007032	6301 Santa Monica Blvd.

377	5533012021	1028 Seward St.	425	5533028018	855 N Cahuenga Blvd.
378	5533012022	1034 Seward St.	426	5533028002	832 Cole Ave.
379	5533012032	Santa Monica Blvd	427	5533028004	826 Cole Ave.
380	5533012031	Santa Monica Blvd	428	5533028005	814 Cole Ave.
381	5533012030	6568 Santa Monica Blvd.	429	5533028006	800 Cole Ave.
382	5533012002	6560 Santa Monica Blvd.	430	5533028016	841 N Cahuenga Blvd.
383	5533012027	6550 Santa Monica Blvd.	431	5533028019	837 N Cahuenga Blvd.
384	5533012028	1045 N Hudson Ave.	432	5533028014	833 N Cahuenga Blvd.
385	5533011001	6567 Santa Monica Blvd.	433	5533028013	825 N Cahuenga Blvd.
386	5533011002	1110 Seward St.	434	5533028012	821 N Cahuenga Blvd.
387	5533011020	1122 Seward St.	435	5533028011	815 N. Cahuenga Blvd.
388	5533011021	1130 Seward St.	436	5533028017	807 N Cahuenga Blvd.
389	5533011003	6561 Santa Monica Blvd.	437	5533028007	6011 Waring Ave.
390	5533010041	6539 Santa Monica Blvd.	438	5533028008	801 N Cahuenga Blvd.
391	5533010017	1117 Wilcox Pl	439	5533033902	6014 Waring Ave
392	5533010044	6525 Santa Monica Blvd.	440	5533033030	726 Cole Ave.
393	5533013029	6522 Santa Monica Blvd.	441	5533033008	720 Cole Ave
394	5533013028	6518 Santa Monica Blvd.	442	5533033009	716 Cole Ave
395	5533013002	6512 Santa Monica Blvd.	443	5533033010	710 Cole Ave.
396	5533013005	1048 N Hudson Ave.	444	5533033011	5925 Melrose Ave.
397	5533013001	6500 Santa Monica Blvd.	445	5533033012	5901 Melrose Ave.
398	5533010042	6511 Santa Monica Blvd.	446	5533033027	705 N. Cahuenga Blvd.
399	5533010005	1120 Wilcox Pl	447	5533033034	717 N Cahuenga Blvd. A1
400	5533009018	1116 Wilcox Ave.	448	5533033035	717 N Cahuenga Blvd. A2
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402	5533009031	6439 Santa Monica Blvd.	450	5533033037	717 N Cahuenga Blvd. A4
403	5533009030	1129 Cole Ave.	451	5533033038	717 N Cahuenga Blvd. A5
404	5533009028	6435 Santa Monica Blvd.	452	5533033039	717 N Cahuenga Blvd. B1
405	5533009017	1102 Wilcox Ave.	453	5533033040	717 N Cahuenga Blvd. B2
406	5533014002	6464 Santa Monica Blvd.	454	5533033041	717 N Cahuenga Blvd. B3
407	5533014001	6432 Santa Monica Blvd.	455	5533033042	717 N Cahuenga Blvd. B4
408	5533014900	1037 Cole Ave	456	5533033043	717 N Cahuenga Blvd. B5
409	5533014901	1033 Cole Ave	457	5533033016	721 N. Cahuenga Blvd.
410	5533014005	1027 Cole Ave.	458	5533033017	727 N Cahuenga Blvd
411	5533014023	1023 Cole Ave.	459	5533033018	731 Cahuenga Blvd
412	5533014024	1017 Cole Ave.	460	5533033019	739 N. Cahuenga Blvd.
413	5533014008	1011 Cole Ave.	461	5533033026	745 N Cahuenga Blvd.
414	5533014020	1001 Cole Ave.	462	5533032012	5865 Melrose Ave.
415	5533021030	957 Cole Ave.	463	5533032013	5851 Melrose Ave.
416	5533021002	953 Cole Ave.	464	5533032014	706 N Cahuenga Blvd.
417	5533021037	947 Cole Ave.	465	5533032011	720 N Cahuenga Blvd.
418	5533021005	937 Cole Ave	466	5533032009	720 N Cahuenga Blvd.
419	5533021028	927 Cole Ave.	467	5533032030	726 N Cahuenga Blvd.
420	5533021008	923 Cole Ave.	468	5533032029	738 N Cahuenga Blvd.
421	5533021009	Cole Ave	469	5533032005	740 N Cahuenga Blvd.
422	5533021010	Cole Ave	470	5533032004	742 N Cahuenga Blvd.
423	5533021011	905 Cole Ave.	471	5533032003	746 N Cahuenga Blvd
424	5533021012	6205 Willoughby Ave.	472	5533032002	752 N Cahuenga Blvd.

281	5532021018	1161 N Las Palmas Ave	329	5533024021	843 Seward St.
282	5532022001	1160 N Las Palmas Ave	330	5533024028	835 Seward St.
283	5532022002	1156 N Las Palmas Ave	331	5533024029	823 Seward St.
284	5532022003	1144 N Las Palmas Ave	332	5533024023	817 Seward St.
285	5532022004	1138 N Las Palmas Ave	333	5533024003	Seward St
286	5532022005	1134 N Las Palmas Ave	334	5533024004	Seward St
287	5532022006	1128 N Las Palmas Ave	335	5533024026	801 Seward St.
288	5532022008	1120 N Las Palmas Ave	336	5533037001	755 Seward St.
289	5532022010	6677 Santa Monica Blvd	337	5533037002	747 Seward St.
290	5532022024	6665 Santa Monica Blvd	338	5533037003	743 Seward St.
291	5532022026	6666 Lexington Ave	339	5533037004	737 Seward St.
292	5532022025	6650 Lexington Ave	340	5533037005	735 Seward St.
293	5532022019	6640 Lexington Ave	341	5533037023	729 Seward St.
294	5532022023	6641 Santa Monica Blvd	342	5533037024	6101 Melrose Ave.
295	5532023012	Santa Monica Blvd	343	5533036013	6063 Melrose Ave.
296	5532023002	6616 Lexington Ave	344	5533036012	6051 Melrose Ave
297	5532023001	6600 Lexington Ave	345	5533036025	708 Seward St.
298	5532023003	1145 Seward St	346	5533036015	712 Seward St.
299	5532023004	1141 Seward St	347	5533036016	720 Seward St.
300	5532023015	Santa Monica Blvd	348	5533036017	722 Seward St.
301	5532023016	6601 Santa Monica Blvd	349	5533036026	736 Seward St.
302	5532023011	6621 Santa Monica Blvd	350	5533036021	742 Seward St.
303	5532023008	6611 Santa Monica Blvd	351	5533036022	748 Seward St.
304	5532023013	6609 Santa Monica Blvd	352	5533036023	752 Seward St.
305	5532025001	6678 Santa Monica Blvd.	353	5533036024	758 Seward St.
306	5532025002	6674 Santa Monica Blvd.	354	5533025008	800 Seward St.
307	5532025003	6670 Santa Monica Blvd.	355	5533025009	812 Seward St.
308	5532025004	6666 Santa Monica Blvd	356	5533025010	816 Seward St.
309	5532025005	6662 Santa Monica Blvd	357	5533025011	820 Seward St.
310	5532025006	6660 N Sepulveda Blvd.	358	5533025012	826 Seward St.
311	5532025007	6648 Santa Monica Blvd	359	5533025013	830 Seward St.
312	5532025008	6642 Santa Monica Blvd	360	5533025026	838 Seward St.
313	5532024013	6600 Santa Monica Blvd	361	5533025025	840 Seward St.
314	5532024009	6605 Eleanor Ave	362	5533025028	Seward St
315	5532025016	1040 N Las Palmas Ave.	363	5533025017	856 Seward St.
316	5532024007	6601 Romaine St	364	5533025018	856 Seward St.
317	5532014039	6650 Romaine St	365	5533023027	900 Seward
318	5532014901	Romaine St	366	5533023026	936 Seward St.
319	5532014038	959 Seward St	367	5533023017	952 N Hudson Ave.
320	5532014034	6555 Barton Ave	368	5533023018	952 Seward St.
321	5532014033	6547 Barton Ave	369	5533023001	957 N Hudson Ave.
322	5532014032	6545 Barton Ave	370	5533023002	953 N Hudson Ave.
323	5532014031	6541 Barton Ave	371	5533023003	947 N Hudson Ave
324	5532015046	911 Seward St	372	5533012025	1000 Seward St.
325	5532015047	905 Seward St	373	5533012017	1010 Seward St.
326	5532015048	901 Seward St	374	5533012018	1016 Seward St.
327	5533024001	861 Seward St.	375	5533012019	1018 Seward St.
328	5533024020	849 Seward St.	376	5533012020	1026 Seward St.

185	5532018004	Mansfield Ave	233	5532020028	6775 Santa Monica Blvd
186	5532018010	6850 Lexington Ave	234	5532020011	6751 Santa Monica Blvd
187	5532019013	6824 Lexington Ave	235	5532020012	1117 N McCadden Pl
188	5532019018	1140 N Citrus Ave	236	5532020013	1119 N McCadden Pl
189	5532019017	6801 Santa Monica Blvd	237	5532020014	1123 N McCadden Pl
190	5532019016	6801 Santa Monica Blvd	238	5532020016	1125 N McCadden Pl
191	5532019015	1107 N Highland Ave	239	5532020017	1125 N McCadden Pl
192	5532019019	1135 N Highland Ave	240	5532020018	1145 N McCadden Pl
193	5532019003	1141 N Highland Ave	241	5532020019	1149 N McCadden Pl
194	5532019002	1151 N Highland Ave	242	5532020020	1153 N McCadden Pl
195	5532019001	1153 N Highland Ave	243	5532020023	6764 Lexington Ave
196	5532006028	1213 N. Highland Ave.	244	5532020022	6762 Lexington Ave
197	5532006007	1227 N. Highland Ave.	245	5532020021	1157 N McCadden Pl
198	5532006029	1233 N. Highland Ave.	246	5532027019	6766 Santa Monica Blvd.
199	5532006024	1243 N. Highland Ave.	247	5532027018	1050 N Highland Ave
200	5532006001	1255 N. Highland Ave.	248	5532027016	6750 Santa Monica Blvd.
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202	5548024036	1311 N Highland Ave	250	5532027009	1032 N Highland Ave
203	5548024045	1323 N Highland Ave	251	5532027017	1026 N Highland Ave.
204	5548024046	1333 N Highland Ave	252	5532027012	1014 N Highland Ave
205	5548024042	1343 N Highland Ave	253	5532027013	1010 N Highland Ave
206	5548024051	1347 1/2 N Highland Ave	254	5532027014	1000 N Highland Ave
207	5547033001	1410 N Highland Ave	255	5532027004	1007 N McCadden Pl
208	5547033002	1354 N Highland Ave	256	5532027003	1021 N McCadden Pl
209	5547033003	1350 N Highland Ave	257	5532027002	1025 N McCadden Pl
210	5547033004	1344 N Highland Ave	258	5532027001	1041 N McCadden PL
211	5547033032	1342 N Highland Ave	259	5532013900	929 N Las Palmas
212	5547033008	1330 N Highland Ave	260	5532026035	6721 Romaine St
213	5547033009	1328 N Highland Ave	261	5532026036	1017 N Las Palmas Ave
214	5547033010	1320 N Highland Ave	262	5532026034	1024 N McCadden Pl
215	5547033011	1318 N Highland Ave	263	5532026033	1028 N McCadden Pl
216	5547033400	1300 N Highland Ave	264	5532026032	1030 N McCadden
217	5532005028	1258 N. Highland Ave.	265	5532026031	1040 N McCadden Pl
218	5532005040	1248 N. Highland Ave.	266	5532026005	1044 N McCadden Pl
219	5532005004	1242 N. Highland Ave.	267	5532026023	6700 Santa Monica Blvd
220	5532005032	1238 N. Highland Ave.	268	5532021028	1111 N Las Palmas Ave
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222	5532005011	1206 N. Highland Ave.	270	5532021010	1119 N Las Palmas Ave
223	5532005012	1200 N. Highland Ave.	271	5532021902	6725 Santa Monica Blvd
224	5532005013	6769 Lexington Ave.	272	5532021026	1118 N McCadden Pl
225	5532020001	1160 N Highland	273	5532021005	1138 N McCadden Pl
226	5532020002	1154 N Highland Ave	274	5532021004	1142 N McCadden Pl
227	5532020003	1150 N Highland Ave	275	5532021003	McCadden Pl
228	5532020004	1144 N Highland Ave	276	5532021027	1154 N McCadden Pl
229	5532020005	1138 N Highland Ave	277	5532021014	Las Palmas Ave
230	5532020006	1136 N Highland Ave	278	5532021015	1145 N Las Palmas Ave
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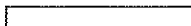



