

WESTWOOD VILLAGE

ANNUAL REPORT 2016

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Message from the Executive Director

There is a feeling of change in Westwood. New developments are leasing, new businesses have opened their doors, and the Westwood Business Improvement District (WBID) has renewed with a 10-year term, extending through 2026.

This promise of the future is reflected in the opinions of our stakeholders. There is more hope and optimism surrounding Westwood now than in any time in recent memory. In years past, when a business would close, the conversation would focus on the loss. Today, there is excitement regarding which new business will join our community.

The buzz surrounding our district is real, as is the potential for greater growth. Our district has never been as well positioned as it is today, beginning with the renewal of the WBID, a clear message that the work of the Westwood Village Improvement Association (WVIA) is paying off.

Our success is attributed to the stewardship of our Board of Directors, but strategic partnerships have also bolstered our effectiveness.

To cite a few examples from the past year, our partners at the Los Angeles Department of Transportation delivered to our district WVIA branded dynamic signage to inform our visitors of real-time parking availability. Further, Mayor Garcetti's Great Streets Initiative reconstructed stretches of our sidewalk, and a mid-block crosswalk on Westwood Blvd. will be built within the year. Finally, in early 2017, UCLA will manage the operations for two Westwood Village bike share hubs purchased by the WVIA.

Our ability to leverage key relationships has stretched our value beyond what WBID assessments can fund, providing a greater return on investment for our ratepayers. While the WVIA's clean, safe, and marketing programs outlined in this report remain our core mission, our guidance and leadership are having an undeniably positive impact in our community.

The achievements of the WVIA would not be possible without the support of our stakeholders. We thank you for 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

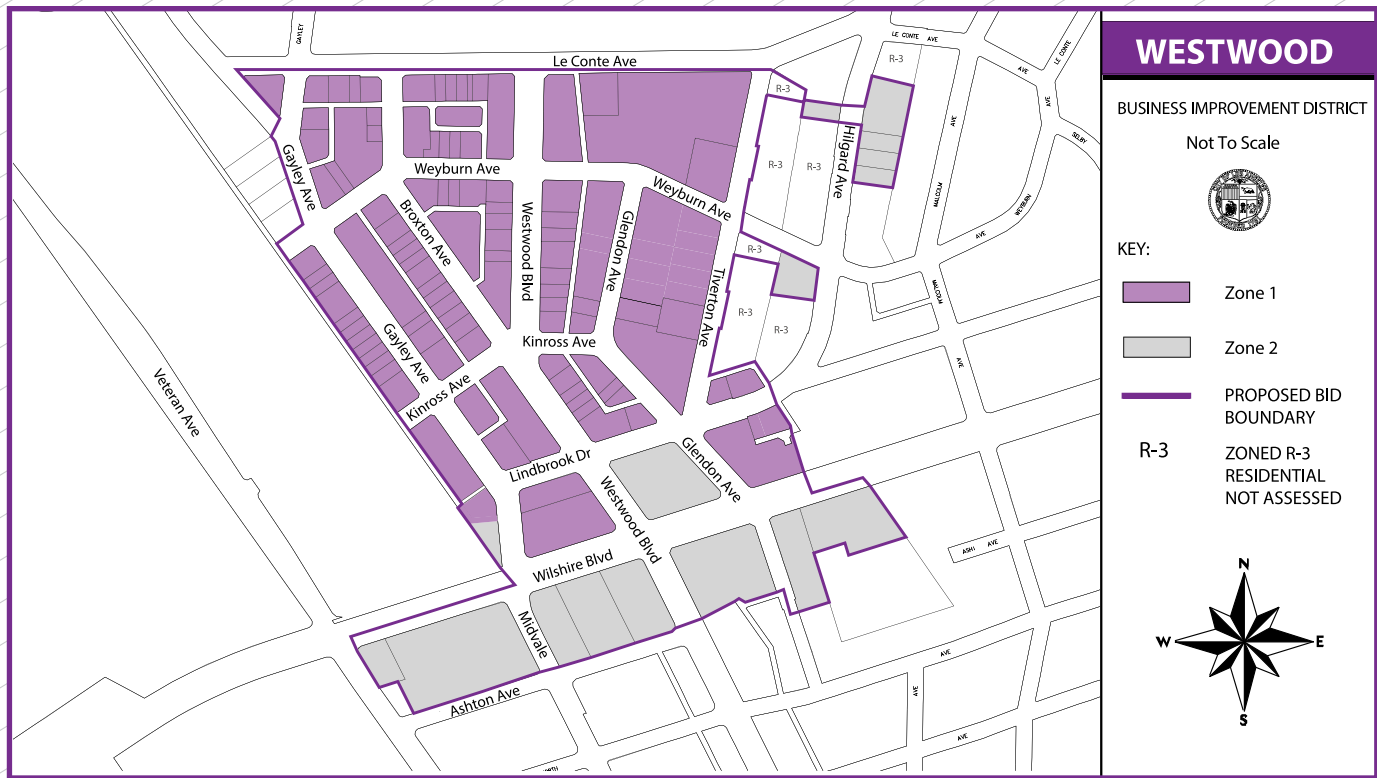
The Westwood Village Improvement Association (WVIA) Board of Directors oversees the WBID and provides essential services to ensure the vitality of the district. Rate-payers within the WBID pay over \$1.3 million dollars in annual assessments to fund key programs to make Westwood the best possible place to live, work, and play.



