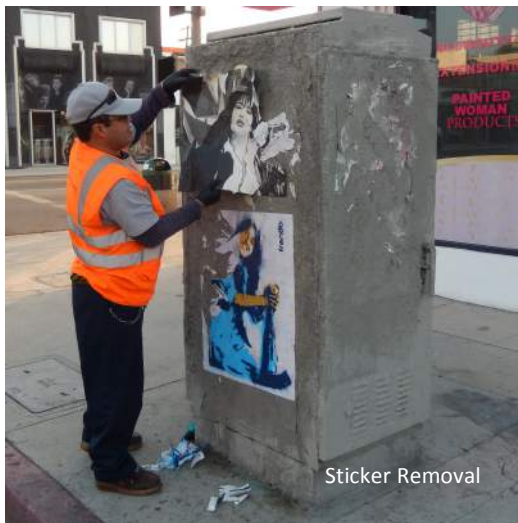


CleanStreet Street Sweeper



Sticker Removal



Pressure Washing Sidewalks

## BID Board

### Board of Directors:

Denis Weintraub, President  
Sylvia Weintraub, Secretary  
Julian Chicha, Treasurer  
Isack Fadlon, Board Member  
Daniel Farasat, Board Member  
Fred Rosenthal, Board Member

### Staff:

Donald Duckworth, Exe. Director  
Kim Sudhalter, Marketing  
CleanStreet, Streetscape Clean-Up

### Meetings:

BID Meetings: Generally at 10am on 2<sup>nd</sup> Friday/mo at Hope Lutheran Church, 6720 Melrose

### Resources:

**BID Office:** 323.525.0840

**BID Email:** duckworth.donald@gmail.com

**LAPD:** Art Gallegos, 213.793.0708, 35849@lapd.lacity.org

**Graffiti Removal & Sidewalk**

**Cleaning:** Contact the BID

**Councilmember Paul Koretz:**

John Darnell, Sr. Field Deputy  
323.866.1828.

john.darnell@lacity.org



“Long-time Melrose property owners, such as my family, voted to form the BID to restore our customer base and property values. Change won’t happen overnight, but we are so excited to see the process begin.”

Dr. Denis Weintraub,  
Melrose BID President

## Summer 2014 Melrose BID News

Welcome to the new Melrose Business Improvement District (BID). The BID was developed by a group of local commercial property owners (known as the “Melrose Business Improvement Association”) with a vested interest in seeing the area revitalized so that rents and business activities can be restored to their historic high levels. This endeavor began about five (5) years ago with a well-attended property owner meeting that included a group survey of “things we can do to improve business on Melrose.”

Ultimately, individual pledges of private contributions first requested at this meeting totaled \$34,000 to fund the needed work of

BID formation. Just this past April, we received our first funding that allowed Melrose BID operations to commence.

The Melrose BID Board has taken definitive steps to address the following priorities:

- Enhanced streetscape beautification, sanitation & landscaping
- Installation of new decorative trash cans
- Development of parking solutions that address business and community needs such as a street wide valet program
- Reduce homelessness by providing alternative solutions wherever possible
- Initiate marketing and promotions based upon enhanced community involvement.



Pressure Washing Sidewalks and Graffiti Removal

“Our customers immediately noticed the clean, pressure washed sidewalks. Clean streets make a difference that everyone notices! Not only that, but the BID assisted our property owners in repairing a tripping hazard. Great progress is being made here on Melrose because of the BID.”

Lindsay Kennedy,  
Owner, Village Idiot

## The Melrose BID, making the streets cleaner, safer and more attractive for business...

### Streetscape Enhancements:

The Melrose BID Board’s first priority for attention was the seriously neglected streetscape that had become dirty, littered with debris and trash, and defaced. Overall, the street did not attract customers and visitors. The following new services were initiated as soon as the BID became effective:

- Street sweeping: 1-time per week basis
- Placement of trash receptacles and their collection: 3-times per week basis
- Sidewalk pressure washing: 1-time per month basis
- Graffiti/sticker removal and weed abatement: 8-hours per week basis

### Alley Clean Up:

Alleyways to the north and south of Melrose were littered with bulk item castoffs, mattresses, building materials, garbage, and other items. Much of this debris served the needs of the local homeless population’s overnight accommodations. Unsightly weeds and over grown plant materials were common. The Melrose BID has completed several alley clean up sweeps and has plans to repeat them on a regular, as needed basis.

