

Annual Report 2012



WESTWOOD VILLAGE

Introduction

Message from the Executive Director

It has been a phenomenal year. In a very short time, the Westwood Village Improvement Association (WVIA) has become a central voice in the community as Westwood Village has become a cleaner, safer and more beautiful place than it has been in years.

Our successes are remarkable. WVIA maintenance teams have collected nearly 100 tons of trash, pressure-washed 300 miles of sidewalk and removed scores of graffiti. Public service ambassadors serve as the friendly face of Westwood Village while also acting as the contacts for businesses, visitors and local law enforcement officers.

Furthermore, WVIA-contracted social service teams have helped many of District's most vulnerable homeless enter into rehabilitation programs. We also recognize parking and traffic circulation as a top priority and are working with public and private partners to implement both short-term and long-term solutions.

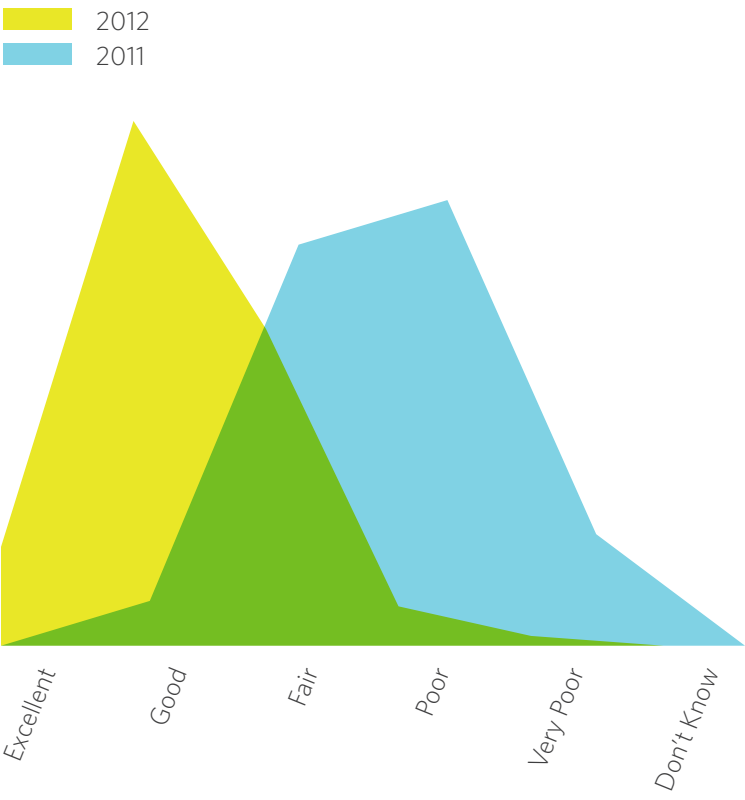
The District's rebranding effort is highlighted by a new visual system and website that both act as vibrant and compelling methods of transmitting vital information.

Through hard work and diligence, the WVIA has reversed crippling trends of neglect in the District. However, we are now tasked with maintaining our achievements while looking to the future, and in particular, the renewal of the Westwood Business Improvement District and the continued management and oversight provided by the WVIA.



Andrew Thomas
Executive Director, WVIA

Stakeholder Survey Results—Current Condition



Mission Statement

The Westwood Village Improvement Association (BID) is a non-profit organization whose mission it is to make Westwood Village a clean, safe and friendly place for the community through maintenance, security and enlivening programs. The WVIA shall lead the District by taking positions on district-wide short and long term opportunities, and considering matters such as city planning and zoning, parking, events and other services that promote increased tenant recruitment and retention, business, values and investment.

Walking Map

The WVIA has developed a highly detailed yet user-friendly walking map designed to be easily accessible on street corner kiosks and via the District's website. The colorful diagram keeps visitors and local pedestrians informed on new restaurants, storefronts and amenities using categorized lists for easy searching.



"After years of watching Westwood Village deteriorate into a zone of overgrown trees and empty storefronts, retailers here said they saw a glimmer of hope recently as cleaning crews began power scrubbing the District's grimy sidewalks. A new business improvement District—Westwood's first in nearly a decade—has begun having trash picked up, freshly trimmed branches decked with lights and thousands of inky chewing gum splashes scrubbed off the walkways."

