

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

2nd Quarter 2022



LETTER FROM THE PRESIDENT

Summer arrived with a blast of heat! Soaring temperatures reached all the way to 104 degrees before starting to level off. The Village businesses offered cool air conditioning and a pleasant respite for those seeking to escape the heat and enjoy shopping, beauty services, dining and all of the other shops in our Village. Our many ice cream shops have been busy serving cool delights to overheated customers.

We are still struggling with the unhoused interfering with our businesses and it is imperative that you call the new CD4 Ventura Blvd Team for assistance with any individuals who are causing non-violent problems or refusing to leave. The information is included in this newsletter. This team is only for our businesses and is not for residents or others needing assistance. Any violent behavior requires a call to 911. Please also call the County to request assistance with any mentally ill individuals as it is the County that has jurisdiction over the Department of Mental Health. The links are in this newsletter.

We have included tree trimming information in this newsletter for those businesses who don't wish to wait for the BID's tree trimming and wish to trim their own trees.

Please enjoy this newsletter and please let me know if there is anything you'd like me to look into or address in our next newsletter.

I welcome your calls and emails!

Warmly,

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

Village Improvements



**Getting the Village at Sherman Oaks BID
ready for summer!!**

**Property Prep's quarterly sidewalk
power-washing has kept the
Village At Sherman Oaks
clean and sanitized for our
neighbors, shoppers and diners.**

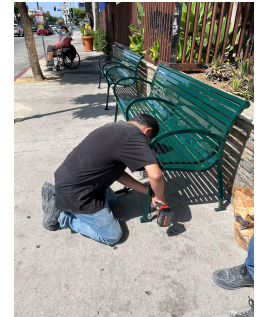


Village Improvements



Thank you to Nicole Alaverdian and Nithya Raman at Council District 4 for the new benches on the corner of Ventura and Van Nuys Blvd.

For the pleasure and convenience of our neighborhood shoppers, the benches that were damaged in an automobile accident were replaced recently. The new benches make the area look neat and well kept.



SEVEN STEPS TO PROPER TREE PRUNING

1. HIRE A QUALIFIED ARBORIST
 - Certified by the Western Chapter of the International Society of Arboriculture
 - Hold a valid C61/D49 State contractors license
 - Ask for local references
2. PROPER CUTS
 - Pruning cuts shall be made in branch tissue just outside the branch bark ridge and collar, without causing injury to the tree
 - No flush cuts shall be made and
 - No stubs shall be left in the tree
 - Cuts shall have no ripping or tearing of the bark
3. PROPER THINNING
 - Seldom should more than 25% of the trees foliage be removed
 - Sufficient branch structure should remain in the interior of the tree
 - Foliage shall be removed in a manner to leave the tree in symmetrical balance
4. PROPER CROWN RAISING
 - Trees shall be raised to conform to Los Angeles Municipal Code (heights listed on trim permit)
5. CORRECTING DEFECTS
 - Remove dead, diseased, damaged, and crossing limbs
 - Remove any broken hanging limbs
 - Perform crown restoration on previously topped or severely pruned trees
6. NO TOPPING CUTS SHALL BE MADE
 - Topping cuts invite insects and decay
 - New growth is weak and promotes profuse watersprout growth
 - Depletes trees energy stores
 - Reduces photosynthesis
 - Prohibits trees' ability to gather and process sunlight reducing survivability
7. PERMITS/INSPECTION
 - Street tree pruning requires a permit from the Urban Forestry Division
 - A follow-up tree inspection shall be performed after street trees have been pruned



All street trees shall be pruned to comply with the ISA Tree Pruning Guidelines and the ANSI A300 Standards. Federal and State law prohibit destruction of raptor, migratory, and song birds. It is the contractor's or permittee's responsibility to ensure these laws are not violated during the execution of a pruning permit.

If you have any further questions, please refer to the Urban Forestry Division Inspector or contact the Division at [311](tel:311) or [213-847-3077](tel:213-847-3077) or e-mail at 311@lacity.org. Hearing impaired TTY 213-473-5990. Or download the MyLA311 app.

Village Improvements



The flowers that were planted last Spring are in full bloom. The Village at Sherman Oaks BID takes pride in having real, fresh flowers and plants in our baskets, pots and medians. Fresh flowers add beauty and charm to our area that entice shoppers and foodies.

To celebrate Memorial Day and the Fourth of July mini American flags were placed in the baskets for an added festive touch.

