



# WESTWOOD VILLAGE

ANNUAL REPORT

# 2018

# Message from the Executive Director

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Since the inception of the Westwood Business Improvement District, the Westwood Village Improvement Association (WWIA) has steadily improved the foundation for economic success in the district. Our community is seeing the results from this effort. However, advancements are still needed as we prepare for the Metro Purple Line Extension and the 2028 Olympics.

In the past year, the WWIA has worked on parallel tracks to improve the vitality of our district through accomplishing short-term goals while also focusing on long-range strategies that share a common theme: enhancing Westwood Village as a destination.

Important short-term accomplishments include repairing and maintaining infrastructure, incorporating new efficiencies into our safety, maintenance, and homeless outreach programs, creating a new public recycling program, and hosting more events than ever.

Our community has taken notice. Over two-thirds of respondents to a stakeholder survey we released this year are optimistic about the future of Westwood Village.

Equally crucial to the success of our district are long-term strategies that can improve our district's status as a destination that can thrive in a City full of competitive options.

The WWIA is working to realize this goal in a number of ways including converting a vehicular street into a pedestrian-only plaza, systematically directing City Public Works crews per the Great Streets Initiative, improving the management and leasing of our City-owned parking structure, advocating for improvements to local mobility, and advancing a City pilot program to return a portion of locally generated parking revenues back to our district to pay for important improvements. We are also again recommending changes to our Westwood Village Specific Plan, this time to the nearly 30-year old parking requirements that do nothing to add inventory to our district, but do contribute to vacancy.

The Metro Purple Line Extension construction and the upcoming 2028 Olympics add urgency to our efforts. Westwood needs to step forward and take advantage of the opportunity to affect change now, especially before round-the-clock work begins on the Wilshire Blvd. subway portals, which could potentially cause a slowdown in leasing activity.

2018 has been a year of tremendous accomplishments and progress, none of which would be possible without the dedication of our Board of Directors and the support of our stakeholders. Thank you for your support, and we look forward to your continued commitment as we work to deliver on the promise of this great district.

**– Andrew Thomas**  
WWIA Executive Director

# Message from the Chairman

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The Westwood Village Improvement Association (WVIA) Board, comprised of 13 members, are volunteers, volunteers with a shared commitment to ensuring Westwood Village is, and will continue to be, regarded as a unique, vibrant and business friendly community serving the needs of its surrounding communities, businesses and visitors. The WVIA was founded on a core mission of providing a Clean, Safe and Beautiful environment. To that extent there has been much progress.

From its inception in 2011, and now with an extended term through 2026, the WVIA has not only remained focused on its core mission, but has extended its outreach and advocacy to help create an economically viable business community through the consideration of long range planning impacts, including the future arrival of a projected 30,000 riders per day at the UCLA/Westwood METRO subway stop opening in 2026, and home to over 16,000 athletes

and coaches from around the world when the Olympic games open in the summer of 2028.

Your voice counts and is encouraged. Monthly Committee and Board Meetings are open to the public and provide a platform in which the public can voice opinions and participate in a meaningful way. Help shape initiatives and goals through the work of our committees to ensure Westwood Village remains an important and economically viable business environment.

– **Jim Brooks,**  
TOPA Management, WVIA Board Chair

## Current Board Members

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**Jim Brooks**  
**Chair**  
TOPA Management

**Kifishia Kawachi**  
**Secretary**  
Sepi's and the Flame Broiler

**Kevin Crummy**  
**Treasurer**  
Douglas Emmett, LLC

**Jessica Dabney**  
**Immediate Past Chair**  
North American Realty

**Dean Abell**  
Sarah Leonard Jewelers

**Peter Clinco**  
Skylight Gardens

**Brad Erickson**  
UCLA

**Denise Garcia**  
Clarion Partners

**John Heidt**  
Heidt Torres Co.

**Patrick Nally**  
Tishman Speyer

**Bill Tucker**  
Tucker Investment Group

**Josh Weisman**  
J.S. Rosenfield

**James Wroblewski**  
W Hotel Los Angeles  
West Beverly Hills Hotel

## Former Board Members

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**Michael Beck**  
UCLA



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# Get to know the Westwood Business Improvement District

The Westwood Business Improvement District (WBID) is a unique and vibrant commercial district located on the Westside of Los Angeles. Our district is easily accessible, serving a population of over 200,000 people living within a three-mile radius. Historic Westwood Village resides within the WBID, and the district shares a boundary with the University of California, Los Angeles.

