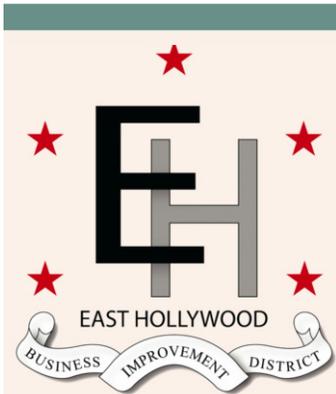


# EAST HOLLYWOOD

BUSINESS IMPROVEMENT DISTRICT NEWS

Q1 2017



## EAST HOLLYWOOD BID BOARD 2017

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Hollywood Hotel

For information please contact:

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Executive Director

Nicole@ehbid.org  
www.EHBID.org

## Update from Councilmember Mitch O'Farrell



Hollyhock House was designed by 20th century American architect, Frank Lloyd Wright. The house was commissioned by oil heiress and theatre producer Aline Barnsdall. In 1927, Barnsdall gave the house and the surrounding twelve acres to the City of Los Angeles. In 2012 Hollyhock House underwent an extensive restoration of the public rooms which are now open for visitors to tour. It is the only Frank Lloyd Wright residence in Los Angeles open to the public. Hollyhock House is a National Historic Landmark and has been nominated to be placed on the UNESCO World Heritage List.

East Hollywood's City Councilmember Mitch O'Farrell (CD-13) attended the February Meeting of the EHBID Board of Governors. The Councilmember discussed the recently completed renovations at the Hollyhock House at Barnsdall Art Park which is now open to the public for tours. He also announced that his office has helped to secure the installation of an enhanced traffic signal added in front of Children's Hospital Los Angeles in order to improve access to the main driveway and parking lot. Other topics covered in the meeting with Councilmember O'Farrell included the City's efforts to develop a sidewalk vending ordinance for Los Angeles and the recent passing of Measure HHH during the November 2016 elections which should help to fund increased homeless services in East Hollywood and throughout the City. O'Farrell also stated that the Hollywood Community Plan is moving forward and is scheduled to be re-introduced later this year.

# EHBID Annual Election Ballots Sent to Parcel Owners

Property Owners within the East Hollywood Business Improvement District should have received their annual BID Board of Governors Election Ballot in the mail. Parcel owners will be asked to vote for candidates to fill the upcoming vacancies on the BID's Board of Governors. Results of the election will be announced at the East Hollywood BID's meeting to be held on Tuesday, April 18, 2017 at 3:30 pm at the Hollywood Hotel (1160 North Vermont Ave., Hollywood, CA 90029). We welcome you to attend this meeting and further acquaint yourself with your East Hollywood BID Board of Governors. All meetings of the BID are open to the public.

The following individuals are candidates for election to the Board of Governors.

- Mark Brady, Barnsdall Plaza
- James Underdown, Center for Inquiry
- Harvey Shield, Temple Knesset Israel

Members of the BID's Board of Governors 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.

To learn about the EHBID Board of Governors, please visit [www.EHBID.org](http://www.EHBID.org) or contact Executive Director, Nicole Shahenian at [Nicole@ehbid.org](mailto:Nicole@ehbid.org).

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## Street Vending Ordinance Framework Heads to City Council for Consideration

The LA City Council will soon be considering a framework and action plan to establish a citywide street vending policy.

Highlights of the proposed framework include:

- Decriminalization of street vending. The proposal calls for the complete removal of misdemeanors and jail time. This proposal ensures that the city and enforcement agencies will never inquire about immigration status.
- Establishes a Citywide ordinance with no opt out provision for neighborhoods. Vending areas will be citywide, in both commercial/industrial and residential zones. This citywide model allows for the creation of "vending zones" that have either increased sidewalk placement restrictions or limited restrictions depending on the character of certain neighborhoods.
- The framework will include vending of both Food and Non Food items as well as incentives for selling "Healthy Foods".
- Require stationery sidewalk vendors to have the consent of adjacent business and property owners.
- Requires certain permits and liability insurance for sidewalk vendors that indemnifies the City, BIDs and property and business owners.
- Limits sidewalk vendors to two stationery operations per block in industrial and commercial areas and limits sidewalk vendors' operating hours to 7 a.m. to 9 p.m.
- Requires adequate clearance for pedestrians and the disabled to use the sidewalks. Also requires vendors to provide trash receptacles and to keep the areas around stationery sidewalk vending operations clean.
- Requires that vendors avoid conflicts with special

event permits, including permits for filming and farmers' markets.

- Requires stationery sidewalk vendors operating in BIDs to pay additional fees to support BID services.
- Prohibits all sidewalk vending before, during and after events at large venues
- Allows a limited number of roaming sidewalk pushcart vendors to operate on pre-approved routes in residential areas

Throughout the process, the East Hollywood BID has warned against the creation of a "one-size fits all approach" for the legalization of sidewalk vending in Los Angeles opting instead to support a system that would allow for Business Improvement Districts to "opt-out".

Executive Director of the EHBID, Nicole Shahenian expressed her concern about the impacts of a city wide ordinance on East Hollywood's brick and mortar establishments. Shahenian explained, "Much of East Hollywood lies within City approved Business Improvement Districts (BIDs), where property owners have voluntarily assessed themselves to maintain streets and sidewalks, trash cans, parking spots, restrooms, and provide security. Mobile vendors located within a Business Improvement District would unfairly reap all the benefits of the property owner's improvements, without being required to pay the same assessment fees".