"I am thrilled that the Westwood Village Improvement Association has been renewed for another 10 years. As the Councilmember of the 5th District, one of my top priorities is to make sure that Westwood thrives and thanks to the WVIA, Westwood is definitely on the rise."

The Association fosters valuable partnerships, particularly with The City of Los Angeles, drawing new and exciting projects to The Village, one of which is a midblock crosswalk on Westwood Blvd. that is set to be installed in the coming months. And that is just one of the many vital improvements that has been accomplished because of the association's leadership and dedication. I commend the WVIA for its achievements and its visionary approach to giving us the Village that we desire and deserve, and I look forward to many more great years of their stellar service."

– Councilmember Paul Koretz, Council District 5



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 \$972,461 in the 2016 calendar year, an increase of 5% from 2015.



Lost & Found



WVIA ambassadors didn't win four Super Bowls, but we did find and return the rings!

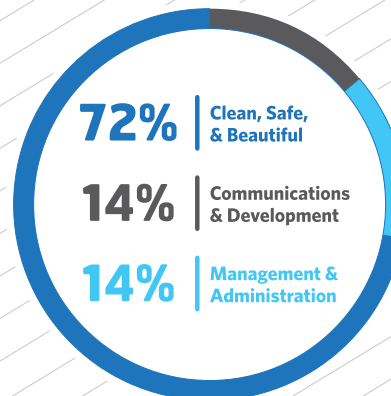


Ever wonder what 2,800 lbs. of trash looks like? This is what WVIA teams remove from our 92 BID-owned trashcans every day.

CLEAN

WVIA 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.

WVIA Funding Allocations



"We take the utmost pride in our property looking like a Class A property. The cleaning ambassadors have played a huge part in our property continuously looking as great as it does. WVIA staff is a pleasure to work with, very helpful, and great response time."
- Rudy Ocon, Chief Engineer, 10900 Wilshire

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
- Daily check-ins with merchant community
- “Eyes and ears” of the district
- Lost and found
- Real-time communication network of businesses



"We are very appreciative of having the Ambassador Program in the Village. The Ambassadors have done a very good job of providing us with assistance with transients. The ambassadors have always been very approachable and quick when we call for their assistance."

*– Kifishia Kawachi,
Owner Sepi's and Flame Broiler*

442
Outreach Assists
2014/2015

981
Outreach Assists
2015/2016



WVIA ambassadors enter all daily activities using handheld mobile devices.

"You can always rely on the Village ambassadors for prompt responses and great service!! They are top notch, friendly and always available. The Village is a much better place and continues to improve everyday. We truly appreciate their hard work and all they do to make Westwood a better place".

*– David Friedman,
Sarah Leonard Fine Jewelers*

Provide
7-day
per week
service

Removed
716,225
pounds of litter
and trash

Removed
1,184
stickers &
graffiti

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

Returned
3,986
displaced
shopping carts

Provide
same-day
response
to calls for
service

SMART SYSTEM

WVIA teams carry mobile devices designed to document ambassador accomplishments, track activity, and log interactions. These devices allow us to use technology and real data to better design our evolving programs to best serve the needs of our stakeholders.

PATH

With nearly 28,000 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. To meet this goal, the WVIA contracts with People Assisting the Homeless (PATH), a partnership that has directly led to many of our district's most vulnerable accepting housing, and many more individuals connecting to social services.

