

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

1st Quarter 2025



LETTER FROM THE PRESIDENT

It's always a special feeling when spring starts making its appearance. There's renewed energy in the air. Flowers bloom, spring rains freshen, and shoppers and diners fill the sidewalks at all hours. The BID is continuously swept and cleaned to keep it inviting for our many visitors.

This May 17, Mayor Karen Bass is leading a major cleanup of Sherman Oaks with its staging area in our BID's Gelson's parking lot. Sherman Oaks Homeowners Association's Beautification Committee is teaming up with Sherman Oaks Beautification Committee, the BID and Volunteers Cleaning Communities to flood Sherman Oaks with volunteers. New trees will be planted, graffiti will be painted over, 311 reports will be created, and untold numbers of trash bags will be filled with litter and disposed of. Please consider joining this productive and worthwhile event. We are discussing a no-host wrap party in the BID after the event and will have that information soon.

Please read about BID happenings in this newsletter and please support our local mom and pop BID brick and mortar businesses who need your support to survive.

Enjoy this newsletter! See you in the Village!

Warmly,

Leslie Elkan,
President,

Leslie@VillageAtShermanOaks.com

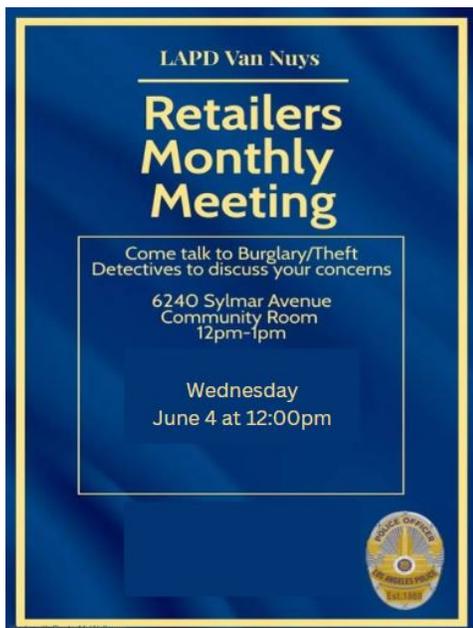
818-326-0273

Important Notice:

Due to the rising costs of printing, postage and other necessities of mailing out quarterly newsletters, going forward we will only be emailing the newsletters.

Our executive director Kathleen has been calling our shareholders to get their latest contact information including mailing addresses, phone numbers and email addresses. If you are not on our list already please call Kathleen at 818-341-9221 or email Kathleen@villageatshermanoaks.com to update your information.

Assistance for Retailers & Businesses:



BizFed is a network of business networks. BizFed is proud to unite 240 diverse business organizations representing 420,000 employers with 5 million employees across Southern California.

BizFed is a massive grassroots alliance that unites chambers of commerce, trade associations, minority business groups, economic development organizations, business improvement districts, and other business networks to advocate for policies and projects that strengthen the regional economy.

Leveraging power in numbers, BizFed explores all sides of critical issues and mobilizes its members to take timely action with the goal of spurring business growth, job creation, and economic vitality. BizFed's Board of Directors advocates and educates on issues that are thoroughly vetted by diverse members.

To find out more go to www.bizfedlacounty.org

Cleaning up Sherman Oaks:



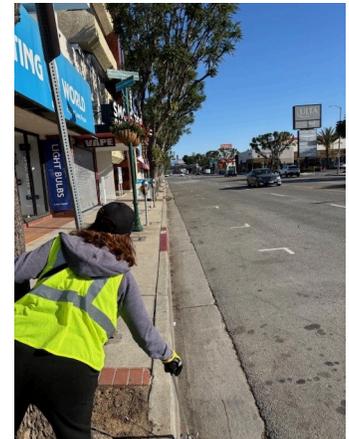
On Saturday, March 1st
and April 5th.

Volunteers Cleaning Communities were out in full force tidying up the Sherman Oaks BID and the surrounding streets. Picking up trash and debris in the streets and alleyways.



In April, a group of 13 gathered 16 large bags of trash. They covered Ventura Blvd from Hazeltine to Kester, Moorpark between Cedros to Hazeltine and Van Nuys between Ventura to 101 Freeway including southbound off ramp.