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91	5532012031	920 N Citrus Ave	139	5524012057	717 N. Highland Ave. #27
92	5532012032	916 N Citrus Ave	140	5524012028	713 N. Highland Ave.
93	5532012033	910 N Citrus Ave	141	5524012027	6601 Melrose Ave.
94	5532012034	6821 Willoughby Ave	142	5524012058	6615 Melrose Ave. #1
95	5532012035	6815 Willoughby Ave	143	5524012059	6617 Melrose Ave.#1
96	5532012041	941 N Highland Ave	144	5524012060	6619 Melrose Ave. #1
97	5532012040	941 N Highland Ave	145	5524012061	6621 Melrose Ave.
98	5532012042	921 N Highland Ave	146	5524012022	706 N. Highland Ave.
99	5532012037	913 N Highland Ave	147	5524011014	700 N. Highland Ave.
100	5532012036	901 N Highland Ave	148	5524011025	716 N. Highland Ave.
101	5524003022	859 N. Highland Ave.	149	5524011026	724 N. Highland Ave.
102	5524003021	849 N. Highland Ave.	150	5524011018	728 N. Highland Ave.
103	5524003020	845 N. Highland Ave.	151	5524011019	732 N. Highland Ave.
104	5524003019	839 N. Highland Ave.	152	5524011020	736 N. Highland Ave.
105	5524003018	829 N. Highland Ave.	153	5524011021	738 N. Highland Ave.
106	5524003017	823 N. Highland Ave.	154	5524011022	742 N. Highland Ave.
107	5524003016	813 N. Highland Ave.	155	5524011023	750 N. Highland Ave.
108	5524003015	811 N. Highland Ave.	156	5524011024	752 N. Highland Ave.
109	5524003023	805 N. Highland Ave.	157	5524004028	800 N. Highland Ave.
110	5524012020	759 N. Highland Ave.	158	5524004025	810 N. Highland Ave.
111	5524012018	755 N. Highland Ave.	159	5524004016	816 N. Highland Ave.
112	5524012017	751 N. Highland Ave.	160	5524004017	822 N. Highland Ave.
113	5524012031	717 N. Highland Ave. #1	161	5524004018	828 N. Highland Ave.
114	5524012032	717 N. Highland Ave.#2	162	5524004019	836 N. Highland Ave.
115	5524012033	717 N. Highland Ave.#3	163	5524004020	840 N. Highland Ave.
116	5524012034	717 N. Highland Ave.#4	164	5524004021	844 N. Highland Ave.
117	5524012035	717 N. Highland Ave.#5	165	5524004022	Highland Ave
118	5524012036	717 N. Highland Ave.#6	166	5524004023	860 N. Highland Ave.
119	5524012037	717 N. Highland Ave.#7	167	5532013031	900 N Highland Ave
120	5524012038	717 N. Highland Ave.#8	168	5532013033	Highland Ave
121	5524012039	717 N. Highland Ave.#9	169	5532013032	940 N Highland Ave
122	5524012040	717 N. Highland Ave.#10	170	5532013030	950 N Highland Ave
123	5524012041	717 N. Highland Ave.#11	171	5532028009	1001 N Highland Ave
124	5524012042	717 N. Highland Ave. #12	172	5532028011	1006 N Mansfield Ave.
125	5524012043	717 N. Highland Ave. #13	173	5532028004	1025 N Highland Ave
126	5524012044	717 N. Highland Ave. #14	174	5532028008	1035 N Highland Ave
127	5524012045	717 N. Highland Ave. #15	175	5532028007	1041 N Highland Ave.
128	5524012046	717 N. Highland Ave. #16	176	5532028006	Highland Ave
129	5524012047	717 N. Highland Ave. #17	177	5532028012	1051 N Highland Ave
130	5524012048	717 N. Highland Ave. #18	178	5532028017	6820 Santa Monica Blvd
131	5524012049	717 N. Highland Ave. #19	179	5532028018	6838 Santa Monica Blvd.
132	5524012050	717 N. Highland Ave. #20	180	5532028015	Mansfield Ave
133	5524012051	717 N. Highland Ave. #21	181	5532018007	6861 Santa Monica Blvd
134	5524012052	717 N. Highland Ave. #22	182	5532018009	1132 N Mansfield Ave
135	5524012053	717 N. Highland Ave. #23	183	5532018008	Mansfield Ave
136	5524012054	717 N. Highland Ave. #24	184	5532018005	1116 N Mansfield Ave

HMD BID BOUNDARY MAP NUMBER INDEX

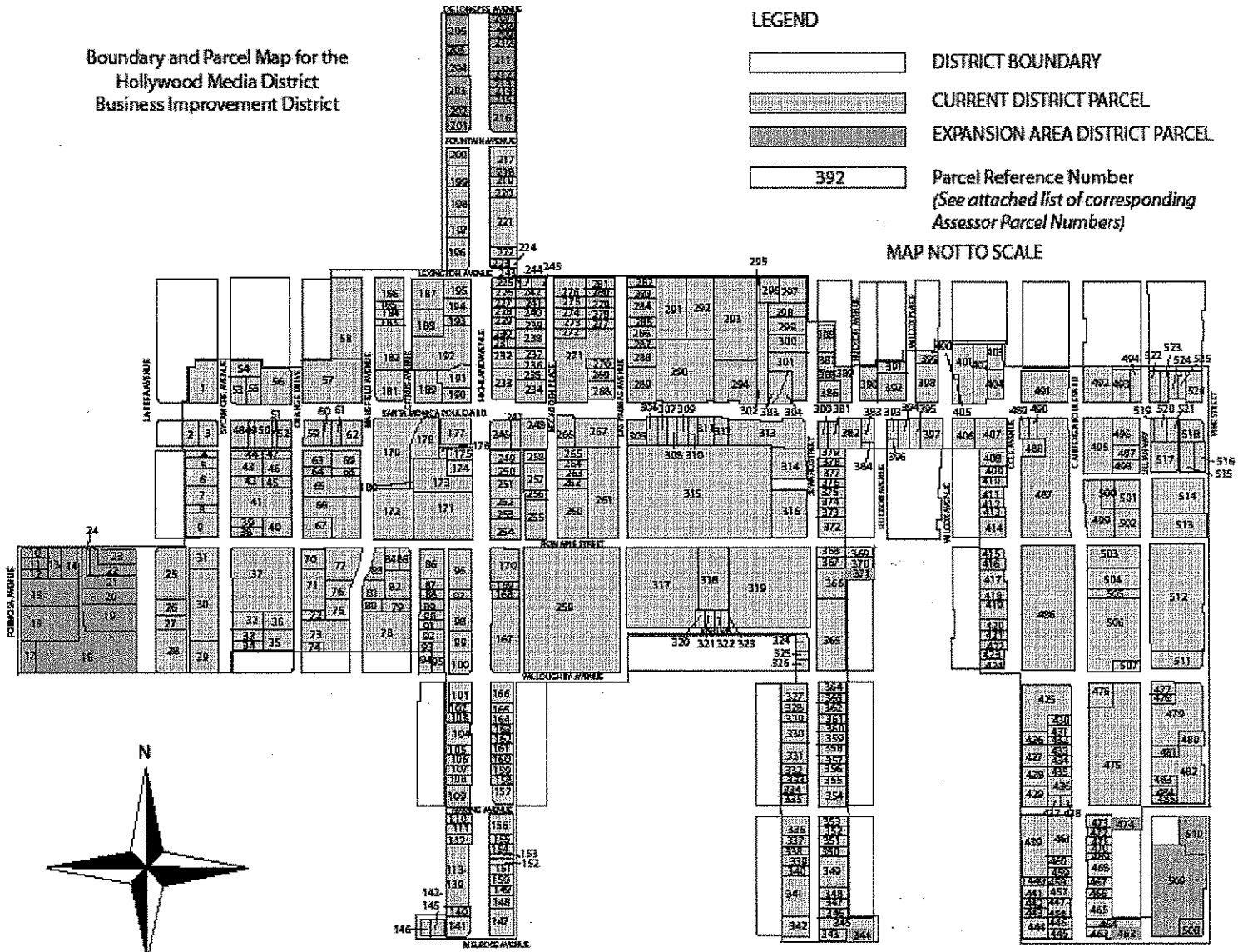
MAP #	APN	SITE ADDRESS
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2	5531014002	7062 Santa Monica Blvd.
3	5531014001	7052 Santa Monica Blvd.
4	5531014008	1041 N. Sycamore Ave.
5	5531014009	1037 N. Sycamore Ave.
6	5531014023	1029 N. Sycamore Ave.
7	5531014012	1017 N. Sycamore Ave.
8	5531014013	1011 N. Sycamore Ave.
9	5531014014	1011 N. Sycamore Ave.
10	5531016003	968 N. Formosa Avenue
11	5531016004	950 N. Formosa Avenue
12	5531016005	946 N. Formosa Avenue
13	5531016002	7136 Romaine Street
14	5531016001	7130 Romaine Street
15	5531016017	936 N. Formosa Avenue
16	5531016006	916 N. Formosa Avenue
17	5531016007	7175 Willoughby Avenue
18	5531016023	915 N. La Brea Avenue
19	5531016020	925 N. La Brea Avenue
20	5531016022	933 N. La Brea Avenue
21	5531016018	969 N. La Brea Avenue
22	5531016016	979 N. La Brea Avenue
23	5531016015	999 N. La Brea Avenue
24	5531016008	Willoughby Avenue
25	5531015004	936 N. La Brea Ave.
26	5531015003	932 N. La Brea Ave.
27	5531015002	926 N. La Brea Ave.
28	5531015001	904 N. La Brea Ave.
29	5531015007	Sycamore Ave
30	5531015006	937 N. Sycamore Ave.
31	5531015005	953 N. Sycamore Ave.
32	5532010049	Orange Ave
33	5532010048	Orange Ave
34	5532010047	Orange Ave
35	5532010052	911 N. Orange Dr.
36	5532010051	925 N. Orange Dr.
37	5532010050	947 N. Orange Dr.
38	5532030012	7045 Romaine St.
39	5532030013	1006 Sycamore Ave.
40	5532030011	1001 N Orange Dr
41	5532030010	1016 N Sycamore Ave.
42	5532030014	1026 N Sycamore Ave.
43	5532030015	1032 N Sycamore Ave.
44	5532030016	1040 N Sycamore Ave.
45	5532030009	1027 N Orange Dr.
46	5532030008	1033 N Orange Dr
47	5532030007	1041 N Orange Dr.
48	5532030006	7026 Santa Monica Blvd.
49	5532030005	7020 Santa Monica Blvd.
50	5532030004	7016 Santa Monica Blvd.
51	5532030002	7008 Santa Monica Blvd.
52	5532030001	7000 Santa Monica Blvd.
53	5532016031	7025 Santa Monica Blvd
54	5532016029	1114 N Sycamore Ave
55	5532016015	7017 Santa Monica Blvd
56	5532016027	7001 Santa Monica Blvd
57	5532017020	1115 N Mansfield Ave
58	5532017019	1127 N Mansfield Ave
59	5532029005	6930 Santa Monica Blvd.
60	5532029004	6916 Santa Monica Blvd.
61	5532029003	6910 Santa Monica Blvd.
62	5532029013	6900 Santa Monica Blvd.
63	5532029012	1046 N Orange Dr.
64	5532029011	1032 S Orange Dr.
65	5532029008	1024 N Orange Dr.
66	5532029009	1015 N Mansfield Ave.
67	5532029010	1000 N Orange Dr.
68	5532029007	1029 N Mansfield Ave.
69	5532029006	1041 N Mansfield Ave.
70	5532010060	950 N. Orange Dr.
71	5532010059	940 N. Orange Dr.
72	5532010058	926 N. Orange Dr.
73	5532010064	918 N. Orange Dr.
74	5532010057	910 N. Orange Dr.
75	5532010063	933 N. Mansfield Ave.
76	5532010062	941 N. Mansfield Ave.
77	5532010061	6900 Romaine St.
78	5532011044	915 N Citrus Ave
79	5532011033	931 N. Citrus Ave.
80	5532011041	930 Mansfield Ave
81	5532011030	940 N. Mansfield Ave.
82	5532011034	941 N. Citrus Ave.
83	5532011029	6838 Romaine St.
84	5532011035	Citrus Ave
85	5532011036	Citrus Ave
86	5532012026	6820 Romaine St
87	5532012027	Romaine St
88	5532012028	Romaine St

Boundary and Parcel Map for the
Hollywood Media District
Business Improvement District

LEGEND

-  DISTRICT BOUNDARY
-  CURRENT DISTRICT PARCEL
-  EXPANSION AREA DISTRICT PARCEL
-  392 Parcel Reference Number
(See attached list of corresponding Assessor Parcel Numbers)

