



BID LINES

Fashion District Business Improvement District (BID)
Newsletter Spring-Summer 2012 www.fashiondistrict.org

Outdoor Display Overlay Zone

On February 8, 2012 the Los Angeles Police Department (LAPD) in coordination with the City Attorney, initiated enforcement aimed at merchants displaying merchandise on sidewalks in the North and South Santee Alleys. Sidewalk displays are not unique to the Alleys – many businesses throughout the LA Fashion District display their products – mannequins – textiles – flowers – clothing - on sidewalks and walls in front of their store. Many owners and tenants see the sidewalk merchandising as part of the character of the district and want to amend regulations to permit outdoor merchandising.

The BID Board of Directors and property owners in the North and South Alleys view see this as a district wide issue. They agreed to retain an attorney to craft a motion that would place a moratorium on further ordinance enforcement while the BID and owners begin discussions on implementing a long term solution. All parties agreed to consider creation of an Overlay Zone as a possible long term solution. In the interim, LAPD will tolerate outdoor displays as long as they do not impair public access and safety.



Sidewalk sales

An Overlay Zone could help legitimize only sidewalk displays.

No sidewalk sales will be permitted.



Sidewalk displays

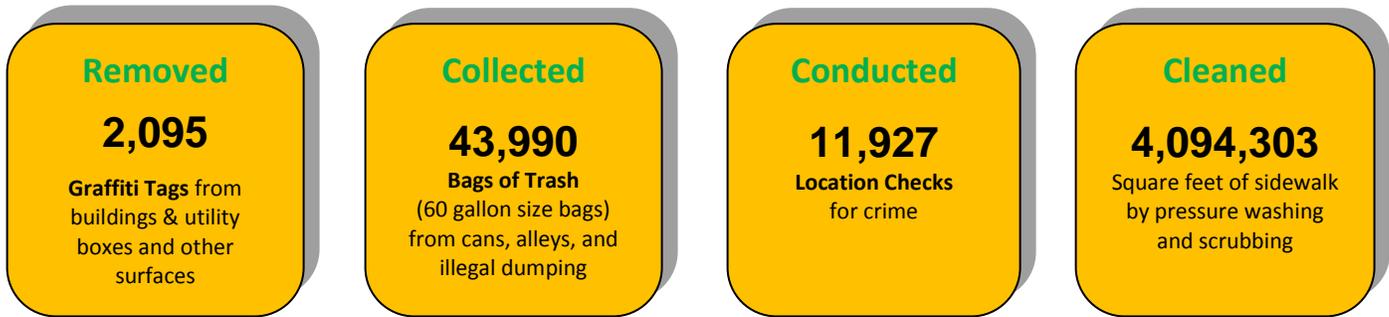
The motion proposing to create an Overlay Zone was presented to the City of Los Angeles Planning and Land Use Management Committee (PLUM) on April 10, 2012 where it was approved. The next step is review by the City Planning Department. The process could take 18 months to complete and there will be numerous public meetings for community feedback. It is important to note that enforcement will continue while the Overlay Zone is being developed.

For up to date information sign up for “WHAT’S NEW”
the weekly BID email newsletter at www.fashiondistrict.org



BID Clean & Safe Team Update

2012 – 1st Quarter Activity Report :: During January, February, and March the LA Fashion District Clean & Safe Teams



Want to see a summary of Clean & Safe work done on your block?

We can tell you how many bags of trash and graffiti tags were removed, location checks were conducted, disorderly conduct incidents were resolved, and a lot more information about how your assessment dollars are being spent for Clean & Safe programs. Contact the BID administration offices at 213-488-1153 x 710 to request a block activity summary by the day, week, month and year.

BID Clean Team Prevents Street Flooding from Heavy Rain Runoff

During several weekends we saw heavy rains to downtown however street flooding was prevented through proactive measures by the BID's Clean Team. Working non-stop for over 24 hours they sandbagged flood prone areas and swept water into storm drains, they managed to stop flooding into storefronts. Thanks and great work guys!

Police Boosters Honor BID Officers

On Thursday, March 8, 2012 the Central City Police Boosters Board of Directors held their annual awards luncheon at the Kyoto Grand Hotel and Gardens to recognize select members of the Los Angeles Police Department and the Center City Business Improvement District Safe Teams. Boosters President Randall Ely and LAPD Central Area Commanding Officer Captain Horace E. Frank presented awards to BID officers who took that extra step beyond the call of duty to assist LAPD in their work to provide community safety. We are proud to congratulate BID Safe Team Sergeant Ernesto Majano, who was recognized for his fine work.