Martha Groves, LA Times

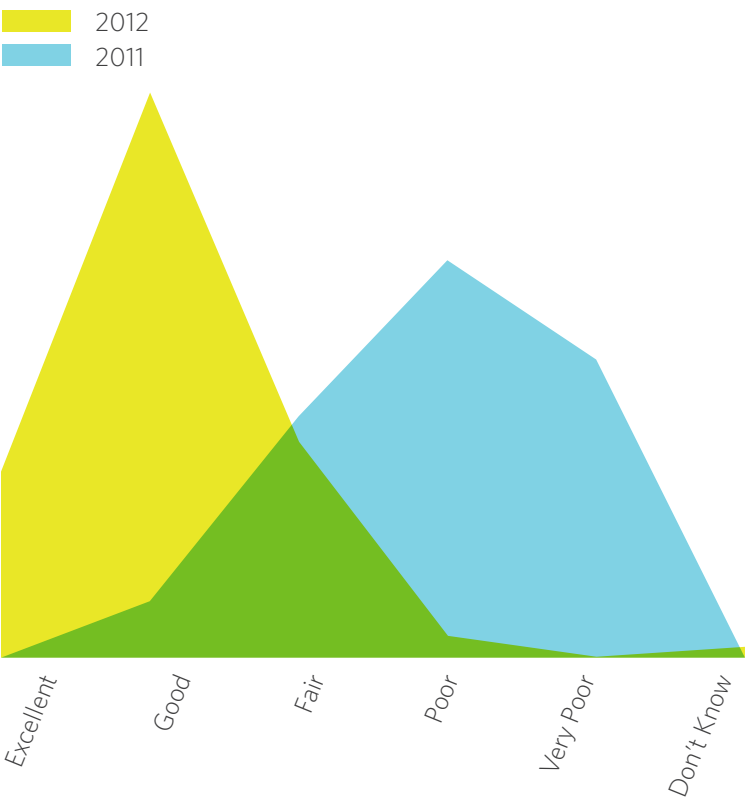
Seeing a brighter future for Westwood Village
November 13, 2011

Clean

Maintenance Ambassadors

WVIA Maintenance Ambassadors can be found in the District seven days a week working diligently to improve the appearance of all public spaces. Primary responsibilities include providing cleaning services throughout the entire District by removing litter, weeds, cigarette butts, stickers and graffiti. The crews also handle variable emergency situations such as spill cleanups and help carry out special projects to enhance the long-term appearance of the District.

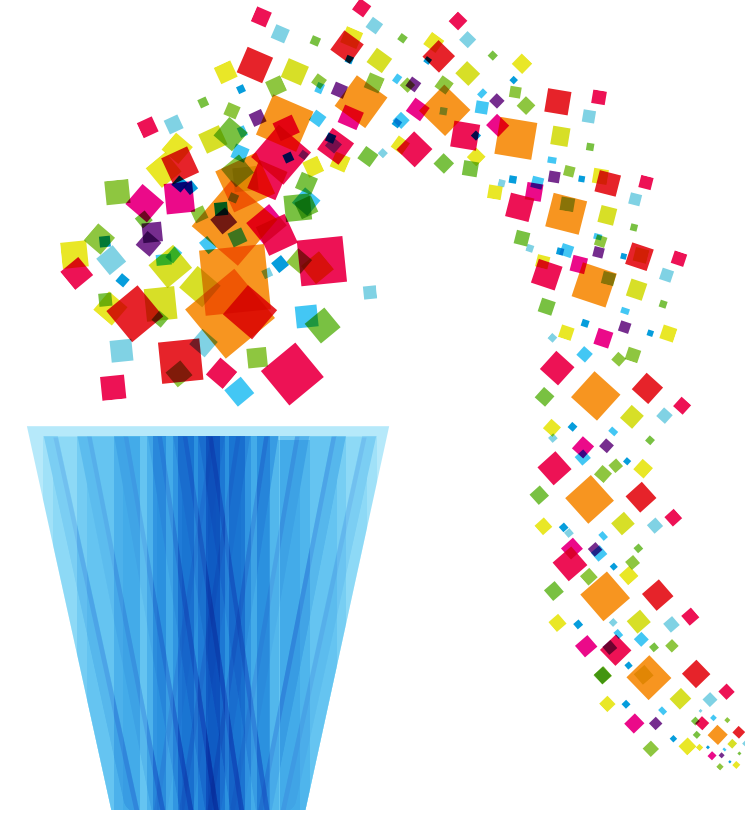
Stakeholder Survey Results—Cleanliness



Over
1,600,000
Square Feet of Sidewalk
Pressure Washed

Pressure Washing

The WVIA provides pressure washing five days a week for sidewalks and alleys District-wide. A majority of the pressure washing services are done overnight to minimize inconvenience to businesses and visitors; however, the Maintenance Ambassadors also deploy a smaller pressure washer for rapid response and spot cleaning during normal business hours.