Our fresh, natural flower baskets are carefully tended by Alex Duran and his StreetPlus team. Jorge and Yorley take care of our baskets, potted plants and the landscaping in our median.



The flowers that The Standard Design Group Nurseries planted last quarter have blossomed and are lush and vibrant.



Visit their store at 14514 Ventura Blvd or call 818-855-5048

Upcoming



In the 2022 Los Angeles mayoral primary election that took place on June 7, 2022, neither of the mayoral candidates received over 50% of the votes the top two candidates Rick Caruso and Karen Bass will have a run-off election on November 8, 2022.

Did You Know?



That you can file a police report online.
Types of Crime Reports That Can Be Filed Online:

- * Harassing Phone Calls
- * Lost Property
- * Theft from Vehicle
- * Theft
- * Vandalism
- * Minor Traffic Collisions
- * Hit and Run Accidents

To file a report online:

<https://www.lapdonline.org/file-a-police-report>

It is the responsibility of the County to assist someone struggling with homelessness and mental health issues. Please make an outreach request at www.lahsa.org/portal/apps/la-hop/request or call 211

2022 Sherman Oaks Street Fair

SAVE THE DATE!!

After a two year break the Sherman Oaks Chamber of Commerce will relaunch the Street Fair on **October 16, 2022!**

Mark your calendars - for the 30th Edition of the Sherman Oaks Street Fair.

Sponsor and vendor information is available by emailing the Sherman Oaks Chamber of Commerce at:



To: Hello@shermanoakschamber.org

Subject: YES, I want to participate in the Street Fair!

Council District 4 News

**NITHYA
RAMAN**

| Los Angeles
★ City Councilmember
| 4th District

LA City Council District 4 Ventura Team

**Homelessness Response Team For Ventura
Blvd Businesses**

Council District 4 is proud to launch a new initiative - the CD4 Ventura Team - designed to meet the unique needs of businesses and unhoused individuals along Ventura Boulevard. Along with support from our existing CD4 Homelessness Team, the CD4 Ventura Team will consist of two designated staff members experienced in working with people experiencing homelessness (PEH), who will conduct proactive outreach along Ventura Boulevard to PEH in the area, working to meet their immediate needs and connect them with long-term case management and housing navigation services. In combination with this proactive outreach, the CD4 Ventura Team will respond to calls from business owners and staff requesting support during non-violent, non-criminal interactions with an unhoused individual.

FAQ for Business Owners

What can the CD4 Ventura Team help me with?

The Ventura Team is equipped to respond to non-violent, non-criminal scenarios involving PEH when business owners/employees need support to continue with their daily operations. This dedicated team will connect unhoused individuals to available resources such as housing, medical, and mental health resources.

What outcomes can I expect when the CD4 Ventura Team arrives at my business?

The CD4 Ventura Team's goal is to de-escalate a situation where a PEH is interfacing with a business and support a safe resolution for all individuals present. When possible, the CD4 Ventura Team will assist the PEH to move to a safe area, and to meet their immediate needs (food, water, bathroom access) which may have initiated the original interaction. The CD4 Ventura Team will also support the business employees and owners in addressing any impact to their business, including cleaning-up trash and biohazard waste, resetting business space, and communicating additional needs to Council District 4's Small Business Liaison.

What hours is the CD4 Ventura Team available for dispatch?

The CD4 Ventura Team will be available to respond to requests Monday - Friday, 9AM - 5PM. Upon calling, the team will communicate an Estimated Time of Arrival. Of course, situations for intervention happen at all hours. We are launching these hours of operation during this initial pilot period, and will continue to collect feedback from the community and the Team to inform future stages of this program.

How can I reach the CD4 Ventura Team?

The CD4 Ventura Team will be available to respond to requests Monday – Friday 9AM - 5PM

CD4 Ventura Team (Time-Sensitive) — (818) 394-0370 - call or text

CD4 Ventura Team (NOT Time-Sensitive) — c04venturateam@lacity.org

OUR NEXT BOARD MEETINGS

July 12 ~ August 9

September 13

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

Please call or e-mail for details

**Please RSVP at
info@villageatshermanoaks.com**

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

Vanessa Rico, Social Media Intern

Jasmine Hernandez, Intern
Kiara Backstrom, Intern
Luna Cinar, Intern

Webmaster: Vinh Nguyen
ndtvinh14@gmail.com

CONTACT US

www.VillageAtShermanOaks.com
(818) 326-0273
info@VillageAtShermanOaks.com

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



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