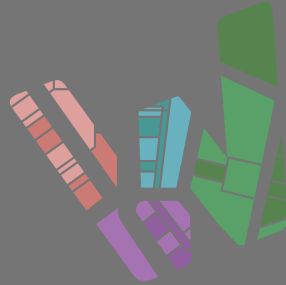


# ANNUAL REPORT 2021



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# Executive Summary

The effects of the global pandemic continued to weigh on Westwood in 2021. The Delta variant and its associated spike in COVID-19 cases slowed our economic recovery and delayed the return of our office workers to our district. Despite these challenges, there are reasons for optimism. The return of students to UCLA has brought pedestrian traffic and activity back to Westwood Village. After a long pause, leasing activity is picking up and we welcomed some new businesses to Westwood. The Metro Purple Line Extension is another year closer to completion, and amendments to the Westwood Village Specific Plan appear likely to be implemented soon.

The Westwood Village Improvement Association (WVIA) is building on this optimism by improving conditions for our business community and launching new programs. In addition to our popular clean and safe and marketing services, the WVIA created Westwood Village Rewards ([westwoodvillagerewards.com](http://westwoodvillagerewards.com)), a digital loyalty program designed to incentivize our stakeholders to shop in the district. The WVIA also further branded the Village with banners, a window-cling campaign, AI Fresco curbside dining, and new directory art. The tree lighting has been replaced and upgraded, new bike share hubs have been approved, and a final application was submitted to the City of Los Angeles to create a pedestrian plaza on Broxton Avenue. To top off the year, UCLA and the WVIA again partnered to host the Westwood Village Block Party to the joy of thousands of new students who became acquainted with their Village and its business community.

The WVIA's advocacy efforts took on greater urgency in 2021 as our business community strives to recover from devastating shutdowns and stay-at-home orders. We continued to push the Planning

Department to amend the Westwood Village Specific Plan, our unique zoning overlay that desperately needs an update. The Los Angeles City Planning Department hosted a public hearing regarding draft Specific Plan amendments and heard overwhelming public support in favor of the WVIA's recommendations. This item will now be heard by the City of Los Angeles Planning Commission before advancing to the full City Council. The WVIA also continues to advocate with Metro during the construction of the Purple Line Extension while simultaneously pushing for infrastructure enhancements such as bike lanes and wider sidewalks that will make our district more accessible.

Perhaps the most thought-provoking development of 2021 was a presentation by renowned architectural firm HKS to the WVIA Board of Directors. The conceptual presentation demonstrated the potential of Westwood Village as a 21st-century urban village with an emphasis on housing, exterior traffic circulation, a pedestrian mall, tree canopies, and exciting public spaces while maintaining the Westwood Village's character and charm. This presentation is circulating throughout the Westwood community and stakeholders can see hope for a promising future.

The foundation of the Westwood Business Improvement District remains strong. Our district is a job center and transit hub that is home to one of the world's leading research universities, iconic cultural institutions, and many resilient and thriving businesses serving Westwood and the surrounding communities. The WVIA will continue to advocate on behalf of our business community to ensure we can take advantage of our terrific assets while building for a better future.

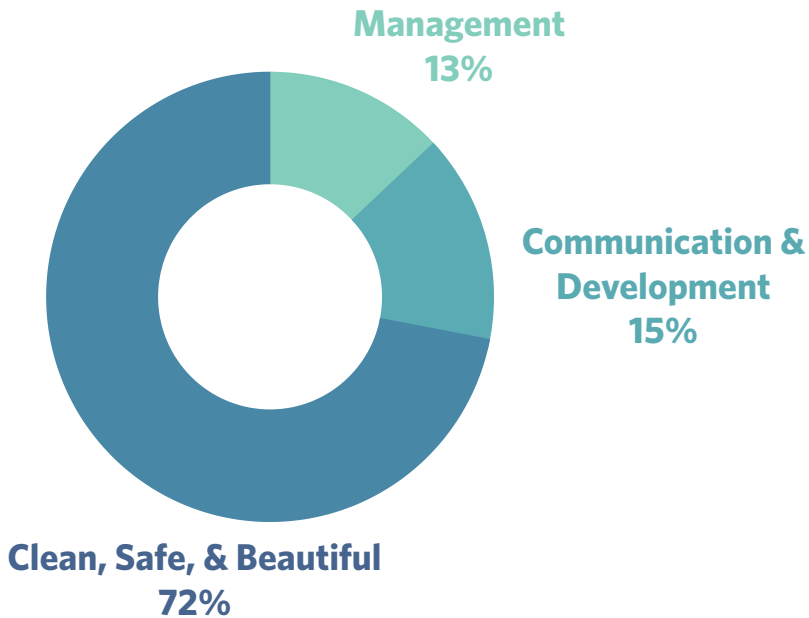
On behalf of WVIA staff and the WVIA Board of Directors, I thank you for your continued support and commitment as we work to deliver on the promise of this great district.

