



WESTWOOD VILLAGE

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17

ANNUAL REPORT



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Board and Staff

Message From the **Executive Director**

It is an exciting time to be in Westwood, and expectations in our community are high. To respond, the Westwood Village Improvement Association (WVIA) has broadened its scope to provide the leadership necessary to best position our district through 2017 and into the future.

The core mission of the WVIA remains to make our district a clean, safe, and welcoming place for our visitors, businesses and residents. This important work also provides the foundation for investment and development. However, upcoming events have focused the WVIA's attention on future opportunities that require planning today. I am referring to the Metro Purple Line Extension and the 2028 Olympics.

The future subway portals on Wilshire Blvd are expected to be among the busiest hubs in the City. It is imperative that the Purple Line Extension be completed in a manner that benefits Westwood. The portals must match our unique character, they must be clean, and they must be safely accessible. This last point is primarily why the WVIA is advocating for a third portal to be built on the south side of Wilshire Blvd. Asking thousands of riders to consistently queue and then cross from the north side of Wilshire Blvd, especially during peak transit times, is simply not safe.

To further prepare for the people the subway will deliver to us, and for the attention we will receive from UCLA's hosting of the 2028 Olympic Village, the WVIA is focusing on improving the economic vitality of our district. To this end, the WVIA is recommending the Westwood Village Specific Plan (WVSP) be amended to encourage leasing for food uses, in particular the fast casual restaurants that are changing the way the world eats. The

WVSP is dated and does not account for changes in the restaurant industry. As a result, we have fallen behind our competitors, and added vacancy.

In addition to focusing on long-term issues, the WVIA has been busy managing day-to-day improvements in our district. To borrow from Mayor Garcetti, the WVIA has adopted a "back to basics" approach that is both deliberate and goal-oriented. In January 2017, three of the WVIA Board sub-committees determined their priorities for the year and have been systematically checking off accomplishments. Highlights of our progress are detailed in this report.

2016-2017 has been a terrific year. None of our achievements would have been possible without the dedication of our Board and the support of our stakeholders. We look forward to your continued commitment as we work to deliver on the promise of this great district.



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.



Added Value

The Westwood Village Improvement Association opened its doors for business in August 2011. Since then the WVIA has picked up trash, planted and trimmed trees, fixed sidewalks, shown movies, produced events, found and returned lost property, created additional parking, put up wayfinding signs, installed banners, branded trash cans and utility boxes, advocated for policies to improve the economic vitality of our community, and so much more. The achievements of the BID are too numerous to list in this report but it is clear that progress has been made throughout the Village.

After six years of hard work, the WVIA is now established as the central voice for the Village and the Board continues to push for improvements in every sector, reaching beyond clean, safe and beautiful. With an extended term through 2026, the WVIA looks to the future—to the day when the Village is 100% occupied by quality tenants, to the arrival of the METRO subway and then the Olympics. For the next ten years and beyond, the WVIA will continue its work to ensure that Westwood Village remains a vibrant, unique community that serves businesses, residents, UCLA and all of our visitors. – Jessica Dabney, North American Realty, WVIA Board Chair

