

# VILLAGE AT SHERMAN OAKS BID NEWSLETTER

## 2nd Quarter 2025



### LETTER FROM THE PRESIDENT

Summer got off to a slow start but it is here now with the expected higher temperatures. Many kids are in camp or on family vacations and there's a more leisurely feeling in the BID. The air-conditioned shops, salons and restaurants beckon shoppers and diners into their cool, inviting ambiances for good buys, good services and good food.

I encourage all BID property owners to update or upgrade your buildings. Some look wonderful and some are looking a little worse for wear. Even some fresh paint would increase their appeal. Please reach out if you need contractor referrals.

As in every quarter, there are new businesses opening as others leave. New businesses are highlighted in each newsletter and we welcome hearing about any that have not been mentioned. The BID has very few vacancies due to the attractiveness, convenience and unique location which draw visitors from around the city, the state and the world.

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!

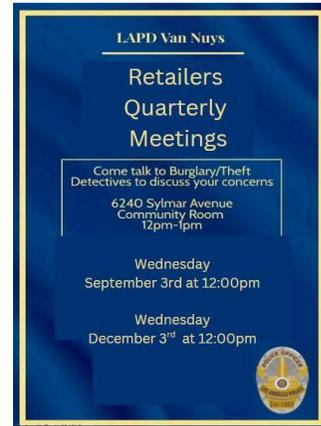
Warmly,

Leslie Elkan, President  
Leslie@VillageAtShermanOaks.com  
818-326-0273

## Important Notice:

Thank you to those who have provided your email addresses. We will only use it to email you the newsletter or contact you about important/urgent information regarding your property. Please call Kathleen at [818-341-9221](tel:818-341-9221) or email [Kathleen@villageatshermanoaks.com](mailto:Kathleen@villageatshermanoaks.com) to update your information.

## Assistance for Retailers & Businesses:



**BIZFED ACTION ALERT: YOUR VOICE MATTERS!**  
**SPEAK OUT FOR SENSIBLE SOLUTIONS**

### **We cannot allow predatory lawyers to win at the expense of small businesses and California's disabled!**

BizFed responded to an urgent request to participate in a press conference at the Capital Building in Sacramento to raise vital attention for a situation that is, in a word, untenable.

**SB 84** gives small businesses 120 days to remediate ADA deficiencies without incurring what can amount to substantial fines. Businesses have the right to repair, and disabled Californians benefit from upgrades that make their lives more independent and livable. Everybody wins. So what's the hold up?

#### THESE FACTS ARE SHOCKING:

- In 2021 there were more disability access lawsuits filed in California than the rest of the 48 states combined.
- Data from 2023 showed an increase of over 1600 complaints from 2022 -- for approximately 4600 total cases alleging more than 10,500 defects.
- Predatory law firms have accelerated their abuse all over California, especially to small businesses in communities represented by both Democrats and Republicans.
- SB 84 (Niello) received significant support last session and easily passed off the Senate floor.
- The Assembly Judiciary Committee refuses to give the bill a hearing -- declining the right of Assembly members to vote on this bill this year.

Click Here: [BizFed | ACT NOW - Give SB 84 a Fair Hearing!](#)

#### **BizFed Member Upcoming Events and Meetings:**

For a full calendar of meeting and events go to:

<https://bizfedlacounty.org/bizfed-meetings-events/>

To find out more go to [www.bizfedlacounty.org](http://www.bizfedlacounty.org) or follow them on @bizfedla

# Keeping The Village Clean:



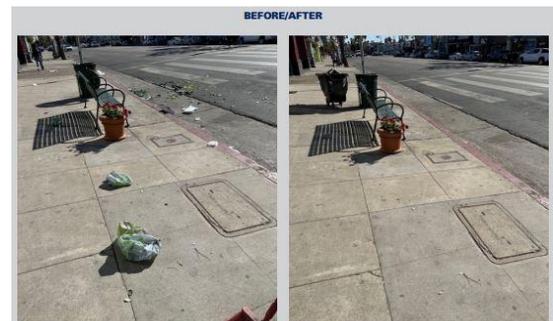
On Saturday, July 5th **Volunteers Cleaning Communities** were out in full force tidying up the Sherman Oaks BID and the surrounding streets picking up trash and debris in the streets and alleyways. The volunteers covered Ventura Blvd from Hazeltine to Kester, Moorpark between Cedros to Hazeltine and Van Nuys between Ventura to 101 Freeway including southbound off ramp. Refreshments were provided by the BID.

