



Westchester BID

NEWS

A monthly newsletter for the business leaders of Westchester
Volume 1, Issue 1 • March, 2008

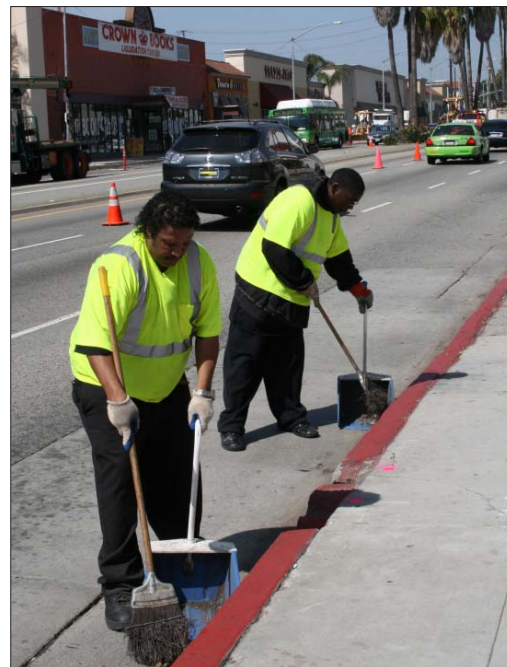
Immediate Westchester BID Priorities

- ▼ Provide streetscape maintenance in the BID area that attracts and enhances business in Westchester
- ▼ Add pedestrian safety and landscape beautification lighting to the Sepulveda Boulevard Improvement Project – not included in City work
- ▼ Coordinate construction work on the Sepulveda Blvd. Improvement Project so as to minimize adverse business/community impacts
- ▼ Represent BID interests in the LAX Expansion proposal
- ▼ Facilitate merchant group success — Triangle Merchants' Group
- ▼ Represent BID interests in planning for Northside LAX land uses
- ▼ Implement efficient & effective BID operations
- ▼ Promote positive stakeholder relations and BID participation
- ▼ Facilitate City adoption of a Design Overlay District to improve the business district
- ▼ Advocate for improved BID area parking

Westchester BID Inaugurates Streetscape Maintenance Services

“BID services should be straight forward and add value for all of the assessment paying stakeholders,” counsels **Board Member Bill Allen (HFH, Inc. owners of the properties leased to Bed Bath & Beyond and other retail and office tenants on Sepulveda Boulevard).**

Consistent with that guidance, the Westchester BID began special, Holiday Season streetscape maintenance services along all public streetscape rights of way. A non-profit vendor, **Chrysalis Enterprises**, which also provides services to the Gateway to L. A. BID located along Century Boulevard, has been cleaning streets and sidewalks; collecting wind blown and bulk item debris; emptying trash cans; removing graffiti; and, pressure washing sidewalks throughout the BID. These services are being provided on a weekly basis.



Westchester property manager **Eric Glyn-Davies (H.B. Drollinger Co)** is pleased with the results. “The downtown looks much cleaner and more inviting to shoppers since the streetscape maintenance began. In the past, our on-street trash cans were never emptied regularly and over flowed into the street frequently,” he said.

The current BID streetscape maintenance efforts compliment its future plans to provide **Sepulveda Boulevard landscape maintenance services**, which constitute one of the core justifications for BID formation. During the community planning process for the currently under construction Sepulveda Boulevard Improvement Project, Westchester businesses agreed to provide for on going landscape maintenance if the City would fund its capital installation costs. In the absence of such an agreement, the project would not have included median and parkway landscape, much to the detriment of the businesses and residential communities. “The project would have looked more like a sea of asphalt than a thriving and vital community center,” said **John Ruhlen (Ruhlen & Associates).**

“In my experience, the Westchester community’s thoughtful action sets a real high standard for how communities should come together to serve the long-term best interests of all, according to **Ken Hustings**, the City Department of Traffic Project Manager. ▼



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EXECUTIVE DIRECTOR'S REPORT

Donald R. Duckworth
(photo at right)



The BID Board and I are pleased to publish this first edition of the Westchester BID News as the latest of a long-standing series of efforts to communicate with and learn from all BID stakeholders. Communicating about the BID's efforts to improve business is a top priority. We also want to learn from the stakeholders to assure that the BID is doing all it can to provide the most essential services.

