

The Village At Sherman Oaks Business Improvement District
VILLAGE AT SHERMAN OAKS BID NEWSLETTER
3rd Quarter 2024



LETTER FROM THE PRESIDENT

October is a favorite month in the Village with our wildly popular annual street fair taking place on Sunday, October 20 from 10:00 am – 6:00 pm. Approximately 150,000 people will be strolling through our Village, pausing to sample yummy foods from various food vendors and stopping in to our restaurants and shops who will have specials and discount offers for the day. Tables will be set up on our sidewalks, and there will be rides and games and tons of family fun!

The Sherman Oaks BID has joined forces with Volunteers Cleaning Communities and the Sherman Oaks Beautification Committee to work together to give some polish to our BID. We need volunteers to come out on a Saturday morning each month from 8:30 am – 10:30 am, along Ventura Boulevard and Van Nuys Blvd in the BID. Hot coffee and fresh, organic pastries will be served at the conclusion of the events. Volunteers are needed! Community service/school credit will be granted. Email, text or call me: Leslie@VillageAtShermanOaks.com; 818-326-0273.

Any businesses that are struggling with persons experiencing homelessness or crime are encouraged to attend our monthly virtual Business Watch meetings led by Angela Marsden, owner of Pineapple Hill Saloon and Grill on Thursday mornings from 9:00 am – 10:00 am and include businesses, city leaders and LAPD officers. Please let me know if you would like a Zoom invitation and I will add you to our list. Additionally, LAPD holds an in-person Retail Crime meeting, designed for retail businesses, monthly at noon on Wednesdays in their community room. Please let me know if you would like more information on these meetings.

The BID board encourages landlords to share these quarterly newsletters with your tenants via email. We email these newsletters to every stakeholder who has shared their email address with us so the newsletters can be easily forwarded.

We have noticed that many shops could use some extra spit and polish from their business owners. It would benefit each business if a few minutes were spent each morning before opening to sweep the front of the shops and make them extra welcoming to your customers. Even though our day porters sweep the sidewalks and we have quarterly pressure washing, the daily close attention to details really makes a difference in customer appeal and makes the shops that much more inviting. Many business owners enter through the rear and don't notice what the fronts look like. It's a worthwhile effort.

See you in the Village!

Warmly,

Leslie Elkan, BID President

leslie@villageatshermanoaks.com 818-326-0273

Village Improvements

The holidays are just around the corner and the **Village At Sherman Oaks BID** is going to welcome shoppers and diners with the help of **StreetPlus** and **Property Prep**. They will be power-washing our sidewalks, picking up trash and debris and removing graffiti and flyers from our poles.



Village Improvements:



At our July Community Cleanup brought to you by the Sherman Oaks Beautification Committee, Volunteers Cleaning America, and our BID, volunteers were out in full force cleaning our streets, trash cans, sidewalks, gutters, alleys, weeding and more. They collected 15 bags of trash!!



818-222-8972

New View Landscape will be replanting our hanging baskets and planters, adding charm and appeal to The Village, just in time for the Sherman Oaks Street Fair and the holidays.

Keep an eye out for our annual holiday pole decorations.

Our poles will be beautifully decorated with festive garland and ribbons.

More Village Improvements:

**NITHYA
RAMAN**

Los Angeles
City Councilmember
4th District



818-744-0420

THANK YOU to Nithya Raman!!

The Village at Sherman Oaks is grateful for the generosity of our Councilmember, Nithya Raman. Her office partially subsidized our much needed recent tree trimming in the Village! This is a huge help to us and we are tremendously appreciative!! Trimming the trees annually keeps our visitors safe and our trees healthier, and keeps the palm fronds and leaves off our sidewalks and streets.

Our trees were trimmed by **Mendoza and Family Tree Services**. Jose and his team trimmed our Tabebuia, Jacaranda and Palm trees with great care.



Upcoming Events



SUNDAY, OCTOBER 20TH
10AM-6PM
Main Stage | Community Stage | Carnival
Cocktail Lounge | Pet Zone
Vendors | and MORE!

Ventura Blvd. from Kester Ave. to Van Nuys Blvd.