### Decorative Trash Receptacles:

Upon initiating operations, the Melrose BID Executive Director and maintenance contractor were able to identify about 30

surplus decorative trash receptacles that the Larchmont BID was willing to gift. In total, there are now about 50 trash receptacles for use by pedestrians and customers on Melrose.

What a difference these receptacles have made in reducing the amount of trash thrown to the sidewalks and gutters! After several trial runs, it has been determined that the Melrose BID’s 50 trash receptacles require emptying three (3) times per week, on Monday, Wednesday, and Friday.

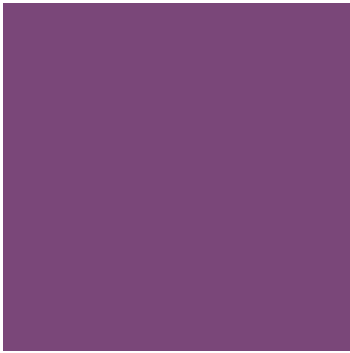


### Parking Solutions:

During the formation of the Melrose BID, polls of business and property owners consistently showed that increased parking was an extremely high priority need. Customers were experiencing real difficulties finding parking close to the businesses they wanted to patronize and were choosing to go elsewhere when they couldn’t. The lack of parking was further restricted by the City’s adoption of residential parking districts and time limits that took away previously available parking spots.

On-street parking was being monopolized by employees and limited by City restrictions. Parking enforcement was intensely conducted with no funds going to help develop better City solutions.

In response to these issues, the Board has retained a professional parking consultant to create a parking management plan and implement a comprehensive shared valet program. Hopefully this work will be providing solutions in time for the coming Holiday Season.



More events are planned for the entire street, designed to bring new customers and enhance the image of the street.



# Increased Marketing

## Working together to promote Melrose

Marketing plays a huge role in not only attracting new customers and visitors to Melrose Avenue, but in changing the overall perception of the area. The BID is currently working on the following marketing initiatives:

- A merchant and property owner mixer where we can meet each other and encourage feedback and participation
- Street light pole banners are being designed and city permits being sought
- First Thursday “Famefest” events have been re-energized and will continue as street art/food truck events
- New Melrose events are being planned to involve more of the street and all business and property owners. Upcoming events include a Sidewalk Sale

in September and Small Business Saturday event with American Express on Saturday, November 29.

- We are exploring the idea of a curated street art program throughout Melrose to solidify the area’s reputation as an art epicenter and to encourage art tourism
- A Melrose Avenue website and social media pages are being developed
- A Melrose Ave blog will be created as part of the website to highlight all that’s special and different about the street

Any Melrose avenue retailer or property owner is welcome to attend marketing committee meetings, or send suggestions directly to Kim Sudhalter, Urban Legend PR, kim@urbanlegendpr.com.



### BID Homeless Services:

Everyone in the Greater Los Angeles area has experienced the increased presence of homelessness in our neighborhoods and its impact. Recent court rulings and legal challenges have drastically affected the LAPD's and even private property owner's ability to affect this problem.

Within the coming year the Melrose BID plans to begin providing ambassador/security services that may be able to help diminish the problem on Melrose to a certain extent.

Additionally, in an effort to secure additional assistance, the Melrose BID has entered into a partnership with a well-known local non-profit organization, People Assisting the Homeless (PATH). PATH's family of agencies works together to end homelessness for individuals, families and communities.

Rather than push the homeless out of Melrose into other areas, agencies such as PATH help them to get off the streets, transition gradually into permanent housing and even find employment, whenever possible. They also work hand-in-hand with the LAPD to treat individuals with dignity and respect as they help find solutions other than living on the streets.

Homeless Services  
Coordination via PATH  
(People Assisting the Homeless):  
Contact:  
hermano@epath.org



Map illustrates BID coverage area

### Melrose BID Area

