

# **MANAGEMENT DISTRICT PLAN**

**for the renewal of the**

Sunset & Vine  
Property and Business Improvement District

Prepared pursuant to the State of California  
Property and Business Improvement District Law of 1994  
and Article XIII D of the California Constitution  
to renew a property and business improvement district (PBID)  
in Hollywood, California for the period 2012 – 2018, by the  
Sunset & Vine Business Improvement District  
Renewal Committee

June 24, 2011  
Draft #10

Sunset & Vine  
Management District Plan  
2012 – 2018

TABLE OF CONTENTS

I.	Executive Summary . . . . .	3
II.	Formal Boundaries and Maps . . . . .	7 - 13
III.	Assessment Methodology . . . . .	14
IV.	Time and Manner of Collecting Assessments . . . . .	16
V.	District Governance and Management . . . . .	16
VI.	Program and Budget . . . . .	17
VII.	Assessment Roll . . . . .	26

*Appendix A:* Engineer’s Report Prepared by Willdan Financial

*Appendix B:* Public Parcel List

## I. EXECUTIVE SUMMARY

### PETITION FOR THE ORGANIZATION OF THE SUNSET & VINE PROPERTY AND BUSINESS IMPROVEMENT DISTRICT WITHIN THE CITY AND COUNTY OF LOS ANGELES

**Introduction:** As a result of the efforts of the Sunset & Vine PBID Renewal Steering Committee, this Management District Plan is presented for consideration by the parcel owners within the District to seek their support for the organization of said District in accordance with the provisions of the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 *et. seq.*, hereinafter referred to as “State Law.” This is the Management District Plan required by Section 36622 of the Streets and Highways Code, and is proposed to improve and convey special benefits to the individually assessed parcels located within the boundaries of the Sunset & Vine Business Improvement District.

**Name:** The name of the proposed district shall be the Sunset & Vine Property and Business Improvement District, hereinafter referred to as the “District.”

**Location:** The proposed District is located in the Hollywood community in the City of Los Angeles. The boundaries of the proposed District are expanded slightly from the current District. Generally, the District spans Sunset Boulevard bounded by the 101 Freeway on the east to Seward Avenue on the west. The District’s north and south boundaries extend from Sunset Boulevard, reaching as far north as Selma (which borders the Hollywood Entertainment District) and as far south as Santa Monica Boulevard (which borders the Hollywood Media District). A map of the proposed boundaries and expansion areas is appended to the Executive Summary. A detailed map outlining the north and south boundaries, and delineating areas of expansion from the current District, is included within the Executive Summary (page 6).

**History:** The District has been in place since October 11, 2006, when the District was established by the Los Angeles City Council. That District (currently in place), expires December 31, 2011. This proposed Management District Plan contemplates a slightly expanded District for the period 2012 – 2018.

**Services:** The District will fund improvements and activities authorized under the Law. There are five basic categories of special benefit services that will be funded with this assessment district:

1. Safety and Security
2. Maintenance, Streetscape and Beautification
3. Marketing and Consulting
4. District Management, Policy Development and Administration
5. Contingency/City Fees/Reserve for Non-pay

The goal of all services outlined in this Management District Plan are specifically intended to benefit individually assessed parcels within the boundaries of this District through increased

**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

---

commerce, business attraction and retention, increased property rental income, and through enhanced overall safety and image.

Please refer to Section VI for a detailed description of the services to be provided.

**City Services:** The services, facilities and improvements to be provided by the District are supplemental in nature and are not intended to duplicate or supplant the services, facilities and improvements provided by the City of Los Angeles within the District boundaries. The District is being established to provide enhanced or otherwise unavailable services, facilities and improvements within the boundaries of the District.

**Budget:** The proposed first year budget for the District is \$1,429,675. The detailed District budget is included in Section VI of this Plan.

**Method of Financing:** The basis of funding shall be through special benefit assessments levied on individually assessed parcels that will specifically benefit from District services. The State Law and State Constitution Article XIII D require that special assessments be levied according to the special benefit each parcel receives from the improvements. In order to match assessment rates to benefits, three zones of benefit have been created within the proposed District. The zones of benefit have been created due to the different type and frequency of special benefits that will be delivered to each of the respective areas.

Linear street frontage will comprise approximately 50% percent of the assessment revenue.

Building area will comprise approximately 25% percent of the assessment revenue.

Land area will comprise approximately 25% percent of the assessment revenue.

The assessment formula, zones of benefit and methodology are described more fully in the Engineer's Report, which is appended to this document. However, for the first year, the maximum allowable rates will be as follows:

<b>Applied Rates per Linear Ft or Sq. Ft.</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
<b>Street Frontage</b>	<b>21.004480</b>	<b>13.475375</b>	<b>10.853992</b>
<b>Lot Size (Rate per Sq. Ft.)</b>	<b>0.079377</b>	<b>0.068376</b>	<b>0.038986</b>
<b>Building/Structure Size (Rate per Sq. Ft.)</b>	<b>0.062182</b>	<b>0.058952</b>	<b>0.034068</b>

---

**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

---

**Adjustments of Assessment Formula:** Subject to a decision by the Owners Association, the assessment rate applied to each of the parcel dimensions (front footage, building area, land area, alley frontage) may be adjusted annually to reflect the Los Angeles-Riverside-Orange County area Consumer Price Index for All Urban Consumers (CPI-U) at a rate not to exceed three percent (3%).

Further, as a result of continued development, the District may experience the addition or subtraction of assessable street frontage, land area or building area for individually assessed parcels included and assessed within the District boundaries. The modification of parcel improvements assessed within the District may result in an increase or decrease in the amount of total assessment for these parcels. In future years, the assessments for the special benefits bestowed upon the included District parcels may change in accordance with the assessment methodology formula listed in this Management District Plan and Engineer's Report, provided the assessment formula does not increase, other than through a CPI-U adjustment, mentioned above. If the assessment formula changes, then a Proposition 218 election will be required to approve the formula modification.

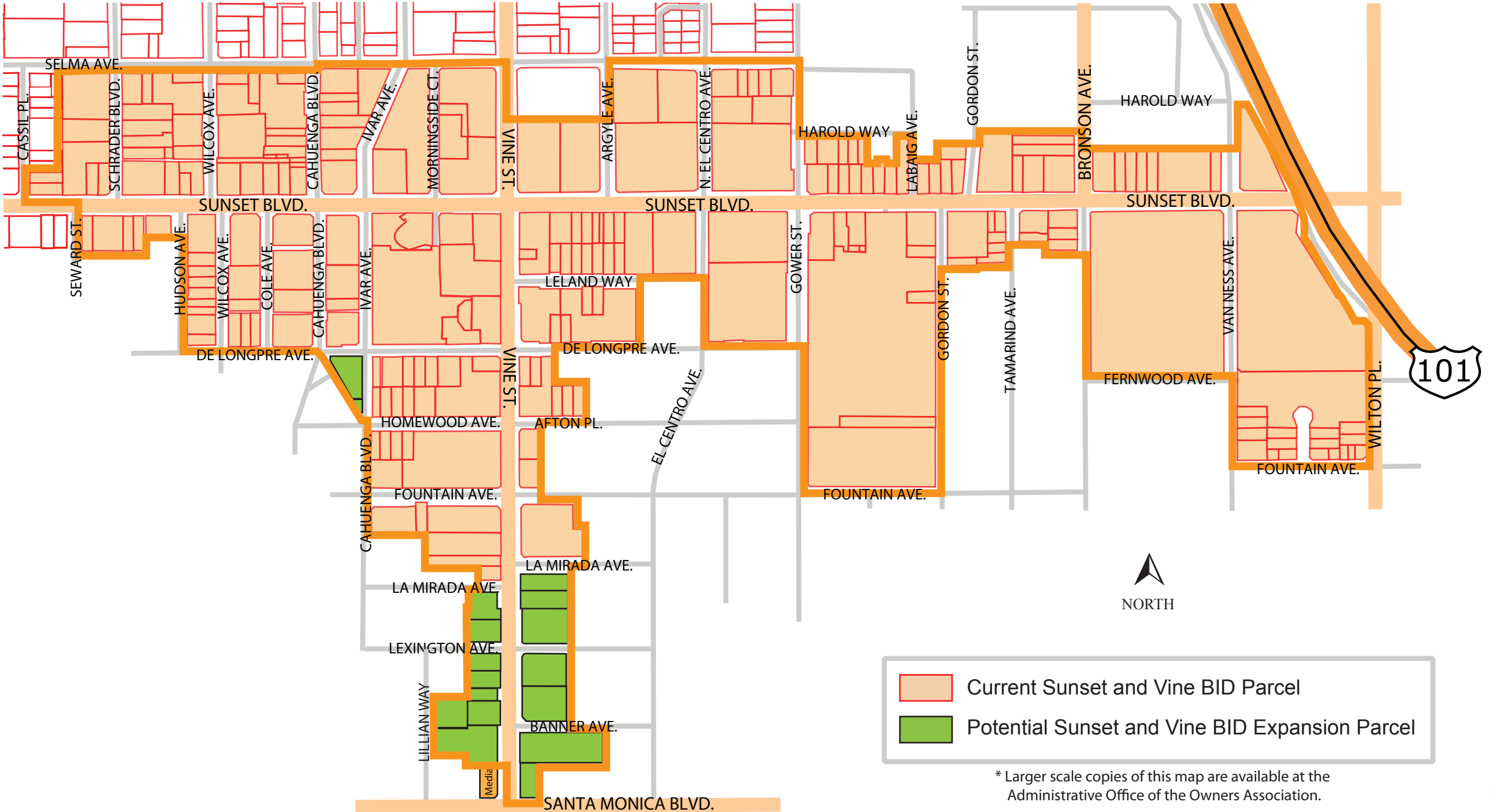
**Bonds:** The District will not issue bonds.

**District Governance and Management:** The City of Los Angeles will enter into a contract with an Owners Association to manage the District. The Owners Association will review District budgets and policies annually, within the limits of the Management District Plan. Annual and quarterly reports will be filed with the City.

**Duration:** As required by State Law, the District will have a set term. The District's term will be January 1, 2012 through December 31, 2018. At the end of this period, the District may be renewed pursuant to State Law.