Refreshments were provided by the BID.



Many thanks to Mary Perloe, Mark Perloe, Gina Greblo, Howard Jaffe, Patricia M, Judy Santos, Deborah Steele, Gary Breslau, West Young, Alex Young, Judy Kemecei, Esther Friedberg, and Stacey Heaver. Come out and join the fun and do something positive for your community.



Village Improvements:

SHERMAN OAKS HOMEOWNER'S ASSOCIATION
SERVICE DAY LA
Register Today!
Saturday, May 17th
8:30am-12:30pm
GELSON'S PARKING LOT
4520 Van Nuys Blvd
Sherman Oaks, CA

SIGN UP HERE!
SHOW UP! TEAM UP! CLEAN UP!
Neighborhood clean up,
Tree Planting, Resource
Fair, Refreshments & MORE!
*Tools, bags, safety colors provided.

TO LEARN ABOUT SPONSORSHIPS, ADOPT A BLOCK AND SCHOOL SERVICE HOURS!
CONTACT: SOHA Beautification Co-Chair KELLY LYNCH | klynchakplselect.com

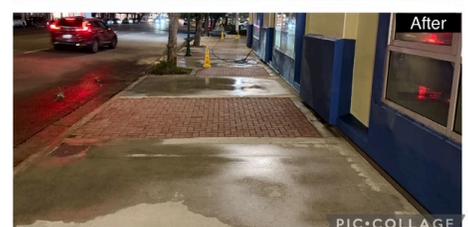
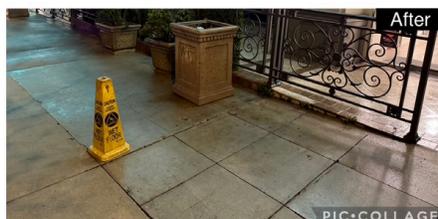
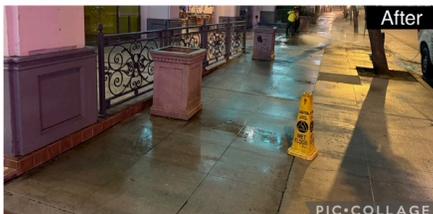
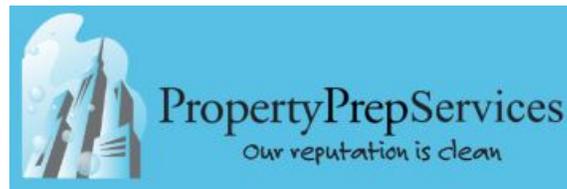


Our StreetPlus Day Porters

Removing the largest to the smallest bits of graffiti
Aileen and her StreetPlus team are on the job!

If you notice something that needs attention, you can call or text Aileen directly at [213-999-0108](tel:213-999-0108) or e-mail her at AMorales@streetplus.net. See the before and after pictures below to see what a terrific job they do keeping our area neat and tidy.

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



Ornamental Street Lighting System Project

Thank you to those who have returned your signed petitions!!

Hello Shareholders -

We have received many signed petitions - thank you!! We are just as excited as you are!

However, we still need a handful more. Just to reiterate, this project 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. The shareholders who have signed are excited to help the safety and business of their tenants. But they are disappointed in the landlords who have an indifferent attitude towards improving our area.

As a reminder, 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 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.



Upcoming Village Improvements:

TWO BEAUTIFUL NEW MEDIANS

The BID is excited to announce that we have received full approval to construct two landscape medians on Van Nuys Blvd in the Sherman Oaks BID. One of the medians will run from Hortense to Milbank and the second from Milbank to Moorpark. The medians will be like The wildly popular one on Ventura Blvd near Cedros, with its eye-popping light displays. The Van Nuys Blvd medians will also have lighting. We don't yet know exactly when construction will begin or how long it will take, but it has taken us three years of a painstaking design and approval process to get to this point - and we are thrilled. The project will be overseen by the Los Angeles Neighborhood Initiative (LANI, which partners with the LA Office of Community Beautification. We are grateful for the support we received from our council office and from the Ventura-Cahuenga Boulevard Corridor Specific Plan Review Board. The medians will enhance safety as well as beauty in Sherman Oaks.

