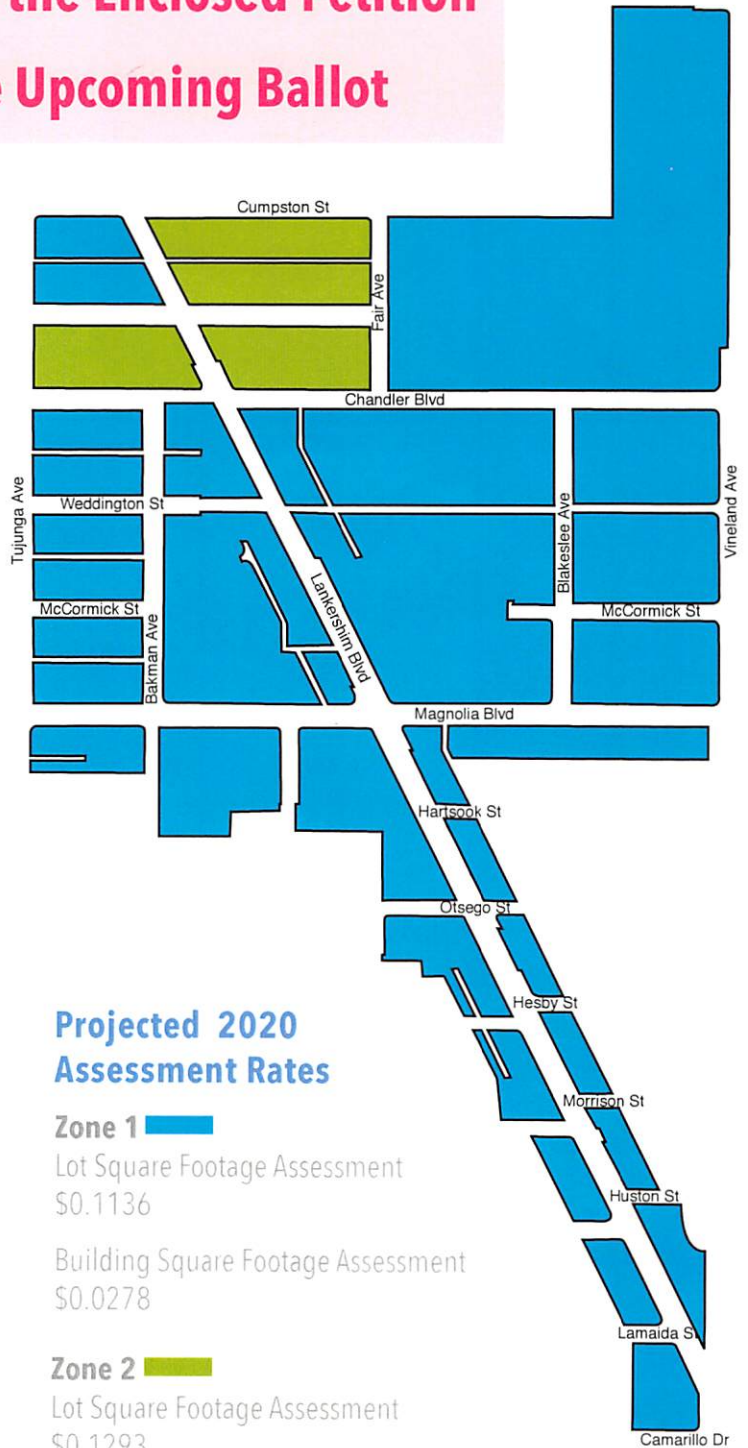


What To Do To Renew

1. Sign and Return the Enclosed Petition
2. Vote 'YES' on the Upcoming Ballot

"The NoHo BID is a big part of the team effort that has assisted us with keeping the "Arts" community safe and clean. We have a great working relationship with the BID. Having safety Ambassadors is almost the same as having additional officers patrolling the streets."