### Executive Summary Map

### Sunset and Vine Business Improvement District Boundaries 2012-2018 (Seven-Year Renewal)



\* Larger scale copies of this map are available at the Administrative Office of the Owners Association.

## II. FORMAL BOUNDARIES

### Boundary Description

***Instructions: Please utilize the attached map (Boundary Description Map and Reference Points) as a guide. Reference points are connected to Assessor Parcel Numbers (APNs) to assist in navigating the map. Parcel addresses are provided as an assist, but may not formally represent a particular property when multiple individually assessed parcels are involved.***

The District includes all parcels within the boundaries formed by the following description.

Starting at YMCA parcel 5547-018-029 on Selma Avenue just east of Cassil Place [① 6600 Selma], proceed east to the center line of Gower Street, omitting the parcel 5546-026-035 that fronts Selma between Vine and Argyle [② 1540 Vine Street] because it is included in the Hollywood Entertainment District to the north.

Proceed south along the center line of Gower Street to the center line of Harold Way. Proceed east along Harold Way to LaBaig Avenue, excluding the following parcels: 5545-008-010, 5545-008-011, 5545-008-012. [③ 6056 Harold Way; ④ 6062 Harold Way; ⑤ 6066 Harold Way].

Proceed south on LaBaig Avenue to the northern property line of 5545-007-029 [⑥ 6019 Sunset Blvd.]. Proceed east along the northern property lines crossing over Gordon Street, Bronson Avenue and Van Ness Avenue to the western edge of the 101 Freeway.

Proceed south, following the natural boundary of the 101 Freeway to the centerline of Wilton Place. Proceed south along Wilton Place to the center line of Fountain Avenue. Proceed west along Fountain Avenue, along the southern boundary of the Helen Bernstein High School to the center line of Van Ness Avenue. Proceed north along Van Ness Avenue to the center line of Fernwood Avenue, which represents the southern boundary of Sunset Bronson Studios. Proceed along the southern boundary of Sunset Bronson Studios to the center line of Bronson Avenue. Proceed north along Bronson to the southern boundary of 5545-015-003 [⑦ 1463 ½ Bronson Avenue]. Proceed west along the southern property line of 1463 ½ Bronson until the southern boundary of 5545-015-048 [⑧ 1468 Tamarind Avenue] to the center line of Tamarind Avenue. Proceed south on Tamarind Avenue to the southern boundary of 5545-014-006 [⑨ 1459 Tamarind Avenue]. Proceed west along the southern boundary of 5545-014-007 [⑩ 1456 Gordon Street] to the center line of Gordon Street.

Proceed south along Gordon Street to the center line of Fountain Avenue, which represent the southern boundary of Sunset Gower Studios. Proceed west along Fountain Avenue to the center line of Gower Street. Proceed north along the center line of Gower Street to the center

**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

---

line of DeLongpre Avenue. Proceed west along the center line of DeLongpre Avenue to the center line of El Centro Avenue. Proceed north along the center line of El Centro Avenue to the center line of Leland Way. Proceed west along the center line of Leland Way to the eastern boundary of the Alta Hollywood Hospital 5546-023-048 [(11) 6228 Leland Way]. Proceed south along the eastern boundary of the Alta Hollywood Hospital to the center line of DeLongpre Avenue. Proceed west along DeLongpre to the eastern boundary of 5546-022-030 [(12) 1330 Vine Street]. Continue south along the eastern property line of 1330 Vine Street until the northern property line of 5546-022-019 [(13) 6255 Afton Place]. Proceed east along northern boundary line until the eastern property line 5546-022-021 [(14) 6245 Afton Place].

Continue south along the eastern property line until the center line of Afton Place. Proceed west along the center line of Afton Place. Proceed south along the eastern property line of 5546-020-012 [(15) 1320 Vine Street] continuing south across Fountain Avenue, La Mirada Avenue, Lexington Avenue and Banner Avenue to the center line of Santa Monica Blvd.

Proceed west along Santa Monica Blvd to the center line of Vine Street. Proceed north along the western property lines of each commercial property adjacent to Vine Street Commercial Corridor starting with 5533-007-025 [(16) 1123 Vine Street] across Lexington Avenue, La Mirada Avenue to 5533-005-001 [(17) 1241 Vine Street]. Proceed west along the southern boundary of 5533-005-056 [(18) 6356 Fountain] to the center line of Cahuenga Blvd. Proceed north along Cahuenga to the center line of DeLongpre Avenue.

Proceed west along the center line of DeLongpre Avenue to the center line of Hudson Avenue. Proceed north along the center line of Hudson Avenue to the southern property line of 5547-026-002 [(19) 6500 Sunset Blvd].

Proceed west along the southern property lines of 6500 Sunset to the center line of Seward Street. Proceed north on Seward Street to the center line of Sunset Blvd. Continue west along the center line of Sunset Blvd to the center line of Cassil Place. Continue north along the center line of Cassil Place to the northern property line of 5547-018-011 [(20) 1506 Cassil Place].

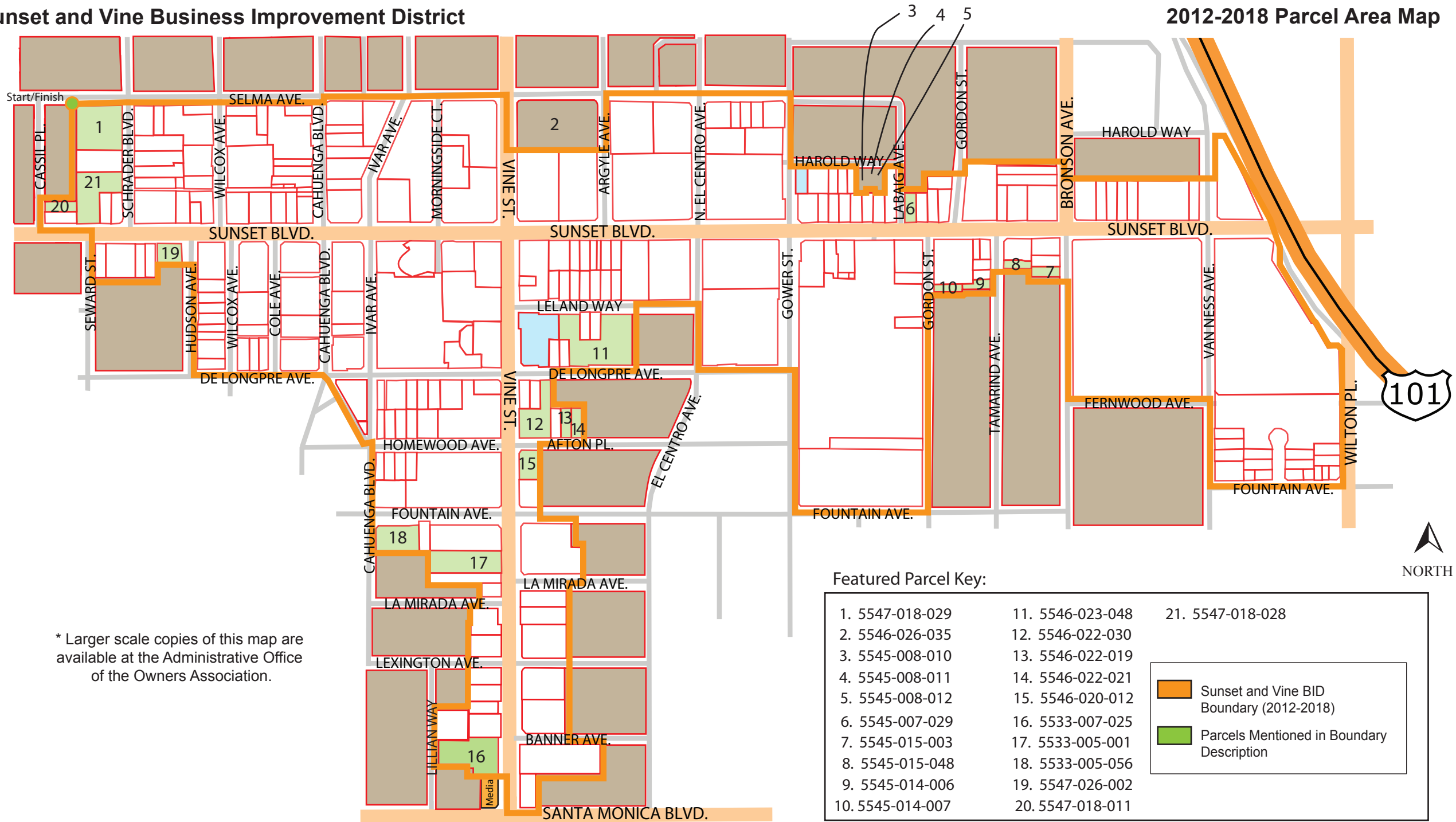
Proceed east along the northern property line until the western property line of 5547-018-028 [(21) 6565 Sunset Blvd]. From there, proceed north to the western property line of the YMCA.



### Boundary Description Map and Reference Points

#### Sunset and Vine Business Improvement District



#### 2012-2018 Parcel Area Map



\* Larger scale copies of this map are available at the Administrative Office of the Owners Association.

#### Featured Parcel Key:

1. 5547-018-029	11. 5546-023-048	21. 5547-018-028
2. 5546-026-035	12. 5546-022-030	
3. 5545-008-010	13. 5546-022-019	
4. 5545-008-011	14. 5546-022-021	
5. 5545-008-012	15. 5546-020-012	
6. 5545-007-029	16. 5533-007-025	
7. 5545-015-003	17. 5533-005-001	
8. 5545-015-048	18. 5533-005-056	
9. 5545-014-006	19. 5547-026-002	
10. 5545-014-007	20. 5547-018-011	

	Sunset and Vine BID Boundary (2012-2018)
	Parcels Mentioned in Boundary Description

## **Boundary Rationale**

**Rationale for core business zone:** The District is created to support the core commercial zone that emanates east and west from the intersection of Sunset and Vine. As the District extends southward along Vine Street, the dense commercial zone surrounding the Sunset and Vine intersection gives way to a commercial corridor.

