

VILLAGE AT SHERMAN OAKS BID NEWSLETTER 4th Quarter 2024



LETTER FROM THE PRESIDENT

The holiday revelry and shopping and dining in the Village gave way to record fires in Los Angeles in January, burning thousands of homes and even causing some people to lose their lives. We are hoping that the fires will be completely extinguished very soon and that the residents of Los Angeles can heal and rebuild. The Sherman Oaks BID joined forces with Volunteers Cleaning Communities and the Sherman Oaks Beautification Committee to help keep our BID clean and ready for the holidays. Although our day porters work hard to clean and water our plants, our Village has become such a popular destination that they cannot keep up with the demand for cleaning services. We need volunteers to come out on the first Saturday morning of each month, from 8:30 am to 10:30 am. Volunteers meet on the patio at the iconic Pineapple Hill Saloon and Grill. Parking is plentiful and free. Hot coffee and fresh, organic pastries are served after each community cleanup event. Volunteers are needed! Community service/school credit will be granted. Contact Howard Jaffee, h.jaffe@sbcglobal.net to RSVP.

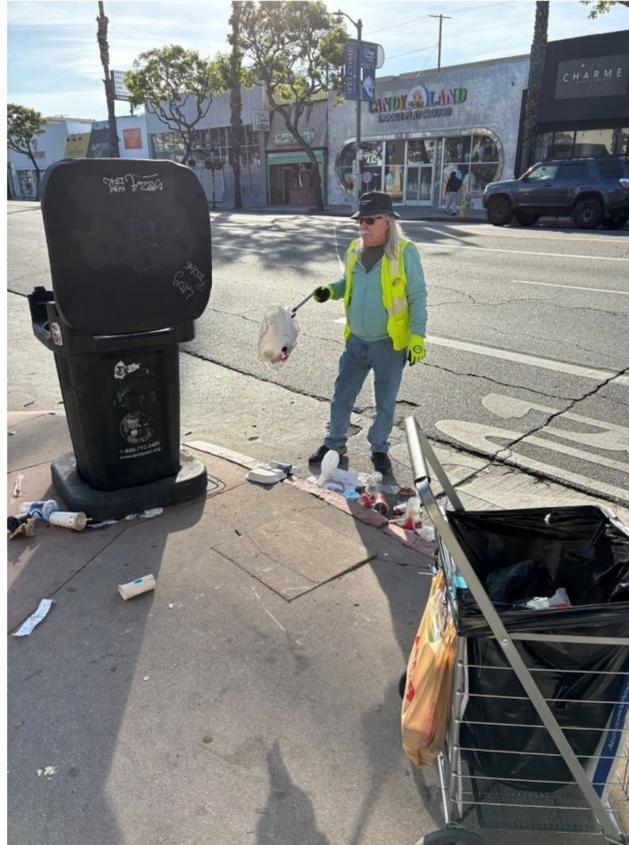
If your business is experiencing issues with retail theft, please join the monthly retail crime meetings at the Van Nuys LAPD community room at noon on the first Wednesday of each month. Our officers want to hear from our business owners and it benefits our businesses to meet with them.

Enjoy this newsletter! See you in the Village!

Warmly,

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

Village Improvements:



LAPD Van Nuys

Retailers Monthly Meeting

Come talk to Burglary/Theft Detectives to discuss your concerns

6240 Sylmar Avenue
Community Room
12pm-1pm

The first Wednesday of every month.



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.



Our StreetPlus Day Porters



Keeping our streets and sidewalks clean is a priority for Aileen and her StreetPlus team.

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.



Upcoming Village Improvements:

Keep an eye out for our newest improvement - **Grates** for our tree wells!

A grate will be installed in tree wells that can accommodate one. Grates will keep pedestrians from tripping in the tree wells and keep leaves and debris from collecting in them.

Before:



After:



Events:

The 15th Annual American Express Shop Small and Small Business Saturday event was a terrific success! and The Village at Sherman Oaks Business Improvement District were once again named Neighborhood Champions!!

We promoted the event online and made personal contact with all our small businesses. American Express generously provides goodies of totes, stickers, posters etc!

Looking forward to next year!



