

City of Los Angeles

CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF
CITY CLERK
**Neighborhood and Business
Improvement District Division**

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MIRANDA PASTER
ACTING DIVISION HEAD

March 4, 2014

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

Council Districts 4 & 13

REGARDING: THE EAST HOLLYWOOD (PROPERTY-BASED) BUSINESS
IMPROVEMENT DISTRICT'S 2014 FISCAL YEAR ANNUAL
PLANNING REPORT

Honorable Members:

The Office of the City Clerk has received the Annual Planning Report for the East Hollywood Property Business Improvement District's ("District") 2014 fiscal year (CF 13-0199). The owners' association of the District has caused to be prepared the Annual Planning Report for City Council's consideration. In accordance with Section 36600 et seq. of the California Streets and Highways Code ("State Law"), an Annual Planning Report for the District must be submitted for approval by the City Council. The East Hollywood Property Business Improvement District's Annual Planning Report for the 2014 fiscal year is presented with this transmittal for City Council's consideration as "Attachment 1."

BACKGROUND

The East Hollywood Property Business Improvement District was established on September 14, 2011 by and through the City Council's adoption of Ordinance No. 181881, which confirmed the assessments to be levied upon properties within the District, as described in the District's Management District Plan. The City Council established the District pursuant to State Law.

ANNUAL PLANNING REPORT REQUIREMENTS

The State Law requires that the District's owners' association shall cause to be prepared, for City Council's consideration, an Annual Planning Report for each fiscal year for which assessments are to be levied and collected to pay for the costs of the planned District improvements and activities. The Annual Planning Report shall be filed

with the City Clerk and shall refer to the district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following: any proposed changes in the boundaries of the district or in any benefit zones within the district; the improvements and activities to be provided for that fiscal year; an estimate of the cost of providing the improvements and the activities for that fiscal year; the method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year; the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and the amount of any contributions to be made from sources other than assessments levied.

The attached Annual Planning Report complies with the requirements of the State Law and reports that programs will continue, as outlined in the Management District Plan adopted by the District property owners. The City Council may approve the Annual Planning Report as filed by the District's owners' association or may modify any particulars contained in the Annual Planning Report, in accordance with State Law, and approve it as modified.

FISCAL IMPACT

There is no impact to the General Fund associated with this action.

RECOMMENDATIONS

That the City Council:

1. FIND that the attached Annual Planning Report for the East Hollywood Property Business Improvement District's 2014 fiscal year complies with the requirements of the State Law.
2. ADOPT the attached Annual Planning Report for the East Hollywood Property Business Improvement District's 2014 fiscal year, pursuant to the State Law.

Sincerely,



Holly L. Wolcott
Interim City Clerk

HLW:MCP:RMH:ev

Attachment: East Hollywood Property Business Improvement District's 2014 Fiscal Year Annual Planning Report

**EAST HOLLYWOOD
BUSINESS
IMPROVEMENT
DISTRICT**

7018 Hollywood Blvd., Hollywood, CA 90028
MAIN (323) 469-8311 FAX (323) 469-2805

Attachment |

December 13, 2013

Ms. Holly Wolcott
Office of the City Clerk
200 N. Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood PBID Annual Planning Report 2014

Dear Ms. Wolcott:

As required by the Property and Business Improvement District Law of 1994, California Street and Highways Code Section 36650, the Board of Governors of the East Hollywood Business Improvement District has caused this East Hollywood Property Business Improvement District Annual Planning Report to be prepared at its meeting on December 5, 2013.

This report covers proposed activities of the East Hollywood BID from January 1, 2014 through December 31, 2014.

On behalf of the board of the East Hollywood BID, and the Hollywood Chamber of Commerce, which administers this business improvement district, I would like to express our appreciation to the staff of the Special Assessments Section of the City Clerk's office for your continued support and guidance in ensuring the BID's compliance.

Sincerely,



Nicole Shahanian
Executive Director

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ADMINISTRATIVE
SERVICES DIVISION

***East Hollywood
Property Business Improvement
District***

2014 Planning Report

Prepared by:

**Hollywood Chamber of Commerce
7018 Hollywood Blvd.
Hollywood, CA 90028
(323)469-8311 – phone
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East Hollywood Property Business Improvement District

Board of Directors and Officers

Jeff Zarrinam
Hollywood Hotel
Chair

David Devine
Property Owner
Governor

Jacques Massachi
Property Owner
Vice Chair

Catherine Gaughen
Kaiser Permanente
Governor

Michael Swanson
Hollywood Presbyterian Medical
Center
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Edie Reuveni
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Representative for Larry Worchell
Property Owner
Governor

James Underdown
Center for Inquiry
Governor

Paul Carlson
Los Angeles City College Foundation
Governor

District Name: East Hollywood Property Business Improvement District (EHBID)

Fiscal Year of Report: This report applies to the 2014 Fiscal year only.