**Eastern Boundary:** The eastern boundary of the proposed PBID at the Hollywood Freeway (US 101) was chosen because the freeway forms a physical division on Sunset Boulevard, and is generally recognized as a neighborhood boundary. As the freeway cuts toward the southeast, Wilton Place, as a key north-south vehicular thoroughfare in Hollywood continues to reinforce this neighborhood boundary as the properties to the east are non-pedestrian serving parcels. No services will be provided in connection with the proposed District to the east of the District's Boundaries.

**Western Boundary:** The western boundary of the District was selected to end at the center line of the two north south streets, Cassil Place and Seward Street. These streets represent a natural demarcation between the pedestrian-oriented commercial nature of Sunset Boulevard to the east and the nature of the parcel uses to the west that do not rely upon pedestrian traffic nor open their business or organizations to the public entering from the sidewalks. No services will be provided in connection with the proposed District to the west of the District's boundaries; and, as explained above, parcels outside of the District will not benefit from the District's programs.

**Southern Boundary:** Along Sunset Boulevard, the Southern boundary of the District includes commercial uses which, to keep boundary lines contiguous, extend one block south of Sunset Boulevard with the following exceptions:

- Reference Point # 1: Sunset Boulevard, from Seward Street to Hudson Avenue, is one parcel deep, along this southern stretch of the Boulevard. Parcels south of the boundary line are residential and excluded from the District.
- Reference Point #2: Sunset Boulevard, from Gordon Street to Bronson Avenue, the boundary was chosen because parcels inside the boundary front Sunset Boulevard and are of a commercial land use, or serve as parking for those frontage parcels, while parcels to the south are in residential use and a part of the cluster of residential uses to the south. No services will be provided south of the District's boundaries, and, as explained above, residential parcels outside of the District will not benefit from the District's programs

The District is bisected by Vine Street and the southernmost boundary is located at the intersection of Vine Street and Santa Monica Blvd, with the exception of the parcel at the NW corner of Santa Monica and Vine (5533-007-032) which is currently included within the Media

**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

---

District Property Business Improvement District. Extending north along Vine Street, parcels along Vine extend one commercial parcel deep with the following exceptions:

- Reference Point #3: Parcels west of Vine Street, fronting Fountain Avenue (block 5533-005) are commercial uses while parcels to the southwest have no direct Vine Street access and are in residential use. These residential uses range from small one-story residential units to small apartments. No services will be provided in connection with the proposed District to the west of the District's boundaries, and, as explained above, residential parcels outside of the District will not benefit from the District's programs.
- Reference Point #4: The boundary along the west side of Vine between Fountain and DeLongpre (blocks 5546-019 and 5546-016 and triangle 5546-017-006 and 027) will incorporate all commercial parcels located within the block extending to the center line of Cahuenga on the west. No services will be provided to the west of the boundary as that area transitions into a hub for civic-center type functions that are not part of the commercial business district.
- Reference Point #5: East of Vine Street (between Afton Place and De Longpre Avenue) the boundary in block 5546-022 was chosen because parcels inside the boundary front Vine Street or are in commercial use while parcels to the east have no direct Vine Street access, are in residential use and are part of the cluster of residential uses to the east. No services will be provided east of the District's Boundaries, and, as explained above, residential parcels outside of the District will not benefit from the District's programs.
- Reference Point #6: East of Vine, the boundary in block 5546-023 was chosen because parcels inside the boundary front Vine Street or are commercial, hospital, or medical office uses. The parcel located at the SW corner of Leland Way and El Centro (5546-023-001 thru 005, 008 thru 012) is a residential use and not part of the commercial district. Residential parcels outside of the District will not benefit from the District's programs.

**Northern Boundary:** From Cassil Place to Gower Street, the boundary of the PBID is the Southern boundary of the Hollywood Entertainment District, a PBID that provides similar services to those proposed for the District. Section 36622(c) of the Law prohibits a PBID from including territory that is also included within the boundaries of another PBID. Services will not be provided by the proposed District to parcels within the Hollywood Entertainment District. All parcels are included except for multi-family parcels along Cassil which have not been part of the District since the District was first created in 2007 (parcels 5547-018-001 thru 005, 009 thru 010, and 031). Further, there is one parcel at the SE corner of Vine and Selma (5546-026-035) which is included in the Hollywood Entertainment District

**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

---

Moving east from Gower Street along Sunset Boulevard, the boundaries incorporate approximately one property line or parcel north until reaching the eastern boundary of the 101 Freeway. These boundaries reflect the distinction between the commercial uses that front Sunset Boulevard as juxtaposed against the residential neighborhood that characterizes the parcels north of the commercial strip.

Between Gower Street and Labaig Avenue, the boundary in block 5545-008 was chosen because parcels inside the boundary front Sunset Boulevard and are of a commercial land use, while parcels to the North of the boundary are developed with residential structures that are part of the cluster of residential uses to the North. Parcels 5545-008-010, 011 and 012 are in residential use and excluded from the District. No services will be provided north of the District's boundaries, and, as explained above, residential parcels outside of the District will not benefit from the District's programs.

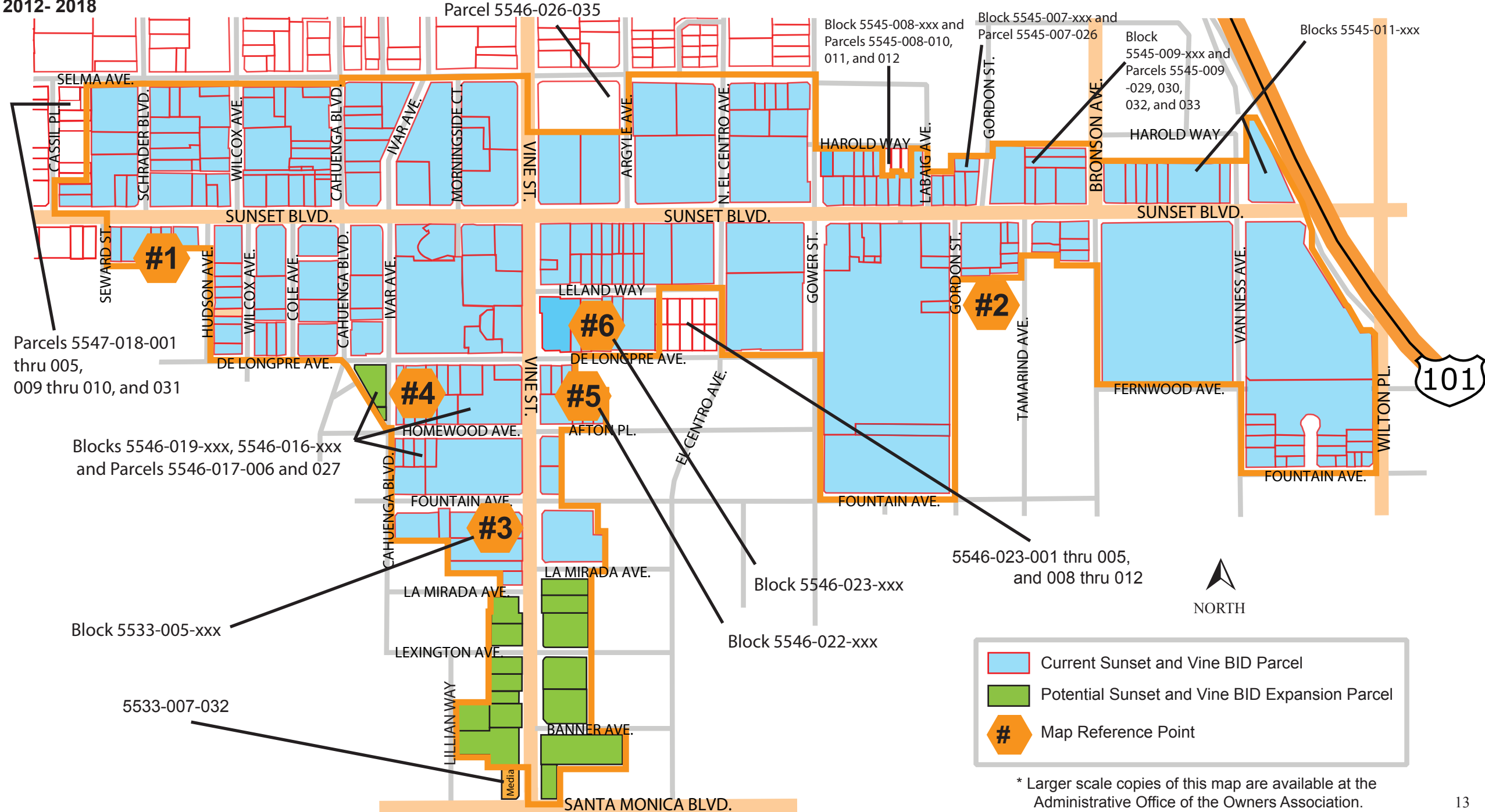
East of La Baig Avenue, the boundary in block 5545-007 was chosen because parcels inside the boundary front Sunset Boulevard and are of a commercial land use, while parcels to the north of the boundary are developed with residential structures that are part of the cluster of residential uses to the north. Parcel 5545-007-026 is a parking lot that supports Sunset Boulevard frontage commercial uses. No services will be provided north of the District's Boundaries, and, as explained above, residential parcels outside of the District will not benefit from the District's programs

East of Gordon Street, the boundary in block 5545-009 was chosen because parcels inside the boundary front Sunset Boulevard and are of a commercial land use, while parcels to the north of the boundary are developed with residential structures that are part of the cluster of residential uses to the north. Parcels 5545-009-029, 030, 032 and 033, inside the boundary are used as a single fenced parking lot that serves the commercial parcels on Sunset Boulevard. No services will be provided north of the District's Boundaries, and, as explained above, residential parcels outside of the District will not benefit from the District's programs.

East of Bronson Avenue, the boundary in block 5545-011 was chosen because parcels inside the boundary front Sunset Boulevard and are of a commercial land use, while parcels to the North of the boundary are developed with residential structures that are part of the cluster of residential uses to the north. No services will be provided north of the District's boundaries, and, as explained above, residential parcels outside of the District will not benefit from the District's programs.