American Express would like to thank our 2024 supporters

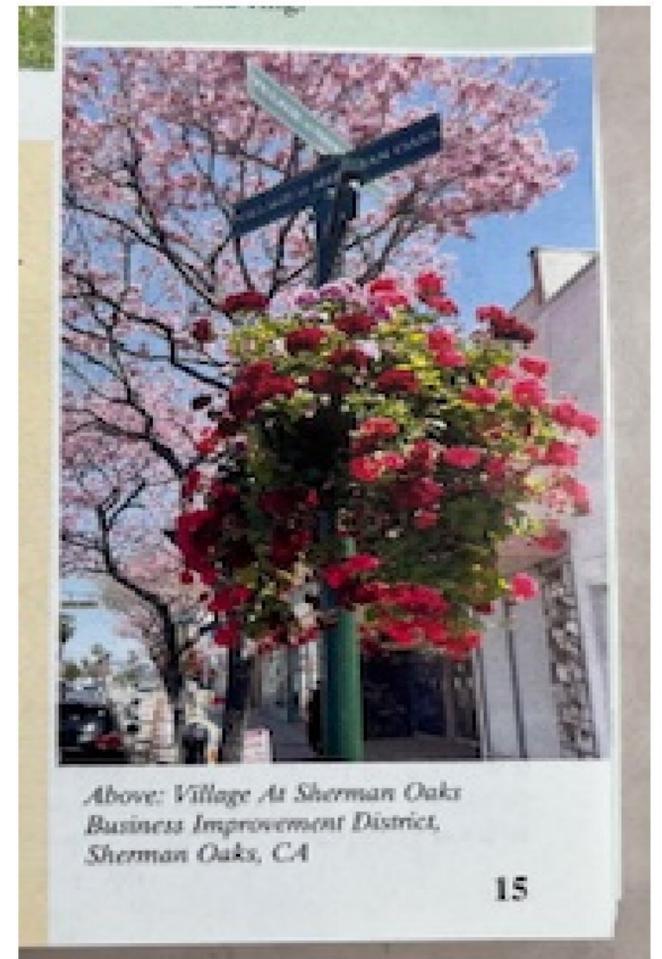
We're pleased to recognize the groups and individuals who helped make the big day a big success. Since being founded by American Express in 2010, Small Business Saturday® has grown into a nationwide movement thanks to dedicated supporters like you.



My Account Cards Banking Travel Rewards & Benefits Business Search Customer 5		
Select all Categories		
The Avenues of Ingersoll & Grand	The Chamber Grand Forks/East Grand Forks	Torrance Area Chamber of Commerce
Town of Erwin, NY	Tri County Regional Black Chamber of Commerce	Tucson Metro Chamber
U.S. Black Chambers Inc.	University of Houston Victoria Small Business Development Center	Upward Niagara Chamber of Commerce
Urban League of Louisiana	Vandalia-Butler Chamber of Commerce	Ventura Chamber of Commerce
Village at Sherman Oaks Business Improvement District	Virginia SBDC - Greater Roanoke & NRV SBDC	Washington Chamber of Commerce
Water Street District Business Association	Waynesville-St. Robert Chamber of Commerce	WBEC Greater DMV
WBEC Metro NY	WBENC	West Ridge Chamber of Commerce
weVENTURE Women's Business Center	Wisconsin LGBT Chamber of Commerce	Women Impacting Public Policy (WIPP)
Women's Business Center of Charlotte	Working Solutions CDFI	Wylie Area Chamber of Commerce

Congratulations to our BID !!

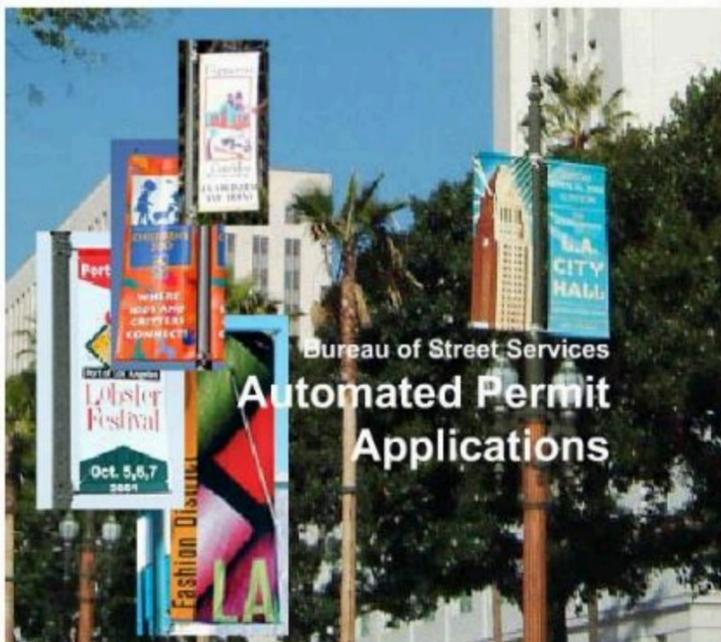
We are very proud of the distinction of being highlighted in the 2025 Kinsman Company catalog. Our baskets contain carefully cultivated Trailing Geraniums and the Tabebuia tree in the background adds to the charm and beauty of The Village.