**Andrew Thomas**  
*Executive Director*  
*Westwood Village Improvement Association*



# Business Improvement District

## Budget Allocation



The Westwood Village Improvement Association (WVIA) is a 501(c)3 non-profit organization with a mission to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs.

The Business Improvement District (BID) 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 zones. The 2021 Annual Budget of the WVIA is \$1,639,141.

## About Westwood Village

Westwood Village is a vibrant, unique community, centrally located in Los Angeles and serving Westwood, Bel Air, Brentwood, Beverly Hills, Westwood Hollywood, and Santa Monica.

This beautiful, pedestrian-friendly district enjoys significant foot traffic throughout the day and serves a local residential population of over 200,000 people living within a three-mile radius, plus thousands of people on the UCLA campus and working in Class A office buildings on Wilshire Boulevard.

20,000

Employees in Westwood Village\*

130,000

Daytime Population\*

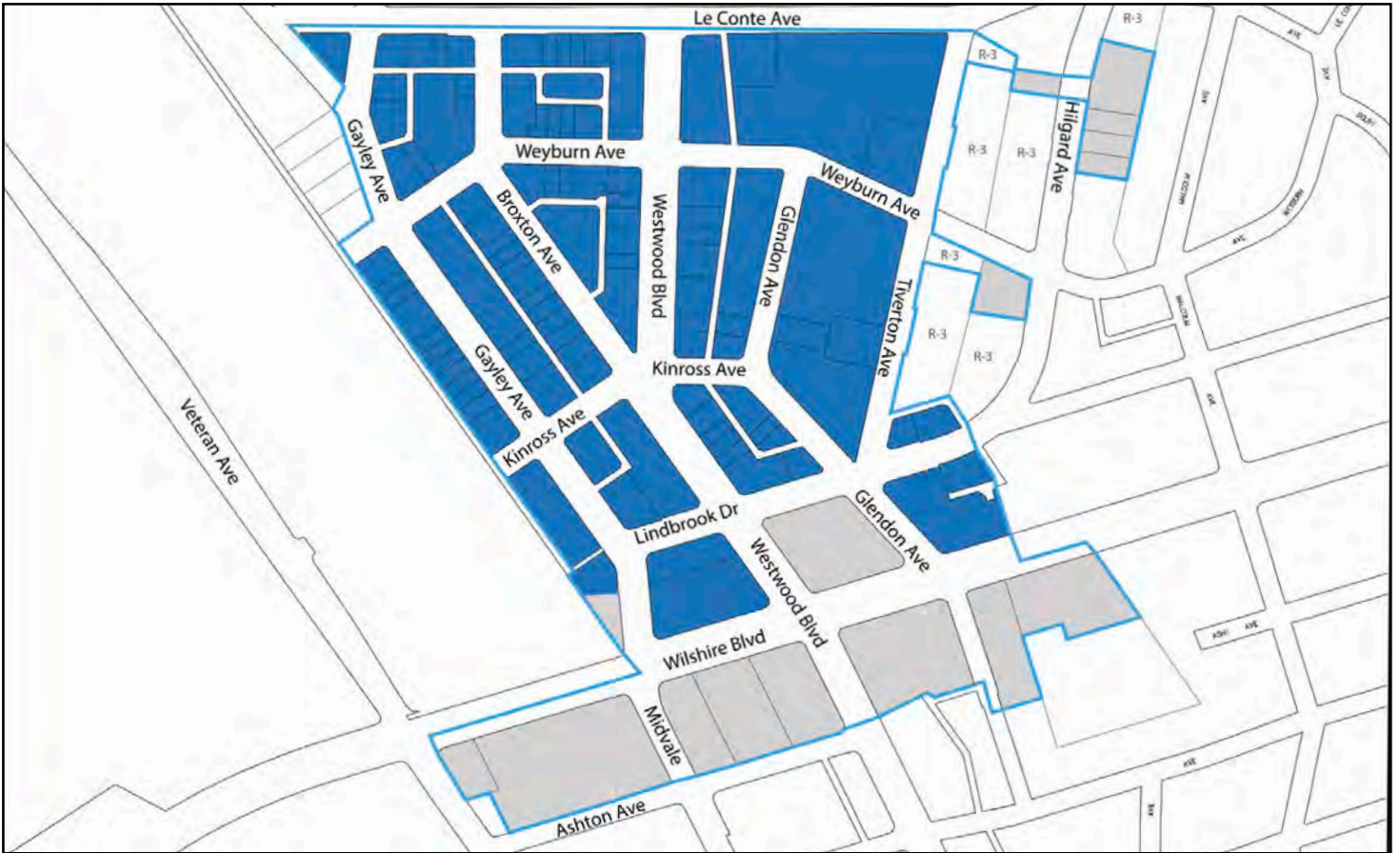
6M+

SF of Retail and Office Space

\* Pre-pandemic numbers



## District Zones



**Zone 1** primarily makes up Westwood Village and contains the higher concentration of retail uses in the district, the higher pedestrian counts, and the higher demand for clean and safe services.

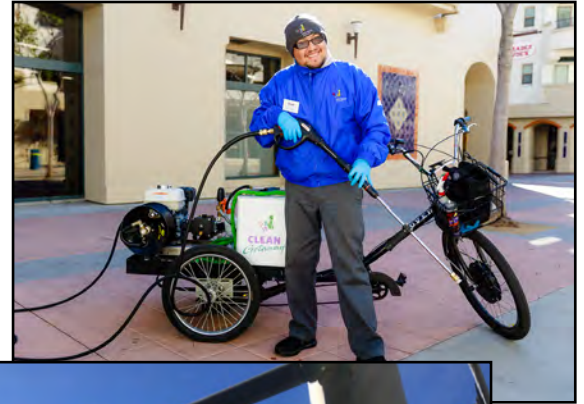


**Zone 2** is primarily located on the Wilshire corridor and on Hilgard Avenue. Zone 2 is made up mainly of high-rise office buildings. It has the lower pedestrian traffic of the two zones and less need for cleaning and maintenance services.



