

J. MICHAEL CAREY  
City Clerk

CITY OF LOS ANGELES

CALIFORNIA



Office of the  
CITY CLERK  
Council and Public Services  
Room 615, City Hall  
Los Angeles, CA 90012  
Council File Information - (213) 485-5703  
General Information - (213) 485-5705

When making inquiries  
relative to this matter  
refer to File No.

96-0610-S1

RICHARD J. RIORDAN  
MAYOR

CDS 2 & 5

Studio City Business Improvement  
District  
c/o Councilmember Feuer

PLACE IN FILES

August 2, 1999

AUG 15 1999

DEPUTY

City Clerk, Admin. Services,  
Attn: GCP Desk  
City Attorney  
Chief Legislative Analyst  
City Administrative Officer

Controller, Room 1200  
Accounting Division, F&A  
Disbursement Division  
Council Member Feuer  
Council Member Wachs

RE: FUND TRANSFER TO FINANCE START UP PROGRAMS FOR THE STUDIO CITY BUSINESS  
IMPROVEMENT DISTRICT

At the meeting of the Council held July 16, 1999, the following  
action was taken:

Attached motion (Feuer - Wachs) adopted..... X  
Mayor concurred..... 07-30-99

*J. Michael Carey*

City Clerk  
bem

steno\960610.1





27

ON NEXT  
#63

MOTION

JUL 09 1999

On May 4, 1998 (CF: 96-0610-S1) the City Council adopted Ordinance No. 172584 establishing the Studio City Business Improvement District (BID). The BID is anxious to begin start-up activities including, but not limited to, tree and sidewalk maintenance; communications with community members and stakeholders about the BID; and planning work necessary to increase available parking in the community.

The Studio City BID is requesting that the City advance \$72,000 in General Funds to begin these program. The funds will be reimbursed to the General Fund by the Studio City BID upon collection of the annual assessment due in January 2000 estimated to be \$288,882.37.

The advance is consistent with the City's Business Improvement District Policies and Implementation Guidelines which states that the "City may advance funds for the first quarter of a new district so that the district can commence work prior to the collection of the assessments. The funds advanced will not exceed one quarter of the total assessment. The advanced funds will then be deducted from the first year's disbursement."

I THEREFORE MOVE that subject to the approval of the Mayor, \$72,000 be transferred from the Reserve Fund to the Unappropriated Balance and be appropriated therefrom to a new line item in the General City Purposes Fund No. 100-56 entitled "Studio City BID", as an advance to fund start up programs, said funds to be reimbursed to the General Fund by the Studio City BID upon collection of the annual assessment.

I FURTHER MOVE, that the City Clerk be instructed to negotiate and execute the necessary contract for the above purpose subject to the approval of the City Attorney as to form and legality.

mo.  
**ADOPTED**

JUL 16 1999

LOS ANGELES CITY COUNCIL

PRESENTED BY

*Michael Feuer*

Michael Feuer  
Councilman, Fifth District

SECONDED BY

*Pat Staller*

7-9-99

MAYOR WITH FILE A-354

COUNCIL VOTE

16-Jul-99 10:54:48 AM, #3

Items for Which Public Hearings Have Not Been Held - Items 3-28

Voting on Item(s):

Roll Call

BERNSON	Yes
CHICK	Yes
FEUER	Yes
GALANTER	Yes
GOLDBERG	Yes
HERNANDEZ	Yes
HOLDEN	Yes
MISCIKOWSKI	Yes
PACHECO	Yes
PADILLA	Yes
RIDLEY-THOMAS	Yes
SVORINICH	Yes
WACHS	Yes
WALTERS	Yes
*FERRARO	Yes

Present: 15, Yes: 15 No: 0

J. MICHAEL CAREY  
City Clerk

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RICHARD J. RIORDAN  
MAYOR

96-0610-S1

CDS 2 & 5

May 14, 1999

PLACE IN FILES

MAY 20 1999

DEPUTY

City Attorney  
Councilmember Wachs  
Councilmember Feuer  
City Administrative Officer

Chief Legislative Analyst  
City Clerk, Executive Office  
cc: Administrative Services  
Attn: Karen Kalfayan  
cc: Mike Vitkiewicz

RE: ESTABLISHING THE STUDIO CITY PROPERTY AND BUSINESS IMPROVEMENT DISTRICT  
AND CONFIRMING THE ASSESSMENTS TO BE LEVIED UPON PROPERTIES WITHIN THE  
DISTRICT, AS DESCRIBED IN THE MANAGEMENT PLAN

At the meeting of the Council held May 4, 1999, the following  
action was taken:

Attached report adopted .....	_____
Attached motion () adopted .....	_____
Attached resolution adopted () .....	_____
Mayor concurred.....	_____
FORTHWITH.....	_____
Ordinance adopted.....	_____ X
Motion adopted to approve attached report.....	_____
Motion adopted to approve communication.....	_____
To the Mayor FORTHWITH.....	_____
Ordinance Number.....	172584
Publication date.....	5/17/99
Effective date.....	6/17/99
Mayor vetoed.....	_____
Mayor approved.....	5/10/99
Mayor failed to act - deemed approved.....	_____

*J. Michael Carey*

City Clerk  
aff

steno\960610.1

9 FF BC



ORDINANCE NO. 172584

An Ordinance of the City of Los Angeles establishing a Property and Business Improvement District to be known as the Studio City Business Improvement District.

WHEREAS, the Property and Business Improvement District Law of 1994 (California Streets and Highways Code sections 36600 et seq.) authorizes cities to establish property and business improvement districts for the purpose of levying special assessments on real property for certain purposes; and

WHEREAS, a petition has been filed by property owners who will pay more than 50 percent of the total amount of assessments to be levied, requesting the City Council to establish such a district; and

WHEREAS, after a public hearing the City Council on March 16, 1999 adopted a Resolution of Intention to establish a property and business improvement district to be known as the Studio City Business Improvement District; and

WHEREAS, the tabulation of ballots received as required pursuant to California Constitution Article XIID has not resulted in a majority protest,

THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

Section 1. Pursuant to the provision of Section 36600 et seq. of the California Streets and Highways Code (the "Act"), the City Council hereby establishes a property and business improvement district to be named the Studio City Business Improvement District (the "District").

Section 2. The Management District Plan, which is attached hereto and incorporated by reference as though fully set forth herein, contains the following information as required by the Act:

- (a) A map of the district in sufficient detail to locate each parcel of property within the district.
- (b) The name of the proposed district.
- (c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included.
- (d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.
- (e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.
- (f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years, to a maximum of five, in which assessments will be levied. The management district plan may set forth specific increases in assessments for each year of operation of the district.
- (i) The proposed time for implementation and completion of the management district plan.
- (j) Any proposed rules and regulations to be applicable to the district.
- (k) A list of the properties to be assessed, including the assessor's parcel number, and a statement of the method or methods by which the expenses of the district will be

imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance. The plan may provide that all or any class or category of real property which is exempt by law from real property taxation may nevertheless be included within the boundaries of the district but shall not be subject to the assessment.

(l) Any other item or matter required to be incorporated therein by the City Council.

- Section 3. It is the intent of the Council that the level of services presently being provided by the City in the area within the proposed district ("baseline service level") will not be affected by the creation of the district or the levying of the proposed assessments.
- Section 4. A public hearing was conducted before the City Council on March 16, 1999 in the Council Chambers in Room 300 at City Hall, 200 North Main Street, Los Angeles, California 90012, at which time the City Council adopted a Resolution of Intention to establish the District.
- Section 5. A public meeting was conducted before the City Council on April 6, 1999 in the Council Chambers in Room 300 at City Hall, 200 North Main Street, Los Angeles, California 90012, at which time the City Council allowed public testimony and comments regarding the proposed special assessment.
- Section 6. A public hearing was conducted before the City Council on May 4, 1999 in the Council Chambers in Room 300 at City Hall, 200 North Main Street, Los Angeles, California 90012, at which time the City Council heard all interested persons for or against the establishment of the District, the extent of the District, and the furnishing of specified types of improvements or activities.
- Section 7. Written protests against formation of the District were not received from the owners of real property which would pay fifty percent or more of the proposed assessment. In addition, ballots submitted in opposition to the District did not exceed ballots submitted in favor of the District. In tabulating the ballots received, the ballots were weighted according to the proportional financial obligation of the affected property.
- Section 8. The properties in the District, as established by this Ordinance, shall be subject to any amendments of the applicable State code.
- Section 9. The improvements and activities to be provided in the District will be funded by the levy of a special assessment. Revenue generated within the District by the assessment shall not be used to provide improvements or activities outside of the District, or for any purpose other than the purposes specified in the Resolution of Intention, as adopted by the City Council at the hearing concerning establishment of the District.
- Section 10. The City Council hereby finds that the property within the District will be benefitted by the improvements and activities to be funded by the levy of the special assessment.
- Section 11. The assessment authorized by the adoption of this Ordinance shall be collected and placed in a Special Fund to be established and to be known as the Studio City Business Improvement District Fund. All interest and other earnings attributable to assessments, contributions and other revenue deposited in the Special Fund shall be credited to the Fund.
- Section 12. The City Clerk shall certify the passage of this Ordinance and shall cause the same to be published in some daily newspaper printed and published in the City of Los Angeles.

I certify that the foregoing Ordinance was introduced at a meeting of the City Council of the City of Los Angeles and was adopted at its meeting of:

MAY 04 1999

J. MICHAEL CAREY, City Clerk

By Marie Kostienice

Approved as to Form and Legality

May 3 1999  
JAMES K. HAHN, City Attorney

By [Signature]  
KENNETH CIRLIN  
Assistant City Attorney

[Signature]  
RICHARD J. RIORDAN, Mayor  
MAY 10 1999  
Date

Council File No. 96-0610-51

MVBID/ORD

Mayor's Time Stamp

RECEIVED

'99 MAY -5 P3:59

DEPUTY MAYOR

TIME LIMIT FILE  
ORDINANCE

RECEIVED  
CITY CLERK'S OFFICE

99 MAY -5 PM 3:49

CITY CLERK

BY \_\_\_\_\_  
DEPUTY

COUNCIL FILE NUMBER 96-0610-S1

COUNCIL DISTRICTS 2 & 5

COUNCIL APPROVAL DATE May 4, 1999

LAST DAY FOR MAYOR TO ACT

**MAY 17 1999**

ORDINANCE TYPE:  Ord of Intent  Zoning  Personnel  General  
 Improvement  LAMC  LAAC  CU or Var Appeals - CPC No \_\_\_\_\_

SUBJECT MATTER: ESTABLISHING THE STUDIO CITY PROPERTY AND BUSINESS IMPROVEMENT DISTRICT AND CONFIRMING THE ASSESSMENTS TO BE LEVIED UPON PROPERTIES WITHIN THE DISTRICT, AS DESCRIBED IN THE MANAGEMENT PLAN

RECOMMENDATIONS:	APPROVED	DISAPPROVED
PLANNING COMMISSION	_____	_____
DIRECTOR OF PLANNING	_____	_____
CITY ATTORNEY	<u>X</u>	_____
CITY ADMINISTRATIVE OFFICER	<u>X</u>	_____
OTHER: _____	_____	_____

RECEIVED  
CITY CLERK'S OFFICE

99 MAY 10 PM 1:02

CITY CLERK  
DEPUTY

**MAY 10 1999**

DATE OF MAYOR APPROVAL, DEEMED APPROVED OR \*VETO: \_\_\_\_\_  
 \*VETOED ORDINANCES MUST BE ACCOMPANIED WITH OBJECTIONS IN WRITING PURSUANT TO CHARTER SEC. 29

(CITY CLERK USE ONLY PLEASE DO NOT WRITE BELOW THIS LINE)

DATE RECEIVED FROM MAYOR MAY 10 1999 ORDINANCE NO. 172584

DATE PUBLISHED MAY 17 1999 DATE POSTED \_\_\_\_\_ EFFECTIVE DATE JUN 17 1999

ORD OF INTENT: HEARING DATE \_\_\_\_\_ ASSESSMENT CONFIRMATION \_\_\_\_\_

# **STUDIO CITY IMPROVEMENT ASSOCIATION MANAGEMENT DISTRICT PLAN**

*Prepared pursuant to the State of California  
Property and Business Improvement District Law of 1994  
to create a Management District in Studio City a community within the  
City of Los Angeles*

**By**

**Studio City Improvement Association**

**And**

**Citygate Associates  
Telephone: (626) 355-0041**

# Studio City Management District Plan

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~~Appendix 1: AB 3754: Property and Business Improvement District Law of 1994.~~

Appendix 2: List of properties to be assessed, by Assessor's Parcel Number.

~~Appendix 3: City of Los Angeles Draft Resolution: Base Levels of Service Policy.~~

Appendix 4: Registered Professional Engineer's Certification.

## **I. STUDIO CITY MANAGEMENT DISTRICT AT-A-GLANCE**

Developed by a growing coalition of property and business owners, the Studio City Management District is a Benefit Assessment District proposed to improve the commercial core of Studio City. The Management District will establish a Parking Development Program to promote construction of 400 to 600 new parking spaces and improve management of existing parking resources, it will also provide the following: new parking security, trash/debris collection, business interest advocacy, and marketing and promotion services above and beyond those currently provided by the City of Los Angeles (the "City"). This approach has been used successfully in other commercial areas throughout the country to improve the business image, attract new customers and increase sales, occupancies and property values.

**Location:** Studio City, centered around Ventura Boulevard on the eastern entrance to the San Fernando Valley, within the City of Los Angeles. Please see the map on Page 12 for specific boundaries of the District.

**Services:** Parking Development Program to promote construction of 400 to 600 new parking spaces and improve management of existing parking resources; security program to support police and property owner crime prevention efforts; maintenance services to increase the frequency of tree trimming, regular litter and debris pickup and sidewalk cleaning; advocacy to promote business interests and allow the business community to speak with one clear voice; and marketing and promotions including a special program that benefits businesses and schools.

**Method of Financing:** Benefit assessment of real properties.

**Budget:** Total maximum District Budget for each year of its five (5) year operation is a base of \$287,006 per year with a maximum 3% increase per year.

**Cost:** Annual assessments on property located in Zone 1 will be a combination of \$0.039 (3.9 cents) per square foot of land, and \$21.38 per front foot on Ventura Boulevard. Frontage on other streets in Zone 1 will be assessed at \$6.41 per front foot. Annual assessments on property located in Zone 2 will be a combination of \$0.029 (2.9 cents) per square foot of land and \$3.20 per foot of street frontage.

**City Services:** It is anticipated that the City of Los Angeles will adopt a Resolution pursuant to State Law that establishes a policy of maintaining the existing level of services within the proposed District. In addition, the City will pay its fair share of the costs for new services being provided.

**Formation:** District formation requires submittal of petitions from property owners representing at least 50% of the total assessment. The "Right to Vote on Taxes Act" (also known as Proposition 218) requires that more than 50% of the ballots received, weighted by assessment, be in support.

**Duration:** Pursuant to State Law, the District will have a set term. The proposed District will have a five (5) year life. After that period, the petition process must be repeated for the District to remain.

## **II. WHY A MANAGEMENT DISTRICT FOR STUDIO CITY?**

There are several reasons why now is the right time to form a Management District in Studio City.

1. *The Need to Improve Studio City's Parking.*  
Studio City business owners and property owners agree that improved parking would increase property values and business volume throughout the District. Many customers recognize a need for additional parking. The absence of adequate parking contributes to traffic congestion and the loss of revenue. The Management District's ability to provide parking for its customers and employees would affect all businesses. It would provide for additional parking spaces, parking security, and parking maintenance.
2. *The Need to Provide Effective Sidewalk and Tree Maintenance Services in a Cost Efficient Manner.*  
The City of Los Angeles is responsible for providing services on a citywide basis. The new District will augment those maintenance services to make Studio City cleaner and more pleasant than it has ever been.
3. *The Need to Provide Effective Marketing and Promotions.*  
Now a single organization will be directing the promotions and marketing for the entire District. These market-based promotions will draw new visitors to the area and induce them to return for additional commercial activity. In addition, a program to promote local business and support the local schools has been developed in which school financial support will be exchanged for consumer receipts demonstrating local purchases.
4. *The Need to Provide Effective Community Security Enhancements.*  
The City of Los Angeles is responsible for providing public safety on a citywide basis. The new District will add to those security services and customize them to meet the unique needs of Studio City – such as additional parking security.
5. *An Opportunity to Establish Private Sector Control and Accountability.*  
These new services and the District will be managed by the Studio City Improvement Association (SCIA), a non-profit private sector business organization formed for the sole purpose of improving Studio City. Annual Management District work plans and budgets will be developed by an Advisory Board composed of stakeholders that own businesses and property in Studio City. New parking, security, maintenance, and marketing and promotion services will be subject to private sector performance standards, controls, and accountability.

### **III. WHAT IS A MANAGEMENT DISTRICT?**

Although new to Studio City, nearly 1000 downtown Management Districts currently operate throughout the United States and Canada.

A Management District provides essential services, such as parking services, security, maintenance, and economic development in addition to those provided by local government. These services are concentrated within a distinct geographic area and are paid for by means of a special property owner assessment. The organization responsible for providing these services is governed by a Board of Directors representing those who pay. Many districts have been formed as a local business community response to declining municipal budgets and services.

Management Districts are proven to work by providing services that improve the overall viability of central business districts -- resulting in higher property values and sales volumes. A matrix providing information on existing Management Districts in other cities is provided on Page 7 of this document.

The Studio City Management District will be formed pursuant to a State Law that took effect in January 1995. The "Property and Business Improvement District Law of 1994", which was signed into law by Governor Pete Wilson, ushers in a new generation of Management Districts in California by allowing a greater range of services and independence from government. The following are key provisions of the new law include:

- Allows Management Districts to undertake services ranging from parking to security, maintenance to marketing, economic development to special events.
- Allows revenue for services to be raised from assessments on property.
- Requires petition support from property owners paying at least 50% of the proposed property assessments to form a Management District.
- Allows for the formation of a property and business owner Advisory Board to supervise District operations and submit a yearly service plan.
- Requires limits for assessments to ensure that they do not exceed pre-established levels.
- Provides a multi-year life for Management Districts and requires a new petition process to renew a District. The Studio City Management District will have a five (5) year term.

The "Property and Business Improvement Business District Law of 1994" (AB 3754) is provided in Appendix 1 of this document.

#### **IV. DISTRICT COMPARISONS**

To build on the successes of other Management Districts around the country, Citygate Associates conducted a survey of several comparable commercial areas that utilize assessment districts to provide services. Studio City was compared to other commercial areas sharing similar characteristics and utilizing assessment districts to provide services or improvements. Comparability was based on a number of characteristics: financial needs, security concerns, city population, district size and shape, association budget, and service needs. The cities surveyed were: Hampton (VA), Hollywood (CA), Portland (ME), Salem (OR), and Santa Monica (CA). The following provides a summary of the areas surveyed. In addition, strategies, programs or comments of interest are listed below in the following categories:

##### **Parking**

Salem's business association was concerned that employees were using their prime parking areas. They instituted a successful program of continuing to provide free parking for customers but requiring employees to park in designated areas. The enforcement of the program has worked well. The City of Santa Monica provided long term bond financing to pay for streetscaping and six parking lots. The annual debt service on this financing is paid for by an annual \$0.97 per square foot assessment on the property owners.

##### **Traffic**

In Hampton, the Coliseum District follows along Mercury Boulevard, or Interstate 64. This major transportation corridor has as many as twelve (12) lanes and is not friendly to pedestrian traffic. The District is working to narrow the street whenever possible. In addition, Mercury Boulevard has been organized into separate commercial zones in an attempt to address traffic problems on a piece-by-piece basis. The District has also taken advantage of the large street area and designated portions of it as a daytime town square and a nighttime plaza. A trolley has been introduced to carry pedestrians along Mercury Boulevard.

##### **Maintenance**

Maintenance services typically include street sweeping, sidewalk sweeping and pressure washing, as well as general clean up. After establishing a Baseline Service Contract with the city government, Portland's Downtown Association provides for additional maintenance by paying the Public Works Department for these additional services. While administratively convenient, this arrangement has experienced some difficulty with promptness of the services provided and the requirement to pay union scale wages. Santa Monica's maintenance is provided by the City Public Works Department and is funded by

charging the Third Street Promenade's merchants double the normal Business Licensee fee.

### **Security**

Four (4) of the five (5) districts have either a guide or security patrol program to assist visitors and add additional security presence. Two (2) of the Districts, Hampton and Portland, use guides that are easily identified as "ambassadors" for the commercial area. Wearing friendly and easily identifiable uniforms, they provide both customer service and additional "eyes and ears" for the police. Portland's guides have been well received by community. Portland's Downtown Association suggests using surveys to measure the success of public safety efforts. Hampton will begin guide patrols later this year. Hampton already has initiated a "business watch" program that is similar to a "neighborhood watch" program. An armored car pick-up for merchants needing to make night deposits has also been organized, and is paid for by the merchants that use it.

Santa Monica and Hollywood have security patrols that more directly confront safety concerns. Santa Monica is patrolled by Santa Monica Police, often with officers on bikes. Hollywood plans to begin patrols in March 1997 which will most likely be staffed by privately hired security guards, wearing bright and distinctive uniforms.

Guides are typically provided with radios and uniforms. Each radio costs approximately \$700. The cost of uniforms varies according to their nature and need to accommodate changing weather conditions. Portland received uniforms at no cost from L.L.Bean, with an approximate value of \$1,200 each and recommends such sponsorship. Security or Police patrols can cost more than twice as much as guide programs.

### **Marketing**

As would be expected, there is a great diversity among the various commercial areas in terms of the types of marketing used. Newsletters, downtown directories, and brochures are common methods of advertising both the commercial area and individual businesses. Banners are frequently used to give more of an identity to the district. In the summertime, Portland has a weekly concert series. Portland also advocates the use of public satisfaction surveys to identify the interests and needs of downtown workers and visitors. Hollywood's marketing program is focused on the attraction of retail stores, restaurants and entertainment. Once these new businesses are in place, marketing to tourists will begin in earnest. Salem has a Christmas Tree lighting event and a 2-day "Summer in the City" festival. Santa Monica has little funding to market the Promenade. As a result their marketing efforts have been combined with the shopping mall at the southern border. They also aggressively seek "free" advertising through media coverage of special events.

### **Economic Development**

The City of Santa Monica adopted land use changes that required all new movie theaters to be located within the Third Street Promenade; since that change three (3) theaters with seventeen (17) screens have been developed. The City also recently placed a moratorium against any new outlets that sell alcohol on the Promenade and is encouraging additional commercial retailers to locate in the area.

### **Organizational Structure**

Every association was formed as a private, non-profit organization. Unlike the others, however, Santa Monica is not a Business Improvement District. Every association has a full-time director.

The size of each association's board of directors ranges widely, from nine (9) to thirty-three (33) members. However, the directors with the larger boards reflected on the difficulties associated with having so many board members and a preference for a smaller board.

### District Comparison Chart

City Population	Organization	Annual Budget Assessment Portion # of Property Owners	Services Provided (Cost)	Type of BID Assessment	Comments
Hampton, VA 135,000	Coliseum Central BID, Inc. February, 1996 15 member board	\$272,000 ----- \$136,000 from assessment \$136,000 match from City ----- 1800 acres following major transportation corridor	Salaries-\$80,845 Administration-\$37,100 District Development & Services \$45,000 Marketing \$31,500 Strategic Plan \$50,000	Additional property tax surcharge based on property value.	The District and the city have each budgeted \$50,000 to fund the creation of a strategic plan for the District.
Hollywood, CA	Hollywood Entertainment District Established Sept., 1996 501(c)6 non-profit 9 Directors	\$600,000 ----- 41 Parcels along 6 blocks of Hollywood Blvd.	Security \$300,000 Maintenance \$80,000 Administration \$120,000 Marketing \$100,000	Additional property tax surcharge based on frontage, property size, and building square footage.	Emphasis is on "clean and safe" issues. There is a lesser benefit zone charge for those properties that don't front on Hollywood.  District has a one-time \$500,000 streetscape improvement grant from MTA.
Portland, ME 65,000	Portland Downtown Assn. Established in 1992 501 (c) 4 non-profit 33 member board	\$478,000 ----- 389 properties	Salaries \$113,000 Administration \$43,000 Physical Environment \$157,000 Marketing \$130,000 Guides \$30,000 Public Safety \$4,000	\$1.28 per \$1,000 of property value per year (capped at 5% of property taxes).	In addition to the business property association, there are also 2 merchant based and 1 arts association.  Maintenance program is provided by contract with City Public Works Dept.
Salem, OR 107,000	Salem Downtown Assn. Established in 1972 501(c)(6) non-profit 15 member board	\$200,000 ----- \$70,000(est) tax increment \$60,000(est)event sponsors \$70,000(est) assessment 28 Blocks	Promotions & Special Events \$100,000 Administration \$100,000	Merchants are assessed by the number of parking spaces for their employees and for estimated number of customers.	There is free parking for customers. Employees are issued permits and must park in designated areas or the receive a ticket.  Special events include Xmas Tree Lighting event and Summer in the City sales/festival.
Santa Monica -- Third Street Promenade 92,000	Bay Side District Corporation Established in 1986 501(c)(3) 11 member board	\$500,000 ----- All funds provided by the City.	Salaries Administration Marketing	City provides \$500,000 to fund District operations. Property owners pay \$0.97 per sq. ft. per year for streetscape & parking bond. Merchants pay double business license fee for extra maintenance.	Santa Monica property value increases have more than re-paid the costs of the plan.

## **V. HISTORY OF STUDIO CITY AND SCIA EFFORTS**

Studio City is the gateway to the San Fernando Valley and has a rich history of Spanish and early California culture in addition to its role in the history and development of filmmaking. The Campo de Cahuenga on Lankershim Boulevard is located at the site of the signing of the 1847 Treaty of Cahuenga that ceded Alta California to the Americans. In 1915 the area later known as Studio City was annexed to the City of Los Angeles with water assured it by the recent opening of the Owens River aqueduct. Studio City as a separate community does not seem to have retained the names of early residents except for the moviemaker Mack Sennett who established his studio in 1913. Sennett made silent movies at a site approximately located at intersection of Laurel Canyon and Ventura Boulevards. He made movies there until 1928 when "talkies" came to the forefront. It is possible that Sennett and his studio were responsible for the name of the community.

The Carpenter Avenue School is known to have been in operation in the 1920s and there was "company housing" (probably for the studio) along Pacoima Avenue, which is now known as Laurel Canyon Boulevard. Local residents apparently raised greyhounds near Moorpark and Whitsett Avenues. Throughout the 1920s, residents walked to the Town of Lankershim, (whose name was changed to North Hollywood in 1927 when it voted to be annexed to the City of Los Angeles), for a Sunday movie.

Republic Pictures bought the studio from Sennett in 1933 and operated it for many years, producing some of the films for which Republic is best remembered. Today, the property known as CBS Studio Center is owned and operated by CBS who purchased it from Republic in 1963. Many of the surrounding businesses continue to relate to the needs of movie and television production in the area. Throughout the community, flower shops, jewelers, restaurants, and copy stores have clientele whose names and faces often appear on both on the big and small screen.

The commercial corridor was built-out during the 1930s. A few strip commercial centers have been constructed in the last two decades replacing older facilities. As with the residential community, the absence of large tracts of vacant land which are found in the more agricultural parts of the Valley has kept the Studio City Village free of shopping malls, allowing customers to develop and enjoy personal relationships with the local shopkeepers. The business mix continues to emphasize retail and small service businesses along with a wide variety of restaurants.

### **A. History of CBS Studio Center (1928 TO 1996)**

Mack Sennett, "The King of Comedy", came to the San Fernando Valley in 1928, where he built a movie studio that gave the surrounding area a name - "Studio City". He filmed his famous comedies in Studio City, introducing such famous comedians as Mabel Norman, Ben Turpin, Charlie Chaplin, Slim Summerville, and W.C. Fields.

By 1933, the foreclosures of the Great Depression forced the **Mack Sennett Studio** into bankruptcy. It became a rental studio for independent producers. Mascot Pictures, became its principal tenant and for the next two years the Studio was know as **Mascot Studios**.

In 1935, when Mascot Pictures, Consolidated Film Industries and Monogram Pictures joined with several independent producers to form Republic Pictures Corporation, a new name appeared over the main gate on Radford Avenue - **REPUBLIC STUDIOS**.

By 1940 Republic was recognized as one of the major studios. Some of the stars that worked at Republic include John Wayne, Vaughn Monroe, Barbara Stanwyck, Roy Rodgers, Gene Autry, Roy Calhoun, Ward Bond, Joan Crawford, and many others. With the event of television in the early 1950's, Republic entered into this new medium. With the marked decline in theater box office receipts, the management of Republic Productions opened its facilities to outside producers. Revue Productions, Jack Webb and his Mark VII Productions, Four-Star Productions, CBS, NBC, and ABC network sponsored production companies.

In 1963, the CBS Television Network entered into an agreement with Republic Studios whereby CBS would become the major lessee of the studio. In May of 1963, the CBS Television Network to over the Republic Studio and renamed the facility **CBS STUDIO CENTER**. In April of 1967, CBS purchased the studio.

In 1982, CBS and 20<sup>th</sup> Century Fox Film Corporation formed a joint venture. For the first time in almost twenty years, a new sign appeared on the main gate - **CBS/FOX STUDIOS**.

In December 1984, 20<sup>th</sup> Century Fox sold its interest in the Studio to MTM Enterprises. On the first working day of 1995, the **CBS/MTM STUDIOS** sign went up at the main gate. The Studio continued to produce top rated television series, movies for television, and theatrical films.

On March 17, 1992, CBS acquired MTM's half interest in the lot and for the second time in almost thirty years, the name **CBS STUDIO CENTER** went up over the front gate and remains there today.

Currently, CBS Studio Center is the largest property owner and the largest employer in Studio City. Upon formation of the Management District, the Center will be its largest single financial contributor.

## **B. Recent Events**

Now, Studio City businesses and property owners are focused on improving the commercial area to make it a magnet for additional customers and visitors.

Identified by property and business owners as both a strength and a weakness is the fact that Ventura Boulevard, a major transportation corridor, bisects and defines the commercial corridor. This major thoroughfare carries thousands of cars through Studio City every day. Although this increases the number of visitors to adjacent businesses, some do not stop in Studio City. To the outside visitor, it is difficult to distinguish Studio City and its amenities from the other communities along Ventura Boulevard. Part of the current SCIA effort is an attempt to distinguish Studio City and make it one of the most attractive communities in the greater Los Angeles area. This Management District Plan, and the creation of a unified organization with a secure funding mechanism, provides another critical step in achieving the vision developed by Studio City business and property owners.

The Studio City Improvement Association (SCIA), incorporated in 1996 and has taken a leadership role in recent efforts to revitalize the commercial core. SCIA is responsible for retaining Citygate Associates and Downtown Resources to assist with the revitalization efforts. SCIA's mission is to protect investments in the area and provide a clean, safe, and friendly business and civic core area.

The proposed Management District will provide new parking, security, maintenance, marketing and promotion services above and beyond those currently provided by the City of Los Angeles. Working together, SCIA, Citygate Associates, and Downtown Resources prepared this Management District Plan.

## **C. Meetings with SCIA, Property Owners, & Stakeholders**

### **1. Initial Meetings with SCIA**

In the Fall of 1996, the Board of Directors of SCIA met with Citygate Associates and Downtown Resources to explore a Management District in Studio City. In several meetings, SCIA and its consultants discussed the benefits of Management Districts and the effort necessary to create one in Studio City. Further meetings were held with representatives from the local City Council Offices and other representatives from the City of Los Angeles.

### **2. Meetings with Property Owners and Other Stakeholders**

On October 3, 1996, a "Kick-off Meeting" was held to appraise community on the feasibility of establishing a Management District. The meeting was well attended by approximately fifty (50) commercial property owners, business owners, government officials and residents.

In December, 1996, and January, 1997, a number of Focus Group meetings were held with property owners, business owners, Chamber of Commerce representatives, and other stakeholders. The attendees represented both large and small properties in Studio City and accounted for over 50% of the assessed value of properties in the commercial core. In January and February 1997, a number of additional individual meetings were held to further refine the needs and desires of property owners and business owners in Studio City.

The purpose of the Focus Group meetings and the individual meetings was to present information on Management Districts, and elicit property owners' and business owners' interests and/or concerns about Studio City. The collection of information included surveys and discussions of business issues.

In all of these Groups, parking was identified as the highest priority. When asked how limited resources should be allocated, most property owner and business owner groups selected parking development, management and improvement. Several respondents also suggested that parking security, tree maintenance and trash removal were important service considerations.

A smaller number of business members and other stakeholders responded that they would dedicate resources to promotional activities and other ongoing maintenance needs such as alley improvements and sidewalk cleaning.

## **VI. MANAGEMENT DISTRICT BOUNDARIES**

The Studio City Management District will initially deliver services within a mile-long area of the Ventura Boulevard corridor. Because of the scope and nature of the District and services to be provided, contiguous properties on Ventura Place, Laurel Canyon Boulevard, Radford Avenue, Ventura Court, and other select streets have also been included within the proposed District. The service area includes approximately 164 properties. The boundaries of the Management District includes the core commercial district of Studio City. Specifically the boundaries include properties along Ventura Boulevard between Carpenter and Rhodes Avenues and also include business properties on major cross streets between these two major East-West boundaries. Please refer to the map of the District on Page 12 for the specific limits. Also, please see Pages 18 through 20 for the specific assessment formula based on a combination of street front footage and lot square footage.