The City Council's Economic development Committee has established a website with further information on the sidewalk vending proposal. <http://sidewalkvending.lacity.org/>

Additionally comments on the sidewalk vending proposal can be sent to City Council staff at [sidewalk.vending@lacity.org](mailto:sidewalk.vending@lacity.org)

# Homeless Services and Affordable Housing Development Takes Center Stage during March Election

On Tuesday, March 7th, voters throughout LA County were asked to vote on a series of important Ballot measures. Among them, Measure H – The Los Angeles County Plan to Prevent and Combat Homelessness. This Measure establishes a ¼ cent sales tax for ten years, with independent annual audits and citizens’ oversight, to fund mental health, substance abuse treatment, health care, education, job training, rental subsidies, emergency and affordable housing, transportation, outreach, prevention, and supportive services for homeless children, families, foster youth, veterans, battered women, seniors, disabled individuals, and other homeless adults.

The number of individuals and families estimated to be experiencing homelessness in LA County in January 2016 was 46,874, an overall increase of 2,515 people (6%) from 2015 (44,359) and 19% more than in 2013. The number of people living in encampments, tents and vehicles increased by 20% from 2015 to 2016 and a staggering 123% from 2013 to 2016.

Nicole Shahenian, Executive Director of the EHBID remarked, “The impacts of the homeless crisis is evident in East Hollywood and throughout Los Angeles. We sincerely hope that the passage of Measure H and its much-needed funding will have an immediate impact and it will bring quick relief to those suffering on our streets. This in combination with the voter’s approval last November of

the City’s Measure HHH to provide \$1.2-billion to build housing for the homeless, should mean more resources for the East Hollywood homeless community.”

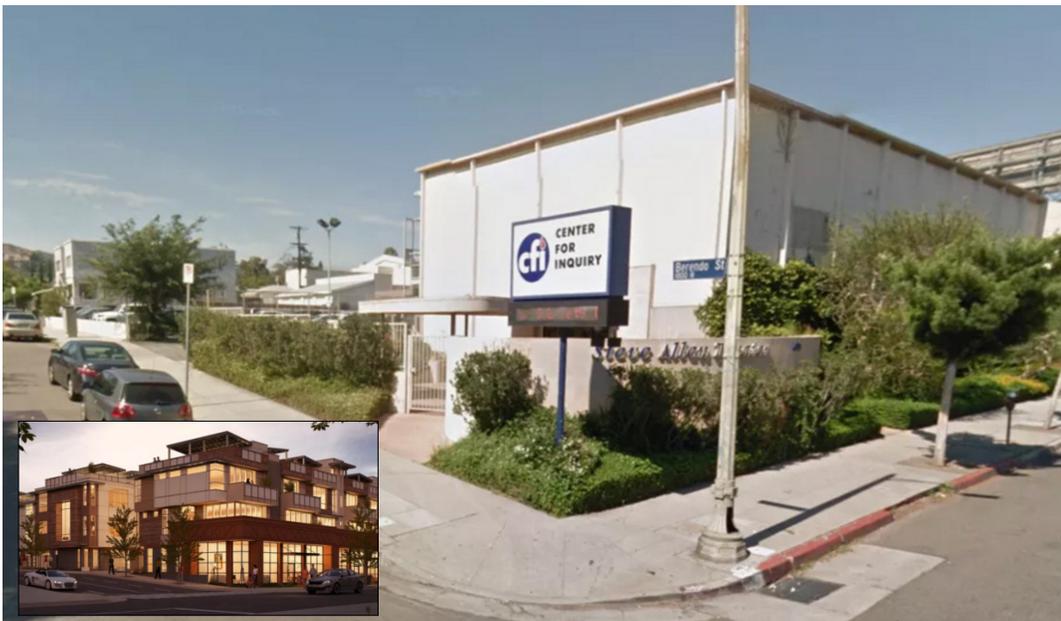
Voters in March also overwhelmingly defeated the East Hollywood BID opposed Measure S, also referred to as the Neighborhood Integrity Initiative. The no-growth initiative would have instituted a two-year moratorium on all projects that require an amendment to the City zoning code which opponents believed would have had a chilling effect on development and may have lead Los Angeles into a recession.

Opponents to the measure also pointed to recent studies which indicate rent in Los Angeles is rising at a much higher rate than incomes. High demand coupled with limited housing units would ultimately mean that a de facto ban on housing such as Measure S would have only further driven up rents for all Angelenos at a time when the City desperately needs to be adding as many housing units as possible, not hindering their creation.

Shahenian commented, the East Hollywood BID was a strong opponent of this ill-conceived measure. “We are thankful that voters have listened and understood that Measure S simply went too far – its passage would have led to the loss of thousands of construction jobs, not to mention the drastic impact it would have placed on the City’s already-struggling ability to meet its housing needs.”

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## East Hollywood’s Steve Allen Theater to Become Much Needed Housing



Later this year, the Center for Inquiry-Los Angeles and the Steve Allen Theater, which it houses, will be torn down to make way for much needed housing.

At its March meeting, the EHBID Board supported the project proposal by Placer Holdings. The project development at 4773 Hollywood Blvd. will include 20 live/work units and 43 parking spaces along with a private recreation center. It is expected that the project will break ground in late fall. The developer is currently reaching out to the local Neighborhood Council’s for input.



# 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 more beautiful, 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, sidewalk/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.

## 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.

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

## NEXT BOARD MEETING

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend. Please contact the BID's Executive Director, Nicole Shahenian 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.