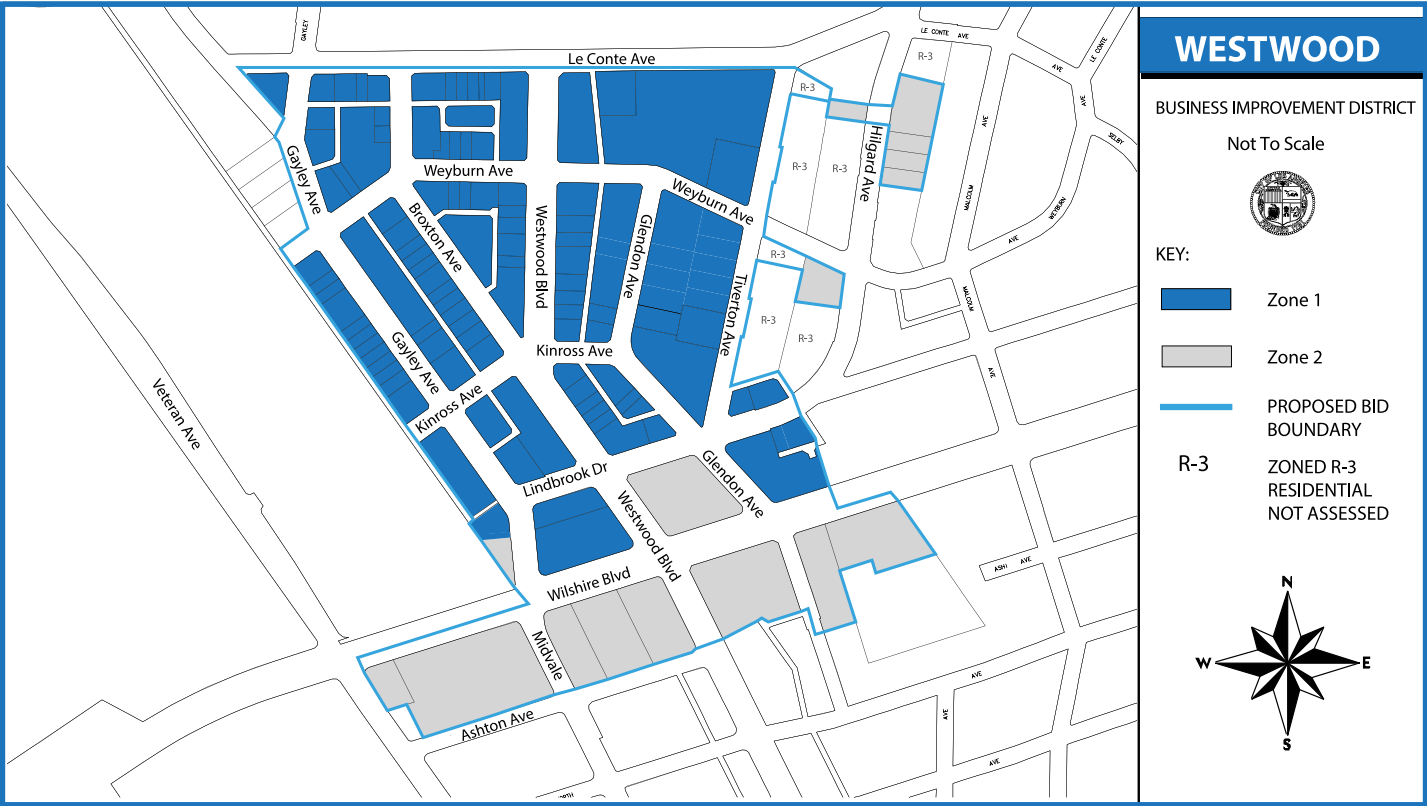


– Jessica Dabney,
WVIA Board Chair

The Westwood Village Improvement Association (WVIA) Board of Directors oversees the WBID and provides essential services to ensure the vitality of the district. Rate-payers within the WBID pay approximately \$1.4 million dollars in annual assessments to fund key programs to make Westwood the best possible place to live, work, and play.

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.

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.

ZONE 2

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 \$1,031,178 in the 2017 calendar year, an increase of 6% from 2016.



Clean

WVIA clean ambassadors 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.

2016 WVIA Budget



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



"WVIA staff is amazing! They are always so helpful and eager to assist right away!"

- Kelli McKnight
General Manager,
California Pizza Kitchen

Safe

WVIA 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.

WVIA safe teams provide:

- 7-day per week service
- Extensive knowledge of business and district information
- Prompt and friendly public assistance
- Daily check-ins with the merchant community
- Homeless outreach contacts
- "Eyes and ears" of the district
- Close relationship with law enforcement
- Lost and found



Provide
same-day
response
to calls for
service

Returned
3,986
displaced
shopping carts

Pressure
washed over
3,506,667
square feet
of sidewalk

Removed
1,184
stickers &
graffiti

Removed
716,225
pounds of litter
and trash

"Westwood Medical Plaza Loves the 'Blue Crew'. We are extremely happy with their services, quick response time and thorough follow-up! Mike and his team are wonderful to work with and can be counted on!"

-Amy Martin, CPM®, RPA, LEED GA
Senior Property Manager

Affecting Homelessness

With over 34,000 people living on the streets of the City of Los Angeles, it is more important than ever that the WVIA dedicate resources to reduce, and eventually eliminate, homelessness in our district. Seeking to improve our efforts, in 2017 the WVIA moved the program in-house, and we now have a dedicated homeless outreach specialist in the district 40 hours per week to connect individuals in need with life-changing services. This individual works in concert with WVIA ambassadors and also responds to calls directly from merchant community.

Westwood Village Everywhere

In 2017, the WVIA created Westwood Village Everywhere, an app available for Apple and Android devices that allows the user to interface with WVIA clean and safe teams.