MAP NOT TO SCALE



APPENDIX 2

HMD BID BOUNDARY MAP & MAP NUMBER INDEX

5533-024-026	\$1,258.68
5533-024-028	\$1,630.15
5533-024-029	\$2,103.43
5533-025-008	\$2,212.93
5533-025-009	\$928.53
5533-025-010	\$921.74
5533-025-011	\$725.87
5533-025-012	\$929.06
5533-025-013	\$1,001.59
5533-025-017	\$658.11
5533-025-018	\$1,028.54
5533-025-025	\$1,333.31
5533-025-026	\$1,029.25
5533-025-028	\$595.33
5533-028-002	\$1,107.28
5533-028-004	\$1,525.67
5533-028-005	\$1,646.54
5533-028-006	\$1,894.73
5533-028-007	\$623.14
5533-028-008	\$569.85
5533-028-011	\$807.05
5533-028-012	\$544.63
5533-028-013	\$719.49
5533-028-014	\$544.63
5533-028-016	\$544.63
5533-028-017	\$1,797.36
5533-028-018	\$7,741.56
5533-028-019	\$1,189.40
5533-029-001	\$2,834.55
5533-029-002	\$13,927.86
5533-030-001	\$922.83
5533-030-002	\$886.09
5533-030-007	\$582.37
5533-030-010	\$582.37
5533-030-011	\$582.37
5533-030-022	\$871.77
5533-030-025	\$915.12
5533-030-026	\$7,250.26
5533-030-027	\$6,688.61

5533-031-024	\$3,547.52
5533-031-029	\$1,273.87
5533-031-030	\$11,866.62
5533-032-001	\$1,050.28
5533-032-002	\$866.08
5533-032-003	\$110.00
5533-032-004	\$1,018.54
5533-032-005	\$735.84
5533-032-009	\$540.40
5533-032-011	\$2,057.97
5533-032-012	\$1,259.06
5533-032-013	\$1,158.29
5533-032-014	\$1,934.95
5533-032-025	\$1,163.21
5533-032-029	\$1,495.72
5533-032-030	\$750.98
5533-033-008	\$137.50
5533-033-009	\$905.76
5533-033-010	\$561.42
5533-033-011	\$1,601.75
5533-033-012	\$1,331.58
5533-033-016	\$544.63
5533-033-017	\$544.63
5533-033-018	\$137.50
5533-033-019	\$712.64
5533-033-026	\$2,555.51
5533-033-027	\$137.50
5533-033-030	\$1,064.24
5533-033-034	\$206.92
5533-033-035	\$206.92
5533-033-036	\$206.92
5533-033-037	\$206.92
5533-033-038	\$226.06
5533-033-039	\$206.92
5533-033-040	\$206.92
5533-033-041	\$206.92
5533-033-042	\$206.92
5533-033-043	\$226.06
5533-033-902	\$4,486.28

5533-036-012	\$1,427.54
5533-036-013	\$1,236.03
5533-036-015	\$1,363.93
5533-036-016	\$588.88
5533-036-017	\$929.06
5533-036-021	\$1,476.67
5533-036-022	\$852.38
5533-036-023	\$884.34
5533-036-024	\$1,075.35
5533-036-025	\$1,516.07
5533-036-026	\$2,465.48
5533-037-001	\$1,921.11
5533-037-002	\$739.23
5533-037-003	\$760.11
5533-037-004	\$797.32
5533-037-005	\$867.35
5533-037-023	\$3,178.12
5533-037-024	\$2,024.07
5548-024-036	\$855.58
5548-024-042	\$808.37
5548-024-045	\$2,351.19
5548-024-046	\$1,692.02
5548-024-050	\$1,624.18
5548-024-051	\$2,565.05
5547-033-001	\$848.31
5547-033-002	\$627.73
5547-033-003	\$934.27
5547-033-004	\$817.10
5547-033-008	\$695.42
5547-033-009	\$743.10
5547-033-010	\$669.91
5547-033-011	\$655.13
5547-033-032	\$2,882.33
5547-033-400	\$2,876.77
	\$1,056,236.04

5532-027-019	\$2,140.25
5532-028-004	\$6,758.19
5532-028-006	\$126.17
5532-028-007	\$1,751.50
5532-028-008	\$1,107.36
5532-028-009	\$7,985.76
5532-028-011	\$4,993.44
5532-028-012	\$2,896.31
5532-028-015	\$175.46
5532-028-017	\$2,783.97
5532-028-018	\$14,107.65
5532-029-003	\$1,010.20
5532-029-004	\$1,181.53
5532-029-005	\$2,734.30
5532-029-006	\$2,029.12
5532-029-007	\$831.44
5532-029-008	\$5,785.75
5532-029-009	\$7,151.88
5532-029-010	\$1,666.36
5532-029-011	\$1,122.79
5532-029-012	\$1,936.07
5532-029-013	\$2,532.85
5532-030-001	\$2,110.03
5532-030-002	\$464.86
5532-030-004	\$1,774.05
5532-030-005	\$407.83
5532-030-006	\$2,143.54
5532-030-007	\$1,019.73
5532-030-008	\$1,612.72
5532-030-009	\$1,077.94
5532-030-010	\$5,611.45
5532-030-011	\$2,412.39
5532-030-012	\$1,381.59
5532-030-013	\$1,011.32
5532-030-014	\$1,106.14
5532-030-015	\$2,010.92
5532-030-016	\$793.44
5533-007-012	\$692.63
5533-007-013	\$1,579.96
5533-007-032	\$1,575.69
5533-007-034	\$619.38
5533-007-035	\$803.57
5533-008-011	\$2,487.98
5533-008-012	\$1,700.19
5533-008-024	\$3,141.49
5533-009-017	\$812.47
5533-009-018	\$162.49

5533-009-028	\$1,867.25
5533-009-030	\$1,394.88
5533-009-031	\$2,329.86
5533-009-900	\$4,413.52
5533-009-902	\$0.00
5533-010-005	\$647.55
5533-010-017	\$1,085.66
5533-010-041	\$3,529.03
5533-010-042	\$4,075.89
5533-010-044	\$3,306.78
5533-011-001	\$2,184.12
5533-011-002	\$724.86
5533-011-003	\$1,803.55
5533-011-020	\$1,442.27
5533-011-021	\$1,958.40
5533-012-002	\$2,926.04
5533-012-017	\$904.82
5533-012-018	\$600.50
5533-012-019	\$600.77
5533-012-020	\$601.10
5533-012-021	\$601.37
5533-012-022	\$827.20
5533-012-025	\$2,314.58
5533-012-027	\$1,044.56
5533-012-028	\$354.31
5533-012-030	\$846.48
5533-012-031	\$1,065.91
5533-012-032	\$541.76
5533-013-001	\$3,075.12
5533-013-002	\$1,414.91
5533-013-005	\$311.02
5533-013-028	\$807.13
5533-013-029	\$666.23
5533-014-001	\$3,364.32
5533-014-002	\$3,562.30
5533-014-005	\$689.27
5533-014-008	\$707.20
5533-014-020	\$1,469.27
5533-014-023	\$760.85
5533-014-024	\$842.10
5533-014-900	\$1,324.64
5533-014-901	\$627.22
5533-015-002	\$488.60
5533-015-003	\$1,200.19
5533-015-018	\$18,705.76
5533-015-019	\$1,357.21
5533-016-001	\$9,199.10

5533-016-002	\$3,973.53
5533-016-005	\$863.80
5533-016-006	\$1,170.19
5533-016-008	\$3,338.42
5533-016-012	\$3,119.19
5533-016-013	\$744.03
5533-016-014	\$3,404.81
5533-017-001	\$762.32
5533-017-002	\$1,080.80
5533-017-003	\$1,439.99
5533-017-004	\$3,128.04
5533-017-009	\$1,812.99
5533-017-010	\$2,272.58
5533-017-011	\$1,461.79
5533-017-900	\$3,960.02
5533-017-901	\$1,673.49
5533-018-001	\$3,452.00
5533-018-900	\$5,071.78
5533-019-001	\$3,838.98
5533-019-002	\$3,907.90
5533-019-003	\$1,863.10
5533-019-005	\$1,230.48
5533-019-012	\$10,559.14
5533-020-023	\$13,068.47
5533-021-002	\$738.69
5533-021-005	\$869.23
5533-021-008	\$981.11
5533-021-009	\$561.42
5533-021-010	\$561.42
5533-021-011	\$880.38
5533-021-012	\$1,077.62
5533-021-028	\$1,677.96
5533-021-030	\$1,042.46
5533-021-037	\$1,680.65
5533-023-001	\$2,007.38
5533-023-002	\$594.12
5533-023-003	\$594.12
5533-023-017	\$598.75
5533-023-018	\$2,043.04
5533-023-026	\$4,554.24
5533-023-027	\$7,256.71
5533-024-001	\$2,606.37
5533-024-003	\$579.01
5533-024-004	\$579.01
5533-024-020	\$907.78
5533-024-021	\$749.84
5533-024-023	\$579.01

5532-012-026	\$2,654.76
5532-012-027	\$523.68
5532-012-028	\$523.68
5532-012-029	\$523.68
5532-012-030	\$523.68
5532-012-031	\$825.85
5532-012-032	\$774.89
5532-012-033	\$849.36
5532-012-034	\$1,239.70
5532-012-035	\$1,115.11
5532-012-036	\$2,018.31
5532-012-037	\$1,938.80
5532-012-040	\$702.95
5532-012-041	\$6,067.30
5532-012-042	\$2,921.36
5532-013-030	\$3,726.30
5532-013-031	\$10,238.09
5532-013-032	\$1,529.27
5532-013-033	\$745.05
5532-013-900	\$8,998.29
5532-014-031	\$338.31
5532-014-032	\$338.31
5532-014-033	\$338.31
5532-014-034	\$338.31
5532-014-038	\$13,180.25
5532-014-039	\$12,352.89
5532-014-901	\$4,068.95
5532-015-046	\$1,000.28
5532-015-047	\$346.50
5532-015-048	\$568.88
5532-016-015	\$1,628.92
5532-016-027	\$3,289.16
5532-016-029	\$1,025.80
5532-016-031	\$1,583.13
5532-017-019	\$10,232.72
5532-017-020	\$8,396.03
5532-018-004	\$614.84
5532-018-005	\$614.84
5532-018-007	\$5,404.76
5532-018-008	\$614.84
5532-018-009	\$3,189.42
5532-018-010	\$3,665.39
5532-019-001	\$2,931.84
5532-019-002	\$1,774.46
5532-019-003	\$670.00
5532-019-013	\$4,668.79
5532-019-015	\$1,911.10

5532-019-016	\$1,616.21
5532-019-017	\$9,189.95
5532-019-018	\$2,558.47
5532-019-019	\$7,355.09
5532-020-001	\$1,701.98
5532-020-002	\$1,160.57
5532-020-003	\$1,331.67
5532-020-004	\$694.69
5532-020-005	\$1,393.45
5532-020-006	\$555.75
5532-020-007	\$1,080.80
5532-020-008	\$1,591.23
5532-020-011	\$2,865.28
5532-020-012	\$1,272.11
5532-020-013	\$641.13
5532-020-014	\$1,144.75
5532-020-016	\$1,785.88
5532-020-017	\$1,648.38
5532-020-018	\$1,026.30
5532-020-019	\$914.49
5532-020-020	\$1,254.54
5532-020-021	\$745.66
5532-020-022	\$348.13
5532-020-023	\$205.06
5532-020-028	\$3,554.77
5532-021-003	\$641.13
5532-021-004	\$641.13
5532-021-005	\$641.13
5532-021-010	\$842.51
5532-021-014	\$641.13
5532-021-015	\$641.13
5532-021-016	\$641.13
5532-021-017	\$1,010.32
5532-021-018	\$1,535.76
5532-021-024	\$1,085.21
5532-021-026	\$641.13
5532-021-027	\$2,198.38
5532-021-028	\$2,103.92
5532-021-902	\$0.00
5532-022-001	\$1,370.98
5532-022-002	\$970.43
5532-022-003	\$2,329.59
5532-022-004	\$1,192.23
5532-022-005	\$1,174.23
5532-022-006	\$1,106.88
5532-022-008	\$1,266.60
5532-022-010	\$4,145.47

