



FEBRUARY  
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# WESTCHESTER TOWN CENTER News

## 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](http://laxspas.org)



To contact the Office of L.A. City Councilman Bill Rosendahl, who represents the Westchester Town Center BID area, please call (310) 568-8772 or visit [cd11.lacity.org](http://cd11.lacity.org)



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

[westchesterstreetscape.org](http://westchesterstreetscape.org)

## YOU ARE INVITED ...

The public is invited to attend WTC BID Board meetings, which are held at 10:30 am on the third Thursday of each month at Drollinger Properties, 8929 S. Sepulveda Blvd., Suite 130 in Westchester.

## Clean Means Green

The BID's efforts to keep local streets and sidewalks clean translates into a better business environment, more customers.

Before even the most-eager business owner opens his shop, Westchester Town Center's 2.3 miles of streets are being swept. Every week, typically between 3 and 6 a.m. on Mondays, street sweepers move through the streets to help maintain a sanitary and clean appearance.

A recent survey of 250 BID patrons found that 82% found the area to be "clean" and 54% found it to be "very clean."

In addition to the streets, the Westchester Town Center area

includes about 123,370 sq. ft. of sidewalk that is regularly pressure washed to create a comfortable business environment. Washing is typically scheduled between midnight and 8 a.m. on Tuesdays.

Sepulveda Boulevard frontage, which is more heavily trafficked, is cleaned at least monthly, while other street frontage is cleaned at least quarterly.

"It may sound like a small point, but there is a direct relationship between the cleanliness and attractiveness of a business district and the success of that district's businesses," said Executive Director Don Duckworth. "In Westchester Town Center, the BID is proud of how it has transformed our streets and sidewalks and made the environment for pleasant for shoppers and more profitable for business owners."



## 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 40 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 a 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  
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### William F. Allen

HFH Ltd.

### Jack Davis

Coldwell Banker Realtors

### Sander de Wildt

CB Richard Ellis

### Heather Lemmon

Westbluff Realty  
and Property Management

### Donald R. Duckworth

Executive Director



The Westchester Town Center Business Improvement District will soon be surveying business owners, property owners, employees and shoppers about events like the annual Halloween Town Fair.

# BID Begins Surveying on Community Events and More

Don't be surprised if someone approaches you while shopping at Ralphs and asks you to tell them about what matters most to you at a community event.

The Westchester Town Center Business Improvement District will soon be undertaking a major effort to survey property owners, business owners, employees and shoppers throughout the Westchester Town Center area to gauge opinions about which community events have the most positive impact on the area.

"We're focusing on the annual Halloween Town Fair event, in which the BID has played a major role for the past several years," said Executive Director Don Duckworth. "But we are also interested in what the community thinks make all community events work well."

From food to entertainment to admission fees, Duckworth said he hopes to get a better sense of the kinds of events the BID should look to create in Westchester.

Of course, central to the discussion is whether businesses will benefit. After all, the BID is funded by local property owners to clean and maintain the business district and market the area to potential customers.

"We are asking business owners what they enjoy most about special events and what they

like least," he said. "But we are also asking them what would cause them to shop or dine out more often in Westchester."

The surveys will be conducted in a variety of ways, including mailings and on-line surveys directed at tenants and property owners.

The BID will connect with shoppers using an "intercept survey," so named because the interviewer actually "intercepts" shoppers as they move about a shopping area and asks them to take part in the survey.

Intercept surveys have proven to be extremely accurate, and Duckworth said the BID will rely on the information gathered through the surveys to help guide its involvement in the Halloween Town Fair and other community events.

In addition, he said the survey will include questions about a potential discount program in the area, shoppers' use of social media and how the BID can better promote local businesses.

"We are excited to see what the respondents tell us and look forward to finding even better ways to promote Westchester Town Center as the place for shoppers and diners," Duckworth said.

So, if you're out shopping in downtown Westchester, you might just have a say in the community's next big event.