



## About Your East Hollywood Business Improvement District

### What's being done in East Hollywood?

Since its founding in 2007, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood. The BID, with the help of local partners, recently finished planting over 100 trees in the area. Once the trees mature, the BID anticipates they will not only make the corridor healthier and prettier, but also more profitable. The BID is also working with partners to improve traffic and pedestrian flow, as well as to paint and freshen up other features of the corridor.

### What is the East Hollywood BID?

A BID or 'Property-based Business Improvement District,' is a self-imposed and self-governed benefit assessment district that finances enhanced services.

A BID is 'self-imposed' in that it requires affected property owners to sign petitions and ballots in order to form the district. It is 'self-governed' in that the property and business owner Board of the East Hollywood District, a non-profit organization, makes BID program and management decisions. Property-based BIDs were initiated in California after enabling legislation was approved in 1995. There are now more than 70 BIDs in the State, including more than 30 in Los Angeles business districts alone. More and more, BIDs are viewed as an effective tool to help business districts compete in an increasingly challenging market.

### What services does the BID provide?

The BID finances services that are over and above the basic services provided by local government. Services provided by the East Hollywood BID include litter pick-up, side-walk/bus-stop power washing and graffiti removal by uniformed Maintenance Teams.

In addition to these services, the BID provides funds for community improvement and advocacy initiatives that work to improve the District's business climate and overall quality of life, as well as advocating on behalf of the property owners collectively.

For any questions regarding the East Hollywood BID please contact the BID's Executive Director, Nicole Shahanian at [Nicole@hollywoodchamber.net](mailto:Nicole@hollywoodchamber.net) or via phone at 323-469-8311.

### What is the City's role in providing these improvements?

The City's primary role is to exercise its municipal authority to levy the assessment on behalf of the BID community. By having the City assess all affected parties, the BID receives funds from everyone benefiting from the improvements. The City is also authorized to audit or otherwise review the financial condition of the BID. In this way, the City assists the BID membership with oversight and review so that the special assessment is used according to the intentions of the business community.

### I already pay taxes! Why pay more for the BID?

Your general property and sales taxes pay for services that are distributed throughout the City and the region. Unlike these general tax dollars, 98 percent of the BID assessments come back to the District for special projects and services that are enjoyed only by the District. In addition, the City of Los Angeles has a citywide policy that they will continue to provide BIDs with the same basic service as they provide to other business districts. By forming a BID, the property owners generate their own funding for maintenance and improvements and determine how the money is spent within the BID boundaries. All funding is returned to the area as determined by the Board of Directors, which puts property owners in the driver's seat when it comes to improving a community.

### Who oversees the BID?

A Board of Directors that is elected by the members of the district governs each BID. The Board of Directors has a fiduciary responsibility to the BID and hires the management that administers the BID on a day-to-day basis. The BID's Board of Directors may choose to hire staff, an independent consultant or other entities to administer the BID. Generally, the programs to be provided by a BID are initially determined by the community and are selected based on community needs and desires. Costs associated with delivering the most wanted improvements then form the basis for the eventual BID assessment amount.

# EAST HOLLYWOOD

## BUSINESS IMPROVEMENT DISTRICT NEWS

## Q1-2016

**EAST HOLLYWOOD  
BID BOARD 2016**

**Chairman**  
Harvey Shield  
Temple Knesset Israel

**Vice Chairman**  
Jeff Zarrinam  
Hollywood Hotel

**Treasurer**  
Susanna Furios  
Church of Scientology, Los Angeles

**Secretary**  
Jacques Massachi  
Property Owner

**Mark Brady**  
Barnesdall Plaza

**Catherine Farrell**  
Kaiser Permanente

**Berj Tashjian**  
Property Owner

**James Underdown**  
Center for Inquiry

**Ellen Zaman**  
Children's Hospital Los Angeles

For information please contact:  
Nicole Shahanian  
Executive Director

[Nicole@ehbid.org](mailto:Nicole@ehbid.org)  
[www.EHBID.org](http://www.EHBID.org)

## Meet the 2016 East Hollywood BID Board of Governors



East Hollywood BID Board: Berj Tashjian, Susanna Furios, Harvey Shield, Jeff Zarrinam, Jacques Massachi, James Underdown

The East Hollywood BID 2016 Board of Governors were elected at the BID's annual meeting in February. Members of the BID's Board are elected to serve a term of two years. A person is eligible for consideration as long as they are an East Hollywood BID Parcel Owner in Good Standing or an authorized representative of a Parcel Owner in Good Standing.

