

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

4th Quarter 2021



LETTER FROM THE PRESIDENT

Much-needed December rains drenched the Village At Sherman Oaks BID over the holidays leaving the Village fresh and ready for the new year.

We would appreciate it if anyone who witnesses a crime in the Village would please jot down the license plate or any other identifying information and let us know. One of our street poles was recently knocked down in front of La Reina Place. I called the businesses located there to see if anyone had witnessed what had happened and one employee had seen a red delivery truck knock it down. He said the driver got out of the truck, took pictures of the downed pole, and then got back into the truck and drove away. The employee did not jot down the license plate or get any information so we are unable to pursue his insurance and will have to take care of this from our budget. Because the street poles are on the sidewalks, we are unable to insure them but the driver would have had insurance to take care of the damage he caused.

Fortunately, we have not had any more lockdowns and things seem to be humming along in the Village. Restaurants are making good use of their patios and sidewalk spaces and diners are enjoying their meals both inside and outside our popular dining establishments.

Councilmember Nithya Raman's staff is working on some terrific ideas to help get the unhoused off of our streets and into shelters and we are hopeful they'll be successful. They are working on establishing a biohazard cleanup team you'll be able to call, as well as a team for immediate help with any persons causing a disturbance. Our council office also not only arranged for our trees to be trimmed beautifully by Urban Forestry, but also arranged for LA Conservation Corps to bonus pressure wash our sidewalks. We are grateful to Councilmember Raman and her team for helping us with these services.

The Village is excited to welcome Hype LA to our BID! Located at 14566 Ventura Blvd., Hype LA is one of the world's leading footwear resellers, offering a large variety of 100% authentic high-end tennis shoes. Please stop by and say "Hello" to our newest Village business.

Please peruse this newsletter and let us know if you have any questions or comments. Wishing all of you a healthy and happy New Year! See you in the Village!

Warmly,

Leslie Elkan, BID President
leslie@villageatshermanoaks.com
818-326-0273

The Village At Sherman Oaks Business Improvement District
Village Improvements



Property Preps sidewalk power-washing keeps The Village At Sherman Oaks scrubbed and polished for our neighbors and shoppers who come to our area to enjoy the many retail stores and restaurants.



Our StreetPlus Day Porters
Alex Duran and his StreetPlus team are exceptionally responsive to the needs of our BID. One call into Alex and his team cleaned up the area right away.
If you notice something that needs attention, you can call or text Alex directly at [213-713-5614](tel:213-713-5614) or e-mail him at ADuran@streetplus.net
Please read the StreetPlus Newsletter

BEFORE:



AFTER:



The Village At Sherman Oaks Business Improvement District
Village Improvements

**NITHYA
RAMAN**

| Los Angeles
★ City Councilmember
| 4th District



Many thanks to Councilmember **Nithya Raman** and the **Dept. of Urban Forestry** for the fantastic job they did trimming the trees in October!!



Events

Kindness and generosity were clearly visible as the community of Sherman Oaks lined up at our local Gelson's for the **23rd Annual SOHA Toy Drive**. Toys and games were donated to benefit the County of Los Angeles Department of Children and Family Services.

A great big **THANK YOU** to all who donated!!



The Village At Sherman Oaks Business Improvement District

Events

Small Business Saturday

This year's Small Business Saturday was a tremendous success! Shoppers were out in abundance taking advantage of the many sales and specials at the numerous independently-owned, small businesses who participated in this fun and exciting event.



Upcoming

Coming in January!!

The Village's own **The Standard Design Group Nurseries** was hired to provide the new plantings in the pots throughout the BID.

Visit their store at 14514 Ventura Blvd. or online at www.thestandarddesigngroup.com and see the wide variety of plants and home decor. They also offer design, landscaping, irrigation, hardscapes, and water-feature services.



Sepulveda Transit Corridor Project

Metro is making strides to improve travel between the San Fernando Valley and the Westside.