-John Catalano
Senior Lead Officer LAPD
North Hollywood Division



Projected 2020 Assessment Rates

Zone 1 ■
Lot Square Footage Assessment
\$0.1136

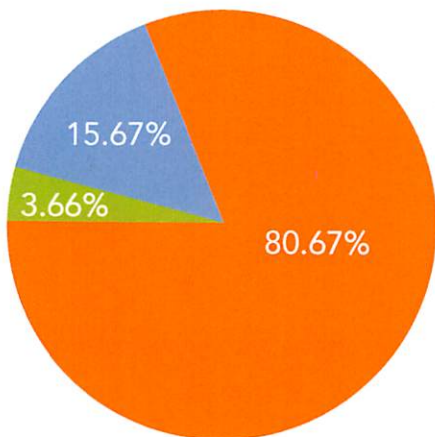
Building Square Footage Assessment
\$0.0278

Zone 2 ■
Lot Square Footage Assessment
\$0.1293

Building Square Footage Assessment
\$1.4265

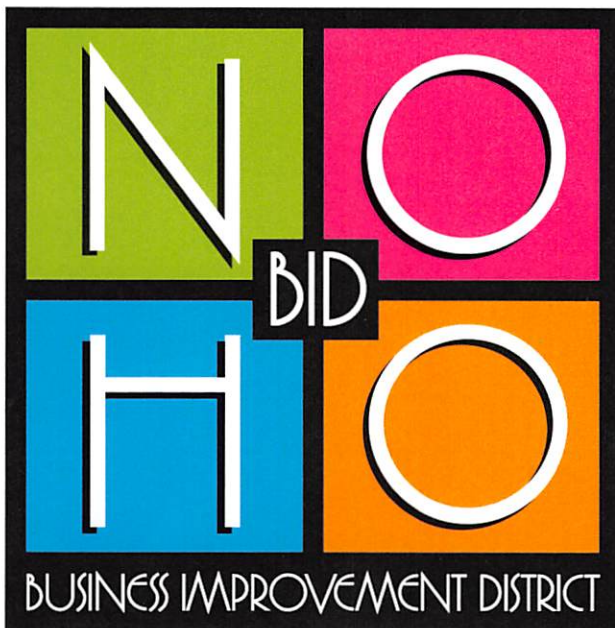
Your Assessment Spent Wisely

80.67% of assessments are spent on the BID Clean and Safe Teams. 3.66% is spent on Communication and Marketing with the remaining 15.67% on Management and Administration including office expenses and city fees.



- CLEAN AND SAFE TEAM
- MANAGEMENT & ADMINISTRATION
- COMMUNICATION AND MARKETING





You May Think It's the City, But it's Really the BID!

What your assessment provides

Cleaning & Maintenance:

- Sidewalk & curb sweeping 6 days a week
- Maintain and dispose of trash from 50 trash receptacles
- Graffiti/Stickers/Handbill removal within hours of notification.
- Hotspot pressure washing
- Bulky item removal and disposal
- Cleaning public infrastructure (benches, newspaper racks, gateway etc.)
- Shopping cart removal/return
- Median and tree well landscaping and maintenance

Safety & Hospitality

- Safety Ambassadors visibly patrol the area 7 days a week (day/night) and act as eyes and ears of community
- Ambassadors work closely with local law enforcement and attend weekly crime control meetings.
- Ambassadors help to deter anti-social behavior and low-level crimes
- Ambassadors utilize a district hotline number to respond to issues

Communication and Marketing

- Created a logo and brand identity for the District
- Community street pole banners with branding
- Created and distributed new community tourism video
- Created and expanded community discount program, The NoHo Card and the App
- Publicity and promotion locally and internationally
- Maintained community kiosk
- Curated summertime event series
- Encouraged district events
- Created/maintained streetbox art program.