## **VII. SERVICE PLAN**

### **A. History of Establishing the Service Plan**

Property owners in Studio City have been concerned about the need for additional parking in the area for over forty (40) years. In addition, there is a demand for supplemental maintenance in the area. City services and efforts in these areas have been welcomed, but limited resources have not allowed for a more comprehensive approach to managing the commercial area.

In 1994, Governor Wilson signed AB 3754 (Caldera) establishing the Property and Business Improvement District Law of 1994. This new State Law created a mechanism for property owners to join forces and improve their commercial districts. SCIA seized the opportunity to utilize this new tool to provide efficient supplemental services in a cost-effective manner. The following Service Plan details the nature and extent of the services proposed and provides an itemized budget.

### **B. Studio City Management District Service Plan**

The Studio City Management District Service Plan provides for parking management, parking security, tree trimming, trash & debris collection, sidewalk cleaning, additional trash receptacles, and business advocacy services above and beyond those currently provided by the City of Los Angeles. Existing City services will remain intact pursuant to a "Base Levels of Service" policy discussed in Section IX of this document.

Management District service levels will vary from sub-area to sub-area due to a varying demand. All benefits provided will be based on the amount paid into the District. For a more detailed discussion of these demands, please see Page 18, Sub a.2, "Determination of Benefit Areas." Program descriptions and budgets of proposed Management District parking, security, maintenance, business advocacy, and administrative services are provided in the following pages.

The first step in preparing the Service Plan was to identify the existing "baseline" level of services provided by the City of Los Angeles. In order to identify the aspects of Studio City that needed additional services, several community Focus Group meetings were conducted. In addition, numerous meetings were held with City of Los Angeles staff, property owners, merchants and residents. Based on the information and opinions collected during this process, service priorities were identified. To compliment this process, a district comparison survey was conducted to learn of programs and strategies used by similarly situated commercial areas. The comparison survey was also useful in estimating service costs. The information from each step of this process was integrated and this Service Plan was developed. The following are some key aspects of the Service Plan Budget:

- The Service Plan Budget provides for a Parking Development Program. This program will promote the construction of 400 to 600 new parking spaces. It will also include evaluation of current parking, the development of a parking management plan, the retention of professional services in an office of parking management, application for Federal, State, and local government moneys for improved parking, and initiatives to optimize existing parking.
- A parking security program will be instituted to serve a number of functions. This program will increase awareness of security efforts, coordinate existing property owner security programs, and act as the “eyes and ears” for the Los Angeles Police Department.
- A maintenance program will keep Studio City clean. Highly visible personnel will be on the streets removing trash, graffiti, and other litter. One hundred (100) additional trash receptacles will be purchased and installed. In addition, the Management District will provide sidewalk cleaning, tree trimming, and trash/debris removal.
- A series of promotional events will be held in Studio City. Allowing for events in the Summer, and around the holidays, these efforts will bring new shoppers and visitors to Studio City. By utilizing sponsorships and teaming with other organizations, such as the Chamber of Commerce, these events should be provided at minimum cost to the Management District.

#### 1. Parking Development Program

The Plan calls for an aggressive Parking Development Program. This Program will include professional parking management support. Also included, will be the completion of grant applications coupled with advocacy to ensure that Studio City receives its fair share of Federal, State, and local government funds as well as private grants for additional parking. In addition, a thorough analysis of the current parking situation will be completed. After the analysis, a Parking Management Plan will be developed. From this Plan, additional funding sources including grants and other traditional assessment districts may be utilized to construct additional parking spaces. The existing parking spaces will be optimized to improve the parking situation with the least possible expense to the property owners and business owners in the area.

#### 2. Parking Security

Modeled after other successful Management Districts throughout the United States, the security program's goal is to support the Los Angeles Police Department and property owners in crime prevention efforts while offering a customer service orientation to Studio City pedestrians. The program will assist in the prevention of break-ins, automobile-related crimes, and generally disruptive street elements. In addition to providing enhanced

security, personnel will be trained on Studio City amenities in order to direct pedestrians to civic, shopping, and business destinations, and will be informed on promotions and events to encourage public participation.

### 3. Business and Commercial Promotion

The new Management District will operate a new unified advocacy and marketing program that will work in collaboration with the businesses within the District. It is the intent of this program to allow the public to view the area as a single destination with a rich collection of attractions, events, and services. These programs will include marketing, promotions, and business advocacy. Goals of this program include increased customer traffic, sales, and property values.

*Schools Program:* One new program to be implemented by the PBID will be a formal partnership between the local schools and local business. The PBID will pay up to \$10,000 per school per year in exchange for customer receipts that demonstrate local shopping. The program will attract parents of school children to shop locally. It also aids our schools. The schools to be affected are Carpenter Avenue Elementary School and Walter Reed Middle School.

### 4. Business and Commercial Property Advocacy

The new Management District will retain professional representation to advance Studio City property and business interests by speaking with a credible, clear, and unified voice.

### 5. Maintenance

New Management District maintenance services will consolidate and increase the frequency of tree trimming, alley, sidewalk, and litter removal services that are currently delivered.

*Maintenance Personnel:* Maintenance personnel will collect and remove litter, refuse and debris from the sidewalks on a weekly basis. Trash will be collected throughout the area.

*Tree Trimming and Maintenance:* Trees will be trimmed and well-maintained to ensure that business are visible and that the business environment is free from trash and debris caused by falling limbs and leaves.

*Sidewalk Cleaning:* Sidewalks will be pressure washed on a schedule set by SCIA.

## C. Service Plan Budget

A Service Plan budget has been developed by the SCIA to deliver service levels needed in each area. New services are based upon the following allocation of Management District revenues:

- Parking Development and Security 48% of new services
- Maintenance 33.1% of new services
- Administration 18.5% of new services
- Marketing and Promotion 8.7% of new services

Administration costs are estimated at 18.5% of the total budget. Administrative costs for similar management districts throughout the nation range from 15% to 33%. Annual Service Plans and budgets will be developed and approved by the Advisory Board (see description of the Advisory Board on Page 24). Please see the budget exhibit on the following page for more detailed information. If any part of budget is determined to be invalid, the funds shall be allocated to the remaining budget categories.

# Studio City Management District First Year Budget

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<b><u>Parking Development</u></b>	\$64,000
Promote Construction of 400 to 600 New Spaces	
Overall Parking Strategy	
Leverage Construction Funding	
Grant Funding Applications	
Business Interest Advocacy	
Site Evaluation	
Optimize Existing Parking	
Alley Improvement	
<b><u>Parking Security / Maintenance / Supervision</u></b>	\$50,000
<b><u>Trash/Debris Collection</u></b>	\$50,000
New Trash Receptacles (100)	
<b><u>Streetscape/Maintenance</u></b>	\$25,000
Tree Trimming and Planting	
Improvement	
Design	
<b><u>Sidewalk Cleaning</u></b>	\$20,000
<b><u>Marketing</u></b>	\$25,000
School Program	
<b><u>Administration</u></b>	
Uncollected Assessments	\$21,006
PBID Consulting	\$5,500
Office Operating Expense	\$11,500
Loan for Formation Expenses	<u>\$15,000</u>
<b>TOTAL</b>	<b>\$287,006</b>

## VIII. ENGINEER'S REPORT

### A. Assessment Methodology

#### 1. Base Formula

Property owners, merchants, and other Studio City stakeholders have emphasized that an assessment formula for the proposed Management District be fair, balanced, and commensurate with benefits received.

Each property owner will pay based on benefit received. The variables used for the base formula are lot front footage and gross lot square footage. This front footage is a direct measure of certain of the services to be provided to the parcels. Lot square footage is relevant to the highest and best use of a property and will reflect the long-term value implications of the Management District.

Based upon property location and benefits received, annual assessments on property located in Zone 1 will be a combination of \$0.039 (3.9 cents) per square foot of land, and will be \$21.38 per front foot on Ventura Boulevard. Frontage on other streets in Zone 1 will be assessed at \$6.41 per front foot. Annual assessments on property located in Zone 2 will be a combination of \$0.029 (2.9 cents) per square foot of land and \$3.20 per foot of street frontage. Please note that all multipliers in this paragraph are carried only to the second decimal point.

For example, a parcel in Zone 1 with 100 feet of frontage on Ventura Boulevard and 12,500 square feet of parcel area would pay \$2,625.50 per year.  $((100 \times 21.38) + (12,500 \times 0.039)) = 2,625.50$  (For further details on the specific formula, please see Page 20.) If you would like more information about your property assessment, please call Citygate Associates at (626) 355-0041.

Zone 1 properties that have Ventura Boulevard frontage limited to one side of the street shall be assessed as "other streets" frontage in order to recognize the lower level of benefits accruing as a result of this single sided configuration.

The improvements that are provided by the District such as parking improvements, security, marketing and District advocacy have no direct benefit on Los Angeles County Flood Control District properties. It is hereby recognized that all public properties within the District dedicated to flood control purposes receive no benefit from the District and therefore shall not be assessed.

#### 2. Determination of Benefit Areas

New parking, maintenance, security, and marketing and promotion services are anticipated throughout the Management District. Properties fronting on Ventura Boulevard will receive the greatest benefit from the parking services. In addition, these properties will

receive a greater frequency of maintenance and security services. As a result, these properties fronting along Ventura Boulevard have been identified as Zone 1.

All other properties within the District, those properties that do not front on Ventura Boulevard, have been identified as Zone 2. These secondary streets require less service and therefore are assessed at a lower rate. Zone 2 properties will receive benefit from all of the services provided but to a lesser extent than those properties in Zone 1. Each of the services has been assigned a relative weight of benefit and assessments have been determined based on this relative benefit.

### 3. 501(c)(3) Exemption and Government-Owned Property

Properties owned by charitable tax-exempt organizations qualify for a reduction in assessments in proportion to the real property tax exemption currently applied. The assessment policy on 501(c)(3) organizations is provided on Page 22.

Under "The Right to Vote on Taxes Act" (also known as Proposition 218) all public properties are required to pay assessments unless they can demonstrate by clear and convincing evidence that their property does not receive benefit. It has been proposed that the City of Los Angeles pay its "fair share" of all assessment.

### 4. Assessment Notice

An Assessment Notice will be sent to owners of each property in the Management District. The Assessment Notice provides an estimated assessment based upon the lot front footage and lot square footage of each individual property. The final individual assessment for any particular property may change, up or down, if the lot front footage or lot square footage factor differs from the data available through the Los Angeles County Assessors filer as found on the Assessment Notice. A list of properties to be included in the Management District is provided within Appendix 2.

### **B. Time and Manner for Collecting Assessments**

As provided by State Law, the Studio City Management District assessment will appear as a separate line item on annual Property Tax bills prepared by the County of Los Angeles. Property tax bills are generally distributed in the fall, and payment is expected by lump sum or installment. The County of Los Angeles shall distribute funds collected to the City of Los Angeles and then to the SCIA pursuant to the authorization of this Plan. Existing laws for enforcement and appeal of Property Taxes apply to the Management District assessments.

## Studio City Revised Assessment (May, 1998)

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Zone 1	Properties	Frontage		Lot	Assessment
		Ventura	Other		
Private Sector	130	6,362	4,012	1,395,728	\$216,169.87
Public Sector	0	0	0	0	\$0.00
<i>cost per foot</i>		<i>21.38</i>	<i>6.41</i>	<i>0.039</i>	<i>\$1,069.02</i>
<b>Sub-Total</b>	<b>130</b>	<b>6,362</b>	<b>4,012</b>	<b>1,395,728</b>	<b>\$216,169.87</b>
<b>Zone 2</b>					
Private Sector	31	0	3,083	1,915,677	\$65,420.23
Public Sector	3	0	0	149,902	\$4,347.16
<i>cost per foot</i>		<i>10.70</i>	<i>3.20</i>	<i>0.029</i>	
<b>Sub-Total</b>	<b>34</b>	<b>0</b>	<b>3,083</b>	<b>2,065,579</b>	<b>\$69,767.39</b>
<b>Total</b>	<b>164</b>	<b>6,362</b>	<b>7,095</b>	<b>3,461,307</b>	<b>\$287,006.28</b>

The above chart reflects the derivation of assessments for each zone and parcel within the Studio City Management District. Because most services are street-based services, street frontage is calculated at two-thirds weight and lot square footage is calculated at one-third weight. The front footage and parcel square footage charges in Zone 2 are calculated at a rate of about fifty per cent (50%) of those in Zone 1 which reflects the fact that more services are provided in Zone 1. Similarly, street front footage on streets other than Ventura Boulevard are assessed at about thirty per cent (30%) of the rate of the major streets.

## **IX. CONTINUATION OF CITY SERVICES**

### **A. Citywide Base Levels of Service Policy**

Throughout the process of establishing the Studio City Management District, business and property owners have voiced concerns that the City of Los Angeles maintain existing services at verifiable "baseline" service levels. A formal base levels of service policy ensures that existing City services are enhanced, not replaced, by new Management District services.

### **B. City Council Resolution**

The SCIA has requested that the Los Angeles City Council adopt a Resolution committing the City to establish and maintain base levels of service within the Management Districts. The policy states that "basic service levels" provided to the area must be paid for by the general City revenues, and not subsidized by revenue which the Management District generates for enhanced and supplemented levels of service.

The policy allows for adjustments in the "basic service levels" commensurate with changes in the City's overall financial condition. Citywide service reductions can trigger a proportionate reduction in base levels of service within a Management District.

A draft City of Los Angeles Resolution establishing this policy and an estimate of current services is provided in Appendix 3.

Consistent with this proposed City policy, Studio City's base levels of service will be quantified in an "area specific current services agreement" between the City of Los Angeles and the Management District.

## **X. MANAGEMENT DISTRICT RULES AND REGULATIONS**

Pursuant to the Property and Business Improvement Law of 1994, a Management District may establish rules and regulations that uniquely apply to the District. Two initial rules and regulations are to be employed by the Studio City Management District:

### **A. Assessment Policy on 501(c)(3) Organizations**

An owner of real property located within the Property and Business Improvement District may reduce the amount of the assessment to be levied if all of the following conditions are met:

1. The property owner is a non-profit corporation that has obtained federal tax exemption under Internal Revenue Code Section 501(c)(3) or California franchise tax-exemption under Revenue and Taxation Code Section 23701d.
2. The class or category of real property is exempt, in whole or in part, from real property taxation.
3. The property owner makes the request in writing to the County Assessor, accompanied by documentation of the tax-exempt status of the property owner and the class or category of real property.
4. The County Assessor is in receipt of the request and accompanying documentation no later than thirty (30) days from the date that the Assessor's office mails the Notice of Assessment.

If all of these conditions are met, the amount of the assessment to be levied shall be reduced in proportion to the real property tax exemption applied to the class or category of real property.

### **B. Competitive Bidding**

Following the formation of the Management District, the SCIA Board of Directors shall develop a policy for competitive bidding. The policy will aim to maximize service quality, efficiency, and cost effectiveness.

## **XI. PROPOSED IMPLEMENTATION TIMETABLE**

The Studio City Management District is expected to be approved in January 1999 and funded by December 1999. In order to meet these goals, the following timetable must be followed:

<u>DATE</u>	<u>ACTIVITY</u>
May 13, 1998	Initiate petition drive.
May through October	Collect petitions signed by property owners
November	City Council adopts Resolution of Intention to form the Studio City Property and Business Improvement District.
December	Notice of Public Meeting and Hearing is mailed. Notice of Public Meeting and Hearing published. Proposition 218 Ballot is mailed.
January 1999	Public Meeting on Studio City PBID is held before the Los Angeles City Council.
January 1999	Public Hearing is held on Studio City PBID. Los Angeles City Council adopts Ordinance establishing the District.
September	End of sixty (60) Day period during which a public hearing must be held to consider establishment of the Studio City PBID.
September	City Clerk submits PBID assessment information on magnetic tape to the County Assessor. SCIA Board of Directors prepares final implementation plans. The secured tax roll and bills are printed. Tax bills are mailed. First installment property tax bill including PBID assessment due. Studio City PBID begins operations.

Pursuant to State Law, the Studio City Management District will have a defined life. The life of the Management District is set at five (5) years. In order to continue the Management District for another set term, the preceding petition and public hearing process must be repeated.

## **XII. DISTRICT GOVERNANCE**

### **A. Studio City Improvement Association**

The Studio City Improvement Association (SCIA) will be responsible for the day-to-day operations of the Management District. As previously described, SCIA has initiated several efforts to improve the core commercial area and will continue its efforts with the establishment of the new Management District. Currently, there are several separate functions and activities that are existing or proposed for the commercial area. We recommend that commercial improvement initiatives be brought under one private sector (property and business) umbrella organization – SCIA.

### **B. Advisory Board**

The ultimate management structure will be adopted by the Studio City Improvement Association and will include an Advisory Board appointed by the City Council. The Management District budget and assessments will be set by the Management District Advisory Board. This Advisory Board will serve in the same capacity as the "advisory board" described in Chapter 3, section 36631 of the State Law. ("The Property and Business Improvement District Law of 1994 is provided in Appendix 1.)

Members of the Advisory Board will be nominated by the SCIA, and, pursuant to State Law, appointed by the Los Angeles City Council. A mix of large and small property owners will be sought to comprise the Advisory Board. The Advisory Board will develop annual Service Plan reports, including budgets, and monitor service delivery.

### **STUDIO CITY IMPROVEMENT ASSOCIATION** **BOARD OF DIRECTORS**

Robert Kayyem (President), Property Owner  
Art Ginsburg, Art's Delicatessen  
John Nelson, Past President, Chamber of Commerce  
Sondra Frohlich, Former Executive Director, Chamber of Commerce  
Alfredo Annino, Alfredo Annino Construction  
Florence Blecher, Cahuenga Pass Property Owners' Association  
Greg Houge, Public Storage, Inc.  
Alex Moradi, Property Owner  
Allen Ravert, Past President, Chamber of Commerce  
Berny Thorsch, Studio City Camera Exchange  
Leonard Jay Totta, Home Savings of America  
Tom Von Der Ahe, Property Owner  
Polly Ward, Ventura / Cahuenga Boulevard Plan Review Board  
Carla Whalen, CBS Studio Center  
Ray Wolkoff, Flask Liquor

**Appendix 1:**

**AB 3754: Property and Business Improvement District Law of 1994**

**STREETS AND HIGHWAYS CODE  
SECTION 36600 et seq.**

*As Amended January 1, 1997*

**DECLARATIONS**

36600. This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

36601. The Legislature finds and declares all of the following:

(a) Businesses located and operating within the business districts of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow cities to fund property related improvements, maintenance, and activities through the levy of assessments upon the real property that benefits from those improvements.

(d) Assessments levied for the purpose of providing improvements and promoting activities that benefit real property are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property for which the improvement and activities are provided.

36602. The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36604. This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

**DEFINITIONS**

36605. "Advisory board" means the advisory board or commission appointed by the city council pursuant to Section 36631.

36606. "Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and promoting activities which will benefit the properties located within a property and business improvement district.

36607. "Business" means all types of businesses and includes financial institutions and professions.

36608. "City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county.

36609. "City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36610. "Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the area.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

36611. "Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

36612. "Property" means real property situated within a district.

36613. "Activities" means, but is not limited to, all of the following:

- (a) Promotion of public events which benefit businesses or real property in the district.
- (b) Furnishing of music in any public place within the district.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.

(f) Activities which benefit businesses and real property located in the district.

36614. "Management district plan" or "plan" means a proposal as defined in Section 36622.

36615. "Property owner" or "owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. The city council has no obligation to obtain other information as to the ownership of land, and its determination of ownership shall be final and conclusive for the purposes of this part. A public agency is not a property owner of land for purposes of this part without the express consent of the agency.

36616. "Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

#### PRIOR LAW

36617. This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

#### ESTABLISHMENT

36620. A property and business improvement district may be established as provided in this chapter.

36620.5. A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. (a) Upon the submission of a written petition, signed by the property owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property owned by the same property owner which is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

(1) A map showing the boundaries of the district.

- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

- (1) The management district plan.
- (2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall not be held more than 60 days after the adoption of the resolution of intention.

36622. The management district plan shall contain all of the following:

- (a) A map of the district in sufficient detail to locate each parcel of property within the district.
- (b) The name of the proposed district.
- (c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included. Under no circumstances shall the boundaries of a proposed district overlap with the boundaries of another existing district created pursuant to this part. Nothing in this part prohibits the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law including, but not limited to, the Parking and Business Improvement Area Law of 1989.
- (d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.
- (e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.
- (f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years, to a maximum of five, in which assessments will be levied. The management district plan may set forth specific increases in assessments for each year of operation of the district.
- (i) The proposed time for implementation and completion of the management district plan.
- (j) Any proposed rules and regulations to be applicable to the district.
- (k) A list of the properties to be assessed, including the assessor's parcel numbers, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance. The plan may provide that all or any class or category of real property which is exempt by law from real property taxation may nevertheless be included within the boundaries of the district but shall not be subject to the assessment.
- (l) Any other item or matter required to be incorporated therein by the city council.

36623. If a city council proposes to levy a new or increased benefit assessment, notice shall be given pursuant to Section 54954.6 of the Government Code. In addition, the city council shall publish the resolution of intention in a newspaper of general circulation in the city once, at least seven days before the public meeting, and shall mail the resolution of intention by first-class mail to each property owner in the district and to each local chamber of commerce and business

organization known by the city council to be located within the proposed district not later than 10 days before the public meeting. Notice of all other public meetings and public hearings shall comply with both the following:

(a) The resolution of intention shall be published in a newspaper of general circulation in the city once, at least seven days before the public meeting; and

(b) A complete copy of the resolution of intention shall be mailed by first-class mail to each property owner in the district and each local chamber of commerce and business organization known by the city council to be located within the proposed district no later than 10 days before the public meeting.

36624. (a) At the public hearing, the city council shall hear and consider all protests against the establishment of the district, the extent of the district, or the furnishing of specified types of improvements or activities within the district. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

(b) Every written protest shall be filed with the clerk no later than thirty days after the resolution of preliminary adoption adopted pursuant to Section 36627. The city council may waive any irregularity in the form or content of any written protest and may correct minor defects in the proceedings. A protest may be withdrawn in writing at any time before thirty days after the conclusion of the last day of public hearing.

(c) Each written protest shall contain a description of the property in which the person subscribing the protest is interested sufficient to identify the property. A written protest which does not comply with this section shall not be counted in determining a majority protest.

36625. (a) If written protests are received from the owners of real property in the district who will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to create the specified property and business improvement district or to levy the proposed assessment, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council. If the city council finds a majority protest in connection with a proposed modification pursuant to Section 36640 or 36642, then no further proceedings to establish the same or substantially similar modifications shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(b) If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the district, only those types of improvements or activities shall be eliminated.

36626. (a) At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from, the boundaries of the proposed property and business improvement district that will exclude territory which will not benefit from the proposed improvements or activities. Any modifications, revisions, reductions, or changes to the

proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36626.6.

(b) The city council shall not change the boundaries of the district to include any territory that will not, in its judgment, benefit by the improvement or activity. Any addition of territory to the proposed boundaries of the district may be made only upon notice to the owners of the property proposed to be added to the district, as provided in Section 36623, and upon a public hearing on the addition of territory, as provided in Section 36624.

36626.5. If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has made changes pursuant to Section 36626, and the changes are not merely clerical changes or corrections, the city council shall adopt a resolution of preliminary adoption that shall contain all of the following:

(a) The management district plan.

(b) The number, date of adoption, and title of the resolution of intention.

(c) The time and place where the public hearing was held concerning the establishment of the district.

(d) A determination regarding any protests received.

(e) A statement that the properties in the district established by the resolution shall be subject to any amendments to this part.

(f) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(g) A finding that the property within the business and improvement area will be benefited by the improvements and activities funded by the assessments proposed to be levied.

36626.6. Following adoption of the resolution, the clerk or secretary of the local agency shall record a notice and map describing the assessment district pursuant to Division 4.5 (commencing with Section 3100). All the provisions of that Division 4.5 apply to the assessment district.

36626.7. Not earlier than 30 days after the resolution of preliminary adoption, if the city council decides to establish the proposed property and business improvement district, and if there is not a majority protest as described in Section 36625, the city council shall adopt a resolution consistent with the resolution of preliminary adoption. The adoption of the resolution and recordation of the notice and map pursuant to Section 36626.6 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan. The resolution shall contain all of the following:

(a) The management district plan.

(b) The number, date of adoption, and title of the resolution of intention and resolution of preliminary adoption.

(c) The time and place where the public hearing was held concerning the establishment of the district.

(d) A determination regarding any protests received.

(e) A statement that a property and business improvement district has been established.

(f) A statement that the properties in the district established by the resolution shall be subject to any amendments to this part.

(g) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(h) A finding that the property within the property and business improvement district will be benefited by the improvements and activities funded by the assessments proposed to be levied.

36627. If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36626, or has made merely clerical changes or corrections, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in subdivisions (a) to (h), inclusive, of Section 36626.7, but need not contain information about the preliminary resolution if none has been adopted.

36628. The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone.

36629. All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones. The city council shall, to establish, modify, or disestablish a benefit zone, follow the procedure to establish, modify, or disestablish a parking and business improvement area.

36630. If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and a new district established pursuant to this part.

## ASSESSMENTS

36631. (a) Before adopting a resolution establishing the district, the city council shall appoint an advisory board which shall make a recommendation to the city council on the expenditure of revenues derived from the levy of assessments pursuant to this part, on the classification of properties, as applicable, and on the method and basis of levying the assessments. The city council may designate existing advisory boards or commissions to serve as the advisory board for the district or may create a new advisory board for that purpose. At least one member of the advisory board shall be a business licensee within the district who is not also a property owner within the district.

(b) Any advisory board appointed by the city council pursuant to subdivision (a) shall comply with the provisions of the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code).

36632. The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution establishing the management district plan described in Section 36622. The assessments may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment.

36633. (a) The advisory board shall cause to be prepared a report for each fiscal year for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

(1) Any proposed changes in the boundaries of the property and business improvement district or in any benefits zones within the district.

(2) The improvements and activities to be provided for that fiscal year.

(3) An estimate of the cost of providing the improvements and the activities for that fiscal year.

(4) The method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year.

(5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.

(6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the advisory board or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36640 and 36641. The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments.

36634. (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36635. The validity of assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the ordinance levying the assessment is adopted pursuant to Section 36627. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36636. The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

### MODIFICATION

36640. The advisory board may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36641. (a) Upon the written request of the advisory board, the city council may modify the management district plan by adopting a resolution after holding hearings on the proposed modification pursuant to Sections 36623, 36624, 36625, and 36626.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention. Notice of the public hearing shall be as provided in Section 36623. The public hearing shall be conducted as provided in Sections 36624, 36625, and 36626.

36642. (a) The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. Notice of the public hearing and the proposed modifications shall be published as provided in Section 36623.

(b) The public hearing shall be conducted as provided in Sections 36624, 36625, and 36626.

36643. Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100).

### DISESTABLISHMENT

36650. (a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment. The notice and hearing shall be held pursuant to Sections 36623 and 36624.

(2) During the operation of the district, there shall be a 30-day period each year in which assesses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners of real property in the area who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city

council shall notice a hearing on disestablishment. The notice and hearing shall be held pursuant to Sections 36623 and 36624.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The public hearing shall be held not less than 20 or more than 30 days after the adoption of the resolution of intention. Notice of the public hearing shall be published as provided in Section 36623.

36651. (a) Upon the disestablishment of a district, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be refunded to the owners of the property then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund. Notice of the disestablishment of a district shall be published once in a newspaper of general circulation in the city, not later than 15 days after the ordinance disestablishing the district is adopted.

**Appendix 2:**

**List of Properties to be Assessed**

# LIST OF PROPERTIES TO BE ASSESSED

	APN	Zone	Site Address
1	2369-004-033	1	12218 VENTURA BL
2	2369-004-042	1	12186 VENTURA BL
3	2369-004-023	1	12262 VENTURA BL
4	2367-017-012	1	12265 VENTURA BL
5	2367-017-001	2	
6	2368-002-009	1	12055 VENTURA PL
7	2368-002-043	1	12029 VENTURA PL
8	2369-004-039	1	12196 VENTURA BL
9	2369-002-028	1	12304 VENTURA BL
10	2368-003-001	2	4037 RADFORD AV
11	2369-002-022	1	12338 VENTURA BL
12	2368-002-013	1	12073 VENTURA PL
13	2369-014-001	1	12100 VENTURA BL
14	2369-004-031	1	12224 VENTURA BL
15	2369-004-038	1	12202 VENTURA BL
16	2369-004-045	1	12178 VENTURA BL
17	2369-015-003	2	3954 LAUREL CANYON BL 60
18	2367-017-004	2	12229 VENTURA BL
19	2367-016-007	1	12155 VENTURA BL
20	2368-006-011	1	11905 VENTURA BL
21	2369-002-026	1	12318 VENTURA BL
22	2367-018-001	1	12345 VENTURA BL
23	2367-018-002	1	12349 VENTURA BL
24	2367-016-008	1	12147 VENTURA BL
25	2367-016-009	2	12145 VENTURA BL
26	2367-016-006	2	12149 VENTURA BL
27	2369-002-027	1	12308 VENTURA BL
28	2367-017-007	1	12205 VENTURA BL
29	2367-016-018	1	12185 VENTURA BL
30	2368-002-034	1	12007 VENTURA BL
31	2367-018-015	1	12307 VENTURA BL
32	2367-016-013	1	12101 VENTURA BL
33	2367-016-014	1	12113 VENTURA BL
34	2367-016-016	2	4033 LAUREL CANYON BL
35	2367-016-015	2	4201 LAUREL CANYON BL
36	2367-016-004	2	
37	2368-002-017	1	4060 LAUREL CANYON BL
38	2367-018-054	1	12345 VENTURA BL
39	2369-015-013	2	3940 LAUREL CANYON BL
40	2369-015-017	2	
41	2369-015-015	2	3950 LAUREL CANYON BL
42	2369-002-018	1	12356 VENTURA BL
43	2367-017-011	1	12191 VENTURA BL
44	2368-002-037	1	12029 VENTURA BL
45	2368-003-004	2	4063 RADFORD AV
46	2368-004-003	2	4113 RADFORD AV
47	2368-004-004	2	4117 RADFORD AV

# LIST OF PROPERTIES TO BE ASSESSED

	APN	Zone	Site Address
48	2368-004-006	2	4125 Radford
49	2368-004-001	2	12001 Guerin
50	2368-004-002	2	4109 Radford
51	2368-004-005	2	4121 Radford
52	2369-002-020	1	12348 VENTURA BL
53	2367-015-001	1	
54	2367-016-017	2	
55	2368-002-010	1	12059 VENTURA PL
56	2369-015-016	1	12038 VENTURA BL
57	2369-016-034	1	11960 VENTURA BL
58	2369-002-023	1	12330 VENTURA BL
59	2369-002-024	1	12326 VENTURA BL
60	2367-017-003	1	12251 VENTURA BL
61	2368-002-036	1	12025 VENTURA BL
62	2367-016-005	1	12159 VENTURA BL
63	2369-004-032	1	12222 VENTURA BL
64	2368-006-005	1	11939 VENTURA BL
65	2369-004-041	1	12192 VENTURA BL
66	2369-004-024	1	12254 VENTURA BL
67	2368-002-038	1	12051 VENTURA BL
68	2368-002-042	1	2052 VENTURA PL
69	2368-002-039	1	4024 LAUREL CANYON BL
70	2368-002-040	1	4028 LAUREL CANYON BL
71	2369-016-015	1	11946 VENTURA BL
72	2368-002-016	1	4050 LAUREL CANYON BL
73	2369-002-021	1	12344 VENTURA BL
74	2368-002-014	1	12103 VENTURA PL
75	2367-017-005	1	12223 VENTURA BL
76	2368-002-006	1	12045 VENTURA PL
77	2368-002-033	2	4029 RADFORD AV
78	2369-027-049	2	
79	2367-016-003	1	12169 VENTURA BL
80	2369-004-028	1	12240 VENTURA BL
81	2367-018-053	1	12311 VENTURA BL
82	2369-014-005	1	12128 VENTURA BL
83	2369-004-044	1	12180-1/2 VENTURA BL
84	2368-006-008	1	11925 VENTURA BL
85	2367-018-900	2	
86	2367-018-901	2	
87	2368-006-009	1	11917 VENTURA BL
88	2369-004-037	1	12206 VENTURA BL
89	2368-002-011	1	12063 VENTURA PL
90	2369-015-019	1	12050 VENTURA BL
91	2368-002-008	1	12053-1/2 VENTURA PL
92	2367-018-010	1	12321 VENTURA BL
93	2369-014-004	1	12126 VENTURA BL
94	2369-016-012	1	11940 VENTURA BL
95	2369-004-036	1	12208 VENTURA BL

# LIST OF PROPERTIES TO BE ASSESSED

	APN	Zone	Site Address
96	2369-004-035	1	12210 VENTURA BL
97	2369-004-034	1	12216 VENTURA BL
98	2369-016-002	1	11908-1/2 VENTURA BL
99	2369-016-003	1	
100	2369-016-004	1	11914 VENTURA BL
101	2368-002-012	1	12069 VENTURA PL
102	2369-016-011	1	11938 VENTURA BL
103	2369-016-010	1	11930 VENTURA BL
104	2369-016-001	1	
105	2368-002-018	1	4070 LAUREL CANYON BL
106	2368-006-007	1	11933 VENTURA BL
107	2368-006-001	1	11965 VENTURA BL
108	2368-006-003	1	
109	2368-006-004	1	
110	2369-004-030	1	12230 VENTURA BL
111	2369-004-040	1	12194 VENTURA BL
112	2367-018-003	1	12345 VENTURA BL
113	2368-005-011	2	4024 RADFORD AV
114	2369-016-009	1	11928-1/2 VENTURA BL
115	2369-016-006	1	11920 VENTURA BL
116	2369-016-008	1	
117	2369-016-007	1	
118	2369-016-005	1	11916 VENTURA BL
119	2367-017-010	1	12195 VENTURA BL
120	2369-014-010	2	
121	2369-014-007	1	12142 VENTURA BL
122	2369-014-006	1	12136 VENTURA BL
123	2369-014-009	2	
124	2369-014-008	1	12160 VENTURA BL
125	2368-006-010	1	11915 VENTURA BL
126	2369-014-003	1	12124 VENTURA BL
127	2368-002-035	1	12021 VENTURA BL
128	2369-004-026	1	12246 VENTURA BL
129	2367-018-009	1	12323 VENTURA BL
130	2367-016-010	1	12143 VENTURA BL
131	2369-016-014	1	11942--44 VENTURA BL
132	2369-016-013	1	11942--44 VENTURA BL
133	2367-016-012	1	12123 VENTURA BL
134	2367-017-008	2	
135	2367-017-013	1	12201 VENTURA BL
136	2368-002-015	1	12109 VENTURA PL
137	2367-016-002	1	12175 VENTURA BL
138	2367-018-008	1	12327 VENTURA BL
139	2367-018-050	2	
140	2367-018-052	2	
141	2367-018-047	2	12357 VENTURA CT
142	2367-018-048	2	
143	2367-018-049	2	

# LIST OF PROPERTIES TO BE ASSESSED

	<u>APN</u>	<u>Zone</u>	<u>Site Address</u>
144	2367-018-016	1	12301 VENTURA BL
145	2369-002-017	1	12360 VENTURA BL
146	2368-006-006	1	11929 VENTURA BL
147	2369-004-046	1	12174 VENTURA BL
148	2367-017-006	1	12215 VENTURA BL
149	2369-004-025	1	12250 VENTURA BL
150	2369-016-032	1	11966 VENTURA BL
151	2369-004-027	1	12244 VENTURA BL
152	2368-002-041	1	12080 VENTURA PL
153	2367-018-012	1	12317 VENTURA BL
154	2369-004-043	1	12182 VENTURA BL
155	2369-004-029	1	12236 VENTURA BL
156	2367-016-011	1	12133 VENTURA BL
157	2368-002-001	1	12001 VENTURA PL
158	2368-002-002	1	12015 VENTURA PL
159	2368-002-003	1	12021 VENTURA PL
160	2369-002-029	1	12300 VENTURA BL
161	2369-014-002	1	12112 VENTURA BL
162	2367-017-014	1	12229 VENTURA BL
163	2368-006-002	1	11963 VENTURA BL
164	2369-015-018	2	3950 LAUREL CANYON BL

**Appendix 3:**

**City of Los Angeles Draft Resolution: Base Levels of Service Policy and**

**An Initial Evaluation of the Baseline Services**

RESOLUTION NO.