This app was created specifically for those who live, work and play in Westwood Village to have an easy way to report issues and give us feedback. Westwood Village Everywhere can be used to report a wide variety of maintenance and district issues, such as:

- **Submit cleaning/maintenance requests**
- **Report a non-emergency incident**
- **Give the WVIA feedback**
- **Receive alerts and notifications**
- **Learn about the WVIA programs**



**WESTWOOD
VILLAGE**
EVERYWHERE

 Cleaning/Maintenance Request

 Report an Incident

 Give Us Feedback

 Alerts/Notifications

 About Us

 Download on the
App Store

 Get it on
Google play

 Available at
amazon

**Download the
Westwood Village
Everywhere App**


Beautiful

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

To meet this goal, the WVIA performs many tasks, including:



Tree trimming over 500 trees annually



Installing holiday lighting and decor



TERRACYCLE

Recycling cigarette butts through the Terracycle program

Westwood is the first community in California to use Terracycle, a recycling program that turns waste into usable products and cash for donation to difference-making non-profits.


Maintaining electrical infrastructure and tree lighting



Landscaping medians and planters with California native and drought-tolerant plants with regular maintenance



Replaced irrigation with a drought-friendly drip system



Conversion to LED lighting on City light poles

Planting new trees



including 4 in the past year



District Branding

In 2017, the WVIA commissioned local artist Eric Rosner to produce Westwood-relevant art to brand our light poles, trash cans, maintenance vehicle, and our new recycling cans. The results have transformed drab infrastructure into vibrant artistic expression that celebrates iconic architecture in our district.



In 2017 the WVIA launched a district-wide recycling program with dedicated and branded cans that match the character of our district.



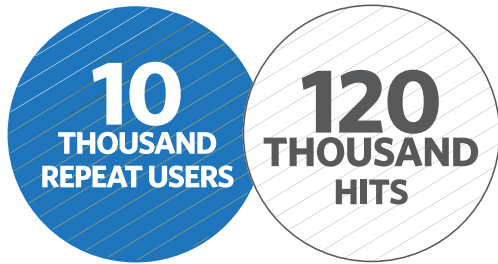
Great Streets Initiative

Westwood Blvd has been selected as a Great Street, and as such we have received special attention from our friends with the City of Los Angeles. In 2017, at the request of the WVIA, City crews reconstructed the western sidewalk on Westwood Blvd, between Le Conte and Weyburn Ave and also constructed a mid-block crosswalk on Westwood Blvd, between Kinross and Weyburn, an important accomplishment that connects two sides of a key retail block.



Communications

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



"The WVIA is a strong supporter of the Hammer Museum on its social media platforms. They help amplify our message and spread the word to the local community."

- Arielle Feldman

Digital Communications Manager
Hammer Museum

Social Media

The WVIA uses Facebook, Instagram, and Twitter to build a dedicated following of loyal users that frequent the district. The WVIA's social community has grown organically through word of mouth and has become the best way to learn about happenings in the district, deals and promotions, special events, and WVIA meetings.

2,750 + Facebook Likes
1,900 + Twitter Followers
8,000 + Instagram Followers

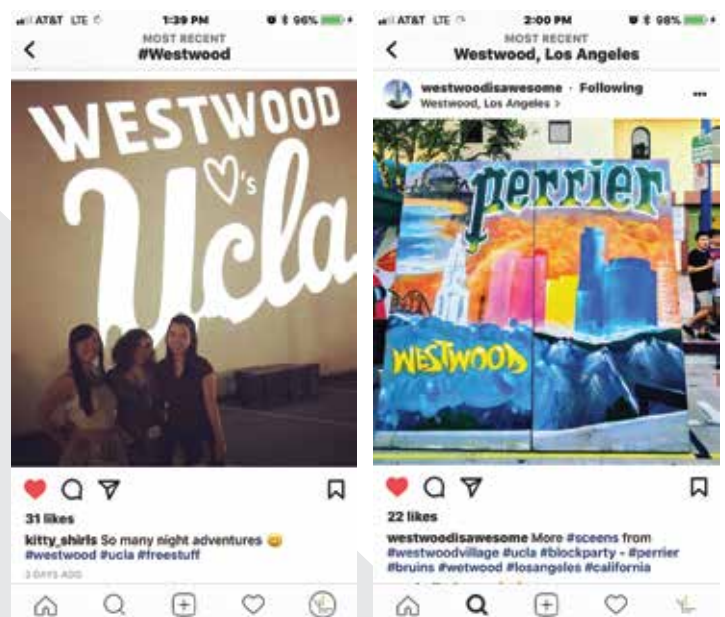
- Virtual townhall enables interaction and discussion
- Social media informs our followers of events like the Westwood Village Farmers Market, Westwood movie premieres, and WVIA meetings

Website

www.thewestwoodvillage.com



The WVIA website serves as the "front door" to the district and provides valuable information including our business directory, walking maps, parking locations, and local events. The site also includes reports and studies, plus demographic information.