5532-022-019	\$8,989.51
5532-022-023	\$5,477.83
5532-022-024	\$9,437.94
5532-022-025	\$4,898.08
5532-022-026	\$4,950.26
5532-023-001	\$3,174.29
5532-023-002	\$1,614.13
5532-023-003	\$1,972.51
5532-023-004	\$2,287.47
5532-023-008	\$1,231.81
5532-023-011	\$1,933.07
5532-023-012	\$167.56
5532-023-013	\$1,210.41
5532-023-015	\$1,327.22
5532-023-016	\$4,578.60
5532-024-007	\$7,456.75
5532-024-009	\$3,835.07
5532-024-013	\$9,966.30
5532-025-001	\$1,672.54
5532-025-002	\$1,048.37
5532-025-003	\$1,048.37
5532-025-004	\$1,045.01
5532-025-005	\$726.05
5532-025-006	\$1,478.13
5532-025-007	\$1,897.92
5532-025-008	\$726.05
5532-025-016	\$21,947.13
5532-026-005	\$2,003.48
5532-026-023	\$4,818.61
5532-026-031	\$827.82
5532-026-032	\$499.47
5532-026-033	\$624.34
5532-026-034	\$561.90
5532-026-035	\$5,445.34
5532-026-036	\$11,220.61
5532-027-001	\$882.39
5532-027-002	\$2,208.14
5532-027-003	\$799.21
5532-027-004	\$2,258.85
5532-027-008	\$1,266.00
5532-027-009	\$1,410.48
5532-027-012	\$1,282.25
5532-027-013	\$1,282.25
5532-027-014	\$3,929.86
5532-027-016	\$3,527.54
5532-027-017	\$2,534.59
5532-027-018	\$1,621.63

APN	PROPOSED 2014-15 ASSESSMENT
5524-003-015	\$1,073.35
5524-003-016	\$1,316.70
5524-003-017	\$1,001.09
5524-003-018	\$1,330.13
5524-003-019	\$1,640.25
5524-003-020	\$1,098.46
5524-003-021	\$851.89
5524-003-022	\$1,703.81
5524-003-023	\$1,997.31
5524-004-016	\$1,118.40
5524-004-017	\$663.66
5524-004-018	\$1,012.31
5524-004-019	\$968.12
5524-004-020	\$662.05
5524-004-021	\$661.52
5524-004-022	\$660.98
5524-004-023	\$2,320.92
5524-004-025	\$837.78
5524-004-028	\$1,828.04
5524-011-014	\$2,272.93
5524-011-018	\$705.63
5524-011-019	\$1,034.20
5524-011-020	\$593.58
5524-011-021	\$462.10
5524-011-022	\$776.01
5524-011-023	\$953.42
5524-011-024	\$2,376.04
5524-011-025	\$805.56
5524-011-026	\$963.49
5524-012-017	\$935.02
5524-012-018	\$974.17
5524-012-020	\$1,286.52
5524-012-022	\$868.58
5524-012-027	\$1,462.91
5524-012-028	\$648.56
5524-012-031	\$233.95
5524-012-032	\$233.95
5524-012-033	\$233.95
5524-012-034	\$233.95
5524-012-035	\$233.95

5524-012-036	\$228.78
5524-012-037	\$228.78
5524-012-038	\$229.79
5524-012-039	\$228.78
5524-012-040	\$228.78
5524-012-041	\$229.79
5524-012-042	\$228.78
5524-012-043	\$228.78
5524-012-044	\$228.78
5524-012-045	\$233.41
5524-012-046	\$233.41
5524-012-047	\$225.69
5524-012-048	\$225.69
5524-012-049	\$225.69
5524-012-050	\$233.41
5524-012-051	\$233.41
5524-012-052	\$233.41
5524-012-053	\$225.69
5524-012-054	\$225.69
5524-012-055	\$225.69
5524-012-056	\$233.41
5524-012-057	\$233.41
5524-012-058	\$306.54
5524-012-059	\$306.54
5524-012-060	\$306.54
5524-012-061	\$306.54
5531-013-021	\$4,994.09
5531-014-001	\$2,482.73
5531-014-002	\$1,161.38
5531-014-008	\$642.35
5531-014-009	\$1,120.26
5531-014-012	\$2,251.79
5531-014-013	\$624.29
5531-014-014	\$2,217.57
5531-014-023	\$2,916.58
5531-015-001	\$4,486.23
5531-015-002	\$1,772.35
5531-015-003	\$1,586.01
5531-015-004	\$7,698.03
5531-015-005	\$1,637.03
5531-015-006	\$7,379.42
5531-015-007	\$3,101.49
5531-016-001	\$1,144.16
5531-016-002	\$804.97
5531-016-003	\$1,034.44
5531-016-004	\$641.80

5531-016-005	\$641.80
5531-016-006	\$5,630.47
5531-016-007	\$1,796.91
5531-016-008	\$230.26
5531-016-015	\$2,301.53
5531-016-016	\$1,875.06
5531-016-017	\$4,002.12
5531-016-018	\$2,364.55
5531-016-020	\$4,211.10
5531-016-022	\$3,052.54
5531-016-023	\$9,384.45
5532-005-004	\$691.67
5532-005-011	\$694.69
5532-005-012	\$915.34
5532-005-013	\$358.19
5532-005-028	\$2,635.11
5532-005-032	\$1,112.02
5532-005-040	\$946.16
5532-005-041	\$5,569.05
5532-006-001	\$1,817.77
5532-006-007	\$1,910.26
5532-006-024	\$1,457.33
5532-006-028	\$2,976.41
5532-006-029	\$2,767.92
5532-010-047	\$636.09
5532-010-048	\$636.09
5532-010-049	\$1,272.18
5532-010-050	\$12,493.88
5532-010-051	\$2,266.53
5532-010-052	\$2,303.60
5532-010-057	\$924.83
5532-010-058	\$612.59
5532-010-059	\$4,033.20
5532-010-060	\$1,382.35
5532-010-061	\$2,519.84
5532-010-062	\$1,821.13
5532-010-063	\$1,816.16
5532-010-064	\$4,754.44
5532-011-029	\$1,954.75
5532-011-030	\$1,740.95
5532-011-033	\$1,093.67
5532-011-034	\$2,660.95
5532-011-035	\$570.72
5532-011-036	\$751.62
5532-011-041	\$584.34
5532-011-044	\$6,099.41

APPENDIX 1

YR 1 - 2015 ASSESSMENT ROLL

5533033902	6014 WARING AVE	LA CITY	WARING AVE FACILITY	\$4,486.28	0.42%
	SUBTOTAL	LA CITY		\$12,968.75	1.23%
OTHER GOVERNMENT AGENCIES					
5533014900	1037 COLE AVE	LA DWP	OFFICE	\$1,324.64	0.13%
5533014901	1033 COLE AVE	LA DWP	OFFICE	\$627.22	0.06%
5533017900	ELEANOR AVE	LA DWP	VINE ST FACILITY	\$3,960.02	0.37%
	SUBTOTAL	LA DWP		\$5,911.88	0.56%
5532013900	929 N LAS PALMAS AVE	LAUSD	BANCROFT JR HS	\$8,998.29	0.85%
5533017901	955 VINE ST	LAUSD	VINE ST CHILDRENS CTR	\$1,673.49	0.16%
5533018900	955 VINE ST	LAUSD	VINE ST ELEMENTARY	\$5,071.78	0.48%
	SUBTOTAL	LAUSD		\$15,743.56	1.49%
5532021902	6725 SANTA MONICA BL	STATE	STATE OFFICE	\$0.00	0.00%
5533009902	6451 SANTA MONICA BL	US GOVT	POST OFFICE	\$0.00	0.00%
	SUBTOTAL OTHER AGENCIES			\$21,655.44	2.05%
	GRAND TOTAL PUBLICLY OWNED PARCELS			\$34,624.19	3.28%

VI. BID DISTRICT GOVERNANCE

At this time it is anticipated that support staff; i.e., Manager, bookkeeper, marketing consultant, etc. shall be employed and supervised by the Owners Association elected to the non-profit Owners' Association. The monitoring and oversight shall be the responsibility of the Board of Directors and the coordination and implementation of the program activities shall be the responsibility of the employees and/or consultant contracted for this purpose.

VII. PROPOSED RULES AND REGULATION APPLIED TO THE DISTRICT

There are no specific rules or regulations applied to this District

VIII. OTHER ITEMS

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

IX. RENEWED MANAGEMENT DISTRICT PLAN AUTHOR

The renewed Management District Plan's author is Ed Henning and the Plan was produced by Edward Henning & Associates, Inc.

3. There is one State of California owned parcel within the HMD BID. This parcel has 624 linear feet of street frontage. The State of California operates and provides full on-site and perimeter security and streetscape services for all State owned parcels identical to those services provided by the HMD BID. It is the opinion of the Assessment Engineer that this State owned parcel would receive no special benefits from duplicate security and streetscape BID funded services. Further, it is the opinion of the Assessment Engineer that no special benefits will be conferred on this State owned parcel from BID funded administration, improvements and marketing. The HMD BID will not interact administratively with this parcel or its owner or employees in any manner nor include it in any BID communications such as newsletter distribution or list its presence or any matters or activities pertaining to this parcel on the District's website. As such, the HMD BID will provide no BID funded services and programs that would specially benefit this particular State owned parcel and the BID assessment amount will be set at \$0..

BID Streetscape and Security services will be provided directly to the 9 identified assessable publicly owned parcels to the same extent as privately owned parcels, except as noted above for LAUSD parcels. Publicly owned facilities are also included in marketing tools such as the quarterly newsletter and the District website. In the opinion of the Engineer with nearly 40 years of professional assessment engineering experience and based on the nature of the services funded and provided by the HMD BID (over 95% allocated to "clean and safe and related administration"), identified assessable publicly owned parcels and facilities that are located within the HMD BID, will receive proportionate special benefits from direct and tangible BID services similar to privately owned parcels and land uses and will be proportionately assessed. Each identified and assessable publicly owned parcel and facility within the HMD BID will proportionately benefit from the BID funded supplemental security, streetscape services, newsletter and website and administration. For identified assessable publicly owned parcels and facilities, each of these parcels specially benefit 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. In addition, the BID funded communication services (Improvements and Marketing) benefit publicly owned parcels by announcing public events and activities held at these public facilities and apprise employees of important District news, security issues and alerts and crime statistics. These services improve the safety and cleanliness for visitors, their employees and users of public facilities on publicly owned parcels within the HMD 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 assessable publicly owned parcels and facilities would not benefit equally to privately owned parcels and, thus, will be assessed in the same manner as privately owned parcels in the BID. All current publicly owned parcels within the HMD BID are shown in the chart below:

APN	SITE ADDRESS	AGENCY	USE	YR 1-2015 ASSESSMENT	% of TOTAL
CITY OF LOS ANGELES					
5532014901	ROMAINE ST	LA CITY	EQUIP STORAGE	\$4,068.95	0.39%
5533009900	6401 SANTA MONICA BL	LA CITY	BALL FIELD	\$4,413.52	0.42%

General Benefits

The Assessment Engineer (see attached Engineer's Report) has found that the general benefits (i.e. benefits to the general public and surrounding parcels outside the District) of the proposed improvements, activities and services represent 3% of the total benefits generated and, in turn, 3% of the costs of the BID funded improvements, activities and services provided. Thus, 3% of the total District costs will need to be funded by non-assessment revenue sources such as grants, sponsors, program income, etc.

Future Development

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

The complete Yr 1 – 2015 assessment roll of all parcels to be assessed by this BID is included in this Plan as Appendix I.

V. PUBLICLY OWNED PARCELS

There are 11 publicly owned parcels within the HMD BID of which 9 are identified as assessable and for which special benefit services will be provided. Of the 9 identified assessable parcels, 5 are owned by the City of Los Angeles, 1 by the City of Los Angeles Department of Water and Power and 3 by the Los Angeles Unified School District. There are special circumstances affecting the levy of BID assessments on certain publicly owned parcels as follows:

1. There are three LAUSD owned parcels within the HMD BID. LAUSD provides their own on-campus and perimeter security services with LAUSD Police personnel. No BID security services will be provided to LAUSD owned parcels. BID assessments for LAUSD owned parcels have been adjusted to reflect reduced BID funded services and corresponding special benefits conferred on LAUSD parcels.
2. There is one US Federal government owned parcel within the HMD BID. This parcel has 226 linear feet of street frontage. The US Federal government has declared that US Federal government owned parcels are exempt from local property assessments pursuant to the Supremacy Clause of the US Constitution. Due to this assessment exemption, the HMD BID will provide no BID funded services and programs that would specially benefit this particular US Federal government owned parcel and the BID assessment amount will be set at \$0.