ADOPTED BY THE LOS ANGELES CITY COUNCIL  
ON DATE OF

**RESOLUTION ADOPTING CITY POLICY REGARDING BUSINESS  
IMPROVEMENT DISTRICTS: BASE LEVELS OF SERVICE**

WHEREAS, business areas often face a need for collective efforts to promote their businesses and to improve the overall business climate and health of their districts, and

WHEREAS, businesses often seek enhanced city services and infrastructure improvements.

NOW BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LOS ANGELES,

1. Revenues garnered from a Property and Business Improvement District (PBID) or other assessment district should be used to improve the overall business climate of the area through various promotional programs and service enhancements. To that end, base service level measures should be established and agreed to at the inception of the financing district.
2. In the event of a significant downturn in citywide revenues, the Council may be forced to reduce base levels of municipal services citywide unless a substitute source of citywide revenues is available.

**MAYOR**

**ATTEST:**

**CITY CLERK**

## Studio City Baseline Services

The purpose of creating a Property Based Business Improvement District for Studio City is to finance needed improvements and/or additional services. A critical step in designing these additional improvements/services is identifying the services that are currently provided by the City of Los Angeles. An agreement will be prepared which guarantees that the existing level of municipal services, or "baseline", will be continued by the City without additional funds from the community. The Baseline Services Agreement will help ensure that the District's funds will be used to *enhance*, rather than replace, the current level of services. Two types of City services will be addressed in this Baseline Services Analysis: maintenance and security. Estimates of the current level of municipal services are provided in the following table:

### Security Services

Activity	Responsible Party	Level of Service	Comments
Police Patrol --assigned to area	Police Department	1 patrol car for Studio City, 24 hours per day, 7 days per week	Studio City is one of 7 districts in LAPD's North Hollywood Division. Studio City's patrol unit may be called away for other situations.
Police Patrol -- available, but not assigned to area	Police Department	24 hours per day, 7 days per week	In addition to the patrol units assigned to the 7 districts, there are additional units that roam throughout the entire North Hollywood Division.
Police Bike Patrol	Police Department	2 officers during the day and early evening, every day. Specific hours change throughout the year.	90% of their focus is Ventura Blvd. between Coldwater & Vineland.
Studio City Police Sub-Station	Police Department	Open Monday to Friday. The specific hours are different each day.	
Motorcycle Police	Police Department	Selective assignment for traffic safety reasons.	Their focus is traffic enforcement.
CRASH Units	Police Department		Their focus is gang related issues.
Special Problems Unit	Police Department		Their focus is large or important crime situations.
Business Crime Watch Program	Police Department		Officer John Caparelli is working with S.C. COC on a business crime prevention effort that is similar to neighborhood watch efforts.

**Maintenance Services**

Activity	Responsible Party	Level of Service	Comments
Bus Stops	MTA contracts private companies to manage bus stops.		To establish a new shelter, both the management firm and the property owner must agree to the shelter. If advertising is displayed at the shelter, the revenue is shared by the firm and property owner.
Graffiti Removal	Operation Clean Sweep, New Directions for Youths	Varies from time to time.	New Directions is the local non-profit that is heading up Operation Clean Sweep in this area. The City of L.A funds the privately run program.
Holiday Decorations	(none)	(none)	Throughout Los Angeles, holiday decorations are only provided by private or local organizations.
Landscaping	Dept. of Public Works	Landscaping work is provided on an "as needed" basis.	The Triangle Park is maintained by the Department. The park is bordered by Ventura Blvd., Ventura Place and Radford.
Lighting	Dept. of Public Works, Street Lighting Bureau ~~~~~ Water & Power Department	Maintenance of lighting system is provided on an "as needed" basis.	The Bureau provides repairs as needed. Little preventative work is possible due to limited staff. Burnt out or irregular lighting can be reported to the Bureau's Bright Light Program at (800) 303-5267. The replacing of burnt out light bulbs is performed by the Water & Power Dept.
Parking (Off-street Lots)	Dept. of Transportation, Bureau of Parking Management	1 existing lot (approx. 60-90 units)	There is an effort to create a 400 unit parking garage at the BofA site.
Parking (On-street)	Dept. of Transportation	Metered, parallel parking along Ventura Blvd.	There are some complaints of erratic enforcement of expired meters which results in less turnover of parking spots.
Sidewalks	Property Owner ~~~~~ Bureau of Street Maintenance	The Bureau provides temporary asphalt "patches", but the property owner is responsible for repairs.	Property owners are responsible for keeping their sidewalks clean and repaired. Public Works Street Inspection Officers can report negligent sidewalks or other infractions.
Sidewalks Litter Baskets	Bureau of Sanitation ~~~~~ Property Owner		The Bureau maintains approximately six litter baskets in the project area. Additional litter baskets were purchased by the SC Resident's Association and the SC COC and maintained by those property owners who desired them. However, in recent years the maintenance and number of basket has declined.
Street Sweeping	Dept. of Public Works, Bureau of Street Maintenance	Machines sweep Ventura Blvd. once per week	Machines sweep one direction on Ventura Blvd. and then sweep the other direction on another day

Trash Collection	<p>Private Companies</p> <hr/> <p>Bureau of Sanitation</p>		<p>Most trash collection for commercial sites is performed by private companies. The Bureau of Sanitation can also provide such services .</p>
Tree-Trimming	Dept. of Public Works	Once every 7 years.	<p>With a recent budget increase, trees will be trimmed every 7 years, instead of the current 13 years. Palm trees require special attention and the Public Works often contracts out such tasks to private firms.</p>
Unkempt Lot Clean-Up	Dept. of Public Works, Bureau of Lot Cleaning	Properties in poor condition can be reported and this they will work with property owners to improve the site.	<p>If property owners fail to make needed improvements, the department can implement those improvements and pass the cost on to the property owner via their property taxes.</p>

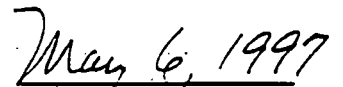
**Appendix 4:**

**Registered Professional Engineer's Certification**

Preparation of this Management District Plan submitted by:



Robert Merrell, P.E.  
R.C.E. 28100

  
Date



3  
APR 06 1999 - CONTINUED TO April 7, 1999

APR 07 1999 - PUBLIC HEARING HELD - SECOND HRG  
SCHEDULED MAY 4, 1999

MAY 04 1999 - Public Hearing closed - Ord adopted - FORTHWITH

COUNCIL VOTE

04-May-99 10:52:41 AM, #2

ITEM NO. (3)

Voting on Item(s): 3

Roll Call

ALATORRE	Yes
BERNSON	Yes
CHICK	Yes
FEUER	Yes
GALANTER	Yes
GOLDBERG	Yes
HERNANDEZ	Yes
HOLDEN	Yes
MISCIKOWSKI	Yes
RIDLEY-THOMAS	Yes
SVORINICH	Yes
WACHS	Yes
WALTERS	Yes
*FERRARO	Yes
	Absent

Present: 14, Yes: 14 No: 0

*Ord adopted*

J. MICHAEL CAREY  
CITY CLERK

PAT HEALY  
EXECUTIVE OFFICER

# CITY OF LOS ANGELES CALIFORNIA



RICHARD J. RIORDAN  
MAYOR

OFFICE OF THE  
CITY CLERK

ROOM 607, CITY HALL EAST  
LOS ANGELES, CA 90012  
(213) 485-5708  
FAX (213) 473-5212

RECEIVED  
MAY 05 1999

## BALLOT TABULATION AND PROTEST CERTIFICATION

STUDIO CITY

Business Improvement District

SECTION 1. Results of mail ballot tabulation, as required pursuant to California Constitution Article XIID.  
Not required (tenant/business based assessment) \_\_\_\_\_

Ballots Received	<u>76</u>	Weighted Value	
Opposing ("no") ballots:		\$	<u>39,054.32</u>
Supporting ("yes") ballots:		\$	<u>110,629.39</u>

The weighted value of the supporting ballots exceeds  does not exceed \_\_\_\_\_ the dollar value of the opposing ballots; a majority protest as defined in Section 4(e) of Article XIID is \_\_\_\_\_ is not  found to exist and the proposed assessment may  may not \_\_\_\_\_ be authorized by the City Council at this time, subject to Section 2, below, as applicable.

SECTION 2. Results of written protest tabulation, as required pursuant to Section 36500 et seq. \_\_\_\_\_ / Section 36600 et seq.  of the California Streets and Highways Code.

Number of valid protests received	<u>33</u>	Total Value	\$ <u>39,054.32</u>
<u>Protest Value</u>	\$ <u>39,054.32</u>	=	<u>0.13519</u> = <u>13</u> % protest level
<u>Total Assessment</u>	\$ <u>288,882.37</u>		

The tabulated protest level does \_\_\_\_\_ does not  exceed the upper limit as defined in the legislation; a majority protest as defined in Section 36525(a) \_\_\_\_\_ Section 36625(a)  of the California Streets and Highways Code is \_\_\_\_\_ is not  found to exist and the proposed assessment may  may not \_\_\_\_\_ be authorized by the City Council at this time, subject to Section 1, above, as applicable.

BY:

APPROVED:

Mike Vitell

Karen Kalfayan  
for J. MICHAEL CAREY  
City Clerk

Deputy City Clerk

5-4-99  
Date

5-4-99  
Date



CITY OF LOS ANGELES SPEAKER CARD

Date

5/4/99

Council File No., Agenda Item, or Case No.

#3 - Studio City Bid.

I wish to speak before the

L.A. City Council

Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal

(x) Against proposal

( ) General comments

Name: Rafael Franco

Business or Organization Affiliation: Property Owner

Address: 12345 Ventura Blvd., Studio City 91604

Street

City

State

Zip

Business phone: 818 754 2030 Representing: Self

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: Phone #:

Client Address: Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

2

CITY OF LOS ANGELES SPEAKER CARD

3

Date  
MAY 4, 1999

Council File No., Agenda Item, or Case No.  
96-0610 S1 CDS 2,5  
STUDIO CITY BID

I wish to speak before the CITY COUNCIL  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal  
(X) Against proposal  
( ) General comments

Name: JACK GUMBINER

Business or Organization Affiliation: PROPERTY OWNER

Address: 722 WESTHOLME AVE LA CAL 90024  
Street City State Zip

Business phone: 310-2791378 Representing: SELF AND OTHERS

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

3

CITY OF LOS ANGELES SPEAKER CARD

Date 04 May 99

Council File No., Agenda Item, or Case No. 3

I wish to speak before the Los Angeles City Council
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?
Name: Jeffrey A. Fischer
For proposal
Against proposal
General comments

Business or Organization Affiliation: Property owner of 12123 Ventura Bl.
Address: 17337 Ventura Bl. #205 Encino CA 91316
Business phone: 818 501-0145 Representing: Myself

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name:
Client Address:
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

CITY OF LOS ANGELES SPEAKER BOARD

Date

5-4-99

Council File No., Agenda Item, or Case No.

Item 3

I wish to speak before the City Council  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
 General comments

Name: Polly Ward

Business or Organization Affiliation: Studio City Residents Assn

Address: 12303 Hillside St Studio City CA 91604  
Street City State Zip

Business phone: 818 761-4065 Representing: \_\_\_\_\_

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

5

# CITY OF LOS ANGELES SPEAKER CARD

Date 5-4-99

Council File No., Agenda Item, or Case No.  
Item 3

I wish to speak before the LAC Council  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
Name: ~~AT~~ MICHAEL KLAJSMAN  General comments

Business or Organization Affiliation: CBS STUDIO CENTER

Address: 4024 RADFORD AVE STUDIO CITY CA 91604  
Street City State Zip

Business phone: 818 655-6111 Representing: \_\_\_\_\_

**CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:**

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

CITY  LOS ANGELES SPEAKER  ORD

Date

Council File No., Agenda Item, or Case No.  
ITkm 3

I wish to speak before the CITY Council  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
 General comments

Name: Alfredo J Annino

Business or Organization Affiliation: Member of Commerce STUDIO CITY / P-BID

Address: 12616 VENTURA BLVD STUDIO CITY CA 91604  
Street City State Zip

Business phone: 818 509-0345 Representing: P-BID

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

CITY  LOS ANGELES SPEAKER  RD

Date 5/4/99

Council File No., Agenda Item, or Case No. # 3

City Council

I wish to speak before the \_\_\_\_\_  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
 General comments

Name: Gloria Carbone Mitchell

Business or Organization Affiliation: Studio City Chamber of Commerce

Address: 4024 Radford Ave. Studio City CA 91604  
Street City State Zip

Business phone: 818-769-3213 Representing: \_\_\_\_\_

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

8  
CITY OF LOS ANGELES SPEAKER CARD

Date

May 4, 1999

Council File No., Agenda Item, or Case No.

#3

I wish to speak before the

CITY COUNCIL

Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal

( ) Against proposal

( ) General comments

Name:

ROBERT KAYEM

Business or Organization Affiliation:

PRESIDENT, STUDIO CITY PROPERTY B.I.D.

Address:

12223 VENTURA Blvd, Studio City, CA. 91604

Street

City

State

Zip

Business phone:

310-553-9867

Representing:

STUDIO CITY B.I.D. APPLICANT

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name:

Phone #:

Client Address:

Street

City

State

Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

9

CITY  LOS ANGELES SPEAKER  RD

Date 5/3/1999

Council File No., Agenda Item, or Case No.

I wish to speak before the City Council  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
 General comments

Name: Alisa R. Avert

Business or Organization Affiliation: mexicali pest

Address: 12161 Ventura Bl Studio City Ca 91604  
Street City State Zip

Business phone: (8)985-1744 Representing: BID, Chamber

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MAY 04 1999

96-0610-51

RECEIVED  
CITY CLERK'S OFFICE

99 MAY -6 PM 2:34

BY \_\_\_\_\_  
CITY CLERK  
DEPUTY

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

**Re: Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

The property address is 12080 Ventura Pl, Studio City 91604

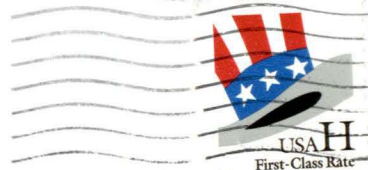
The assessor's parcel number(s) is (are) 2368-002-041

My name is BIJAN PARTOVI

Today's date is 5/20/ 1999

By Pal  
Signature

**H.P. Investment**  
**6600 SANTA FE AVENUE**  
**HUNTINGTON PARK, CA. 90255**



Los Angeles City Council and City clerk  
Room 615, City Hall  
200 North Main St  
LA, CA 90012

90012+4110



3

96-0610  
BY  
CITY CLERK  
DEPUTY

RECEIVED  
CITY CLERK'S OFFICE  
99 MAY -4 PM 1:14

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

**Re: Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

The property address is 12112 Ventura Blvd. Studio City, Ca. 91604

The assessor's parcel number(s) is (are) 98-000-2369-014-002-00013

My name is Celia Hojpe

Today's date is 5/1/99 1999

Celia Hojpe  
Signature



Mr & Mrs. Ben Wolfe  
5590 Avenida Sosiega W # B  
Laguna Hills, CA 92653-6939



Los Angeles City Council & City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, Ca. 90012

96



3

96 - 0  
BY CITY CLERK  
DEPUTY  
RECEIVED  
CITY CLERK'S OFFICE  
99 MAY -3 PM 2:49

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

**Re: Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

The property address is 12073 VENTURA PL. STUDIO CITY CA 91064

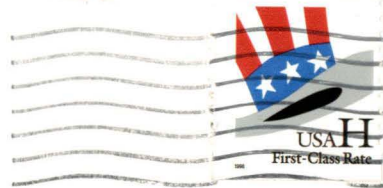
The assessor's parcel number(s) is (are) 013

My name is ANTHONY S. BERTOLINO

Today's date is APRIL 25 1999

Anthony S. Bertolino  
Signature

**Anthony Bertolino**  
8840 White Oak Ave.  
Northridge, CA 91325



Los Angeles City Council & City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles Ca 90012

90012+4110



RECEIVED  
CITY CLERK'S OFFICE

99 APR 22 PM 2:35

BY \_\_\_\_\_  
CITY CLERK  
DEPUTY

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

**Re: Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

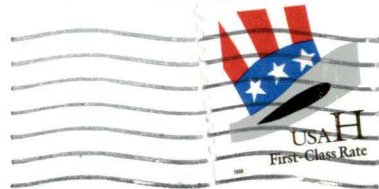
The property address is 11925 ~ 11927 Ventura Blvd.

The assessor's parcel number(s) is (are) 2368 006 008

My name is Richard Kwak

Today's date is APR. 20 1999

Richard Kwak  
Signature



Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA. 90012

90012+4110



96-0610

RECEIVED  
CITY CLERK'S OFFICE

99 APR 21 PM 2:44

BY

CITY CLERK

DEPUTY

1st  
2nd

4-6-99

5-4-99

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

Re: **Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

The property address is 12103 Ventura Pl., Studio City

The assessor's parcel number(s) is (are) 2368 002 014

My name is Lillian Kaufman

Today's date is 4/20 1999

Lillian Kaufman  
Signature



LILLIAN KAUFMAN  
13450 TIARA ST  
VAN NUYS CA 91401-4047



Los Angeles City Council & City Clerk  
Room 615, City Hall  
200 No. Main St.  
Los Angeles, Ca. 90012

30012+4110



RECEIVED  
CITY CLERK'S OFFICE

99 APR 21 PM 2:44

CITY CLERK  
BY \_\_\_\_\_  
DEPUTY

96-0610 S/1

4-6-99

5-4-99

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

**Re: Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

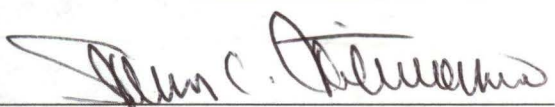
The property address is 12301 VERNONA BLVD Studio City CA 91604

The assessor's parcel number(s) is (are) 

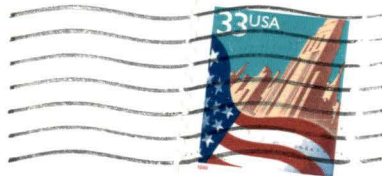
Year	Seg No	Map Book	Page	Parcel
98	005	2367	018	016

My name is Steven C. Teitelbaum

Today's date is 4/19/1 1999

  
Signature

SCT  
12301 VENTURA BLVD  
STUDIO CITY CA 91604



Los Angeles City Council & City Clerk  
Room 615, City Hall  
200 North Main Street  
LA, CA, 90012

90012/4113



RECEIVED  
CITY CLERK'S OF  
99 APR 21 PM 2:45

96-0610 S/1

BY CITY CLERK  
DEPUTY

1st. 4-6-99

2nd 5-4-99

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

**Re: Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

The property address is 12025 VENTURA BLVD, Studio City

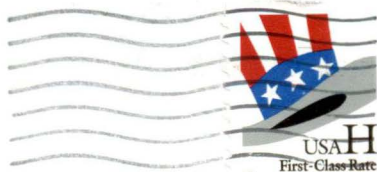
The assessor's parcel number(s) is (are) 2368-002-036

My name is Doris Hail

Today's date is April 19 1999

Doris Hail  
Signature

Doris HAIL  
Box 2036  
Hills Beach, CA,  
91643



Los Angeles City Council & City Clerk  
Room 615 City Hall  
200 North Main Street

90012+4110



RECEIVED  
CITY CLERK'S OFFICE  
99 APR 19 PM 2:01  
BY \_\_\_\_\_  
CITY CLERK  
DEPUTY

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

**Re: Proposed Studio City Business Improvement District**

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. 96-0610), please consider the following protest:

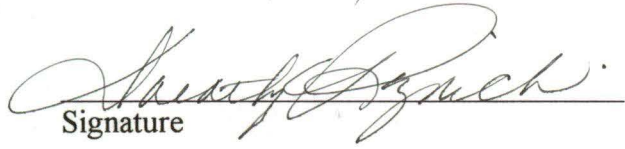
I/We certify that we are the owner(s) of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District.

The property address is 12131 VENTURA BLVD

The assessor's parcel number(s) is (are) \_\_\_\_\_

My name is Dorothy RAZNICK


Today's date is 4-17 1999

  
Signature

 David & Dorothy Raznick  
5415 Genesta Ave  
Encino, CA 91316



Los Angeles City Council & City Clerk  
Room 615 City Hall  
200 N. Main St.  
L.A. Cal. 90012

Re: Proposed Studio City Business Improvement  
90012/4100 

4 Heard during Public Comments 4-6-99

CITY OF LOS ANGELES SPEAKER CARD

Special 2  
PC

Date  
4/16/99

Council File No., Agenda Item, or Case No.  
SPEC. 2

I wish to speak before the COUCIL  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
Name: JACK GUMBINER  General comments

Business or Organization Affiliation: \_\_\_\_\_

Address: 722 WESTHOLME AVE LA CAL 90024  
Street City State Zip

Business phone: 310.2791378 Representing: SELF

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

Spoke in public comments 4-6-99

CITY OF LOS ANGELES SPEAKER CARD

PC

Date 4/6/99

Council File No., Agenda Item, or Case No. #2 - 96-0610

Special Council Meeting

I wish to speak before the L.A. City Council Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal (X) Against proposal ( ) General comments Name: Rafael Franco

Business or Organization Affiliation: OWNER OF PROPERTY @ 12345 Ventura Blvd.

Address: 12345 Ventura Blvd., Suite #, Studio City, CA 91604 Street City State Zip

Business phone: 818 754 2030 Y372 Representing: MYSELF

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: [ ]

Client Name: Phone #:

Client Address: Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

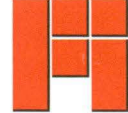
Col. Hrg. 4-6-99.  
Spec. Mfg.

# PROTEST

COPIES SENT TO ALL  
COUNCIL MEMBERS

## FRANCO & ASSOCIATES, INC.

12345 Ventura Blvd., Suite H  
Studio City, California 91604-2511  
(818) 754-2030 Fax (818) 754-2032



April 5, 1999

Los Angeles City Council and City Clerk  
Room 615, City Hall  
200 North Main Street  
Los Angeles, CA 90012

BY  CITY CLERK

99 APR -6 AM 9:26

CITY OF LOS ANGELES  
CITY CLERK'S OFFICE

### Re: Proposed Studio City Business Improvement District

Pursuant to the CITY OF LOS ANGELES RESOLUTION OF INTENTION to establish the subject district (Council File No. ~~96-0610~~), please consider the following protest:

96-0610-81

We certify that we are the owners of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District. The property address is 12345 Ventura Blvd. And the assessor's parcel number is 2367-018-054. Our names are Rafael and Linda L. Franco, and today's date is April 5, 1999.

  
Rafael Franco

  
Linda L. Franco

Our protest is based on the following:

1. No notification was received for the City Council meeting of March 16, 1999 at which the RESOLUTION OF INTENTION was adopted. Therefor we had no opportunity to review and comment on material submitted to the Council.
2. Notification of the meeting scheduled for April 6, 1999 was mailed on March 29, 1999. This does not meet the minimum 10 day notice requirement under section 36623(b) of the STREETS AND HIGHWAYS CODE.
3. The Management District Plan required to be circulated with the petition to establish the business improvement district under section 36621 is not the same as the Management District Plan submitted to the City Council. The differences are as follows:
  - a. The district boundaries are different in each of the plans.
  - b. The district boundary map in the plan submitted to the Council is incorrect. Section 36622(c)
  - c. The engineer's certificate submitted is one signed on May 6, 1977 even though the boundary map has been subsequently and erroneously changed.
  - d. The budgeted expenditures required under sections 36622(d)(e) are different in the plan circulated and the plan submitted. The proposed assessments, however, are the same, and therefor, erroneous, misleading, or false. The first year budgets are \$392,690 and \$287,006

respectively. This is a 37% reduction in the budget, but there is no corresponding reduction in the assessment.

- e. There is no five-year budget provided to establish the assessment. Only a one-year budget is provided. Will the assessment change from year to year?
4. Under section 36601(a), the legislature established the law for communities that are "economically disadvantaged". The proposed district does not fit that definition. Studio City is one of the most economically vibrant areas of Los Angeles. See sales tax records and property tax rolls.
5. Section 36601(d) requires that the assessments must confer special benefits upon the real property for which the improvements and activities are provided. The Management District Plan proposes *parking development, parking security, trash/debris collection, streetscape/maintenance, sidewalk cleaning, marketing and maintenance*. Our property has twice as much parking as required by code or market, and we privately pay for all the other services suggested by the plan. The proposed assessment will not provide any added benefit to our property.
6. Under section 36622(f), the proposed method and basis for levying the assessment is unjustified and unfair. The principal purpose of the district is to establish new parking for numerous properties on the south side of Ventura Blvd. which have no parking. These are the properties with the greatest need and the lowest assessment. The properties on the north side of Ventura Blvd., which already have sufficient parking, are disproportionately charged a higher assessment, simply because we have more land on which we provide our own parking. For years we have been providing parking for the customers of businesses without parking who park illegally on our property, and now these same businesses want us to pay for additional parking for them.
7. Section 36634(c) requires that assessments be levied on the basis of estimated benefit. In our case, the proposed assessment is not based on benefit. Clearly the properties without parking will be the greatest beneficiaries, and should therefore bear their legitimate burden.
8. Section 36626(g) requires the Council to make a finding that the property assessed will benefit from the improvements. This finding would be incorrect for our property.
9. Section 36628 provides that the Council may establish different benefit zones based on the benefit derived, and impose different assessment. We suggest that the Council do this particularly with respect to the parking improvements.
10. Under section 36626(a), the Council may exclude territory, which will not benefit from the proposed improvements and activities. Our property is on the fringe of the proposed district and already has a surplus of the improvements suggested under the plan, We therefore request to be excluded from the proposed business improvement district.
11. Section 36631(a) requires that before establishing the district, the Council shall appoint an advisory board. How and when will this board be appointed?

Finally, we would like to clarify that we are not opposed in principle to improving our neighborhood and paying our fair share. There are numerous improvements which could be made but which are not part of the proposed plan. What we oppose is the way in which a few businesses without parking are trying to get the rest of us to pay for it. Their problem goes back more than forty years. At one point they even proposed condemnation of the houses on Cantura St., which back up to their businesses so they could have a public parking lot. Our family has lived at 12137 Cantura St. since 1954 and we

have put up with their trash, their trucks, and had to rebuild our fence numerous times due to their business activity. They are now asking us to solve their problem once again.

We are more than willing to pay to create a park along the river, to address the homeless problem, or for a solution to the pornographic litter from the sex shop down the street. We are opposed to individuals or businesses that neglect their property and expect somebody else to solve their problems. We find it absurd that businesses would need a business development district to sweep and wash their sidewalk, or to provide them with trashcans. This law was established to free us from government, yet these individuals are creating one more bureaucracy and taxing mechanism to get others to do what they won't do for themselves.

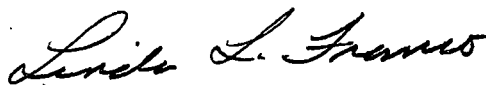
Studio City has wonderful examples of people who are doing things to improve the community. We have Hook, a young man who voluntarily drives by early every morning removing graffiti free of charge. Whenever I see him, I try to give him money, only to be told several times that it is not necessary. Only after insisting, will he reluctantly take the \$20. I admire and applaud his efforts, self-reliance, and initiative. Unfortunately, the scheme proposed for this business improvement district will do nothing to expand private initiative and improve our community.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Rafael Franco". The signature is stylized with a large, circular flourish at the beginning.

Rafael Franco

A handwritten signature in black ink, appearing to read "Linda L. Franco". The signature is written in a cursive, flowing style.

Linda L. Franco

#2

J. MICHAEL CAREY  
City Clerk

# CITY OF LOS ANGELES

CALIFORNIA



RICHARD J. RIORDAN  
MAYOR

Office of the  
**CITY CLERK**  
Council and Public Services  
Room 615, City Hall  
Los Angeles, CA 90012  
Council File Information - (213) 485-5703  
General Information - (213) 485-5705

When making inquiries  
relative to this matter  
refer to File No.

96-0610-S1

CDs 2 and 5

March 17, 1999

City Attorney  
Councilmember Feuer  
City Administrative Officer

Councilmember Wachs  
Chief Legislative Analyst  
City Clerk,  
Attn: Mike Carey  
cc: Land Records,  
Special Assessments  
Attn: Mike V.

RE: PROPOSED STUDIO CITY BUSINESS IMPROVEMENT DISTRICT

At the meeting of the Council held March 16, 1999, the following  
action was taken:

Attached report adopted .....	_____ X _____
Attached motion () adopted.....	_____ _____
Resolution of Intention adopted .....	_____ X _____
Mayor concurred.....	_____ _____
FORTHWITH.....	_____ X _____
Ordinance adopted.....	_____ _____
Motion adopted to approve attached report.....	_____ _____
Motion adopted to approve communication.....	_____ _____
To the Mayor FORTHWITH.....	_____ _____
Ordinance Number.....	_____ _____
Publication date.....	_____ _____
Effective date.....	_____ _____
Mayor vetoed.....	_____ _____

*J. Michael Carey*

City Clerk  
af  
steno\960610.1

PLACE IN FILES

MAR 23 1999

DEPUTY

*af*  
*3/23/99*



TO THE COUNCIL OF THE  
CITY OF LOS ANGELES

Your COMMUNITY AND ECONOMIC DEVELOPMENT Committee

reports as follows:

Public Comments: Yes No  
XXX —

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE REPORT and RESOLUTION relative to the proposed Studio City Business Improvement District (BID).

Recommendations for Council action:

1. FIND that the petitions submitted on behalf of proponents of the proposed Studio City BID are signed by property owners who will pay more than fifty (50) percent of the assessments proposed to be levied.
2. ADOPT the accompanying Resolution of Intention to establish the Studio City BID.
3. DIRECT the City Clerk to prepare, publish and mail as required, the public meeting and public hearing notices and the special assessment ballots and instructions in a format approved by the City Attorney and scheduled as required by the provisions of Section 54954.6 of the Government Code, Section 36600 et seq. Of the Streets and Highways Code and Article XIIID of the California Constitution.
4. INSTRUCT the City Clerk, subject to City Attorney approval, to prepare an Ordinance establishing the Studio City BID, for Council consideration during the required public hearing.

Fiscal Impact Statement: The City Clerk states that direct costs associated with Department administrative expenses will be charged to the district and will be recovered from assessments collected; the estimated amount of recoverable costs for the first year of operations is \$6,605.57 or approximately two percent of projected first year BID revenue. Neither the CAO nor the CLA has completed a financial analysis of this report.

SUMMARY

On February 19, 1999 the Community and Economic Development Committee considered the proposed Studio City Business Improvement District (BID). The City Clerk reports that the Studio City BID will be supported by revenue collected from property owners in the district. The petitions, which support the establishment of the district, represent affirmative financial support of the project in

an amount equivalent to \$155,118. This represents 52% of the projected first year BID revenue of \$295,521.