It's Time to Renew the BID

DID YOU KNOW *Your Assessments, leveraged with others, fund services that average over \$1,871.23 per day on cleaning, safety, hospitality, communications, public relations, city liaison, and many other crucial services and District oversight that would not otherwise exist. If the BID is not renewed, it will dissolve and stop functioning after 2020. Therefore, it is important to sign and return your petition.*

Why Business Improvement Districts (BIDs) are so Important:

Due to economic realities, cities are no longer able to deliver on standards of cleanliness and security. BIDs have picked up the slack. It is proven that BIDs reduce crime, increase property value and help drive retail sales in districts. Plus, BIDs provide a mechanism for property owners and merchants to work collaboratively for their mutual benefit. There are 38 BIDs in Los Angeles, over 200 more in California and thousands more nationwide.

Since the North Hollywood Business Improvement District began its work in 2007, it has exceeded the expectations of its founding members. The NoHo BID has not only made the area safer and cleaner, it has also attracted new investment and businesses. It has encouraged improvements to existing properties and has secured several streetscape improvements, while making the area more attractive and pedestrian friendly. It has generated positive publicity about the district and its members and has created a unified lobbying voice for property owners.

Clean & Safe Team - 2018

Calls for Service:
1,581

Business Contacts:
5,602

Public Assists:
1,370

Trash Collected/Removed:
267,214 lbs.

**Graffiti Tags/ Stickers/
Handbills Removed:**
1,228

Bulky Items Collected/Removed:
1,812

Pressure Washing Hours:
78

North Hollywood Transit Business Improvement District Management District Plan Summary

**For
A Property Based
Business Improvement District
In the North Hollywood of Los Angeles**

December 2018

**Prepared By
Urban Place Consulting Group, Inc.**

The full North Hollywood Transit BID Management District Plan and Engineer's Report can be found at <http://www.nohobid.com>

Management District Plan Summary

The name of the renewed Property-based Business Improvement District is the North Hollywood Transit Business Improvement District (the "District"). The District is being renewed pursuant to Section 36600 et seq. of the California Streets and Highways Code, The "Property and Business Improvement District Law of 1994 as amended", hereinafter referred to as State Law.

Developed by the North Hollywood Transit Renewal Committee, the North Hollywood Transit Business Improvement District Management Plan is proposed to improve and convey special benefits to assessed parcels located within the North Hollywood Transit Business Improvement District area. The District will provide continued activities, including Clean & Safe, Communication and Management/Office. Each of the programs is designed to meet the goals of the District; to improve the safety of each individual assessed parcel within the District, to increase building occupancy and lease rates, to encourage new business development; and attract ancillary businesses and services for assessed parcels within the District.

The North Hollywood Transit Business Improvement District is unique from the area immediately surrounding the District in three ways. First, the District has a high number of art uses focused predominately on live theater, but also galleries and theatrical supporting business. Secondly, it has a concentration of high-density transit oriented mixed-use developments and businesses that support the mixed-use commercial developments. Third, it is a transit hub with the terminus of both the Metro Orange line and the Metro Red line bus and rail services with 42,097 boardings and alightings per day.

The boundary of the North Hollywood Transit Business Improvement District was created to include the art and transit areas of North Hollywood. The Business Improvement District area is bounded roughly by Cumpston Street, Camarillo Drive, Tujunga Avenue and Vineland Avenue. The property uses within the general boundaries of the North Hollywood Transit Business Improvement District are a mix of retail, mixed-use, office, theater, pre K-high school, parking, transit, hotel, and religious. Services and improvements provided by the District are designed to provide special benefits in the form of improving economic vitality in the District by increasing building occupancy and lease rates, encouraging new business development, attracting residential serving businesses and services, attracting office and retail tenants, attracting retail and transit customers, attracting new residents and students, and increasing attendance that provide a special benefit to retail, mixed-use, office, theater, pre K-high school, parking, transit, hotel, and religious parcels. All of which specially benefit from the improvements and activities of the District.

Boundary: See Section 2, Page 5 and map, Page 7.