Many thanks to those who came out to join the fun and do something positive for our community.



## Our StreetPlus Day Porters

From removing flyers and stickers from poles and trees to picking up trash on the sidewalks and gutters, Aileen and her StreetPlus team do a terrific job! If you notice something that needs attention, please call or text Aileen directly at [213-999-0108](tel:213-999-0108) or e-mail her at [AMorales@streetplus.net](mailto:AMorales@streetplus.net). Please read the StreetPlus Newsletter attached for more details about this program.

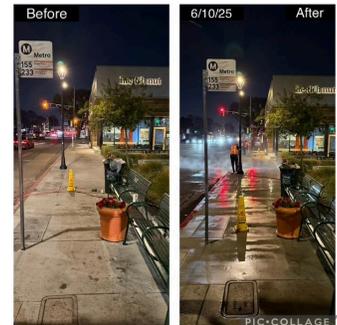
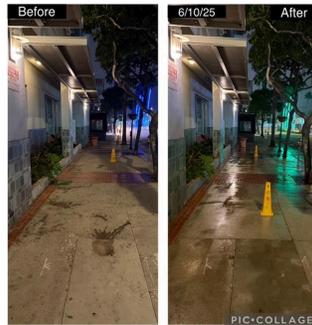


# Village Improvements:



## THANK YOU to Nithya Raman!!

The Village at Sherman Oaks is grateful for the generosity of our Councilmember, Nithya Raman. Her office subsidized a year of quarterly pressure washing in the Village. This is a huge help to us and we are tremendously grateful! Our sidewalks get so very dirty with all of the foot traffic! The pressure washing budget that was originally established has become insufficient to keep up with our needs and rising costs, so this boost enables us to keep the sidewalks cleaner for our many visitors.



### Mota Landscaping Services maintains

The Village at Sherman Oaks BID's treasured landscaped median by weeding, feeding and pruning the plants and flowers in the island, assuring they are thriving and making the BID look inviting to shoppers and diners.

**Jose Mota - 818-399-1317**



Keeping our sidewalks safe for our shoppers and neighbors, New View Landscape has installed decorative tree well grates to keep our sidewalks looking neat and tidy.



# Upcoming Village Improvements:

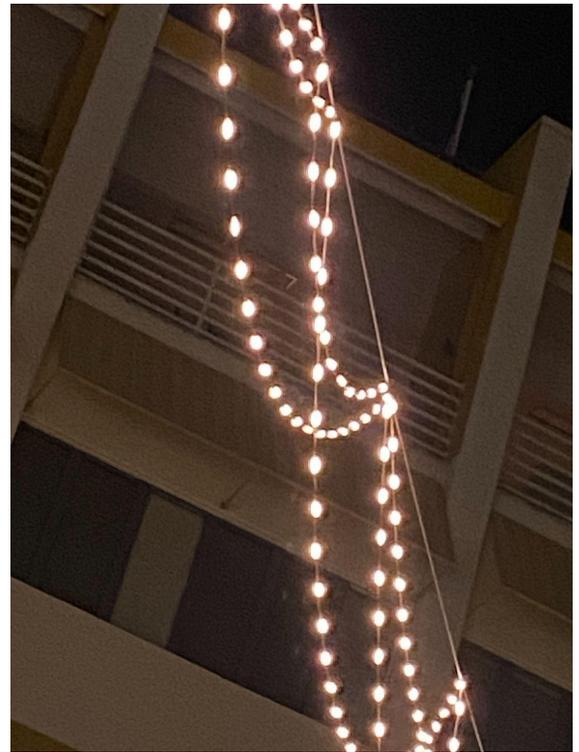
## VAN NUYS BLVD MEDIANS

The landscape median project on Van Nuys Blvd has begun. The medians will be like the wildly popular one on Ventura Blvd near Cedros, with its eye-popping light displays.