The proposed Studio City BID is expected to generate approximately \$300,000 annually in private sector funding over a five year period. Assessment revenue is budgeted to support a variety of activities within the district including supplemental security and maintenance services, destination marketing campaigns, a parking management program, and a rebate program to encourage localized retail purchasing and the retention of local business income. The proponent group has defined the district boundaries to include a one-mile segment of Ventura Boulevard, as well as the adjacent streets located between Carpenter and Rhodes Avenues, which serve as the commercial corridor for Studio City.

The Community and Economic Development Committee concurred with the City Clerk recommendations and forwarded the matter to Council for its consideration.

Respectfully submitted,

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ATTACHMENT

CD 5

CAL  
3/10/99  
#960610.1

*Rept. and Reso.*

**ADOPTED**

MAR 16 1999

LOS ANGELES CITY COUNCIL

**FORTHWITH**

**CITY OF LOS ANGELES  
RESOLUTION OF INTENTION**

A Resolution of the City of Los Angeles declaring its intention to establish a Property and Business Improvement District to be known as the "Studio City Business Improvement District".

WHEREAS, the Property and Business Improvement District Law of 1994 (California Streets and Highways Code sections 36600 et seq.) authorizes cities to establish property and business improvement districts for the purpose of levying assessments on real property for certain purposes; and

WHEREAS, a petition has been filed by property owners who will pay more than 50 percent of the total amount of assessments to be levied, requesting the City Council to establish such a district to be named the Studio City District Business Improvement District,

**THE CITY COUNCIL OF THE CITY OF LOS ANGELES DOES RESOLVE AS FOLLOWS:**

Section 1.       **DECLARATION.** Pursuant to the provision of Section 36600 et seq. of the California Streets and Highways Code (the "Act"), the City Council declares its intent to consider the establishment of a property and business improvement district to be named the Studio City Business Improvement District (the "District").

Section 2.       **MANAGEMENT DISTRICT PLAN.** The Management District Plan, less supplemental appendices or attachments, if any, which are not required for inclusion by the Act, which is attached hereto as "Exhibit A" and incorporated herein by reference as though fully set forth herein, contains the following information as required by the California Streets and Highways Code Section 36622:

- (a) A map of the District in sufficient detail to locate each parcel of property within the District.
- (b) The name of the proposed District.
- (c) A description of the boundaries of the District, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included.
- (d) The improvements and activities proposed for each year of operation of the District and the maximum cost thereof.
- (e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the District.
- (f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years, to a maximum of five, in which assessments will be levied. The Management District Plan may set forth specific increases in assessments for each year of operation of the District.
- (i) The proposed time for implementation and completion of the Management District Plan.
- (j) Any proposed rules and regulations to be applicable to the District.
- (k) A list of the properties to be assessed, including the assessor's parcel numbers, and a statement of the method or methods by which the expenses of the District will be imposed upon benefitted real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance.
- (l) Any other item or matter required to be incorporated therein by the City Council.

Section 3.       **BASELINE SERVICE LEVEL.** It is the intent of the Council that the level of services presently being provided by the City in the area within the proposed District will not be affected by the creation of the district or the levying of the proposed assessments.

Section 4.       **PUBLIC MEETING AND PUBLIC HEARING.** One public meeting and one public hearing shall be conducted before the City Council. The public meeting shall be held on Tuesday April 6, 1999 at 10:00 a.m., or as soon thereafter as this matter may be heard, in the Council Chambers in Room 300 at City Hall, 200 North Main Street, Los Angeles, California 90012. The public hearing shall be held on Wednesday, May 4, 1999 at 10:00 a.m., or as soon thereafter as this matter may be heard, in the Council Chambers in Room 300 at City Hall, 200 North Main Street, Los Angeles, California 90012.

At the public meeting, the City Council will hear testimony regarding the proposed assessment. At the public hearing, the City Council will hear all interested persons for or against the establishment of the District, the extent of the District, and the furnishing of specified types of improvements or activities. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings.

Section 5. PROTESTS. Protests against formation of the District may be made verbally or in writing. Written protests can be submitted on a form supplied by the City Clerk (form number SAU 143A). The form may be obtained from the City Clerk at the Council and Public Services Office in Room 615 at City Hall, 200 North Main Street, Los Angeles, California 90012 or by telephoning (213) 485-5705. Protests should identify the reason the protestor is against formation of the District. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which objection is made.

Written protests must contain the following certification: "I certify that I am the owner of the property described herein and that the property is located within the boundaries of the proposed Studio City Business Improvement District." All written protests, whether on the City Clerk form or in a form prepared by the property owner, must contain the following information: property address; assessor's parcel number; name of property owner (printed); signature of property owner; and, date of protest. If a person subscribing a protest is not shown on official City records or Los Angeles County Assessor property ownership records as the owner of the property within the proposed District, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the property. Protests will not be considered valid unless signed by the property owner. Written protests which do not comply with these requirements shall not be counted in determining whether or not a majority protest is found to exist.

Written protests shall be filed with the City Clerk at the Council and Public Services Office in Room 615 at City Hall, at or before the time fixed for the hearing. A protest may be withdrawn in writing at any time before the conclusion of the public hearing. Persons wishing to withdraw a written protest may use City Clerk form number SAU 143C, "Withdrawal of Declaration of Protest." The form may be obtained from the City Clerk at the Council and Public Services Office in Room 615 at City Hall, 200 North Main Street, Los Angeles, California 90012, or by telephoning (213) 485-5705. If written protests are received from the owners of real property in the proposed District who will pay fifty percent (50%) or more of the assessment proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent (50%), no further proceedings to establish the District shall be taken for a period of one year from the date of the finding of a majority protest by the City Council. In addition, a majority protest will be found to exist if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. In tabulating the ballots, the ballots shall be weighted according to the proportional financial obligation of the affected property. If the majority protest is only against the furnishing of a specified type or types of improvements or activities within the District, only those types of improvements or activities shall be eliminated.


Section 6. QUESTIONS OR COMMENTS. Any person having a question or comment regarding the meeting or hearing proceedings, or regarding the establishment of the proposed District may telephone (213) 237-0996 [facsimile (213) 237-0674] and state such question or comment to the Deputy City Clerk assigned to answer inquiries.

Section 7. NOTICE REQUIREMENT. The City Clerk is directed to give notice of the public meeting and the public hearing as provided in Section 54954.6 of the California Government Code, Section 4 of Article XIII D of the California Constitution, and Section 36623 of the Act, which includes the publication of this Resolution of Intention once in a newspaper of general circulation in the City of Los Angeles at least seven days before the public meeting and the mailing of the notice together with a complete copy of this Resolution of Intention by first-class mail to each property owner in the proposed District and each local chamber of commerce and business organization known by the City Council to be located within the proposed District no later than ten days before the public meeting and forty-five days before the public hearing.

Section 8. CERTIFICATION. I certify that the foregoing resolution was adopted by the City Council of the City of Los Angeles, California, at its meeting of:

MAR 16 1999

J. MICHAEL CAREY, City Clerk

By Josefina S. Reyes  
Deputy 

Approved as to Form and Legality

March 16, 1999  
JAMES K. HAHN, City Attorney

By [Signature]

Senior Assistant City Attorney  
KENNETH CIRLIN

Council File No. 916-0610-51

MVBIDSTCROI

6

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE  
Report/~~Communication~~ for Signature

Council File Number 96-0610-S1

Committee Meeting Date 2-19-99

Council Date 3-16-99

COMMITTEE MEMBER	YES	NO	ABSENT
COUNCILMEMBER HERNANDEZ, Chair	✓		
COUNCILMEMBER GOLDBERG	✓		
COUNCILMEMBER RIDLEY-THOMAS			✓

Remarks Studio City BID

TO THE COUNCIL OF THE  
CITY OF LOS ANGELES

Your COMMUNITY AND ECONOMIC DEVELOPMENT Committee

reports as follows:

Public Comments: Yes No  
XXX —

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE REPORT and RESOLUTION relative to the proposed Studio City Business Improvement District (BID).

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The Community and Economic Development Committee concurred with the City Clerk recommendations and forwarded the matter to Council for its consideration.

Respectfully submitted,

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE



The image shows two handwritten signatures in blue ink. The first signature is written over a horizontal line, and the second signature is written below it, also over a horizontal line. The signatures are cursive and appear to be 'Mike Hines' and 'Jackie Goldberg'.

ATTACHMENT

CD 5

CAL  
3/10/99  
#960610.1

*Rept. and Reso.*  
**ADOPTED**

MAR 16 1999

LOS ANGELES CITY COUNCIL

**FORTHWITH**

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Section 8. CERTIFICATION. I certify that the foregoing resolution was adopted by the City Council of the City of Los Angeles, California, at its meeting of:

MAR 16 1999

Approved as to Form and Legality

March 16, 1999  
JAMES K. HAHN, City Attorney

By [Signature]  
Senior Assistant City Attorney  
KENNETH CIRLIN

J. MICHAEL CAREY, City Clerk

By Josefina S. Reyes  
Deputy



Council File No. 96-0610-51

MVBID\STC\ROI

COUNCIL VOTE

16-Mar-99 10:51:39 AM, #5

Items for Which Public Hearings Have Been Held - Items 5-17

Voting on Item(s): 6-13,15-17

Roll Call

ALATORRE	Yes
BERNSON	Yes
CHICK	Yes
FEUER	Yes
GALANTER	Absent
GOLDBERG	Yes
HERNANDEZ	Yes
HOLDEN	Yes
MISCIKOWSKI	Yes
RIDLEY-THOMAS	Absent
SVORINICH	Yes
*WACHS	Yes
WALTERS	Yes
FERRARO	Absent
	Absent

Present: 11, Yes: 11 No: 0

**COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE**

SUGGESTED NOTIFICATION OF COUNCIL ACTION

Council File No. 96-0610-51

Council Member(s) 5 and 2

Interested Department \_\_\_\_\_

Mayor (with/without file) \_\_\_\_\_

Chief Legislative Analyst \_\_\_\_\_

City Administrative Officer \_\_\_\_\_

Controller \_\_\_\_\_

City Clerk \_\_\_\_\_

Treasurer \_\_\_\_\_

City Attorney (with / without file) \_\_\_\_\_

General Services Department \_\_\_\_\_

Department of Transportation \_\_\_\_\_

City Planning Department \_\_\_\_\_

Community Development Dept. (with file) -Contract Div. Attn:Raul Gonzales

Community Redevelopment Agency \_\_\_\_\_

Board of Public Works \_\_\_\_\_

Private Industry Council \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

CITY OF LOS ANGELES SPEAKER CARD

#7

Date  
2-10-1999

Council File No., Agenda Item, or Case No.  
96-0889

I wish to speak before the City Council Sub committee B1, D.  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
 General comments

Name: Gus Harris Jr.

Business or Organization Affiliation: Jefferson Park Improvement project

Address: 2500 W Jefferson Los Angeles Calif 90018  
(323) Street City State Zip

Business phone: 734 2033 Representing: JPIP

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY OF LOS ANGELES SPEAKER BOARD

*did not speak*

Date 2/19/99

Council File No., Agenda Item, or Case No.  
3

I wish to speak before the C.E.D. Committee  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (  ) For proposal  
( ) Against proposal  
( ) General comments

Name: ART GINSBURG

Business or Organization Affiliation: ART'S DELICATESSEN - 1<sup>ST</sup> Vice President S.C. Bid

Address: 12224 VENTURA Blvd. Studio City CALIF. 91604  
Street City State Zip

Business phone: 818-762-1221 Representing: Studio City BID.

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

*did not speak*

# CITY OF LOS ANGELES SPEAKER BOARD

Date 2.19.99

Council File No., Agenda Item, or Case No.  
3

CEC

I wish to speak before the \_\_\_\_\_  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
( ) Against proposal  
( ) General comments

Name: DONALD DICKWORTH  
Business or Organization Affiliation: STUDIO CITY IMPROVEMENT ASSN.

Address: 1934 WILSON AVE. ARCADIA, CA 91006

Business phone: (626) 355-0041 Representing: DICKWORTH CONSULTING

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: STUDIO CITY IMPROVEMENT ASSN. Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

*MEM 3*  
CITY OF LOS ANGELES SPEAKER BOARD

*did not speak*

Date 2/19/

Council File No., Agenda Item, or Case No. 3

I wish to speak before the CRD.  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
 Against proposal  
 General comments

Name: ROBERT KATZEM

Business or Organization Affiliation: STUDIO CITY P. BLD

Address: 11023 VENTURA BLVD  
Street City State Zip

Business phone: 310 553-9967 Representing: Pres, P. BLD

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

J. MICHAEL CAREY  
City Clerk

CITY OF LOS ANGELES  
CALIFORNIA



RICHARD J. RIORDAN  
MAYOR

Office of the  
CITY CLERK  
Council and Public Services  
Room 615, City Hall  
Los Angeles, CA 90012  
Council File Information - (213) 485-5703  
General Information - (213) 485-5705

When making inquiries  
relative to this matter  
refer to File No.

96-0610-S1  
CD 5

February 19, 1999

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE

In accordance with Council Rules, communication from the City Clerk relative to the proposed Studio City Business Improvement District, was referred on February 19, 1999, to the COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE.

*J. Michael Carey*

City Clerk  
amm



J. MICHAEL CAREY  
CITY CLERK

PAT HEALY  
EXECUTIVE OFFICER

CITY OF LOS ANGELES  
CALIFORNIA



RICHARD J. RIORDAN  
MAYOR

96-0610-51  
OFFICE OF THE  
CITY CLERK

ROOM 607, CITY HALL EAST  
LOS ANGELES, CA 90012  
(213) 485-5708  
FAX (213) 473-5212

February 17, 1999

Honorable Members of the Community and Economic Development Committee  
Room 316, City Hall  
200 North Main Street  
Los Angeles, California 90012

REGARDING: PROPOSED STUDIO CITY BUSINESS IMPROVEMENT DISTRICT, COUNCIL DISTRICT 5,  
COUNCIL FILE NO. 96-0610

Honorable Members:

This Office has received materials relative to the formation of a business improvement district (BID) in the Studio City area. The Management District Plan, which serves as the framing document for the district, is presented for Committee consideration.

The Studio City BID is being organized under the 1994 state BID law, which allows for the creation of a district whose operations would be supported primarily by revenue collected from property owners in the district. In order to move forward with the establishment process, the proponent group needed to secure written support for the project in the form of petitions signed by property owners who will pay more than fifty percent of the assessments proposed to be levied.

The Studio City Improvement Association, which is the private sector proponent group for the BID, has presented to this Office a set of petitions which support establishment of the district. The petitions have been examined for validity, using various City and County sources. In addition, the accuracy of the assessment calculations was reviewed. The petitions represent affirmative financial support of the project in an amount equivalent to \$155,118. This represents 52% of the projected first year BID revenue of \$295,521.

Due to the requirements of Article XIII D of the California Constitution (Proposition 218), the formation of this BID is contingent upon the City's receipt of a weighted majority of financially supportive ballots, as submitted by the affected property owners. The City Clerk will tabulate the ballot returns and will present the findings to the City Council at a public hearing for consideration of an Ordinance establishing the district.

The proposed Studio City BID is expected to generate approximately \$300,000 annually in private sector funding over a five year period. Assessment revenue is budgeted to support a variety of activities within the district including supplemental security and maintenance services, destination marketing campaigns, a parking management program, and a rebate program to encourage localized retail purchasing and the retention of local business income. The proponent group has defined the district boundaries to include a one-mile segment of Ventura Boulevard as well as the adjacent streets located between Carpenter and Rhodes Avenues, which serve as the commercial corridor for Studio City.

COMNTY & ECON DEV.

FEB 18 1999



Direct costs associated with Department administrative expenses will be charged to the district and will be recovered from assessments collected; the estimated amount of recoverable costs for the first year of operations is \$6,605.57 or approximately two percent of projected first year BID revenue.

The BID will be governed by an advisory board consisting of area property and business owners. The Advisory Board is required to be appointed by the City Council prior to establishment of the district; we anticipate receiving and will include the nominations during the legislative process.

The Studio City BID assessment formula is based on the size of the parcels located within the proposed district and the amount of linear front footage of those parcels. Properties within the district have been assigned to one of two BID benefit zones. Zone One consists primarily of properties with frontage on Ventura Boulevard, while Zone Two consists primarily of properties located on streets adjacent to Ventura Boulevard; assessment rates are based on the proximity of the parcels to Ventura Boulevard. The proposed assessment rate ranges from \$0.029 cents to \$0.039 cents for lot size and from \$3.20 to \$21.38 per frontage foot. The City Clerk will arrange to have the BID assessments included as a line item on the property tax bills prepared and distributed by the Los Angeles County Auditor-Controller. The County will subsequently transfer assessment revenue to the City. If necessary, this Office will directly bill property owners or entities which do not appear on the tax roll. Assessment revenue will be held in trust by the City and will be disbursed through installments to the BID to support district operations.

RECOMMENDATIONS FOR COMMITTEE ACTION:

1. FIND that the petitions submitted on behalf of proponents of the proposed Studio City Business Improvement District are signed by property owners who will pay more than fifty (50) percent of the assessments proposed to be levied.
2. ADOPT a Resolution of Intention to establish the Studio City Business Improvement District.
3. DIRECT the City Clerk to prepare, publish and mail as required, the public meeting and public hearing notices and the special assessment ballots and instructions in a format approved by the City Attorney and scheduled as required by the provisions of Section 54954.6 of the Government Code, Section 36600 et seq. of the Streets and Highways Code and Article XIID of the California Constitution.
4. INSTRUCT the City Clerk, subject to City Attorney approval, to prepare an Ordinance establishing the Studio City Business Improvement District, for Council consideration during the required public hearing.

Sincerely,

  
J. MICHAEL CAREY  
City Clerk

JMC:MV

Attachment: Management District Plan

# STUDIO CITY IMPROVEMENT ASSOCIATION MANAGEMENT DISTRICT PLAN

*one sided*

*Prepared pursuant to the State of California  
Property and Business Improvement District Law of 1994  
to create a Management District in Studio City a community within the  
City of Los Angeles*

By

**Studio City Improvement Association**

**And**

**Citygate Associates  
Telephone: (626) 355-0041**

**May, 1998**

# Studio City Management District Plan

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Appendix 1: AB 3754: Property and Business Improvement District Law of 1994.

Appendix 2: List of properties to be assessed, by Assessor's Parcel Number.

Appendix 3: City of Los Angeles Draft Resolution: Base Levels of Service Policy.

Appendix 4: Registered Professional Engineer's Certification.

# **I. STUDIO CITY MANAGEMENT DISTRICT AT-A-GLANCE**

Developed by a growing coalition of property and business owners, the Studio City Management District is a Benefit Assessment District proposed to improve the commercial core of Studio City. The Management District will establish a Parking Development Program to promote construction of 400 to 600 new parking spaces and improve management of existing parking resources, it will also provide the following: new parking security, trash/debris collection, business interest advocacy, and marketing and promotion services above and beyond those currently provided by the City of Los Angeles (the "City"). This approach has been used successfully in other commercial areas throughout the country to improve the business image, attract new customers and increase sales, occupancies and property values.

**Location:** Studio City, centered around Ventura Boulevard on the eastern entrance to the San Fernando Valley, within the City of Los Angeles. Please see the map on Page 12 for specific boundaries of the District.

**Services:** Parking Development Program to promote construction of 400 to 600 new parking spaces and improve management of existing parking resources; security program to support police and property owner crime prevention efforts; maintenance services to increase the frequency of tree trimming, regular litter and debris pickup and sidewalk cleaning; advocacy to promote business interests and allow the business community to speak with one clear voice; and marketing and promotions including a special program that benefits businesses and schools.

**Method of**

**Financing:** Benefit assessment of real properties.

**Budget:** Total maximum District Budget for each year of its five (5) year operation is a base of \$287,006 per year with a maximum 3% increase per year.

**Cost:** Annual assessments on property located in Zone 1 will be a combination of \$0.039 (3.9 cents) per square foot of land, and \$21.38 per front foot on Ventura Boulevard. Frontage on other streets in Zone 1 will be assessed at \$6.41 per front foot. Annual assessments on property located in Zone 2 will be a combination of \$0.029 (2.9 cents) per square foot of land and \$3.20 per foot of street frontage.

**City Services:** It is anticipated that the City of Los Angeles will adopt a Resolution pursuant to State Law that establishes a policy of maintaining the existing level of services within the proposed District. In addition, the City will pay its fair share of the costs for new services being provided.

**Formation:** District formation requires submittal of petitions from property owners representing at least 50% of the total assessment. The "Right to Vote on Taxes Act" (also known as Proposition 218) requires that more than 50% of the ballots received, weighted by assessment, be in support.

**Duration:** Pursuant to State Law, the District will have a set term. The proposed District will have a five (5) year life. After that period, the petition process must be repeated for the District to remain.

## **II. WHY A MANAGEMENT DISTRICT FOR STUDIO CITY?**

There are several reasons why now is the right time to form a Management District in Studio City.

1. *The Need to Improve Studio City's Parking.*  
Studio City business owners and property owners agree that improved parking would increase property values and business volume throughout the District. Many customers recognize a need for additional parking. The absence of adequate parking contributes to traffic congestion and the loss of revenue. The Management District's ability to provide parking for its customers and employees would affect all businesses. It would provide for additional parking spaces, parking security, and parking maintenance.
2. *The Need to Provide Effective Sidewalk and Tree Maintenance Services in a Cost Efficient Manner.*  
The City of Los Angeles is responsible for providing services on a citywide basis. The new District will augment those maintenance services to make Studio City cleaner and more pleasant than it has ever been.
3. *The Need to Provide Effective Marketing and Promotions.*  
Now a single organization will be directing the promotions and marketing for the entire District. These market-based promotions will draw new visitors to the area and induce them to return for additional commercial activity. In addition, a program to promote local business and support the local schools has been developed in which school financial support will be exchanged for consumer receipts demonstrating local purchases.
4. *The Need to Provide Effective Community Security Enhancements.*  
The City of Los Angeles is responsible for providing public safety on a citywide basis. The new District will add to those security services and customize them to meet the unique needs of Studio City – such as additional parking security.
5. *An Opportunity to Establish Private Sector Control and Accountability.*  
These new services and the District will be managed by the Studio City Improvement Association (SCIA), a non-profit private sector business organization formed for the sole purpose of improving Studio City. Annual Management District work plans and budgets will be developed by an Advisory Board composed of stakeholders that own businesses and property in Studio City. New parking, security, maintenance, and marketing and promotion services will be subject to private sector performance standards, controls, and accountability.

### **III. WHAT IS A MANAGEMENT DISTRICT?**

Although new to Studio City, nearly 1000 downtown Management Districts currently operate throughout the United States and Canada.

A Management District provides essential services, such as parking services, security, maintenance, and economic development in addition to those provided by local government. These services are concentrated within a distinct geographic area and are paid for by means of a special property owner assessment. The organization responsible for providing these services is governed by a Board of Directors representing those who pay. Many districts have been formed as a local business community response to declining municipal budgets and services.

Management Districts are proven to work by providing services that improve the overall viability of central business districts -- resulting in higher property values and sales volumes. A matrix providing information on existing Management Districts in other cities is provided on Page 7 of this document.

The Studio City Management District will be formed pursuant to a State Law that took effect in January 1995. The "Property and Business Improvement District Law of 1994", which was signed into law by Governor Pete Wilson, ushers in a new generation of Management Districts in California by allowing a greater range of services and independence from government. The following are key provisions of the new law include:

- Allows Management Districts to undertake services ranging from parking to security, maintenance to marketing, economic development to special events.
- Allows revenue for services to be raised from assessments on property.
- Requires petition support from property owners paying at least 50% of the proposed property assessments to form a Management District.
- Allows for the formation of a property and business owner Advisory Board to supervise District operations and submit a yearly service plan.
- Requires limits for assessments to ensure that they do not exceed pre-established levels.
- Provides a multi-year life for Management Districts and requires a new petition process to renew a District. The Studio City Management District will have a five (5) year term.

The "Property and Business Improvement Business District Law of 1994" (AB 3754) is provided in Appendix 1 of this document.

#### **IV. DISTRICT COMPARISONS**

To build on the successes of other Management Districts around the country, Citygate Associates conducted a survey of several comparable commercial areas that utilize assessment districts to provide services. Studio City was compared to other commercial areas sharing similar characteristics and utilizing assessment districts to provide services or improvements. Comparability was based on a number of characteristics: financial needs, security concerns, city population, district size and shape, association budget, and service needs. The cities surveyed were: Hampton (VA), Hollywood (CA), Portland (ME), Salem (OR), and Santa Monica (CA). The following provides a summary of the areas surveyed. In addition, strategies, programs or comments of interest are listed below in the following categories:

##### **Parking**

Salem's business association was concerned that employees were using their prime parking areas. They instituted a successful program of continuing to provide free parking for customers but requiring employees to park in designated areas. The enforcement of the program has worked well. The City of Santa Monica provided long term bond financing to pay for streetscaping and six parking lots. The annual debt service on this financing is paid for by an annual \$0.97 per square foot assessment on the property owners.

##### **Traffic**

In Hampton, the Coliseum District follows along Mercury Boulevard, or Interstate 64. This major transportation corridor has as many as twelve (12) lanes and is not friendly to pedestrian traffic. The District is working to narrow the street whenever possible. In addition, Mercury Boulevard has been organized into separate commercial zones in an attempt to address traffic problems on a piece-by-piece basis. The District has also taken advantage of the large street area and designated portions of it as a daytime town square and a nighttime plaza. A trolley has been introduced to carry pedestrians along Mercury Boulevard.

##### **Maintenance**

Maintenance services typically include street sweeping, sidewalk sweeping and pressure washing, as well as general clean up. After establishing a Baseline Service Contract with the city government, Portland's Downtown Association provides for additional maintenance by paying the Public Works Department for these additional services. While administratively convenient, this arrangement has experienced some difficulty with promptness of the services provided and the requirement to pay union scale wages. Santa Monica's maintenance is provided by the City Public Works Department and is funded by

charging the Third Street Promenade's merchants double the normal Business Licensee fee.

### **Security**

Four (4) of the five (5) districts have either a guide or security patrol program to assist visitors and add additional security presence. Two (2) of the Districts, Hampton and Portland, use guides that are easily identified as "ambassadors" for the commercial area. Wearing friendly and easily identifiable uniforms, they provide both customer service and additional "eyes and ears" for the police. Portland's guides have been well received by community. Portland's Downtown Association suggests using surveys to measure the success of public safety efforts. Hampton will begin guide patrols later this year. Hampton already has initiated a "business watch" program that is similar to a "neighborhood watch" program. An armored car pick-up for merchants needing to make night deposits has also been organized, and is paid for by the merchants that use it.

Santa Monica and Hollywood have security patrols that more directly confront safety concerns. Santa Monica is patrolled by Santa Monica Police, often with officers on bikes. Hollywood plans to begin patrols in March 1997 which will most likely be staffed by privately hired security guards, wearing bright and distinctive uniforms.

Guides are typically provided with radios and uniforms. Each radio costs approximately \$700. The cost of uniforms varies according to their nature and need to accommodate changing weather conditions. Portland received uniforms at no cost from L.L.Bean, with an approximate value of \$1,200 each and recommends such sponsorship. Security or Police patrols can cost more than twice as much as guide programs.

### **Marketing**

As would be expected, there is a great diversity among the various commercial areas in terms of the types of marketing used. Newsletters, downtown directories, and brochures are common methods of advertising both the commercial area and individual businesses. Banners are frequently used to give more of an identity to the district. In the summertime, Portland has a weekly concert series. Portland also advocates the use of public satisfaction surveys to identify the interests and needs of downtown workers and visitors. Hollywood's marketing program is focused on the attraction of retail stores, restaurants and entertainment. Once these new businesses are in place, marketing to tourists will begin in earnest. Salem has a Christmas Tree lighting event and a 2-day "Summer in the City" festival. Santa Monica has little funding to market the Promenade. As a result their marketing efforts have been combined with the shopping mall at the southern border. They also aggressively seek "free" advertising through media coverage of special events.

### **Economic Development**

The City of Santa Monica adopted land use changes that required all new movie theaters to be located within the Third Street Promenade; since that change three (3) theaters with seventeen (17) screens have been developed. The City also recently placed a moratorium against any new outlets that sell alcohol on the Promenade and is encouraging additional commercial retailers to locate in the area.

### **Organizational Structure**

Every association was formed as a private, non-profit organization. Unlike the others, however, Santa Monica is not a Business Improvement District. Every association has a full-time director.

The size of each association's board of directors ranges widely, from nine (9) to thirty-three (33) members. However, the directors with the larger boards reflected on the difficulties associated with having so many board members and a preference for a smaller board.

### District Comparison Chart

City Population	Organization	Annual Budget Assessment Portion # of Property Owners	Services Provided (Cost)	Type of BID Assessment	Comments
Hampton, VA 135,000	Coliseum Central BID, Inc. February, 1996 15 member board	\$272,000 ~~~~~ \$136,000 from assessment \$136,000 match from City ~~~~~ 1800 acres following major transportation corridor	Salaries-\$80,845 Administration-\$37,100 District Development & Services \$45,000 Marketing \$31,500 Strategic Plan \$50,000	Additional property tax surcharge based on property value.	The District and the city have each budgeted \$50,000 to fund the creation of a strategic plan for the District.
Hollywood, CA	Hollywood Entertainment District Established Sept., 1996 501(c)6 non-profit 9 Directors	\$600,000 ~~~~~ 41 Parcels along 6 blocks of Hollywood Blvd.	Security \$300,000 Maintenance \$80,000 Administration \$120,000 Marketing \$100,000	Additional property tax surcharge based on frontage, property size, and building square footage.	Emphasis is on "clean and safe" issues. There is a lesser benefit zone charge for those properties that don't front on Hollywood.  District has a one-time \$500,000 streetscape improvement grant from MTA.
Portland, ME 65,000	Portland Downtown Assn. Established in 1992 501 (c) 4 non-profit 33 member board	\$478,000 ~~~~~ 389 properties	Salaries \$113,000 Administration \$43,000 Physical Environment \$157,000 Marketing \$130,000 Guides \$30,000 Public Safety \$4,000	\$1.28 per \$1,000 of property value per year (capped at 5% of property taxes).	In addition to the business property association, there are also 2 merchant based and 1 arts association.  Maintenance program is provided by contract with City Public Works Dept.
Salem, OR 107,000	Salem Downtown Assn. Established in 1972 501(c)(6) non-profit 15 member board	\$200,000 ~~~~~ \$70,000(est) tax increment \$60,000(est)event sponsors \$70,000(est) assessment 28 Blocks	Promotions & Special Events \$100,000 Administration \$100,000	Merchants are assessed by the number of parking spaces for their employees and for estimated number of customers.	There is free parking for customers. Employees are issued permits and must park in designated areas or the receive a ticket.  Special events include Xmas Tree Lighting event and Summer in the City sales/festival.
Santa Monica -- Third Street Promenade 92,000	Bay Side District Corporation Established in 1986 501(c)(3) 11 member board	\$500,000 ~~~~~ All funds provided by the City.	Salaries Administration Marketing	City provides \$500,000 to fund District operations. Property owners pay \$0.97 per sq. ft. per year for streetscape & parking bond. Merchants pay double business license fee for extra maintenance.	Santa Monica property value increases have more than re-paid the costs of the plan.

## **V. HISTORY OF STUDIO CITY AND SCIA EFFORTS**

Studio City is the gateway to the San Fernando Valley and has a rich history of Spanish and early California culture in addition to its role in the history and development of filmmaking. The Campo de Cahuenga on Lankershim Boulevard is located at the site of the signing of the 1847 Treaty of Cahuenga that ceded Alta California to the Americans. In 1915 the area later known as Studio City was annexed to the City of Los Angeles with water assured it by the recent opening of the Owens River aqueduct. Studio City as a separate community does not seem to have retained the names of early residents except for the moviemaker Mack Sennett who established his studio in 1913. Sennett made silent movies at a site approximately located at intersection of Laurel Canyon and Ventura Boulevards. He made movies there until 1928 when "talkies" came to the forefront. It is possible that Sennett and his studio were responsible for the name of the community.

The Carpenter Avenue School is known to have been in operation in the 1920s and there was "company housing" (probably for the studio) along Pacoima Avenue, which is now known as Laurel Canyon Boulevard. Local residents apparently raised greyhounds near Moorpark and Whitsett Avenues. Throughout the 1920s, residents walked to the Town of Lankershim, (whose name was changed to North Hollywood in 1927 when it voted to be annexed to the City of Los Angeles), for a Sunday movie.

Republic Pictures bought the studio from Sennett in 1933 and operated it for many years, producing some of the films for which Republic is best remembered. Today, the property known as CBS Studio Center is owned and operated by CBS who purchased it from Republic in 1963. Many of the surrounding businesses continue to relate to the needs of movie and television production in the area. Throughout the community, flower shops, jewelers, restaurants, and copy stores have clientele whose names and faces often appear on both on the big and small screen.

The commercial corridor was built-out during the 1930s. A few strip commercial centers have been constructed in the last two decades replacing older facilities. As with the residential community, the absence of large tracts of vacant land which are found in the more agricultural parts of the Valley has kept the Studio City Village free of shopping malls, allowing customers to develop and enjoy personal relationships with the local shopkeepers. The business mix continues to emphasize retail and small service businesses along with a wide variety of restaurants.

### **A. History of CBS Studio Center (1928 TO 1996)**

Mack Sennett, "The King of Comedy", came to the San Fernando Valley in 1928, where he built a movie studio that gave the surrounding area a name - "Studio City". He filmed his famous comedies in Studio City, introducing such famous comedians as Mabel Norman, Ben Turpin, Charlie Chaplin, Slim Summerville, and W.C. Fields.