# Operations

It is the mission of the WVIA to create, and maintain, a district that is clean, safe, and beautiful. To meet this goal, Ambassador teams are in the district seven days per week picking up trash, removing graffiti, pressure-washing sidewalks, and completing special projects. WVIA Ambassadors regularly engage with our merchant community and share their extensive knowledge of the district to assist Westwood visitors.



## Number of Ambassador Service Contacts



**98,319**

Hospitality and  
Parking Assistance



**54,895**

Business Check-ins

**528,875**

number of trash cans emptied

Our Clean Team helps maintain the cleanliness of Westwood Village. At a minimum, Ambassadors empty 92 trash cans on a daily basis.

**576**

graffiti, stickers, flyers removed

Graffiti, stickers, and flyers pollute the streets. The Ambassadors aim to remove them within 24-hours.

**7,041,329**

sq ft of sidewalks pressure-washed

Clean sidewalks are important to the quality of life in Westwood Village. The Clean Team pressure-washes every area of sidewalk at least once per month. Some areas are cleaned more frequently.

**466**

hours of special projects

In addition to general cleaning tasks, the Ambassador teams complete special projects, including: painting and securing district infrastructure, assisting with WVIA events, cleaning out storm drains, tree watering, and tree well maintenance.

**22,234**

Outreach Contacts

The WVIA team includes a dedicated outreach coordinator who works to connect our most vulnerable population to services and housing. In 2021 our team distributed numerous hygiene kits and food kits, help obtain identification for individuals.