Budget: The total District budget for the 2020 year of operation is approximately \$683,000.

Improvements, Activities, Services:

CLEAN & SAFE **\$551,000** **80.67%**

Enhanced Safe Programs:

A North Hollywood Transit Business Improvement District Safe Team to address crime prevention for parcels in the District will consist of some of the following:

- Bicycle Patrol
- Foot Patrol

Enhanced Clean Programs will consist of some of the following:

- Sidewalk Sweeping
- Sidewalk Pressure Washing
- Graffiti & Handbill Removal
- Trash Removal
- Landscape programs

COMMUNICATION **\$25,000** **3.66%**

- Destination Marketing
- Website

MANAGEMENT/OFFICE/CITY FEES **\$107,000** **15.67%**

Management staff expenses are allocated according to generally accepted accounting job costing procedures and are allocated to the specific areas in which staff works. The improvements and activities are managed by a professional staff that requires centralized administrative support. Management staff oversees the District's services which are delivered seven days a week. A well-managed District provides necessary BID program oversight and guidance that produces higher quality and more efficient programs.

Method of Financing: A levy of special assessments upon real property that receives special benefits from the improvements and activities.

Benefit Zones: The State Law and State Constitution Article XIID require that special assessments be levied according to the special benefit each assessed parcel receives from the improvements. In order to match assessment rates to benefits, two benefit zones have been created within the District. Each zone receives a different level of services and a different level of benefit. Each zone pays an assessment rate that reflects 100% of the special benefit received. See Section 2 for detailed description of the Zones.

Cost: Annual assessments are based upon an allocation of program costs and a calculation of assessable footage. Two property assessment variables, lot square footage (76%) and building square footage (24%), will be used in the calculation. The 2020 year assessments per assessment variable will not exceed amounts listed in the following chart:

Zone	Assessment Rates
Zone 1 (no school parcels) Lot Sq Footage	\$0.1136
Zone 1 (no school parcels) Bldg Sq Footage	\$0.0278
Zone 1 (school) Lot Sq Footage	\$0.0369
Zone 1 (school) Bldg Sq Footage	\$0.0296
Zone 2 Lot Sq Footage	\$0.1293
Zone 2 Bldg Sq Footage	\$1.4265

Cap: Annual assessment increases will not exceed 5% per year. Increases will be determined by the Business Improvement District Owners' Association Board of Directors and will vary between 0 and 5% in any given year.

District Formation: District formation requires submission of favorable petitions from property owners representing more than 50% of total assessments to be paid and the return of mail ballots evidencing a majority of ballots cast in favor of the assessment. Ballots are weighted by each property owner's assessment as proportionate to the total proposed District assessment amount.

Duration: The District will have a 5-year life beginning January 1, 2020 and ending December 31, 2024.

Governance: The Owners' Association will review District budgets and policies annually within the limitations of the Management District Plan. Annual and quarterly reports, financial statements and newsletters will be filed with the City of Los Angeles (City). The Owners' Association will oversee the day-to-day implementation of services as defined in the Management District Plan.

Section 2

North Hollywood Transit Business Improvement District Boundaries

The North Hollywood Transit Business Improvement District includes all property within a boundary formed by:

Beginning on the southeast corner of Cumpston Street and Tujunga Avenue go east on Cumpston Street to Case Avenue. At Case Avenue turn north along Case Avenue to the north parcel line of parcel 2350-003-902. Turn east along the north parcel line of parcels 2350-003-902 and 2350-003-906 to Vineland Avenue go south along the west side of Vineland Avenue to the south parcel line of parcels facing on the south side of Magnolia Boulevard. Go west on the southern parcel line of parcels facing the south side of Magnolia Boulevard. At the intersection of the east parcel line of parcels facing on the east side of Lankershim Boulevard go south along the eastern parcel line of all parcels facing on the east side of Lankershim Boulevard to the intersection of Camarillo Street. Go west on Camarillo Street to an intersection with the west parcel line of parcels facing on the west side of Lankershim Boulevard. Go north along the western parcel line of all parcels facing on the west side of Lankershim Boulevard. At Magnolia Boulevard go west along the south parcel line of parcels facing on the south side of Magnolia Boulevard. At Tujunga Avenue go north along the western parcel line of parcels facing the west side of Tujunga to Cumpston Street.

