



Westchester BID

A monthly newsletter for the business leaders of Westchester
Volume 1, Issue 3 • Winter 2008-2009

NEWS

Greening of Westchester BID Plants 86 Trees



"The repaired sidewalks and new street trees have been very popular with customers," said Gus Kazemi (The Coffee Company), "it's got to help attract customers to all of the Triangle area businesses. I'm grateful to the BID for their work on our behalf."



Triangle merchants Margot Zuzek (Canterbury Art Shoppe) and Nick Bogroff (Ted's Hair Salon) celebrate their new street tree.



Councilman Bill Rosendahl, City employees and California Conservation Corps workers planting one of the 86 trees in the Westchester Triangle. Joining them are, from left, Don Duckworth, Executive Director of the Westchester BID; Greg Monfette, City Arborist; Rosendahl; Karen Dial, President of the Westchester BID; and Luis Ortiz, City Landscape Foreman. Not pictured is John Ruhlen who initiated the Triangle street tree planting idea.

BID Replaces Triangle Area Sidewalks

For nearly two years John Ruhlen worked to have his passion for the planting of street trees along all non-Sepulveda Boulevard street frontages accomplished. Within about six months the best trees were selected in conjunction with the City arborist; business and property owners signed the needed permission papers; the City and the California Conservation Corps agreed to donate and install 86 trees as part of the Mayor's *Million Tree Initiative* at no cost; and, his fellow Westchester BID Board Members agreed to water and maintain the trees after they were planted. But the most intractable problem seemingly had no resolution almost 18 months later. The City would not provide the trees until the existing broken and dangerous sidewalks were replaced; nor did the City have funds to perform that work, which by law was a property owner responsibility. The property owner was unwilling to repair the sidewalks.

The Westchester BID Board kicked-open the log jam to create a "win-win" situation for all. At their November 20 Meeting the WBIA Board voted unanimously to appropriate \$22,000 to hire a contractor to perform the work, with the understanding that it would not be a precedent for any future sidewalk



repair action. The work was completed over four days in early December. Before the end of January, the trees had been installed, Ruhlen's dream had been realized giving the Triangle area a new, more desirable and competitive business appearance.

"I want everyone who had a part in this success to celebrate. This small project represents a new step forward for the Westchester central business district and will be one of many in the future because of our new Westchester BID," said Ruhlen. 🌱



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BID Services – Adding Up For Your Successful Bottom Line

EXECUTIVE DIRECTOR'S REPORT

Donald R. Duckworth
(photo at right)

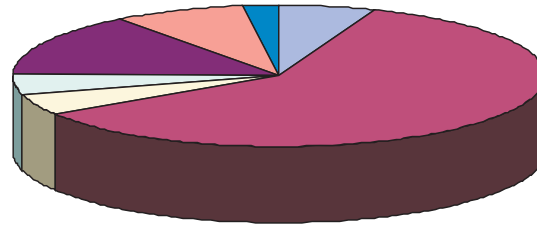


Westchester Business Improvement District Board Launches Historic Revitalization Plan for Central Business District

The Westchester Business Improvement Association Board of Directors (“WBIA”) approved two (2) historic agreements at their September 18, 2008 Meeting that are aimed at launching private revitalization of the community’s Central Business District (“CBD”).

One agreement with the renowned Urban Land Institute (“ULI”) provides for the conduct of a Technical Assistance Program (“TAPs”) addressing economic revitalization and community development issues impacting the area. “Since 1947, the ULI has been assisting communities by bringing real estate, planning, and development experts together to provide unbiased pragmatic advice for addressing complex land use and development issues,” said Katherine Aguilar Perez,

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2009 BID Budget

5.9%	Security/Homeless Services Coordination
60.1%	Landscape Maintenance, Sanitation, Beautification
5.0%	Marketing & Promotions
4.7%	New Business Attraction
14.1%	Policy Advocacy
8.0%	Office, Insurance & Other
2.2%	Uncollected Assessment Reserve

The services the BID provides are most important to its property owners/ stakeholders. Included are the following:

▼ Security/Homeless Services Coordination	\$ 25,000
▼ Landscape Maintenance, Sanitation, Beautification <i>Includes trash collection, street sweeping, pressure washing, graffiti removal, shopping cart collection, bulk item pick-up, etc.</i>	\$256,500
▼ Marketing & Promotions	\$ 21,500
▼ New Business Attraction	\$ 20,000
▼ Policy Advocacy	\$ 60,000
▼ Office, Insurance & Other	\$ 34,000
▼ Uncollected Assessment Reserve	\$ 10,000
Total 2009 BID Budget	\$427,000



Making Our Business District Inviting



“What’s the BID Done for Me Lately?”