SHOP SMALL

SMALL BUSINESS SATURDAY
November 30th

SHOP SAFELY WITH US THIS HOLIDAY SEASON



The Village at Sherman Oaks BUSINESS IMPROVEMENT DISTRICT



 **The Valley Economic Alliance**

ECONOMIC DEVELOPMENT COMMITTEE MONTHLY MEETING

Thursday, November 7, 2024
10 a.m. - 11 a.m. PST | Zoom | Free & Open to the Public

Sponsored by 

Economic Development Committee Co-Chairs

 Cristian Machuca CEO Machuca Real Estate Consulting	 Kanika Kith Executive Officer & Co-Founder Barlow Brown, Inc. Director Mission Valley Bank	 Eric Nishimoto Economic Development Manager City of Burbank	 Soua Vang Economic Development Manager City of Burbank
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 EconomicAlliance.org/events info@economicalliance.org (818) 379-7000

Join the monthly meeting of The Valley Economic Alliance’s Economic Development Committee. This virtual gathering will feature an engaging conversation aimed at fostering economic growth and prosperity for businesses in the San Fernando Valley.

Ornamental Street Lighting System Project

We need your signed petitions!

Hello Shareholders -

We have an opportunity to install an Ornamental Street Lighting System in the entire Village at Sherman Oaks BID. This is a very exciting project that will enhance our streetscape and sidewalks. Increased lighting can improve the safety and security of pedestrians and customers and could translate into increased foot traffic for your tenants' businesses. To my surprise and delight, the City of Los Angeles has agreed to provide and install this lighting system and is willing to pay the ENTIRE cost to do so. We would only be responsible for the shared very minimal annual maintenance cost. At just \$160 to \$200 per year for the majority of the property owners in the BID, this is an absolute bargain. An example of the type of light pole at the bus stops is pictured to the right and the rest of the streetlights on both boulevards would be a complementary style to that one.

This is in our best interests, and your support is required to proceed. Please sign and return the attached petition or the one you received in the mail to begin the process. Once the final design has been created another petition will need to be signed which will provide the exact cost for each BID parcel. No one will be assessed unless at least 50% of the stakeholders vote yes on both petitions.

You may have already been contacted by phone call, email or letter via USPS. If you have not been contacted yet, please call Leslie at 818-326-0273 or email her at Leslie@villageatshermanoaks.com with any questions.



Invitation

Please join us for our 2024 Annual Property Owners Meeting

Date: Tuesday, Dec 10, 2024

Time: 9:00am

Location: Virtual Zoom Meeting

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



You will be given the Meeting Link, ID and Passcode when you RSVP.

New Business Openings

The Village At Sherman Oaks welcomes **Aria Sushi**, **Kids & Teens Trade** and **Charme**.

Aria Sushi is The Villages newest and exciting eating establishment featuring all your favorite bowls, rolls and sashimi. **Kids & Teens Trade** is thrift store for kids 5 years to 15 years old, promoting recycled and sustainable fashions. We look forward to the Villages newest hair and nail salon **Charme**.



Coming Soon to
14611 Ventura Blvd.



Now Open at
14554 Ventura Blvd



Coming Soon to
14566 Ventura Blvd.

The Village At Sherman Oaks Business Improvement District

Agencies

Armed Forces Career Center
Avant Garde Realty
Aveanna Healthcare
Beverly Hills Financial Planners, LLC
Borstein Holdings, LLC
California Hospice Care Center
Chambers Insurance Agency
Creative Pros/Creative Home Remodeling Group
David Guglielmo Casting
Edge 10, Inc.
Express Services Healthcare, Inc.
Folk Williams Financial Management, Inc.
Gingold & Company, CPA
Gold House Home Loan, Inc.
Good Spirit Home Health Svces,
Hetzl Design Inc.
Hospice of Providence
Ideal Living Management, LLC
Kalban Architects, Inc.
Kandoo Films
Mak Pictures, LLC
Mobile-Care Home Health Agency
National Jewish Health
NCA Home Health Care, Inc.
Option One Lending
Patch Lending
Platinum Hospice Care, Inc.
Sandstone Properties, Inc.
Serafim Hospice Inc.
State Farm - George Timuryan
State Farm - Ned Gardner
System Property Development Company, Inc.
The Stander Group
VIP Tickets
We Are Verified
Windsor Media
Working with Autism, Inc.