Boundaries: The District will deliver services along the East Hollywood commercial corridor. The District includes commercially zoned parcels along Vermont Avenue from Highway 101 north to Hollywood Boulevard; along Hollywood Boulevard from Vermont Avenue west to Edgemont Street; and along Sunset Boulevard from Edgemont Street east to Lyman Place. The District is generally comprised of commercially-zoned parcels with street frontage along Vermont Avenue, Sunset Boulevard, and Hollywood Boulevard, and includes some public-use parcels. There have been no changes to the boundaries of the East Hollywood BID.

Benefit Zones/Basis of Assessment:

District boundaries and benefit zones were developed based on the special benefits to be received by individual assessable parcels along the major commercial corridors of Vermont Avenue, Hollywood Boulevard, Sunset Boulevard, and Edgemont Street. *There are no proposed changes to the benefit zones.*

The boundaries of the three benefit zones are as follows:

Zone 1: Zone 1 includes parcels fronting the east side of Vermont Avenue between the south side of Hollywood Boulevard and the north side of Sunset Drive; parcels fronting the north side of Sunset Boulevard between the east side of Vermont Avenue and the west side of Rodney Drive; parcels fronting the south side of Sunset Boulevard between the west side of Edgemont Street and the west side of Vermont Avenue; parcels fronting the west side of Vermont Avenue between the south side of Sunset Boulevard and the north side of Willow Brook Avenue; parcels fronting the east side of Vermont Avenue between the south side of Fountain Avenue and the north side of Monroe Street; the parcels fronting the east side of Vermont Avenue between the south side of Marathon Street and the north side of US Highway 101; and the parcels fronting the west side of Vermont Avenue between the south side of Melrose Avenue and US Highway 101.

Zone 2: Zone 2 includes all parcels within the District boundaries northeast of the intersection of Sunset Boulevard and Vermont Avenue; the block bounded by Vermont Avenue in the west, Sunset Boulevard in the north, Lyman Place in the east, and Fountain Avenue in the south; and the block bounded by New Hampshire Avenue in the west, Monroe Street in the north, Vermont Avenue in the east, and Melrose Avenue in the south.

Zone 3: Zone 3 includes parcels fronting the west side of Vermont Avenue between the south side of Willow Brook Avenue and the north side of Monroe Street; and the parcel fronting the east side of Vermont Avenue between the south side of Monroe Street and the north side of Marathon Street.

Improvements and Activities for 2014:

Based on our proposed budget for 2014, the East Hollywood BID will undertake the following activities:

Streetscape and Landscaping	- \$107,859 (includes \$30,000 carry over from 2013)
Maintenance	- \$84,233 (includes \$19,000 carry over from 2013)
Administration and Advocacy	- \$37,877
Marketing and Promotion	- \$ 23,147
Contingency	- \$ 6,313
Total	- \$259,429

The following are the improvement and activities planned for the East Hollywood BID as listed in the District Management Plan:

1) Streetscape and Landscape Projects

The streetscape services provided in 2013 will continue in 2014. By continuing streetscape and landscape projects, the District will continue building long-lasting aesthetic enhancements. Over time, this will continue to improve the area. Some of these improvements will be tree planting, and weed removal throughout the District, maintaining aesthetic quality, painting streetlight poles, and landscaping. Streetscape and landscape projects and services will only be provided within the District boundaries. The Board has directed that carryover funds from FY 2013, in the amount of \$30,000 will be held in reserve to be used towards Streetscape and Landscape category per its Motion on January 29, 2013.

2) Maintenance

The Maintenance services provided in 2013 will continue in 2014. The District's tree trimming, sidewalk cleaning, median landscape maintenance, trash receptacle cleaning, and litter removal services are above and beyond the baseline of services currently delivered by the City of Los Angeles. Maintenance services will only be provided within the District boundaries.

Clean-Up Personnel: Full-time personnel will collect and remove litter and remove refuse and debris from sidewalks within the District boundaries on a regular basis. This will include gutter and storm drain cleaning, and removal of illegally dumped litter.

Median Landscape Maintenance: Median improvements are currently under construction. Median service will include weed removal and trimming to provide a welcoming, attractive business environment.

Trash Receptacle Cleaning: Trash liners will be replaced on a regular basis from receptacles located within the boundaries of the District.

Tree Watering and Trimming: Trees within the District boundaries will be watered and trimmed within the boundaries of the District to ensure that businesses are visible and the business environment is free from trash and debris caused by falling limbs and leaves. The Board has directed that carry over funds from FY 2013 in the amount of \$19,000 will be applied towards the ongoing watering and trimming needs of the District's newly planted trees, per its Motion on January 29, 2013.

Sidewalk Cleaning: Sidewalks within the District boundaries will be pressure washed on a schedule set by the Owners' Association. There will also be ongoing spot removal, including graffiti and sticker removal, within the boundaries of the District as needed.

3) Administration and Advocacy

The District's administrative staff will represent the area in support of policies, initiatives and legislative actions that enhance the District's ability to develop as a vibrant commercial area. The District will represent businesses in matters relating to alternative resources, effective land use, planning decisions, and economic development initiatives. Administration services will only be provided to individual assessable parcels within the District boundaries.