Zone One

Zone One contains all of the retail, mixed-use, office, theater, pre K- high school, hotel, religious uses within the District. Zone One has the second highest demand for clean and safe services based on data from the last eleven years of District operation and is not located within the high demand transit zone. Zone One includes all property within the District boundaries except those parcels located within Zone Two.

Zone Two

Zone Two is the unique transit zone. Zone Two contains the Red Line Metro Station and the Orange Line Metro Station as well as park and ride lots for both stations. Both Metro stations are the terminus for each respective transit line, and because of this have a high volume of riders passing through Zone Two. The high ridership volume as evidenced by the following statistics creates a high demand for clean/safe services. As of data from April 2018, the Red Line Metro Station averages 14,112 boardings and 15,115 alightings per day and the Orange Line Metro Station averages 6,281 boardings and 6,589 alightings per day for a combined total of 20,393 boardings and 21,704 alightings per day. The District clean and safe services provided to Zone Two are designed to increase ridership on both the Orange Line and Red Line, which in turn attracts more customers to district businesses in Zone One. The special benefit to Zone Two parcels is the increased likelihood of an increase in ridership and increase in transit revenue because Zone Two benefits from the clean and safe services provided by the District which creates a clean and safe environment and attracts an increase in transit riders. The District has developed a number of joint communication programs with Metro to market the District as a destination for transit riders. The special benefit to Zone Two parcels is the increased likelihood of an increase in ridership and increase in transit revenue because Zone 2 benefits from the communication programs provided by the District which markets the District as a destination for transit riders which results in the increased likelihood of an increase in transit riders. This increased ridership provides a unique and special benefit to the Zone Two properties by increasing transit income and ridership. Because of this