168,557
Pounds of Trash Removed

"A majority of those surveyed viewed the safety and cleanliness of the Village in a very positive light, as opposed to mostly negative reactions a year ago—a change that [Andrew] Thomas credits to the ambassador program"

Erin Donnelly, Daily Bruin

Safety, maintenance from patrol ambassadors
revitalize Westwood business, impressions
September 23, 2012



Over
400
Instances of
Graffiti Removed

Beautiful

Tree Trimming

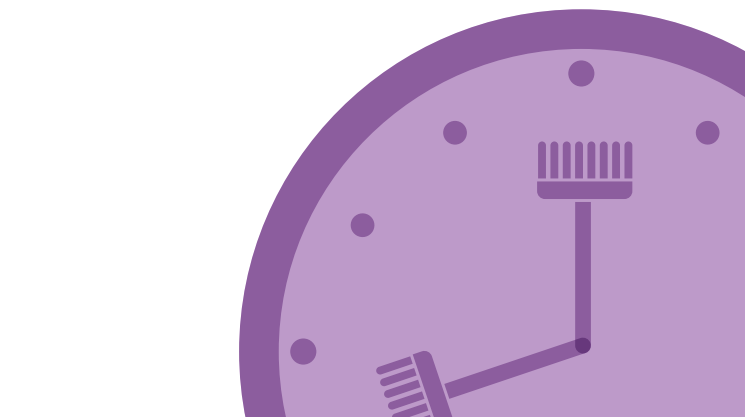
The WVIA has implemented a tree trimming program to ensure all of the District's public street trees are trimmed annually. As part of this program, the second annual tree trimming event in the autumn of 2012 resulted in 482 District trees freshly clipped. Without the WVIA maintenance services, the District's trees would be on Los Angeles' 50-year trimming cycle.

Tree Lighting

Tree lighting is a simple and effective way of brightening the District and increasing the appeal of nighttime activities such as shopping and dining. In just over a year of operation, the WVIA lit 150 trees on Broxton Avenue, Gayley Avenue and on the median of Westwood Boulevard. Future plans include tree lighting to be continued on the flanks of Westwood Boulevard.

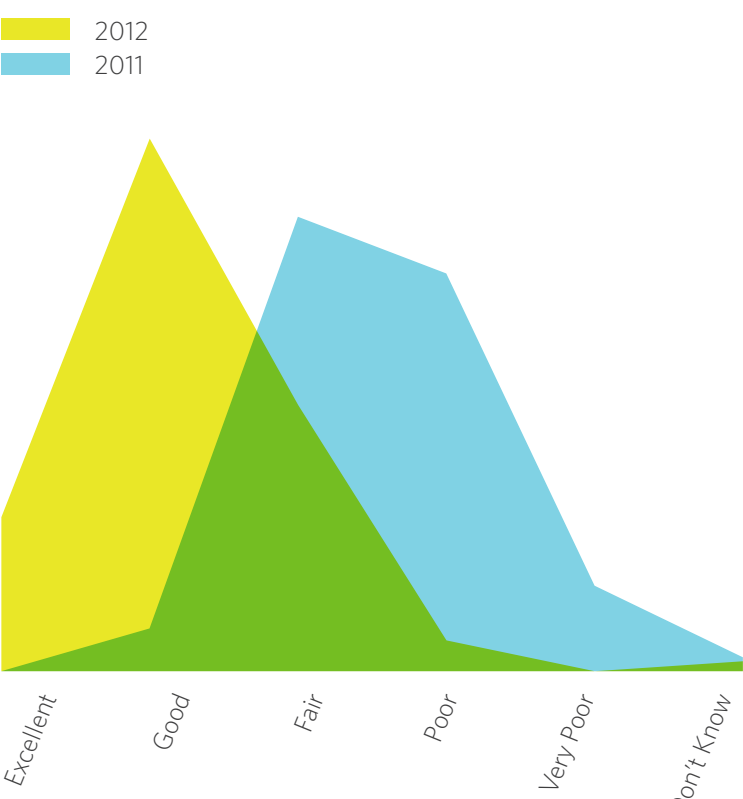
Median Landscaping

After years of poor management and uninspired effort, the WVIA has undertaken a serious initiative to enliven the District's streets with upgraded landscaping. All street medians have been improved with California-native, drought-tolerant landscaping and receive bi-weekly maintenance visits.



1,149
Hours of Sidewalk Sweeping

Stakeholder Survey Results—Overall Appearance



"Besides aesthetic appearance, the ambassadors are particularly noted among members of the local community for their work with the homeless population in Westwood."