- Land assessed at land area rate (assessed on 1st floor comm. condos for land area covered)
- Frontage assessed at frontage rate (assessed on 1st floor comm. condos for actual street frontage)

10 Year Maximum Assessment Rate Chart (assuming 3% annual increase)

ASSESSMENT FACTOR	YR 1 - 2015 ASSMT RATES	YR 2 - 2016 ASSMT RATES	YR 3 - 2017 ASSMT RATES	YR 4 - 2018 ASSMT RATES	YR 5 - 2019 ASSMT RATES
BLDG AREA RATE (\$/SQ FT)	\$0.067150000	\$0.069164500	\$0.071239435	\$0.073376618	\$0.075577917
LAND AREA RATE (\$/SQ FT)	\$0.067150000	\$0.069164500	\$0.071239435	\$0.073376618	\$0.075577917
PREMIUM FRONTAGE RATE (\$/LF)	\$5.500000000	\$5.665000000	\$5.834950000	\$6.009998500	\$6.190298455
STANDARD FRONTAGE RATE (\$/LF)	\$2.750000000	\$2.832500000	\$2.917475000	\$3.004999250	\$3.095149228
RESID CONDOMINIUM RATE (\$/SQ FT)	\$0.100000000	\$0.103000000	\$0.106090000	\$0.109272700	\$0.112550881
ASSESSMENT FACTOR	YR 6 - 2020 ASSMT RATES	YR 7 - 2021 ASSMT RATES	YR 8 - 2022 ASSMT RATES	YR 9 - 2023 ASSMT RATES	YR 10 - 2024 ASSMT RATES
BLDG AREA RATE (\$/SQ FT)	\$0.077845254	\$0.080180612	\$0.082586030	\$0.085063611	\$0.087615519
LAND AREA RATE (\$/SQ FT)	\$0.077845254	\$0.080180612	\$0.082586030	\$0.085063611	\$0.087615519
PREMIUM FRONTAGE RATE (\$/LF)	\$6.376007409	\$6.567287631	\$6.764306260	\$6.967235448	\$7.176252511
STANDARD FRONTAGE RATE (\$/LF)	\$3.188003704	\$3.283643816	\$3.382153130	\$3.483617724	\$3.588126256
RESID CONDOMINIUM RATE (\$/SQ FT)	\$0.115927407	\$0.119405230	\$0.122987387	\$0.126677008	\$0.130477318

SAMPLE ASSESSMENT CALCULATIONS:

A. 12,000 sq ft building on 15,000 sq ft lot with 100 LF of street frontage along Highland Ave

Frontage	= 100 LF x \$5.50/LF	= \$ 550.00
Land	= 15,000 x 6.715¢/sq ft	= \$1,007.25
Bldg	= 12,000 x 6.715¢/sq ft	= \$ 805.80
TOTAL YEAR 1 ASSESSMENT		= <u>\$2,363.05</u>
PER MONTH		= \$ 197/mo
PER SQ FT OF BLDG PER MO		= 1.6¢/sq ft bldg/mo

B. Same as "Sample A" above but with 100 LF of street frontage along Las Palmas Ave

Frontage	= 100 LF x \$2.75/LF	= \$ 275.00
Land	= 15,000 x 6.715¢/sq ft	= \$1,007.25
Bldg	= 12,000 x 6.715¢/sq ft	= \$ 805.80
TOTAL YEAR 1 ASSESSMENT		= <u>\$2,088.05</u>
PER MONTH		= \$174/mo
PER SQ FT OF BLDG PER MO		= 1.4¢/sq ft bldg/mo

Exclusive Residential Rental Uses on Commercial/Industrial Zoned Parcels

There are 7 parcels within the BID that are exclusively developed with residential uses ranging from 1-16 rental units on non-residential zoned land. Each of these parcels is located on commercial and industrial corridors and surrounded by commercial and industrial land uses. Due to the generally mid-block location of each of these residential use parcels and their relatively short street frontage dimensions, it would be virtually impossible to discontinue BID services for these particular parcels alone. These parcels specially benefit from the clean and safe programs by improving the security and livability of tenants, increasing occupancies and increasing rental income. In addition, the communication services (Improvements and Marketing) benefit these residential uses by apprising owners and tenants of important District news, security issues and alerts and crime statistics.

It is noted that such developments of 5 or more residential units on a single parcel are considered commercial enterprises and are required to maintain business licenses and pay related taxes. It is the opinion of the Engineer that these parcels with 5 or more residential units be assessed in the same manner as other commercial and industrial land uses and at the same rates based on building area, land area and street frontage in that such parcels will receive proportionate special benefits based on the same property characteristics as other commercial and industrial land uses. For parcels with 1-4 residential rental units, it is the opinion of the Engineer that such parcels would benefit to a lesser amount and shall be assessed based only on their respective amount of street frontage at the applicable street frontage assessment rates.

Mixed-Use Developments (Rental)

All commercial and residential components of mixed-use developments on commercial zoned parcels shall be assessed at the full rate for building area, total land area and total street frontage.

Commercial and Mixed-Use Condominiums

While there are no current commercial or mixed-use condominiums within the HMD BID, such units, if and when built, 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 building area
- Frontage assessed at frontage rate but pro-rated relative to total building area

Multi-Floor Mixed-Use Condominiums

- Commercial condo building pad area assessed at respective commercial building area rate
- Residential condo units shall be assessed at the rate of 10 cents per square foot of building pad area

Special Assessment Circumstances

Streetscape Service Areas

There are two distinct streetscape levels of services street frontage areas within the renewed HMD BID. The premium streetscape service area rate is applied to all parcels with La Brea Boulevard, Santa Monica Boulevard and/or Highland Avenue street frontages. The assessment rate in the Premium Streetscape Service Area is the same for building and land areas but is double the standard street frontage rate for any premium area street frontages. This higher premium area street frontage rate offsets the additional streetscape levels of services provided to each and every parcel with defined premium area street frontages.

Building Area Limitation

Most building configurations within the HMD are limited to one and two story buildings. There are a few buildings that are taller than two stories and in the opinion of the Engineer, the additional building area receives less special benefit than the lower levels. As such, the assessable building area of each individual parcel shall be limited to a floor area ratio (FAR) of 2.0 – i.e. two times the parcel land area.

Land Area Limitation

Most parcel land areas within the HMD BID are less than 100,000 square feet. A few, though, exceed this amount and are mainly associated with completely enclosed “campus-like” facilities. These enclosed campuses all provide internal security and cannot be accessed by HMD BID security patrols. As such, in the opinion of the Engineer, large enclosed campus parcels receive less special benefit than smaller, non-enclosed parcels and shall be assessed as follows: under 100,000 square feet in land area shall be assessed at the regular land area rate; any land area in excess of 100,000 square feet up to 200,000 square feet shall be assessed at 50% of the regular land area rate; and, any land area over 200,000 shall not be assessed.

Work-Live Condominiums

For “work-live” loft condominiums, the interactive application of interior building pad area of each condo plus pro-rated land and street frontage amount is a proven method of fairly and equitably spreading special benefit costs to this unique beneficiary of BID funded services, programs and improvements. These factors directly relate to the degree of special benefit each work-live parcel will receive from BID funded activities. In the opinion of the Engineer, work-live loft condominiums are considered primarily commercial/industrial land-uses in that these developments are permitted to be positioned as in-fill complexes adjacent to other full commercial/industrial land uses. As such, work-live condominiums are assessed fully at the standard commercial assessment rates. The entire live-work area is assessed for building pad area at the building area rate. The land area is pro-rated on total land area based on building pad area relative to total building pad areas. Street frontage is pro-rated on total frontage based on building pad area relative to total building pad areas.

programmed and responsive levels of streetscape service are greater than those in standard frontage areas and thus, parcels with Premium area frontages will share a higher proportionate percentage of the District streetscape services and related costs. Premium area frontages are heavily trafficked by both vehicular and pedestrian traffic including buses and bus stops, thereby requiring more streetscape services due to more litter, debris, food and drink spills and gum stains than standard service areas. The premium service areas includes the La Brea Boulevard, Highland Avenue and Santa Monica Boulevard corridors.

It has been determined by the Assessment Engineer (see Engineer's Report attached to this Plan as Attachment 1) that the benefit assessment of each identified parcel within the District will be based on a combination of building area, land area and street frontage within one benefit zone. For a more detailed explanation of the assessment methodology used to calculate the assessment rates, refer to the attached Engineer's Report. The property characteristic quantities used to calculate the assessment rates for Yr 1-2015 are as follows:

Quantities for YR 1 – 2015

FORMULA FACTOR	ACTUAL QUANTITY	ADJUSTED ASSESSABLE QUANTITY
Land Area Sq Ft (Unit A)	7,999,492	7,255,928
Total Building Area Sq Ft (Unit B)	4,923,155	4,588,436
Premium Street Frontage (Unit C-1)	17,732	17,506
Standard Street Frontage (Unit C-2)	62,447	59,856

HMD BID ASSESSMENT FORMULA

Assessment = Street Frontage Assm't + Land Area Assm't + Building Area Assm't

- Street Frontage Assm't = parcel street frontage x street frontage rate (from chart below)
- Land Area Assm't = land area x land area rate (from chart below)
- Building Area Assm't = building area x building area rate (from chart below)

YEAR 1 –2015 ASSESSMENT RATE CHART

LOCATION	STREET FRONTAGE RATE	LAND AREA RATE	BUILDING AREA RATE
PREMIUM AREA	\$5.50 Per Lin Foot	\$0.06715 Per Sq Ft	\$0.06715 Per Sq Ft
STANDARD AREA	\$2.75 Per Lin Foot	\$0.06715 Per Sq Ft	\$0.06715 Per Sq Ft

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 tenth year of operation will be rolled over into the renewal budget or returned to stakeholders. Also, if the funds are available in the ninth year of operations, costs for renewal may be expended. If the District is not renewed or terminated for any reason, unexpended funds will be returned to the property owners.

The Assessment Engineer (see attached Engineer's Report) has found that the general benefits (i.e. benefits to the general public and surrounding parcels outside the District) of the proposed improvements, activities and services represent 3% of the total benefits generated and, in turn, 3% of the costs of the BID funded improvements, activities and services provided. Thus, 3% of the total District costs will need to be funded by non-assessment revenue sources such as grants, donations, program income, etc.

Duration: The effective period of the BID is January 1, 2015 through December 31, 2024. At the conclusion of this term the BID may be renewed up to ten years. Assessments for the Fiscal Year beginning January 1, 2015 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2024 will be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The City of Los Angeles is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement this Management District Plan.

IV PROPOSED ASSESSMENT FORMULA

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

While there is only one benefit zone within the renewed District, there are "premium" streetscape service areas for parcels with street frontages along La Brea Avenue, Santa Monica Boulevard and/or Highland Avenue. The premium streetscape service area frontages require higher levels of programmed and response streetscape service than other "standard" area frontages in order to attain a high-quality level of cleanliness and appearance along these high activity transit and pedestrian corridors. Based on more intense land uses along premium area frontages, the

The projected program cost allocation for the 10 year BID term assuming a 3% maximum annual increase is as follows:

10 Year Projected District Special Benefit Costs (assumes 3% annual increase) (Assessment Revenue Only)

ACTIVITY	YR 1 - 2015	YR 2 - 2016	YR 3 - 2017	YR 4 - 2018	YR 5 - 2019
Streetscape Services	\$211,250	\$217,588	\$224,115	\$230,839	\$237,764
Security Services	\$644,300	\$663,629	\$683,538	\$704,044	\$725,165
Improvements and Marketing	\$42,250	\$43,518	\$44,823	\$46,168	\$47,553
Management/Administration	\$158,436	\$163,189	\$168,085	\$173,127	\$178,321
Total	\$1,056,236	\$1,087,923	\$1,120,561	\$1,154,178	\$1,188,803
ACTIVITY	YR 6 - 2020	YR 7 - 2021	YR 8 - 2022	YR 9 - 2023	YR 10 - 2024
Streetscape Services	\$244,897	\$252,244	\$259,811	\$267,605	\$275,633
Security Services	\$746,920	\$769,328	\$792,408	\$816,180	\$840,665
Improvements and Marketing	\$48,979	\$50,449	\$51,962	\$53,521	\$55,127
Management/Administration	\$183,671	\$189,181	\$194,856	\$200,702	\$206,723
Total	\$1,224,467	\$1,261,201	\$1,299,037	\$1,338,008	\$1,378,148

The Renewed HMD BID may increase the assessment for each individual parcel each year during the ten-year effective operating period, but in no event shall the assessment increase exceed 3% and must be approved by the Board of Directors, included in the Annual Planning Report and adopted by the City of Los Angeles City Council. The accrued interest and delinquent payments will be expended within the budgeted categories. The Board of the Directors of the Owners Association of the Renewed HMD 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. No bonds are to be issued in conjunction with this renewed BID.

Assessments for the Fiscal Year beginning January 1, 2015 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2024 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

year of operations, costs for renewal may be expended. If the District is not renewed or terminated for any reason, unexpended funds will be returned to the property owners.