Contracted PATH team provides:

Weekly and as-needed service

Works in concert with WVIA ambassadors

Responds to calls directly from merchant community

Connects individuals with life-changing services



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

Maintaining electrical infrastructure and tree lighting



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



Installing holiday lighting and decor



Replaced irrigation with a drought-friendly drip system

Planting new trees



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.



Conversion to LED lighting on City light poles

including 4 in the past year



UTILITY BOX ART

In 2016, the WVIA commissioned local artist Eric Rosner to produce Westwood-relevant art to decorate district utility boxes. The results have transformed drab infrastructure into vibrant artistic expression.



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. Expect more work in 2017, but to date, the following has been completed:

- DG in tree wells
- Sidewalk repair
- Sidewalk reconstruction



MAKING WESTWOOD BEAUTIFUL



COMMUNICATIONS

WVIA communications tells the story of Westwood and improves the business environment in the district. Since their launch in 2014, these programs have become integral in our community.

WEBSITE & MOBILE APPLICATION

The WVIA website serves as the
“front door” to the district.

thewestwoodvillage.com

10
THOUSAND
REPEAT USERS

120
THOUSAND
HITS

WVIA
MOBILE APP
INSTALLS
1,050



Our website welcomes visitors with bold colors, a clean design, and moving images with featured content focused on our mission to provide the Westwood community with up-to-date information.



“The WVIA has been instrumental in helping STK provide dining offers to the community as well as integrating us into local events.”

– Sean Salvador, STK Regional Marketing Manager

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.

- Virtual townhall enables interactions and discussion
- Social media informs our follows of unique events like Westwood Village Farmers' Market promotions and Westwood movie premiers

2,500+
Facebook
"Likes"

1,550+
Twitter
Followers

6,300+
Instagram
Followers

Promotes
Business

Announce
EVENTS
PROMOTIONS
NEW BUSINESS

Posts WVIA
Meetings &
Agendas

"We are so grateful for being warmly welcomed by the Westwood Village Improvement Association and also invited to participate in events. It's been a great help in getting to know our neighbors!"
– Rachael Caine, Cava Grill

MEDIA

retailersjournal.com

LOS ANGELES BUSINESS JOURNAL

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Retail: Westwood Shuffles Shops to Ring Up Crowds

Commerce | from page 1

West in the area since the 1970s. "It's always been a place where you can find anything you're looking for."

New neighbors
For La Table, the move was a chance to find a new home in the heart of the district. "We're excited to be part of the community," says La Table's owner, David Schmitt. "We're excited to be part of the community."

Staying around
The same store could be said to be the case of the store's biggest success, which has been a steady stream of new businesses moving in and out of the district. "We're excited to be part of the community," says La Table's owner, David Schmitt. "We're excited to be part of the community."

JANUARY 4, 2016 NEW S & ANALYSIS LOS ANGELES BUSINESS JOURNAL 3



On West: Andrew Thomas of the Westwood Village Improvement Association at the heart of the retail zone.

Selling Revival

RETAIL New shops, restaurants, and cafes make Westwood competitive with popular areas like Santa Monica and Century City.

BY DANIEL SLOVITZ *Staff Reporter*

Westwood's years as a ghost town might soon be over. More than a dozen shops and cafes are opening in the long-neglected neighborhood near UCLA, and some say they could prove the area is a living revival.

"We're back and it's better, but this time it's the real deal," said Andrew Thomas, executive director of the Westwood Village Improvement Association.

Stacy designer Paper Source and clothing boutique Francesco's have moved in, while others like the new La Table on the way. Enrico's, a new cafe, is opening in the heart of the district. The challenge now will be keeping up the momentum to transform Westwood into a bustling retail zone catering to local families, office workers and students.

"We're not there yet, but we're on our way," Thomas said. "If we can't get it right, we'll be back in a heartbeat."

Long dog
In the 1970s heyday, Westwood thrived with movie theaters, shops and eateries that

EVENTS

Events in public spaces create awareness, drive traffic, and foster community. The WVIA sponsors the Westwood Village Farmers' Market (WVFM) and both schedules and encourages additional events in the district.