By 1933, the foreclosures of the Great Depression forced the **Mack Sennett Studio** into bankruptcy. It became a rental studio for independent producers. Mascot Pictures, became its principal tenant and for the next two years the Studio was know as **Mascot Studios**.

In 1935, when Mascot Pictures, Consolidated Film Industries and Monogram Pictures joined with several independent producers to form Republic Pictures Corporation, a new name appeared over the main gate on Radford Avenue - **REPUBLIC STUDIOS**.

By 1940 Republic was recognized as one of the major studios. Some of the stars that worked at Republic include John Wayne, Vaughn Monroe, Barbara Stanwyck, Roy Rodgers, Gene Autry, Roy Calhoun, Ward Bond, Joan Crawford, and many others. With the event of television in the early 1950's, Republic entered into this new medium. With the marked decline in theater box office receipts, the management of Republic Productions opened its facilities to outside producers. Revue Productions, Jack Webb and his Mark VII Productions, Four-Star Productions, CBS, NBC, and ABC network sponsored production companies.

In 1963, the CBS Television Network entered into an agreement with Republic Studios whereby CBS would become the major lessee of the studio. In May of 1963, the CBS Television Network to over the Republic Studio and renamed the facility **CBS STUDIO CENTER**. In April of 1967, CBS purchased the studio.

In 1982, CBS and 20<sup>th</sup> Century Fox Film Corporation formed a joint venture. For the first time in almost twenty years, a new sign appeared on the main gate - **CBS/FOX STUDIOS**.

In December 1984, 20<sup>th</sup> Century Fox sold its interest in the Studio to MTM Enterprises. On the first working day of 1995, the **CBS/MTM STUDIOS** sign went up at the main gate. The Studio continued to produce top rated television series, movies for television, and theatrical films.

On March 17, 1992, CBS acquired MTM's half interest in the lot and for the second time in almost thirty years, the name **CBS STUDIO CENTER** went up over the front gate and remains there today.

Currently, CBS Studio Center is the largest property owner and the largest employer in Studio City. Upon formation of the Management District, the Center will be its largest single financial contributor.

## **B. Recent Events**

Now, Studio City businesses and property owners are focused on improving the commercial area to make it a magnet for additional customers and visitors.

Identified by property and business owners as both a strength and a weakness is the fact that Ventura Boulevard, a major transportation corridor, bisects and defines the commercial corridor. This major thoroughfare carries thousands of cars through Studio City every day. Although this increases the number of visitors to adjacent businesses, some do not stop in Studio City. To the outside visitor, it is difficult to distinguish Studio City and its amenities from the other communities along Ventura Boulevard. Part of the current SCIA effort is an attempt to distinguish Studio City and make it one of the most attractive communities in the greater Los Angeles area. This Management District Plan, and the creation of a unified organization with a secure funding mechanism, provides another critical step in achieving the vision developed by Studio City business and property owners.

The Studio City Improvement Association (SCIA), incorporated in 1996 and has taken a leadership role in recent efforts to revitalize the commercial core. SCIA is responsible for retaining Citygate Associates and Downtown Resources to assist with the revitalization efforts. SCIA's mission is to protect investments in the area and provide a clean, safe, and friendly business and civic core area.

The proposed Management District will provide new parking, security, maintenance, marketing and promotion services above and beyond those currently provided by the City of Los Angeles. Working together, SCIA, Citygate Associates, and Downtown Resources prepared this Management District Plan.

## **C. Meetings with SCIA, Property Owners, & Stakeholders**

### **1. Initial Meetings with SCIA**

In the Fall of 1996, the Board of Directors of SCIA met with Citygate Associates and Downtown Resources to explore a Management District in Studio City. In several meetings, SCIA and its consultants discussed the benefits of Management Districts and the effort necessary to create one in Studio City. Further meetings were held with representatives from the local City Council Offices and other representatives from the City of Los Angeles.

### **2. Meetings with Property Owners and Other Stakeholders**

On October 3, 1996, a "Kick-off Meeting" was held to appraise community on the feasibility of establishing a Management District. The meeting was well attended by approximately fifty (50) commercial property owners, business owners, government officials and residents.

In December, 1996, and January, 1997, a number of Focus Group meetings were held with property owners, business owners, Chamber of Commerce representatives, and other stakeholders. The attendees represented both large and small properties in Studio City and accounted for over 50% of the assessed value of properties in the commercial core. In January and February 1997, a number of additional individual meetings were held to further refine the needs and desires of property owners and business owners in Studio City.

The purpose of the Focus Group meetings and the individual meetings was to present information on Management Districts, and elicit property owners' and business owners' interests and/or concerns about Studio City. The collection of information included surveys and discussions of business issues.

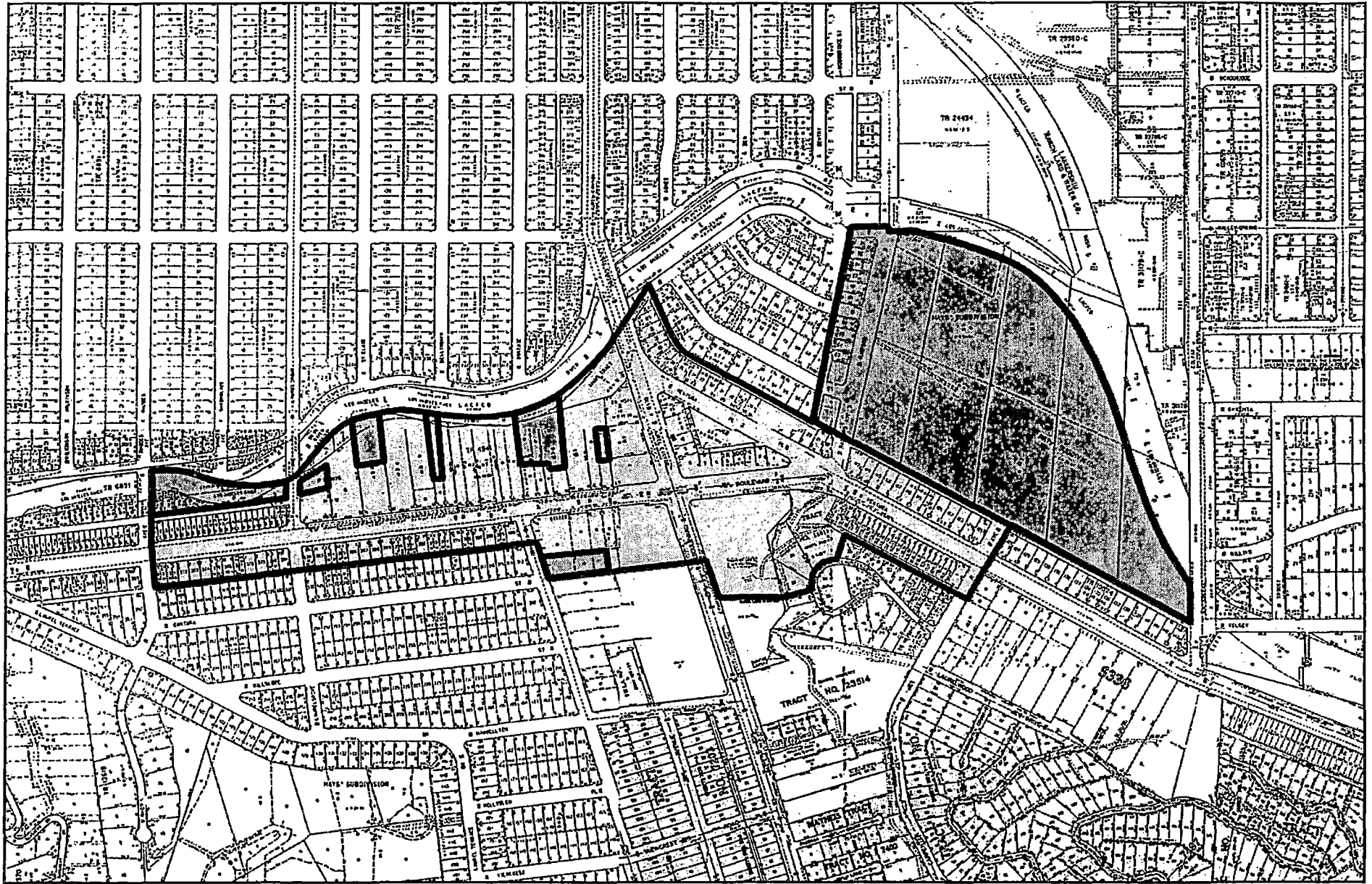
In all of these Groups, parking was identified as the highest priority. When asked how limited resources should be allocated, most property owner and business owner groups selected parking development, management and improvement. Several respondents also suggested that parking security, tree maintenance and trash removal were important service considerations.

A smaller number of business members and other stakeholders responded that they would dedicate resources to promotional activities and other ongoing maintenance needs such as alley improvements and sidewalk cleaning.

## **VI. MANAGEMENT DISTRICT BOUNDARIES**

The Studio City Management District will initially deliver services within a mile-long area of the Ventura Boulevard corridor. Because of the scope and nature of the District and services to be provided, contiguous properties on Ventura Place, Laurel Canyon Boulevard, Radford Avenue, Ventura Court, and other select streets have also been included within the proposed District. The service area includes approximately 164 properties. The boundaries of the Management District includes the core commercial district of Studio City. Specifically the boundaries include properties along Ventura Boulevard between Carpenter and Rhodes Avenues and also include business properties on major cross streets between these two major East-West boundaries. Please refer to the map of the District on Page 12 for the specific limits. Also, please see Pages 18 through 20 for the specific assessment formula based on a combination of street front footage and lot square footage.

# STUDIO CITY BUSINESS IMPROVEMENT DISTRICT



-  ZONE 1
-  ZONE 2

## **VII. SERVICE PLAN**

### **A. History of Establishing the Service Plan**

Property owners in Studio City have been concerned about the need for additional parking in the area for over forty (40) years. In addition, there is a demand for supplemental maintenance in the area. City services and efforts in these areas have been welcomed, but limited resources have not allowed for a more comprehensive approach to managing the commercial area.

In 1994, Governor Wilson signed AB 3754 (Caldera) establishing the Property and Business Improvement District Law of 1994. This new State Law created a mechanism for property owners to join forces and improve their commercial districts. SCIA seized the opportunity to utilize this new tool to provide efficient supplemental services in a cost-effective manner. The following Service Plan details the nature and extent of the services proposed and provides an itemized budget.

### **B. Studio City Management District Service Plan**

The Studio City Management District Service Plan provides for parking management, parking security, tree trimming, trash & debris collection, sidewalk cleaning, additional trash receptacles, and business advocacy services above and beyond those currently provided by the City of Los Angeles. Existing City services will remain intact pursuant to a "Base Levels of Service" policy discussed in Section IX of this document.

Management District service levels will vary from sub-area to sub-area due to a varying demand. All benefits provided will be based on the amount paid into the District. For a more detailed discussion of these demands, please see Page 18, Sub a.2, "Determination of Benefit Areas." Program descriptions and budgets of proposed Management District parking, security, maintenance, business advocacy, and administrative services are provided in the following pages.

The first step in preparing the Service Plan was to identify the existing "baseline" level of services provided by the City of Los Angeles. In order to identify the aspects of Studio City that needed additional services, several community Focus Group meetings were conducted. In addition, numerous meetings were held with City of Los Angeles staff, property owners, merchants and residents. Based on the information and opinions collected during this process, service priorities were identified. To compliment this process, a district comparison survey was conducted to learn of programs and strategies used by similarly situated commercial areas. The comparison survey was also useful in estimating service costs. The information from each step of this process was integrated and this Service Plan was developed. The following are some key aspects of the Service Plan Budget:

- The Service Plan Budget provides for a Parking Development Program. This program will promote the construction of 400 to 600 new parking spaces. It will also include evaluation of current parking, the development of a parking management plan, the retention of professional services in an office of parking management, application for Federal, State, and local government moneys for improved parking, and initiatives to optimize existing parking.
- A parking security program will be instituted to serve a number of functions. This program will increase awareness of security efforts, coordinate existing property owner security programs, and act as the "eyes and ears" for the Los Angeles Police Department.
- A maintenance program will keep Studio City clean. Highly visible personnel will be on the streets removing trash, graffiti, and other litter. One hundred (100) additional trash receptacles will be purchased and installed. In addition, the Management District will provide sidewalk cleaning, tree trimming, and trash/debris removal.
- A series of promotional events will be held in Studio City. Allowing for events in the Summer, and around the holidays, these efforts will bring new shoppers and visitors to Studio City. By utilizing sponsorships and teaming with other organizations, such as the Chamber of Commerce, these events should be provided at minimum cost to the Management District.

#### 1. Parking Development Program

The Plan calls for an aggressive Parking Development Program. This Program will include professional parking management support. Also included, will be the completion of grant applications coupled with advocacy to ensure that Studio City receives its fair share of Federal, State, and local government funds as well as private grants for additional parking. In addition, a thorough analysis of the current parking situation will be completed. After the analysis, a Parking Management Plan will be developed. From this Plan, additional funding sources including grants and other traditional assessment districts may be utilized to construct additional parking spaces. The existing parking spaces will be optimized to improve the parking situation with the least possible expense to the property owners and business owners in the area.

#### 2. Parking Security

Modeled after other successful Management Districts throughout the United States, the security program's goal is to support the Los Angeles Police Department and property owners in crime prevention efforts while offering a customer service orientation to Studio City pedestrians. The program will assist in the prevention of break-ins, automobile-related crimes, and generally disruptive street elements. In addition to providing enhanced

security, personnel will be trained on Studio City amenities in order to direct pedestrians to civic, shopping, and business destinations, and will be informed on promotions and events to encourage public participation.

### 3. Business and Commercial Promotion

The new Management District will operate a new unified advocacy and marketing program that will work in collaboration with the businesses within the District. It is the intent of this program to allow the public to view the area as a single destination with a rich collection of attractions, events, and services. These programs will include marketing, promotions, and business advocacy. Goals of this program include increased customer traffic, sales, and property values.

*Schools Program:* One new program to be implemented by the PBID will be a formal partnership between the local schools and local business. The PBID will pay up to \$10,000 per school per year in exchange for customer receipts that demonstrate local shopping. The program will attract parents of school children to shop locally. It also aids our schools. The schools to be affected are Carpenter Avenue Elementary School and Walter Reed Middle School.

### 4. Business and Commercial Property Advocacy

The new Management District will retain professional representation to advance Studio City property and business interests by speaking with a credible, clear, and unified voice.

### 5. Maintenance

New Management District maintenance services will consolidate and increase the frequency of tree trimming, alley, sidewalk, and litter removal services that are currently delivered.

*Maintenance Personnel:* Maintenance personnel will collect and remove litter, refuse and debris from the sidewalks on a weekly basis. Trash will be collected throughout the area.

*Tree Trimming and Maintenance:* Trees will be trimmed and well-maintained to ensure that business are visible and that the business environment is free from trash and debris caused by falling limbs and leaves.

*Sidewalk Cleaning:* Sidewalks will be pressure washed on a schedule set by SCIA.

## C. **Service Plan Budget**

A Service Plan budget has been developed by the SCIA to deliver service levels needed in each area. New services are based upon the following allocation of Management District revenues:

- Parking Development and Security 48% of new services
- Maintenance 33.1% of new services
- Administration 18.5% of new services
- Marketing and Promotion 8.7% of new services

Administration costs are estimated at 18.5% of the total budget. Administrative costs for similar management districts throughout the nation range from 15% to 33%. Annual Service Plans and budgets will be developed and approved by the Advisory Board (see description of the Advisory Board on Page 24). Please see the budget exhibit on the following page for more detailed information. If any part of budget is determined to be invalid, the funds shall be allocated to the remaining budget categories.

# Studio City Management District

## First Year Budget

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<b><u>Parking Development</u></b>	\$64,000
Promote Construction of 400 to 600 New Spaces	
Overall Parking Strategy	
Leverage Construction Funding	
Grant Funding Applications	
Business Interest Advocacy	
Site Evaluation	
Optimize Existing Parking	
Alley Improvement	
<b><u>Parking Security / Maintenance / Supervision</u></b>	\$50,000
<b><u>Trash/Debris Collection</u></b>	\$50,000
New Trash Receptacles (100)	
<b><u>Streetscape/Maintenance</u></b>	\$25,000
Tree Trimming and Planting	
Improvement	
Design	
<b><u>Sidewalk Cleaning</u></b>	\$20,000
<b><u>Marketing</u></b>	\$25,000
School Program	
<b><u>Administration</u></b>	
Uncollected Assessments	\$21,006
PBID Consulting	\$5,500
Office Operating Expense	\$11,500
Loan for Formation Expenses	<u>\$15,000</u>
<b>TOTAL</b>	<b>\$287,006</b>

## **VIII. ENGINEER'S REPORT**

### **A. Assessment Methodology**

#### **1. Base Formula**

Property owners, merchants, and other Studio City stakeholders have emphasized that an assessment formula for the proposed Management District be fair, balanced, and commensurate with benefits received.

Each property owner will pay based on benefit received. The variables used for the base formula are lot front footage and gross lot square footage. This front footage is a direct measure of certain of the services to be provided to the parcels. Lot square footage is relevant to the highest and best use of a property and will reflect the long-term value implications of the Management District.

Based upon property location and benefits received, annual assessments on property located in Zone 1 will be a combination of \$0.039 (3.9 cents) per square foot of land, and will be \$21.38 per front foot on Ventura Boulevard. Frontage on other streets in Zone 1 will be assessed at \$6.41 per front foot. Annual assessments on property located in Zone 2 will be a combination of \$0.029 (2.9 cents) per square foot of land and \$3.20 per foot of street frontage. Please note that all multipliers in this paragraph are carried only to the second decimal point.

For example, a parcel in Zone 1 with 100 feet of frontage on Ventura Boulevard and 12,500 square feet of parcel area would pay \$2,625.50 per year.  $((100 \times 21.38) + (12,500 \times 0.039)) = 2,625.50$  (For further details on the specific formula, please see Page 20.) If you would like more information about your property assessment, please call Citygate Associates at (626) 355-0041.

Zone 1 properties that have Ventura Boulevard frontage limited to one side of the street shall be assessed as "other streets" frontage in order to recognize the lower level of benefits accruing as a result of this single sided configuration.

The improvements that are provided by the District such as parking improvements, security, marketing and District advocacy have no direct benefit on Los Angeles County Flood Control District properties. It is hereby recognized that all public properties within the District dedicated to flood control purposes receive no benefit from the District and therefore shall not be assessed.

#### **2. Determination of Benefit Areas**

New parking, maintenance, security, and marketing and promotion services are anticipated throughout the Management District. Properties fronting on Ventura Boulevard will receive the greatest benefit from the parking services. In addition, these properties will

receive a greater frequency of maintenance and security services. As a result, these properties fronting along Ventura Boulevard have been identified as Zone 1.

All other properties within the District, those properties that do not front on Ventura Boulevard, have been identified as Zone 2. These secondary streets require less service and therefore are assessed at a lower rate. Zone 2 properties will receive benefit from all of the services provided but to a lesser extent than those properties in Zone 1. Each of the services has been assigned a relative weight of benefit and assessments have been determined based on this relative benefit.

### 3. 501(c)(3) Exemption and Government-Owned Property

Properties owned by charitable tax-exempt organizations qualify for a reduction in assessments in proportion to the real property tax exemption currently applied. The assessment policy on 501(c)(3) organizations is provided on Page 22.

Under "The Right to Vote on Taxes Act" (also known as Proposition 218) all public properties are required to pay assessments unless they can demonstrate by clear and convincing evidence that their property does not receive benefit. It has been proposed that the City of Los Angeles pay its "fair share" of all assessment.

### 4. Assessment Notice

An Assessment Notice will be sent to owners of each property in the Management District. The Assessment Notice provides an estimated assessment based upon the lot front footage and lot square footage of each individual property. The final individual assessment for any particular property may change, up or down, if the lot front footage or lot square footage factor differs from the data available through the Los Angeles County Assessors filer as found on the Assessment Notice. A list of properties to be included in the Management District is provided within Appendix 2.

### **B. Time and Manner for Collecting Assessments**

As provided by State Law, the Studio City Management District assessment will appear as a separate line item on annual Property Tax bills prepared by the County of Los Angeles. Property tax bills are generally distributed in the fall, and payment is expected by lump sum or installment. The County of Los Angeles shall distribute funds collected to the City of Los Angeles and then to the SCIA pursuant to the authorization of this Plan. Existing laws for enforcement and appeal of Property Taxes apply to the Management District assessments.

The above chart reflects the derivation of assessments for each zone and parcel within the Studio City Management District. Because most services are street-based services, street frontage is calculated at two-thirds weight and lot square footage is calculated at one-third weight. The front footage and parcel square footage charges in Zone 2 are calculated at a rate of about fifty per cent (50%) of those in Zone 1 which reflects the fact that more services are provided in Zone 1. Similarly, street front footage on streets other than Ventura Boulevard is assessed at about thirty per cent (30%) of the rate of the major streets.

## Studio City Revised Assessment (May, 1998)

Zone 1	Properties	Frontage		Lot	Assessment
		Ventura	Other		
Private Sector	130	6,362	4,012	1,395,728	\$216,169.87
Public Sector	0	0	0	0	\$0.00
<i>cost per foot</i>		<i>21.38</i>	<i>6.41</i>	<i>0.039</i>	<i>\$1,069.02</i>
<b>Sub-Total</b>	<b>130</b>	<b>6,362</b>	<b>4,012</b>	<b>1,395,728</b>	<b>\$216,169.87</b>
Zone 2					
Private Sector	31	0	3,083	1,915,677	\$65,420.23
Public Sector	3	0	0	149,902	\$4,347.16
<i>cost per foot</i>		<i>10.70</i>	<i>3.20</i>	<i>0.029</i>	
<b>Sub-Total</b>	<b>34</b>	<b>0</b>	<b>3,083</b>	<b>2,065,579</b>	<b>\$69,767.39</b>
<b>Total</b>	<b>164</b>	<b>6,362</b>	<b>7,095</b>	<b>3,461,307</b>	<b>\$287,006.28</b>

The above chart reflects the derivation of assessments for each zone and parcel within the Studio City Management District. Because most services are street-based services, street frontage is calculated at two-thirds weight and lot square footage is calculated at one-third weight. The front footage and parcel square footage charges in Zone 2 are calculated at a rate of about fifty per cent (50%) of those in Zone 1 which reflects the fact that more services are provided in Zone 1. Similarly, street front footage on streets other than Ventura Boulevard are assessed at about thirty per cent (30%) of the rate of the major streets.

## **IX. CONTINUATION OF CITY SERVICES**

### **A. Citywide Base Levels of Service Policy**

Throughout the process of establishing the Studio City Management District, business and property owners have voiced concerns that the City of Los Angeles maintain existing services at verifiable "baseline" service levels. A formal base levels of service policy ensures that existing City services are enhanced, not replaced, by new Management District services.

### **B. City Council Resolution**

The SCIA has requested that the Los Angeles City Council adopt a Resolution committing the City to establish and maintain base levels of service within the Management Districts. The policy states that "basic service levels" provided to the area must be paid for by the general City revenues, and not subsidized by revenue which the Management District generates for enhanced and supplemented levels of service.

The policy allows for adjustments in the "basic service levels" commensurate with changes in the City's overall financial condition. Citywide service reductions can trigger a proportionate reduction in base levels of service within a Management District.

A draft City of Los Angeles Resolution establishing this policy and an estimate of current services is provided in Appendix 3.

Consistent with this proposed City policy, Studio City's base levels of service will be quantified in an "area specific current services agreement" between the City of Los Angeles and the Management District.

## **X. MANAGEMENT DISTRICT RULES AND REGULATIONS**

Pursuant to the Property and Business Improvement Law of 1994, a Management District may establish rules and regulations that uniquely apply to the District. Two initial rules and regulations are to be employed by the Studio City Management District:

### **A. Assessment Policy on 501(c)(3) Organizations**

An owner of real property located within the Property and Business Improvement District may reduce the amount of the assessment to be levied if all of the following conditions are met:

1. The property owner is a non-profit corporation that has obtained federal tax exemption under Internal Revenue Code Section 501(c)(3) or California franchise tax-exemption under Revenue and Taxation Code Section 23701d.
2. The class or category of real property is exempt, in whole or in part, from real property taxation.
3. The property owner makes the request in writing to the County Assessor, accompanied by documentation of the tax-exempt status of the property owner and the class or category of real property.
4. The County Assessor is in receipt of the request and accompanying documentation no later than thirty (30) days from the date that the Assessor's office mails the Notice of Assessment.

If all of these conditions are met, the amount of the assessment to be levied shall be reduced in proportion to the real property tax exemption applied to the class or category of real property.

### **B. Competitive Bidding**

Following the formation of the Management District, the SCIA Board of Directors shall develop a policy for competitive bidding. The policy will aim to maximize service quality, efficiency, and cost effectiveness.

## **XI. PROPOSED IMPLEMENTATION TIMETABLE**

The Studio City Management District is expected to be approved in January 1999 and funded by December 1999. In order to meet these goals, the following timetable must be followed:

<u>DATE</u>	<u>ACTIVITY</u>
May 13, 1998	Initiate petition drive.
May through October	Collect petitions signed by property owners
November	City Council adopts Resolution of Intention to form the Studio City Property and Business Improvement District.
December	Notice of Public Meeting and Hearing is mailed. Notice of Public Meeting and Hearing published. Proposition 218 Ballot is mailed.
January 1999	Public Meeting on Studio City PBID is held before the Los Angeles City Council.
January 1999	Public Hearing is held on Studio City PBID. Los Angeles City Council adopts Ordinance establishing the District.
September	End of sixty (60) Day period during which a public hearing must be held to consider establishment of the Studio City PBID.
September	City Clerk submits PBID assessment information on magnetic tape to the County Assessor. SCIA Board of Directors prepares final implementation plans. The secured tax roll and bills are printed. Tax bills are mailed. First installment property tax bill including PBID assessment due. Studio City PBID begins operations.

Pursuant to State Law, the Studio City Management District will have a defined life. The life of the Management District is set at five (5) years. In order to continue the Management District for another set term, the preceding petition and public hearing process must be repeated.

## **XII. DISTRICT GOVERNANCE**

### **A. Studio City Improvement Association**

The Studio City Improvement Association (SCIA) will be responsible for the day-to-day operations of the Management District. As previously described, SCIA has initiated several efforts to improve the core commercial area and will continue its efforts with the establishment of the new Management District. Currently, there are several separate functions and activities that are existing or proposed for the commercial area. We recommend that commercial improvement initiatives be brought under one private sector (property and business) umbrella organization – SCIA.

### **B. Advisory Board**

The ultimate management structure will be adopted by the Studio City Improvement Association and will include an Advisory Board appointed by the City Council. The Management District budget and assessments will be set by the Management District Advisory Board. This Advisory Board will serve in the same capacity as the "advisory board" described in Chapter 3, section 36631 of the State Law. ("The Property and Business Improvement District Law of 1994 is provided in Appendix 1.)

Members of the Advisory Board will be nominated by the SCIA, and, pursuant to State Law, appointed by the Los Angeles City Council. A mix of large and small property owners will be sought to comprise the Advisory Board. The Advisory Board will develop annual Service Plan reports, including budgets, and monitor service delivery.

### **STUDIO CITY IMPROVEMENT ASSOCIATION** **BOARD OF DIRECTORS**

Robert Kayyem (President), Property Owner  
Art Ginsburg, Art's Delicatessen  
John Nelson, Past President, Chamber of Commerce  
Sondra Frohlich, Former Executive Director, Chamber of Commerce  
Alfredo Annino, Alfredo Annino Construction  
Florence Blecher, Cahuenga Pass Property Owners' Association  
Greg Houge, Public Storage, Inc.  
Alex Moradi, Property Owner  
Allen Ravert, Past President, Chamber of Commerce  
Berny Thorsch, Studio City Camera Exchange  
Leonard Jay Totta, Home Savings of America  
Tom Von Der Ahe, Property Owner  
Polly Ward, Ventura / Cahuenga Boulevard Plan Review Board  
Carla Whalen, CBS Studio Center  
Ray Wolkoff, Flask Liquor

**Appendix 1:**

**AB 3754: Property and Business Improvement District Law of 1994**

**STREETS AND HIGHWAYS CODE**  
**SECTION 36600 et seq.**

*As Amended January 1, 1997*

**DECLARATIONS**

36600. This part shall be known and may be cited as the "Property and Business Improvement District Law of 1994."

36601. The Legislature finds and declares all of the following:

(a) Businesses located and operating within the business districts of this state's communities are economically disadvantaged, are underutilized, and are unable to attract customers due to inadequate facilities, services, and activities in the business districts.

(b) It is in the public interest to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts.

(c) It is of particular local benefit to allow cities to fund property related improvements, maintenance, and activities through the levy of assessments upon the real property that benefits from those improvements.

(d) Assessments levied for the purpose of providing improvements and promoting activities that benefit real property are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property for which the improvement and activities are provided.

36602. The purpose of this part is to supplement previously enacted provisions of law that authorize cities to levy assessments within a business improvement area. This part does not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes.

36603. Nothing in this part is intended to preempt the authority of a charter city to adopt ordinances providing for a different method of levying assessments for similar or additional purposes from those set forth in this part. A property and business improvement district created pursuant to this part is expressly exempt from the provisions of the Special Assessment Investigation, Limitation and Majority Protest Act of 1931 (Division 4 (commencing with Section 2800)).

36604. This part is intended to be construed liberally and, if any provision is held invalid, the remaining provisions shall remain in full force and effect. Assessments levied under this part are not special taxes.

**DEFINITIONS**

36605. "Advisory board" means the advisory board or commission appointed by the city council pursuant to Section 36631.

36606. "Assessment" means a levy for the purpose of acquiring, constructing, installing, or maintaining improvements and promoting activities which will benefit the properties located within a property and business improvement district.

36607. "Business" means all types of businesses and includes financial institutions and professions.

36608. "City" means a city, county, city and county, or an agency or entity created pursuant to Article 1 (commencing with Section 6500) of Chapter 5 of Division 7 of Title 1 of the Government Code, the public member agencies of which includes only cities, counties, or a city and county.

36609. "City council" means the city council of a city or the board of supervisors of a county, or the agency, commission, or board created pursuant to a joint powers agreement and which is a city within the meaning of this part.

36610. "Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following:

- (a) Parking facilities.
- (b) Benches, booths, kiosks, display cases, pedestrian shelters and signs.
- (c) Trash receptacles and public restrooms.
- (d) Lighting and heating facilities.
- (e) Decorations.
- (f) Parks.
- (g) Fountains.
- (h) Planting areas.
- (i) Closing, opening, widening, or narrowing of existing streets.
- (j) Facilities or equipment, or both, to enhance security of persons and property within the area.
- (k) Ramps, sidewalks, plazas, and pedestrian malls.
- (l) Rehabilitation or removal of existing structures.

36611. "Property and business improvement district," or "district," means a property and business improvement district established pursuant to this part.

36612. "Property" means real property situated within a district.

36613. "Activities" means, but is not limited to, all of the following:

- (a) Promotion of public events which benefit businesses or real property in the district.
- (b) Furnishing of music in any public place within the district.
- (c) Promotion of tourism within the district.
- (d) Marketing and economic development, including retail retention and recruitment.
- (e) Providing security, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.

(f) Activities which benefit businesses and real property located in the district.

36614. "Management district plan" or "plan" means a proposal as defined in Section 36622.

36615. "Property owner" or "owner" means any person shown as the owner of land on the last equalized assessment roll or otherwise known to be the owner of land by the city council. The city council has no obligation to obtain other information as to the ownership of land, and its determination of ownership shall be final and conclusive for the purposes of this part. A public agency is not a property owner of land for purposes of this part without the express consent of the agency.

36616. "Tenant" means an occupant pursuant to a lease of commercial space or a dwelling unit, other than an owner.

#### PRIOR LAW

36617. This part provides an alternative method of financing certain improvements and activities. The provisions of this part shall not affect or limit any other provisions of law authorizing or providing for the furnishing of improvements or activities or the raising of revenue for these purposes. Every improvement area established pursuant to the Parking and Business Improvement Area Law of 1989 (Part 6 (commencing with Section 36500) of this division) is valid and effective and is unaffected by this part.

#### ESTABLISHMENT

36620. A property and business improvement district may be established as provided in this chapter.

36620.5. A county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. A city may not form a district within the unincorporated territory of a county without the consent of the board of supervisors of that county. A city may not form a district within the territorial jurisdiction of another city without the consent of the city council of the other city.

36621. (a) Upon the submission of a written petition, signed by the property owners in the proposed district who will pay more than 50 percent of the assessments proposed to be levied, the city council may initiate proceedings to form a district by the adoption of a resolution expressing its intention to form a district. The amount of assessment attributable to property owned by the same property owner which is in excess of 40 percent of the amount of all assessments proposed to be levied, shall not be included in determining whether the petition is signed by property owners who will pay more than 50 percent of the total amount of assessments proposed to be levied.

(b) The petition of property owners required under subdivision (a) shall include a summary of the management district plan. That summary shall include all of the following:

(1) A map showing the boundaries of the district.

- (2) Information specifying where the complete management district plan can be obtained.
- (3) Information specifying that the complete management district plan shall be furnished upon request.

(c) The resolution of intention described in subdivision (a) shall contain all of the following:

- (1) The management district plan.
- (2) A time and place for a public hearing on the establishment of the property and business improvement district and the levy of assessments, which shall not be held more than 60 days after the adoption of the resolution of intention.