Erin Donnelly, Daily Bruin

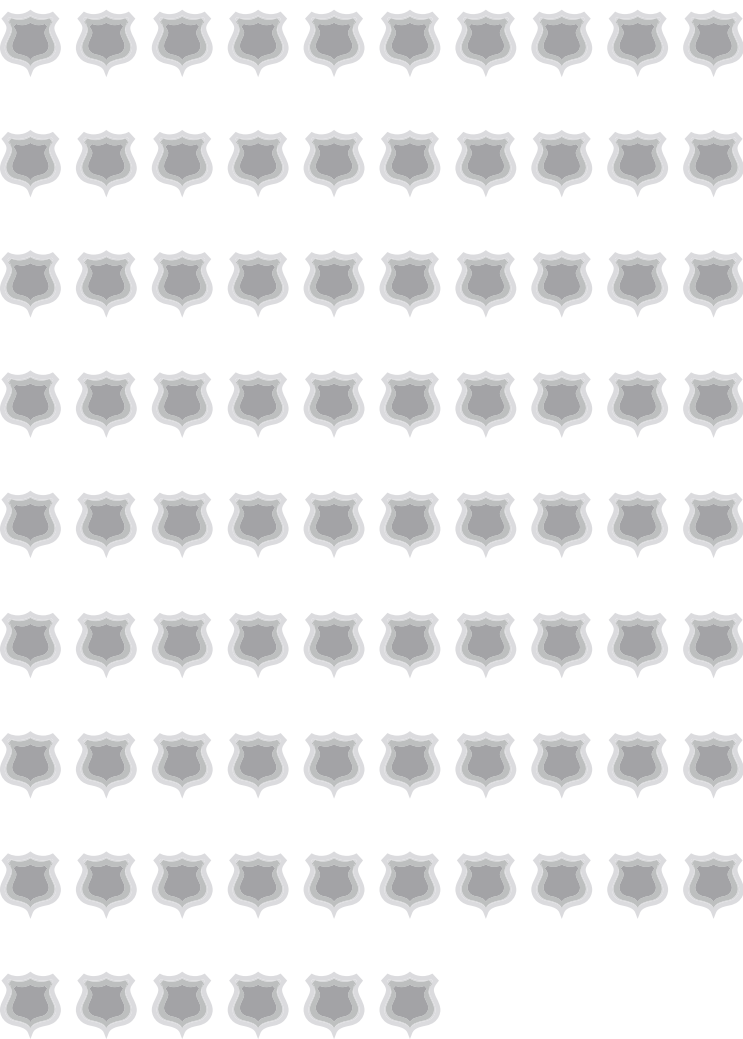
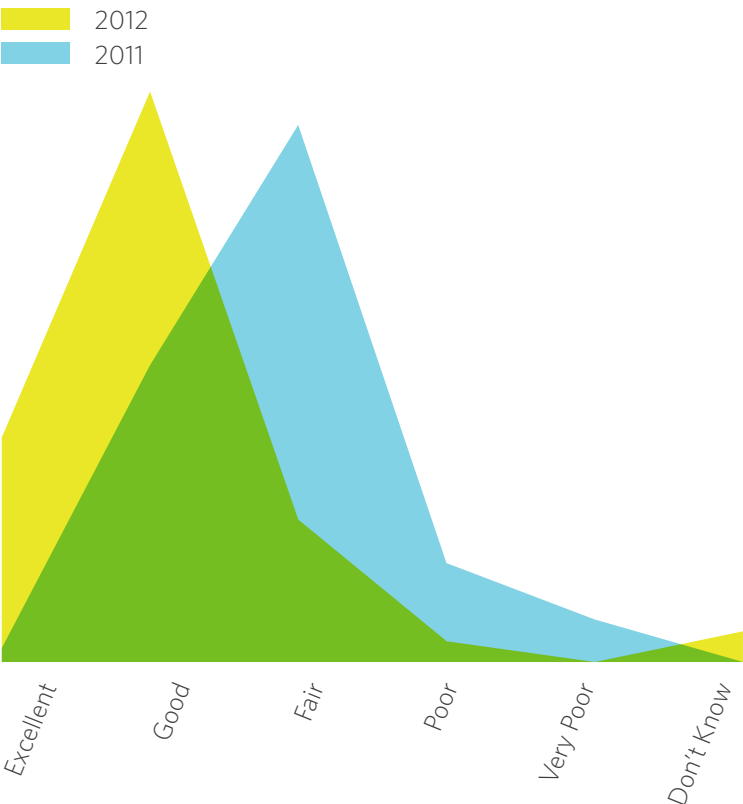
Safety, maintenance from patrol ambassadors
revitalize Westwood business, impressions
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Safe

Public Service Ambassadors

WVIA Public Service Ambassadors extend a warm welcome during their daily patrols on foot and via Segway by providing significant pedestrian engagement and extensive knowledge of the surrounding area if questions arise. WVIA Ambassadors offer support for the local merchants and respond immediately to calls for assistance. Ambassadors also serve as agents of local law enforcement and act as a clear deterrent for low-level crime.