TREE WELL GRATES

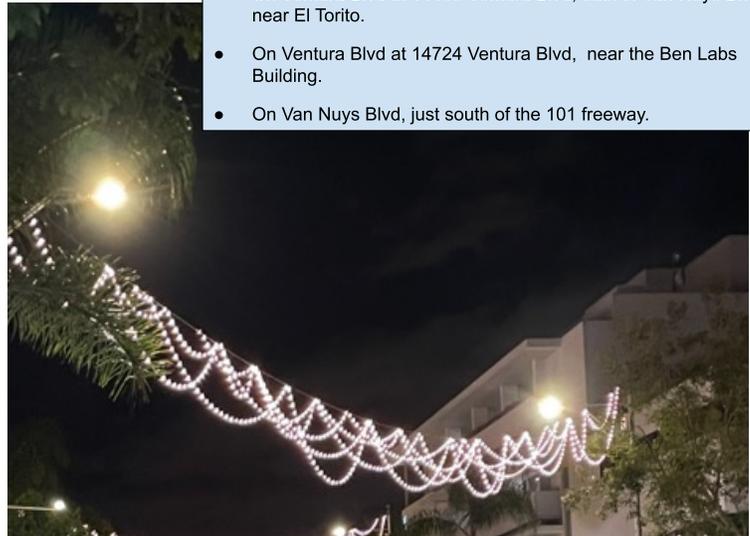
Before:



After:



STRING LIGHTS



- On Ventura Blvd at 14433 Ventura Blvd, east of Van Nuys Blvd near El Torito.
- On Ventura Blvd at 14724 Ventura Blvd, near the Ben Labs Building.
- On Van Nuys Blvd, just south of the 101 freeway.



Events:



SHERMAN OAKS NEIGHBORHOOD COUNCIL 2025 Elections



Candidate Filing Period Began: Friday, February 7th
Vote by Mail Application Period Begins: Friday April 11th
List of Candidates Announced: Friday April 11th
Election Day is Thursday, June 10th
Stay tuned to the next BID Newsletter to find out the results!



Located 14724 Ventura Blvd, Suite 101

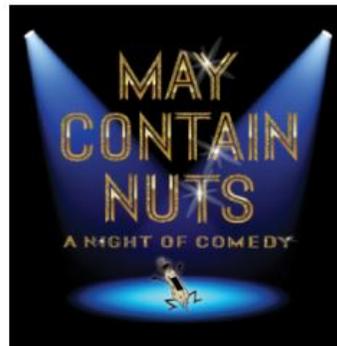
Serving the community in Sherman Oaks since 2001

The Village at Sherman Oaks is proud to have the non-profit WeSPARK Cancer Support Center in the BID.

WeSPARK provides FREE programs and services for cancer patients, survivors, and their loved ones.

WeSPARK hosts several signature events throughout the year that bring its supporters together to share their passion and commitment towards helping individuals impacted by cancer. They offer a unique variety of annual fundraising events, including May Contain Nuts! A Night of Comedy, Jason Alexander's Poker Tournament, Run Walk for WeSPARK's 5K 10K, and An Evening of Jazz events.

For more info go to <https://wespark.org>, call 818-906-3022 or email info@wespark.org

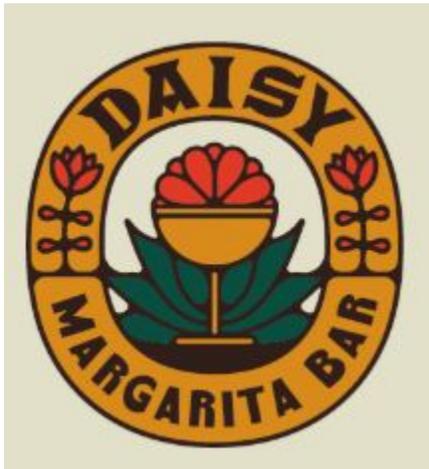


New Business Opening

An exciting new restaurant and bar are coming to
The Village At Sherman Oaks!!