Are you wondering if you can prune a tree yourself?

Yes you can - But you will need a permit.

For tree trimming (and other permits) Go to: <https://bsspermits.lacity.org/>



- Overload Permits
- Building Materials
- Newsrack Permits
- Newsstand Permits
- Special Event Permits
- Water Discharge/Fire Test
- Curb Painting Permits
- Tree Root Prune Permits
- Tree Prune Permits
- Tree Removal Permits
- Tree Planting Permits
- House/Object Move Permits
- Entrance Canopy Permits
- UFD - B-permit close-out clearances
- UFD - Building Permit Clearance - Disturb/Remove Protected Trees
- UFD - Building Permit Clearance - Trees in the Parkway
- UFD - City Planning (Letter of Determination) clearances - trees
- UFD - City Planning Clearance - Environmental Clearance
- UFD - Street tree/Tree Bond Release

SOHA INFO SHEET – METRO SEPULVEDA TRANSIT CORRIDOR PROJECT

Alternatives 1 & 3 [Alt 2 GONE]	Alternatives 4 & 5	Alternative 6
Automated Driverless Monorail	Automated Driverless Heavy Rail	Driver-Operated Heavy Rail
		
Who Is Designing the Alternatives?		
LA SkyRail Express Monorail construction consortium	Bechtel Sepulveda Partners Heavy rail construction consortium	HTA Partners Metro environmental contractor
What Are the Routes?		
All routes from Van Nuys MetroLink station at north to Metro Expo E Line (Pico Blvd) at south		
15.3 (Alt 1) and 16.2 (Alt 3) miles	14.0 miles (Alts 4 and 5)	12.6 miles
Above center or edge of I-405 in Valley, Pass, and Westside Alt 3 underground to UCLA	Subway under Westside and Pass Alt 4 above Sepulveda Blvd in Valley Alt 5 under Sepulveda Blvd in Valley	Subway under Westside and Pass Subway under Van Nuys Blvd in Valley
Where Are the Stations?		
8 or 9 above-ground stations on east and west sides of 405 Alt 3 has 2 stations underground	Alt 4 has 4 above-ground Valley stations along Sepulveda Blvd Alt 5 has 7 underground stations	7 underground stations
Van Nuys MetroLink Sherman Way Oxnard Street (Orange G Line) Ventura Blvd Getty Center UCLA Gateway Plaza (Alt 3 only) Wilshire Blvd (Purple D Line) Santa Monica Blvd Exposition Blvd (Expo E Line)	Van Nuys MetroLink (above ground) Sherman Way Oxnard Street (Orange G Line) Ventura Blvd UCLA Gateway Plaza Wilshire Blvd (Purple D Line) Santa Monica Blvd Exposition Blvd (Expo E Line)	Van Nuys MetroLink Oxnard Street (Orange G Line) Ventura Blvd UCLA Gateway Plaza Wilshire Blvd (Purple D Line) Santa Monica Blvd Olympic Blvd (Expo E Line)
What Are the Initial Peak Passenger Capacities per Hour?		
Train every 2 minutes 16,560 passengers with 6-car train 22,080 passengers with 8-car train	Train every 2-½ minutes 12,240 passengers with 3-car train 16,320 passengers with 4-car train	Train every 4 minutes 11,970 passengers with 6-car train 15,960 passengers with 8-car train
Metro "ridership" estimates too questionable to include until Metro provides detailed assumptions		
How Long To Travel Entire Route End-to-End?		
28 to 32 minutes	19 to 20 minutes	18 minutes
Will Alternatives Be Noisy?		
Much lower noise than freeway traffic from cars/trucks/buses due to rubber tires on concrete track	Extreme noise for Alt 4 elevated steel-wheel trains in Valley Low-noise subway elsewhere	Low-noise subway
What Is Metro's Construction Budget?		
\$8 billion total including Measures M & R sales tax receipts plus federal, state, county, and local funding		
How Much Will Construction Cost?		
\$8 to \$10 billion for Alt 1 \$12 to \$15 billion for Alt 3	\$16 to \$25 billion for Alt 4 \$20 to \$34 billion for Alt 5	\$19 to \$30 billion for Alt 6
How Long Will Construction Take?		
3 to 6 years	11 to 16 years	10 to 16 years