## 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 at 4645 Van Nuys Blvd.



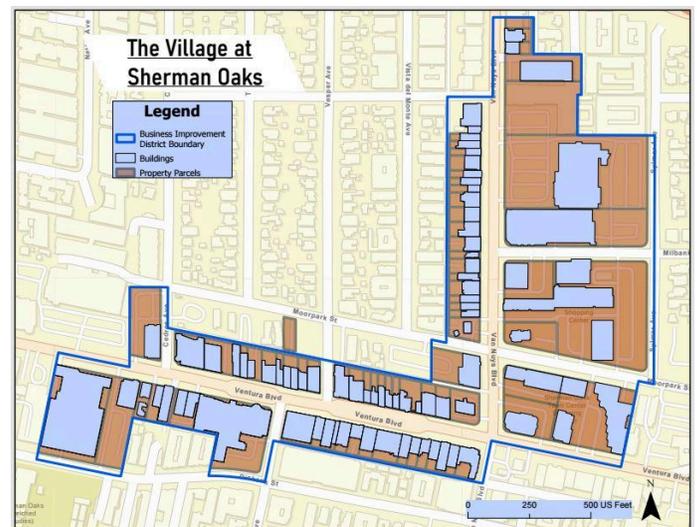
## Community Engagement:



For the past five years, we have collaborated with CSUN's Urban Planning and Studies department to offer select students an internship opportunity with the Sherman Oaks Business Improvement District. Providing these students with real-world experience in learning about BIDs and urban planning. We involved them in meetings for the LA City Planning Review Board, the Sherman Oaks Neighborhood Council, the Sherman Oaks Homeowners Association, and more.

This year, our BID was lucky enough to be chosen by **Dr. Craig Olwert**, an Urban Studies and Planning Professor, to have his talented students use our BID to do research, make contact with our businesses, and classify them into current and past uses. Contacting the stores with questionnaires to evaluate their awareness of the BID, how and where to make improvements, and creating maps and conceptual models of our area. Also, analysing other BIDs to determine how we compare. They gave an informative and useful presentation, and based on their analysis, they came up with recommendations that can help the BID serve its property owners and businesses more effectively.

Many thanks to Dr. Olwert and his students. Pictured above: Reese Hammons, Armando Lopez, Daniel Felix, Violet Dawi, Matthew Mateo, Samantha Abarca, Kimberly Ngesa, Yuliia Zhytelna, Alan Trujillo-Banuelos, Maylayka McConnell. Special shout out to **Kimberly Ngesa** and **Armando Lopez** who also interned for the BID this past semester.



# 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 at the end of this newsletter. 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.

Please call Leslie at 818-326-0273 or email her at [Leslie@villageatshermanoaks.com](mailto:Leslie@villageatshermanoaks.com) with any questions.



## Events:



### SHERMAN OAKS NEIGHBORHOOD COUNCIL

held their election on Tuesday, June 10th.

The results are in!!

Congratulations to the following new area representatives:



Area 1 Residential Representative: **LIELT ENDASHAW**

Area 1 Business Representative: **LEVON BARONIAN**

Area 3 Residential Representative: **HOWARD KATCHEN**

Area 7 Business Representative: **MARTIN HERNANDEZ**

Area 7 Residential Representative: **MARTIN H. STAHL**

Area 1 Community Interest Representative: **CHRISTY ADAIR**

Area 1 Community Interest Representative: **JEFFREY KALBAN**

In celebration of Memorial Day, Flag Day, Fourth of July and Labor Day, American flags are up to create a festive and fun atmosphere for the summer.



# 2025 Sherman Oaks Street Fair ~ October 19th

**SHERMAN OAKS**  
CHAMBER OF COMMERCE



Mark your calendars for the 33rd Sherman Oaks Street Fair.  
Happening on Sunday, October 19th from 10am to 6pm.

Please visit [www.shermanoaksstreetfair.org](http://www.shermanoaksstreetfair.org) for highlights from last year and information for 2024!

Email Vickie at [hello@shermanoakschamber.org](mailto:hello@shermanoakschamber.org) to be added to the email recipient list to be updated on all things Street Fair.

Sponsor and Vendor Registration are now open!

