

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

3rd Quarter 2020

LETTER FROM THE PRESIDENT



Autumn has brought lovely warm days to the Village. The cool nights and newly launched Al Fresco program have enabled the Village restaurants to take advantage of our public spaces. Our Village sidewalks can be seen lined with tables and chairs as delighted diners take advantage of being able to enjoy delicious offerings in a safe and convivial atmosphere of warmth and cheer. Parking lots, too, now boast twinkling lights and tables and chairs full of diners. This program, along with contactless pickup and delivery, are helping to keep some of our struggling Village eateries in business. I implore you to support our Village dining establishments, as well as our other small businesses, so they will still be here when the pandemic is over.

A big shout out to Councilman Ryu who helped us get our dramatic median lighting with changing colors and scenes and the ability to feature holiday hues all year long as we celebrate national holidays. Due to the pandemic, we weren't able to have a proper gathering of the community with the councilman there to unveil the lights for the first time, but we have been showing our appreciation on social media and are truly grateful to him for his support and financial assistance. The Plan Review Board also gets our thanks for turning over monies to us for this long-awaited and special project which enabled us to turn a dark and unsafe median into a glamorous, bold destination.

Thanks to Councilman Ryu for his financial help with our tree trimming and our sanitizing of the district. It is a tremendous benefit to the BID to have a councilman like David Ryu who helps us stretch our dollars so we can provide the most to our stakeholders and give our property owners and businesses the most bang for their buck. We have a pedestrian-oriented district that has become the true heart of the Sherman Oaks commercial corridor.

Please peruse this newsletter for other Village news. Please feel free to reach out to me directly for help with any issues or concerns.

See you in the Village!

Warmly,

Leslie Elkan

President

Village Improvements

After a tremendous amount of hard work, and financial support from Councilman Ryu and the Plan Review Board, the BID Board has lit up the street median on Ventura Blvd in front of the La Reina Plaza. We have brought electricity to the median, installed bollard lights for safety, and dramatically illuminated 5 palm trees with the capability of changing scenes and colors.



Thanks to **Stanley Appleman**, owner of **Get Smart Promotions**, for taking complimentary beautiful professional photographs of our new lights for our use in this newsletter and on social media.

The BID is doing our part in the fight against the spread of COVID-19.

As more of the city's restrictions were being lifted in August we prepared with clean and fresh sidewalks.

We look forward to all our businesses being opened for all to enjoy.



Announcements

November 28 marks **Small Business Saturday** and actively supporting our local businesses this year is more important than ever. In conjunction with Small Business Saturday, the BID will be organizing a **Shop Small Food Festival** in the Village.

We believe this event will be a great way for our community to support local eateries and grab a bite as they Shop Small at our Village stores. The BID will help support participating businesses with a turnkey event plan, marketing materials and lots of promotion.

Be on the lookout for more information as we kick-off this fun and worthwhile activity. We strongly encourage our Village restaurants and businesses to participate in a safe manner in helping bring our neighborhood together and boost our local economy.

Please Save The Date!

Be on the lookout for our holiday decorations to be installed soon.

Press Release: Councilman Ryu's Permanent Al Fresco Legislation Moves Forward

The Los Angeles City Council's Transportation Committee today approved Councilmember David Ryu's motion seeking to implement a permanent version of the city's Al Fresco program, sending it to full Council for a vote. The Al Fresco Program, which has received positive feedback from restaurants, diners and restaurant adjacent neighborhoods, supports the heavily impacted restaurant industry by allowing restaurants to operate outdoors. The motion approved today in Committee seeks a report back on the feasibility of making this program permanent.

The highly regarded Sherman Oaks Chamber Foundation, www.letspaintshermanoaks.com, which is responsible for the lovely painted utility boxes in the BID and throughout Sherman Oaks, has offered the BID the opportunity to have art in vacant windows at no cost to the property owners. This has been a very successful program in other areas, including Tarzana and Beverly Hills, bringing a sense of vibrancy to an otherwise vacant storefront. It has the potential to make the storefronts easier to lease and possibly less attractive to transients who may not realize they are vacant. Rather than drab brown paper or nothing in the windows, art can transform the space into something that looks appealing, inviting and cared about. Any landlords who are interested in this project, please contact Leslie Elkan, leslie@villageatshermanoaks.com; 818-326-0273, for assistance in setting it up. It is absolutely free.

New Business Opening

The Village is thrilled to announce that **Al's Hot Chicken** will soon be joining our impressive roster of popular restaurants. Al's will be opening soon at 14518 Ventura Blvd. Al's has a second location in West L.A. that is extremely successful and this fast-casual chicken eatery is a terrific fit for our Village. Al's Nashville-style All Natural, Hormone & Antibiotic-Free Halal Chicken comes in mild, hot, and extra, extra hot spicy versions and can be eaten as takeout or delivery and eventually dine-in. They are famous for their Nash sandwiches and other delectables. We look forward to their opening and to their tremendous success!





OUR DAY PORTERS

We have day porters working to keep our Village clean and safe. Have you seen them on our sidewalks sweeping, emptying the trash cans or removing graffiti? If you have a problem, you can call us or reach out to the day porters directly at 213-713-5614.

Please read the Street Plus Newsletter attached for more details about this program.

OUR NEXT BOARD MEETINGS

Tuesday, November 3 and Tuesday, December 1

All meetings are at 9 am. Please call for details

OUR BOARD MEMBERS

Leslie Elkan, President
Ed Korbel, Treasurer
Jay Friedman, Secretary
Row Zadeh, Board Member
Kathleen O'Connor Wood, Executive Director

CONTACT US

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Don't forget to follow the Village at Sherman Oaks on Facebook, Twitter and Instagram!



Village At Sherman Oaks
Business Improvement District

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