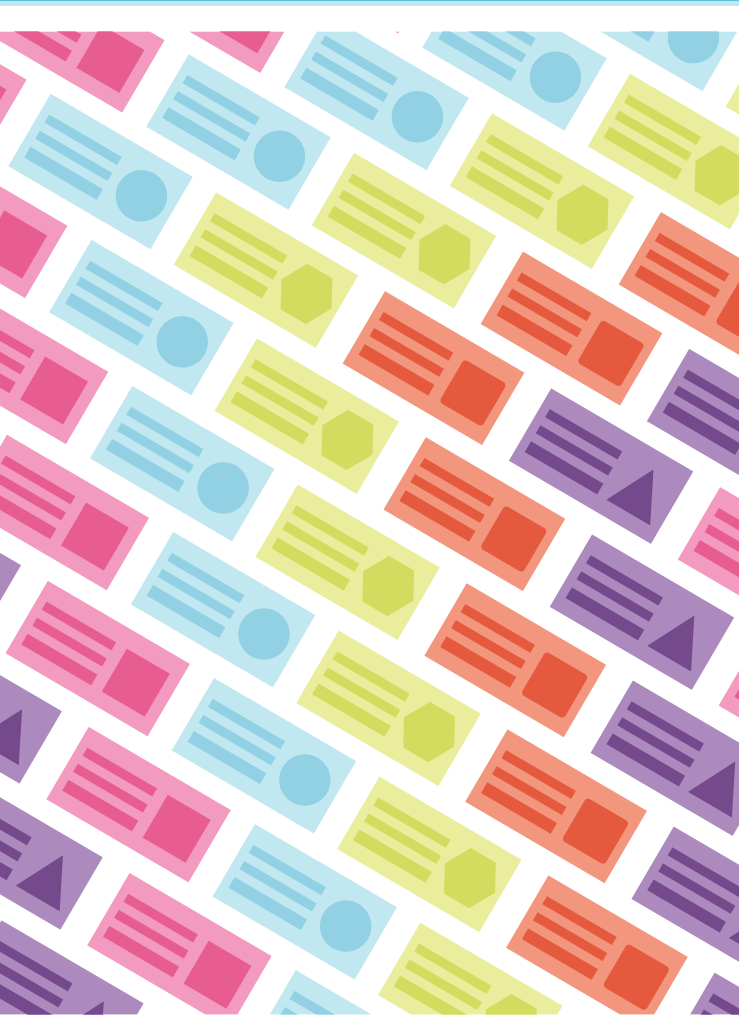
Stakeholder Survey Results—Safety



86
Assists to Local
Law Enforcement

"After more than two decades of steady decline, Westwood Village may be poised for a revival, according to analysts at UCLA. ... 'It's taken a while for Westwood to reestablish its new identity, but really it is primed for its next blossoming,' [Dana] Cuff [director of cityLAB at UCLA] said. ... '[cityLAB] has noticed that Westwood is becoming more of a model for what shopping neighborhoods could be in the future, combining large retail stores and cultural locations with smaller boutique stores that bring a local feel to the community,' Cuff said."

Alexia Boyarsky, Daily Bruin
Opening of new businesses enliven Westwood Village
May 4, 2012



Over
5,000
Business Contacts

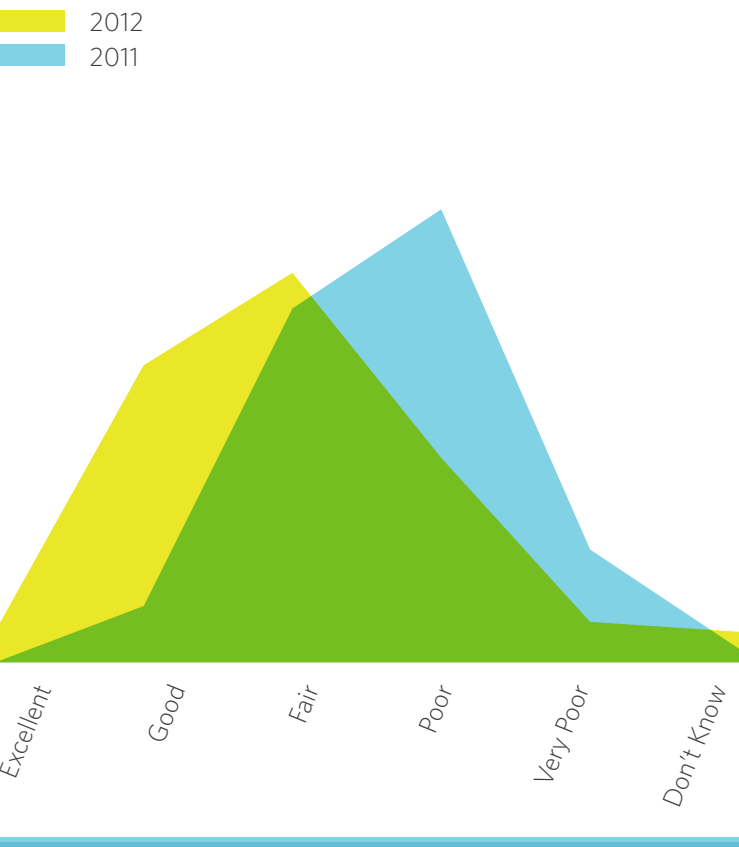
Branding and Communications

Development Strategy

Sitting at the gates of a world-class university, Westwood Village is comprised of an eclectic mix of exciting cuisine, historic theaters, stunning museums and vital cultural resources. Westwood Village's success is dependent on the WVIA's instrumental ability to promote the area's notable assets to neighbors, visitors and local employees. A fundamental step in reinvigorating Westwood Village occurred as part of a brand discovery study completed by the Los Angeles-based agency BrandCulture (www.brandculture.com). The agency conducted in-depth interviews with key stakeholders and surveyed an array of local businesses to uncover the underlying perceptions of the District.