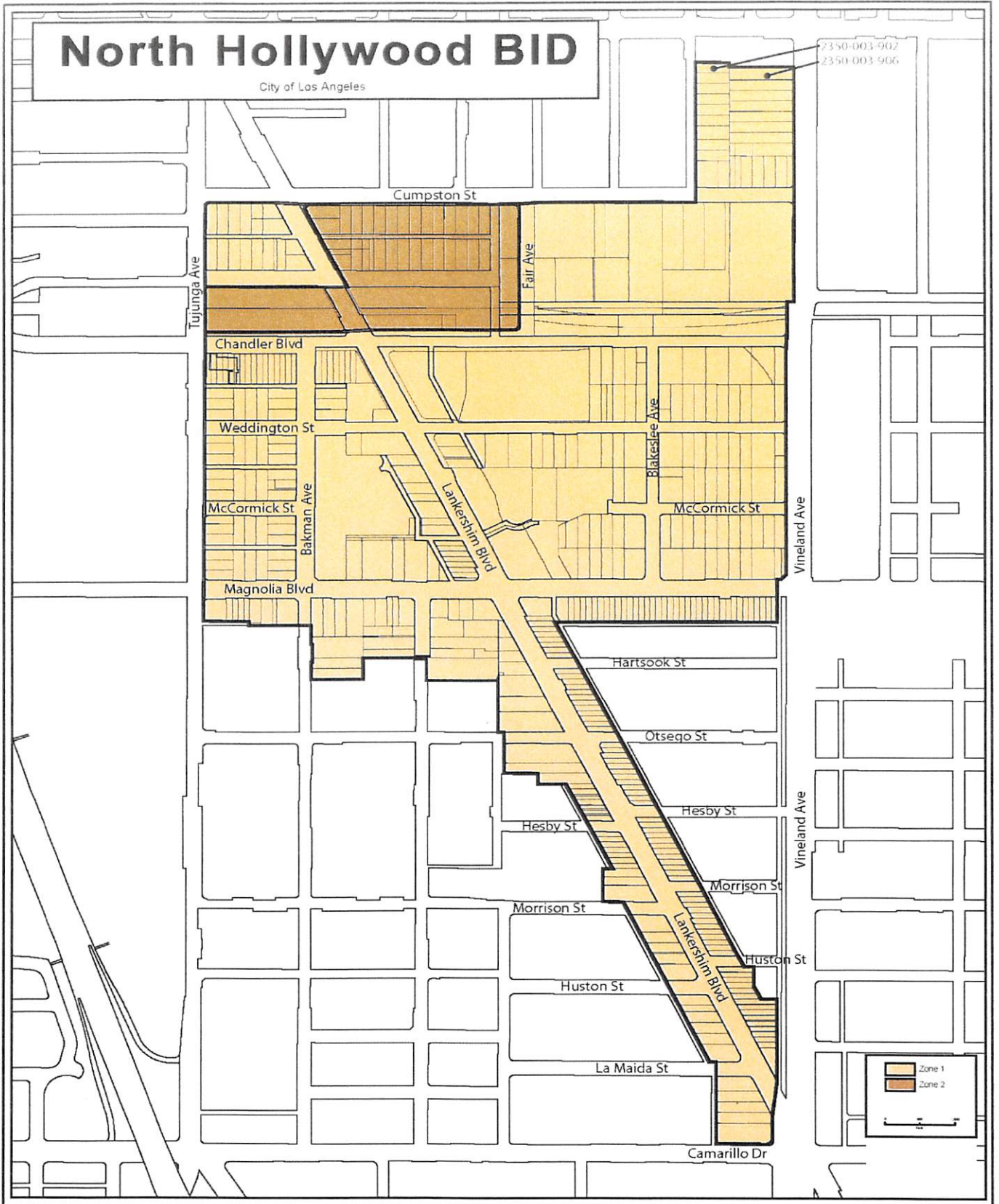
high level of usage Zone Two has the highest demand for clean and safe services within the District and has the highest assessment rates in order to provide the special benefit of increasing ridership, commerce and transit revenue. Zone Two is made up of parcels within the following boundaries:

Starting at the south east corner of Lankershim Boulevard and Cumpston Street head east along Cumpston Street to Fair Avenue. Turn south along Fair Avenue to Chandler Boulevard. Turn west along Chandler Boulevard to Tujunga Avenue. Turn north along Tujunga Avenue to the Southern Pacific Rail Road right of way. Turn east along the Southern Pacific Rail Road right of way to Lankershim Boulevard. Turn north along Lankershim Boulevard to the starting point at Lankerhim Boulevard and Cumpston Street.

North Hollywood BID

City of Los Angeles

2350-003-902
2350-003-906



PETITION TO RENEW THE
NORTH HOLLYWOOD TRANSIT PROPERTY BASED
BUSINESS IMPROVEMENT DISTRICT

PURSUANT TO (SECTION 36600 ET. SEQ OF THE
CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: LACMTA