## Clean, Safe, & Beautiful

Westwood Ambassador services are essential in our community. The WVIA Ambassador teams provide clean and safe services while taking every precaution to ensure the teams' safety, and the safety of our residents, workers, and visitors.



"Ambassadors are great partners and provide support for Target, Westwood Village businesses, and the community. They also maintain excellent relationships with local police, respond promptly to calls for service and treat homeless community with compassion and care."

**- Shawn Devine, Target Westwood Village**

## Social Service Outreach

The WVIA directs resources to reduce, and eventually eliminate, homelessness in the district by funding 40 hours per week of dedicated social service outreach services. In 2021, the WVIA connected 8 people experiencing homelessness in Westwood to permanent or temporary housing. The WVIA also partnered with the City of Los Angeles and community leaders to contribute to the Westwood Connect Day event to further direct our most vulnerable population to services and housing.



## Additional Work in the District

Westwood Village is a popular destination visited by thousands daily. Keeping the district beautiful is a priority of the WVIA, and we take on projects that enhance the quality of life in our district. Maintaining a beautiful district includes lighting and trimming trees, maintaining the landscaping, and keeping our sidewalks clean.



## Tree Lights in the District

The WVIA maintains and operates 161 lit trees on Broxton Avenue, Gayley Avenue, and Westwood Boulevard. The lighting brightens and draws attention to our thriving commercial district, while improving public safety. Tree lights serve the WVIA's goal of creating a walkable and inviting public space.



## Annual Tree Trimming

In August 2021, the WVIA trimmed 465 trees in the district.





# Marketing & Communications

WVIA communications tells the story of our district and we are dedicated to sharing our message with everyone who lives, works, or plays in Westwood Village. To accomplish this goal, the WVIA uses multiple mediums to engage our community.

## Map & Directory

Directories have been updated and modernized to be QR Code accessible so Westwood visitors can have the most up to date business listings at their fingertips.

## Branding

In partnership with UCLA, Westwood Village celebrated the in-person return to campus with Welcome Back to Campus branding.



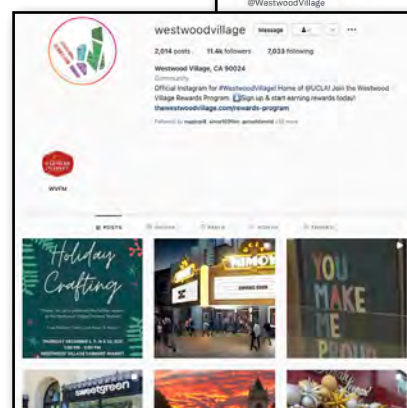
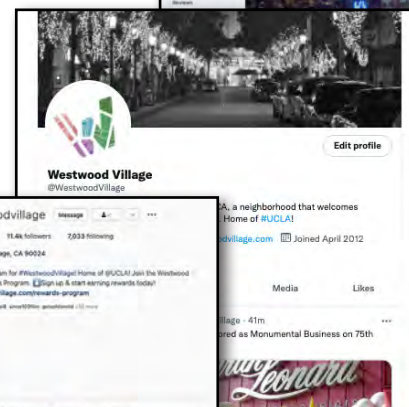
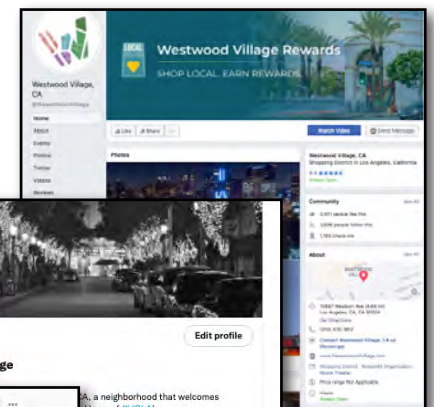
## Social Media

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.

**11,400+** Instagram Followers

**3,790+** Facebook Followers

**2,780+** Twitter Followers



## Weekly Farmers' Market

The Westwood Village Farmers Market takes place every Thursday on Broxton Avenue. This valuable resource provides Westwood Village visitors with access to fresh, healthy food choices. In April 2021, the WVFM launched a community compost program. To date, the market has diverted over 2,000 pounds of compost from landfills.