We are waiting anxiously to find out when **Daisy Margarita Bar** and the **Gilbert Perez Bar** will open. Both new endeavors are dedicated to preserving & uplifting mexican culture through thoughtful innovation of food & beverage.



Coming Soon at
14633 Ventura Blvd.
(Formerly The Sherman)



Coming Soon at
14633 Ventura Blvd.
(Formerly The Attic)

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
G & M Oil
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..
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

Food - Drinks

Anajak Thai
Aria Sushi
Burger Lounge
CAVA
CharcuterieLA
Chipotle
Crave Café
Crave Café Sushi
Daisy - **COMING SOON**
Dave's Hot Chicken
Didar Kitchen
Dojo Sushi
Domino's
El Torito
Gilbert Perez Bar - **COMING SOON**
Gyu-Kaku Japanese BBQ
Health Nut
Ideology Coffee
In-n-Out Burger
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
The Aftermath
The Barrel Tavern
The Crabby Crab
Ubatuba Acai X
Valley Grounds Coffee
veStation

Desserts

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

Retail

2nd STREET USA
4 Seasons Custom Clothiers
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
Lazar's Luggage
Lighting World
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
WaterPlant Depot
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
Fantastic Sams
Headbetter Salon
Heaven's Melody Beauty Lounge
PF International Salon & Barber
Pauline's Human Hair
Primo Salon
Regency Salon
Revive
SalonCentric
Serenity Beauty Salon
The Dollhouse
The Loft Hair Studio
Uta

Nails

AM & PM Nail Spa
Bella Nails & Spa
Charme
Creative Touch LA
Green Nail
Helen's Salon
Rashen Nails
Zen Nail Bar

Lashes

The Dollhouse

Skin Care

Arre Aesthetics
Pink Cheeks Salon
Skin Serviss

Tanning

Sun Spa Tanning

Threading

Zia Threading

Massage/Spa

Lily Pad Thai Spa & Massage
MantraThai Massage
Massage Heights
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

Social Media Intern: Gionna M. Timoteo

Interns:

Enrique Sanchez
Siphewe Ngubane
Armando Lopez
Kim Ngesa
Mixtli Cabrera

Webmaster: Vinh Nguyen
ndtvinh14@gmail.com

OUR NEXT BID BOARD MEETINGS:

April 8th ~ May 13th

June 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.



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 (PLA) 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

Street Report

The Village
AT Sherman
Oaks

CLEANING AMBASSADOR SERVICES | 1ST QUARTER 2025

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 1st Quarter of 2025, January 1 - March 31. The data and information is obtained from Officers conducting patrols and entered in Statview.



Regularly watering and checking the moisture of the plants.



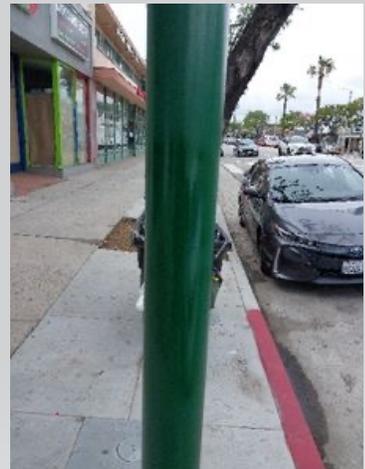
Graffiti Removal:



Street Report

THE VILLAGE AT SHERMAN OAKS

CLEANING AMBASSADOR SERVICES | 1ST QUARTER 2025



MAINTENANCE

TRASH - BAGS COLLECTED

January	310
February	300
March	290
1st Quarter	900

TRASH - POUNDS

January	7,750
February	7,500
March	7,500
1st Quarter	22,750

BLOCK FACES - PAN & BROOM

January	248
February	224
March	216
1st Quarter	688

HOSPITALITY - DIRECTIONS

January	12
February	8
March	5
1st Quarter	20

GRAFFITI - REMOVES

January	155
February	140
March	145
1st Quarter	440

PLANT WATERING - WORK ORDERS

January	2,100
February	2,250
March	2,300
1st Quarter	6,650

LABOR HOURS

CLEANING HOSPITALITY

January	254.00
February	254.00
March	288.00
1st Quarter	796.50