The Westchester Parking Association has hired a new parking enforcement company, Seco Security Services, beginning in April in an effort to improve the availability of parking the area. Improved policies, including those affecting employee parking are sure to follow. This renewed effort recognizes that having available parking is critical to the economic success of both business and property owners.

Mark your calendars for Wednesday, April 23rd, 7 pm at Truxton's Bar & Grill to attend the Triangle Merchants' Group meeting. This group has been active over the last months in addressing merchant issues including parking enforcement, security, and tree planting. ▼

Proposed LAX North Runway Movement Impacts BID Stakeholders



Some important realities about the proposed north runway movement at LAX:

- 1) It will directly affect all Westchester property and businesses owners south of 89th Street. (See the map on page 3.) It will *not* “only affect a hamburger stand and a few marginal businesses” as some say. Included here are: the newly constructed Parking Spot; In 'n Out Burger; the Paradise Building, including offices of the LAX Coastal Chamber of Commerce; the Westchester Professional Center; the Westchester Business Center, including headquarters of the H. B. Drollinger Company; and, the Ralph's Center.
- 2) It will indirectly affect the entire community through its adverse impacts on single family residential homes, which are the consumers or market place for Westchester businesses. Fewer homes means a reduced customer base.
- 3) The number of single-family-residential homes that will be “taken” for runway movement is unknown at this time, but will surely be significant, and take place on both ends of LAX north runway, 24R. Residential properties that are not “taken” formally through condemnation may well be “taken” economically through adverse noise and other negative impacts on home value.
- 4) There is *no* objective analysis that establishes *any nexus* (or connection) between moving the north runway further towards the community and increased airport safety. One “impartial committee report” relied upon a newspaper article to justify the proposal even though its authors acknowledge that such a source is not truly authoritative. Certainly internal LAX documents, which might well be skewed by conflicting interests, are not authoritative. The evidence suggests that there is no true justification for moving the north runway. In fact, professional Air Traffic Controllers serving LAX have said that corrections of ground control staffing shortages and technological additions would have a much more beneficial impact upon improved public safety. Other experts have said that Class VI aircraft can be accommodated by the existing runways in numbers sufficient to meet any foreseeable service demand in the near future. In glossing over critical details attendant to any proposed runway movement, obvious available alternatives are ignored. Shouldn't they be considered before a recommended course of action is advanced? Wouldn't this be particularly so, when the recommended action carries such a tremendously destructive impact for Westchester's thriving business community? ▼



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Properties Affected by Proposed Runway Protection Zone