The budget for administration includes labor, insurance, supplies, accounting, and levy administration services. Administration costs paid to the City of Los Angeles for collection of the assessments is also included.

4) Marketing and Promotion

The District will have a unified marketing and promotion program that will collaborate with District businesses. It is the intent of this program to allow the public to view the area as a single destination with a rich collection of attractions, events and services. These programs will include marketing, promotions and business advocacy. Goals of this program include increased customer traffic and sales. The BID will work in conjunction with the local Chamber of Commerce to promote the District, which may include the use of pole banners, logos, promotional materials including visitors' guides, and press releases. Marketing and promotion services will only be provided to individual assessable parcels within the District boundaries. According to the District's benefit zones, these marketing services will be provided to the assessable parcels within the boundaries of the District. The BID will also continue development of its website in 2014.

As outlined in the District Management Plan, services provided by the District will be based on benefit zone. Parcels in Zone 1 will receive the most services because they have the highest amount of pedestrian traffic and need for services. Parcels in Zone 2 will receive fewer services than Zone 1 as they have less pedestrian traffic and need for services, and parcels in Zone 3 will receive fewer services than both Zones 1 and 2 as they have the least amount of pedestrian traffic and need for services. Services provided in Zones 2 and 3 which are also provided in Zone 1, and services provided in Zone 3 which are also provided in Zone 2, will be provided at lesser frequencies than those in the respective higher zones. These services will continue in 2014. Following, is a summary of services provide by the BID per zone:

Summary of District Services Provided by Zone

Service	Zone 1	Zone 2	Zone 3
Tree Planting	√	√	√ (limited)
Landscape Services	√		
Weed Removal	√		
Painting Streetlight Poles	√	√	√
Landscape Installation	√		
Clean-Up Personnel	√		
Median Landscape Services	√	√	√
Trash Receptacle Service	√	√	√ (limited)
Tree Watering and Trimming	√ (as needed)	√ (1x year)	
Sidewalk Cleaning	√ (3x year)	√ (2x year)	√ (1x year)
Administration	√	√	√
Advocacy	√	√	
Marketing & Promotions	√		

East Hollywood BID Budget and Funds Available in 2014

The total improvement and activity plan for 2014 is estimated to be \$210,429 in 2014 assessment revenue and approximately \$49,000 in carryover (surplus) funds from FY 2013 for a total 2014 budget of \$259,429. There are no deficit revenues carried over from the previous fiscal year. Interest accrued or delinquent payments may be expended in any budget category. Per its Motion on January 29, 2013, the Board has directed that carryover funds in the amount of \$30,000 from FY 2013 will be held in reserve to be used towards the completion and future maintenance of the Vermont Median project. The remaining carryover funds in the amount of \$19,000 will be applied towards ongoing tree watering and maintenance.

Assessment Formula

The method and basis of assessment for parcels within the EHBID remains the same as outlined in the Management District Plan. Individual assessable parcels shall be assessed a lot rate and a frontage rate according to each parcel's proportionate special benefit derived from the services provided to that parcel's benefit zone. A detailed description of the services provided by the District within each benefit zone is included in Section IV, Services, of the Management District Plan. Parcels zoned RD1.5 or RD3, including residential and agricultural uses, will not be assessed. The assessment rates are shown below.

East Hollywood PBID 2014 Annual Assessment Rates		
Parcel Use and Benefit Zone	Lot Rate (\$/Parcel Sqft/Yr)	Frontage Rate (\$/Front Ft/Yr)
Commercially zoned parcels in Zone 1	\$0.06291	\$0.05888
Commercially zoned parcels in Zone 2	\$0.03146	\$0.02944
Commercially zoned parcels in Zone 3	\$0.01699	\$0.01590
Parcels zoned RD1.5 or RD3 in Zones 1-3	Not Assessed	

**APPENDIX A
2014 EHBID Annual Planning Report**

Revenues

Category	Total	Benefit Zone 1	Benefit Zone 2	Benefit Zone 3
Percent of Budget	100%	52.76%	36.57%	10.67%
2014 Assessment	\$210,429	\$111,023	\$76,954	\$22,453
2013 Estimated Carryover	\$49,000	\$25,852	\$17,919	\$5,228
Total Revenue	\$259,429	\$136,875	\$94,873	\$27,681

Breakdown of Budget by Benefit Zone

Category	Total	Benefit Zone 1	Benefit Zone 2	Benefit Zone 3
Percent of Budget	100%	52.76%	36.57%	10.67%
***Streetscape	\$107,859.00	\$56,906.41	\$39,444.04	\$11,508.56
***Maintenance	\$84,233.00	\$44,441.33	\$30,804.01	\$8,987.66
Marketing	\$23,147.24	\$12,212.48	\$8,464.95	\$2,469.81
Administration	\$37,877.30	\$19,984.06	\$13,851.73	\$4,041.51
Contingency	\$6,312.88	\$3,330.68	\$2,308.62	\$673.58
Total	\$259,429.42	\$136,874.96	\$94,873.34	\$27,681.12

***Includes \$30,000 Carryover from 2013

***Includes \$19,000 Carryover from 2013