Services

A Yellow House Vacuum Repair
AJ's Pet Shop
Alpa Management/Construction
Bank of America
BENlabs/Ben Group, Inc.
Bestime
Boswell Residential
CAD Stone Works
California Kitchen Gallery
Chevron
Christine's Tailoring/Alterations
Citibank
Dedicated Building Services
Dr. Blue Jeans
Easy Busy Legal
Expo Locksmith/NoHo iPhone Repair
FedEx Office Print & Ship Center
Flam's Lock & Key
Instaguard
Legacy Cleaners
MAC Systems Math Center
Mail Box Services Plus
MEZ Investment Group, Inc.
O.A Solutions Inc.
One Grey Day
Public Storage
Sammy Weiss Esq & Scarlett Farrokh Esq
Sandler and Rosen, LLP
SG Design Studio Inc.
Shell Gas Station/Winall Oil Co.
Shouse Law Group/Karthik Krishnan Esq.
The Mailroom & More
US Bank
WD Contractor Services, Co.
Wells Fargo Bank

Health and Wellness

Allan Phillips, MD
Amighi, Nazila MA LMFT
Andrew Wang, MD
Barron, Joanne PsyD
Berglund, Robin G. MD
Breathe Diagnostics
Carbon Health
Chiropractic Center of Healing
Christie, Jen LMFT
Comfort Care Chiropractic
Danielle Matthew, LMFT
Earthensoul
Eshleman, David LMFT
Gureghian Chiropractic
Heeran, Katie MA LMFT RYT
Jenni J. V. Wilson MA LMFT
McPike, Kristen - Hypnotherapy
Michael Blomsterberg - Life Coach
pH Proactive Health Labs
Pure Recovery
The Villa Outpatient Program
WeSpark Cancer Support Center

Dental

Healthy Smiles Dental
Dr. Oswald B. Burstein DDS
Millennium Dental
Mark Wienberg DDS

Optometry

Professional Vision Care Associates
City Eyes Optometry
LensCrafters

Medical Spa

Blue Medi Spa
Z Center for Cosmetic Health

Fitness/Martial Arts

CycleBar
Dragonfly Cycling
Fit Box Workout
Southern California Taekwondo Center

The Village At Sherman Oaks Business Improvement District

Food - Drinks

Anajak Thai
Aria Sushi - **COMING SOON**
Burger Lounge
CAVA
CharcuterieLA
Chipotle
Crave Café
Crave Café Sushi
Dave's Hot Chicken
Dojo Sushi
Domino's
El Torito
Gold Yaki Burger
Gyu-Kaku Japanese BBQ
Health Nut
Ideology Coffee
In-n-Out Burger
Jamba Juice
Juice Crafters
Kabob Village
Lemon Zest Cafe
Luna Grill
Mardi Gras Tuesday
MiDici Neapolitan Pizza
Mr. Furley's Bar
New York Bistro Cafe &
Wine Bar/NY Bagel Cafe
Noah's NY Bagels
Nomura Sushi
Noodle World Jr
O'Cado
Oliva Trattoria Pizzeria Italian Grille
On The Thirty
Panda Express
Pineapple Hill Saloon and Grill
Pizza Wagon of Brooklyn
Qwench Juice Bar
Sincerely Syria
Spumoni Restaurant
Starbucks
Tamashii Ramen House
The Aftermath - **NOW OPEN**
The Barrel Tavern
The Crabby Crab
Ubatuba Acai X
Valley Grounds Coffee - **NOW OPEN**
veStation

Desserts

Afters Ice Cream
Brian's Shave Ice & Boba
Cold Stone Creamery
Happy Days Café
Humphrey Yogart (Inside Gelsons)
Nothing Bundt Cakes
Paradis
Williams Croissants & Donuts