Information based on publicly available 2018 to 2024 Metro documents, Metro contractor proposals, and other public info; may change due to ongoing design activities

Questions, Further Info, or Email Update Requests – Contact BobHillsideOrdinance@gmail.com

New Business Openings

Business is booming in **The Village At Sherman Oaks!!**

We are welcoming six new businesses: **Didar Kitchen**, **Velvet Ice Cream and Coffee**, **The WaterPlant Depot**, **Revive Hair Salon**, **Arre Aesthetics**, and **Rashen Nails**.

Didar Kitchen boasts Persian comfort food as it's finest. **Paradis Ice Cream** has rebranded as **Velvet Ice Cream and Coffee** - it's so good! **The WaterPlant Depot** is "High-End" drinking water for your family and pets. **Revive Hair Salon** offers a welcoming environment that focuses on client satisfaction. **Arre Aesthetics** - Rebecca is a licensed esthetician who customized your treatments. We look forward to the Villages newest nail salon **Rashen Nails**.



**New and Open Now at
14531 Ventura Blvd.**



Velvet Ice Cream and Coffee
**New and Now Open at
14512 Ventura Blvd**



The Waterplant Depot
**New and Now Open
14427 Ventura Blvd**



Revive Hair Salon
**New and Now Open
14429 1/2 Ventura Blvd**



Arre Aesthetics
**New and Now Open
4419 Van Nuys Blvd Suite 302**



Rashen Nails
**New and Now Open
14547 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 Jeanns
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

The Village At Sherman Oaks Business Improvement District

Food - Drinks

Anajak Thai
Aria Sushi
Burger Lounge
CAVA
CharcuterieLA
Chipotle
Crave Café
Crave Café Sushi
Dave's Hot Chicken
Didar Kitchen - **NEW and OPEN NOW**
Dojo Sushi
Domino's
El Torito
Gold Yaki Burger
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- **NEW & NOW OPEN**
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 - **NEW & NOW OPEN**
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- **NEW & NOW OPEN**
SalonCentric
Serenity Beauty Salon
The Dollhouse
The Loft Hair Studio
Ulta

Nails

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

Lashes

The Dollhouse

Skin Care

Arre Aesthetics - **NEW & NOW OPEN**

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

The Village At Sherman Oaks Business Improvement District

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:
Jose Valencia
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:

January 14th ~ February 11th
March 11th

**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

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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.



The Village At Sherman Oaks Business Improvement District

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
Oaks

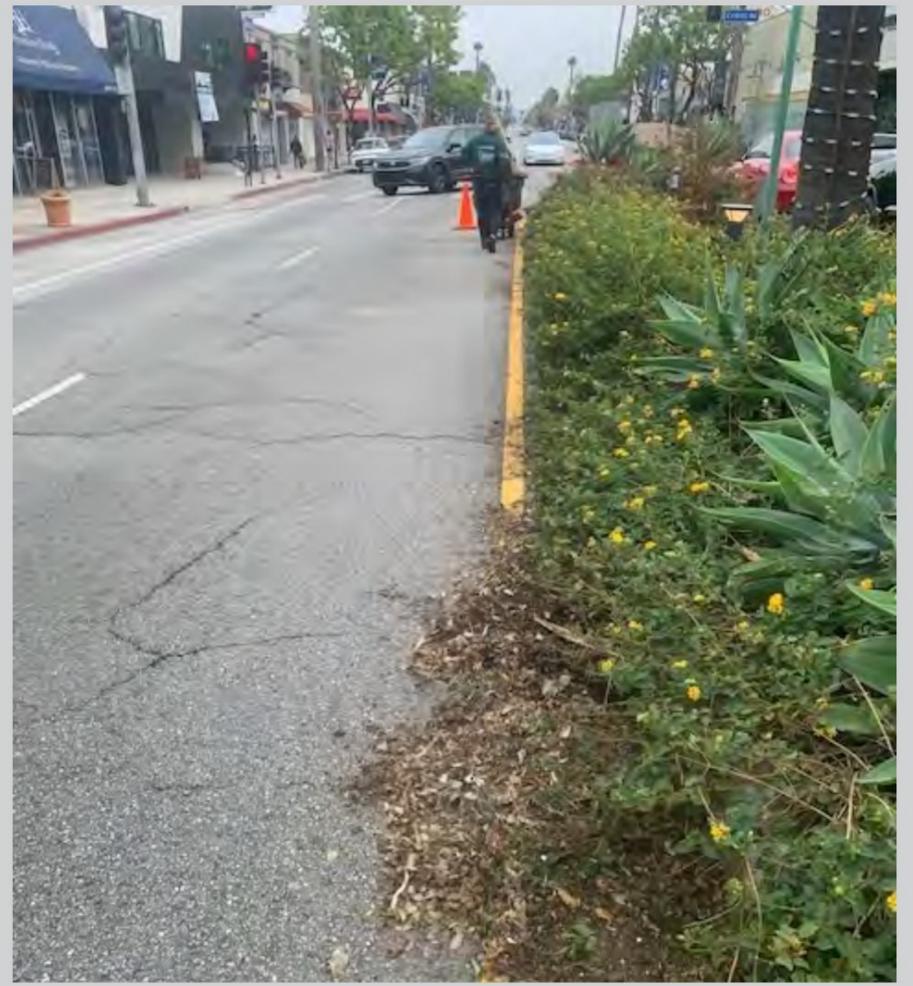
CLEANING AMBASSADOR SERVICES | 4TH QUARTER 2024

