

Sherman Oaks Business Improvement District Newsletter

2016 VOL. 1

The
Village
AT Sherman
Oaks



A Letter from the President

Spring has sprung in the Village at Sherman Oaks Business Improvement District! The few rains we had have freshened the air and added to the delightful experience of strolling the Village. We have hired a new company to pressure wash our sidewalks and we hope you will soon notice the profound difference as this company heats the water and works diligently on the gum stains that perpetually dog us.

We have some new businesses this quarter, as we do every quarter. The Sherman is a new dining establishment and is located at 14633 Ventura Blvd. After only being open for a few days, the Sherman already serves packed tables. The Sherman features a delicious variety of delicious dishes, a full bar, and a terrific kids' menu. The ambience is festive and homey at the same time and the service is friendly, professional and helpful. Igloo Parlor, the organic ice cream shop that is all the rage in New York, should open at 14545 Ventura Blvd. sometime in April.

On Saturday May 7 from 8:30 to 11:30, many of us from the Village will be joining other Sherman Oaks volunteers from the Beautification Committee, Neighborhood Council and the Chamber of Commerce on a Big Sunday project to help beautify Ernie's Walk along the LA River at Valleyheart and Huston Street. Let me know if you want to join me.

Enjoy perusing the latest Village at Sherman Oaks Business Improvement District news and events, and enjoy your time in the Village! See you there!

Warmly,
Leslie Elkan, BID President, 818-326-0273

Accomplishments This Quarter

• **Two Parklets Approved:** The Village to Mayor Garcetti's People St. Program to develop two parklets within the Village at Sherman Oaks on Cedros South.



• **Day Porter services increased** from 5 days to 7 days per week throughout the BID. Services include street sweeping, trash pick up, and gardening/island maintenance.

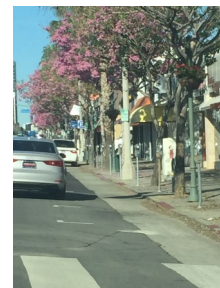
• **Power Washing Sidewalks:** Sidewalks will now be power-washed quarterly with the first cleanings completed by mid-April.

• **New Website Launched:** The BID launched its new website which has been completely redesigned to better reflect the beautiful neighborhood.

• **Valentines Day decorations** were installed throughout the BID.

Our Beautiful Flowers

• Along Ventura Boulevard, The Village at Sherman Oaks Business Improvement District is filled with spring wonder. The pink blossoms were magnificent this year and brought much natural beauty into our neighborhood.

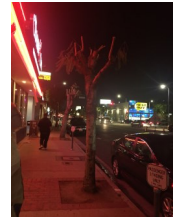


Sidewalk Vending Update

LA City Council is considering a motion to legalize Sidewalk Vending across the city. If you would like to join those of us who believe this is not in the best interest of our local business, please complete the enclosed petition and return it to XXXXXXXXXXXX.

Reminder about Tree Trimming Policy

The Business Improvement District trims the trees annually. If you are in need of tree trimming outside of this schedule, you may request a free tree trimming permit from the City of LA and have an approved tree trimmer perform the work. If any work is performed that is not approved by the City, significant fine and penalties will be incurred. Don't let our trees look like this. It destroys the tree and the beauty of our neighborhood and you will pay XXX for this.



Happenings this Past Quarter in the Village at Sherman Oaks



Two Parklets Approved

The Village at Sherman Oaks Business Improvement District applied for and has been approved by Mayor Garcetti's People St. Program to develop two parklets on Cedros South. The parklets will help create "people spaces" in our neighborhood and promote vibrancy and social interaction. These will be the first of their kind in the San Fernando Valley. The parklets are expected to be completed in 2017.

New Website Launched

In January, the BID launched its new website. It has been designed to better reflect our modern, growing community, and improve the visibility of the neighborhood to attract more visitors. The site includes a comprehensive business directory, photos, information and news about the neighborhood, and more. Our goal is to have our website be the go-to destination on the web for information about our local businesses. We invite you to explore it at www.villageatshermanoaks.com.

Welcome New Businesses!



The Sherman
14633 Ventura Blvd.
(818) 485-2200



The Attic
14633 Ventura Blvd
(818) 485-2200

Zia Threading

Zia Threading
14449 Ventura Blvd
(818) 783-7120

Board of Directors

Leslie Elkan, President
Edward Korbel, Treasurer
Vicki Nussbaum, Executive Director

Jay Friedman, Secretary
Row Zadeh, Board Member

Next Board Meetings:

Tuesday, April 5 at 9:00am

Tuesday, May 4 at 9:00am

Tuesday June 1 at 9:00am

Valley Economic Alliance, 5121 Van Nuys Blvd, 2nd Floor Board Room, Sherman Oaks, CA 91403

The Village at Sherman Oaks Business Improvement District
13907 Ventura Boulevard, Suite 104 Sherman Oaks, CA 91423
www.VillageAtShermanOaks.com
(818) 326-0273