Farmer's Field Draft Environmental Impact Report (EIR)

AEG representatives attended the Annual Property Owner meeting to discuss how the proposed Farmer's Field Stadium traffic could impact the LA Fashion District. AEG plans over \$5 million in transportation improvements including improvements in the LA Fashion District:

1. Extra lanes on 17th Street and 18th Street between Los Angeles and Main.
2. Add another left turn lane on 18th Street at Los Angeles Street.
3. Restripe intersections at Main and Broadway at 17th Street to create left turn lanes.
4. Restripe intersection at Broadway and 18th Street to add a left hand turn lane.
5. At Los Angeles and 17th Street widen the westbound approach of the I-10 Freeway off ramp.
6. Signal Controller Upgrades of:
 - San Pedro & 16th Street
 - Maple at 16th Street
 - Maple at 18th Street
 - Los Angeles at 16th, 17th, and 18th Streets
 - Main at 16th, 17th, and 18th Streets
 - Broadway at 16th Street

Even with the improvements, the LA Department of Transportation (LADOT) forecasts that I-10 off ramps and on ramps, and 16th, 17th, and 18th Streets between San Pedro and Broadway in the LA Fashion District will be more congested during Saturday and Sunday during game events (12:00 noon – 1:30 pm and 4:30 – 5:30 pm). Parking is forecast to occur as far east as Broadway and we plan to work with LADOT to minimize parking impacts from Farmer's Field on weekend shoppers in the LA Fashion District. We will also be working with AEG to develop a public information marketing strategy to encourage shoppers to visit the LA Fashion District and downtown LA.



Fashion District Specific Plan & EIR Approved for Completion

The Fashion District Specific Plan and Environmental Impact Report (EIR) are back on track. On May 28, 2012, the State Department of Finance approved completion of the plan and EIR that was initially begun by the former Community Redevelopment Agency (CRA). The project manager, AECOM, will now resume work on the Fashion District Specific Plan and then begin preparing the district wide EIR which will substantially contribute to the plan's implementation. The plan will expand the currently allowed land uses to accommodate complementary uses including residential and hotel uses that are currently prohibited in the Fashion District. The plan is targeted for completion this summer and the EIR by spring 2013. We thank BID Board Members, property owners, and the City of Los Angeles for supporting the project.

Fashion District Partners with Citi's Capital Connection Program to Help Merchants in the District

The Fashion District BID has been working with the California Downtown Association over the past year to launch a new initiative to promote economic development in the district. As part of this \$100,000 effort funded by Citi Community Development the Fashion District will receive \$5000.00 to facilitate access to technical assistance and financing traditionally unavailable to small businesses. We'll be posting more information in future editions of "What's New", the BID's weekly email newsletter. Sign up at www.fashiondistrict.org

BID Communications Update

During January, February, and March – 2012, the LA Fashion District received:

4,205,911

**Website
Page Hits**

43,990

**Unique
Visitors to the
Website**

17,470

**Facebook,
Twitter, Blog &
Instagram
Visitors**

\$830,208

**Leveraged in Free
Advertising for the
District from
Multiple Media
Sources**

Visit www.fashiondistrict.org today to sign up for "What's New" the BID's weekly email newsletter, great BLOG stories about the District and businesses and more!

Fashion District Launches New Social Media Tools

We've launched two new social media platforms for the Fashion District, Instagram and Pinterest. Instagram is a free third-party, photo sharing application for iPhone and Android. Instagram allows users to take photos with their mobile devices and apply various artistic filters. The photos can then be shared with other Instagram users or via other social media channels, such as Facebook and Twitter. Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections. Like Instagram, users can share their photos with other Pinterest users or through other social media channels.

We've launched these programs in an effort to reach new audiences and expand the Fashion District's social media reach. We will be able to tap into a whole new audience segment. We also find that for our district, being able to show what our businesses have to offer via photographs draws much more attention than simply stating what products and services are available. Both Instagram and Pinterest will allow for quicker photo upload and sharing on our Facebook and Twitter accounts. Photo sharing social media sites are quickly gaining momentum and we want the Fashion District's communication efforts to stay ahead of the curb.



Follow us on Instagram
@LAFashionDistrict

FOLLOW ME ON *Pinterest*

pinterest.com/lafashiondist

LA Fashion District BID 2012 Annual Property Owner Meeting

Over 50 property owners and guests attended the 2012 Annual Property Owner meeting of the LA Fashion District BID. Real estate brokers **I. Hassan, The Quantum Associates** and **Mark Silverman, Major Properties**, presented a panel discussion and Q&A session on the economic future of the district. AEG representatives provided a summary of the recently released Farmers Field Environmental Impact Report.



A panel discussion with real estate brokers I. Hassan and Mark Silverman on the Economic Status of the LA Fashion District headlined this year's well-attended Annual Property Owner Meeting.

The LA Fashion District presented the 2011 BID Annual Report that is included as an insert. It is also available on the website at www.fashiondistrict.org in the What's New section of the website.



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Spring-Summer 2012

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Return Service Requested



Removing 7,000 graffiti tags a year | Conducting 53,625 crime prevention safety checks yearly | Removing 2,000 tons of trash a year