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 4th Quarter of 2024, October 1 - December 31. The data and information is obtained from Officers conducting patrols and entered in Statview.



Regularly watering and checking the moisture of the plants.

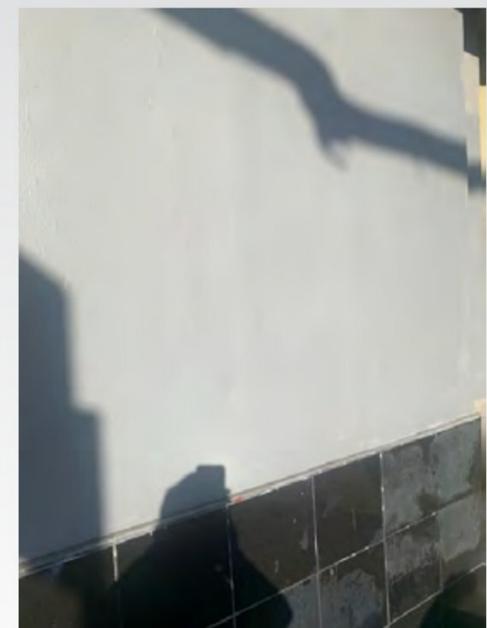
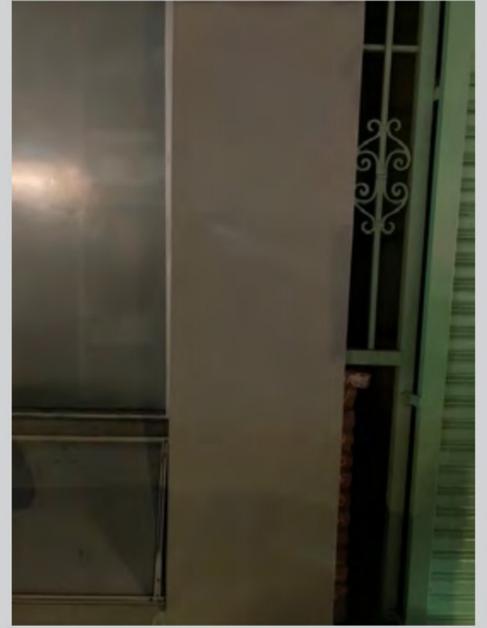
Cleaning of the median



Repainting of the flower pots in the district



Graffiti Removal:



MAINTENANCE

TRASH - BAGS COLLECTED

October	310
November	290
December	300
4th Quarter	900

TRASH - POUNDS

October	7,750
November	7,250
December	7,500
4th Quarter	24,875

BLOCK FACES - PAN & BROOM

October	217
November	203
December	210
4th Quarter	630

HOSPITALITY - DIRECTIONS

October	5
November	9
December	11
4th Quarter	25

GRAFFITI - REMOVES

October	155
November	142
December	170
4th Quarter	467

PLANT WATERING - WORK ORDERS

October	2,204
November	2,128
December	2,280
4th Quarter	6,612

PRESSURE WASHING - GALLONS USED

October	35
November	20
December	25
4th Quarter	80

LABOR HOURS

CLEANING HOSPITALITY

October	170.00
November	128.00
December	104.00
4th Quarter	402.00

SAFETY HOSPITALITY

October	113.00
November	137.50
December	168.00
4th Quarter	418.50