### Boundary Rationale Map and Reference Points

#### Sunset and Vine Business Improvement District 2012- 2018



\* Larger scale copies of this map are available at the Administrative Office of the Owners Association.

### III. ASSESSMENT METHODOLOGY

Assessment law provides that the expenses of a business improvement district shall be allocated in proportion to the benefit received by each parcel. In addition, Article XIID of the California Constitution requires that a parcel's assessment may not exceed the reasonable cost of proportional special benefit conferred on that parcel. Article XIID provides that only special benefits are assessable and that a special benefit is a particular and distinct benefit over and above general benefits conferred on real property or the public at large. The assessment methodology outlined in the Engineer's Report, appended to this document, represents the Steering Committee's and Engineer's determination, honed by several years of experience delivering special services to District parcel owners, of a fair and equitable system of apportioning assessments, linked to a parcel's lot size, building area and front linear footage, in relation to the special benefits received by parcel owners.

The cost of providing the authorized services to the individually assessed parcels within the boundaries of the District will be funded by the levy of assessments on those parcels, and will be apportioned to them on the basis of their special benefit received, as outlined in the Engineer's Report. For a complete and detailed description of the special benefit rationale, and the assessment formula, please refer to the Engineer's Report included as Appendix A.

#### Sample Assessment Calculation

Each parcel's proportional special benefit and individual assessment obligation is determined by four (4) factors:

- Zone Designation
- Street Frontage
- Building Square Footage
- Lot Size (Square Footage)

The following provides a sample calculation for a parcel within Zone 1 with the following parcel characteristics:

- Lot size — 2,500 square feet; and,
- Building/structural square footage — 6,000 square feet; and,
- Service Level 1 Street Frontage — 250 linear feet; and,
- Service Level 3 Street Frontage — 100 linear feet.

The following shows the calculation of this parcel's annual assessment:

2,500 SqFt x \$0.079377 (Zone 1 Lot Rate per SqFt) = \$198.44  
6,000 SqFt x \$0.062182 (Zone 1 Building/Structure Rate per SqFt) = \$373.09  
250 LnFt x \$21.004480 (Zone 1 Street Frontage Rate per Ft) = \$5,251.12  
100 LnFt x \$10.853992 (Zone 3 Street Frontage Rate per Ft) = \$1,085.40

**Total Annual Assessment \$6,908.05**

### **Disestablishment**

State law provides for the disestablishment of a Business Improvement District pursuant to an annual review process. Each year that the District is in existence, there will be a 30-day period during which the parcel owners will have the opportunity to request disestablishment of the District. This 30-day period begins each year on the anniversary day that the District was first established by City Council.

Within that 30-day period, if a written petition is submitted by the owners of real property who pay 50 percent (50%) or more of the assessments levied, the Business Improvement District may be disestablished. The City Council will hold a public hearing on disestablishing the District prior to actually doing so.

### **Termination of District Services**

In the event the District ends, as a result of the disestablishment process, or through its natural expiration in 2018, funds will be set aside in the final year of its operation to remove equipment, street furniture, trash receptacles and other elements for which there would no longer be a caretaker. The purpose is to avoid creating a burden upon the City for maintenance of District-financed elements in the public-right-of-way.

#### IV. TIME AND MANNER OF COLLECTING ASSESSMENTS

As provided by State law, the District assessment will appear as a separate line item on annual property tax bills prepared by the County of Los Angeles. The Los Angeles City Clerk's office will bill directly any parcel owners whose special assessment does not appear on the tax rolls.

The assessments shall be collected at the same time and in the same manner as for the ad valorem property tax paid to the County of Los Angeles. These assessments shall provide for the same lien priority and penalties for delinquent payment as is provided for the ad valorem property tax.

However, assessments may be billed directly by the City for the first fiscal year of operation and then by the County for all subsequent years. Any delinquent assessments owed for the first year will be added to the property tax roll for the following year. The "parcel owner" means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the City.

#### V. DISTRICT GOVERNANCE AND MANAGEMENT

Consistent with property business improvement district (PBID) legislation throughout the nation, California's "Property and Business Improvement District Law of 1994" establishes a District governance framework that allows parcel owners who pay assessments to determine how the assessments are used. This Management District Plan may be subject to changes if required by the state of California or the City of Los Angeles. Presently, the following components are required within a District's governing structure:

(A) **City Council:** Following the submission of petitions from parcel owners representing more than 50% of the assessments to be paid, several public hearings/meetings and the return of mail ballots documenting a majority, weighted by assessment, in favor of the assessment, the City Council may adopt an ordinance to establish the District. The District will have a seven-year life, and the first assessments for the 2012 calendar year will appear on the October, 2011 tax bill. The District will end in 2018, unless it is renewed by the parcel owners.

(B) **Management Organization:** To deliver day-to-day services, the City of Los Angeles will enter into a contract with a private sector management organization, referred to herein as the "Owners Association." The management organization implements the programs and its administrative functions relative to managing the District are financed by parcel assessments. If the management organization does not perform and provide a level of service that is acceptable to the City Council then the contract may be terminated and an alternative management organization can be selected.



## **VI. PROGRAM AND BUDGET**

The Steering Committee for BID Renewal worked on a proposed budget for the new District and relied upon the historical information gathered from managing the District dating back to its formation in 2007. The budget for the first year is established at \$1,429,675 and each year *may* be adjusted, subject to the direction of the Owners Association, to reflect annual changes in the Los Angeles-Riverside-Orange County area Consumer Price Index for all urban consumers (CPI-U), or 3%, whichever is less.

All of the improvements and activities detailed below are provided only within the boundaries of the District and provide special benefit solely to the individually assessed parcels within the proposed District.<sup>1</sup> Inasmuch as all services will be provided to the parcels within the District boundaries, and no services will be provided outside the District boundaries, any potential general benefits are intangible and not quantifiable.<sup>2</sup>

All benefits derived from the assessments outlined in the Management District Plan are for services directly benefitting the individually assessed parcels within this specialized District and support increased commerce, business attraction and retention, increased property rental income, and enhanced overall safety and image within this commercial core. All services, projects, promotions, security, maintenance, and professional and administration services are provided solely to parcels within the District to enhance the image and viability of parcels and businesses within the District boundaries and are designed only for the direct special benefit of the assessed commercially zoned parcels in the District. No services will be provided to non-assessed parcels outside the District boundaries.

### **Budget Categories**

The Budget and Program Summary, which appears at the end of this section (page 23), details the allocation of funds according to budget category. The Owners Association will be vested with the responsibility to enter into contracts with service providers and consultants, hire staff, and manage the day-to-day affairs of the District. The Owners Association will have the ability to make adjustments to the budget categories as the needs of the District so dictate, and in accordance to the terms and conditions outlined in the contract between the Owners Association and the City of Los Angeles.

---

<sup>1</sup> A special benefit is a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large. General enhancement of property value does not constitute a special benefit.

<sup>2</sup> General benefits are not restricted to benefits conferred only on persons and property outside the assessment district, but can include benefits both conferred on real property located in the district or the public at large. “At large” means not limited to any particular person – means all members of the public -- including those who live, work and shop within the district – and not simply transient visitors. This decision includes an elaboration of general benefits to include “those who live, work, and shop within the district.”

What follows is a general description of the types of services to be delivered according to each budget category:

### **A. Safety and Security Services**

**General objective:** A safe District is a prerequisite to business vitality and economic growth for the District stakeholders. It is the intent of the District assessment payers to contribute to programs, services, initiatives, equipment (e.g., cameras, lighting, etc.) and organizations which promote safety and security that will benefit only those individual parcels within the boundaries of the District.

**Specific program and service components:** Resources will be earmarked to contract or hire a security team, which will patrol the entire District and will be responsible for coordinating the District's activities with the Hollywood Division of the Los Angeles Police Department (LAPD) and the City Attorney's office to deter crime, initiate citizen's arrests when necessary, warn and advise trespassers and panhandlers, and respond to pedestrian inquiries. The intent is to provide a level of security service and visibility above and beyond what the City is able to provide through its police services. The team may either be armed, or unarmed, depending upon the needs of the District, as defined by the Security Committee and the Board of Directors. Among other services, this budget item covers deployment of officers, office space, training, overtime, court pay, vehicles and homeless services outreach. Security services are available throughout the entire District equally on a "call for service" basis, but foot and vehicle patrols will provide differential levels of coverage to the three zones of benefit.

### **B. Maintenance, Streetscape and Beautification**

**General Objective:** A clean, well maintained and attractive business District promotes safety, enhances the pedestrian experience for those taking advantage of businesses located within the District, and contributes to an improved business climate. It is the intent of the District assessment payers to contribute to programs, services, initiatives, equipment and organizations which promote the cleanliness, attractiveness and aesthetic character only for those individual parcels within the boundaries of the District.

**Specific program and service components:** Resources will be earmarked to contract with a maintenance vendor and/or hire staff who will provide services – street sweeping, sidewalk sweeping and pressure washing, Walk of Fame star polishing, gutter and storm drain cleaning, landscape services, tree trimming, graffiti removal and sticker removal, trash removal and related services only for those parcels within the boundaries of the District. The intent is to provide a consistent level of maintenance and cleaning that surpasses that which the City is able to provide.

Monies may be set aside each year to pay for special capital improvements, new street furniture (e.g., trash receptacles, benches, signage, planters), holiday decorations and similar improvements. These improvements will benefit only the assessment-paying parcels in the District by improving the aesthetics of the area which attracts business and customers. These are services and or repairs that are not otherwise provided by the City of Los Angeles.

### **C. Marketing and Consulting**

**General Objective:** To capitalize on the identity of the District in the heart of Hollywood, and to optimize public awareness of the District, and to communicate information to district stakeholders, it is important to undertake activities to promote the District as a whole and to support organizations which promote the District as a place to live, visit, shop, work, invest and be entertained with the intent to benefit individual parcels within the District.

**Specific Program and Service Components:** Resources may be earmarked to contract or hire professional consulting services to assist with communications or pressing issues that have an impact on the individual parcels in the District. The types of consulting services contemplated include: marketing, media relations, web design and hosting, event planning, public relations guidance, economic development, retail recruitment, grant writing, and business improvement district renewal (in the final two years of the District, 2017-18). The intent is to provide marketing and communications services that the City is unable to provide to this specific group of parcels.