## District Zones

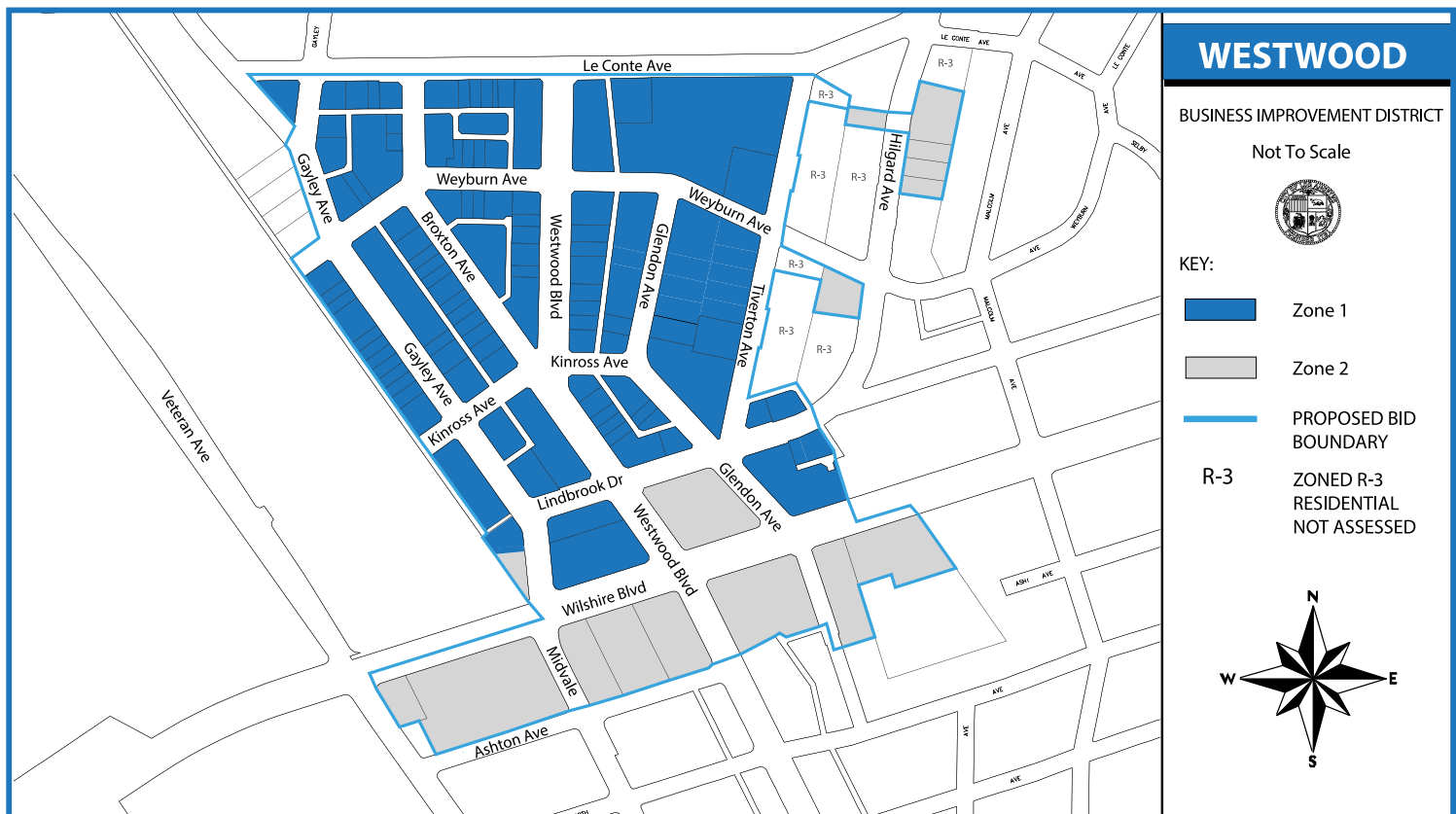
The WBID is a property-based assessment district, meaning owners of property pay assessments based on the size of their parcels, the square footage of their buildings, their street frontage, and also their zone.