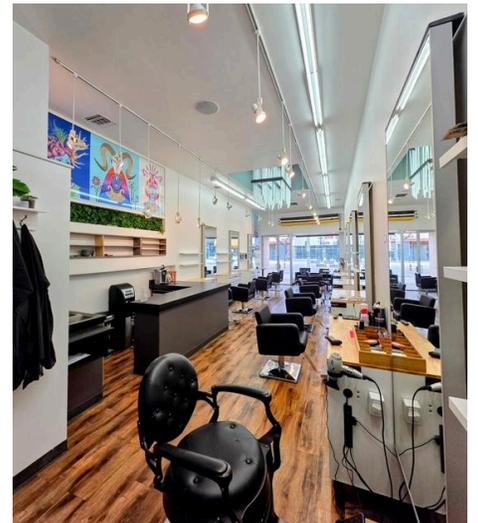
Reminder - Admission is FREE for attendees at this all-ages Street Fair

**Legacy**  
SalonLA

## An exciting new hair salon is open in The Village At Sherman Oaks!!

Step into Legacy SalonLA at 14545 1/2 Ventura Blvd., where beautiful hair and warm smiles await! Owner Edgar Hakobyan, with 11 wonderful years in the industry, is thrilled to open his doors and welcome you to his growing family. Whether you're a talented hairstylist looking for a supportive new home or a client ready to transform your look, he is so excited to have you join this journey. Offering a full spectrum of services, including expert hair cutting and coloring, all designed to make you feel fantastic. Come experience the warmth and artistry that is Legacy SalonLA!

Check out their Instagram page: [@legacyhairsalonla](https://www.instagram.com/legacyhairsalonla)



## 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  
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  
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  
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  
Heaven's Melody Beauty Lounge  
Legacy SalonLA - **COMING SOON**  
PF International Salon & Barber  
Pauline's Human Hair  
Primo Salon  
Regency Salon  
Revive  
SalonCentric  
Serenity Beauty Salon  
The Loft Hair Studio  
UIta

### Nails

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

### Lashes / Waxing

Charme

### Skin Care

Arre Aesthetics  
Pink Cheeks Salon  
Skin Serviss

### Tanning

Sun Spa Tanning

### Threading

Charme  
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

Assistant to the Executive Director:  
Kimberly Ngesa

**Interns:**

Erick Espinosa  
Tyler Karp  
Alan Trujillo-Banuelos  
Armando Quintana

**Webmaster:** Vinh Nguyen  
ndtvinh14@gmail.com

**OUR NEXT BID BOARD MEETINGS:**

**August 12th ~ September 9th**

**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](http://www.VillageAtShermanOaks.com)  
(818) 326-0273  
[info@VillageAtShermanOaks.com](mailto:info@VillageAtShermanOaks.com)

Is your business having an event or special sale? Please e-mail our Executive Director at [Kathleen@VillageAtShermanOaks.com](mailto: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](mailto:30853@lapd.online); or Mariana  
Romo (North side of Ventura Blvd.) 818-731-2563 or email her at [40229@lapd.online](mailto:40229@lapd.online).**

Note: They do not take police reports. Police reports should be submitted to [lapdonline.org](http://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](mailto: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](mailto:bsl.streetlighting@lacity.org)  
Website: <http://bsl.lacity.org/>