36622. The management district plan shall contain all of the following:

- (a) A map of the district in sufficient detail to locate each parcel of property within the district.
- (b) The name of the proposed district.
- (c) A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for establishment or extension in a manner sufficient to identify the lands included. Under no circumstances shall the boundaries of a proposed district overlap with the boundaries of another existing district created pursuant to this part. Nothing in this part prohibits the boundaries of a district created pursuant to this part to overlap with other assessment districts established pursuant to other provisions of law including, but not limited to, the Parking and Business Improvement Area Law of 1989.
- (d) The improvements and activities proposed for each year of operation of the district and the maximum cost thereof.
- (e) The total annual amount proposed to be expended for improvements, maintenance and operations in each year of operation of the district.
- (f) The proposed source or sources of financing including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property.
- (g) The time and manner of collecting the assessments.
- (h) The specific number of years, to a maximum of five, in which assessments will be levied. The management district plan may set forth specific increases in assessments for each year of operation of the district.
- (i) The proposed time for implementation and completion of the management district plan.
- (j) Any proposed rules and regulations to be applicable to the district.
- (k) A list of the properties to be assessed, including the assessor's parcel numbers, and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance. The plan may provide that all or any class or category of real property which is exempt by law from real property taxation may nevertheless be included within the boundaries of the district but shall not be subject to the assessment.
- (l) Any other item or matter required to be incorporated therein by the city council.

36623. If a city council proposes to levy a new or increased benefit assessment, notice shall be given pursuant to Section 54954.6 of the Government Code. In addition, the city council shall publish the resolution of intention in a newspaper of general circulation in the city once, at least seven days before the public meeting, and shall mail the resolution of intention by first-class mail to each property owner in the district and to each local chamber of commerce and business

organization known by the city council to be located within the proposed district not later than 10 days before the public meeting. Notice of all other public meetings and public hearings shall comply with both the following:

(a) The resolution of intention shall be published in a newspaper of general circulation in the city once, at least seven days before the public meeting; and

(b) A complete copy of the resolution of intention shall be mailed by first-class mail to each property owner in the district and each local chamber of commerce and business organization known by the city council to be located within the proposed district no later than 10 days before the public meeting.

36624. (a) At the public hearing, the city council shall hear and consider all protests against the establishment of the district, the extent of the district, or the furnishing of specified types of improvements or activities within the district. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made.

(b) Every written protest shall be filed with the clerk no later than thirty days after the resolution of preliminary adoption adopted pursuant to Section 36627. The city council may waive any irregularity in the form or content of any written protest and may correct minor defects in the proceedings. A protest may be withdrawn in writing at any time before thirty days after the conclusion of the last day of public hearing.

(c) Each written protest shall contain a description of the property in which the person subscribing the protest is interested sufficient to identify the property. A written protest which does not comply with this section shall not be counted in determining a majority protest.

36625. (a) If written protests are received from the owners of real property in the district who will pay 50 percent or more of the assessments proposed to be levied and protests are not withdrawn so as to reduce the protests to less than 50 percent, no further proceedings to create the specified property and business improvement district or to levy the proposed assessment, as contained in the resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the city council. If the city council finds a majority protest in connection with a proposed modification pursuant to Section 36640 or 36642, then no further proceedings to establish the same or substantially similar modifications shall be taken for a period of one year from the date of the finding of a majority protest by the city council.

(b) If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the district, only those types of improvements or activities shall be eliminated.

36626. (a) At the conclusion of the public hearing to establish the district, the city council may adopt, revise, change, reduce, or modify the proposed assessment or the type or types of improvements and activities to be funded with the revenues from the assessments. Proposed assessments may only be revised by reducing any or all of them. At the public hearing, the city council may only make changes in, to, or from, the boundaries of the proposed property and business improvement district that will exclude territory which will not benefit from the proposed improvements or activities. Any modifications, revisions, reductions, or changes to the

proposed assessment district shall be reflected in the notice and map recorded pursuant to Section 36626.6.

(b) The city council shall not change the boundaries of the district to include any territory that will not, in its judgment, benefit by the improvement or activity. Any addition of territory to the proposed boundaries of the district may be made only upon notice to the owners of the property proposed to be added to the district, as provided in Section 36623, and upon a public hearing on the addition of territory, as provided in Section 36624.

36626.5. If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has made changes pursuant to Section 36626, and the changes are not merely clerical changes or corrections, the city council shall adopt a resolution of preliminary adoption that shall contain all of the following:

- (a) The management district plan.
- (b) The number, date of adoption, and title of the resolution of intention.
- (c) The time and place where the public hearing was held concerning the establishment of the district.
- (d) A determination regarding any protests received.
- (e) A statement that the properties in the district established by the resolution shall be subject to any amendments to this part.
- (f) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.
- (g) A finding that the property within the business and improvement area will be benefited by the improvements and activities funded by the assessments proposed to be levied.

36626.6. Following adoption of the resolution, the clerk or secretary of the local agency shall record a notice and map describing the assessment district pursuant to Division 4.5 (commencing with Section 3100). All the provisions of that Division 4.5 apply to the assessment district.

36626.7. Not earlier than 30 days after the resolution of preliminary adoption, if the city council decides to establish the proposed property and business improvement district, and if there is not a majority protest as described in Section 36625, the city council shall adopt a resolution consistent with the resolution of preliminary adoption. The adoption of the resolution and recordation of the notice and map pursuant to Section 36626.6 shall constitute the levy of an assessment in each of the fiscal years referred to in the management district plan. The resolution shall contain all of the following:

- (a) The management district plan.
- (b) The number, date of adoption, and title of the resolution of intention and resolution of preliminary adoption.
- (c) The time and place where the public hearing was held concerning the establishment of the district.
- (d) A determination regarding any protests received.
- (e) A statement that a property and business improvement district has been established.

(f) A statement that the properties in the district established by the resolution shall be subject to any amendments to this part.

(g) A statement that the improvements and activities to be provided in the district will be funded by the levy of the assessments. The revenue from the levy of assessments within a district shall not be used to provide improvements or activities outside the district or for any purpose other than the purposes specified in the resolution of intention, as modified by the city council at the hearing concerning establishment of the district.

(h) A finding that the property within the property and business improvement district will be benefited by the improvements and activities funded by the assessments proposed to be levied.

36627. If the city council, following the public hearing, desires to establish the proposed property and business improvement district, and the city council has not made changes pursuant to Section 36626, or has made merely clerical changes or corrections, the city council shall adopt a resolution establishing the district. The resolution shall contain all of the information specified in subdivisions (a) to (h), inclusive, of Section 36626.7, but need not contain information about the preliminary resolution if none has been adopted.

36628. The city council may establish one or more separate benefit zones within the district based upon the degree of benefit derived from the improvements or activities to be provided within the benefit zone and may impose a different assessment within each benefit zone.

36629. All provisions of this part applicable to the establishment, modification, or disestablishment of a property and business improvement district apply to the establishment, modification, or disestablishment of benefit zones. The city council shall, to establish, modify, or disestablish a benefit zone, follow the procedure to establish, modify, or disestablish a parking and business improvement area.

36630. If a property and business improvement district expires due to the time limit set pursuant to subdivision (h) of Section 36622, a new management district plan may be created and a new district established pursuant to this part.

## ASSESSMENTS

36631. (a) Before adopting a resolution establishing the district, the city council shall appoint an advisory board which shall make a recommendation to the city council on the expenditure of revenues derived from the levy of assessments pursuant to this part, on the classification of properties, as applicable, and on the method and basis of levying the assessments. The city council may designate existing advisory boards or commissions to serve as the advisory board for the district or may create a new advisory board for that purpose. At least one member of the advisory board shall be a business licensee within the district who is not also a property owner within the district.

(b) Any advisory board appointed by the city council pursuant to subdivision (a) shall comply with the provisions of the Ralph M. Brown Act (Chapter 9 (commencing with Section 54950) of Part 1 of Division 2 of Title 5 of the Government Code).

36632. The collection of the assessments levied pursuant to this part shall be made at the time and in the manner set forth by the city council in the resolution establishing the management district plan described in Section 36622. The assessments may be collected at the same time and in the same manner as for the ad valorem property tax, and may provide for the same lien priority and penalties for delinquent payment.

36633. (a) The advisory board shall cause to be prepared a report for each fiscal year for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The report may propose changes, including, but not limited to, the boundaries of the property and business improvement district or any benefit zones within the district, the basis and method of levying the assessments, and any changes in the classification of property, if a classification is used.

(b) The report shall be filed with the clerk and shall refer to the property and business improvement district by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following information:

- (1) Any proposed changes in the boundaries of the property and business improvement district or in any benefits zones within the district.
- (2) The improvements and activities to be provided for that fiscal year.
- (3) An estimate of the cost of providing the improvements and the activities for that fiscal year.
- (4) The method and basis of levying the assessment in sufficient detail to allow each real property owner to estimate the amount of the assessment to be levied against his or her property for that fiscal year.
- (5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- (6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

(c) The city council may approve the report as filed by the advisory board or may modify any particular contained in the report and approve it as modified. Any modification shall be made pursuant to Sections 36640 and 36641. The city council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments.

36634. (a) The assessments levied on real property pursuant to this part shall be levied on the basis of the estimated benefit to the real property within the property and business improvement district. The city council may classify properties for purposes of determining the benefit to property of the improvements and activities provided pursuant to this part.

(b) Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.

36635. The validity of assessment levied under this part shall not be contested in any action or proceeding unless the action or proceeding is commenced within 30 days after the ordinance levying the assessment is adopted pursuant to Section 36627. Any appeal from a final judgment in an action or proceeding shall be perfected within 30 days after the entry of judgment.

36636. The city council may execute baseline service contracts that would establish levels of city services that would continue after a property and business improvement district has been formed.

### MODIFICATION

36640. The advisory board may, at any time, request that the city council modify the management district plan. Any modification of the management district plan shall be made pursuant to this chapter.

36641. (a) Upon the written request of the advisory board, the city council may modify the management district plan by adopting a resolution after holding hearings on the proposed modification pursuant to Sections 36623, 36624, 36625, and 36626.

(b) The city council shall adopt a resolution of intention which states the proposed modification prior to the public hearing required by this section. The public hearing shall be held not more than 60 days after the adoption of the resolution of intention. Notice of the public hearing shall be as provided in Section 36623. The public hearing shall be conducted as provided in Sections 36624, 36625, and 36626.

36642. (a) The city council may modify the improvements and activities to be funded with the revenue derived from the levy of the assessments by adopting a resolution determining to make the modifications after holding a public hearing on the proposed modifications. Notice of the public hearing and the proposed modifications shall be published as provided in Section 36623.

(b) The public hearing shall be conducted as provided in Sections 36624, 36625, and 36626.

36643. Any subsequent modification of the resolution shall be reflected in subsequent notices and maps recorded pursuant to Division 4.5 (commencing with Section 3100).

### DISESTABLISHMENT

36650. (a) Any district established or extended pursuant to the provisions of this part, where there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the district, may be disestablished by resolution by the city council in either of the following circumstances:

(1) If the city council finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the district, it shall notice a hearing on disestablishment. The notice and hearing shall be held pursuant to Sections 36623 and 36624.

(2) During the operation of the district, there shall be a 30-day period each year in which assesses may request disestablishment of the district. The first such period shall begin one year after the date of establishment of the district and shall continue for 30 days. The next such 30-day period shall begin two years after the date of the establishment of the district. Each successive year of operation of the district shall have such a 30-day period. Upon the written petition of the owners of real property in the area who pay 50 percent or more of the assessments levied, the city council shall pass a resolution of intention to disestablish the district. The city

council shall notice a hearing on disestablishment. The notice and hearing shall be held pursuant to Sections 36623 and 36624.

(b) The city council shall adopt a resolution of intention to disestablish the district prior to the public hearing required by this section. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the property and business improvement district. The public hearing shall be held not less than 20 or more than 30 days after the adoption of the resolution of intention. Notice of the public hearing shall be published as provided in Section 36623.

36651. (a) Upon the disestablishment of a district, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be refunded to the owners of the property then located and operating within the district in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the district is disestablished.

(b) If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessments levied in the immediate prior fiscal year shall be used to calculate the amount of any refund. Notice of the disestablishment of a district shall be published once in a newspaper of general circulation in the city, not later than 15 days after the ordinance disestablishing the district is adopted.

**Appendix 2:**

**List of Properties to be Assessed**

# LIST OF PROPERTIES TO BE ASSESSED

	APN	Zone	Site Address
1	2369-004-033	1	12218 VENTURA BL
2	2369-004-042	1	12186 VENTURA BL
3	2369-004-023	1	12262 VENTURA BL
4	2367-017-012	1	12265 VENTURA BL
5	2367-017-001	2	
6	2368-002-009	1	12055 VENTURA PL
7	2368-002-043	1	12029 VENTURA PL
8	2369-004-039	1	12196 VENTURA BL
9	2369-002-028	1	12304 VENTURA BL
10	2368-003-001	2	4037 RADFORD AV
11	2369-002-022	1	12338 VENTURA BL
12	2368-002-013	1	12073 VENTURA PL
13	2369-014-001	1	12100 VENTURA BL
14	2369-004-031	1	12224 VENTURA BL
15	2369-004-038	1	12202 VENTURA BL
16	2369-004-045	1	12178 VENTURA BL
17	2369-015-003	2	3954 LAUREL CANYON BL 60
18	2367-017-004	2	12229 VENTURA BL
19	2367-016-007	1	12155 VENTURA BL
20	2368-006-011	1	11905 VENTURA BL
21	2369-002-026	1	12318 VENTURA BL
22	2367-018-001	1	12345 VENTURA BL
23	2367-018-002	1	12349 VENTURA BL
24	2367-016-008	1	12147 VENTURA BL
25	2367-016-009	2	12145 VENTURA BL
26	2367-016-006	2	12149 VENTURA BL
27	2369-002-027	1	12308 VENTURA BL
28	2367-017-007	1	12205 VENTURA BL
29	2367-016-018	1	12185 VENTURA BL
30	2368-002-034	1	12007 VENTURA BL
31	2367-018-015	1	12307 VENTURA BL
32	2367-016-013	1	12101 VENTURA BL
33	2367-016-014	1	12113 VENTURA BL
34	2367-016-016	2	4033 LAUREL CANYON BL
35	2367-016-015	2	4201 LAUREL CANYON BL
36	2367-016-004	2	
37	2368-002-017	1	4060 LAUREL CANYON BL
38	2367-018-054	1	12345 VENTURA BL
39	2369-015-013	2	3940 LAUREL CANYON BL
40	2369-015-017	2	
41	2369-015-015	2	3950 LAUREL CANYON BL
42	2369-002-018	1	12356 VENTURA BL
43	2367-017-011	1	12191 VENTURA BL
44	2368-002-037	1	12029 VENTURA BL
45	2368-003-004	2	4063 RADFORD AV
46	2368-004-003	2	4113 RADFORD AV
47	2368-004-004	2	4117 RADFORD AV

# LIST OF PROPERTIES TO BE ASSESSED

	APN	Zone	Site Address
48	2368-004-006	2	4125 Radford
49	2368-004-001	2	12001 Guerin
50	2368-004-002	2	4109 Radford
51	2368-004-005	2	4121 Radford
52	2369-002-020	1	12348 VENTURA BL
53	2367-015-001	1	
54	2367-016-017	2	
55	2368-002-010	1	12059 VENTURA PL
56	2369-015-016	1	12038 VENTURA BL
57	2369-016-034	1	11960 VENTURA BL
58	2369-002-023	1	12330 VENTURA BL
59	2369-002-024	1	12326 VENTURA BL
60	2367-017-003	1	12251 VENTURA BL
61	2368-002-036	1	12025 VENTURA BL
62	2367-016-005	1	12159 VENTURA BL
63	2369-004-032	1	12222 VENTURA BL
64	2368-006-005	1	11939 VENTURA BL
65	2369-004-041	1	12192 VENTURA BL
66	2369-004-024	1	12254 VENTURA BL
67	2368-002-038	1	12051 VENTURA BL
68	2368-002-042	1	2052 VENTURA PL
69	2368-002-039	1	4024 LAUREL CANYON BL
70	2368-002-040	1	4028 LAUREL CANYON BL
71	2369-016-015	1	11946 VENTURA BL
72	2368-002-016	1	4050 LAUREL CANYON BL
73	2369-002-021	1	12344 VENTURA BL
74	2368-002-014	1	12103 VENTURA PL
75	2367-017-005	1	12223 VENTURA BL
76	2368-002-006	1	12045 VENTURA PL
77	2368-002-033	2	4029 RADFORD AV
78	2369-027-049	2	
79	2367-016-003	1	12169 VENTURA BL
80	2369-004-028	1	12240 VENTURA BL
81	2367-018-053	1	12311 VENTURA BL
82	2369-014-005	1	12128 VENTURA BL
83	2369-004-044	1	12180-1/2 VENTURA BL
84	2368-006-008	1	11925 VENTURA BL
85	2367-018-900	2	
86	2367-018-901	2	
87	2368-006-009	1	11917 VENTURA BL
88	2369-004-037	1	12206 VENTURA BL
89	2368-002-011	1	12063 VENTURA PL
90	2369-015-019	1	12050 VENTURA BL
91	2368-002-008	1	12053-1/2 VENTURA PL
92	2367-018-010	1	12321 VENTURA BL
93	2369-014-004	1	12126 VENTURA BL
94	2369-016-012	1	11940 VENTURA BL
95	2369-004-036	1	12208 VENTURA BL

# LIST OF PROPERTIES TO BE ASSESSED

	APN	Zone	Site Address
96	2369-004-035	1	12210 VENTURA BL
97	2369-004-034	1	12216 VENTURA BL
98	2369-016-002	1	11908-1/2 VENTURA BL
99	2369-016-003	1	
100	2369-016-004	1	11914 VENTURA BL
101	2368-002-012	1	12069 VENTURA PL
102	2369-016-011	1	11938 VENTURA BL
103	2369-016-010	1	11930 VENTURA BL
104	2369-016-001	1	
105	2368-002-018	1	4070 LAUREL CANYON BL
106	2368-006-007	1	11933 VENTURA BL
107	2368-006-001	1	11965 VENTURA BL
108	2368-006-003	1	
109	2368-006-004	1	
110	2369-004-030	1	12230 VENTURA BL
111	2369-004-040	1	12194 VENTURA BL
112	2367-018-003	1	12345 VENTURA BL
113	2368-005-011	2	4024 RADFORD AV
114	2369-016-009	1	11928-1/2 VENTURA BL
115	2369-016-006	1	11920 VENTURA BL
116	2369-016-008	1	
117	2369-016-007	1	
118	2369-016-005	1	11916 VENTURA BL
119	2367-017-010	1	12195 VENTURA BL
120	2369-014-010	2	
121	2369-014-007	1	12142 VENTURA BL
122	2369-014-006	1	12136 VENTURA BL
123	2369-014-009	2	
124	2369-014-008	1	12160 VENTURA BL
125	2368-006-010	1	11915 VENTURA BL
126	2369-014-003	1	12124 VENTURA BL
127	2368-002-035	1	12021 VENTURA BL
128	2369-004-026	1	12246 VENTURA BL
129	2367-018-009	1	12323 VENTURA BL
130	2367-016-010	1	12143 VENTURA BL
131	2369-016-014	1	11942--44 VENTURA BL
132	2369-016-013	1	11942--44 VENTURA BL
133	2367-016-012	1	12123 VENTURA BL
134	2367-017-008	2	
135	2367-017-013	1	12201 VENTURA BL
136	2368-002-015	1	12109 VENTURA PL
137	2367-016-002	1	12175 VENTURA BL
138	2367-018-008	1	12327 VENTURA BL
139	2367-018-050	2	
140	2367-018-052	2	
141	2367-018-047	2	12357 VENTURA CT
142	2367-018-048	2	
143	2367-018-049	2	

# LIST OF PROPERTIES TO BE ASSESSED

	<u>APN</u>	<u>Zone</u>	<u>Site Address</u>
144	2367-018-016	1	12301 VENTURA BL
145	2369-002-017	1	12360 VENTURA BL
146	2368-006-006	1	11929 VENTURA BL
147	2369-004-046	1	12174 VENTURA BL
148	2367-017-006	1	12215 VENTURA BL
149	2369-004-025	1	12250 VENTURA BL
150	2369-016-032	1	11966 VENTURA BL
151	2369-004-027	1	12244 VENTURA BL
152	2368-002-041	1	12080 VENTURA PL
153	2367-018-012	1	12317 VENTURA BL
154	2369-004-043	1	12182 VENTURA BL
155	2369-004-029	1	12236 VENTURA BL
156	2367-016-011	1	12133 VENTURA BL
157	2368-002-001	1	12001 VENTURA PL
158	2368-002-002	1	12015 VENTURA PL
159	2368-002-003	1	12021 VENTURA PL
160	2369-002-029	1	12300 VENTURA BL
161	2369-014-002	1	12112 VENTURA BL
162	2367-017-014	1	12229 VENTURA BL
163	2368-006-002	1	11963 VENTURA BL
164	2369-015-018	2	3950 LAUREL CANYON BL

**Appendix 3:**

**City of Los Angeles Draft Resolution: Base Levels of Service Policy and**

**An Initial Evaluation of the Baseline Services**

RESOLUTION NO.

**ADOPTED BY THE LOS ANGELES CITY COUNCIL  
ON DATE OF**

**RESOLUTION ADOPTING CITY POLICY REGARDING BUSINESS  
IMPROVEMENT DISTRICTS: BASE LEVELS OF SERVICE**

WHEREAS, business areas often face a need for collective efforts to promote their businesses and to improve the overall business climate and health of their districts, and

WHEREAS, businesses often seek enhanced city services and infrastructure improvements.

NOW BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LOS ANGELES,

1. Revenues garnered from a Property and Business Improvement District (PBID) or other assessment district should be used to improve the overall business climate of the area through various promotional programs and service enhancements. To that end, base service level measures should be established and agreed to at the inception of the financing district.
2. In the event of a significant downturn in citywide revenues, the Council may be forced to reduce base levels of municipal services citywide unless a substitute source of citywide revenues is available.

**MAYOR**

**ATTEST:**

**CITY CLERK**

## Studio City Baseline Services

The purpose of creating a Property Based Business Improvement District for Studio City is to finance needed improvements and/or additional services. A critical step in designing these additional improvements/services is identifying the services that are currently provided by the City of Los Angeles. An agreement will be prepared which guarantees that the existing level of municipal services, or "baseline", will be continued by the City without additional funds from the community. The Baseline Services Agreement will help ensure that the District's funds will be used to *enhance*, rather than replace, the current level of services. Two types of City services will be addressed in this Baseline Services Analysis: maintenance and security. Estimates of the current level of municipal services are provided in the following table:

### Security Services

Activity	Responsible Party	Level of Service	Comments
Police Patrol --assigned to area	Police Department	1 patrol car for Studio City, 24 hours per day, 7 days per week	Studio City is one of 7 districts in LAPD's North Hollywood Division. Studio City's patrol unit may be called away for other situations.
Police Patrol -- available, but not assigned to area	Police Department	24 hours per day, 7 days per week	In addition to the patrol units assigned to the 7 districts, there are additional units that roam throughout the entire North Hollywood Division.
Police Bike Patrol	Police Department	2 officers during the day and early evening, every day. Specific hours change throughout the year.	90% of their focus is Ventura Blvd. between Coldwater & Vineland.
Studio City Police Sub-Station	Police Department	Open Monday to Friday. The specific hours are different each day.	
Motorcycle Police	Police Department	Selective assignment for traffic safety reasons.	Their focus is traffic enforcement.
CRASH Units	Police Department		Their focus is gang related issues.
Special Problems Unit	Police Department		Their focus is large or important crime situations.
Business Crime Watch Program	Police Department		Officer John Caparelli is working with S.C. COC on a business crime prevention effort that is similar to neighborhood watch efforts.

## Maintenance Services

Activity	Responsible Party	Level of Service	Comments
Bus Stops	MTA contracts private companies to manage bus stops.		To establish a new shelter, both the management firm and the property owner must agree to the shelter. If advertising is displayed at the shelter, the revenue is shared by the firm and property owner.
Graffiti Removal	Operation Clean Sweep, New Directions for Youths	Varies from time to time.	New Directions is the local non-profit that is heading up Operation Clean Sweep in this area. The City of LA funds the privately run program.
Holiday Decorations	(none)	(none)	Throughout Los Angeles, holiday decorations are only provided by private or local organizations.
Landscaping	Dept. of Public Works	Landscaping work is provided on an "as needed" basis.	The Triangle Park is maintained by the Department. The park is bordered by Ventura Blvd., Ventura Place and Radford.
Lighting	Dept. of Public Works, Street Lighting Bureau ~~~~~ Water & Power Department	Maintenance of lighting system is provided on an "as needed" basis.	The Bureau provides repairs as needed. Little preventative work is possible due to limited staff. Burnt out or irregular lighting can be reported to the Bureau's Bright Light Program at (800) 303-5267. The replacing of burnt out light bulbs is performed by the Water & Power Dept.
Parking (Off-street Lots)	Dept. of Transportation, Bureau of Parking Management	1 existing lot (approx. 60-90 units)	There is an effort to create a 400 unit parking garage at the BofA site.
Parking (On-street)	Dept. of Transportation	Metered, parallel parking along Ventura Blvd.	There are some complaints of erratic enforcement of expired meters which results in less turnover of parking spots.
Sidewalks	Property Owner ~~~~~ Bureau of Street Maintenance	The Bureau provides temporary asphalt "patches", but the property owner is responsible for repairs.	Property owners are responsible for keeping their sidewalks clean and repaired. Public Works Street Inspection Officers can report negligent sidewalks or other infractions.
Sidewalks Litter Baskets	Bureau of Sanitation ~~~~~ Property Owner		The Bureau maintains approximately six litter baskets in the project area. Additional litter baskets were purchased by the SC Resident's Association and the SC COC and maintained by those property owners who desired them. However, in recent years the maintenance and number of basket has declined.
Street Sweeping	Dept. of Public Works, Bureau of Street Maintenance	Machines sweep Ventura Blvd. once per week	Machines sweep one direction on Ventura Blvd. and then sweep the other direction on another day

Trash Collection	<p style="text-align: center;">Private Companies</p> <hr style="width: 20%; margin: auto;"/> <p style="text-align: center;">Bureau of Sanitation</p>		Most trash collection for commercial sites is performed by private companies. The Bureau of Sanitation can also provide such services .
Tree-Trimming	Dept. of Public Works	Once every 7 years.	With a recent budget increase, trees will be trimmed every 7 years, instead of the current 13 years. Palm trees require special attention and the Public Works often contracts out such tasks to private firms.
Unkempt Lot Clean-Up	Dept. of Public Works, Bureau of Lot Cleaning	Properties in poor condition can be reported and this they will work with property owners to improve the site.	If property owners fail to make needed improvements, the department can implement those improvements and pass the cost on to the property owner via their property taxes.


**Appendix 4:**

**Registered Professional Engineer's Certification**

**Appendix 4:**

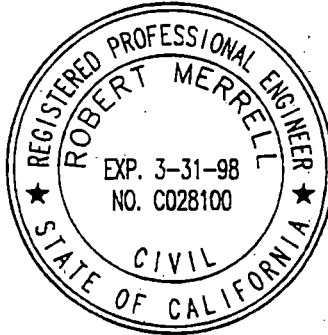
**Registered Professional Engineer's Certification**

Preparation of this Management District Plan submitted by:



Robert Merrell, P.E.  
R.C.E. 28100

May 6, 1997  
Date





Mayor's Time Stamp

City Clerk's Time Stamp

FORTHWITH

RECEIVED

'96 OCT 30 P1:18 *[Signature]*

FILE  
CITY CLERK

'96 OCT 30 P1:12

SUBJECT TO MAYOR'S APPROVAL

COUNCIL <sup>DEPUTY MAYOR</sup> FILE NO. 96-0610-S1

COUNCIL <sup>CITY CLERK</sup> DISTRICT NO. \_\_\_\_\_

DEPT

COUNCIL APPROVAL DATE October 29, 1996

RE: ENTERING INTO A PROFESSIONAL SERVICES AGREEMENT FOR CONSULTANT IN CONNECTION WITH THE STUDIO CITY BUSINESS IMPROVEMENT DISTRICT

NOV 09 1996

LAST DAY FOR MAYOR TO ACT \_\_\_\_\_  
(10 Day Charter requirement as per Charter Section 354)

DO NOT WRITE BELOW THIS LINE - FOR MAYOR OFFICE USE ONLY

APPROVED

*[Checkmark]*

\*DISAPPROVED

\*Transmit objections in writing pursuant to Charter Section 354

DATE OF MAYOR APPROVAL OR DISAPPROVAL NOV 01 1996

NOV 03 1996

*[Signature]*

MAYOR

*[Signature]*

5111  
CITY CLERK

'96 NOV -1 P 1:41

CITY CLERK

BY \_\_\_\_\_ DEPT

TO THE COUNCIL OF THE  
CITY OF LOS ANGELES

Your **COMMUNITY AND ECONOMIC DEVELOPMENT** Committee

reports as follows:

Public Comments: Yes No  
X —

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to entering into a Professional Services Agreement for consultant in connection with the Studio City Business Improvement District.

Recommendations for Council action, as recommended by the City Administrative Officer, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. AUTHORIZE the General Manager Community Development to negotiate and execute a contract with CityGate Associates for an amount not to exceed \$75,000 for the period of September 3, 1996 through September 2, 1997 for the scope of services described in the Community Development Department transmittal dated October 4, 1996.
2. AUTHORIZE the Controller to expend funds within Community Development Trust Fund number 424 upon presentation of proper documentation and proper demand of the General Manager Community Development or designee as follows:

Account	Title	Amount
J522	Supplemental Community Development Block Grant for Earthquake Recovery	\$74,898

3. DIRECT the General Manager, Community Development to incorporate the following procedures for the issuance of any future Requests for Proposals (RFP) or Requests for Qualifications (RFQ) for BID consultants:
  - A structured scoring system with relevant criteria and weight factors for use in selecting contractors; and
  - An appeals process for non-recommended respondents.

Fiscal Impact Statement: There is no General Fund impact related to this contract because federal Community Development Block Grant funds in the amount of \$74,898 will be used.

SUMMARY:

On April 23, 1996, the City Council approved the allocation of \$75,000 in Community Development Block Grant Supplemental Earthquake funds to be used to hire a consultant to determine the feasibility of, and coordinate the formal adoption process needed to establish a Studio City property-based Business Improvement District (BID). The purpose of the BID is the development of long-term recovery strategies for earthquake-damaged commercial and

TO THE COUNCIL OF THE  
CITY OF LOS ANGELES

Your **COMMUNITY AND ECONOMIC DEVELOPMENT** Committee

reports as follows:

industrial districts. Local business groups in the district sponsor a process of identifying and setting priorities for strategies and projects that are deemed critical to support the long-term revitalization of the district as a whole. Eligible activities could range from physical improvements to programs designed to improve the economic health of the district. The goal is to have the local community take the lead in determining the most important recovery efforts for its community. Activities would be directed toward enhancing economic activity, jobs, sales tax revenue, and property tax levels. This program would be implemented by a community-based group after community priorities are established.

The Community Development Department (CDD) proposed that the City enter into a one year, \$74,878 contract with CityGate Associates (CGA), a private, for-profit firm to plan and develop the activities required to establish a BID.

CDD arranged to have the Studio City Improvement Association (SCIA) issue a request for qualifications, which included input from CDD, to begin the consultant selection process. SCIA then tasked the Studio City BID Interview Panel with reviewing the five proposals which had been submitted and interviewing and informally rating the five consultant firms. The five firms proposed as follows:

The Ackerman Group	\$	48,000
Rosenheim and Associates	\$	70,500
Edward Henning and Associates	\$	73,000
<b>CGA</b>	<b>\$</b>	<b>74,898</b>
Economic Research Associates	\$	78,760

CDD also indicated that there was neither a formal scoring system used for selection, nor was there an appeal process for non-selected respondents. CDD reports that no objections to the selection process were received. The City Attorney indicates a contract can be approved as to form and legality with the proposal review process that was utilized.

The proposed term of the contract will be retroactive from September 3, 1996 through September 2, 1997. The total project will cost \$74,898. As detailed in the proposed agreement, payments to the contractor shall be made on the basis of the successful completion of each of thirteen project milestones. The contractor will be responsible for research and planning relative to the formation and establishment of the BID, which will be paid for by assessments to property owners in the designated area. According to CDD, the proposed scope of services will build support for the BID through a series of participatory processes that will be designed to educate and engage "stakeholders". The scope of services is as follows:

- Formation of the necessary BID working groups and development of database of affected parties
- Consensus Building/Education outreach to interested parties through mailings and focus groups

TO THE COUNCIL OF THE  
CITY OF LOS ANGELES

Your **COMMUNITY AND ECONOMIC DEVELOPMENT** **Committee**

reports as follows:

- Development of draft business plan, to include recommended benefit zones, service plan options, governance structure and assessment methodology
- Plan Review/Consensus and presentation of the plan to stakeholders based on input received
- Campaign Management including promotion of a launch event, weekly tracking of assignments, meetings and public hearings
- Preparation and presentation of reports to Council during the BID ordinance adoption process.

The proposed agreement of \$74,898 is being recommended at this time in order to meet a November 3, 1996 deadline to execute the agreement. If this agreement is not executed by the deadline, CDD will not be able to encumber Earthquake Supplemental Grant funds from the U.S. Department of Housing and Urban Development (HUD).

At its meeting of October 24, 1996, the Community and Economic Development Committee concurred with the recommendations of the City Administrative Officer and submits this matter for Council consideration.