- Weekly Farmers' Market on Thursdays from noon – 6 p.m.
- UCLA Homecoming Paint the Town
- Holiday Window Decorating Contest
- UCLA Seniors Night Out
- Free Photos with Santa Claus (hosted at the WVFM)
- Bruin Basketball Night In Westwood Village
- Cinema Under the Stars (free outdoor movie screenings)
- PARK(ing) Day
- Rocky Horror Picture Show Day

"We are very grateful to have been able to participate in the Westwood Village Farmers' Market and Cinema Under the Stars."

– David Anthony, UCLA Blood and Platelets Center



NEWSLETTERS

The WVIA produces three newsletters to inform our stakeholders and visitors about happenings in the district. All publications feature information about events and happenings, new businesses, where to park, and any other news that interests our users.

WVIA
Produces
3
Newsletters

- **Westwood Village eNewsletter**
- **Westwood Word**
- **Westwood Village Insider**

WALKING MAP & DIRECTORY

The design and distribution of this map are fully paid for by advertising purchased by local businesses. The map is updated twice a year.



"It's wonderful having the Westwood map available for museum visitors who want to explore the neighborhood. The more they learn about and enjoy Westwood, the more likely they are to come back."

- Mitch Marr, Senior Communications and Marketing Manager, Hammer Museum

The WVIA added two new outdoor directories to our inventory, bringing our total to three. These directories feature the same great information as the walking maps, and our primary directory also includes space to promote local event programming.



MEETINGS



The WVIA hosts regular Board, sub-Committee, and townhall meetings to inform and receive feedback from our community about issues impacting our district. From September 2015 – September 2016, the WVIA hosted 46 public meetings.

PARKING, ACCESS, & TRANSPORTATION



Improving the parking experience in our district, especially for our visitors and shoppers, is a priority. The WVIA has acted on a series of recommendations. Here is a recap of our efforts:

LA EXPRESS PARK

With the endorsement of the WVIA, LADOT launched LA Express Park, a smart, demand-based, parking solution that uses real-time information to improve parking in Westwood.

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 (installed)

WAYFINDING SIGNAGE



To direct our users to places of interest, the WVIA installed a comprehensive wayfinding signage system for vehicles and pedestrians. This district-wide program also serves to brand our district and identify Westwood as a unique and special place.

STRATEGIC PARTNERSHIPS

An essential component of the WVIA's strategy is to develop partnerships with private resources in the district to add parking spaces at a predictable price. A key component to this program is promotion. The WVIA is working with the City of Los Angeles to identify ways to market this community benefit in the public right-of-way.

LOS ANGELES PARKING REFORM WORKING GROUP

The LAPRWG is an Ad Hoc group of Los Angeles stakeholders that advises Mayor Garcetti on how to improve parking and transportation in the City. Many of the recommendations made are relevant to Westwood. They are the following:

- **Reform handicap placard parking in California -currently 42% of metered spaces in Westwood are occupied by vehicles with placards**
- **Mayor Garcetti has convened with the Los Angeles Accessible Parking Committee to make recommendations regarding disabled placard parking.**
- **Establish a Special Parking Revenue Fund to return a percentage of parking revenues to their source**
- **Fund transit to alleviate congestion**
- **Reform parking enforcement and violations to change behavior, not serve as a primary funding mechanism for LADOT**



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 6PM. To maximize efficiency and effectiveness of the structure, the WVIA has advocated for the following:

- Remove monthly parking from this structure to free up inventory for shoppers and visitors
- Implement pay-on-foot technology to improve efficiency and reduce exit wait times
- Accept credit card payment
- Put time limits on ground level parking to encourage cars staying longer to park higher, increasing efficiency
- Improve the look, feel, and cleanliness of the structure

"UCLA Transportation offers convenient and affordable parking for Westwood Village visitors on evenings and weekends for a discounted rate as low as \$2 an hour or \$8 a day in Parking Structure 32 and \$5 a day - or all night- at Lot 36."

*-Renee Fortier, Executive Director,
UCLA Events and Transportation*



BICYCLES, BUSES & PEDESTRIANS

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

- Requested the City of Los Angeles complete a study to assess the feasibility of bike lanes in the district
- Partnered with UCLA to place two bike share hubs in the district
- Eliminated an ordinance preventing bicycle parking at parking meters
- Partnered with UCLA to add a stop, plus rebrand the campus shuttle that brings over 10,000 students per year directly to the district
- Encouraged the sale of Metro passes at local businesses
- Requested the City restripe district crosswalks
- Coordinate the 2017 resurfacing of Westwood Blvd from Wilshire to Le Conte



DEVELOPMENT & LONG-TERM STRATEGIES

The WVIA is focused on improving the economic vitality of the WBID through development, advocacy, and long-term strategies. It is crucial that Westwood be position as a dynamic, commercial district that serves the needs of the community and our patrons throughout Los Angeles.