The findings were translated into a new logo and visual identity system that embraces the District's charm and bolsters its unique big city flavor. All brand elements including a vibrant iconography system, website, walking map and business directory are components of a larger vision seeking to continue to redefine the District as a compelling commercial destination.

Stakeholder Survey Results—Economic Vitality



"Things have been getting better, and I think that if Westwood Village gets a reputation for being a safe, clean, fun environment, then people will start coming in more than in the past couple of years," [Eric] Cho said."

Alexia Boyarsky, Daily Bruin
Westwood Business Improvement District
helps keep streets clean, alleviates homelessness
April 20, 2012

Parking

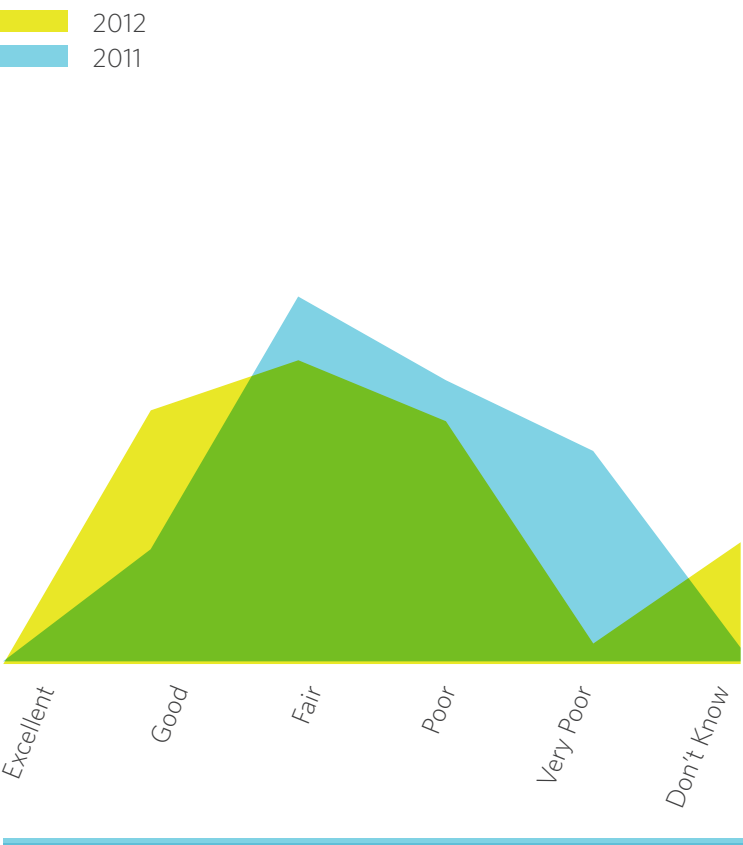
Comprehensive Survey, Analysis and Recommendations

An integral part of the WVIA's mission is to enhance the overall parking experience for visitors. The WVIA has engaged the firm Civic Enterprise Associates (CEA) to assess the District's current parking needs and provide recommendations to improve current conditions.

Thus far, CEA has worked on developing a comprehensive inventory of publicly accessible District parking spaces and an occupancy study that provides an understanding of how those spaces are utilized through community outreach meetings and stakeholder surveys. CEA has documented nearly 6,000 publicly accessible parking spaces available in the District, but 90% of spaces are housed in off-street parking structures, many of which are heavily underutilized. Most people flock to on-street metered parking due to its perceived convenience and close walking proximity to shops and restaurants.

The WVIA has recommended action on a number of CEA findings that will help visitors find accessible off-street parking and increase the availability of metered on-street parking. Those recommendations include: creating new way-finding signage towards parking garages, instituting an employee parking program, advocating for an increase of on-street spaces through redesigned parking spots, maximizing the use of the Bxton garage, and championing the creation of a Westwood Parking District.

Stakeholder Survey Results—Parking Availability



"In surveys conducted by the Village Improvement Association both this summer and last summer, many business and building owners in Westwood said they saw a significant shift in their impressions of the Village."