Recently one of the property owner /stakeholders within the central business district asked for a recap of the BID’s efforts since its inception. He seemed to want to get to the bottom line “dollars and sense” of the BID Budget. All stakeholders should know this information (see chart at right).

The Westchester BID was formed to vitalize /revitalize the Westchester central business district by benefiting property and business owners and customers. The experiences of similar efforts across the nation and the analytical work of real estate economists tell us that this is accomplished by investments improving an area’s “safe, clean, and green” nature, and advocating for local government actions that benefit the area. The Westchester BID has taken effective first steps towards realizing this goal and looks forward to working with all stakeholders to realize it. 🌿

Dollars & Sense of the Westchester BID for Property Owners		
ITEM VALUE	LOCAL PROPERTY OWNER VALUE	COMMENT VALUE
Sepulveda Boulevard Improvement Project	\$11.6 Million	Without the BID and its agreement to maintain the Sepulveda Boulevard landscaping, the project would not have included landscaping.
Installation of electrical conduit for landscape lighting at City cost	\$30,732	The BID was able to convince the City to include this work in their project cost.
Installation of water meters for Sepulveda Boulevard landscape	\$16,000 (est.)	The BID was able to convince the City to include this work in their project cost.
Avoidance of General Contractor mark-up for electrical facilities installation	\$46,035 to \$73,978	Based upon the adopted 1 st Phase Electrical facilities budget of \$184,140 and a typical general contractor mark-up of 25%, BID action benefited local property owners by the indicated amount.
Installation of the “Welcome to Westchester” sign at Lincoln Avenue	\$45,000	Los Angeles World Airways was convinced to pay this cost.
City Council Member Rosendahl grant for Sepulveda electrical improvements	\$35,000	BID advocacy for local property owners.
Neighborhood Council grant for Sepulveda electrical improvements	\$10,000	BID advocacy for local property owners.
Westchester Vitalization grant for Sepulveda electrical improvements	\$10,000	BID advocacy for local property owners.
DWP Holiday Decoration grant	\$2,000	BID advocacy for local property owners.
Triangle street installation	\$47,300	Donated trees, City force labor, & CCC labor estimate per City Arborist (\$550/tree x 86 trees).
Total Return from BID operations to local property owners	\$242,067 to \$270,010 (excluding Sepulveda Boulevard Improvement Project)	



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EXECUTIVE DIRECTOR'S REPORT

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Executive Director of Los Angeles Council of ULI who recommended the program to the WBIA at the meeting.

The second agreement with **Mr. William Whitney**, an accomplished real estate advisor, provides for the preparation of updated background economics data to support TAPs decision making, and the preparation of a long term development strategy within the framework of impending planning processes for the area. Whitney was the principal author of the economic "Analysis of the Future Potential for the Westchester Central Business District" and other works relevant to current issues.

Los Angeles World Airways ("LAWA") is in the process of studying the possible expansion of Los Angeles International Airport (LAX"). That effort could involve movement of the north runway further to the north thereby negatively impacting the Westchester CBD. The WBIA has expressed its concern that any proposed northward movement of LAX northern runways, and its resultant loss of business properties or function, will economically damage the entire Westchester business district by diminishing its viability as a whole. The ULI TAPs effort will assist in identifying any negative environmental impacts of the proposed LAX expansion and how they might be mitigated.

In addition, the City of Los Angeles is poised to begin renewed master planning for the so-called "LAX Northside land" that is currently approved for approximately four million square feet of business development with the Westchester CBD serving as its "gateway" through a plan prepared by A. C. Martin & Associates. The ULI TAPs effort will assist in assuring the business community that that important future for economic development is effectively implemented. 🌿

BID 2008 DIRECTORS

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John Ruhlen
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Tracy S. Thomas
Coreland Companies



Heather Lemmon
The Real Estate Consultants



William F. Allen
HFH Ltd.
(not pictured)

Mark Your Calendar

BID BOARD MEETINGS

The Westchester Business Improvement Association administers and manages the Westchester BID and normally meets the third (3rd) Thursday of each month.

February 19

10:30 A.M.
8929 S. Sepulveda Suite #130
Westchester, CA 90045

March 19

10:30 A.M.
8929 S. Sepulveda Suite #130
Westchester, CA 90045

April 16

10:30 A.M.
8929 S. Sepulveda Suite #130
Westchester, CA 90045

WBIA ANNUAL MEETING

Annual Report to Stakeholders Meeting

March 24

9 A.M.
Truxton's American Bistro
8611 Truxton Avenue
Westchester, CA 90045



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