**SEE REVERSE SIDE FOR SIGNATURE BLOCK**



# Street Report

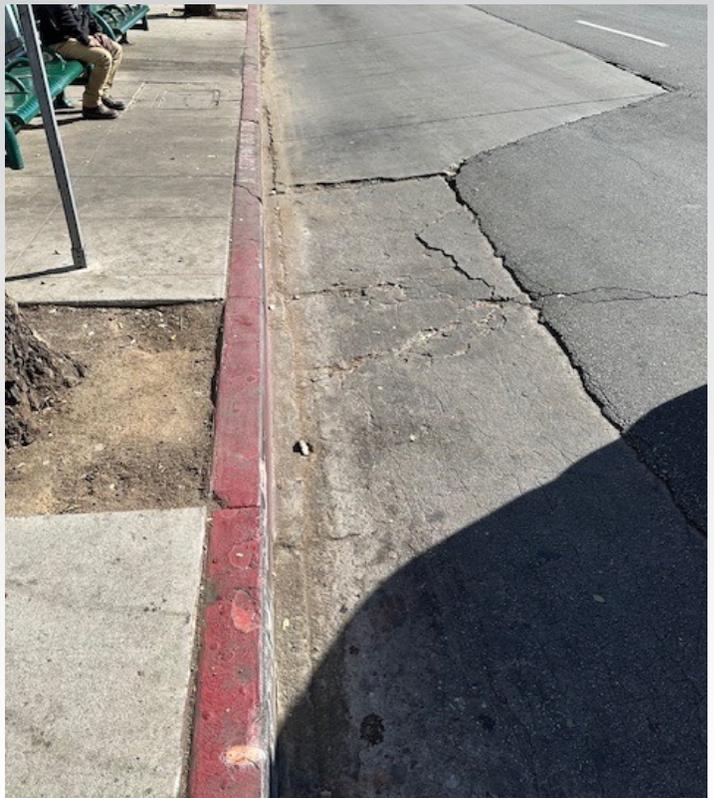
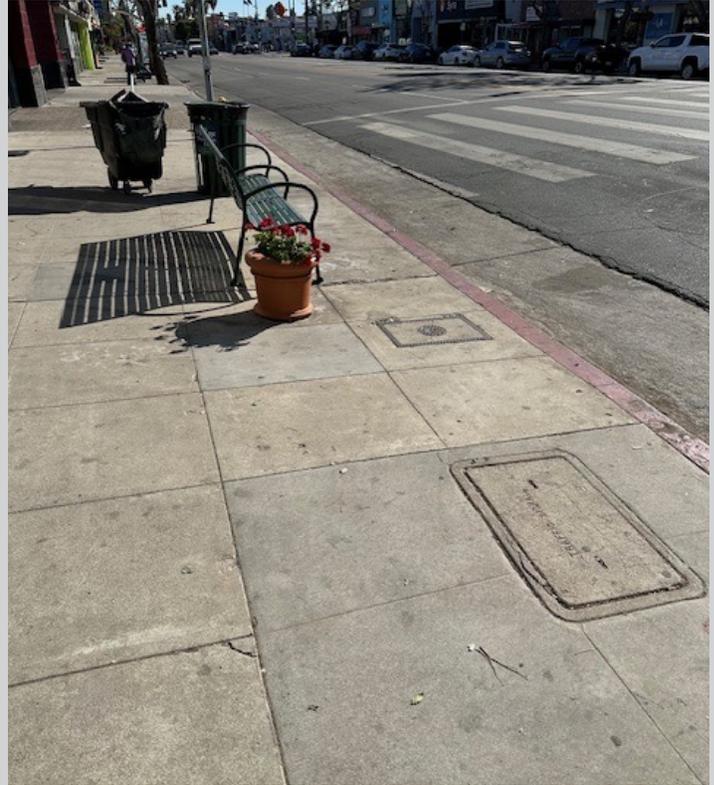
The  
**Village**  
AT Sherman  
Oaks

