Thank you Central Avenue Property Owners for supporting the petition drive!
The Los Angeles City Council approved our petition to initiate a ballot process for the formation of the Central Avenue Historic Business Improvement District.

The proposed property based Central Avenue Historic District Business Improvement District (“District”) is being established pursuant to Section 36600 et seq. of the California Streets and Highways Code, The “Property and Business Improvement District Law of 1994 as amended”, hereinafter referred to as State Law.

The ballots were mailed by the Los Angeles City Clerk on September 9th! Once you receive your official ballot please mail in your vote by October 15th so we can form the BID ASAP!

If you have any questions feel free to contact our BID consultant, Urban Design Center at 213-344-3946. A member of the formation committee will call you to follow up as well.

Let’s form our BID and empower the property owners on Central Avenue!

Vivian Bowers
Owner
Bowers & Sons Cleaners

Jonathan Zeichner
Executive Director
A Place Called Home

We Have Come a Long Way!

A Business Improvement District (BID) for Central Avenue has been a concept in the making for the past four years with support from Councilman Curren Price, former Councilwoman and current City of Los Angeles Economic and Workforce Development Department General Manager Jan Perry, Congresswoman Lucille Roybal Allard, neighborhood nonprofit organizations, business owners, developers and residents.

The Steering Committee, along with the support of the Los Angeles City Clerk’s Office and consultants Urban Design Center, The Sotelo Group, the Coalition for Responsible Community Development and Edward Henning & Associates, coordinated intensive outreach to business and property owners over the past 17 months in order to create the management district management plan and engineer’s report that encompasses the vision to create a better Central Avenue.

Join the Team!
South Park is a vibrant and evolving urban community that embraces its place at the epicenter of America’s second largest city. Offering diversity, commerce, opportunity, and security, South Park’s unique location in the midst of the rebirth of downtown Los Angeles offers its businesses and residents a lifestyle that includes world-class dining, entertainment, sports, recreation and culture within walking distance. South Park is THE PLACE TO BE.

The South Park BID’s Clean Team works hard every day to keep the district clean. On average, they cover more than 3500 sq. ft. of graffiti a month. The Safe Team of South Park BID patrols all day, every day on bicycle and foot throughout the South Park district. In their green shirts and black pants, they are on the road making daily contact with merchants, visitors and residents. Visit: [http://www.southpark.la/](http://www.southpark.la/)

BIDS Are Enhancing Business Communities Across Los Angeles!

South Park is a vibrant and evolving urban community that embraces its place at the epicenter of America’s second largest city. Offering diversity, commerce, opportunity, and security, South Park’s unique location in the midst of the rebirth of downtown Los Angeles offers its businesses and residents a lifestyle that includes world-class dining, entertainment, sports, recreation and culture within walking distance. South Park is THE PLACE TO BE.

The proposed Central Avenue Historic District will include:

- **Clean Streets Program**: graffiti removal, rubbish removal, power washing of sidewalks and bus benches, and coordination of bulky item removal.
- **Community Safety Ambassadors Program**: ambassadors will patrol the District by bike, greet patrons, pass out brochures about businesses and events, and provide directions.
- **Security Monitoring Program**: security cameras will be placed on buildings to cover the breadth of the corridor sight line.
- **Parking Demand Management**: the creation and management of off-street parking, and the production of parking maps.
- **Branding Program**: Cultural and historical brand identification. Includes creation of logos, collateral and video promos for use by property owners in promoting their investments, production of the BID website and newsletter, creation of wayfinding signage, funding for 3-5 major events per year, and a business directory listing.

Melrose Village is bordered by Highland Avenue on the east, the City of West Hollywood to the north, Fairfax Avenue on the west, and Rosewood Avenue on the south. The areas within a few blocks of Melrose Village include businesses and other resources. The neighborhood is one of the most popular and diverse communities in the region, with great restaurants, prominent theaters, and famous shopping areas. Visit: [https://melrosevillage.wordpress.com/](https://melrosevillage.wordpress.com/)
Join Fellow Property Owners in Supporting the BID Formation!

Over 51% Signed the Petition to Support the Ballot Process

Join the Central Avenue Empowerment Movement!
All Property Owners Will Benefit!

SAY YES!
MAIL YOUR BALLOT TODAY!
The New 9TH
Constituent Service Center
4301 S. Central Avenue
Los Angeles, CA 90011
Phone: 213-344-3946
www.centralavenuehistoricdistrict.org

THE LOS ANGELES CITY
CLERK MAILED
BID BALLOTS TO
PROPERTY OWNERS!

Next Central Avenue Historic District Committee Meeting - September 23rd

Have Questions About the BID Formation or Your Ballot?

ATTEND THE NEXT STEERING COMMITTEE MEETING
5:30 pm
September 23, 2015
@ The New 9TH Constituent Service Center

Agenda:

1. Discussion with Council District 9: Los Angeles Mobility Plan and the effort to exclude bike lanes on Central Avenue from the plan
2. Update on the Central Avenue Historic BID Ballot outreach efforts:
   - Feedback from property owners
   - Follow-up calls to property owners
3. Update on the status of the Non-Profit 501c3 IRS 1023 filing
4. Plan for Property Owner Happy Hour Meet & Greet Event - October 7, 2015
5. Proposed BID start-up requirements:
   - Contractor procurement requirements for the safety ambassador and clean streets team.
   - Procurement process for equipment purchases: Computers, phones, safety bikes, uniforms, trash receptacles etc.
   - Proposed 2016 Event Schedule