PROGRAM & ACTIVITY BUDGET

The Renewed Hollywood Media District BID provides the following special benefit services for Year 1 – 2015 for each individually assessed parcel within the District:

Year 1 – 2015 District Special Benefit Cost Allocations (Assessment Revenue Only)

ACTIVITY	YR 1 - 2015	% of Total
Streetscape Services	\$211,250	20.0%
Security Services	\$644,300	61.0%
Improvements and Marketing	\$42,250	4.0%
Management/Administration	\$158,436	15.0%
Total	\$1,056,236	100.0%

The Assessment Engineer (see attached Engineer’s Report) has found that the general benefits (i.e. benefits to the general public and surrounding parcels outside the District with no general benefits to assessed parcels within the HMD BID) of the proposed improvements, activities and services represent 3% of the total benefits generated and, in turn, 3% of the costs of the BID funded improvements, activities and services provided. Thus, 3% of the total District costs will need to be funded by non-assessment revenue sources such as grants, donations, program income, etc. A delineation of both special and general benefit costs for each program element is shown in the table below:

Total Year 1 – 2015 - Special + General Benefit Costs

Service	YR 1 - 2015 Assessment Allocation	YR 1 - 2015 Non-Assessment Allocation	YR 1 - 2015 Total Allocation	% of Total
Streetscape Services	\$211,250	\$6,533.51	\$217,784	20.00%
Security Services	\$644,300	\$19,926.80	\$664,227	61.00%
Improvements & Marketing	\$42,250	\$1,306.70	\$43,557	4.00%
Management/Administration	\$158,436	\$4,900.08	\$163,336	15.00%
Total	\$1,056,236	\$32,667.09	\$1,088,903	100%

The programs, improvements and services are designed to specifically benefit identified assessed parcels within the BID boundaries. 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 HMD BID will proportionately benefit from the BID funded supplemental security, streetscape services, newsletter and website and administration. These services improve commerce, employment and livability for patrons, visitors, employees and residents of assessed parcels within the HMD BID by reducing crime, litter and debris, all considered detractors to visitors, commerce, occupancy rates and investment return if not contained and properly managed.

The Renewed HMD BID may increase the assessment for each individual parcel each year during the ten-year effective operating period, but in no event shall the assessment increase exceed 3% and must be approved by the Board of Directors, included in the Annual Planning Report and adopted by the City of Los Angeles City Council. The accrued interest and delinquent payments will be expended within the budgeted categories. The Board of the Directors of the Owners Association of the Renewed HMD 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. No bonds are to be issued in conjunction with this renewed BID.

Assessments for the Fiscal Year beginning January 1, 2015 and assessments for subsequent fiscal years, through and including the Fiscal Year ending December 31, 2024 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 tenth year of operation will be rolled over into the renewal budget or returned to stakeholders. Also, if the funds are available in the ninth

purposes of the BID and will only be provided for matters occurring to each individual assessed parcel within the BID boundaries, this program will constitute a "special benefit".

In summary, all of the above services, activities and improvements work together to provide a cleaner, safer and more marketable place for each assessed parcel in the district. 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 general commercial, industrial, retail, office, commercial parking, government, work-live lofts and a few scattered residential units. Services, programs and improvements provided 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.

It is noted that over 95% of the HMD BID funds are allocated to "clean and safe" programs and related management and operation expenses. The balance of funds are used for "Improvements and Marketing" which entails communication outlets such as a quarterly newsletter distributed to all assessed HMD BID stakeholders and a District website that announces important news, alerts, and issues for the use by and special benefit for assessed District stakeholders.

For general commercial, retail, office, commercial parking, industrial, and work-live loft uses within the HMD BID, each of these uses and assessed parcels specially benefit from BID funded programs and services through increased commerce, commercial rental income and commercial occupancies. BID funded clean and safe programs enhance each assessed parcel by improving the safety and aesthetic appearance of each assessed parcel for its business tenants, employees, customers, clients and visitors. The communication services (Improvements and Marketing) provide important and beneficial information, alerts and news to property and business owners of each assessed parcel within the HMD BID via quarterly newsletters and an active and informative District website.

For assessed publicly owned parcels and facilities, each of these assessed parcels specially benefit 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. In addition, the BID funded communication services (Improvements and Marketing) benefit assessed publicly owned parcels by announcing public events and activities held at these public facilities and apprise their employees of important District news, security issues and alerts and crime statistics.

For the few assessed residential uses within the BID (all located on non-residentially zoned parcels), these assessed parcels specially benefit from the clean and safe programs by improving the security and livability of tenants, increasing occupancies and increasing rental income. In addition, the communication services (Improvements and Marketing) benefit these residential uses by apprising owners and tenants of important District news, security issues and alerts and crime statistics.

Improvements and Marketing: Improvements and marketing activities will aim to improve the overall business image of the district with the goal of attracting and retaining businesses, jobs and investment. Initiatives must be designed to provide collective benefits to businesses and property owners. While annual work programs and budgets will be developed in collaboration with targeted stakeholders and approved by the owner's association, programs will be selected from a variety of options that may include the following:

- **Parking Availability:** The BID may support initiatives to better manage and increase the parking supply for area businesses.
- **Street Beautification:** The BID may pursue options to improve the visual appearance of the district including decorative banners, landscaping and trees, attractive directional signage and gateways.
- **Marketing and Community Relations:** The BID may carry out initiatives that strengthen the Hollywood Media District image. Examples include the district website targeting the informational needs of HMD BID property owners and business tenants and publication of the district newsletter for HMD BID property and business owners.

Assessed commercial parcels that receive these services attract more customers, employees, tenants and investors as a result of positive communications between and among BID parcels that will result in an enhanced marketing image of the District, thereby increasing business volume, sales transactions, occupancies, rental income, investment return. In the case of assessed publicly owned parcels, BID funded communication services (marketing) create better informed public employees, students, visitors, vendors and users of these public facilities. Further, in the case of residential uses, BID funded communication services (marketing) create better informed tenants, visitors and owners, which, in turn, enhance livability, increase occupancies and increase rental income.

Because the Improvements and Marketing program will only be provided to each individual assessed parcel within the BID boundaries, these improvements will constitute "special benefits"

BID Management & Administration: A non-profit corporation, with an elected Board of Directors shall be responsible for the District's program oversight and authorization for disbursement of funds. Support staff such as a manager, bookkeeper and others will be employed and/or contracted with to provide necessary services in program implementation and oversight and regular contact with the Board of Directors. This program element also includes City/County collection fees, assessment delinquencies and other variable expenses related to each program element. Any BID assessment funds remaining in the last two years of the proposed BID renewal term may be used to develop the renewal Management District Plan and Engineer's Report for the following renewal term.

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. Because this BID Management/Administration program exists only for the

The goal of the Streetscape Services component of the BID program is managing the appearance of the BID as an attractive and inviting place to work, transact business, shop, dine, obtain services, live and visit. The BID will promote a uniform standard of cleanliness for each parcel that will be apparent for each assessed parcel within the BID. The focus will be regular and continuous removal of paper and litter debris, disposal of leftover packing material and boxes, removal of graffiti, disposal of trash from trash receptacles, sidewalk sweeping, pressure washing, etc. A regular and systematic review of the entire BID area will be conducted to identify any areas that regularly reflect unsanitary or litter conditions. These services are to be provided only within the district boundaries.

The Streetscape Services will assist in enhancing the image of each individual assessed parcel in the BID area. This activity is designed to increase vehicular and pedestrian traffic within HMD that will increase commerce and customer activity, attract and retain new business and patrons for assessed parcels within the BID boundaries, as well as increase commercial rents and commercial occupancies. In the case of assessed publicly owned parcels, BID funded streetscape services provide enhanced facilities for their employees, students, visitors, vendors and users of these public facilities. Further, in the case of assessed residential uses, BID funded programs and services improve the aesthetic appeal for tenants, visitors and owners, which, in turn, increase occupancies and rental income. Because these Streetscape Services will only be provided to each individual assessed parcel within the BID boundaries, these improvements will constitute "special benefits".

Security: The Security patrols will assist in creating a safe and secure environment to each individual assessed parcel in the HMD BID. This activity is 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 within the BID boundaries. In the case of assessed publicly owned parcels, BID funded security programs and services provide safer and enhanced facilities for their employees, students, visitors, vendors and users of these public facilities. Further, in the case of assessed residential uses, BID funded security programs and services improve the security for tenants, visitors and owners, which, in turn, increase occupancies and rental income.

Uniformed security patrols will provide a variety of public safety services by assisting visitors and employees, support police crime prevention efforts to reduce the incidence of crime and reduce nuisance activities, and productively address the challenges associated with street populations. Deployment of safety patrols will include both bicycle and auto patrols. The proposed service frequencies for public safety deployment will be 24 hours/day - 7 days/week. Patrols will be deployed throughout the district. Deployment will include regular patrols plus redeployment as needed to respond to calls for service and trouble spots.

Each assessed parcel will benefit because the Security and Safety services will only be provided to each individual assessed parcel within the BID boundaries, therefore, these services constitute "special benefits".

provide important and beneficial information, alerts and news to property and business owners of each assessed parcel within the HMD BID via quarterly newsletters and an active and informative District website.

For assessed publicly owned parcels and facilities, each of these parcels specially benefit 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. In addition, the BID funded communication services (Improvements and Marketing) benefit publicly owned parcels by announcing public events and activities held at these public facilities and apprise employees of important District news, security issues and alerts and crime statistics.

For the few assessed residential uses within the BID (all located on non-residentially zoned parcels), these parcels specially benefit from the clean and safe programs by improving the security and livability of tenants, increasing occupancies and increasing rental income. In addition, the communication services (Improvements and Marketing) benefit these residential uses by apprising owners and tenants of important District news, security issues and alerts and crime statistics.

The Renewed Hollywood Media District BID will provide the following services for each individual parcel assessed in the BID:

Streetscape Services: Uniformed clean teams will provide enhanced maintenance services, including sidewalk sweeping and litter removal, bus stop cleaning, sidewalk washing, graffiti removal and “Rapid Response Team” for clean-up of unusual maintenance problems, such as illegal dumping. A higher frequency of maintenance service is proposed for the “Premium Service Areas” since these areas have higher traffic counts, public bus service and significantly more usage by pedestrians. In turn, the premium service areas have more litter, debris, food and drink spills and gum stains than standard service areas and require more servicing in order to attain a high quality physical appearance of premium service area parcels. The premium service areas includes the La Brea Boulevard, Highland Avenue and Santa Monica Boulevard corridors. The frequency of streetscape services is as follows:

ACTIVITY	STANDARD SERVICE AREA	PREMIUM SERVICE AREA
Sidewalk Sweeping & Litter Removal	2 times per week	5 times per week
Alley Cleaning	1 time per week	1 time per week
Bus Stop Cleaning	None	Weekly
Sidewalk Washing	Quarterly	Weekly
Graffiti removal & “Rapid Response” Team	As Needed	As Needed

areas and thus, parcels with premium area frontages will share a higher proportionate percentage of the District streetscape services and related costs. Premium area frontages are heavily trafficked by both vehicular and pedestrian traffic including buses and bus stops, thereby requiring more streetscape services to address additional litter, debris, food and drink grime and gum stains than other standard area street frontages.

All identified parcels within the above-mentioned boundaries shall be assessed to fund special benefit programs, services and improvements as outlined in this Plan as well as the attached Engineer's Report. Services, programs and improvements will only be provided to these assessed parcels inside the District boundaries and none will be provided outside of the District boundaries. Each assessed parcel and land use within the HMD BID will proportionately benefit from the BID funded supplemental security, streetscape services, newsletter and website and administration. These services improve commerce, employment and livability for patrons, visitors, employees and residents within the HMD BID by reducing crime, litter and debris, all considered detractors if not contained and properly managed. All BID funded services and improvements are considered supplemental above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of assessed parcels within the boundaries of the HMD BID. "Special benefit" is defined in "Finding 2" of the attached Engineer's Report

III. Proposed 10 Year BID Work Plan and Budget

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 general commercial, industrial, retail, office, commercial parking, government, work-live lofts and a few scattered residential units. Services, programs and improvements provided 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.

It is noted that over 95% of the HMD BID funds are allocated to "clean and safe" programs and related management and operation expenses. The balance of funds are used for "Improvements and Marketing" which entails communication outlets such a quarterly newsletter distributed to all assessed HMD BID stakeholders and a District website that announces important news, alerts, and issues for the use by and special benefit for assessed District stakeholders.

For general commercial, retail, office, commercial parking, industrial, and work-live loft uses within the HMD BID, each of these uses and assessed parcels specially benefit from BID funded programs and services through increased commerce, commercial rental income and commercial occupancies. BID funded clean and safe programs enhance each assessed parcel by improving the safety and aesthetic appearance of each assessed parcel for its business tenants, employees, customers, clients and visitors. The communication services (Improvements and Marketing)

thence south from this point along said centerline of Las Palmas Avenue to the centerline of Willoughby Avenue; thence west along said centerline of Willoughby Avenue to the northern prolongation of the centerline of that alley lying parallel to and east of Highland Avenue; thence south from this point along said alley centerline to the centerline of Melrose Avenue; thence west from this point along said centerline of Melrose Avenue to the centerline of Citrus Avenue; thence north from this point along said centerline of Citrus Avenue to the centerline of that alley lying parallel to and north of Melrose Avenue; thence east along said alley centerline to the centerline of that alley lying parallel to and west of Highland Avenue; thence north from this point along said alley centerline to the centerline of Willoughby Avenue; thence west along said centerline of Willoughby Avenue to the centerline of Citrus Avenue; thence north from this point along said centerline of Citrus Avenue to the eastern prolongation of the southern property line of APN 5532-011-044; thence west along said southern property line of said APN 5532-011-044, continuing across Mansfield Avenue, west along the southern property line of APN 5532-010-064 and APN 5532-010-057, continuing across Orange Dr, west along the southern property line of APN 5532-010-052 and APN 5532-010-047 to the centerline of Sycamore Avenue; thence south from this point along said centerline of Sycamore Avenue to the centerline of Willoughby Avenue; thence west from this point along said centerline of Willoughby Avenue to the centerline of Formosa Avenue.