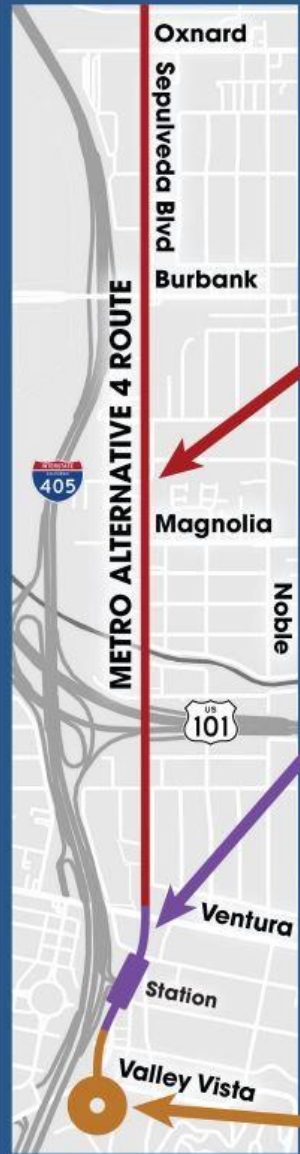
Metro has begun the environmental review phase with project scoping through February 11, 2022.

Watch the December 2021 Public Scoping Meeting video at: <https://youtu.be/KcucT0xMZxA>. See SOHA's flyer, below.

Online comments can be submitted at: <https://bit.ly/SepulvedaCommentForm> or e-mail at: sepulvedatransit@metro.net

For more information go to: <https://www.metro.net/projects/sepulvedacorridor/>.

METRO WILL DESTROY SHERMAN OAKS



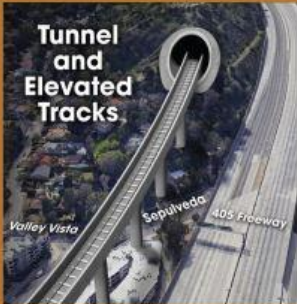
- 20 to 40 feet above street
- Columns block traffic lanes
- Noise will travel for one-half mile

RIDICULOUS ELEVATED TRAINS



- Ugly lid above Sepulveda for five miles
- Construction nightmare
- Ruins our community

RUNS ABOVE SEPULVEDA



- 50-foot tunnel into hillside at Valley Vista
- Trains every 45 seconds
- 200+ businesses and homes lost

HUGE TUNNEL INTO HILLSIDE

METRO WANTS TO PUT UGLY, NOISY ELEVATED TRAINS IN OUR NEIGHBORHOOD

- Huge trains run every 45 seconds
- No privacy or peace
- Worse traffic on Sepulveda
- Construction nightmare for years
- Destroys your property value



HELP SOHA STOP METRO!

HOW TO TELL METRO TO STOP THIS IDIOCY

- Email Metro at SepulvedaTransit@metro.net
- Call Metro at (213) 922-7375
- Comment at Metro Public Meeting on January 22nd
(email SOHA at StopMetroAlt4@gmail.com for details about this meeting)

New Business Openings

The Village At Sherman Oaks welcomes SetsByKYY, House Of Intuition, Hype LA & TCC INC.

Offering stunning acrylic and ombre designs for an event or everyday natural nail pampering **SetsByKYY** is the new nail salon in The Village. **House Of Intuition** a new retail store that also brought The Mirror, a metaphysical pop-up installation on intuition & spirituality. **Hype LA** prides themselves on offering 100% authentic name brand footwear. And we are very excited to see what type of business **TCC INC** will bring to the BID.



SETSBYKYY

Make an appointment now
at 14524 Ventura Blvd.



New and now open at
14520 Ventura Blvd.

TCC INC.

Coming soon to 14537 Ventura
Blvd.



Coming soon to
14566 Ventura Blvd.

OUR NEXT BOARD MEETINGS

January 18 ~ February 8

March 8

All meetings are the second Tuesday of the month at 9 am.

Please call or e-mail for details

OUR BOARD MEMBERS

Leslie Elkan, President
Ed Korbel, Treasurer
Jay Friedman, Secretary
Row Zadeh, Board Member

OUR BID TEAM

Kathleen Wood, Executive Director
Stephanie Banuelos , Asst to the Executive Director

Andy Ha, Intern
Levon Dahjet, Intern
Ricky Garcia-Guevara, Intern

CONTACT US

www.VillageAtShermanOaks.com
(818) 326-0273

Don't forget to follow The Village at Sherman Oaks on Facebook, Twitter, Instagram and now Tik Tok!



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VillageAtShermanOaks

Is your business having an event or special sale? Please e-mail our Executive Director at Kathleen@VillageAtShermanOaks.com and we can promote it on our social media pages.

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