Respectfully submitted,

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

BG:amm  
10/25/96

reports\#960610.1



**ADOPTED**

MOTION ADOPTED TO APPROVE COMMITTEE REPORT RECOMMENDATION  
OCT 29 1996

LOS ANGELES CITY COUNCIL

TO THE MAYOR FORTHWITH



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(Recommendations attached)



## RECOMMENDATIONS

That the Council, subject to the approval of the Mayor:

1. Authorize the General Manager Community Development to negotiate and execute a contract with CityGate Associates for an amount not to exceed \$75,000 for the period of September 3, 1996 through September 2, 1997 for the scope of services described in the Community Development Department transmittal dated October 4, 1996;
2. Authorize the Controller to expend funds within Community Development Trust Fund number 424 upon presentation of proper documentation and proper demand of the General Manager Community Development or designee as follows:

Account	Title	Amount
J522	Supplemental Community Development Block Grant for Earthquake Recovery	\$74,898

3. Direct the General Manager, Community Development to incorporate the following procedures for the issuance of any future Requests for Proposals (RFP) or Requests for Qualifications (RFQ) for BID consultants:
  - A structured scoring system with relevant criteria and weight factors for use in selecting contractors; and
  - An appeals process for non-recommended respondents.

## FISCAL IMPACT STATEMENT

There is no General Fund impact related to this contract because federal Community Development Block Grant funds in the amount of \$74,898 will be used.



Item # 1

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE  
Report/Communication for Signature

Council File Number 96 - 0610 - S1

Committee Meeting Date 10-24-96 Special Mtg

Council Date 10-29-96

COMMITTEE MEMBER	YES	NO	ABSENT
COUNCILMEMBER HERNANDEZ, Chair	✓		
COUNCILMEMBER ALARCON	✓		
COUNCILMEMBER WACHS			✓

Remarks Studio City BID - Agreement

Adrienne Bass, Legislative Assistant ♦♦♦♦ Telephone 237-0379

**COUNCIL ROLL CALL**

ITEM(S) # 1A-40

COMMUNICATION(S)  ORD(S)

COMMITTEE REPORT(S)  *CIT*

CITY ENGR/B&S REPORT(S)

TRACT MAP(S) # \_\_\_\_\_ CD

PARCEL MAP(S) # \_\_\_\_\_

WITHDRAWN FROM AGENDA  
REFERRED TO: *Submitted to Council*

MOTION  AMENDING  SUBSTITUTE

CONTINUED TO: \_\_\_\_\_

10 VOTES TO CONSIDER  PUBLIC HEARING

ITEM(S) # 1A-4

	YES	NO
ALARCÓN.....	✓	
ALATORRE.....		
BERNSON.....	✓	
BRAUDE.....	✓	
CHICK.....	✓	
FEUER.....	✓	
GALANTER.....	✓	
GOLDBERG.....	✓	
HERNANDEZ.....	✓	
HOLDEN.....	✓	
RIDLEY-THOMAS.....		
SVORINICH.....		
WACHS.....		
WALTERS.....		
PRES. FERRARO.....		
TOTALS.....	13	—

U.V.  ADOPTED  FAILED

ROLL CALL NO. \_\_\_\_\_

FORTHWITH  TO MAYOR

ORD OVER  DATE: \_\_\_\_\_

- Petitioner/Communicant \_\_\_\_\_
- Council Member(s) \_\_\_\_\_
- Chief Legislative Analyst (Mail Stop 1)
- City Administrative Officer (Mail Stop 1)
- Office of the Mayor *with file* (Mail Stop 1)
- Controller (Mail Stop 1)
- Treasurer (Mail Stop 1)
- General Services Department (Mail Stop 1)
- Department of Transportation (Mail Stop 1)
- City Planning Department (Mail Stop 1)
- Community Development Department (with file) (Mail Stop 1)
- Community Redevelopment Agency Contract (Mail Stop 1)
- Board of Public Works (Mail Stop 1)
- City Attorney*
- Private Industry Council*
- 
- 
- 
- 

*ATTN: RAUL M. GONZALEZ #1: Raul Gonzalez  
Div)*

J. MICHAEL CAREY  
CITY CLERK

CITY OF LOS ANGELES  
CALIFORNIA



RICHARD J. RIORDAN  
MAYOR

OFFICE OF THE  
CITY CLERK  
ROOM 395, CITY HALL  
LOS ANGELES, CA 90012  
(213) 485-5708  
FAX (213) 237-0636

96-0610-S1

CD 5

October 10, 1996

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

In accordance with Council Rules, communication from the Community Development Department relative to requests to enter into Professional Services Agreements for consultants in connection with the Studio City Business Improvement District, was referred on October 9, 1996, to the COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE.

*J. Michael Carey*  
City Clerk  
amm



PARKER C. ANDERSON  
GENERAL MANAGER

# CITY OF LOS ANGELES CALIFORNIA



RICHARD J. RIORDAN  
MAYOR

## COMMUNITY DEVELOPMENT DEPARTMENT

215 W. 6TH STREET  
LOS ANGELES, CA 90014  
(213) 485-1617  
FAX (213) 237-0551

Council Districts and  
Council File Numbers:

96-0610-S1 - CD5  
96-1057 - CD8  
96-0827 - CD9  
96-0490 - CD11

Contact Persons:

Marilyn M. Lurie, x5-2952  
Nancy Kuebel, x5-4767

Honorable Richard J. Riordan  
Mayor, City of Los Angeles  
Room 305 City Hall

Los Angeles City Council  
c/o City Clerk's Office  
Room 395 City Hall

Attention: June Lagmay, Legislative Coordinator

### **COMMITTEE TRANSMITTAL: REQUEST TO ENTER INTO PROFESSIONAL SERVICES AGREEMENTS FOR BUSINESS IMPROVEMENT DISTRICT CONSULTANTS FOR STUDIO CITY, LEIMERT PARK, FIGUEROA CORRIDOR AND TARZANA**

#### **Recommendations**

The General Manager, CDD respectfully requests that:

1. Your office process this transmittal through the appropriate committee and City Council for review and approval;
2. The General Manager, CDD or his designee, be authorized to negotiate and execute the attached Professional Services Agreements for BID consultant services as described in the body of this transmittal;
3. Authorize the Controller to expend funds within the Community Development Trust Fund No. 424 upon presentation of proper documentation and proper demand of the General Manager of CDD or his designee as follows:

Account	Title	Amount
J522	Planning/Administration	\$149,788
F232	Disaster Assistance Loans	109,578

OCT 09 1996

COMMUNITY & ECON DEV

4. The Mayor concur with the action of the City Council.



COMMUNITY DEVELOPMENT DEPT  
CITY OF BOSTON

FILED  
CITY CLERK

'96 OCT -4 P3:44

CITY CLERK

BY \_\_\_\_\_ (DPID)

### **Summary**

Transmitted for your review, approval and further processing are two (2) originals and (2) copies of recommendations to fund and execute Professional Services Agreements for plan development of the Studio City, Leimert Park, Figueroa Corridor and Tarzana Business Improvement Districts. These agreements will allow the consultants to begin the work necessary to create Business Improvement Districts. The Professional Services Agreements for Studio City and Tarzana must be executed no later than November 3, 1996 in order to encumber funds by HUD deadline.

The Community Development Department requests Mayor and City Council authority to fund and execute the attached Personal Services Agreements, as described:

- A. The Contractors shall be responsible for research and planning related to the establishment and implementation of the above noted Business Improvement Districts (BID). The BIDs shall be paid for by tax assessments to property owners within the designated area.
- B. The Contractors shall further be responsible for the following steps anticipated to occur within a one year period, resulting in the successful establishment of a property-based or tenant based Business Improvement District. The proposed scope of services will build support for the BID through a series of participatory processes that educate and engage stakeholders and will also include the:
  - Bid Formation Infrastructure: formation of project support committees, project steering committee, the creation of a comprehensive database of all property owners, business owners and all potentially affected properties.
  - Consensus Building/Education: outreach efforts to property owners, business owners and civic leaders. Consultants will conduct a mix of focus group meetings, direct mailings, and one on one meetings.
  - Plan Development: draft a business plan, including the identification of recommended benefit zones, service plan options, governance structure, assessment methodology and formulae.
  - Plan Review/Consensus: present key components of the draft plan to stakeholders. Based on input through a series of workshops, consultants will develop a consensus plan.
  - Campaign Management: components include a campaign launch event, weekly tracking assignments and meetings with property owners and public hearings.
  - Council Ratification: preparation and presentation to the City Council during the ordinance adoption process.

### **Fiscal Impact Statement**

There is no General Fund impact related to these recommendations. Proposed Professional Services

Agreements are to be funded from the Community Development Block Grant (CDBG) Fund/Emergency Disaster Assistance Fund.

### **Background**

#### Studio City, (CF 96-0610-S1)

On April 23, 1996 City Council approved the allocation of \$75,000 in Supplemental Community Development Block Grant (CDBG) funds for Earthquake Recovery to be used to hire a consultant to determine the feasibility of and coordinate the formal adoption process needed to establish the Studio City Business Improvement District (BID). The Studio City business owners have selected the property owner assessment format or a "Property Based Business Improvement District", known as a PBID. On July 25, 1996, the Studio City PBID Interview Panel, which is comprised of property and business owners, reviewed five proposals and interviewed and rated the five consultant firms.

Although CityGate Associates was not the lowest bidder, the interview panel selected the firm because of their high score on the selection criteria. Additionally, the group selected CityGate Associates because the firm had more experience than the lowest priced consultant group. The contract amount is \$74,898, and the contract is attached hereto.

#### Leimert Park, (CF 96-1057)

On April 23, 1996 the City Council approved the allocation of \$36,000 in Community Development Block Grant (CDBG) Disaster Assistance Loan Write Down Funds to be used to hire a consultant, to determine the feasibility of and coordinate the formal adoption process needed to establish the Leimert Park Village Business Improvement District (BID). Part of the consultant's tasks will be to advise the proponent group in their selection of either a property based or tenant based BID.

The Leimert Park Village Community Development Corporation (CDC) requested proposals on July 16, 1996 with a response deadline on August 2, 1996. There were three responses and two proposals were received, one firm declined to prepare a proposal based on limited funding, one was over budget, the other within budget. After reviewing the proposals, the Leimert Park Village CDC selected The Marco Group, based on experience and budget considerations. The contract amount is \$36,000 and the contract is attached hereto.

#### Figueroa Corridor, (CF 96-0827)

On May 21, 1996 City Council approved the allocation of Community Development Block Grant (CDBG) funds in an amount not to exceed \$75,000 in Emergency Disaster Assistance Funds to be used to hire a consultant to determine the feasibility of and coordinate the formal adoption process needed to establish the Figueroa Corridor Business Improvement District (BID). The Figueroa Corridor BID coordinating group received four proposals from consulting firms, interviewed all four proposers on June 14, 1996 and selected Hormann & Associates.

While they were not the lowest bidder, the group selected Hormann & Associates because the firm was the

Honorable Richard J. Riordan  
Los Angeles City Council

- 4 -

most experienced consultant group interviewed having worked on the formation of several property based BIDs in the state of California. The contract amount is \$73,578 and the contract is attached hereto.

Tarzana. (CF 96-0490)

On March 15, 1996, the motion for the formation of the Tarzana Business Improvement District was introduced in Council and referred to the Community and Economic Development (CED) Committee and the Ad Hoc Earthquake Recovery Committee for consideration. The Tarzana Improvement Association has proposed the creation of a Tarzana Property-Based Business Improvement District (PBID) to enable the establishment and funding of programs for the promotion, marketing and enhancement of the Tarzana Boulevard business community. On July 10, 1996 the Tarzana Improvement Association's Selection Committee reviewed five proposals and interviewed five consultant groups. California Downtown Resources (CDR) was chosen because they received the highest overall rating on criterion established by the selection committee. Rating criterion included 1) written proposal, 2) oral presentation, 3) experience and 4) understanding of the Property-Based Business Improvement District Law. CDR's price was within \$500 of the lowest bid price; however, the fact that the principal of CDR authored the PBID law in California and the firm's continuing professional relationship with two of the four existing PBIDs in California compensates for the difference in price. The contract amount is \$74,890 and the contract is attached hereto.

A copy of this transmittal is being forwarded to the City Attorney for concurrent review and approval.



PARKER C. ANDERSON,  
General Manager

PCA:MML:BSK:ks

Attachments

bidtrans.bk1

PROFESSIONAL SERVICES AGREEMENT

Contractor: CITYGATE ASSOCIATES

Title: STUDIO CITY PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT FORMATION

Said Agreement is Number \_\_\_\_\_ of City Contracts

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Attachments/Exhibits

- Exhibit I - Indemnification and Insurance Requirements
- Exhibit II - Certification Regarding Compliance With The Americans With Disabilities Act

AGREEMENT NUMBER \_\_\_\_\_ OF CITY CONTRACTS  
BETWEEN  
THE CITY OF LOS ANGELES  
AND  
CITYGATE ASSOCIATES

---

THIS AGREEMENT is made and entered into by and between the City of Los Angeles, a municipal corporation, hereinafter called the City, and Citygate Associates, hereinafter called the Contractor.

W I T N E S S E T H

WHEREAS, the Community Development Department, hereinafter called the CDD, has been designated by the City to provide for the proper planning, coordination, direction and management of the City's various community development activities; and

WHEREAS, the CDD cooperates with private organizations, other agencies of the City and agencies of other governmental jurisdictions in carrying out certain functions and programs which are its responsibility; and

WHEREAS, the project which is the subject of this agreement, hereinafter called the Agreement, has been established by the City as one of the above described programs, and has been funded in the CDD budget which has been approved by the Los Angeles City Council and the Mayor; and

WHEREAS, the services to be provided herein are of a professional, expert, temporary, and occasional nature; and

WHEREAS, the General Manager, CDD, is authorized to execute Personal Services Agreements subject to the conditions of the Mayor's Executive Directive No. 16, dated July 13, 1992.

WHEREAS, the General Manager, CDD, may execute Personal Services Agreements as authorized by City Council and concurred by the Mayor (C.F. #96-0610-S1, dated April 23, 1996).

NOW, THEREFORE, the City and the Contractor agree as follows:

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

I.  
INTRODUCTION

§101. Parties to the Agreement

The parties to this Agreement are:

1. The City of Los Angeles, a municipal corporation, having its principal office at 200 North Spring Street, Los Angeles, California 90012.
2. The Contractor, known as Citygate Associates, having its principal office at 1400 K Street, Suite 206, Sacramento, CA 95814.

§102. Representatives of the Parties and Service of Notices

A. The representatives of the respective parties who are authorized to administer this Agreement and to whom formal notices, demands and communications shall be given are as follows:

1. The representative of the City shall be, unless otherwise stated in the Agreement:

Parker C. Anderson, General Manager  
Community Development Department  
215 West Sixth Street, Third Floor  
Los Angeles, CA 90014

With copies to:

Marilyn M. Lurie, Director  
Industrial and Commercial Development Division

2. The representative of the Contractor shall be:

Donald R. Duckworth, Vice President  
Citygate Associates  
1400 K Street, Suite 206  
Sacramento, CA 95814  
(916) 446-1510

B. Formal notices, demands and communications to be given hereunder by either party shall be made in writing and may be effected by personal delivery or by registered or certified mail, postage prepaid, return receipt requested and shall be deemed communicated as of the date of mailing.

C. If the name of the person designated to receive the notices, demands or communications or the address of such person is changed, written notice shall be given, in accord with this section, within five (5) working days of said change.

§103. Independent Contractor

The Contractor is acting hereunder as an independent contractor and not as an agent or employee of the City. No employee of the Contractor has been, is, or shall be an employee of the City by virtue of this Agreement, and the Contractor shall so inform each employee organization and each employee who is hired or retained under this Agreement. Contractor shall not represent or otherwise hold out itself or any of its directors, officers, partners, employees, or agents to be an agent or employee of the City.

II.

TERM AND SERVICES TO BE PROVIDED

§201. Time of Performance

The term of this Agreement shall commence on September 3, 1996 and end one year thereafter and any additional period of time as is required to complete any necessary close-out activities. Said term is subject to the provisions herein. Performance shall not commence until the Contractor has obtained the City's approval of the insurance required in §413 herein.

§202. Time of Effectiveness

Unless otherwise provided by City in writing, performance shall not commence until the Contractor has obtained the City's approval of the insurance as required in §413 herein; and after all of the following events have occurred:

1. This Agreement has been signed on behalf of the Contractor by the person or persons authorized to bind the Contractor hereto;
2. This Agreement has been approved by the City's Council or by the board, officer or employee authorized to give such approval;
3. The Office of the City Attorney has indicated in writing its approval of this Agreement as to form and legality;
4. This Agreement has been signed on behalf of the City by the person designated to so sign by the City's Council or by the board, officer or employee authorized to enter into this Agreement.

§203. Services to be Provided by the Contractor

The Contractor shall be responsible for all aspects of the formation of the Studio City Property Based Business Improvement District (PBID). In creating the PBID the consultants, working with the Studio City BID group, will perform the following tasks:

- identify and create all aspects of the database for the Studio City district
- define the boundaries of the PBID and benefit zones
- develop a service program for the PBID and benefit zones
- develop a service program for the PBID based on stakeholders consensus
- work with City officials to establish baseline services
- develop budgets to finance the services, including indirect and program costs
- ensure that all legal and technical requirements have been satisfied
- collect property data, train Studio City representative to manipulate the data
- create a legal, defensible, equitable assessment formula
- present information from comparable cities with successful BIDs
- working in concert with the Studio City stakeholders, the team will develop a

clear and concise Management District Plan to include how to carry out the marketing, management and business development program. Present the draft plan for City review and incorporate and item(s) as may be required by the City.

- prepare for and stage the petition drive
- organize and conduct public hearings
- advocate passage of the enabling Ordinance before City Council

Additionally, the consultant will perform outreach functions throughout the formation process to inform all potentially affected property owners. Outreach functions will include the following:

- Informational Newsletters - There will be four informational newsletters written and printed by the contractor . One of the newsletters will include the draft Management District Plan. The Contractor will mail the newsletters to each business owner and property owner in the proposed district, at the consultant's cost. The contractor's expenses for printing and duplicating will be limited to \$2,000.00.
- Professional Rendering - The contractor at their cost, will provide a professional rendering of the proposed district.
- Kick-off/Focus Group Meetings/General Advocacy Meetings/Informal Meetings - The contractor will prepare for and lead an initial kick-off meeting, three focus group meetings and five general advocacy meetings. In addition there will be a minimum of ten informal meetings with property owners, business owners, and residents in the proposed area to understand the needs of these groups and build consensus for a specific plan.
- Professional Brochure - The Contractor will develop and provide a professional brochure to assist in explaining the Studio City PBID concept. The brochure will be designed by a professional graphic artist, will be specific to the property owners and business owners in Studio City, will be four color and will be professionally printed. 1000 such brochures will be provided.

#### Other Services

- The administrative and clerical support for the entire formation process, including developing and assisting with mailing lists, postage, mailing agendas, and taking minutes of public meetings will be the responsibility of the contractor.
- The contractor will write and process and tax-exempt applications necessary for district formation, as well as write the by-laws for the organization.
- The Contractor shall be responsible for providing the meeting rooms and all necessary equipment for all meetings.
- The Contractor shall provide the Studio City BID group 20 hours of consulting assistance to begin development of an ongoing program of seeking alternative funding and to identify various available public and/or private resource providers.

III.  
PAYMENT

§301. Compensation and Method of Payment

A. The City shall pay to the Contractor as compensation for complete and satisfactory performance of the terms of this Agreement, an amount not to exceed Seventy-Four Thousand Eight Hundred Ninety-Eight Dollars (\$74,898.00). The foregoing rate represents the total compensation paid by City to Contractor for services to be performed as designated by this Agreement, and does not include payment for Contractor's employee benefits, overhead, profit, and direct or indirect expenses.

B. Payment for compensation shall be as set forth below:

1. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:
  - finalization of the project schedule and submittal to the Studio City BID Group and the Community Development Department (CDD).
  - identify key stakeholders in the proposed district.
  - conduct initial kick-off meeting with stakeholders.
  - establish preliminary physical boundaries.
2. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:
  - establish the Management District Task force as a subcommittee of the Studio City BID group.
  - Begin development of all aspects of the database, utilizing consultant's staff, computers, software to collect information, develop all necessary assessment scenarios and formulae.
3. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:
  - conduct three focus group meetings. Each meeting will be structured to include eight to fifteen participants who represent particular segment properties, businesses or interest within the proposed boundaries.
4. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:
  - conduct general advocacy meetings to understand the issues, concerns, needs and wishes of the Studio City property owners, meet with representatives of all involved City departments to explain purpose of the proposed district and to agree upon the process for district adoption.
  - prepare and distribute the first of four PBID newsletters to keep stakeholders informed about the process.
  - research program/service plan options based on the feedback from focus group meetings and general advocacy meetings.

- provide a professional brochure to assist in "selling" the district.
  - submit written progress report to the Studio City BID Committee and the City, at which point the three parties shall meet to determine if reasonable interest has been shown by property owners to warrant continuation of the process. Reasonable interest shall be measured by increasing attendance at meetings and workshops and the magnitude of response to surveys and petitions. If reasonable interest cannot be documented, the City reserves the right to terminate this agreement.
5. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:
- meet with City representatives to identify, quantify and map current service levels together with their budgeted and actual costs.
  - conduct a professional municipal management evaluation of governmental service levels within the proposed PBID area.
  - provide benchmark comparisons with other PBIDs throughout the country. This comparison will suggest the feasibility of the proposed PBID and possible programs that could be emulated and identify pitfalls to avoid.
6. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:
- recommend the type and desired level of local service for the PBID area.
  - establish a Baseline Service Contract with the City Attorney to ensure a minimum level of service to be provided by the City.
  - submit written progress report to Studio City and CDD.
  - Prepare and distribute the second of four PBID newsletters.
  - Provide a professional rendering of the proposed district.
7. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:
- assemble all relevant data, develop database, determine assessment formula and benefit assessment verification. The first step of identification includes the process of describing the variables that may be utilized (1) in an assessment formula, and (2) in the petition campaign. The property variable includes but may not be limited to:

Assessor's parcel number  
 Site address  
 Parcel size  
 Total building square footage  
 Ground floor building square footage  
 Building height  
 Street front footage  
 Alley footage  
 Benefit zone  
 Estimated assessment

The property owner variables will include, but may not be limited to:

Contact person  
Contact phone numbers and addresses  
All parcels owned  
Existing assessments  
Total assessment in the new district  
Relevant factors from the property variables  
Position on district (i.e., strongly in favor, neutral, oppose, strongly oppose)

8. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:

- train Studio City BID representatives on operation of the database.
- recommend assessment formula and assessment verification.
- submit written progress report to Studio City.

9. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:

- Prepare and distribute the third of four PBID newsletters.
- develop and present the Preliminary Management District Plan to Studio City. The Plan will include the following:

Management District Summary  
Mission and Objectives  
Structure and Governance of the Organization  
Boundary Options and Suggestions  
Service Plan Options and Recommendations  
Budget Options and Recommendations  
Assessment Options and Recommendations  
Relation to Existing Organizations  
City Participation  
Term of the Management District  
Overview of Downtown Management Districts and Comparable Communities

10. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:

- conduct a general advocacy meeting, to include business and owners, to present options and recommendations from the Preliminary Management District Plan. The intent of the meeting will be to obtain stakeholder input prior to completion of the Plan.
- incorporate comments and suggestions from Studio City stakeholders and City representatives into the final Management District Plan. Ensure that the Plan conforms with AB 3754.

11. \$5,617.41 payable to include reimbursable expenses upon satisfactory completion of the following:

- develop a detailed petition drive schedule, draft and review with City Attorney petition and petition rules, work with Studio City to elicit commitments from key property owners to gain early endorsement of district

and determine amount of support necessary to win petition drive.

- implement an effective petition drive strategy by providing marketing materials, communications strategy and training for Studio City steering group.
  - prepare and distribute the fourth of four PBID newsletters.
  - prepare draft PBID ballots, review their compliance with City Attorney, and conduct election campaign, if necessary due to "Right to Vote" initiative.
12. \$5,617.41 payable to include reimbursable expenses upon successful completion of the following:
- prepare and review with City Attorney a draft Resolution of Intention establishing the PBID. Conduct the two public hearings.
  - work with the Studio City group to coordinate individual presentations to City Council.
  - work with City Attorney to outline contract specifics, draft the contract, prepare contract for signature.
13. \$7,489.00 payable upon satisfactory completion and submittal of all outstanding reports and/or data.
- Provide 20 hours of consulting assistance to begin development of an ongoing program of seeking alternative funding and to survey various available public and/or private resource providers and work with the Studio City BID group to ensure a smooth transition from formation to implementation.

It is understood that the City makes no commitment to fund this Agreement beyond the terms set herein.

The Contractor shall submit to the City a list of tasks performed with each invoice, including supporting documentation. Funds shall not be released until the City approve the list of tasks and invoices. The City reserves the right to withhold compensation to the Contracts for failure to complete tasks.

Performance payments shall be tied to the above noted milestones. The Contractor shall receive City approval before payment is earned for each invoice. Performance on the subsequent segment is not to commence until the previous milestones have been approved by the City, City approval is deemed to be if the City has not raised concerns ten (10) days after receipt of notice from the Contractor that the milestone was completed.

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IV.  
STANDARD PROVISIONS

§401. Construction of Provisions and Titles Herein

All titles or subtitles appearing herein have been inserted for convenience and shall not be deemed to affect the meaning or construction of any of the terms or provisions hereof. The language of this Agreement shall be construed according to its fair meaning and not strictly for or against the City or the Contractor. The word "Contractor" herein and in any amendments hereto includes the party or parties identified in this Agreement. The singular shall include the plural. If there is more than one Contractor as identified herein, unless expressly stated otherwise, their obligations and liabilities hereunder shall be joint and several. Use of the feminine, masculine, or neuter genders shall be deemed to include the genders not used.

§402. Applicable Law, Interpretation and Enforcement

Each party's performance hereunder shall comply with all applicable laws of the United States of America, the State of California, and the City. This Agreement shall be enforced and interpreted under the laws of the State of California and the City.

If any part, term or provision of this Agreement shall be held void, illegal, unenforceable, or in conflict with any law of a federal, state or local government having jurisdiction over this Agreement, the validity of the remaining portions of provisions shall not be affected thereby.

§403. Integrated Agreement

This Agreement sets forth all of the rights and duties of the parties with respect to the subject matter hereof, and replaces any and all previous agreements or understandings, whether written or oral, relating thereto. This Agreement may be amended only as provided for herein.

§404. Excusable Delays

In the event that performance on the part of any party hereto shall be delayed or suspended as a result of circumstances beyond the reasonable control and without the fault and negligence of said party, none of the parties shall incur any liability to the other parties as a result of such delay or suspension. Circumstances deemed to be beyond the control of the parties hereunder shall include, but not be limited to, acts of God or of the public enemy; insurrection; acts of the Federal Government or any unit of State or Local Government in either sovereign or contractual capacity; fires; floods; epidemics; quarantine restrictions; strikes, freight embargoes or delays in transportation; to the extent that they are not caused by the party's willful or negligent acts or omissions and to the extent that they are beyond the party's reasonable control.

§405. Breach

Except for excusable delays, if any party fails to perform, in whole or in part, any promise, covenant, or agreement set forth herein, or should any representation made by it be untrue, any aggrieved party may avail itself of all rights and remedies, at law or equity, in the courts of law. Said rights and remedies are cumulative of those provided for herein except that in no event shall any party recover more than once, suffer a penalty or forfeiture, or be unjustly compensated.

§406. Prohibition Against Assignment or Delegation

The Contractor may not, unless it has first obtained the written permission of the City;

1. Assign or otherwise alienate any of its rights hereunder, including the right to payment; or
2. Delegate, subcontract, or otherwise transfer any of its duties hereunder.

§407. Permits

The Contractor and its officers, agents and employees shall obtain and maintain all permits and licenses necessary for the Contractor's performance hereunder and shall pay any fees required therefor. The Contractor further certifies to immediately notify the City of any suspension, termination, lapses, non-renewals or restrictions of licenses, certificates, or other documents.

§408. Nondiscrimination and Affirmative Action

The Contractor shall comply with the applicable nondiscrimination and affirmative action provisions of the laws of the United States of America, the State of California, and the City. In performing this Agreement, the Contractor shall not discriminate in its employment practices against any employee or applicant for employment because of such person's race, religion, national origin, ancestry, sex, sexual orientation, age, physical handicap, marital status or medical condition. The Contractor shall comply with the provisions of the Los Angeles Administrative Code Sections 10.8 through 10.13, to the extent applicable hereto. If this Agreement contains a consideration in excess of \$500 but not more than \$5,000, the Equal Employment practices provisions of this Agreement shall be the mandatory contract provisions set forth in Los Angeles Administrative Code Section 10.8.3, in which event said provisions are incorporated herein by this reference. If this Agreement contains a consideration in excess of \$5,000, the Affirmative Action Program of this Agreement shall be the mandatory contract provisions set forth in Los Angeles Administrative Code Section 10.8.4, in which event said provisions are incorporated herein by this reference. The Contractor shall also comply with all rules, regulations, and policies of the City's Board of Public Works, Office of Contract Compliance relating to nondiscrimination and affirmative action, including the filing of all forms required by City. Any subcontract entered into by the Contractor relating to this Agreement, to the extent allowed hereunder, shall be subject to the provisions of this paragraph.

§409. Claims for Labor and Materials

The Contractor shall promptly pay when due all amounts payable for labor and materials furnished in the performance of this Agreement so as to prevent any lien or other claim under any provision of law from arising against any City property (including reports, documents, and other tangible matter produced by the Contractor hereunder), against the Contractor's rights to payments hereunder, or against the City, and shall pay all amounts due under the Unemployment Insurance Act with respect to such labor.

§410. Los Angeles City Business Tax Registration Certificate

The Contractor represents that it has obtained and presently holds the Business Tax Registration Certificate(s) required by the City's Business Tax Ordinance (Article 1, Chapter 2, sections 21.00 and following, of the Los Angeles Municipal Code). For the term covered by this Agreement, the Contractor shall maintain, or obtain as necessary, all such Certificates required of it under said Ordinance and shall not allow any such Certificate to be revoked or suspended.

§411. Bonds

Duplicate copies of all bonds which may be required hereunder shall conform to City requirements established by charter, ordinance or policy and shall be filed with the Office of the City Attorney for its review in accordance with Los Angeles Administrative Code Sections 11.47 through 11.56.

§412. Indemnification

Except for the active negligence or willful misconduct of City, Contractor undertakes and agrees to defend, indemnify and hold harmless City and any of its Boards, Officers, Agents, Employees, Assigns, and Successors in Interest from and against all suits and causes of action, claims, losses, demands and expenses, including, but not limited to, attorney's fees and cost of litigation, damage or liability of any nature whatsoever, for death or injury to any person, including Contractor's employees and agents, or damage or destruction of any property of either party hereto or of third parties, arising in any manner by reason of the negligent acts, errors, omissions or willful misconduct incident to the performance of this Agreement by the Contractor or its SUBCONTRACTORS of any tier.

§413. Insurance

A. General Conditions

During the term of this Agreement and without limiting Contractor's indemnification of the City, Contractor shall provide and maintain at its own expense insurance having the limits customarily carried and actually arranged by Contractor, but not less than the amounts and types listed on Exhibit I hereto covering its operations hereunder subject to the following conditions as they may variously apply:

1. Additional Insured/Additional Interest/Loss Payee

The City, its Boards, Officers, Agents and Employees shall be included as:

- a. Additional Insured in all required General Liability and Additional Interests in all required Automobile Liability insurance.
- b. Named Insureds in all required Owners and Contractors Protective Liability insurance.
- c. Loss Payee As Its Interests May Appear in all required property, fidelity or surety coverages.

The City need not be named on Worker's Compensation/Employer's Liability, Professional Errors and Omissions and second-party Legal Liability coverages (such as Garage keeper's Legal).

2. Insurance Approval

All insurance required hereunder shall conform to City requirements established by charter, ordinance or policy. Evidence of insurance shall be submitted to the cognizant department's Risk Control Coordinator and approved by the City Attorney prior to commencement of any work or tenancy under this Agreement in accordance with Los Angeles Administrative Code Sections 11.47 through 11.56.

3. Alternative Programs

Alternative Risk Financing mechanisms such as Risk Retention Groups, Risk

Purchasing Groups, off-shore carriers and captive insurance programs are subject to review of their financial statements by the City before approval can be granted by the City Attorney.

4. Admitted Carrier/Licensed California Broker

Insurance shall be obtained from brokers or carriers authorized to transact insurance business in California. Surplus lines insurance from carriers who are not admitted in California must be submitted through a California- licensed broker or agency.

Surplus lines coverage must also contain a Service of Suit provision whereby the underwriters will submit as necessary to any court of competent jurisdiction in California and agree that all matters arising thereunder will be determined in accordance with the law and practice of such court. It must further give the name and address of the underwriter's agent for service of process located within California or must nominate the California Insurance Commissioner as such agent.

5. Priority of Coverage

Contractor's insurance shall not call on City's program for contributions-tins.

6. Cancellation/Reduction in Coverage Notice

With respect to the interests of the City, if an insurance company elects to cancel insurance before the stated expiration date, or declines to renew in the case of the a continuous policy, or materially reduces the coverage period by changing the retroactive date (if any), or the extended discovery period (if any), or reduces the stated limits other than by impairment of an aggregate limit, or materially reduces the scope of coverage which affects the City's interest, the company will provide the City at least thirty (30) days prior written notice of such election. Notice will be made by receipted delivery addressed as follows:

City Attorney, Insurance and Bonds  
1800 City Hall East  
200 N. Main Street  
Los Angeles, CA 90012-4168.