Retail

2nd STREET USA
4 Seasons Custom Clothiers
American Cancer Society Discovery Shops
AT&T
Best Buy
Birkenstock
Bitar Fine Jewelry & Manufacturing
Bud Dynasty
Buffalo Exchange
Burlington
Capital Drugs
Cell Funds
Contex, Inc.
Crown Beads & Jewelry
Delta Mailbox Sales
Eco H2O Center
For Love Bridal
Gelson's Market
House of Intuition
In Style Boutique
Johnson Fitness & Wellness
Kids Teen Trades - **OPEN NOW**
Lazar's Luggage
Lighting World
Little Trendz Store
Lovers - a pop up shop
Mega Deals Discount Store
Mike's Smoke and Gift Shop
Olympus Pharmacy
Rack Attack
Romantix
Sherman Oaks Cigars
Smoke Top Smoke Shop #2
Spy Shop (IQTronics, Inc.)
START Rescue Resale Store
Talk of the Valley
The Standard Design Group Nurseries
T-Mobile
Toy Mandala
Wine N' Liquor Basket

Arts & Entertainment

AVA Music Academy
Baxter-Northup Music Co.
Candy Land
House of Billiards
Piano Play Music System, Inc.
UltraZone Laser Tag

Beauty

Hair

Angelo's Salon for Hair
Blends Barbershop
Brotherhood Barbershop
Calm Laser Center
Charme - **NOW OPEN**
Fantastic Sams
Headbetter Salon
Heaven's Melody Beauty Lounge
PF International Salon & Barber
Pauline's Human Hair
Primo Salon
Regency Salon
SalonCentric
Serenity Beauty Salon
The Dollhouse
The Loft Hair Studio
Ulta

Nails

AM & PM Nail Spa
Bella Nails & Spa
Charme - **NOW OPEN**
Creative Touch LA
Green Nail
Helen's Salon
Zen Nail Bar

Lashes

The Dollhouse

Skin Care

Pink Cheeks Salon
Skin Serviss

Tanning

Sun Spa Tanning

Threading

Zia Threading

Massage/Spa

Lily Pad Thai Spa & Massage
MantraThai Massage
Massage Heights - **NOW OPEN**
Super Relax
Superior Massage
Teri Taylor Spa Boutique

OUR BOARD MEMBERS

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

OUR BID TEAM

Kathleen Wood, Executive Director
Jose Valencia
Assistant to the Executive Director
Interns:
Samere Bhatt
Ronit Jay Beri
Diego Herrera
Esteban Sanchez
Nelson Huerta

OUR NEXT BID BOARD MEETINGS:

Oct 8th ~ Nov 12th

Dec 10th

**Meetings are the second Tuesday
of the month at 9:00am**

Please call or e-mail for details

**Please RSVP at the number/email
below**

CONTACT US

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

Newsletter printed by: **FedEx Office Print & Ship Center** Located at 4550 Van Nuys Blvd. 818-906-9701
If you prefer to have your newsletter emailed, saving in printing and mailing costs, please contact Leslie or Kathleen

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.

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



VillageAtShermanOaksBID

@villageBID

@VillageAtSherman
OaksBID

VillageAtShermanOaks

-----Tear off Sheet -----

The following is provided in response to requests for instructions for who and when to contact for our particular situations:

For life threatening emergencies and crimes in progress:

Please call 911.

Note: The officers themselves must see the crime being committed. They will not make an arrest based on your photographs or videos.

If you have a long-term issue that a patrol car cannot handle, an ongoing business, property or neighbor situation or dispute:

**Please contact the Senior Lead Officer for our area; Jose Saldana (South side of Ventura Blvd.)
Cell: 1-818-731-2565 Station: 1-818-374-9500 or e-mail him at 30853@lapd.online; or Mariana
Romo (North side of Ventura Blvd.) 818-731-2563 or email her at 40229@lapd.online.**

Note: They do not take police reports. Police reports should be submitted to lapdonline.org.

If you see someone experiencing homelessness, struggling with their physical and/or mental health issues:

**Please submit a request at LAHSA – Los Angeles Homeless Services Authority
<https://www.lahsa.org/portal/apps/la-hop/request> or by calling 211.**

For trash or debris in the BID:

**Please contact our Street plus supervisor, Aileen Morales at 1-213-999-0108 or e-mail her at
Amorales@streetplus.net and she will send over a day-porter.**

Graffiti Removal:

File a 311 request at <https://www.lacity.org/myla311> or on the MyLA311 App, or call 311.

To remove unwanted persons from private property:

Post a no trespassing sign (see example below). You must ensure proper signage has been posted in accordance with Los Angeles Municipal Code Section 41.24 (a) AND file a *Trespass Arrest Authorization Form* with the Van Nuys LAPD. Please keep a copy and be prepared to show it to the responding officers to prove that you are authorized to request the arrest.