CLEANING AMBASSADOR SERVICES | 2ND QUARTER 2025

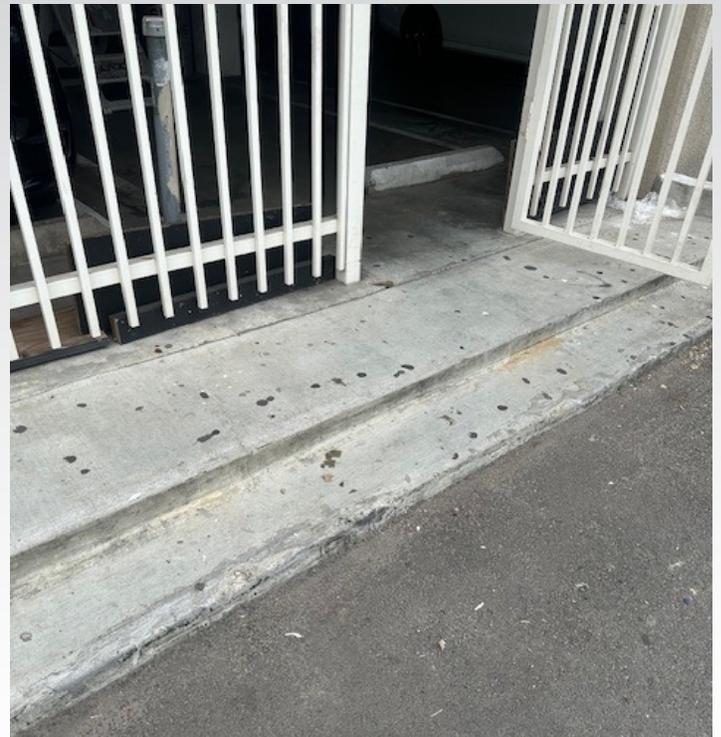
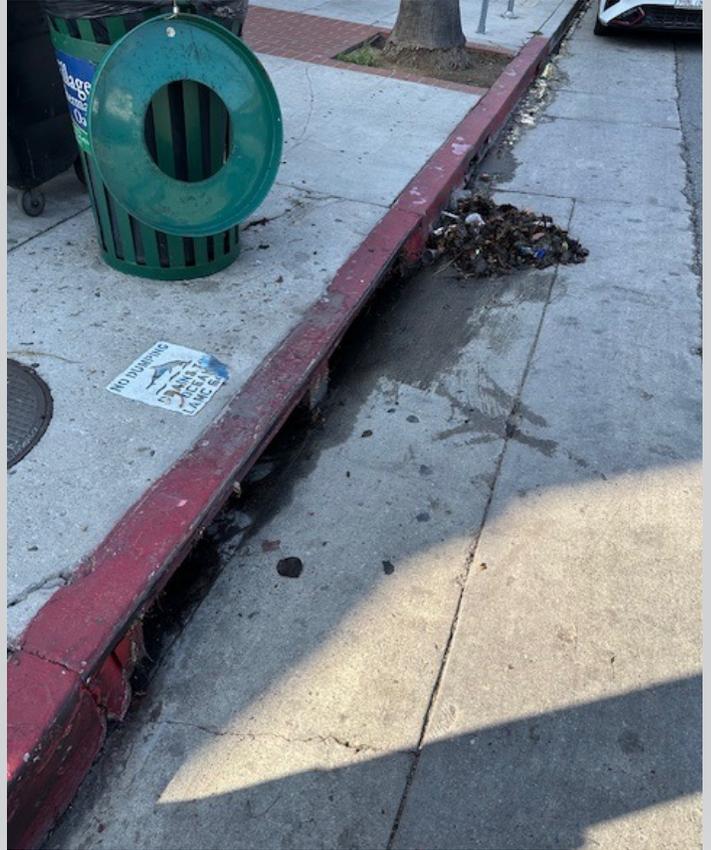
The following data and information is provided to The Village at Sherman Oaks Business Improvement District for tracking purposes. The information contained in this report is for activities reported for the 2nd Quarter of 2025, April 1-June 30. The data and information is obtained from Officers conducting patrols and entered in Statview.



BEFORE/AFTER



## BEFORE/AFTER



## BEFORE/AFTER



#### BEFORE/AFTER



## MAINTENANCE

### TRASH - BAGS COLLECTED

April	300
May	315
June	296
<b>2nd Quarter</b>	<b>911</b>

### TRASH - POUNDS

April	7,500
May	7,875
June	7,250
<b>2nd Quarter</b>	<b>22,625</b>

### BLOCK FACES - PAN & BROOM

April	220
May	205
June	200
<b>2nd Quarter</b>	<b>625</b>

### HOSPITALITY - DIRECTIONS

April	3
May	6
June	8
<b>2nd Quarter</b>	<b>17</b>

### GRAFFITI - REMOVES

April	120
May	135
June	110
<b>2nd Quarter</b>	<b>365</b>

### PLANT WATERING - WORK ORDERS

April	2,300
May	2,250
June	2,190
<b>2nd Quarter</b>	<b>6,740</b>

### LABOR HOURS

April	272.00
May	259.50
June	240.00
<b>2nd Quarter</b>	<b>771.50</b>