### The 2016 BID Board of Governors consists of the following members:

- Chairman, Harvey Shield, Temple Knesset Israel
- Vice Chairman, Jeff Zarrinam, Hollywood Hotel
- Treasurer, Susanna Furios, Church of Scientology, Los Angeles
- Secretary, Jacques Massachi, Property Owner
- Mark Brady, Barnesdall Plaza
- Catherine Farrell, Kaiser Permanente Los Angeles Medical Center
- Berj Tashjian, Property Owner
- James Underdown, Center for Inquiry
- Ellen Zaman, Children's Hospital Los Angeles

To learn more about the East Hollywood BID Board of Governors, please visit our website at [www.EHBID.org](http://www.EHBID.org) or contact the BID's Executive Director, Nicole Shahanian at [Nicole@ehbid.org](mailto:Nicole@ehbid.org).

## NEXT BOARD MEETING

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend.

The next East Hollywood BID Board of Governors meeting is scheduled for 3:30 PM on Thursday, May 26th

Location TBA

Please contact the BID's Executive Director, Nicole Shahanian for further information or to be added to our e-mail list at [Nicole@ehbid.org](mailto:Nicole@ehbid.org) or via phone at 323-469-8311.

## East Hollywood BID and the Los Angeles BID Consortium

The East Hollywood Business Improvement District (BID) is among one of nearly 40 other BIDs that are part of the Los Angeles BID Consortium. As an association that represents the interest of the BIDs in Los Angeles, the LA BID Consortium works to resolve issues affecting BIDs, and also helps coordinate efforts amongst BIDs to create a more united and effective advocacy effort.

As a member of the LA BID Consortium, the East Hollywood BID stays in touch and up to date on the best practice for administering a BID, as well as recent developments affecting the LA Bid Community. As a united voice, the LA BID Consortium and their members are proactive about dis-

### Summary of Findings

- ✓ Number of BIDs in LA: 39
- ✓ Los Angeles BID assess over \$33M a year for special benefits within their districts.
- ✓ Los Angeles BID paid over \$336M since the creation of the first BID.
- ✓ BIDs contribute \$11.5M a year toward public safety efforts.
- ✓ BIDs contribute \$8.5M a year toward street and sidewalk enhancement efforts.
- ✓ 61% of a BID's budget is allocated toward Clean & Safe programs.
- ✓ BIDs collect 9,000 tons of trash a year.
- ✓ BIDs trim approximately 4,300 street trees on the public rights of ways.

THE Los Angeles  
BID Consortium

cussing solutions and obtaining greater resources to benefit Los Angeles' business improvement districts.

In order to expand its work, the Consortium recently hired an Administrative Assistant. The new position was funded through voluntary contributions from each of the City's BIDs. The willingness of each BID to participate in funding this position reflects the nature of the LA BID Consortium and emphasize how each member is willing to take steps which

will benefit the community as a whole in the long run.

For more information regarding BIDs, the consortium, and a list of the BIDs within Los Angeles, visit the LA BID Consortiums website, [www.labidconsortium.org](http://www.labidconsortium.org).

## LA City Rolls Out New Website for City Cyclists

The Los Angeles Department of Transportation (LADOT) Active Transportation Division recently launched a new and improved version of their website, [bike.lacity.org](http://bike.lacity.org). The goal of the website is to provide more information to commuters



in Los Angeles, especially those biking, walking, or rolling to work.

The revamped website contains an interactive map which displays bike paths, bike parking on sidewalks, bicycle repair stations, Mobility Plan 2035 networks, and other useful commuting information. The website is also packed with useful links, such as bicycle safety information, bike parking request forms, trip planner, and details about other LADOT bike related projects.

In addition, the website features a section for #LeapLA, the LADOT's Bike Blog. The blog makes announcements about upcoming events, keeps their followers updated on the progress of their projects, and helps keeps bike commuters informed. By incorporating the blog into their new website, the LADOT Bike Program hopes to resonate with a larger audience and pass on their resource to greater number of individuals.

Visit the new website at [bike.lacity.org](http://bike.lacity.org) to get access to these great features and useful information!

## Vermont Medians Approved: Construction Expected This Summer

On February 29, the Board of Public Works approved the EHBID project to construct street medians along Vermont Avenue from Hollywood Blvd. to Santa Monica Blvd. The East Hollywood Business Improvement District has partnered with Metro, CalTrans, and City Council District 13 to begin moving forward with the construction of six medians this summer.