Erin Donnelly, Daily Bruin
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September 23, 2012

Special Projects

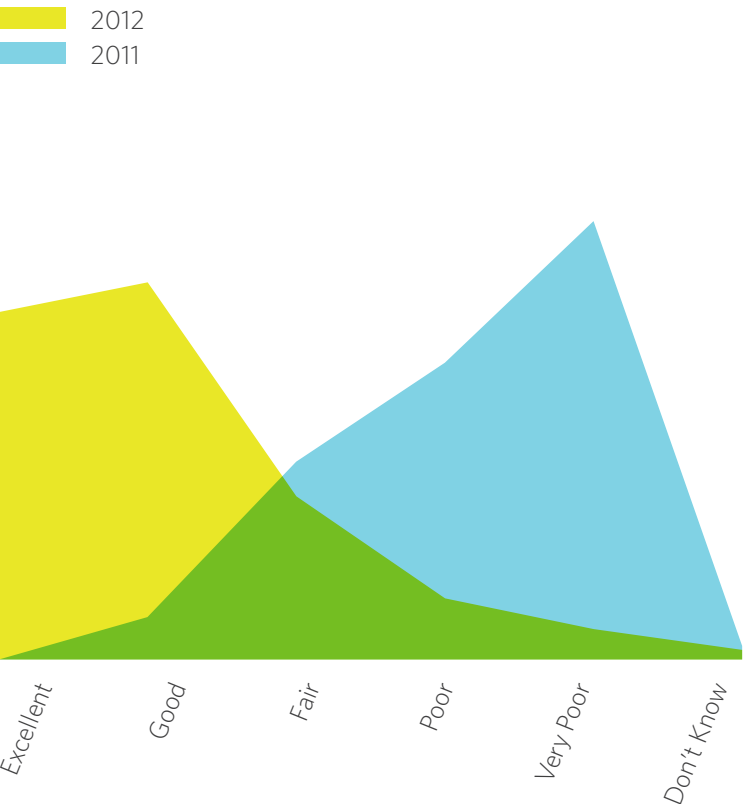
Sidewalk Cutting

To increase safety for Westwood Village's bustling pedestrian traffic, the WVIA has employed a new 'sidewalk cutting' technique—a cost-effective approach to eliminating the trip hazard from lifted sidewalks. Most of the District sidewalks have become ADA compliant without the tremendous expense or commercial interruption of a large-scale sidewalk replacement project.

Trash Can Refurbishment

Most of the District's distinctive blue trash cans have accumulated layers of grease, grime and gunk over the years. In order to restore the cans to their original shine, the WVIA has embarked on a major refurbishment project to refresh the dated bins. Each of the District's nearly 90 trash cans is undergoing a complete strip, sand-blast and repaint before it's wrapped in a band designed in the District's new colorful visual system.

Stakeholder Survey Results—Sidewalk Maintenance

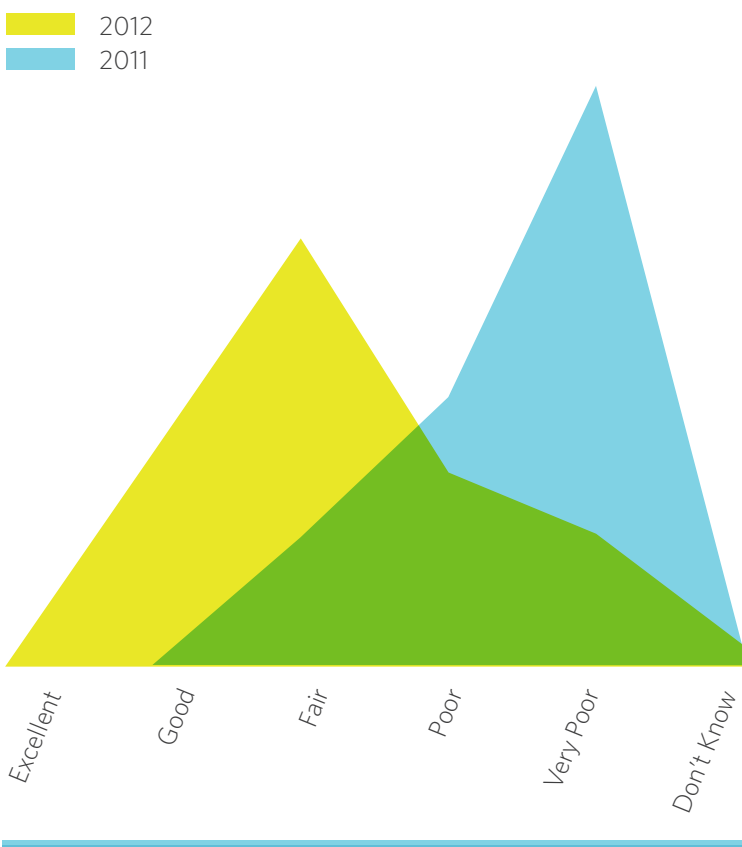


10 Chronically Homeless Individuals Have Accepted Housing Services from PATH

Homeless Outreach

The WVIA has partnered with PATH (People Assisting the Homeless) to provide outreach and intervention services to homeless individuals within the District. PATH outreach workers travel on a weekly and as-needed basis through the District to engage homeless individuals with social services and opportunities for housing. PATH has also partnered with local business in order to raise additional funds to augment their services within the District.

Stakeholder Survey Results—Homelessness



"Los Angeles City Councilmember Paul Koretz said the community is 'absolutely headed in the right direction ... There are a lot of things we should be doing as a city that we don't do, which makes this BID even more desperately needed,' he said."