1



2



3



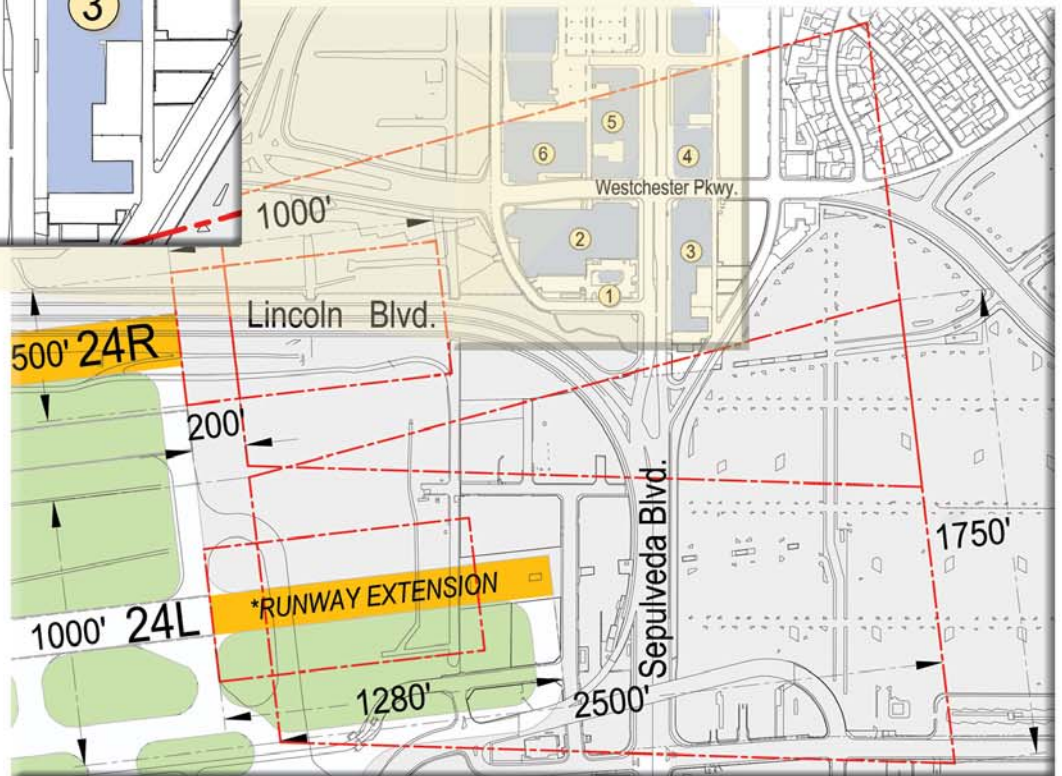
4



5



6



Runway 6L-24R 340' Shift North
 Runway Protection Zone (RPZ) Impacts



Note: Runway 24L-6R extension
 for westbound departures only.



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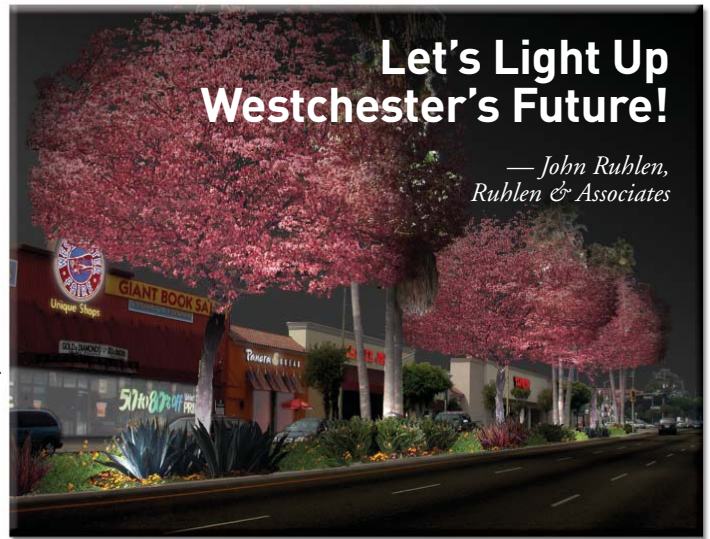
William F. Allen
HFH Ltd.
(not pictured)

The reconstruction of Sepulveda Boulevard to provide for congestion relief, landscaping, street trees, and other amenities is underway and should be completed within the next 18 months. This project is the product of many long years of work by the entire Westchester community except for one dark omission.

Project engineers did not include parkway tree and median lighting in their final specifications. As a result, the Westchester business district is threatened with being an unseen dark void in the blackness of night. Our community will look like no one is home!

At my request as President of the Westchester Streetscape Improvement Association, the Business Improvement District has taken the lead in advocating that the City attempt to correct the onerous omission that has taken place by assisting in reinstalling the needed *electric facilities*. The BID Board of Directors has even planned to assist in financing the installation of these additions to the plans. At one point, the City agreed to assist by providing the needed conduit to all the parkway trees, but now that agreement is in question. Council Member Rosendahl's Office seems to be supportive, but the collective weight of the City's bureaucrats may be bowing their resolve.

I believe that the City Council Member Rosendahl will provide the needed leadership in favor of this electric facilities conduit addition. He has received letters of



Let's Light Up Westchester's Future!

— John Ruhlen,
Ruhlen & Associates

support for such action from the Neighborhood Council, WSIA, the Chamber of Commerce, the BID and others. Our Councilman knows that the requested lighting was a priority of the Westchester Community Design Workshops that were held and, by rights, ought to be restored. If his office falters I am personally committed, on behalf of the entire Westchester community, to reach out for additional demonstrations of support for this important project. It is absolutely necessary that pedestrian, street tree, and landscape lighting be installed as part of the Sepulveda Boulevard Improvement Project! ▼



The *Westchester BID News* is an official publication of the Westchester Business Improvement District.

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