The EHBID's Vermont Ave. medians proposal was selected as one of the funding recipients through the highly competitive Metro Call for Projects process, as a way to calm traffic and enhance the pedestrian experience in this highly traveled area of the city. Metro agreed to provide \$900,000 towards the EHBID's project, with additional funding from Council District 13 and the EHBID. "Improvements in public transportation is something that would bring a tremendous benefit to our community, and we are excited that progress is being made on this highly sought after project," stated Nicole Shahenian, Executive Director of the EHBID. "The Vermont corridor is home to several major institutions, many small businesses, and of course residents - all of which will benefit from the pedestrian safety enhancements, and the improved greenscape.

With the project approved, construction for the first four medians is expected to begin by June. The following two medians will begin following the completion of the initial four. For progress updates on construction, visit the East Hollywood BID website, [www.ehbid.org](http://www.ehbid.org).

## The Next Steps: Addressing Sidewalk Repairs on Vermont Ave

At the March meeting, the Board of Directors of the East Hollywood BID approved funds of up to \$20,000 to repair the most hazardous areas on the sidewalk along Vermont Avenue. Board members walked along Vermont in order to identify the areas which require the most urgent attention. With the initial assessment complete, the Board is working with contractors in order to ensure that all of the sidewalks throughout the BID are safe, uniform, and clean. Whether minor cracks, or in need of complete replacement, all instances are being logged with the ultimate goal of repairing the sidewalks throughout the entire district.

"The Board is always on the look-out for ways to enhance the walkability of the EHBID," said Nicole



Shahenian, Executive Director of the East Hollywood BID. "We want to make our sidewalks as safe as possible for our pedestrians, and we are really excited about making progress on these much needed repairs," said Shahenian.

Updates on the project and pictures of repairs will be coming shortly and posted on the BID's website, [www.ehbid.org](http://www.ehbid.org).

## East Hollywood BID Renews Cleaning Contract with LA Beautification Team

The East Hollywood BID Governors voted to approve a renewal of their cleaning contract with the Los Angeles Beautification Team (LABT). Since their founding in 1992, the Los Angeles Beautification Team (LABT) has played an active role in improving the quality of life in Los Angeles through their environmental improvements.

As the official cleaning contractor for the East Hollywood BID, the amount of effort, care, and expertise LABT's staff and crew put into their work has been witnessed at first-hand by the BID. Over the course of the past few years, LABT tremendously improved the BID's physical appearance through graffiti removal, trash clean-up, and planting over 100 trees.



The renewal of the cleaning contract includes addition items of maintenance, such as cutting and replacing the olive trees along Vermont Ave and also increasing the amount of power washing for the streets and bus stops throughout the year. In addition, LABT has been assisting with the maintenance of the "Vermont Triangle," at the intersection of Vermont Ave, Prospect Ave, and Hollywood Blvd. Through all of these efforts, the Board is proud to continue working with LABT to help maintain the beauty and safety of the East Hollywood District.

## East Hollywood's Target Moving Forward After Year Long Delay

After over a year of being held up by lawsuits, there may be some good news in sight for the Target project at Sunset and Western in East Hollywood.

Construction has been at a standstill on the halfway completed Target project since it was ordered to stop in August 2014 as part of lawsuit, where it was determined that the City should change the zoning on the project site rather than grant an exception to the Station Neighborhood Area Plan (SNAP) that governs construction in the area. The Target project originally was approved by the Los Angeles City Council in 2012, with construction beginning soon after. By the time the project's approval was overturned in court and a judge had ordered construction to stop in 2014, much of the Target was built.

If allowed to open, the Target would be home to Hollywood's first "department" store since Sears closed in 2008. This store will allow Hollywood residents to shop locally without having to leave the community for many necessities, and it will provide 250 critically-needed jobs for the neighborhood.

At a recent City Planning Commission hearing, a fix was approved that would allow for continuation of the project. The Planning Commission recommended that the City create a new Subarea F specific plan amendment to apply to large scale highway-oriented commercial projects within the SNAP. This reasonable addition to the SNAP ordinance addresses how superstores can properly fit into the urban context. The project will be considered next by the Los Angeles City Council. The Chamber will continue to follow this important Hollywood project as it makes its way through the City Council process.