Meredith Skrzypczak, Westwood-Century City Patch
BID highlights progress in Westwood Village
August 17, 2012

Local Buzz

"These improvements will most certainly help out with bringing more tenants and clients into our properties and businesses."

– Gabriela Santiago Medford,
Property Manager at 10866 Wilshire Blvd.

"The sidewalks look great. The crew is doing a nice job keeping the walkways clean."

– Barry Fein,
Owner of London Cleaners, 1073 Gayley Ave.

"I don't know how we got along before without you. You are making a huge difference to Westwood Village and we all appreciate it."

– Doug McCormick,
Christian Science Reading Room, 1125 Glendon Ave.

"I have noticed a notable difference in the cleanliness of the Village and feel like this is a beginning of something great."

– Lonney Gordon,
Store Team Leader at Whole Foods Market, 1050 Gayley Ave.

"They are kind and caring and their presence in the Village adds to the overall ambience and safe downtown feeling."

– Carolyn Pon,
Store Manager at Peet's Coffee & Tea, 1154 Westwood Blvd.

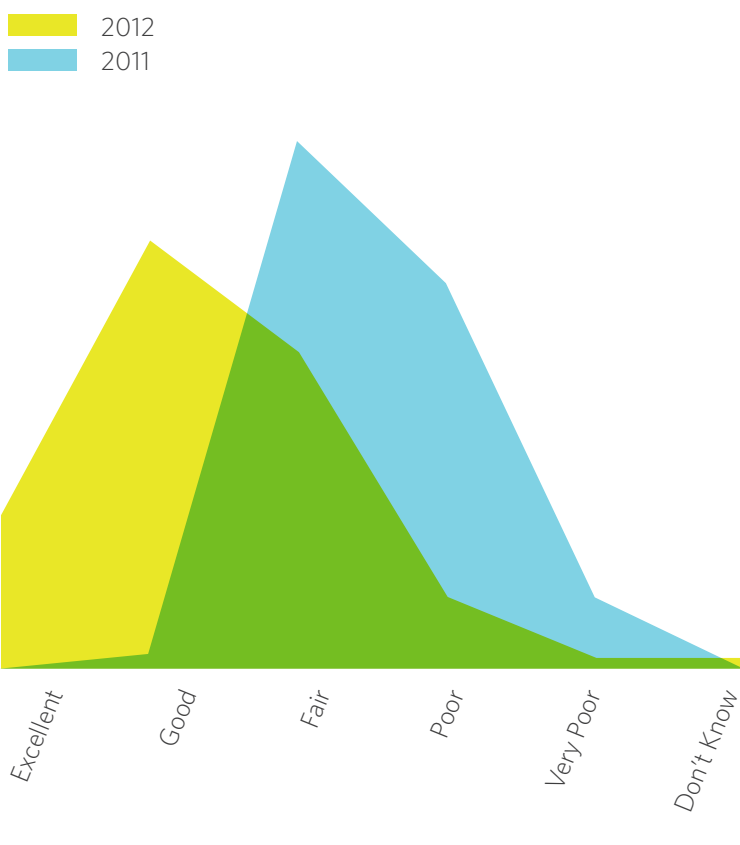
"Westwood is beginning to change in very positive ways, let's hope it keeps going."

– Thomas Schneider,
Architect at Barton Myers Associates, 1025 Westwood Blvd.

"You've got a great crew here, and I greatly appreciated their help."

– Dr. J. Wes Ulm,
District Visitor

Stakeholder Survey Results—Overall Image



Goals for 2013

Clean, Safe & Beautiful

- Continue the successful management of the enhanced maintenance and cleaning services provided by the Ambassador program
- Maintain a consistent cleaning schedule and ensure that all parcels in the District receive high quality services
- Advocate for improved services provided by the City of Los Angeles
- Expand cleaning projects and upgrade District infrastructure

Parking

- Establish an employee parking program that will encourage District workers to park on the periphery of the District in order to free up vital customer parking
- Increase our on-street supply of parking by advocating for new metered spaces and requesting increased enforcement of disabled placard fraud
- Advocate for the creation of a Westwood Parking District that will keep meter revenue local to help fund further improvements in the District

Communications

- Continue efforts to embody the new Westwood Village brand: Neighborhood Charm, City Style
- Encourage local residents, UCLA students and staff, and workers in the Wilshire office buildings to enjoy Westwood Village through its restaurants, shopping opportunities and cultural hubs
- Continue District newsletters and town hall meetings to facilitate vital communication between all property owners and merchants

Special Projects

- Replace sections of sidewalk that have been lifted and cracked by tree roots
- Continue its partnership with UCLA's cityLAB project, which promises to bring unique, vibrant and relevant art projects to the District, as well as continue to provide input for the vision of the revitalized Westwood Village

Stakeholder Survey Results—Overall Optimism