## Westwood Village UCLA Block Party

In 2021, the district welcomed back the Westwood Village/UCLA Block Party and, in partnership with UCLA, hosted approximately 20,000 students and visitors who were treated to merchant promotions and giveaways, games and activities, and music and dancing.

## Al Fresco Dining

The WVIA advocated for increased curbside Al Fresco dining in the district to provide our visitors with safe dining space in our beautiful climate. The WVIA funded branding for curbside barricades and partnered with Council District 5 to ensure every business in the Village could successfully apply for a permit.



"Outdoor dining continues to be crucial for our restaurant's success; and has also livened up the streets. We are very thankful for all of WVIA's assistance with the LA Al Fresco dining program and also to the Ambassadors for helping maintain the Village."

**- Kifishia Kawachi, House of Meatballs**



Rendering Perkins + Will Village Plaza

## Westwood Village Plaza

The WVIA has submitted to the City of Los Angeles an application to convert a portion of Broxton Avenue into a pedestrian plaza. This application includes the addition of a vibrant street surface treatment, new branding, and new street furniture. Furthermore, the WVIA is planning a programming effort for the Plaza which will include music, art, cinema, and community engagement.


# Westwood Village Rewards

The WVIA has created a loyalty program to incentivize shoppers to frequent participating merchants in the district. The program launched in September 2021 and our businesses and their customers are reaping the benefits. All of these rewards are accessible from a mobile device.




More merchants and rewards are added every week. Visit [www.WestwoodVillageRewards.com](http://www.WestwoodVillageRewards.com) to register with a debit or credit card for a list of discounts, rewards and other incentives offered by local retailers. No extra steps are required, and no apps to download!


### HOW IT WORKS



**Sign Up**  
Create an account and link your credit card. The process is 100% secure and takes just minutes.



**Shop**  
Discover local businesses and shop using the credit cards linked to your account.



**Get Rewarded**  
Get instant rewards when you shop, and know you are helping local businesses.

### Participating Rewards Program Businesses

<ul style="list-style-type: none"> <li>Aah's Gift Store</li> <li>Ali Hair Salon</li> <li>Black Stag Barbershop</li> <li>UCLA Campus Store</li> <li>Delfy Inc.</li> <li>Enzo's Pizzeria</li> <li>European Wax Center</li> <li>Fellow Los Angeles</li> <li>House of Meatballs</li> <li>Image Wireless</li> </ul>	<ul style="list-style-type: none"> <li>Junbi Matcha &amp; Tea</li> <li>Landmark Westwood Village</li> <li>Michael K. Jewelers</li> <li>Northern Cafe Chinese Hot Pot</li> <li>Pinches Tacos</li> <li>Prince of Venice</li> <li>Rocket Fizz</li> <li>Scrubs Unlimited</li> <li>Sweetfin Poke</li> <li>Westwood Wireless</li> </ul>
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# Research & Advocacy

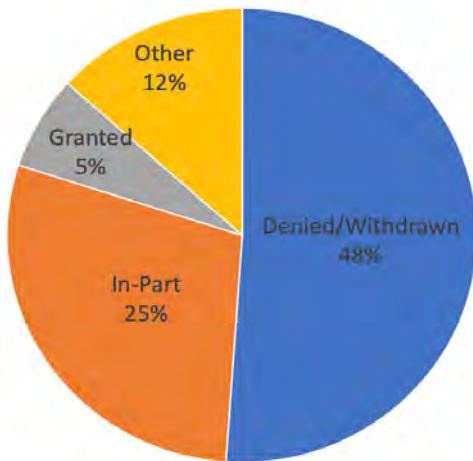
The WVIA advocates for the Westwood Business Improvement District to ensure the voices of district property owners and merchants are heard, and so Westwood Village can reach its potential.

## Westwood Village Specific Plan

Westwood Village Specific Plan amendments for food uses, parking, and signage approval are currently in process in the City of Los Angeles. The WVIA believes these restrictions and prohibitions in the Plan discourage leasing and development and place the Village at a competitive disadvantage. In June 2021, City Planning held a public hearing at which time over 400 letters were submitted in support of WVIA-supported amendments.

