



WESTCHESTER TOWN CENTER News

WINTER

IMPORTANT INFORMATION



Information about the LAWA Specific Plan Amendment Study (SPAS) and the proposed move of the airport's northernmost runway can be found at laxspas.org



To contact the Office of L.A. City Councilman Mike Bonin, who represents the Westchester Town Center BID area, please call (310) 568-8772 or visit 11thdistrict.com



To contact the Westchester Streetscape Improvement Association please call (310) 225-7630 or visit

westchesterstreetscape.org

YOU ARE INVITED ...

The public is invited to attend WTC BID Board meetings, which are normally held at 10 am on the third Thursday of each month at Drollinger Properties, 8929 S. Sepulveda Blvd., Suite 130 in Westchester.

2017 In Review and A Look Ahead to BID Goals in 2018

Focus on Public Safety, Future Planning, Expansion of the BID Area

Last year was a great one for the Westchester Town Center BID. The BID continued to be deeply involved in public safety issues, partnering with the BID's Ambassador Steve Rhodes, LAPD and homeless services organizations to make the area safer and address the homelessness issue. The BID also participated in an intensive planning process to look at future pedestrian and aesthetic improvements for the BID area, while also exploring plans to expand the BID area along Sepulveda to Howard Hughes Parkway and to the Lincoln Village Area (Manchester & Lincoln).



As we begin 2018, the BID has developed a number of goals for the new year, including:

- Inclusion of the Sepulveda Boulevard Landscape Entry (pictured above) into the Westchester Town Center BID to provide financial and organizational support for its maintenance.
- Continuing to provide highest quality services to all stakeholders – Security Ambassador; Homeless Services Coordination; Landscaping, Beautification, & Sanitation; Sunday Westchester Farmers' Market; Advocacy for Westchester Business Interests.
- Beginning open public/stakeholder working sessions to consider incorporation of the Lincoln Village area into the Westchester Town Center BID.
- Build-on emerging cooperative efforts with LAWA and the Office of Trevor Daley, its Assistant Executive Director for External Affairs, to address mutual problems and opportunities (homelessness, Manchester Square redevelopment, LAMP construction, Northside development, etc.)
- Considering the addition of more Security Ambassador service hours to address evening/late-night needs.
- Continuing development and advocacy for a Pedestrian & Aesthetic Improvement Plan for the Westchester Town Center BID area.

"We have a lot of work ahead of us, but I am confident that, working together, the BID and its members can continue to make a meaningful impact on the economic climate as well as safety, security and maintenance issues throughout the BID area," said Executive Director Don Duckworth.



What Is the Westchester Town Center BID?

The mission of the WTC BID is to: proactively enhance the vitality of the business district, its stakeholders, and the community by providing an inviting environment; streetscape landscaping and beautification; marketing and promotions; new business attraction; and policy advocacy.

It is a property based District formed by a vote of the commercial property owners that assess themselves for its costs of operation. Some 129 properties are included, and it is one of about 45 other business improvement districts in the City of Los Angeles. The WTC BID is managed by a non-profit corporation pursuant to its adopted Management District Plan and contract with the City. Its Board of Directors meets monthly and invites stakeholder participation.

Westchester Town Center BID Board of Directors

Karen Dial
Drollinger Properties
President

John Ruhlen
Ruhlen & Associates
Secretary

Miki Payne
Drollinger Properties
Treasurer

Jack Davis
Coldwell Banker
Residential Brokerage

Heather Lemmon
Westbluff Realty
and Property Management

Christopher H. Locke
HFH Ltd.

Lara Saab
CBRE, Inc.

Donald R. Duckworth
Executive Director

Feasibility Matrix | Long Term Improvements

5 Median Landscape and Lighting Enhancements

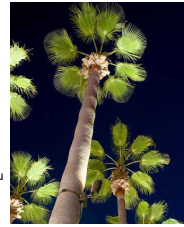
New multi-palms with uplit or collar lights and colorful ground cover to create dramatic, impactful landscape hierarchy

Cost: \$\$\$

Timeline: 1-2 years

Agency: Department of Public Works, Bureau of Engineering, Bureau of Street Services

Permit: B-Permit



7 People Plaza

Alley transformation to include paint, seating/dining area and lighting

Cost: \$\$

Timeline: 1-2 years

Agency: People Street Program (LADOT)

Permit: A-Permit



6 Enhanced Pedestrian Lighting

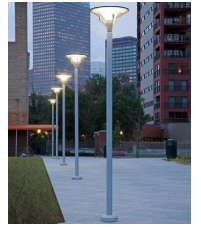
Welcoming, cohesive lighting along corridor

Cost: \$\$\$\$

Timeline: 6-12 months

Agency: Bureau of Street Lighting and Bureau of Street Services

Permit: N/A - City approval required



8 87th Street Public Parklets

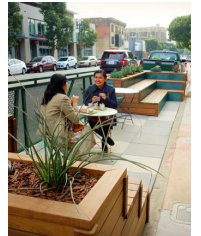
Public parklets to serve various dining and retail businesses along street

Cost: \$\$\$

Timeline: 1-2 years

Agency: People Street Program (LADOT)

Permit: A-Permit



Cost Legend: \$ = < \$15,000, \$\$ = \$15,000-\$40,000, \$\$\$ = \$40,000-\$80,000, \$\$\$\$ = \$80,000-\$100,000, \$\$\$\$\$ = \$100,000+

Taking A New Look at the Future of Sepulveda Boulevard

Studio One Eleven, a Long Beach-based design and planning firm, recently talked to local stakeholders and took a deep dive into what the future of Sepulveda Boulevard could be.

During a recent walking tour throughout the area, Studio One Eleven got a taste of what the stakeholders wanted to see: enhance Westchester's sense of place, increase economic activity along the corridor, create open, communal gathering places, bolster sidewalk and median landscaping, improve street safety to enhance the pedestrian experience, and enhance streetscape with various art improvements.

With all of that feedback in hand, the firm

dipped into its toolbox and presented a series of potential improvements.

Among the near-term improvements Studio One Eleven suggested were an effort to enhance sidewalk dining, installation of mobile pots and planters, implementation of temporary/pilot wayfinding signage, and a utility box art program. These efforts, the firm said, could be implemented within the next six months at only a minor expense.

The firm went on to outline a phased series of longer-term improvements, the first phase of which could include median landscape and lighting enhancements, enhanced pedestrian lighting, a "People Plaza," and public parklets along 87th Street.

Subsequent improvements could include permanent wayfinding signage, high-tech furnishings, continental crosswalks with lighting, murals, permanent sidewalk landscaping (14), parklets along Sepulveda Boulevard (15), a new Howard Drollinger Plaza (16), pop-up shops (13) and more.

"The vision is an exciting one," said BID Executive Director Don Duckworth. "The future of the BID area is bright, and we look forward to working with everyone to make these kinds of improvements a reality."