City of Los Angeles
LOS ANGELES MUNICIPAL CODE SECTION 41.24
TRESPASS ARREST AUTHORIZATION

Los Angeles Police Department
Division

Dates of Authorization
From to
(cannot exceed 12 months)

Property Address:

Type of Property: Residential No. of Units Commercial Type

I am the Owner/Owner's agent/person in lawful possession of the above referenced property. I request and authorize the Los Angeles Police Department to enter the above property and enforce Los Angeles Municipal Code 41.24.

[CHECK APPLICABLE PARAGRAPH(S)]

Posted property not open to the general public, L.A.M.C. Section 41.24 (a)

My property has been posted in accordance with L.A.M.C. 41.24(f) with signs stating "THIS PROPERTY CLOSED TO THE PUBLIC. No Entry Without Permission. L.A.M.C. SEC. 41.24." I authorize the Los Angeles Police Department to arrest anyone on my property who is not a lawful resident, guest or visitor and not exempted under L.A.M.C. 41.24(h) for a violation of L.A.M.C. 41.24(a).

Posted or unposted property not open to the general public, L.A.M.C. Section 41.24 (b)

I authorize the Los Angeles Police Department, pursuant to L.A.M.C. 41.24(b) to advise persons who are not lawful residents, guest, visitors, and not exempted under L.A.M.C. 41.24(h) to leave my property and not to return for 6 months and to arrest such person if they return within six months for a violation of L.A.M.C. 41.24(b)

Commercial property open to the general public, L.A.M.C. Section 41.24 (d)

My property is open to the general public between the hours of to . I authorize the Los Angeles Police Department to advise persons pursuant to L.A.M.C. 41.24(d) to leave the premises for 24 hours if the request to leave is rationally related to the services performed or the facilities provided on the property. I further authorize the Los Angeles Police Department to arrest anyone who has been so notified and refuses to leave or returns within 24 hours for a violation of L.A.M.C. 41.24(d).

I or my authorized agent will cooperate fully in the prosecution of anyone who is arrested for a violation of any local or state law, including trespassing or vandalism. The name of the manager of the aforementioned property is

and he/she can be reached at: Telephone No. () -

Address:

Sincerely,

(Signature)

(Print Name)

(Telephone #)

(Address)

Street Report

The
Village
AT Sherman
Oaks

CLEANING AMBASSADOR SERVICES | 3RD QUARTER 2024

The following data and information is provided to The Village at Sherman Oaks Business Improvement District for tracking purposes. The information contained in this report is for activities reported for the 3rd Quarter of 2024, July 1 - September 30. The data and information is obtained from Officers conducting patrols and entered in Statview.



BEFORE/AFTER

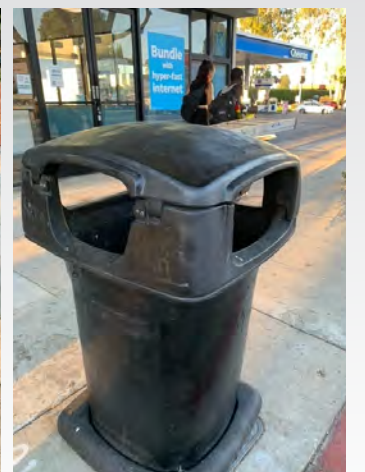
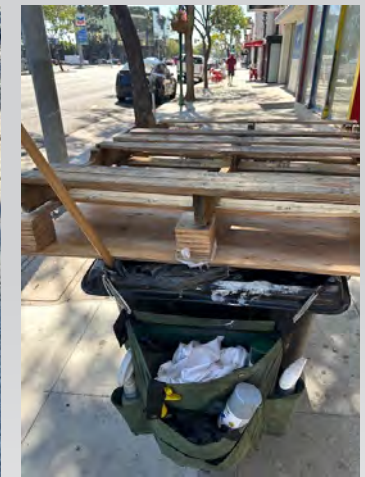
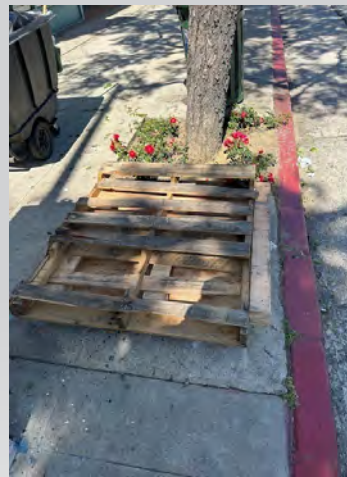
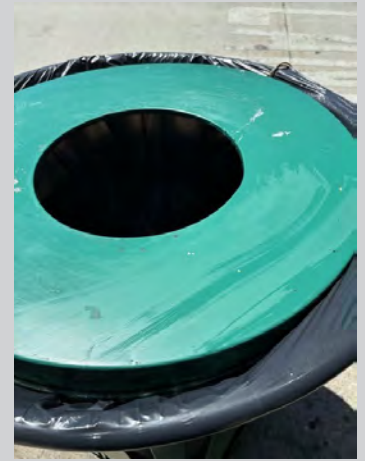