## Non-Applicant Appeals

Upon reviewing over 50 appeals filed in Westwood Village since 2001, the WVIA came to the conclusion that the process for non-applicants to file appeals creates an expensive and unpredictable environment for our business community. The WVIA has submitted to the City of Angeles recommendations to update the process to file an appeal by creating a graduated cost structure, requiring non-applicants to live or work within a certain distance of the project, and by asking non-applicants to demonstrate how they are aggrieved.



### Appeals in Westwood Village 2001 -2020

#### 52 Appeals Filed

- Denied/Withdrawn = 25
- In-Part = 13
- Granted = 3
- Other = 6

## Westwood Community Plan Vision

In 2021, the WVIA hosted a presentation from architectural firm HKS . This visioning showed a potential future for the district with enhancements in public space, transportation, development, and sustainability. This presentation is the beginning of a conversation to implement a new Community Plan for Westwood.



HKS Architects Rendering of Westwood Junction at the Village Looking North on Westwood Boulevard



HKS Architects Rendering of Westwood Junction at the Village Looking South on Broxton Avenue

# Transportation & Access

Improving how people access our district is a priority. The WVIA has formed strategic partnerships with Metro, the Los Angeles Department of Transportation, Council District 5, the Mayor's Office, the LA County Board of Supervisors 3rd District, and the City Attorney's Office to meet our shared goals.

## Metro Purple Line Extension

Metro is currently working to extend transportation options to West Los Angeles. Westwood Village, and its neighbor UCLA—the fourth largest employer in Los Angeles County—must be easily accessible to everyone.

The long-awaited Metro Purple Line Extension is now under construction. The Westwood/UCLA Station is part of Phase III of the project and currently has a completion date of 2027. The WVIA is in close communication with Metro regarding the direct impacts to the Village during construction.



Rendering for the Westwood/UCLA Station on the Purple Line.

## Metro Sepulveda Transit Corridor

Metro is currently conducting a Feasibility Study to identify and evaluate a range of high-capacity rail transit alternatives for the Sepulveda Transit Corridor, a project that will improve travel between the San Fernando Valley and LAX. The WVIA is leading on this issue by advocating for the best solution for our community.

## Metro First/Last Mile

The WVIA is working with Metro's First/Last Mile team to bring infrastructure and access improvements to Westwood to benefit subway ridership and the district. The WVIA supports the Metro First/Last Mile plan that includes sidewalk improvements, bike facilities, additional street furniture, plus trees and landscaping.

## Metro Bike Share Hubs

Enhancing the Village's connectivity to other destinations in our region improves access to our businesses. The WVIA supported the placement of two bike share hubs in the Village plus more around the UCLA campus.



Study area for the Sepulveda Transit Corridor Project.

# Leadership

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 organization. The WVIA hosts regular Board and sub-Committee meetings to discuss issues impacting our district. From October 2020 to October 2021, the WVIA hosted 39 public meetings. Monthly Committee and Board Meetings are open to the public and provide a platform in which the public can voice their opinions and participate.

## WVIA Staff

**Andrew Thomas**  
Executive Director

**Megan Furey**  
Marketing &  
Communications Manager

**Michael Gonzalez**  
Ambassador Program Manager

## WVIA Board Members

**Kevin Crummy, Chair**  
Douglas Emmett, LLC

**Renée Fortier, Vice-Chair**  
UCLA

**Peter Clinco, Treasurer**  
Skylight Gardens

**Matt Lavin, Secretary**  
Anderson Real Estate

**Dean Abell**  
Sarah Leonard Fine  
Jewelers

**Jessica Dabney**  
North American Realty

**John Heidt**  
Heidt Torres Co.

**Damien Hirsch**  
W Hotel Los Angeles-  
West Beverly Hills

**Patrick Nally**  
Tishman Speyer

**Dana Slatkin**  
Violet Bistro, Shop &  
Cooking School

**Josh Trifunovic**  
Gayley Family, LLC

**Bill Tucker**  
Tucker Investment  
Group

**Jeremy Wolf**  
Wolf Commerical

## Former Board Members

**Stephen Power**  
W Hotel Los Angeles-  
West Beverly Hills