Funds may be also utilized to match grant proceeds, or for “district branding” opportunities, such as pole banners, logos, and maps; promotional materials, including advertising, maps, visitors’ guides, press releases; maintenance of District website; economic benchmarking research, and similar projects.

### **D. District Management, Policy and Administration:**

**General Objective:** A well-managed District optimizes the use of the assessment payer funds, through effective vendor selection and contract management, excellent communications with stakeholders, serving as a single voice representing the parcel owner interests, effective board and committee coordination and sound fiscal management. District management, representation of individual parcel owner interests and administration will only benefit the individual parcels within the District boundaries.

**Specific Program and Service Components:** Administrative funds are allocated to pay for the following items: office expenses, legal, telephone/internet access, accounting services, meeting expenses, travel, insurance (workers comp, general liability and directors/officers liability), dues/subscriptions, equipment/ furniture, rent, and database maintenance. Personnel expenses are

earmarked for staff persons, payroll taxes and benefits. The administrative office – in addition to coordinating all affairs of the Owners Association, and complying with all contractual obligations to the City of Los Angeles in the management of a District – also will serve as the “voice” of the parcel owner to the community, the media and government policymakers. The intent is to facilitate the administration of the District which provides a level of service above and beyond what the City is able to provide.

For example, staff liaison with the City on behalf of parcel owner interests on issues affecting the entire District may include, but not be limited to: municipal service levels; law enforcement and public safety; street, sidewalk and sanitation services; enforcement of existing municipal code; traffic congestion relief and related policies related to parking, valet parking, taxi and shuttle access; protection of rights of parcel owners to form and guide business improvement districts, and other related matters as determined by the Owners Association.

#### **E. Contingency/City Fees/Reserve:**

- **Contingency:** A non-earmarked reserve category has been designated to meet special needs arising each year related to security, maintenance, streetscape, special projects or marketing needs designed to benefit the individual parcels within the District. The special needs will be determined by the Owners Association, but, for example, might involve the placement of a new surveillance camera, the scheduling of additional pressure washing, or the one-time purchase of trash receptacles or planters.
- **City Fees:** Additionally, each year the District must pay administrative fees to the City of Los Angeles, which are estimated at less than two (2) percent of the assessment revenues.
- **Reserve for non-payment:** Because the assessments are collected as part of each parcel’s property taxes, each year, taxes may not be paid by a small percentage of parcels creating a revenue shortfall for that fiscal year. A reserve fund has been established to offset these temporary revenue shortfalls. Eventually these delinquent assessments will accrue to the District, either at the time of property transfer (when all outstanding fees, taxes and assessments are collected) or upon the county of Los Angeles initiating a tax auction to recover delinquent taxes and assessments. If the funds are collected during the life-span of the District, they are included in operating capital. If they accrue after the District expires, they accrue to a Special Projects Account.

#### **Zones of Benefit**

The District will be divided into three zones. Certain services are provided to the entire District regardless of zone (e.g., emergency security response, graffiti abatement, administration, staff assistance, communications, homeless outreach, etc.) and are intended to specifically benefit

**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

only the individual parcels assessed within the boundaries of the District. Other services are able to be calibrated based upon level of service provided to individual parcels based upon their location in the District. The Engineer’s Report provides a detailed description of how Zones of Benefit are determined.

<p>Zone 1</p>	<p>Zone 1 receives the highest level of security and maintenance services due to the intensity of pedestrian activity, commercial storefronts and business activities which generate trash, dirty the sidewalk, and elicit the most frequent calls for service.</p> <p>Includes those individually assessed parcels for which their primary street frontage location is Sunset Boulevard, from Cassil Place to Highway 101; and Vine Street, from Selma Avenue to Santa Monica Boulevard.</p> <p>Safety and security: Zone 1 streets serve as the main thoroughfare for security teams who patrol by vehicle, foot, bike or T-3. The greatest portion of patrol resources are dedicated to Zone 1. In addition, one video surveillance camera will be placed within Zone 1 which requires ongoing maintenance.</p> <p>Maintenance: Common areas within Zone 1 receive the highest level of maintenance services including: daily street sweeping; routine pressure washing (a minimum of ten washes per year); and regular porter service. Forty trash receptacles will be placed and serviced within this zone. Stars located along the portion of the Walk of Fame within Zone 1 will be polished at a minimum of one time per month.</p> <p>Marketing: District-branded pole banners will be placed most frequently in Zone 1. Communications, marketing and web resources will benefit Zone 1 parcels, regardless of whether they are publically or privately owned.</p>
<p>Zone 2</p>	<p>Zone 2 receives a moderate level of security and maintenance services as the streets are a mix of both multi-family residential buildings and commercial businesses that generate less pedestrian activity than Zone 1.</p> <p>Includes those individually assessed parcels for which their primary street frontage location is along Selma Avenue, from Cassil Place to Vine Street and from Argyle Avenue to North Gower Street; along Wilcox Avenue, south of Selma Avenue and north of Sunset Boulevard; and along North Cahuenga Boulevard, south of Selma Avenue and north of Homewood Avenue.</p> <p>Safety and security: Security teams will patrol Zone 2 by vehicle, foot, bike and T-3, but at a less intense frequency compared to Zone 1.</p> <p>Maintenance: Zone 2 common areas receive a moderate level of services including: daily street sweeping; regular pressure washing (a minimum of nine times per year); trash removal as needed from City-sponsored (Adopt-a-Basket) trash receptacles.</p> <p>Marketing: Communications, marketing and web resources will benefit Zone 2 parcels, regardless of whether they are publically or privately owned.</p>
<p>Zone 3</p>	<p>Zone 3 receives the lowest level of service due to low levels of pedestrian activity and fewer storefront entrances and commercial businesses facing the street.</p>

**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

	<p>Includes those individually assessed parcels for which their primary street frontage location is along Cassil Place; Seward Street; Schrader Boulevard; Hudson Avenue; Wilcox Avenue, south of Sunset Boulevard and north of De Longpre Avenue; Cole Place; Ivar Avenue; Morningside Court; Argyle Avenue; North El Centro Avenue; Gower Street; La Baig Avenue; Gordon Street; Tamarind Avenue; Bronson Avenue; Van Ness Avenue; Wilton Place; Harold Way; Leland Way; De Longpre Avenue; Homewood Avenue; Afton Place; Fountain Avenue; La Mirada Avenue; Lexington Avenue; Banner Avenue; and Santa Monica Boulevard.</p> <p>Safety and security: Minimal routine patrol resources are devoted to Zone 3.</p> <p>Maintenance: Zone 3 common areas receive the least amount of maintenance services. All streets are swept daily and sidewalks are pressure washed every other month.</p> <p>Marketing: Communications, marketing and web resources will benefit Zone 3 parcels, regardless of whether they are publically or privately owned.</p>
--	---

**Funds Accumulated from Prior District Accounts**

Additionally, funds that have accrued at the end of the 2007-2011 Sunset & Vine Business Improvement District will be placed in a **Special Projects Account**. Accumulated interest, delinquent assessments and related penalty fees associated with the 2007-2011 District shall also accrue to this fund. The Owners Association can utilize this account to pay for one-time special expenses, capital improvements and infrastructure repairs solely intended to benefit the individual parcels within the boundaries of the 2007-2011 District. The special projects will conform to budget categories that appeared in the 2007 - 2011 District. The amount that will remain in reserve at the end of 2011 is not known at this date. However, it is estimated that the reserve at the end of the 2007-2011 District will be less than \$30,000.

**Dissolution or Renewal**

At the end of the seven-year period, if the District is not renewed, the funds shall be returned to the existing parcel owners subject to procedures outlined in state law and the City’s contract with the Owners Association. The contract stipulates that if the District is discontinued, then the existing assets of the District shall become the property of the City and shall be used only (1) to pay the City any amount owed to it by the District and (2) to disburse the remaining assets to the owners of assessed parcels, apart from any expenses related to dissolving the District.

In the event the Sunset & Vine Business Improvement District ends, as a result of the disestablishment process, or through its natural expiration in 2018, funds will be set aside in the final year of its operation to remove equipment, street furniture, trash receptacles and other elements for which there would no longer be a caretaker. The purpose is to avoid creating a burden upon the City for maintenance of District-financed elements in the public-right-of-way.

**Budget and Program Summary - 2012**

<p><b><u>A. Safety and Security Services – 52%</u></b>  Deployment of officers (armed and/or unarmed), office space, training, overtime and court pay, vehicles, homeless outreach activities, video surveillance cameras and maintenance and related services.</p>	<p>\$ 748,726</p>
<p><b><u>B. Maintenance and Streetscape and Beautification - 28%</u></b>  Daily service throughout the District including sidewalk pressure washing, street sweeping, trash and graffiti removal, storm drain cleaning, limited tree trimming and star polishing. Services are zone-specific. Also includes expenditures for ongoing maintenance of streetscape elements not maintained by City including trash receptacles, related sidewalk fixtures, and planters.</p>	<p>\$ 394,964</p>
<p><b><u>C. Marketing and Consulting - 3%</u></b>  Supports services and/or professional consulting to promote and/or improve the aesthetic character of the entire District; services may include media relations; event planning; promotional materials; pole banners and District branding programs; wayfinding signage, pedestrian amenities, website development and maintenance and research.</p>	<p>\$ 37,334</p>
<p><b><u>D. District Mgmt, Policy and Administration - 12%</u></b>  Provides for office expense, legal, accounting, telephone, insurance, equipment, technical support, travel, meals, meetings, etc. Includes staff, payroll taxes, benefits.</p>	<p>\$ 173,850</p>
<p><b><u>E. Contingency/City Fees/Reserve for Non-Pay - 5%</u></b>  Reserve set aside for special needs arising each year relating to security, maintenance, streetscape, special projects or marketing needs. Includes annual administrative fee to City of Los Angeles and reserve for “non pay” of assessments.</p>	<p>\$ 74,801</p>
<p><b><u>District Budget Total</u></b></p>	<p><b>\$1,429,675</b></p>