Street Report

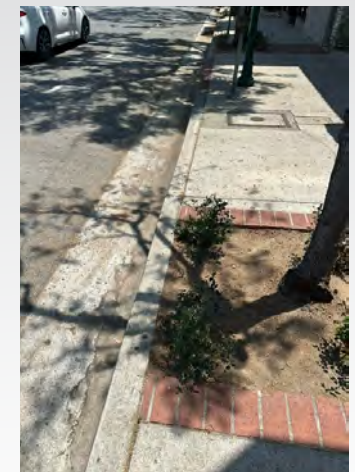
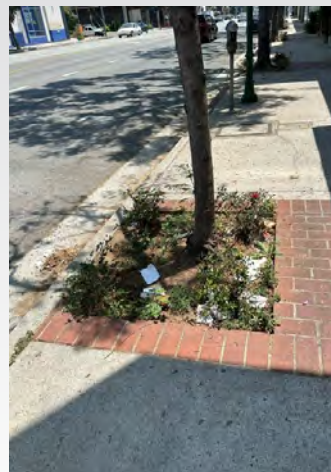
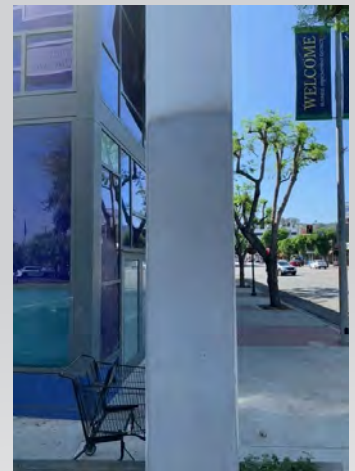
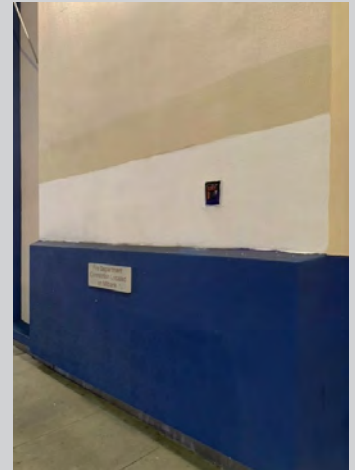
THE VILLAGE AT SHERMAN OAKS

CLEANING AMBASSADOR SERVICES | 3RD QUARTER 2024

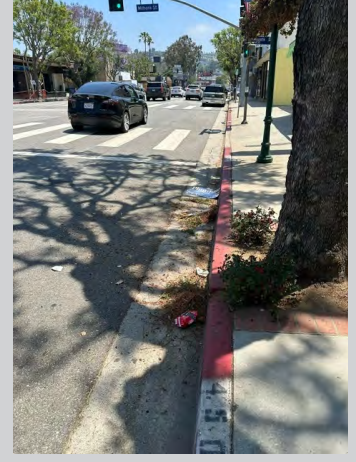
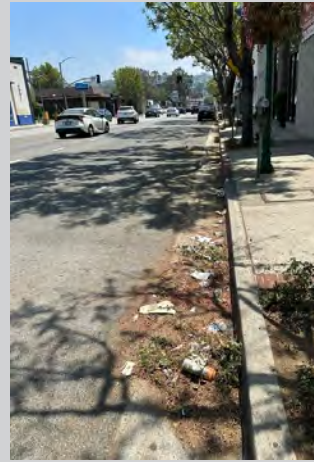
BEFORE/AFTER