### Zone 1

Primarily Westwood Village and it contains the higher concentration of retail uses in the district, the higher pedestrian counts, and the higher demand for clean and safe services.

### Zone 2

Primarily the periphery of the district and is made up mainly of high-rise office buildings. It has the lower pedestrian traffic of the two zones and less need for cleaning and maintenance services.



# Clean, Safe, & Beautiful

It is the primary mission of the WVIA to ensure the district is clean, safe, and beautiful. This work provides the foundation for a successful district. The WVIA spends 72% of its budget to meet this goal. This totaled \$1,030,086 in the 2018 calendar year.

## Clean

WVIA clean teams provide cleaning services in the district. Beginning before sunrise, the WVIA ensures each day starts with the district looking its best, and then maintains this standard throughout the day.



Ever wonder what 2,800 lbs. of trash looks like? This is what WVIA clean teams remove from our 92 BID-owned trash cans every day.



WVIA clean teams empty district trash cans at least once a day.

*“From time to time, the UCLA Wilshire Center pedestrian sidewalk retains stains from food and other debris types, and the Westwood BID Maintenance Ambassadors are always helpful in dispatching a team to power wash the sidewalks and keep them pristine and upbeat for our visitors and tenants to enjoy. Thank you Westwood BID.”*

**- David Ghatan,**

Property Manager, UCLA Asset Management, Wilshire Center, 10920 Wilshire Blvd.

### The WVIA clean team services:

- Provide 7-day per week service
- Removed 761,975 pounds of litter and trash
- Removed 1,030 stickers, flyers and instances of graffiti
- Pressure washed over 4,910,685 square feet of sidewalk
- Returned 2,158 displaced shopping carts
- Provide same-day response to calls for service





## Safe

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*“The ambassadors have been a great help to our store and very quick in their response time when dealing with transient issues.”*

**- Jewelán Cleveland,**  
Store Manager, Paper Source Westwood



WWIA safety ambassadors are the welcoming face of our community. Ambassadors are deployed throughout the district and work with our merchants and visitors to ensure the best possible experiences.

### **WWIA safe teams provide:**

- 7-day per week service
- Extensive knowledge of district information
- Daily check-ins with the merchant community
- “Eyes and ears” of the district
- Close relationship with law enforcement
- Lost and found

*“The ambassadors are really great. They have really helped us. We have young women working alone and they feel safe knowing the ambassadors are a call away. I’ve also been in Westwood or 11 years and have noticed a considerable decrease in homelessness. I could not appreciate the ambassadors more. They are a vital part of the community.”*

**- Jay Kovitz,**  
Owner, The Tanning Boutique

## Affecting Homelessness

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With over 37,000 people living on the streets of the City of Los Angeles, it is more important than ever that the WWIA dedicate resources to reduce, and eventually eliminate, homelessness in our district. The WWIA’s dedicated outreach worker is in the district 40 hours per week working to deliver our most vulnerable to life-changing services and housing. In 2018, the WWIA also partnered with our community and local social service providers to host a pop-up access center that helped connect our transient community directly to services from agencies like St. Joseph’s, LAHSA, Veterans Affairs, Shower of Hope, the Healthy Housing Foundation and others.



## Homeless Outreach Efforts January through September 2018

- 2,391 - Outreach Contacts - offering to connect homeless individuals with services
- 35 - Hygiene kits given
- 46 - Snack packs given
- 26 - Transportation assistance - bus tokens given
- 7 - ID Cards obtained
- 7 - Temporarily sheltered
- 4 - Permanently housed

The WWIA Outreach Specialist, with the help of the safety team, was able to successfully assist four of our long-term homeless individuals to transition into permanent housing. These individuals had been homeless in the district for as long as 20 years.