In partnership with LADOT, the WVIA has added nearly 180 new bike parking spaces in the district



New crosswalks improve pedestrian safety



Bike Share will connect us with UCLA and our neighbors looking to take a quick jaunt into the Village

DESIGNING WESTWOOD CONCEPTS

In 2016, the UCLA Luskin School of Public Affairs convened a class dedicated to proposing recommendations on how Westwood Village might evolve. The class, titled Designing Westwood, met for 10 weeks and held several town hall meetings to gather feedback from the community. Below are some of the recommended concepts:

- Rewrite the Westwood Specific Plan “purpose” statement to reflect a contemporary singular direction
- Leverage BID resources to organize more frequent special events and become an entertainment destination
- Include subareas in the Specific Plan and decide use permissiveness based on goals for each subarea
- Install protected bike lanes on Westwood and buffered lanes on Gayley
- Create a plaza on South Broxton and a “flex space” on North Broxton
- Distinguish minor and major projects for Design Review Board review
- Create more robust sign standards



DESIGNING WESTWOOD

“Westwood Village is the most unique and historic village experience in Los Angeles, a place where community, commercial, educational, and cultural interests vitally mix. Note that in ten years Metro’s Purple Line will connect the Village to the region, UCLA will grow, businesses, institutions, and retail will innovate, and the ways individuals and families live, play, work, and use the Village will evolve; more active transportation, more apartment living, more need for public open space and a continuum of sidewalk experiences for people of all ages. If Westwood wants to maintain its vital past and environment, it will need to design its active future so as to anticipate and accommodate these changes.”

– John Kaliski,
Principal, John Kaliski Architects and
Adjunct Professor, UCLA,
Designing Westwood

RENEWAL

In early 2016, the property owners within the Westwood Business Improvement District boundaries voted to continue the BID through 2026. This action will save ratepayers hundreds of thousands of dollars over a 10-year period. More importantly, it demonstrates the commitment and vision necessary for the WVIA Board of Directors to lead the district into the future.



Renewal only
recieved five
NO votes



"Since the formation of the Westwood BID, we have been very pleased with the progress that Andrew, his team and the WVIA Board of Directors have made in the Village. We look forward to what the next 10 years will bring."

– Mark Tronstein, property owner 1100 Westwood LLC

BOARD & STAFF

The WVIA is dedicated to managing the WBID and making the district the best possible place to live, work, and play. The WVIA mission statement is as follows:

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.

BOARD

The WVIA is governed by a 13-member, volunteer, Board of Directors consisting of property owners, merchants, and UCLA. The following district stakeholders served on the WVIA Board in 2015/2016:

Current Board Members

Jessica Dabney, CHAIR, North American Realty
Jim Brooks, VICE CHAIR, Topa Management
Christian Irwin, SECRETARY, Domino Realty
Patrick Nally, TREASURER, Tishman & Speyer
Dean Abell, Sarah Leonard Fine Jewelers
Michael Beck, UCLA
Peter Clinco, Skylight Gardens
Denise Garcia, Clarion Partners
Kifishia Kawachi, Sepi's & Flame Broiler
Bill Tucker, Tucker Investment Group
Adrienne Walden, Douglas Emmett Management, LLC.
Josh Weisman, J.S. Rosenfield
James Wroblewski, W Los Angeles - West Beverly Hills Hotel

Former Board Members

Mark Eberwein, W Los Angeles - West Beverly Hills Hotel
Kevin Kemp, Whole Foods Market
Ken McCarren, Clarion Partners
Steve Olson, UCLA
Chris Peason, Equity Office Properties
Jack Powazek, UCLA
Michelle Sakamoto, KFO, Inc.
Clinton Schudy, Oakley's Barber Shop

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.

Meet Your
WVIA
STAFF



Andrew Thomas
Executive Director

Niki Svava
Operations Manager

Megan Furey
Marketing and Communications
Manager

Michael Gonzalez
Program Manager



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