It is understood, however, that such notice to the City shall not affect the company's right to give a lesser notice to the Named Insured in the event of nonpayment of premium. (L.A. Admin. Code Section 11.54).

7. Acceptable Evidence

The appropriate City Special Endorsement forms are the preferred form of evidence of insurance. Alternatively, Contractor may submit two (2) certified copies of the policy or other evidence acceptable to the City Attorney containing language which complies with the preceding subparagraphs 1 through 6.

With respect to Professional Liability insurance, either a signed copy of the policy Declarations Page or a letter from Contractor's insurance broker certifying coverage, together with a 30-day cancellation notice endorsement in favor of the City as specified in subparagraph 6 will satisfy this requirement.

8. Separation of Insureds

Except with respect to the insurance company's limits of liability, each liability insurance policy shall apply separately to each insured against whom a claim or

suit is brought. The inclusion of any person or organization as an insured shall not affect any right which such person or organization would have as a claimant if not so included.

9. Renewal

Once the insurance has been approved by City, evidence of renewal of an expiring policy may be submitted on a manually signed renewal endorsement or certificate form. If the policy or carrier has changed, however, new evidence as specified in the foregoing paragraphs 1 through 8, must be submitted.

B. Aggregate Limits/Reduction in Coverage

If any of the required insurance coverages contain aggregate limits, or apply to other operations or tenancy of Contractor not related to this Agreement, Contractor shall give City prompt, written notice of any incident, occurrence, claim, settlement or judgement against such insurance which in Contractor's best judgement may diminish the protection such insurance affords City. Further, Contractor shall immediately take all reasonable and available steps to restore such aggregate limits or shall provide other insurance protection for such aggregate limits. City may, at its option, specify a minimum acceptable aggregate for each line of coverage required. (See Paragraph I herein.)

Contractor shall not make any substantial reductions in scope of coverage (e.g. elimination of contractual liability or reduction of discovery period) which may affect City's protection without City's prior written consent.

C. Self-Insurance and Self-Insured Retentions

Self-insurance programs and self-insured retentions in insurance policies are subject to separate approval by City upon review of evidence of Contractor's financial capacity to respond. Additionally, such programs or retentions must provide City with at least the same protection from liability and defense of suits as would be afforded by first-dollar insurance.

D. Modification of Coverage

City reserves the right at any time during the term of this agreement to change the amounts and types of insurance required hereunder by giving Contractor ninety (90) days advance written notice of such change. If such change should result in substantial additional cost to the Contractor, City agrees to negotiate additional compensation proportional to the increased benefit to the City.

E. Failure to Procure Insurance

The required coverages and limits are subject to availability on the open market at reasonable cost as determined by City. Non-availability or non-afford ability must be documented by a letter from Contractor's insurance broker or agent indicating a good faith effort to place the required insurance carriers and the declinations or quotations received from each.

Within the foregoing constraints, Contractor's failure to procure or maintain required insurance or a self-insurance program during the entire term of this Agreement shall constitute a material breach of this Agreement under which City may immediately suspend or terminate this Agreement or, at its discretion, procure or renew such insurance to protect City's interests and pay any and all premiums in connection therewith and recover all monies so paid from Contractor.

F. Underlying Insurance

Contractor shall be responsible for requiring such indemnification and insurance as it deems appropriate from consultants, agents and subcontractors, if any, to protect Contractor's and City's interests, and for ensuring that such persons comply with any applicable insurance statutes. Contractor is encouraged to seek professional advice in this regard.

G. Worker's Compensation

By signing this agreement, Contractor hereby certifies that it is aware of the provisions of Section 3700 et seq., of the Labor Code which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions of that Code, and that it will comply with such provisions at all such times as they may apply during the performance of the work pursuant to this Agreement.

A Waiver of Subrogation in favor of City will be required when work is performed on City premises under hazardous conditions.

H. Typical Coverages Required

The coverages required in the foregoing Paragraph A., shall be at least as broad as:

1. General Liability: Insurance Services Office Commercial General Liability coverage (occurrence form CG 00 01).
2. Automobile Liability: Insurance Services Office form number CA 00 01 (Ed. 1/87) covering Automobile Liability, code 1 (any auto).
3. Professional Liability: If applicable, errors and omissions liability appropriate to the consultant's profession, with a discovery period of not less than twelve (12) months after completion of work or termination of contract.

I. Typical Limits of Liability

Unless otherwise specified on Exhibit I, Contractor shall maintain limits no less than:

1. General Liability: \$500,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
2. Automobile Liability: \$500,000 per accident for bodily injury and property damage, combined or equivalent in split limits.
3. Employer's Liability: \$500,000 per accident for bodily injury or disease.
4. Professional Liability: \$500,000 per occurrence.

§414. Conflict of Interest

1. The Contractor covenants that none of its directors, officers, employees, or agents shall participate in selecting, or administrating any subcontract supported (in whole or in part) by Federal funds where such person is a director, officer,

employee or agent of the subcontractor; or where such person knows or should have known that:

- a. A member of such person's immediate family, or partner or organization has a financial interest in the subcontract;
- b. The subcontractor is someone with whom such person has or is negotiating any prospective employment; or
- c. The participation of such person would be prohibited by the California Political Reform Act, California Government Code S87100 et seq. if such person were a public officer, because such person would have a "financial or other interest" in the subcontract.

2. Definitions:

- a. The term "immediate family" includes but is not limited to those persons related by blood or marriage, such as husband, wife, father, mother, brother, sister, son, daughter, father-in-law, mother-in-law, brother-in-law, sister-in-law, son-in-law, and daughter-in-law.
- b. The term "financial or other interest" includes but is not limited to:
  - 1) Any direct or indirect financial interest in the specific contract, including a commission or fee, a share of the proceeds, prospect of a promotion or of future employment, a profit, or any other form of financial reward.
  - 2) Any of the following interests in the subcontractor ownership: partnership interest or other beneficial interest of five percent or more; ownership of five percent or more of the stock; employment in a managerial capacity; or membership on the board of directors or governing body.

3. The Contractor further covenants that no officer, director, employee, or agent shall solicit or accept gratuities, favors, anything of monetary value from any actual or potential subcontractor, supplier, a party to a subagreement, (or persons who are otherwise in a position to benefit from the actions of any officer, employee, or agent).
4. The Contractor shall not subcontract with a former director, officer, or employee within a one-year period following the termination of the relationship between said person and the Contractor.
5. Prior to obtaining the City's approval of any subcontract, the Contractor shall disclose to the City any relationship, financial or otherwise, direct or indirect, of the Contractor or any of its officers, directors or employees or their immediate family with the proposed subcontractor and its officers, directors or employees.
6. For further clarification of the meaning of any of the terms used herein, the parties agree that references shall be made to the guidelines, rules, and laws of the City of Los Angeles, State of California, and Federal regulations regarding conflict of interest.
7. The Contractor warrants that it has not paid or given and will not pay or give to any third person any money or other consideration for obtaining this Agreement.
8. The Contractor covenants that no member, officer or employee of Contractor shall

have interest, direct or indirect, in any contract or subcontract or the proceeds thereof for work to be performed in connection with this project during his/her tenure as such employee, member or officer or for one year thereafter.

9. The Contractor shall incorporate the foregoing subsections of this Section into every agreement that it enters into in connection with this project and shall substitute the term "subcontractor" for the term "Contractor" and "sub-subcontractor" for "Subcontractor".

§415. Restriction on Disclosures

Any reports, analysis, studies, drawings, information, or data generated as a result of this Agreement are to be considered as confidential. Such information shall not be made available to any individual, agency, or organization except as provided for in this Agreement or as provided by law.

§416. Compliance with Statutes and Regulations

- A. The Contractor, in the performance of this Agreement, shall comply with all applicable statutes, rules, regulations and orders of the United States, the State of California, the County and City of Los Angeles, including laws and regulations pertaining to labor, wages, hours, and other conditions of employment and the City's anti-discrimination provisions and Affirmative Action Plan. Contractor shall comply with new, amended, or revised laws, regulations, and/or procedures that apply to the performance of this Agreement.
- B. If Federal funds are used in the performance of this Agreement, Contractor shall adhere to the rules and regulations of the Single Audit Act. P.L. 98-502 and OMB Circulars, and 133, City Council action dated February 4, 1987 (C.F. No. 84-2259-S1), and any administrative regulation or field memos implementing the Act.
- C. If federal funds are used in the performance of this Agreement, Contractor shall submit a Certification Regarding Debarment as contained in Executive Order Number 12549 and in 24 CFR, Part 24, Section 24.510, and any amendment thereto. Said certification shall be submitted to City prior to the execution of this Agreement, and shall certify that neither Contractor nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
- D. If this Agreement provides for more than \$100,000 in federal grant funds or more than \$150,000 in federal loan funds, Contractor shall submit to City a fully executed Certification Regarding Lobbying, and a Disclosure Form if required, in accordance with Section 1342, Title 31, U.S. Code. No funds will be released to Contractor until the Certification is filed.
- E. Prior to the execution of this agreement, the Contractor shall execute a Certification Regarding Compliance With The Americans With Disabilities Act (42 U.S.C. 11201 et seq, and its implementing regulations), as evidenced by the execution of a certification to this Agreement, which is attached hereto as Exhibit II, and which is incorporated herein by this reference.

Contractor shall file a Disclosure Form at the end of each calendar quarter in which there occurs any event requiring disclosure or which materially affects the accuracy of the information contained in any Disclosure Form previously filed by Contractor.



DEFAULTS, SUSPENSION, TERMINATION, AND AMENDMENTS§501. Defaults

Should the Contractor fail for any reason to comply with the contractual obligations of this Agreement within the time specified by this Agreement, the City reserves the right to:

1. Reduce the total budget;
2. Make any changes in the general scope of this Agreement;
3. Suspend project operations in accordance with §502 of this Agreement; or
4. Terminate the Agreement.

§502. Suspension

The City may suspend all or part of the project operations for failure by the Contractor to comply with the terms and conditions of this Agreement by giving written notice, which shall be effective upon receipt.

1. Said notice shall set forth the specific conditions of non-compliance and the period provided for corrective action.
2. Within five (5) working days the Contractor shall reply in writing setting forth the corrective actions which will be undertaken, subject to City approval in writing.
3. Performance under this Agreement shall be automatically suspended without any notice from the City as of the date the Contractor is not fully insured in compliance with §414 (Insurance) herein. Performance shall not resume without the prior written approval of City.

§503. Termination

- A. Either party to this Agreement may terminate this Agreement or any part hereof upon giving the other party at least thirty (30) days written notice prior to the effective date of such termination, which date shall be specified in such notice.
- B. All property, documents, data, studies, reports and records purchased or prepared by the Contractor under this Agreement shall be disposed of according to City directives.
- C. In the event that the Contractor ceases to operate (i.e. dissolution of corporate status, declaration of bankruptcy, etc.) Contractor shall provide to the City copies of all records relating to this Agreement.
- D. Upon satisfactory completion of all termination activities, the City shall determine the total amount of compensation that shall be paid to the Contractor for any unreimbursed expenses reasonably and necessarily incurred in the satisfactory performance of this Agreement.
- E. The City may withhold any payments due to the Contractor until such time as the exact amount of any damages that may be due to the City from the Contractor is determined.
- F. The foregoing Subsection B, C, D, and E shall also apply to activities terminating





IN WITNESS WHEREOF, the City of Los Angeles and the Contractor have caused this Agreement to be executed by their duly authorized representatives.

APPROVED AS TO FORM AND LEGALITY:

JAMES K. HAHN; City Attorney

Executed this \_\_\_\_\_ day of

\_\_\_\_\_, 19\_\_  
For: THE CITY OF LOS ANGELES

By: \_\_\_\_\_  
Deputy City Attorney

PARKER C. ANDERSON  
General Manager  
Community Development Department

Date: \_\_\_\_\_

ATTEST:

ELIAS MARTINEZ, City Clerk

By: \_\_\_\_\_

By: \_\_\_\_\_  
Deputy City Clerk

Date: \_\_\_\_\_

Executed this \_\_\_\_\_ day of

\_\_\_\_\_, 19\_\_  
For: Citygate Associates

(Contractor's City  
Corporate Seal or Notary)

Business License Number: 384429-99

Internal Revenue Service ID Number: 68-0248902

By: \_\_\_\_\_  
William A. Carlson  
President

ATTEST:

By: \_\_\_\_\_

Council File/CAO File Number: \_\_\_\_\_ Date of Approval:

Said Agreement is Number \_\_\_\_\_ of City Contracts.

EXHIBIT I

INSURANCE REQUIREMENTS

for Contractors, Vendors, Lessees and Permittees doing business with the City of Los Angeles

Name: Citygate Associates Date:

Agreement/Reference:

Evidence of coverages checked having as a minimum the limits shown must be submitted and approved prior to occupancy/ start of operations. Amounts shown are Combined Single Limit. Split limits may be substituted if the total per occurrence equals or exceeds the CSL amount.

Workers' Compensation (statutory)/Employer's Liability \$

- ( ) Broad Form All States Endorsement ( ) Jones Act
( ) Voluntary Compensation Endorsement ( )
( ) Longshore and Harbor Workers' Compensation Act

Aircraft Liability \$ Aviation/Airport Liability \$

General Liability \$ Automobile Liability \$

- ( ) Passenger Liability (per seat) \$
( ) Premises and Operations ( ) Explosion Hazard
( ) Contractual Liability ( ) Collapse/Underground Hazard
( ) Independent Contractors ( ) Garage keeper's Legal Liability
( ) Products/Completed Operations ( ) Hangarkeeper's Legal Liability
( ) Broad Form Property Damage ( ) Owned Automobiles
( ) Personal Injury ( ) Nonowned/Hired Automobiles
( ) Broad Form Liability Endorsement ( ) Hookup (limited)
( ) Watercraft Liability ( )
( ) Incidental Medical Malpractice ( )

Professional Liability (Errors and Omissions) \$

Discovery period:

Property Insurance \$ Fine Art Floater \$ Fire Legal Liability \$

- % Co-insurance Actual Cash Value Replacement Value Agreed Amount
( ) All Risk Coverage ( ) Boiler & Machinery
( ) Fire and Extended Coverage ( ) Debris Removal
( ) Vandalism & Malicious Mischief ( ) Sprinkler Leakage
( ) Flood \$ ( ) Windstorm
( ) Earthquake \$ ( )

Crime Insurance \$

- ( ) Comprehensive Dishonesty Disappearance & Destruction ( ) Blanket Crime

Fidelity Bond \$

- ( ) Blanket Position (X) Commercial Blanket ( )

Owner's protective Liability \$

Ocean marine Liability \$ Ocean Cargo \$

- ( ) Protection & Indemnity ( ) Jones Act ( ) Inchmaree
( ) Running Down Clause ( ) Wharfinger's Liability ( ) Charterer's Legal Liability
( ) Pollution ( ) Ship Repairer's Liability ( )

Notes:

EXHIBIT I (Cont'd)

INSTRUCTIONS FOR COMPLETING, EXECUTING AND SUBMITTING  
EVIDENCE OF INSURANCE TO THE CITY OF LOS ANGELES

Insured Citygate Associates Date \_\_\_\_\_  
(Contractor, Lessee, Permittee, etc.)

Agreement/Reference No. \_\_\_\_\_

A. INSURED

1. To expedite completion of the insurance requirements, please give your insurance agent or broker a copy of the Insurance Requirements Sheet along with these instructions and endorsement forms.
2. If your agreement requires Workers' Compensation coverage and you have been authorized by the State of California to self-insure Workers' Compensation, then a copy of the certificate from the State consenting to self-insurance will meet the evidence requirement.
3. All questions relating to insurance should be directed to the person or office responsible for your contract, lease, permit, or other agreement. (See items 9 and 10 below.)

B. INSURANCE AGENT OR BROKER

1. **Acceptable Evidence.** The appropriate City Special Endorsements are the preferred form of evidence. No modifications to the form are permitted. Alternatively, certified copies of the full policy containing additional insured and 30-day cancellation notice language will be accepted subject to review by the City Attorney. Certificates, Verifications, Memoranda of Insurance and other non-binding documents submitted alone are not acceptable as evidence of insurance. Binders are acceptable as interim evidence until policies are available.
2. **Multiple Policies.** More than one insurance policy may be required to comply with the insurance requirements. Endorsement forms appropriate to your insured's agreement, contract lease or permit have been provided.
3. **Signature.** Please have an authorized representative of the insurance company manually sign the completed endorsement forms. Signatures must be originals as the City Attorney will not accept facsimile (rubber stamp, photocopy, etc.) or initialed signatures.
4. **Underwriter.** The name and address of the insurance company underwriting the coverage must be noted on the endorsement form. In the case of syndicates or subscription policies, indicate lead underwriters or managing agent and attach a schedule of subscribers, including their percent participation.
5. **Document Reference.** Include reference to either the specific City agreement (bid, contract, lease, etc.) or indicate that all such agreements are covered.

EXHIBIT I

INDEMNIFICATION AND INSURANCE REQUIREMENTS (cont'd)  
INSTRUCTIONS FOR COMPLETING, EXECUTING AND SUBMITTING  
EVIDENCE OF INSURANCE TO THE CITY OF LOS ANGELES

6. **Coverage & Limits.** The coverages and limits for each type of insurance are specified on the insurance requirement sheet. When coverage is on a scheduled basis, a separate sheet may be attached to the endorsement listing such scheduled locations, vehicles, etc., so covered.
7. **Excess Insurance.** Endorsements to excess policies will be required when primary insurance is insufficient to comply with the requirements.
8. **Additional Pages.** If there is insufficient space on the reverse side of the form to note pertinent information, such as inclusions, exclusions or specific provisions, etc., attach separate sheets and note this on the endorsement form.
9. **Person to Contact.** Completed Endorsements, correspondence and questions relating to the required insurance are to be directed to the following representatives:  

Community Development Department  
Insurance Section, 11th Floor  
215 West 6th Street  
Los Angeles, California 90014.
10. **Technical Assistance.** Improperly completed Endorsements will be returned to your insured for correction. For additional blank forms or assistance contact CDD's Insurance Section, (213) 485-5717.
11. **Delay in submitting properly completed endorsement forms may delay your insured's intended occupancy or operation.**
12. **Renewals.** For extensions or renewals of insurance policies which have the City's Endorsement Form(s) attached, a renewal endorsement or a certificate (with an original signature) as evidence of continued coverage is acceptable if it includes the statement that the insurance protection afforded the City of Los Angeles has been renewed under the same terms and conditions as previously approved. If the policy or carrier has changed, however, new evidence of insurance must be submitted.

**CERTIFICATING REGARDING  
DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION  
LOWER TIER COVERED TRANSACTIONS**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 24 CFR Part 24 Section 24.510, Participants' responsibilities.

**(READ ATTACHED INSTRUCTIONS FOR CERTIFICATION BEFORE COMPLETING)**

1. The prospective recipient of Federal assistance funds certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

AGREEMENT NUMBER \_\_\_\_\_

Citygate Associates  
CONTRACTOR/BORROWER/AGENCY

William A. Carlson, President  
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

### INSTRUCTIONS FOR CERTIFICATION

1. By signing and submitting this document, the prospective recipient of Federal assistance funds is providing the certification as set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective recipient of Federal assistance funds knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective recipient of Federal assistance funds shall provide immediate written notice to the person to which this agreement is entered, if at any time the prospective recipient of Federal assistance funds learns that its certification was erroneous, when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549.
5. The prospective recipient of Federal assistance funds agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective recipient of Federal assistance funds further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Procurement or Non-Procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under Paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans  
and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL "Disclosure Form to Report Lobbying" in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.
4. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352 Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

AGREEMENT NUMBER \_\_\_\_\_

Citygate Associates  
CONTRACTOR/BORROWER/AGENCY

William A. Carlson, President  
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

EXHIBIT II

CERTIFICATION REGARDING COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT

The undersigned certifies, that to the best of his/her knowledge and belief, that:

1. The Contractor/Borrower/Agency (hereafter Contractor) is in compliance with and will continue to comply with the American with Disabilities Act 42 U.S.C. 12101 et seq. and its implementing regulations.
2. The Contractor will provide for reasonable accommodations to allow qualified individuals with disabilities to have access to and participate in its programs, services and activities in accordance with the provisions of the Americans with Disabilities Act.
3. The Contractor will not discriminate against persons with disabilities nor against persons due to their relationship or association with a person with a disability.
4. The Contractor will require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.
5. This certification is a material representation of fact upon which reliance was placed when the parties entered into this transaction.

AGREEMENT NUMBER \_\_\_\_\_

Citygate Associates  
CONTRACTOR/BORROWER/AGENCY

William A. Carlson, President  
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

10124

CONTRACT SUMMARY SHEET

To: The Office of the City Clerk, Index Section

From: Community Development Department  
Contracts Section X5-5717

Division: ICD RIN #: 0035BK Analyst: Bernadette Kirkwood

Contract No.:
Amendment No.:

Council File No.:
-------------------

Date of Council Approval:
---------------------------

Contractor Name: Citygate Associates
Project Title: Studio City Property-Based Business Improvement District Formation

Term of Contract: upon execution of contract thru one year thereafter
---

Total Amount:
Funding Source: HCDBG

Purpose of Contract/Amendment:

BID formation

CITY OF LOS ANGELES  
CALIFORNIA



RICHARD J. RIORDAN  
MAYOR

Office of  
CITY CLERK  
Council and Public Services  
Room 395, City Hall  
Los Angeles, CA 90012  
Council File Information - (213) 485-5703  
General Information - (213) 485-5705

Pat Healy  
Chief Legislative Assistant

ELIAS MARTINEZ  
City Clerk

J. Michael Carey  
Executive Officer

When making inquiries  
relative to this matter  
refer to File No.

96-0610-S1

May 6, 1996

Community Development Department  
City Administrative Officer  
Chief Legislative Analyst  
City Attorney  
Controller, Room 220,  
Accounting Division, F&A  
Disbursement Division  
City Clerk,  
Attn: Mike Carey  
cc: Tax & Permit  
Attn: Mike V.

PLACE IN FILES

MAY 10 1996

DEPUTY

RE: FORMATION OF THE STUDIO CITY BUSINESS IMPROVEMENT DISTRICT

At the meeting of the Council held April 23, 1996, the following  
action was taken:

Attached report adopted.....	_____ X _____
Attached motion ( ) adopted.....	_____
Attached resolution adopted.....	_____
Ordinance adopted.....	_____
Motion adopted to approve attached report.....	_____
Motion adopted to approve attached communication.....	_____
FORTHWITH to concerned departments.....	_____
Mayor concurred.....	_____ 5-02-96 _____
Findings adopted.....	_____
Negative Declaration adopted.....	_____
Categorically exempt.....	_____
Generally exempt.....	_____

City Clerk  
crm

steno\960610.1

Handwritten initials and date: *FF* *5/8/96*

Mayor's Time Stamp

City Clerk's Time Stamp

FORTHWITH

RECEIVED

RECEIVED  
96 APR 29 PM 3:41  
CITY CLERK  
BY \_\_\_\_\_  
DEPUTY

'96 APR 29 P 3:55  
SUBJECT TO MAYOR'S APPROVAL

COUNCIL FILE NO. 96-0610-S1

COUNCIL DISTRICT NO. \_\_\_\_\_

DEPUTY MAYOR

COUNCIL APPROVAL DATE April 23, 1996

RE: FORMATION OF THE STUDIO CITY BUSINESS IMPROVEMENT DISTRICT

LAST DAY FOR MAYOR TO ACT \_\_\_\_\_  
(10 Day Charter requirement as per LAAC 14.7)

MAY 09 1996

DO NOT WRITE BELOW THIS LINE - FOR MAYOR OFFICE USE ONLY

APPROVED

\*DISAPPROVED

\*Transmit objections in writing  
pursuant to LAAC 14.7

DATE OF MAYOR APPROVAL OR DISAPPROVAL \_\_\_\_\_

MAY 02 1996

MAY 03 1996

MAYOR

FILED  
CITY CLERK

'96 MAY -3 P2:56

CITY CLERK

BY \_\_\_\_\_ DEPT :

#28

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE  
Report/Communication for Signature

Council File Number 96-0610-51

Committee Meeting Date 4-15

Council Date 4-23

COMMITTEE MEMBER	YES	NO	ABSENT
COMMITTEE MEMBER <u>416</u>			
COUNCILMEMBER HERNANDEZ, Chair	/		
COUNCILMEMBER ALARCON			/
COUNCILMEMBER WACHS <u>4-18</u>	/		

Remarks Studio City BID

Adrienne Bass, Legislative Assistant ♦♦♦♦ Telephone 237-0379

TO THE COUNCIL OF THE  
CITY OF LOS ANGELES

Your **COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE**  
reports as follows:

Public Comments Yes No  
XX —

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to  
the formation of the Studio City Business Improvement District  
(BID).

Recommendations for Council action, pursuant to Motion (Wachs-  
Feuer), and SUBJECT TO THE APPROVAL OF THE MAYOR:

1. INSTRUCT the City Clerk and the City Attorney to meet with  
Council Districts 2, 4 and 5 and the Studio City business  
community to provide the necessary assistance to begin the  
formation of an Tarzana Business Improvement District (BID).
2. APPROVE \$75,000 in CDBG Supplemental Earthquake funds to hire  
a consultant, to gather data, prepare necessary documents,  
attend meetings and other activities to determine feasibility,  
and coordinate the formal adoption process needed to establish  
the Studio City Business Improvement District.

Fiscal Impact Statement: No General Fund fiscal impact.

Summary:

On April 3, 1996, the subject Motion was introduced in Council and  
referred to the Community and Economic Development (CED) Committee  
for consideration. The Motion states that the creation of a Studio  
City Business Improvement District (BID) will enable the establish-  
ment and funding of programs for the promotion, marketing and  
enhancement of the Studio City area.

The BID anticipates collection of assessments to fund streetscape  
improvements and promotional activities. Establishment of the BID  
is expected to result in a stronger local economy through the  
enhancement of Studio City as a more attractive, convenient and  
pedestrian-friendly place for residents to enjoy shopping and for  
companies to conduct business.

Respectfully submitted,

COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

AB  
4-16-96  
CD 2, 4 & 5

*Handwritten signatures:*  
Mike Hansen  
Jill [unclear]

**REPT.**  
**ADOPTED**

APR 23 1996

LOS ANGELES CITY COUNCIL

TO THE MAYOR FORTHWITH

Mayor With File - N/A

+++++  
AGENDA NO. 21-29            YES: 14            NO: 0            ABS: 1  
ALARCON.....YES    ALATORRE.....YES    BERNSON.....YES    BRAUDE.....YES  
CHICK.....YES    FEUER.....YES    GALANTER.....YES    GOLDBERG.....YES  
HERNANDEZ....YES    HOLDEN.....YES    RIDLEY-THOMASYES    SVORINICH....YES  
WACHS.....YES    FERRARO.....YES    WALTERS.....ABS  
+++++

TIME  
10 51 51

- Petitioner/Communicant \_\_\_\_\_
- Council Member(s) CD 2, 4, 5
- Chief Legislative Analyst (Mail Stop 13)
- City Administrative Officer (Mail Stop 13)
- Office of the Mayor (Mail Stop 37)
- Controller (Mail Stop 18)
- Treasurer (Mail Stop 75)
- General Services Department (Mail Stop 71)
- Department of Transportation (Mail Stop 72)
- City Planning Department (Mail Stop 39)
- Community Development Department (with file (Mail Stop 81)  
attn: Paul Gonzales
- Community Redevelopment Agency (with file (Mail Stop 14)  
attn: [unclear] Div)
- Board of Public Works (Mail Stop 4)
- City Attorney
- Private Industry Council
- City Clerk - attn: Mike Carey
- City Clerk - tax & Permit -  
attn: Mike V.
- \_\_\_\_\_
- \_\_\_\_\_

CITY OF LOS ANGELES SPEAKER BOARD

Date:

4-15-96

Council File No., Agenda Item, or Case No.

7, 8

I wish to speak before the \_\_\_\_\_  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? (  ) For proposal  
( ) Against proposal  
( ) General comments

Name: ARTHUR ANNINO

Business or Organization Affiliation: STUDIO CITY Chamber Com.

Address: 12416 VENTURO BLVD S.C. CA 91604  
Street City State Zip

Business phone: 509-0345 Representing: STUDIO CITY

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY OF LOS ANGELES SPEAKER BOARD

Date 4/15/96

Council File No., Agenda Item, or Case No. #7

I wish to speak before the Community Development  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
( ) Against proposal  
( ) General comments

Name: Michael Wester

Business or Organization Affiliation: Chungz Press Property Owners Association

Address: 3737 Fredonia Dr. Los Angeles CA 90068  
Street City State Zip

Business phone: 213-876-0166 Representing: \_\_\_\_\_

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

MOTION


~~CITY CLERK FOR PLACEMENT ON NEXT AGENDA TO BE POSTED~~

In a motion dated April 2, 1996 the Council member of the Fifth District has proposed the formation of the Studio City Business Improvement District (BID). The BID will enable the establishment and funding of programs for the promotion, marketing and enhancement of the Studio City business community. A petition of 15% of the businesses will be submitted pursuant to the Los Angeles Municipal Code.

The BID anticipates collection of assessments to fund streetscape improvements and promotional activities. Establishment of the Studio City Business Improvement District is expected to result in a stronger local economy through the enhancement of Studio City as a more attractive, convenient and pedestrian-friendly place to do business. If such a district is to form, current plans entail the inclusion of parts of Ventura Boulevard in Studio City represented by Council Districts 2 and 4.

I, THEREFORE MOVE, that the City Council, subject to the approval of the Mayor, take the following actions:

1. Instruct the City Clerk and the City Attorney to meet with Council Districts 2, 4 and 5 and its Studio City business community to provide the necessary assistance to establish an appropriate business entity; and to begin the formation of a Studio City Business Improvement District.
2. Approve the use of \$75,000 in Supplemental CDBG funds for Earthquake Recovery to be used to hire a consultant, to gather data, prepare necessary documents, attend meetings and other activities to determine feasibility, and coordinate the formal adoption process needed to establish the Studio City Business Improvement District.

Presented by:   
JOEL WACHS  
Councilman, 2nd District

Seconded by: 

April 3, 1996



# CITY OF LOS ANGELES SPEAKER CARD

Date

4-15-96

Council File No., Agenda Item, or Case No.

#788

I wish to speak before the

Community & Economic Development  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal

Against proposal

General comments

Name: Jeff Brain

Business or Organization Affiliation: Chairman, Ventura Blvd Specific Plan Review Board / Sherman Oaks Community

Address: 14514 Benefit St. Sherman Oaks CA 91403  
Street City State Zip

Business phone: 818-905-2400 Representing: Ventura Blvd Specific Plan / Sherman Oaks Merchants Assoc.

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CIT F LOS ANGELES SPEAKER RD

Date

4-15-96

Council File No., Agenda Item, or Case No.

#7 + 8

I wish to speak before the

Community Disput Dept  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal

( ) Against proposal

( ) General comments

Name:

Cally Ward

Business or Organization Affiliation:

Studio City Residents Assn (SCRA)

Address:

12303  
Street

Hillside St  
City

City

Studio City CA  
State

State

9104  
Zip

Zip

Business phone:

818 761 4065

Representing:

SCRA

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name:

Phone #:

Client Address:

Street

City

State

Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY OF LOS ANGELES SPEAKER BOARD

Date  
4-15-96

Council File No., Agenda Item, or Case No.  
item # 7+8

I wish to speak before the Community Development Committee  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
( ) Against proposal  
( ) General comments

Name: Sondra Frohlich

Business or Organization Affiliation: Studio City Chamber of Commerce

Address: 12153 Ventura Blvd Studio City CA 91604  
Street City State Zip

Business phone: 818-769-3213 Representing: Studio City BID

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY OF LOS ANGELES SPEAKER  RD

Date

4-15-94

Council File No., Agenda Item, or Case No.

748

I wish to speak before the COMMUNITY DEVELOPMENT  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda?  For proposal  
( ) Against proposal  
( ) General comments

Name: JOHN NELSON

Business or Organization Affiliation: STUDIO CITY CHAMBER

Address: 12153 VENTURA BLVD STUDIO CITY CA 91604  
Street City State Zip

Business phone: 818-769-3213 Representing: STUDIO CITY BID.

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

Client Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Client Address: \_\_\_\_\_  
Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

CITY  LOS ANGELES SPEAKER  RD

Date

04-15-96

Council File No., Agenda Item, or Case No.

7+8

I wish to speak before the Community Development Committee  
Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal

( ) Against proposal

() General comments

Name: CARLA WHALEN

Business or Organization Affiliation: CBS STUDIO CENTER

Address: 4024 RADFORD AL STUDIO CITY CA 91604  
Street City State Zip

Business phone: 818/760-5458 Representing: Michael Klausman President

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW:

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## **NOTICE OF LOBBYING REGISTRATION**

If you are receiving compensation to make this appearance, the City's municipal lobbying ordinance (L.A.M.C. Section 48.01 et seq., as amended) may require you to register and report your lobbying activity. For more information about the City's lobbying law, contact the City Ethics Commission at (213) 237-0310, by fax at (213) 485-1093 or at 201 N. Los Angeles St., L.A. Mall, Suite 2, Los Angeles, CA 90012.

Information about lobbying the City of Los Angeles may also be found on the Internet by accessing the Ethics Commission site on the City of Los Angeles "home page" located at <http://www.ci.la.ca.us>