*“It has absolutely been a pleasure having someone in the Westwood area that is familiar with the client population. Without the help of the WWIA’s Outreach Specialist, our outreach teams would have continued to hit walls with clients in the area whom were unwilling to receive services. As an outreach coordinator for the SPA, I value the WWIA’s proactive efforts to serve the Westwood community.”*

**- Ayana Powell,**

Outreach Coordinator (East & South Quadrants), Coordinated Entry System, SPA 5, St. Joseph Center

## Beautiful

The Westwood Business Improvement District is a popular destination visited by thousands daily. Keeping the district beautiful is a priority of the WWIA, and we take on projects that enhance the quality of life in our district.



Tree trimming - Before & After

Maintain planters • Refurbished Broxton bollards





Cigarette butt recycling program



Pressure washing trike for spot cleaning



WVIA Sidewalk reconstruction on Weyburn Ave. - Before & After

## Additional WVIA Maintenance Projects

- Red curb painting
- Maintain tree wells - Fill with DG
- Painting & securing district infrastructure
- Tree watering
- Cleaning gutters and drains

## Great Streets Initiative

Westwood Blvd. has been selected as a Great Street, and as such we have received special attention from the City of Los Angeles. In 2018, at the request of the WVIA, City crews completed significant work on Westwood Blvd. including reconstructing sections of sidewalk, repairing damaged curbs, enlarging tree wells, and repairing a section of roadway at the Broxton/Kinross intersection.



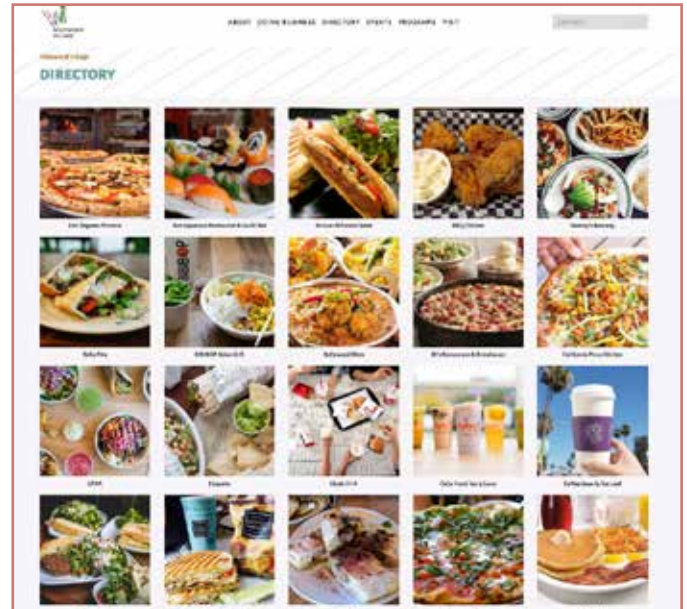
Sidewalk & Street Repair

# Communications, Development, & Events

WVIA communications tells the story of Westwood, and our outreach efforts inform thousands of stakeholders. These programs are integral in our community.

## Website

The WVIA website, [thewestwoodvillage.com](http://thewestwoodvillage.com), serves as the “front door” to the district and provides valuable information including our business directory, walking maps, parking locations, and about local events. The site also includes reports and studies, plus demographic information.



**146,753**  
Unique  
Users

**281,493**  
Page  
Views

**121,459**  
Visits

## Social Media

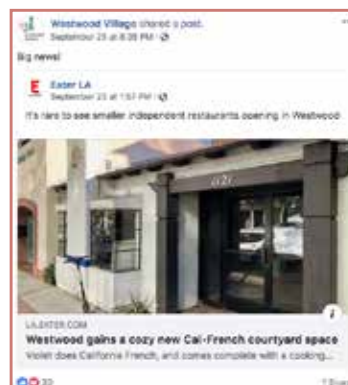
The WVIA uses Facebook, Instagram, and Twitter to build a dedicated audience of loyal followers who frequent the district. The WVIA's social platforms have grown organically through word of mouth and have become the best way to learn about happenings in the district, deals and promotions, special events, and WVIA meetings.