<u>APN NUMBER</u>	<u>SITE ADDRESS</u>	<u>ASSESSMENT AMOUNT</u>	<u>PERCENTAGE</u>
2350012902	*NO SITE ADDRESS*	\$3,408.17	0.53%
2350012920	*NO SITE ADDRESS*	\$40,634.46	6.35%
2350012921	5356 LANKERSHIM BLVD	\$2,905.36	0.45%
2350012922	11223 CHANDLER BLVD	\$543.06	0.08%
2350012923	5430 LANKERSHIM BLVD	\$1,242.57	0.19%
2350012924	5420 LANKERSHIM BLVD	\$2,024.83	0.32%
2350012925	11204 CUMPSTON ST	\$1,873.55	0.29%
2350012926	*NO SITE ADDRESS*	\$969.10	0.15%
2350012927	11216 CUMPSTON ST	\$969.10	0.15%
2350012928	11220 CUMPSTON ST	\$969.10	0.15%
2350012929	11228 CUMPSTON ST	\$969.10	0.15%
2350012930	11234 CUMPSTON ST	\$969.10	0.15%
2350012931	11238 CUMPSTON ST	\$969.10	0.15%
2350012932	11244 CUMPSTON ST	\$969.10	0.15%
2350012933	11250 CUMPSTON ST	\$969.10	0.15%
2350012934	11254 CUMPSTON ST	\$969.10	0.15%
2350012935	11260 CUMPSTON ST	\$969.10	0.15%
2350012936	11264 CUMPSTON ST	\$969.10	0.15%
2350012937	5430 LANKERSHIM BLVD	\$2,317.05	0.36%
2350012938	11211 CHANDLER BLVD	\$33,190.19	5.19%
2350013906	11163 Chandler Blvd	\$1,939.23	0.30%
2350013907	*NO SITE ADDRESS*	\$4,005.70	0.63%
2350013908	*NO SITE ADDRESS*	\$5,091.55	0.80%
2350013915	*NO SITE ADDRESS*	\$1,858.36	0.29%
2350013917	*NO SITE ADDRESS*	\$1,020.07	0.16%
2350013920	*NO SITE ADDRESS*	\$2,167.70	0.34%
2350013922	*NO SITE ADDRESS*	\$2,869.45	0.45%
2350016905	5300 Bakman Ave	\$757.18	0.12%
2350016906	5311 LANKERSHIM BLVD	\$6,532.21	1.02%
2350016907	5308 Bakman Ave	\$1,513.80	0.24%
<u>TOTALS</u>		\$126,554.57	19.78%

YES, I want my property(ies) to be included in this Business Improvement District.

Property Owner's Name
(Please Print or Type)



Property Owner's OR Duly Authorized Representative's
Signature

Title
(Please Print or Type)

Date

STATEMENT OF AUTHORITY TO SIGN THIS PETITION – (Must be completed by petition signer)

I, _____, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true, correct, and complete to the best of my knowledge as of ____ / ____ / ____ . Petitioner Signature: _____
PRINT NAME CLEARLY
MONTH DAY YEAR



NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.

Please Return To:
North Hollywood BID
3982 S. Figueroa St., Ste. 207
Los Angeles, CA 90037
email: aaron@urbanplaceconsulting.com

Beck, John

From: aaron@urbanplaceconsulting.com
Sent: Wednesday, January 16, 2019 6:12 PM
To: Marshall, Velma; Potts, John
Cc: Beck, John
Subject: RE: North Hollywood BID renewal

Thanks Velma.

And look forward to hearing from John on the signing process.

Aaron

----- Original Message -----

Subject: RE: North Hollywood BID renewal
From: "Marshall, Velma" <MARSHALLV@metro.net>
Date: Wed, January 16, 2019 6:02 pm
To: "aaron@urbanplaceconsulting.com" <aaron@urbanplaceconsulting.com>, "Potts, John" <PottsJo@metro.net>
Cc: "Beck, John" <BeckJ@metro.net>

Aaron

I received the package and forwarded to John Beck to process. He is copied on this email and can advise you of the process for signature approval.

Velma

From: aaron@urbanplaceconsulting.com [mailto:aaron@urbanplaceconsulting.com]
Sent: Monday, January 14, 2019 11:28 AM
To: Marshall, Velma; Potts, John
Subject: North Hollywood BID renewal

Hi Velma and John,

The North Hollywood BID has just begun its petition drive to renew the Business Improvement District for a third time.

Petition packets were mailed out late last week, and should be arriving soon (Velma we sent to your attention).

Is the process for signature approval with Metro same as it was during the last renewal, board approval to sign?

Please let me know if the petition packet doesn't arrive in the next few days and if you have any questions.

Thanks,
Aaron