Western Boundary

Beginning at the southwest corner of the HMD BID, the intersection of the centerlines of Willoughby Avenue and Formosa Avenue; thence north from this point along the centerline of Formosa Avenue to the centerline of Romaine Avenue; thence east from this point along said centerline of Romaine Avenue to the southern prolongation of the western property line of APN 5531-014-014; thence north from this point along said western property line of said APN 5531-014-014, continuing along the western property line of APN 5531-014-013, APN 5531-014-012, APN 5531-014-023, APN 5531-014-009 and APN 5531-014-008 to the centerline of that alley lying parallel to and south of Santa Monica Boulevard; thence east from this point along said alley centerline to the southern prolongation of the western property line of APN 5531-014-002; thence north along said western property line of said APN 5531-014-002 to the centerline of Santa Monica Boulevard; thence east from this point along said centerline of Santa Monica Boulevard to the southern prolongation of the western property line of APN 5531-013-021; thence north along said western property line of said APN 5531-013-021, to the true point of beginning.

While there is only one benefit zone within the renewed District, there are “premium” streetscape service areas for parcels with street frontages along La Brea Avenue, Santa Monica Boulevard and/or Highland Avenue. The premium streetscape service area frontages require higher levels of programmed and response streetscape service than other “standard” area frontages in order to maintain a high-quality level of cleanliness and appearance along these high activity transit and pedestrian corridors. Based on more intense land uses and activity along premium area frontages, the programmed and responsive levels of streetscape service are greater than those in standard frontage

5533-014-008, APN 5533-014-024, APN 5533-014-023, APN 5533-014-005, APN 5533-014-901 and APN 5533-014-900 to the southern property line of APN 5533-014-001; thence west from this point along said southern property line of said APN 5533-014-001, continuing along the southern property line of APN 5533-014-002 to the centerline of Wilcox Avenue; thence north from this point along said centerline of Wilcox Avenue to the prolongation of the southern property line of APN 5533-013-001; thence west from this point along said southern property line of said APN 5533-013-001, continuing along the southern property line of APN 5533-013-002, APN 5533-013-028 and APN 5533-013-005 to the centerline of Hudson Avenue; thence north from this point along said centerline of Hudson Avenue to easterly prolongation of the southern property line of APN 5533-012-028; thence west from this point along said southern property line of APN 5533-012-028, continuing along the southern property line of APN 5533-012-002 to the eastern property line of APN 5533-012-032; thence south from this point along said eastern property line of said APN 5533-012-032, continuing south along eastern property line of APN 5533-012-022, APN 5533-012-021, APN 5533-012-020, APN 5533-012-019, APN 5533-012-018, APN 5533-012-017 and APN 5533-012-025 to the centerline of Romaine Street; thence east along said centerline of Romaine Street to the centerline of Hudson Avenue; thence south from this point along said centerline of Hudson Avenue to the easterly prolongation of the southern property line of APN 5533-023-003; thence west from this point along said southern property line of APN 5533-023-003 to the eastern property line of APN 5533-023-026; thence south from this point along said eastern property line of said APN 5533-023-026, continuing south along eastern property line of APN 5533-023-027, bisecting said APN 5533-023-027 in two places, continuing across Willoughby Avenue and the eastern property line of APN 5533-025-018, APN 5533-020-017, APN 5533-020-028, APN 5533-020-025, APN 5533-020-026, APN 5533-020-013, APN 5533-020-012, APN 5533-020-011, APN 5533-020-010, APN 5533-020-009, APN 5533-020-008, continuing across Waring Avenue and south along the eastern property line of APN 5533-036-024, APN 5533-036-023, APN 5533-036-022, APN 5533-036-021, APN 5533-036-026, APN 5533-036-017, APN 5533-036-016 and APN 5533-036-015 to the northern property line of APN 5533-036-025; thence east from this point along said northern property line of said APN 5533-036-025 to the centerline of Hudson Avenue; thence south along said centerline of Hudson Avenue to the centerline of Melrose Avenue; thence west from this point along said centerline of Melrose Avenue to the southerly prolongation of the western property line of APN 5533-037-024; thence north from this point along said western property line of said APN 5533-037-024, continuing north along the western property line of APN 5533-037-023, APN 5533-037-005, APN 5533-037-004, APN 5533-037-003, APN 5533-037-002, APN 5533-037-001, across Waring Avenue, continuing north along the western property line of APN 5533-024-026, APN 5533-024-004, APN 5533-024-003, APN 5533-024-023, APN 5533-024-0029, APN 5533-024-0028, APN 5533-024-021, APN 5533-024-020, and APN 5533-024-001 to the centerline of Willoughby Avenue; thence east along said centerline of Willoughby Avenue to the southerly prolongation of the western property line of APN 5532-015-048; thence north from this point along said western property line of said APN 5532-015-048, continuing north along western property line of APN 5532-015-047 and APN 5532-015-046 to the centerline of Barton Avenue; thence west from this point along said centerline of Barton Avenue to the centerline of Las Palmas Avenue;

said APN 5533-009-902, continuing along the northern property line of APN 5533-009-031 and APN 5533-009-030 to the centerline of Cole Avenue; thence south from that point to the centerline of that alley lying parallel to and north of Santa Monica Boulevard; thence east along said alley centerline across Cahuenga Boulevard, continuing along the northern property line of APN 5533-008-024 to the eastern property line of said APN 5533-008-024; thence south along said eastern property line of said APN 5533-008-024 to the northern property line of APN 5533-008-011; thence east along said northern property line of said APN 5533-008-011, continuing along the northern property of APN – 5533-008-012 to the centerline of Lillian Way; thence south from that point along said centerline of Lillian Way to the western prolongation of the northern property line of APN 5533-007-013; thence east from that point along said northern property line of said APN 5533-007-013, continuing along the northern property line of APN 5533-007-012, APN 5533-007-035, APN 5533-007-034 and APN 5533-007-032 to the centerline of Vine Street.

Eastern Boundary

Beginning at the northeast corner of the HMD BID, a point along the centerline of Vine Street and the eastern prolongation of the northern property line of APN 5533-007-032; thence south along said centerline of Vine Street to the centerline of Waring Avenue; thence west along said centerline of Waring Avenue to the centerline of Lillian Way; thence south along said centerline of Lillian Way to the easterly prolongation of the southern property line of APN 5533-032-025; thence west along said southern property line of said APN 5533-032-025 to the eastern property line of APN 5533-032-002; thence south along said eastern property line of said APN 5533-032-002, continuing along the eastern property line of APN 5533-032-003, APN 5533-032-004, APN 5533-032-005, APN 5533-032-029, APN 5533-032-030, APN 5533-032-009 and APN 5533-032-011 to the northern property line of APN 5533-03-014; thence east along said northern property line of APN 5533-03-014 to the centerline of Lillian Way; thence north along said centerline of Lillian Way to the westerly prolongation of the northern property line of APN 5533-031-030; thence east along said northern property line of APN 5533-031-030 to the western property line of APN 5533-031-024; thence north along said western property line of APN 5533-031-024 to the centerline of Lillian Way; thence east along said centerline of Lillian Way to the centerline of Vine Street; thence south along said centerline of Vine Street to the centerline of Melrose Avenue.

Southern Boundary

Beginning at the southeast corner of the HMD BID, the intersection of the centerline of Vine Street and Melrose Avenue; thence west along said centerline of Melrose Avenue to the centerline of Cole Avenue; thence north from this point along said centerline of Cole Avenue to the centerline of Willoughby Avenue; thence west from this point along said centerline of Willoughby Avenue to the southerly prolongation of the western property line of APN 5533-021-012; thence north along said western property line of said APN 5533-021-012, continuing along the western property line of APN 5533-021-011, APN 5533-021-010, APN 5533-021-009, APN 5533-021-008, APN 5533-021-028, APN 5533-021-005, APN 5533-021-037, APN 5533-021-002 and APN 5533-021-030; across Romaine Avenue and continuing along the western property line of APN 5533-014-020, APN

east along said segmented northern property line of said APN 5531-013-021 past the centerline of Sycamore Avenue to the northern property line of APN 5532-016-029, continuing east along said northern property line of said APN 5532-016-029 to the eastern property line of said APN 5532-016-029; thence south along said eastern property line of said APN 5532-016-029 to the northern property line of APN 5532-016-027; thence east along said northern property line of said APN 5532-016-027 to the centerline of Orange Dr; thence north from this point to the westerly prolongation of the northern property line of APN 5532-017-020; thence east along said northern property line of said APN 5532-017-020 to the western property line of APN 5532-017-019; thence north along said western property line of said APN 5532-017-019 to the centerline of Lexington Avenue; thence east along said centerline of Lexington Avenue to the southerly prolongation of the western property line of APN 5532-006-028; thence north from that point along said western property line of said APN 5532-006-028, bisecting said APN 5532-006-028 to the western property line of APN 5532-006-007; thence north along said western property line of said APN 5532-006-007, continuing north along the western property lines of APN 5532-006-029, APN 5532-006-024 and APN 5532-006-001 to the centerline of Fountain Avenue; thence west to the intersection of the southerly prolongation of the centerline of that alley lying parallel to and west of Highland Avenue; thence north from that point along said alley centerline to the centerline of Delongpre Avenue; thence east from that point along said Delongpre Avenue centerline, across Highland Avenue to the northerly prolongation of that alley lying parallel to and east of Highland Avenue; thence south from that point along said alley centerline to the centerline of Fountain Avenue; thence west along said Fountain Avenue centerline to the northerly prolongation of the eastern property line of APN 5532-005-028; thence south from that point along said eastern property line of said APN 5532-005-028, bisecting APN 5532-005-040 to the eastern property line of APN 5532-005-004; thence south from that point along said eastern property line of said APN 5532-005-004, continuing south along the eastern property line of APN 5532-005-032, bisecting APN 5532-005-041 and continuing along the eastern property line of APN 5532-005-041, APN 5532-005-011 and APN 5532-005-013 to the centerline of Lexington Avenue; thence east from that point along said centerline of Lexington Avenue to the centerline of Seward Street; thence south from that point along said centerline of Seward Avenue to the westerly prolongation of the northern property line of APN 5533-011-021; thence east from that point along said northern property line of APN 5533-011-021 to the eastern property line of said APN 5533-011-021; thence south along said eastern property line of said APN 5533-011-021, continuing south along the eastern property line of APN 5533-011-020 to the northern property line of APN 5533-011-003; thence east along said northern property line of said APN 5533-011-003, continuing across Hudson Avenue and along the northern property line of APN 5533-010-041 to the western property line of APN 5533-010-017; thence north along said western property line of said APN 5533-010-017 to the northern property line of said APN 5533-010-017; thence east along said northern property line of said APN 5533-010-017 to the centerline of Wilcox Place; thence north along said centerline of Wilcox Place to the westerly prolongation of the northern property line of APN 5533-010-005; thence east from that point along said northern property line of said APN 5533-010-005 to the centerline of Wilcox Avenue; thence north from that point to the westerly prolongation of the northern property line of APN 5533-009-902; thence east from that point along said northern property line of

Miscellaneous Boundary Discussion

7. Two existing property BIDs border the HMD BID – the Sunset and Vine BID on the northeast, and the Melrose Avenue BID on the southwest. State Law precludes two property BIDs from overlapping, and thus, any parcels located within these other BIDs are not included in the HMD BID.
8. Proposed expansion area #1 includes 15 parcels on the block west of the current HMD BID boundary bounded by La Brea, Willoughby, Formosa and Romaine. This block currently reflects similar media related industrial/commercial land uses to those on the east side of La Brea. It is the opinion of the Assessment Engineer that these 15 parcels would receive special benefit from BID funded services.
9. Proposed expansion area #2 includes 3 commercial parcels on the block southeast of the current HMD BID boundary, bounded roughly by Vine, Melrose, Lillian Way and Waring. This block reflects similar commercial land uses to those along the west side of Vine within the HMD BID. It is the opinion of the Engineer that these 3 commercial parcels would receive special benefit from BID funded services. It is noted that 2 other parcels on the northwest portion of this block, while zoned LAC2, contain multi-unit residential apartments. It is the opinion of the Engineer that these 2 parcels represent the beginning of the residential neighborhood to the west of this location and have no relationship to the television and movie studio and related media land uses within the core HMD BID. For this reason, these parcels are excluded from inclusion in the HMD BID. No direct or tangible BID funded services and improvements will be provided to these 2 parcels nor will any special benefits be conferred upon them.
10. Proposed expansion area #3 includes 16 parcels on the block of Highland Avenue north of the current HMD BID boundary between Fountain and DeLongpre. This block currently reflects similar media related industrial/commercial land uses to those along Highland Avenue south of Fountain. It is the opinion of the Assessment Engineer that these 16 parcels would receive special benefit from BID funded services.