 **3,000+ Facebook “Likes”**

 **2,200+ Twitter Followers**

 **8,700+ Instagram Followers**

- Virtual townhall enables interaction and discussion
- Social media informs our followers of events like Westwood Village Farmers' Market promotions, Movie premieres, and the Concert Series





# Events

Events in public spaces create awareness, drive traffic, and foster community. 2018 has been the busiest event year yet for the WVIA, and we have hosted and sponsored the following:

- Weekly Farmers' Market
- Westwood Village Concert Series
- UCLA Homecoming Paint the Town
- UCLA Seniors Night Out
- Park(ing) Day
- Free Photos with Santa Claus
- Cinema Under the Stars
- Westwood Village/UCLA Block Party
- Westwoodstock Music Festival
- Holiday Crafts at the Farmers' Market



*The Westwood Village Concert Series is a partnership with the UCLA Global Jazz Department where during the months of April and October, student groups perform in the Westwood Village Farmers' Market.*



*The Second Annual Westwood Village/UCLA Block Party brought over 15,000 people to the district in 2018, primarily incoming UCLA students. The event invites new visitors to the district to become regular, lifelong, Village patrons.*



*Cinema Under the Stars outdoor movie nights*



*Westwoodstock featured UCLA student performers on Broxton for an all-day music event.*



# Westwood Village Farmers' Market

In the summer of 2017, the WVIA transitioned the Westwood Village Farmers' Market to new management. One year later, the result has been a more vibrant and engaging market that offers visitors fresh organic produce, handcrafted products made by local artisans, and unique food options. Market-goers have responded, and foot traffic has increased significantly.



*"Thanks to the WVIA, the Westwood Village Farmers' Market takes place every Thursday on Broxton attracting the diverse Westwood community (and beyond) to gather in the Village in support of their local food system."*

- **Mark Anderson,**  
Farmers' Market Operator, Farmer Mark

The WVIA hosts kids crafts during the holidays at the Westwood Village Farmers' Market, including cardmaking and crafting for Valentine's Day, Mother's Day, Father's Day, Graduation, and Christmas.



## Newsletters

The WVIA produces a regular e-newsletter to inform our stakeholders and visitors about what is going on in the district. Our publication features information about events and happenings, new businesses, where to park, and any other news that interests our community. To date, our newsletter reaches nearly 850 Westwood stakeholders every month.

# Walking Map & Directory



The WVIA walking map includes a full-color map and a listing of every business in the district. The design and distribution of this map are fully paid for by advertising purchased by local businesses, and the map is updated twice a year.

The WVIA manages three outdoor directories in the district. These directories feature the same great information as the walking maps, and also includes space to promote local events.



*“Geffen Playhouse loves the map! We happily hand it out to our patrons who are looking for restaurant ideas, or activities in the area. Plus it lists the convenient parking options and helps people to explore the Village.”*

– **Jeni Pearsons,**  
Director of Special Events, Geffen Playhouse

## Meetings

The WVIA hosts regular Board and sub-Committee meetings to inform and receive feedback from our community about issues impacting our district. From October 2017 – October 2018, the WVIA hosted 48 public meetings.

<b>WVIA Board</b>	<b>= 11 meetings</b>
<b>Clean, Safe, and Beautiful Committee</b>	<b>= 11 meetings</b>
<b>Parking, Access, and Transportation Committee</b>	<b>= 5 meetings</b>
<b>Business Attraction and Retention Committee</b>	<b>= 11 meetings</b>
<b>Executive Committee</b>	<b>= 6 meetings</b>
<b>Town Hall Meetings</b>	<b>= 4 meetings</b>





# Parking, Access, and Transportation

Improving the parking experience in our district, especially for our visitors and shoppers, is a priority. The WVIA has formed strategic partnerships with the Mayor's Office, the Los Angeles Department of Transportation, and the City Attorney's Office to meet our goals. Here is a recap of our efforts:

- Approve \$5 After 5PM Public/Private Parking Partnership to be implemented
- Establish a Parking Benefit District to be implemented
- Monitor LA Express Park management program
- Advocate for mobility improvements for pedestrians and bicyclists