Sunset & Vine PBID  
Management Plan  
2012 – 2018

Sunset & Vine  
Seven-Year Budget Projection

I. Budget Item	2012		2013	2014	2015	2016	2017	2018
A. Safety and Security Services	\$748,726	52%	\$771,188	\$794,324	\$818,154	\$842,699	\$867,980	\$894,019
B. Maintenance Streetscape & Beautifcation	\$394,964	28%	\$406,813	\$419,017	\$431,588	\$444,536	\$457,872	\$471,608
C. Marketing and Consulting	\$37,334	3%	\$38,454	\$39,608	\$40,796	\$42,020	\$43,281	\$44,579
D. District Management, Policy and Administration	\$173,850	12%	\$179,066	\$184,438	\$189,971	\$195,670	\$201,540	\$207,586
E. Contingency/City Fees/Reserve/Non-pay	\$74,801	5%	\$77,045	\$79,356	\$81,737	\$84,189	\$86,715	\$89,316
<b>TOTAL</b>	<b>\$1,429,675</b>	<b>100%</b>	<b>\$1,472,566</b>	<b>\$1,516,743</b>	<b>\$1,562,246</b>	<b>\$1,609,114</b>	<b>\$1,657,388</b>	<b>\$1,707,108</b>

\* Assuming 3% Annual Increase



**Sunset & Vine PBID  
Management Plan  
2012 – 2018**

---

**Note: The District will endeavor to reduce and/or supplement budgeted expenditures through grants, donations, and prudent management practices. For the seven year term of the District, annual assessments may be adjusted by lesser of the annual increase in the Los Angeles-Riverside-Orange County area Consumer Price Index for All Urban Consumers (CPI-U) or three percent (3%) per year. Actual annual adjustments may range from zero percent (0%) to three percent (3%). The maximum assessment level is assumed above. Adjustments may differ from year to year depending on the service needs identified by the Owners Association.**

**The District Fiscal Year will be January 1 through December 31 of each calendar year. Contingency and cash flow reserve funds may be used in any fiscal year. Unexpended assessments or incomplete projects from one fiscal year may be carried forward and re-budgeted for subsequent fiscal years for any approved District purpose.**

**The budget may be further augmented as a result of continued development. The District may experience the addition or subtraction of assessable front footage, building area, parcel size and/or alley footage for parcels included and assessed within the District boundaries. Further, over the lifespan of this District, zone changes which impact parcels previously determined ineligible for assessment (i.e., certain residential parcels) and convert a parcel into a zoning designation eligible for assessment (i.e., to commercial) may also result in an increase in the assessment revenue and budget, provided those parcels fall within the boundaries of the District. The modification of parcel improvements assessed within the District may result in an increase or decrease in the amount of total assessment for these parcels. In future years, the assessments for the special benefits bestowed upon District parcels may change in accordance with the assessment methodology formula listed herein, provided the assessment formula does not increase, other than through a CPI adjustment, mentioned above.**

**VII. ASSESSMENT ROLL  
SUNSET & VINE, 2012 - 2018**

A copy of the Assessment Roll is appended to the Engineer's Report in Appendix A

Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5533-005-001	Zone 1	110	-	-	110	31,850	69,872	\$9,183.43
5533-005-002	Zone 1	55	-	-	55	15,965	17,278	\$3,496.88
5533-005-003	Zone 1	68	-	76	144	5,143	4,221	\$2,923.91
5533-005-051	Zone 1	140	-	340	480	47,590	33,362	\$12,483.06
5533-005-056	Zone 3	-	-	208	208	11,570	45,333	\$4,253.10
5533-005-057	Zone 3	-	-	150	150	18,520	7,100	\$2,592.00
5533-006-003	Zone 1	93	-	128	221	12,086	25,463	\$5,885.42
5533-006-029	Zone 1	115	-	115	230	13,675	12,898	\$5,551.23
5533-007-001	Zone 1	70	-	135	205	9,453	6,020	\$4,060.29
5533-007-002	Zone 1	70	-	-	70	9,460	9,760	\$2,828.12
5533-007-023	Zone 1	100	-	-	100	13,502	9,498	\$3,762.80
5533-007-025	Zone 1	160	-	-	160	33,503	19,214	\$7,214.85
5533-007-028	Zone 1	-	-	-	-	16,200	9,894	\$1,901.14
5533-007-033	Zone 1	55	-	-	55	6,876	10,340	\$2,344.01
5534-001-400	Zone 1	236	-	521	757	65,043	29,858	\$17,631.54
5534-002-001	Zone 1	68	-	198	266	13,525	23,298	\$6,099.68
5534-002-018	Zone 1	82	-	-	82	14,269	13,536	\$3,696.70
5534-002-023	Zone 1	141	-	184	325	27,237	13,475	\$7,958.65
5534-005-001	Zone 1	140	-	70	210	9,829	27,500	\$6,190.62
5534-005-024	Zone 3	125	-	340	465	42,505	20,156	\$8,659.69
5534-006-024	Zone 1	131	-	176	307	24,704	11,562	\$7,341.77
5534-006-025	Zone 3	131	-	176	307	24,339	2,102	\$5,682.38
5545-007-026	Zone 3	-	-	60	60	7,034	-	\$925.47
5545-007-027	Zone 1	50	-	-	50	7,609	7,600	\$2,126.78
5545-007-028	Zone 3	50	-	152	202	8,681	9,450	\$3,360.41
5545-007-029	Zone 1	55	-	134	189	7,370	3,604	\$3,418.79
5545-007-030	Zone 1	55	-	-	55	7,370	8,930	\$2,295.55
5545-008-002	Zone 1	50	-	-	50	6,706	29,035	\$3,387.97
5545-008-003	Zone 1	50	-	-	50	6,705	150	\$1,591.77
5545-008-004	Zone 1	55	-	-	55	7,376	-	\$1,740.73
5545-008-005	Zone 1	55	-	-	55	7,376	-	\$1,740.73
5545-008-006	Zone 1	55	-	-	55	8,277	9,200	\$2,384.32
5545-008-007	Zone 1	55	-	-	55	7,375	18,144	\$2,868.89
5545-008-013	Zone 3	-	-	45	45	5,403	-	\$699.07
5545-008-014	Zone 3	-	-	45	45	5,403	-	\$699.07
5545-008-015	Zone 3	-	-	45	45	5,402	-	\$699.03

Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5545-008-040	Zone 1	55	-	309	364	13,980	11,261	\$6,319.05
5545-008-041	Zone 3	-	-	175	175	6,605	8,417	\$2,443.70
5545-008-043	Zone 3	-	-	100	100	12,001	10,000	\$1,893.95
5545-008-400	Zone 1	91	-	129	220	12,632	8,560	\$4,846.54
5545-009-029	Zone 3	-	-	40	40	11,926	-	\$899.11
5545-009-030	Zone 3	-	-	50	50	14,911	-	\$1,124.02
5545-009-031	Zone 1	50	-	-	50	8,247	-	\$1,704.84
5545-009-032	Zone 1	100	-	-	100	16,409	-	\$3,402.95
5545-009-033	Zone 1	148	-	162	310	24,122	-	\$6,781.74
5545-009-035	Zone 1	171	-	268	439	42,333	16,000	\$10,855.82
5545-011-022	Zone 1	50	-	-	50	8,752	6,402	\$2,143.02
5545-011-023	Zone 1	50	-	-	50	8,752	-	\$1,744.93
5545-011-024	Zone 1	50	-	-	50	8,753	-	\$1,745.01
5545-011-025	Zone 1	50	-	-	50	8,752	21,936	\$3,108.95
5545-011-026	Zone 1	96	-	171	267	17,483	1,232	\$5,336.82
5545-011-028	Zone 3	194	-	358	552	41,883	5,616	\$9,784.78
5545-011-029	Zone 1	50	-	175	225	8,790	5,136	\$3,966.76
5545-011-031	Zone 1	245	-	-	245	42,887	86,859	\$13,951.41
5545-013-001	Zone 1	135	-	155	290	20,959	25,592	\$7,772.99
5545-013-002	Zone 3	-	-	50	50	6,762	1,720	\$864.92
5545-013-043	Zone 1	58	-	-	58	10,658	19,546	\$3,279.67
5545-013-051	Zone 1	117	-	-	117	16,553	18,126	\$4,898.56
5545-013-055	Zone 1	-	-	-	-	900	-	\$71.44
5545-013-056	Zone 1	-	-	-	-	2,250	4,440	\$454.69
5545-013-057	Zone 3	-	-	50	50	6,753	24,311	\$1,634.20
5545-013-058	Zone 3	-	-	46	46	20,855	-	\$1,312.33
5545-013-059	Zone 3	-	-	1,096	1,096	155,945	150,304	\$23,096.20
5545-013-401	Zone 3	106	-	223	329	24,668	63,592	\$7,775.07
5545-013-403	Zone 1	158	-	-	158	35,172	98,472	\$12,233.75
5545-013-404	Zone 3	7	-	1,432	1,439	420,354	400,592	\$45,725.24
5545-014-001	Zone 1	180	-	207	387	37,336	-	\$8,991.21
5545-014-002	Zone 1	30	-	-	30	2,805	1,380	\$938.59
5545-014-003	Zone 1	50	-	93	143	4,673	4,018	\$2,680.42
5545-014-004	Zone 3	-	-	48	48	3,841	1,796	\$731.93
5545-014-005	Zone 3	-	-	45	45	3,601	2,054	\$698.80
5545-014-006	Zone 3	-	-	45	45	4,805	1,612	\$730.68

Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5545-014-007	Zone 3	-	-	35	35	4,555	2,092	\$628.74
5545-015-001	Zone 1	132	-	81	213	10,751	9,124	\$5,072.49
5545-015-002	Zone 3	-	-	50	50	6,603	-	\$800.12
5545-015-003	Zone 3	-	-	50	50	6,605	-	\$800.20
5545-015-047	Zone 3	-	-	40	40	5,200	8,154	\$914.68
5545-015-048	Zone 3	-	-	40	40	5,040	8,154	\$908.44
5545-015-049	Zone 1	126	-	97	223	13,236	1,742	\$4,858.35
5545-016-007	Zone 1	593	-	1,528	2,121	459,518	297,729	\$84,029.10
5545-016-900	Zone 1	265	-	956	1,221	323,026	138,500	\$50,195.65
5545-019-900	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-901	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-902	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-903	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-904	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-905	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-906	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-907	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-908	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-909	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-910	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-911	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-912	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-913	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-914	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-915	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-916	Zone 3	-	-	-	-	-	-	\$0.00
5545-019-917	Zone 3	-	-	-	-	-	-	\$0.00
5546-010-017	Zone 1	-	-	17	17	2,968	23,292	\$1,868.45
5546-010-018	Zone 1	108	82	52	242	19,963	-	\$5,522.47
5546-010-019	Zone 1	-	-	17	17	2,967	28,098	\$2,167.22
5546-010-020	Zone 1	-	-	17	17	2,967	28,098	\$2,167.22
5546-010-021	Zone 1	105	79	51	235	19,352	60,782	\$9,139.22
5546-010-022	Zone 1	108	82	52	242	19,963	145,585	\$14,575.24
5546-010-023	Zone 1	3	3	2	8	617	-	\$174.13
5546-010-401	Zone 1	-	-	67	67	7,642	59,893	\$5,058.09
5546-010-402	Zone 1	172	-	52	224	17,728	-	\$5,584.38

Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5546-010-403	Zone 1	-	-	67	67	7,642	72,251	\$5,826.53
5546-010-404	Zone 1	-	-	67	67	7,642	72,251	\$5,826.53
5546-010-405	Zone 1	172	-	52	224	17,728	46,041	\$8,447.30
5546-010-406	Zone 1	172	-	52	224	17,728	155,211	\$15,235.71
5546-011-017	Zone 1	151	-	205	356	30,975	93,000	\$13,638.38
5546-011-400	Zone 1	100	95	969	1,164	85,757	97,578	\$26,772.86
5546-012-002	Zone 2	-	103	101	204	18,209	20,349	\$4,928.88
5546-012-004	Zone 2	-	40	-	40	6,859	4,200	\$1,255.61
5546-012-005	Zone 2	-	61	-	61	10,461	3,600	\$1,749.51
5546-012-006	Zone 2	-	51	55	106	11,532	10,429	\$2,687.53
5546-012-007	Zone 2	-	52	52	104	8,558	8,211	\$2,334.34
5546-012-009	Zone 3	-	145	279	424	21,101	-	\$5,804.83
5546-012-011	Zone 1	152	145	142	439	23,659	3,882	\$8,807.25
5546-012-400	Zone 2	-	254	-	254	18,450	9,365	\$5,236.38
5546-013-002	Zone 2	-	145	-	145	22,900	35,715	\$5,625.21
5546-013-003	Zone 2	-	47	-	47	6,622	6,486	\$1,468.49
5546-013-009	Zone 2	-	20	-	20	6,515	-	\$714.98
5546-013-010	Zone 1	100	150	-	250	15,000	19,600	\$6,531.19
5546-013-011	Zone 1	100	-	-	100	15,017	14,000	\$4,163.00
5546-013-012	Zone 1	66	-	-	66	9,945	9,636	\$2,774.89
5546-013-013	Zone 1	50	-	-	50	7,483	7,500	\$2,110.57
5546-013-014	Zone 2	71	127	-	198	9,026	13,790	\$4,632.80
5546-013-015	Zone 2	-	25	-	25	1,752	1,712	\$557.60
5546-013-016	Zone 2	-	23	-	23	1,645	1,564	\$514.61
5546-013-017	Zone 2	-	-	-	-	249	-	\$17.03
5546-013-018	Zone 2	-	-	-	-	297	-	\$20.31
5546-013-019	Zone 2	-	53	-	53	9,488	-	\$1,362.94
5546-013-020	Zone 2	-	47	-	47	8,314	5,080	\$1,501.30
5546-013-028	Zone 2	-	170	-	170	6,012	5,880	\$3,048.53
5546-013-030	Zone 2	-	203	-	203	41,481	23,448	\$6,954.11
5546-013-031	Zone 2	-	35	-	35	6,174	3,162	\$1,080.20
5546-013-037	Zone 2	-	293	-	293	43,998	24,813	\$8,419.47
5546-013-038	Zone 2	-	166	-	166	6,140	4,320	\$2,911.41
5546-014-013	Zone 3	-	-	310	310	23,375	16,650	\$4,843.27
5546-014-014	Zone 3	-	-	100	100	7,791	-	\$1,389.14
5546-014-016	Zone 3	-	-	48	48	7,200	4,320	\$948.86

Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5546-014-017	Zone 3	-	-	198	198	7,200	4,848	\$2,594.95
5546-014-029	Zone 3	-	50	50	100	6,912	-	\$1,485.94
5546-014-044	Zone 2	-	150	150	300	20,772	12,336	\$5,796.95
5546-014-047	Zone 1	152	167	166	485	21,964	204,920	\$21,730.61
5546-014-048	Zone 2	-	173	173	346	27,998	110,080	\$12,612.81
5546-014-052	Zone 2	-	153	282	435	20,208	10,659	\$7,132.67
5546-014-053	Zone 2	-	142	288	430	23,945	23,808	\$8,080.24
5546-014-054	Zone 2	-	105	105	210	17,331	4,464	\$4,002.76
5546-014-056	Zone 1	137	-	454	591	33,503	17,136	\$11,530.24
5546-014-058	Zone 1	131	229	221	581	31,700	43,000	\$13,426.26
5546-014-900	Zone 3	-	-	210	210	8,962	-	\$2,628.73
5546-015-026	Zone 1	332	-	-	332	25,161	36,704	\$11,253.02
5546-015-029	Zone 1	147	-	-	147	22,169	19,087	\$6,034.24
5546-015-037	Zone 3	-	-	156	156	29,377	96,044	\$6,110.54
5546-015-038	Zone 1	140	-	-	140	52,708	148,190	\$16,339.18
5546-015-039	Zone 3	-	-	53	53	9,903	13,813	\$1,431.92
5546-015-040	Zone 3	-	-	70	70	7,399	9,453	\$1,370.28
5546-015-041	Zone 3	-	-	-	-	2,784	5,569	\$298.26
5546-015-042	Zone 1	219	-	99	318	26,707	3,600	\$8,018.31
5546-015-043	Zone 3	146	-	157	303	21,631	18,500	\$6,244.30
5546-015-046	Zone 1	-	-	-	-	920	-	\$73.03
5546-015-047	Zone 1	125	-	-	125	23,080	18,500	\$5,607.95
5546-015-900	Zone 3	-	-	531	531	99,814	574,797	\$29,237.00
5546-015-901	Zone 3	-	-	70	70	7,399	-	\$1,048.24
5546-015-902	Zone 3	-	-	-	-	2,784	5,569	\$298.26
5546-016-001	Zone 3	-	-	180	180	5,600	3,992	\$2,308.04
5546-016-002	Zone 3	-	-	95	95	13,300	5,390	\$1,733.27
5546-016-003	Zone 3	-	-	50	50	7,000	-	\$815.60
5546-016-004	Zone 3	-	-	50	50	7,000	3,522	\$935.59
5546-016-005	Zone 3	-	-	55	55	7,701	3,970	\$1,032.45
5546-016-008	Zone 3	-	-	50	50	7,001	5,500	\$1,003.01
5546-016-009	Zone 3	-	-	50	50	7,000	5,500	\$1,002.97
5546-016-010	Zone 3	-	-	50	50	7,000	1,250	\$858.19
5546-016-011	Zone 3	-	-	175	175	4,900	2,625	\$2,179.91
5546-016-020	Zone 3	-	-	100	100	14,003	14,939	\$2,140.26
5546-016-022	Zone 1	210	-	345	555	57,093	20,456	\$13,959.43

Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5546-016-023	Zone 3	-	-	95	95	13,308	11,568	\$1,944.06
5546-016-900	Zone 1	66	-	121	187	8,683	1,740	\$3,497.06
5546-017-006	Zone 2	-	53	46	99	959	-	\$1,279.04
5546-017-027	Zone 2	-	144	255	399	9,950	5,230	\$5,696.88
5546-019-002	Zone 3	-	-	177	177	5,606	-	\$2,139.72
5546-019-003	Zone 3	-	-	50	50	6,997	-	\$815.49
5546-019-004	Zone 3	-	-	50	50	6,998	-	\$815.52
5546-019-005	Zone 3	-	-	50	50	6,999	-	\$815.56
5546-019-013	Zone 1	277	-	838	1,115	117,688	118,335	\$31,613.91
5546-019-014	Zone 3	-	-	285	285	20,400	-	\$3,888.70
5546-020-012	Zone 1	136	-	86	222	12,487	3,140	\$4,976.48
5546-020-013	Zone 1	127	-	87	214	11,690	12,048	\$5,288.96
5546-022-015	Zone 3	-	-	50	50	6,759	2,719	\$898.84
5546-022-016	Zone 1	135	-	50	185	6,759	6,133	\$4,296.17
5546-022-019	Zone 3	-	-	50	50	6,997	1,564	\$868.77
5546-022-020	Zone 3	-	-	-	-	-	-	\$0.00
5546-022-021	Zone 3	-	-	-	-	-	-	\$0.00
5546-022-030	Zone 1	140	-	200	340	27,748	23,436	\$8,771.28
5546-023-016	Zone 3	-	-	60	60	6,811	-	\$916.77
5546-023-017	Zone 3	-	-	60	60	6,813	15,216	\$1,435.23
5546-023-030	Zone 3	-	-	48	48	6,593	1,668	\$834.85
5546-023-031	Zone 3	-	-	48	48	6,592	4,279	\$923.77
5546-023-048	Zone 3	-	-	543	543	71,738	48,698	\$10,349.54
5546-023-050	Zone 1	273	-	339	612	42,711	14,055	\$13,677.96
5546-024-019	Zone 1	366	-	465	831	84,429	41,000	\$21,985.93
5546-024-804	Zone 3	-	-	1,072	1,072	128,736	153,831	\$21,895.09
5546-025-001	Zone 1	199	-	471	670	54,143	24,977	\$15,142.95
5546-025-002	Zone 1	132	-	132	264	36,091	54,968	\$10,488.14
5546-025-003	Zone 1	48	-	-	48	6,545	-	\$1,527.74
5546-025-004	Zone 1	50	-	-	50	6,817	-	\$1,591.33
5546-025-005	Zone 1	20	-	-	20	2,727	-	\$636.55
5546-025-006	Zone 1	30	-	-	30	4,090	-	\$954.78
5546-025-007	Zone 1	50	-	-	50	6,816	-	\$1,591.25
5546-025-008	Zone 3	-	-	50	50	6,817	-	\$808.47
5546-025-009	Zone 3	-	-	50	50	6,816	-	\$808.43
5546-025-010	Zone 3	-	-	50	50	6,817	-	\$808.47



Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5546-025-011	Zone 3	-	-	48	48	6,545	-	\$776.15
5546-025-016	Zone 1	100	-	-	100	13,635	6,488	\$3,586.20
5546-025-017	Zone 1	50	-	-	50	6,815	5,672	\$1,943.87
5546-025-018	Zone 3	-	-	50	50	6,816	2,174	\$882.49
5546-025-019	Zone 3	-	-	50	50	6,817	-	\$808.47
5546-025-020	Zone 3	-	-	50	50	6,316	2,376	\$869.89
5546-025-029	Zone 1	303	-	60	363	28,765	94,009	\$15,144.55
5546-025-030	Zone 1	96	-	64	160	6,800	3,234	\$3,451.95
5546-026-003	Zone 2	-	45	-	45	5,770	-	\$1,000.92
5546-026-004	Zone 2	-	50	-	50	6,413	-	\$1,112.27
5546-026-005	Zone 2	-	50	-	50	6,413	-	\$1,112.27
5546-026-019	Zone 1	347	-	639	986	113,536	109,198	\$30,026.55
5546-026-020	Zone 2	-	167	239	406	41,121	-	\$7,656.18
5546-026-022	Zone 3	-	192	252	444	48,463	75,158	\$9,772.34
5546-026-024	Zone 3	-	-	128	128	23,190	-	\$2,293.40
5546-026-025	Zone 3	-	-	128	128	21,910	-	\$2,243.49
5546-026-028	Zone 3	-	103	120	223	14,815	-	\$3,268.02
5546-026-029	Zone 3	-	93	120	213	12,933	-	\$3,059.90
5546-026-030	Zone 1	362	-	636	998	113,044	106,947	\$30,130.03
5546-026-031	Zone 1	174	-	326	500	58,604	308,083	\$31,002.21
5546-026-034	Zone 1	509	-	-	509	62,006	25,764	\$17,215.19
5547-017-001	Zone 2	-	191	-	191	6,864	31,865	\$4,921.64
5547-017-003	Zone 2	-	153	-	153	20,674	14,208	\$4,312.93
5547-017-005	Zone 3	-	-	73	73	16,758	-	\$1,445.67
5547-017-006	Zone 3	-	-	73	73	17,431	10,898	\$1,843.17
5547-017-008	Zone 2	-	48	-	48	6,912	-	\$1,119.43
5547-017-012	Zone 2	-	60	-	60	8,608	11,922	\$2,099.93
5547-017-014	Zone 1	50	-	-	50	5,000	4,500	\$1,726.93
5547-017-028	Zone 3	-	-	55	55	13,849	2,409	\$1,218.96
5547-017-029	Zone 2	-	95	144	239	13,646	29,819	\$5,534.08
5547-017-030	Zone 2	-	245	-	245	34,414	52,342	\$8,740.23
5547-017-036	Zone 2	62	168	-	230	13,624	32,376	\$6,406.32
5547-017-037	Zone 1	70	-	-	70	11,537	20,136	\$3,638.18
5547-017-038	Zone 1	200	-	162	362	32,317	22,572	\$9,928.05
5547-017-039	Zone 3	-	-	60	60	11,974	-	\$1,118.06
5547-017-040	Zone 2	-	-	-	-	2,329	-	\$159.25

Appendix A  
Sunset and Vine BID Renewal  
Fiscal Year 2011/2011 Assessment Roll (Sorted by APN)

APN	Parcel Zone	Applied Level 1 (Fr.Ft.)	Applied Level 2 (Fr.Ft.)	Applied Level 3 (Fr.Ft.)	Frontage Benefit Units	Lot Benefit Units	Building Benefit Units	Total Assessment
5547-018-011	Zone 3	-	-	50	50	7,156	-	\$821.68
5547-018-012	Zone 1	143	-	55	198	7,906	11,074	\$4,916.76
5547-018-023	Zone 1	52	-	-	52	7,619	6,040	\$2,072.58
5547-018-024	Zone 3	52	-	143	195	7,535	3,852	\$3,069.34
5547-018-028	Zone 1	104	-	100	204	35,977	74,026	\$10,728.70
5547-018-029	Zone 2	-	207	215	422	44,534	65,858	\$12,050.53
5547-018-901	Zone 3	-	-	104	104	21,446	-	\$1,964.91
5547-026-001	Zone 1	106	-	344	450	18,226	100,772	\$13,673.17
5547-026-002	Zone 1	136	-	86	222	12,494	8,335	\$5,300.08
5547-026-014	Zone 3	-	-	120	120	6,234	-	\$1,545.52
5547-026-015	Zone 3	-	-	100	100	5,297	-	\$1,291.91
5547-026-016	Zone 3	-	-	100	100	5,299	-	\$1,291.99
5547-026-017	Zone 3	-	-	100	100	5,300	2,950	\$1,392.53
5547-026-018	Zone 3	-	-	71	71	3,711	1,706	\$973.43
5547-026-023	Zone 3	50	-	160	210	8,000	8,000	\$3,371.29
5547-026-024	Zone 1	150	-	-	150	24,001	24,193	\$6,560.17
5547-026-025	Zone 1	50	-	-	50	7,999	14,500	\$2,586.80
5547-026-026	Zone 1	50	-	-	50	8,001	7,311	\$2,139.93
5547-026-900	Zone 3	-	-	180	180	9,549	1,350	\$2,371.99
5547-026-901	Zone 3	-	-	68	68	3,712	1,450	\$932.19
5547-026-902	Zone 3	-	-	206	206	5,308	1,130	\$2,481.36
<b>Total</b>		<b>14,611</b>	<b>5,929</b>	<b>30,618</b>	<b>51,158</b>	<b>5,658,492</b>	<b>6,409,637</b>	<b>\$1,429,674.81</b>

Appendix B  
Public Parcel List

Sunset and Vine BID - Public Parcels

APN	Ownership	Situs Address	Annual Assessment	%
5546015900	COMMUNITY REDEVELOPMENT AGENCY OF L A CITY	No Situs Address	\$ 29,237.00	2.05%
5546015901	COMMUNITY REDEVELOPMENT AGENCY OF L A CITY	No Situs Address	\$ 1,048.24	0.07%
5546015902	COMMUNITY REDEVELOPMENT AGENCY OF L A CITY	No Situs Address	\$ 298.26	0.02%
5546016900	COMMUNITY REDEVELOPMENT AGENCY OF L A CITY	1357 Vine St	\$ 3,497.06	0.24%
	<b>Total Community Redevelopment Agency of LA City</b>		<b>\$ 34,080.56</b>	<b>2.38%</b>
5546014900	L A CITY	6513 De Longpre Ave	\$ 2,628.73	0.18%
5547018901	L A CITY	1548 Schrader Blvd	\$ 1,964.91	0.14%
5547026900	L A CITY	No Situs Address	\$ 2,371.99	0.17%
5547026901	L A CITY	No Situs Address	\$ 932.19	0.07%
5547026902	L A CITY	No Situs Address	\$ 2,481.36	0.17%
	<b>Total LA City</b>		<b>\$ 10,379.18</b>	<b>0.73%</b>
5545016900	L A UNIFIED SCHOOL DIST	5746 W Sunset Blvd	\$ 50,195.65	3.51%
5545019900	L A UNIFIED SCHOOL DIST	1315 S Wilton Pl	\$ -	0.00%
5545019901	L A UNIFIED SCHOOL DIST	1309 N Wilton Pl	\$ -	0.00%
5545019902	L A UNIFIED SCHOOL DIST	1301 N Wilton Pl	\$ -	0.00%
5545019903	L A UNIFIED SCHOOL DIST	5707 Fountain Ave	\$ -	0.00%
5545019904	L A UNIFIED SCHOOL DIST	5711 Fountain Ave	\$ -	0.00%
5545019905	L A UNIFIED SCHOOL DIST	5715 Fountain Ave	\$ -	0.00%
5545019906	L A UNIFIED SCHOOL DIST	5721 Fountain Ave	\$ -	0.00%
5545019907	L A UNIFIED SCHOOL DIST	1306 N Ridgewood Pl	\$ -	0.00%
5545019908	L A UNIFIED SCHOOL DIST	1310 N Ridgewood Pl	\$ -	0.00%
5545019909	L A UNIFIED SCHOOL DIST	1311 N Ridgewood Pl	\$ -	0.00%
5545019910	L A UNIFIED SCHOOL DIST	1307 N Ridgewood Pl	\$ -	0.00%
5545019911	L A UNIFIED SCHOOL DIST	1322 N Van Ness Ave	\$ -	0.00%
5545019912	L A UNIFIED SCHOOL DIST	1316 N Van Ness Ave	\$ -	0.00%
5545019913	L A UNIFIED SCHOOL DIST	1314 N Van Ness Ave	\$ -	0.00%
5545019914	L A UNIFIED SCHOOL DIST	1302 N Van Ness Ave	\$ -	0.00%
5545019915	L A UNIFIED SCHOOL DIST	5735 Fernwood Ave	\$ -	0.00%
5545019916	L A UNIFIED SCHOOL DIST	5743 Fountain Ave	\$ -	0.00%
5545019917	L A UNIFIED SCHOOL DIST	5735 Fountain Ave	\$ -	0.00%
	<b>Total LA Unified School District</b>		<b>\$ 50,195.65</b>	<b>3.51%</b>
	<b>Total All Government Assessments</b>		<b>\$ 94,655.39</b>	<b>6.62%</b>