Events

Events in public spaces create awareness, drive traffic, and foster community. 2017 has been the busiest event year yet for the WVIA and we have hosted and sponsored the following:

- **Weekly Farmers Market on Thursdays from noon – 6 p.m.**
- **Valentines Day Date-Night Movie Double Feature**
- **UCLA Homecoming Paint the Town**
- **UCLA Young Alumni Westwood Bear Crawl**
- **Holiday Window Decorating Contest**
- **UCLA Seniors Night Out**
- **Free Photos with Santa Claus (hosted at the WVFM)**
- **Cinema Under the Stars (free outdoor movie screenings)**
- **Westwood Village/UCLA Block Party**

The First Annual Block Party brought over 10,000 visitors to the district, primarily incoming UCLA students. Our goal is for the event to become an annual tradition, and for our new visitors to become regular, life-long, Village patrons.

“WVIA has helped bring back life to Westwood Village, we are glad they are part of the Westwood Village family. Looking forward for what’s in store for the community in the near future.”

- Obet Maldonado
Manager, Regency
Westwood Theatres



Newsletters

The WVIA produces a regular e-newsletter to inform our stakeholders and visitors about happenings in the district. Our publication features information about events and happenings, new businesses, where to park, and any other news that interests our users. To date, our newsletter reaches nearly 1,000 Westwood stakeholders every month.



UCLA Seniors Night Out: Winter 2017

Presented by the Student Alumni Association (SAA) at UCLA and the Westwood Village Improvement Association

Tuesday, February 28, 2017
6pm – 2am

SAA presents: Seniors Night Out Winter 2017, a night out in Westwood Village exclusively for those in the Class of 2017!!! This evening will feature deals & discounts exclusively for UCLA seniors at various restaurants, bars, and late-night eateries in the Village. Last year over 1,000 UCLA seniors participated in the event, and additional marketing efforts this year promise as many or more.

Walking Map & Directory

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



“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 September 2016 – September 2017, the WVIA hosted 54 public meetings.

- **WVIA Board**
12 meetings
- **Clean, Safe, and Beautiful Committee**
12 meetings
- **Parking, Access, and Transportation Committee**
10 meetings
- **Business Attraction and Retention Committee**
12 meetings
- **Executive Committee**
8 meetings

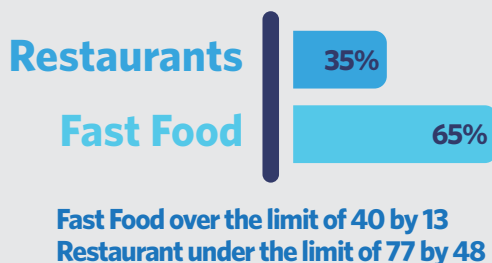


Westwood Village Specific Plan

The WVIA is focused on the improving the economic vitality of the district. The WVIA took the position in 2017 to recommend the Westwood Village Specific Plan (WVSP) be amended regarding food uses to stimulate leasing activity and to create a more vibrant destination for our community.

Current Regulations

Under WVSP definitions, the district is over capacity for fast food and under capacity for restaurants. But the WVIA believes these results are skewed because, by current definition, establishments such as Tender Greens, Native Foods, Stan's Donuts, and Diddy Riese Cookies are considered fast food. This characterization only exists in Westwood and puts us at a competitive disadvantage since the WVSP contains strict caps on uses.



Recommendation

The WVIA is recommending to Council District 5 and the City of Los Angeles Planning Department the following:

- **Amend the WVSP to remove incidental food uses like Stan's Donuts from being classified as fast food**
- **Remove any distinction between Fast Food and Restaurants in the WVSP**
- **If distinctions cannot be removed, amend the definition of Restaurants to allow for greater flexibility**

It is the belief of the WVIA that these amendments will allow for great Fast Casual uses to enter the district, and that this additional leasing will spur further leasing of restaurants, retail, service, and entertainment uses.