*Partner with private resources in the district to promote publicly accessible parking spaces at a predictable price.*



*The Parking Benefit District will return 15% of parking meter revenue to Westwood to fund improvements.*



*Real-time, demand-based parking management solutions to improve parking in the district.*

## Broxton Public Parking Structure



The Broxton Public Parking Structure is a City-owned resource that offers convenient and affordable parking, including two-hours free before 5PM. Through our partnership with LADOT, the WVIA has advocated for the following improvements in 2018:

- Implement pay-on-foot technology to improve efficiency and reduce exit wait times
- Paint the structure
- Improve the daily maintenance of the structure
- Improve the leasing and re-investment in the structure
- In 2018, the City pressure-washed the structure and replaced the eroded surface coating on the roof level



# Bicycles, Buses, Pedestrians, and the Subway

Westwood must be accessible and welcome all forms of transportation. In early 2018, Metro confirmed the request of the WVIA to have three subway portals on Wilshire Blvd., including a south-side portal that will provide riders exiting on that side the opportunity to cross our busiest street while underground.



*The long-awaited Metro Purple Line Subway Extension is now under construction.*

## Other steps taken by the WVIA to improve access include:

- Advocate for Purple Line Extension subway portals that match the character of Westwood
- Encourage Metro to work during off-peak times through the 2018 holiday moratorium in order to complete the work faster
- Resurface and re-stripe Westwood Blvd.
- Repair and Reconstruct district sidewalks
- Advocate for the Bruin Bus stop now outside the Hammer Museum

*“Metro is committed to being a good and responsible neighbor in all of the communities where its transportation projects are being planned and constructed. For the Purple Line Extension project, Section 3, Metro is proud to have formed a collaborative partnership with the WVIA to highlight issues of public concern.”*

- Marlon Walker,  
Metro Community Relations

## Bike Share

There are two Bruin Bike Share hubs in the district. The Westwood Village hubs are among the most used in the entire program.

*“The WVIA is a strong partner of UCLA Transportation in helping to make UCLA and the surrounding community more walkable, bikeable, and livable through efforts such as Bruin Bike Share, PARK(ing) Day, and advocating for safer streets in Westwood Village.”*

- Renée Fortier,  
Executive Director, UCLA Events & Transportation



# Westwood Village Specific Plan

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The WVIA is focused on improving the economic vitality of the district. The WVIA took the position in 2018 to recommend the Westwood Village Specific Plan (WVSP) parking requirements be amended.

## Current Regulations and Impacts

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The WVSP currently requires any change of tenant use to trigger either building new parking on site, or the need to enter into covenants with other property owners to provide dedicated parking off site. Neither option is realistic and this has had a chilling effect on leasing. Other requirements direct new developments to replace 50% of any lost parking regardless of whether it is required by the new use, and also hold new developments to the dated standards from 1989 when the WVSP was passed.

## Recommendation

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The WVIA determined that the WVSP parking requirements do nothing to add to the district's parking inventory and that the requirements contribute to chronic vacancy. Furthermore, the parking requirements do not align with current planning best practices, nor do they align with changes in transportation in Los Angeles.

At the May 17, 2018 WVIA Board of Directors meeting, the WVIA determined to recommend parking requirements be eliminated for changes of use, the parking requirement for replacement parking be eliminated, and to ask that the requirements for new developments be re-evaluated.



# WVIA Staff

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The WVIA Staff is responsible for executing the policies and direction of the Board of Directors, and carrying out the day-to-day management of the WBID.



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## **Donovan Wilkes**

Outreach Specialist

## **Ron Sibrian**

Ambassador Program Manager

## **Megan Furey**

Marketing & Communications Manager

## **Niki Svara**

Operations Manager

## **Andrew Thomas**

Executive Director





WESTWOOD VILLAGE

← Hammer Museum

→ Geffen Playhouse  
UCLA/Medical Ctr

↑ Bruin Theatre  
Fox Village Theatre  
Regent Theatre

Westwood Bl









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