Boundary Description:

The boundary of the renewed Hollywood Media District Business Improvement District and parcels within it are shown on the map of the HMD BID attached as Appendix 2 to this Plan along with a Map Number Index tying map numbers with Assessor Parcel Numbers and site addresses. The exterior perimeter boundaries, including 3 expansion areas, are more specifically described as follows:

Northern Boundary

Beginning at the northwest corner of the HMD BID, at the northwest corner of APN 5531-013-021; thence east from the point of beginning along the segmented northern property line of said APN 5531-013-021 to the segmented western property line of said APN 5531-013-021; thence north along said 5531-013-021 segmented western property line of said APN 5531-013-021 to the segmented northern property line of said APN; thence

BID funded services and improvements will be provided to parcels north of DeLongpre nor will any special benefits be conferred upon them.

Eastern Boundary

3. While much of the area on the east side of Vine and Santa Monica east of Vine is commercial in nature, it represents a general automobile related commercial strip land use pattern, much different than the television and movie studio and related media type land uses found throughout the HMD BID. These general automobile oriented commercial parcels east of Vine do not coincide with the HMD BID land use patterns nor provide ancillary commercial support for the television and movie studio activities, and thus, are not included in the HMD BID. No direct or tangible BID funded services and improvements will be provided to parcels east of Vine nor will any special benefits be conferred upon them.

Southern Boundary

4. Along the south, parcels generally between Willoughby and Melrose between La Brea and Vine, except along Highland, Seward, Cole, Cahuenga and Vine are all zoned solely residential and precluded by State Law from BID assessments, and thus, are not included in the HMD BID.
5. While much of the area along Melrose is commercially developed, it represents a general automobile related commercial strip land use pattern, much different than the television and movie studio and related media type land uses found throughout the HMD BID. These general automobile oriented commercial parcels along Melrose and south do not coincide with the HMD BID land use patterns nor provide ancillary commercial support for the television and movie studio activities, and thus, are not included in the HMD BID. No direct or tangible BID funded services and improvements will be provided to parcels along Melrose and south nor will any special benefits be conferred upon them.

Western Boundary

6. While both sides of La Brea between Romaine and DeLongpre are commercially developed, they lie within the City of West Hollywood and cannot, without consent of the West Hollywood City Council, be included within a City of Los Angeles business improvement district. Since there is no such consent, parcels located within the City of West Hollywood are not included in the HMD BID. No direct or tangible BID funded services and improvements will be provided to parcels within the City of West Hollywood nor will any special benefits be conferred upon them.

- b. APN 5532-006-028 extends from Highland to Citrus just north of Lexington. The east part of this parcel is Zoned LAC2 and the west part, a parking lot, is zoned LAR3 (solely residential and precluded by State Law from being assessed). Only the part zoned LAC2 will be included in the HMD BID and assessed. The part zoned LAR3 will not be included in the HMD BID nor assessed. No direct or tangible BID funded services and improvements will be provided to the western part of this parcel with Citrus frontage nor will any special benefits be conferred upon it.
 - c. APN 5532-005-040 extends from Highland east to McCadden. The west part of this parcel is Zoned LAC2 and the east part, private classroom buildings, is zoned LARD1.5 (solely residential and precluded by State Law from being assessed). Only the part zoned LAC2 will be included in the HMD BID and assessed. The part zoned LARD1.5 will not be included in the HMD BID nor assessed. No direct or tangible BID funded services and improvements will be provided to the eastern part of this parcel with McCadden frontage nor will any special benefits be conferred upon it.
 - d. APN 5532-005-041 extends from Highland east to McCadden. The west part of this parcel is Zoned LAC2 and the east part, a parking lot is zoned LARD1.5 (solely residential and precluded by State Law from being assessed). Only the part zoned LAC2 will be included in the HMD BID and assessed. The part zoned LARD1.5 will not be included in the HMD BID nor assessed. No direct or tangible BID funded services and improvements will be provided to the eastern part of this parcel with McCadden frontage nor will any special benefits be conferred upon it.
 - e. The four parcels on the east side of Seward just south of Lexington are Zoned M1 – APN 5533-011-013, 014, 015, and 016. The latter 3 parcels contain multi-unit residential apartments and the former (the northern-most) a parking lot. It is the opinion of the Engineer that these four parcels represent the beginning of the residential neighborhood to the north and east of this location and have no relationship to the television and movie studio and related media land uses within the core HMD BID. For this reason, these parcels are excluded from inclusion in the HMD BID. No direct or tangible BID funded services and improvements will be provided to these four parcels nor will any special benefits be conferred upon them.
2. While much of the area along Highland north of DeLongpre is commercially developed, it represents a general automobile related commercial strip land use pattern, much different than the television and movie studio and related media type land uses found south of DeLongpre along Highland and throughout the balance of the HMD BID. These general automobile oriented commercial parcels north of DeLongpre do not coincide with the HMD BID land use patterns nor provide ancillary commercial support for the television and movie studio activities, and thus, are not included in the HMD BID. No direct or tangible

The above-cited "zoned solely residential" assessment exemption does not apply to residential land uses on non-residential zoned parcels. In the opinion of the Engineer with nearly 40 years of professional assessment engineering experience and based on the nature of the services funded and provided by the HMD BID (over 95% allocated to "clean and safe and related administration"), residential land uses that are located within the HMD BID will receive proportionate special benefits from direct and tangible BID services and will be proportionately assessed as noted within this Plan and the attached Engineer's Report. Each assessed parcel and land use within the HMD BID will proportionately benefit from the BID funded supplemental security, streetscape services, newsletter and website and administration. These services improve commerce, employment and livability for patrons, visitors, employees and residents within the HMD BID by reducing crime, litter and debris, all considered detractors to commerce, occupancy rates, livability and investment return if not contained and properly managed.

Boundary Justification

The perimeter boundary of the renewed Hollywood Media District BID is generally bounded by Lexington/DeLongpre Avenues on the north, Vine Street on the east, Melrose/Willoughby Avenues on the south and La Brea Avenue on the west. Due to several legal and land use related circumstances the actual HMD BID boundaries within the broadly defined limits described above are irregular. These special circumstances are described as follows:

Northern Boundary

1. Along the north, all parcels lying generally between DeLongpre and Lexington between La Brea and Vine, except along Highland, Vine and La Brea are residentially zoned and developed and precluded from BID assessments by virtue of State Law and will have no special benefits conferred on them, and thus, are not included in the HMD BID. A few unique situations are described as follows:
 - a. There is a 36 unit apartment building located at the northern HMD BID boundary on the west side of Orange north of Santa Monica Blvd. This apartment complex straddles three parcels – APN 5532-016-024, 025 and 054. The first 2 parcels, APN 5532-016-024 and 025 (northern-most) are zoned LAR3 (solely residential and precluded by State Law from being assessed). The third parcel is zoned LAC2 and while it could be assessed, is tied developmentally to two non-assessable parcels to the north. It is the opinion of the Engineer that all 3 parcels should be excluded from inclusion in the HMD BID by virtue of the residential land use, the predominant underlying residential zoning designation which is precluded by State Law from being assessed and the location on the northern HMD BID perimeter boundary. No direct or tangible BID funded services and improvements will be provided to these parcels nor will any special benefits be conferred upon them.

II. BUSINESS IMPROVEMENT DISTRICT BOUNDARIES

Setting

The HMD BID is located in the Hollywood area of Los Angeles just south of the famous Sunset Boulevard and Hollywood Boulevard entertainment corridors, just east of the West Hollywood City limit, north and northeast of the also famous Melrose Avenue shopping and dining corridor and west of Vine Street. 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 general commercial, industrial, retail, office, live-work lofts, commercial parking, government and a few scattered residential units. (See Benefit Analysis section starting on page 12 of the Engineer's Report for a detailed discussion of special benefits for each land use category). The HMD BID is anchored by several large campus-like television and motion picture studios and hundreds of media support and design oriented businesses and facilities. Also located within the HMD BID along Santa Monica Boulevard is "Theatre Row Hollywood" which features a dozen live theaters with over 20 stages that feature dramatic plays, musicals and comedies. There are also several night clubs featuring live music and dancing. Interwoven around this commercial-industrial District are pockets of mature residential neighborhoods ranging from single family dwellings to multi-unit apartment buildings. More recently, there have been newer work-live "loft" condominiums built along the commercial-industrial streets within the HMD BID which house media related businesses with ancillary built-in residential components. In addition, there are at least two proposed large mixed-use developments within the HMD BID with primary ground floor commercial uses and secondary multi upper floor apartment units.

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." Based on this State Law provision, the HMD BID boundaries are intentionally scribed to exclude parcels zoned solely residential since State Law conclusively presumes that such parcels will not benefit from BID funded improvements and services and cannot be assessed. No direct or tangible BID funded services and improvements will be provided to these parcels nor will any special benefits be conferred upon them.

It is noted that this section of State Law does not address the actual land use on parcels zoned solely residential; only the underlying zoning designation. There are several parcels on the perimeter of the HMD BID that are zoned solely residential but have commercial-industrial land uses. But for their underlying residential zoning, these parcels would be included in the HMD BID. Since State Law conclusively presumes that they will not benefit from BID funded improvements and services by virtue of their underlying zoning designation, they are excluded. No direct or tangible BID funded services and improvements will be provided to such parcels nor will any special benefits be conferred upon them.

I. MANAGEMENT PLAN SUMMARY

The Hollywood Media District (HMD) property-based Business Improvement District (BID) is being renewed for a 10 year period by a consortium of business and property owners within the HMD. The HMD is anchored by numerous large television and motion picture studios, performing arts theaters and related media support industries. The HMD BID was originally formed in 1999 for a 5 year term and was renewed and expanded in 2004 for another 10 year term. The purpose of the HMD BID renewal is to continue to provide and manage supplemental services and programs for this important business center, including a "clean and safe" program, a marketing/improvement program, and related management. The BID renewal will enable the District property owners, working as a unit, to continue funding needed property related services and programs above what can be provided by tax supported City of Los Angeles base level services.

- Name:** The name of the District is the Hollywood Media District Business Improvement District (HMD BID).
- Location:** The HMD BID is centered along Santa Monica Boulevard and Highland Avenue and is bounded roughly by La Brea Boulevard on the west, Lexington/DeLongpre Avenues on the north, Vine Street on the east and Willoughby/Melrose Avenues on the south.
- Zones:** While there is only one benefit zone within the renewed District, there are premium streetscape service areas for parcels with street frontages along La Brea Avenue, Santa Monica Boulevard and/or Highland Avenue. The premium streetscape service area frontages require higher levels of programmed and response streetscape service than other "standard" area frontages in order to maintain a high-quality level of cleanliness and appearance along these high activity pedestrian corridors.
- Services:** Streetscape, security, marketing/improvements and related management and operation services.
- Finance:** Benefit assessment of 526 parcels of real property. This includes three expansion areas comprised of 34 parcels.
- Budget:** BID assessment revenue for Year 1-2015 is projected to be \$1,056,236. Additional Year 1 revenues of approximately \$32,667 will fund 3% in general benefit costs, and will be derived from other non-assessment sources for a total projected Year 1 budget of approximately \$1,088,903.
- Formula:** Year 1 -2015 regular property assessment rates per parcel are 6.715 cents per square foot of land, plus 6.715 cents per square foot of building, plus \$5.50 per linear foot of street frontage along La Brea Avenue, Santa Monica Boulevard and/or Highland Avenue and \$2.75 along all other street frontages within the BID. An overall building area cap of 2 times the land area (i.e. floor area ratio - F.A.R.) shall be used for calculating the building area portion of assessments. Land area assessment rates for completely enclosed campus-like complexes shall be reduced to 50% between 100,000 and 200,000 sq ft and 0% over 200,000 sq ft.
- Cap:** Assessment increases are capped at a maximum of 3% per year.
- Renewal:** District renewal is a two-step process. First, petitions signed by District property owners representing at least 50% of the total assessment to be levied must be secured. Second, property owners will be sent a ballot to vote on the District renewal. Returned ballots in support of the District renewal must outweigh those in opposition based on the amount of assessment to be levied.
- Duration:** The renewed BID will have a term of ten (10) years. After ten years, the petition and balloting process must be repeated in order to renew the district and continue to levy assessments.