

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

4th Quarter 2019

LETTER FROM THE PRESIDENT



The BID Board wishes a healthy and Happy New Year to all of our stakeholders! The holidays came and went and the BID is already well into the new year with new businesses, winter rains, and lots of ideas for future improvements. Unfortunately, the new year started with one of our businesses being robbed. A burglar parked in front of one of our shops where the cash register was visible in the window, broke the glass door and managed to wrestle an extremely heavy, bolted down safe out to his waiting car. The cash

register had not been emptied for a week and the burglar got away with significant cash, as well as some damage to the premises inside, which suffered from the weight of the safe being unsteadily dragged over the tile floor. We are advising all businesses to keep their cash registers out of direct view of the street and also to regularly empty them.

Although the BID cannot afford to fully fund a nightly security service for the entire Village, if any businesses would like to band together and hire a security service for a particular block or blocks, or even for the entire BID, we will see if we can contribute funds to make this possible. Please email or call me and we can discuss this possibility. This was a rare occurrence in the BID, so there is no need for alarm, but if enough businesses would like to be proactive, we might be able to work something out together. I welcome any and all thought and ideas about this.

Please see the attached flyer regarding the Planning Department's launch of the Ventura-Cahuenga Boulevard Corridor Specific Plan amendment process. The Specific Plan was established in 1991 to ensure the corridor remains viable as the San Fernando Valley's premier commercial corridor. The proposed amendment ordinance would update the Specific Plan to modernize existing regulations, streamline existing processes, and translate existing land use regulations into the City's comprehensive update to the Zoning Code. They have scheduled the Ventura-Cahuenga Boulevard Corridor Specific Plan Open House for the evening of Thursday, February 20 from 4-8 p.m. at Crespi Carmelite High School, 5031 Alonzo Ave in Encino. The informational Open House will be the first corridor-wide opportunity to learn more about the proposed amendment, its purpose, scope, and timeline. We hope that you will consider attending. For updates and more information, please visit <https://planning.lacity.org/plans-policies/ordinances/proposed-ordinances/ventura-cahuenga-boulevard-corridor-specific-plan>. This is an opportunity to understand what is slated to come to our BID and to Sherman Oaks. This is a change in zoning and it is important to understand how it may impact our properties.

Please see the details of the last quarter in this newsletter and please be sure to share your email addresses with us and connect with us on your social media so that we can help with promotion. See you in the Village!

Warmly, Leslie Elkan, BID President



IMPROVEMENTS IN THE VILLAGE



Pressure Washing

In November, our new vendor, PropertyPrep, conducted a hot pressure wash along all the BID's sidewalks (from business doorways to curbs), removing surface dirt, gum and miscellaneous contaminants.

The quarterly cleaning will take place again in February.

Tree Trimming

All 83 trees in the Village along Ventura Blvd and Van Nuys Blvd were professionally trimmed in October to ensure they stay healthy, safe and aesthetically pleasing.

A big thanks to Councilman Ryu's office for funding this project on our behalf.





Councilman Ryu held an employee appreciation event in October and our BID businesses stepped up in a big way to support the event raffle. From gift cards, merchandise and food, the Councilman was “blown away” by how many items were donated from the Sherman Oaks BID. The participating BID businesses were personally thanked by the Councilman and printed lists of the businesses and their donated items were displayed on the event tables. It was a win for everyone involved!

SOCIAL MEDIA IS GOOD FOR YOUR BUSINESS

- > Social Media Helps With Exposure
 - > Social Media Is Popular
 - > Social Media Is Cost Effective
 - > Social Media Has A Wide Reach
- > Social Media Helps Connect Businesses With Their Audience
 - > Social Media Users Are Active
 - > Social Media Is Everywhere
- > Social Media Allows Businesses To Share Information, Quickly

BID businesses who want to amplify social media marketing, please email us with news, promotions and pictures, and we'll post on the BID's social media pages.

And don't forget to follow The Village at Sherman Oaks on Facebook and Instagram!

**Emails can be sent to Leslie Elkan and Marla Rothschild
leslie@villageatshermanoaks.com
marla@villageatshermanoaks.com**

NEW BUSINESS OPENINGS



Originally from Japan and part of an environmental movement, 2nd STREET provides shoppers one-of-a-kind pieces in premium, second-hand condition.

Opening in February at 14548 Ventura Blvd, the store will offer a huge selection of styles from street wear to casual to designer clothing and accessories.

2nd STREET also purchases gently-used clothes and accessories, giving customers cash on the spot.



PF International Salon, Spa Suites & Barber

Featuring professional beauty artisans from all over the world, the salon offers expertise in hair, nails, skincare, electrolysis, micro-current, waxing, massage, detox treatments, figure manipulation, makeup, permanent makeup, eyelash enhancement, brow shaping and eye brow microblading. Services are “by appointment only” and conducted in a contemporary, tranquil atmosphere.

The salon is open for business at 4622 Van Nuys Blvd.



OUR DAY PORTERS

We have day porters working seven days a week keeping 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, February 4
Tuesday, March 3
Tuesday, April 7

All meetings are at 9 am
Crave Café
14504 Ventura Blvd Sherman Oaks



OUR BOARD MEMBERS

Leslie Elkan, President
Ed Korbel, Treasurer
Jay Friedman, Secretary
Row Zadeh, Board Member
Marla Rothschild, Executive Director

CONTACT US

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