Parking, Access, & 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, UCLA and the City Attorney's Office to meet our goals. Here is a recap of our efforts:



\$5 After 5PM Public/Private Parking Partnership

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



Establish Parking Benefit District

A Parking Benefit District returns a portion of parking revenue to its origin. Westwood revenues would return to Westwood to fund improvements in areas of parking, access, and transportation.



Advocate for policy allowing for multiple citations to be issued per vehicle per day

Issuance of multiple cites on commercial vehicles parked at district meters.

LA Express Park

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

Goals and Benefits



Public parking validation program

Through a partnership with Park Mobile, district merchants can provide validation at parking meters for their customers. Soon, this service will be available at off-street locations as well.



Increases meter turnover & availability. Parking meter occupancy has increased 16% since the launch



Pay-by-Phone capability

50¢ (\$) **\$2**

Dynamic pricing structure based on demand

LA Express Park will feature three dynamic message signs in the district. These signs will inform users of parking availability in the district, including the number of spaces in the Broxton Public Parking Structure.



New smart-parking meters

Public Parking Structure

The Broxton Public Parking Structure is a City-owned resource that offers convenient and affordable parking, including two-hours free before 6PM. Through our partnership with LADOT, the WVIA has advocated for the following improvements in 2017/2018:

- **Implement pay-on-foot technology to improve efficiency and reduce exit wait times**
- **Accept credit card payment**
- **Pressure-Wash and paint the structure**
- **Replace eroded surface coating**
- **Improved leasing and re-investment in the structure**



Los Angeles Accessible Parking Policy Advisory Committee

Studies show that approximately 45 percent of vehicles parked at meters in Westwood Village display disabled placards. This practice means less parking for people whose disability severely limits their mobility, less parking for district visitors, and less revenue for our businesses and the City of Los Angeles.

The Accessible Parking Policy Advisory Committee was convened at the request of Mayor Garcetti for the purpose of making recommendations for improving on-street parking accessibility for people with disabilities. WVIA Staff served on this Committee, whose recommendations include the following components:

- **Marketing campaign focused on implications of misusing placards**
- **Longer time limits at blue zones**
- **Increase the number of blue zones to at least 4 percent of metered spaces**
- **Increase citation amount for accessible parking violations**
- **Improve on-street enforcement**
- **Two-tiered pricing system**
- **Direct revenue from two-tier system to be used for accessibility improvements**

Tier One: Persons with disabilities that severely limit their mobility are exempt from time limits (including at short-term meters) and payment.

Tier Two: Those who have less severe disabilities are subject to time limits and payment.

Bicycles, Buses, Pedestrians, & Subway

Westwood must be accessible and welcoming to all forms of transportation. The WVIA has taken the following steps to improve access in the district:

- Advocate for clean and safe Purple Line Extension subway portals that match the character of Westwood
- Through the Great Street Initiative, install a mid-block crosswalk on Westwood Blvd
- Partner with UCLA to install two bike share hubs in the district
- Coordinate the resurfacing of Westwood Blvd from Wilshire to Le Conte
- Repair and Reconstruct district sidewalks
- Advocate for a Bruin Bus stop outside the Hammer Museum

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



The BruinBus Campus Shuttle is a complimentary year-round bus that services the UCLA campus and Westwood Village.

Bike Share will connect us with UCLA and our neighbors looking to take an easy ride into the Village.



Board

A 13-member volunteer Board of Directors, consisting of property owners, merchants, and UCLA, governs the WVIA. The following district stakeholders served on the WVIA Board in 2016/2017

Current Board Members

Jessica Dabney
CHAIR, North
American Realty

Jim Brooks
VICE CHAIR
TOPA Management

Patrick Nally
TREASURER
Tishman Speyer

Kifishia Kawachi
SECRETARY
Sepi's and The
Flame Broiler

Dean Abell
Sarah Leonard
Fine Jewelers

Michael Beck
UCLA

Peter Clinco
Skylight Gardens

Kevin Crummy
Douglas Emmett
Management, LLC

Denise Garcia
Clarion Partners

John Heidt
Heidt Torres Co.

Bill Tucker
Tucker Investment
Group

Josh Weisman
J.S. Rosenfield

James Wroblewski
W Hotel Los Angeles
West Beverly Hills Hotel

Former Board Members

Christian Irwin
Domino Realty

Adrienne Walden
Douglas Emmett
Management, LLC

Staff

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.



Andrew Thomas
Executive Director

Niki Svava
Operations Manager

Megan Furey
Marketing and Communications
Manager

Michael Gonzalez
Program Manager



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