BEFORE/AFTER



BEFORE/AFTER



MAINTENANCE

TRASH - BAGS COLLECTED

July	310
August	360
September	390
3rd Quarter	1,060

TRASH - POUNDS

July	7,750
August	9,000
September	9,750
3rd Quarter	19,520

BLOCK FACES - PAN & BROOM

July	270
August	290
September	320
3rd Quarter	880

HOSPITALITY - DIRECTIONS

July	10
August	7
September	3
3rd Quarter	20

GRAFFITI - REMOVES

July	135
August	170
September	120
3rd Quarter	425

PLANT WATERING - WORK ORDERS

July	2,250
August	2,200
September	2,280
3rd Quarter	6,730

PRESSURE WASHING - GALLONS USED

July	60
August	72
September	48
3rd Quarter	180

LABOR HOURS

CLEANING HOSPITALITY

July	96.00
August	144.00
September	161.00
3rd Quarter	401.00

SAFETY HOSPITALITY

July	184.00
August	176.00
September	104.00
3rd Quarter	464.00

PETITION FOR INSTALLING AN ORNAMENTAL STREET LIGHTING SYSTEM

A first time lighting system may be petitioned through the 1913 Improvement Act,
where street lighting does not exist on residential roadways.

CITY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS BUREAU OF STREET LIGHTING

The undersigned owners of property fronting on Ventura Blvd and Van Nuys Blvd
between Van Nuys Blvd, Ventura Blvd
and Cedros Ave, 101 Freeway, including intersections,
hereby petition the Los Angeles City Council to authorize the following improvement:

Installation of an **ORNAMENTAL** street lighting system which meets current street lighting standards of the City of Los Angeles.

- Estimated **one-time installation** assessment is about **\$7,000-\$10,000**.
 - ***Council District 4 intends to use Ventura/Cahuenga Specific Plan Parking Impact Assessment (PIA) Funding to pay for initial capital costs, which would eliminate the one-time installation assessment for property owners.***
- Estimated **annual maintenance** and operating assessment ranges from around **\$160** for commercial parcels below 4,355 square feet to around **\$2400** for commercial parcels above 130,000 square feet.

Sherman Oaks Business Improvement District LIGHTING DISTRICT
(PROPOSED PROJECT TITLE)

NOTICE TO PETITIONERS

Return this petition to the issuing office shown below with valid signatures from property owners representing at least **70%** of this project's total footage, indicating an interest in the project. Once the signatures on the returned petition are validated, questionnaires will be sent to all affected property owners to confirm that there is strong support for the project. If the petition and questionnaire process indicate strong support, the City Council will then be requested to authorize the design of the project.

After a preliminary design, and prior to construction of the project, each individual property owner will be sent a notice of hearings and a ballot which will indicate the maximum assessment related to their property for installation and annual operation & maintenance of the street lighting improvement. Proposition 218 requires that property owners approve any proposed assessment through a balloting procedure.

Further information regarding this process can be obtained by calling the Bureau of Street Lighting at (213) 847-1400.

Bureau of Street Lighting 1149
S. BROADWAY, STE. 200
Los Angeles, CA 90015

ATTN: COMMUNITY SERVICES DIVISION

Attachments: 1. Photos of pedestrian light poles

Phone: (213) 847-1400
Fax: (213) 847-1851

E-Mail: bsl.streetlighting@lacity.org
Website: <http://bsl.lacity.org/>

SEE REVERSE SIDE FOR SIGNATURE BLOCK

Signature of Property Owner

Print Name

Property Address

x		x		x	

FOR CITY STAFF ONLY:

This petition was prepared on _____, by the Bureau of Street Lighting, 1149 S. BROADWAY, STE. 200, Los Angeles, CA 90015, at the request of:

Name: _____

Address: _____

Phone: (____) - _____

Date: _____

Zip Code: _____
Returned to Div./Dist. Office: _____

PM _____ DM _____ TG _____ CD _____

_____ Lighting District