



Street Banner Branding Program



Utility vault art by Steven Lopez



A busy Saturday at The Village Idiot

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, Executive Director
Kim Sudhalter, Marketing
CleanStreet, Streetscape Clean-Up

Meetings:

BID Board Meetings: Generally at 10am on 2nd 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



“Based upon a replacement cost analysis, as much as \$1.5 million in value will be returned to Melrose property and business owners the day that the BID’s recommendations to create 30 new parking spaces is approved.”

- Daniel Farasat,
Property Owner

BID Seeks City Council Support for Fresh & Easy

Fresh and Easy purchased the building located at 7500 Melrose expecting to open a new store there several years ago. Extensive tenant improvement and other costs were incurred in that effort. Unfortunately, the company was reorganized and sold, which put the new occupancy “on hold.”

The Melrose BID Board has been actively encouraging the market to proceed with its original plans and recently invited a company representative to speak with them about the property owner’s plans.

“Fresh and Easy is committed to creating a flagship store on Melrose and is currently testing some re-branding and other changes in the Las Vegas area,” said David Zohn, the

owner’s representative.

“This store is very important to the economic vitality of Melrose. We care, and we want to see it open as soon as possible,” said BID Board Member Julian Chicha.

In a recent letter to Councilman Paul Koretz, the board requested that he “actively join us in recruiting this important new business, including streamlining the permitting process and making available any and all incentives,” reported BID President Deny Weintraub.

Support for the Melrose BID action struck an immediate cord with local property owners who immediately wrote to the City Council in support of Fresh & Easy.

Melrose BID Board's 4-Point Parking Plan

At their regular February Meeting, the Melrose BID Board outlined a 4-point plan to provide additional parking for Melrose Ave.

1. Provide Additional On-Street Parking Spaces

After several months of analysis and study the Board approved a series of recommendations to the City that will, if approved, provide as many as 30 additional parking spaces. The recommendations that were developed by a professional parking consultant included:

- Eliminating weekday morning peak hour parking restrictions on Melrose
- Allowing evening and weekend parking adjacent to Fairfax High School
- Installing parking at abandoned driveways
- Removing un-needed passenger loading, taxi and commercial loading zones
- Adding parking spaces where sufficient curb space is allowed on contiguous side street locations

In response to a question as to the value represented by 30 additional parking spaces, Board Member Daniel Farasat said, "Based upon a replacement cost

analysis, as much as \$1.5 million in value will be returned to Melrose property and business owners the day that the BID's recommendations to create 30 new parking spaces is approved."

2. Establish General Use Valet Parking Stands

Another recommendation developed by the professional parking consultants was to implement a street-wide valet parking program similar to that operating on West Third Street. The Board has approved the implementation of several pilot valet parking stations that are in the process of being located. The key to their location is to identify businesses with a customer parking needs after 6 PM that are willing to underwrite the costs of a valet stand option.

3. Work With Residents to Improve Restricted Residential Parking Zones

The adoption of residential permit parking zones adjacent to Melrose provides limited on-street parking during certain hours. The Melrose BID is considering how to approach these residents with a plan to loosen the limitations slightly without adversely affecting their ability to have available parking.

4. Identify and Permit Additional Off Street Parking

The Melrose BID is also considering possible locations for additional off-street parking spaces to be located.

BID Applies for MTA Grant for Street Improvements

Every several years, the L. A. County Metropolitan Transportation Authority (MTA) solicits project proposals for funding. The Melrose BID has taken advantage of this program and for the first time, sponsored an application for \$2.65 million in streetscape and transportation improvements on Melrose.

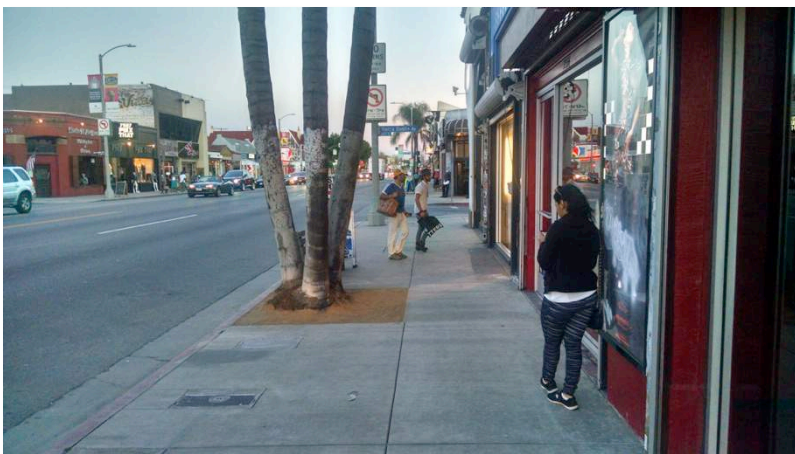
Project details would be determined through community design workshops that involve property/business owners and local residents. Generally included would be streetscape and place-making improvements to revitalize the shopping district, possibly including landscaping, pedestrian lighting, signage, decorative street furniture, and other amenities.

The BID coordinated a program of support from a large number of individuals and organizations as part of the application process. In response, Councilman Paul Koretz wrote, "We look forward to supporting the Melrose Business Improvement District in this endeavor. I fully support this project and ask that [the MTA] consider full funding for the application for the Melrose Avenue Pedestrian Improvement Project."

Both the Greater Wilshire and Mid City West Neighborhood Councils joined in supporting the application.

Melrose BID's Executive Director, Don Duckworth, explained that, "Project funding was a long-shot and would not produce immediate results. These are the kinds of opportunities that the BID Board is trying to pursue in order to fund much needed Melrose capital improvements that are otherwise unattainable, given our budget limitations."

BID president Deny Weintraub added, "This kind of coordinated effort would never have happened but for the Melrose BID Board's commitment to future improvements. We're excited to receive the MTA's response."



"My business, For the Stars Fashion House, needs to showcase its fashion. The Melrose BID helped me beautify the sidewalk to accomplish that when no one else was there for us. The improvement was incredible. Now our window displays and red carpet events can shine!" - Jacob



Melrose BID Marketing: New Pole Banners, Website, Social Media, Art Events & More!

Marketing is a vital component of any district's revitalization, and the Melrose BID has been making diligent efforts to enhance and solidify the Melrose Avenue brand identity.

Street Pole Banners—In February, about 50 pole banners were installed along Melrose, highlighting the area and all it has to offer: ARTS, EATS, FINDS, IDEAS, PLAY & STYLE. Ultimately almost 100 banners will be installed as current city permits expire for the additional poles, thereby helping to delineate and brand the BID's boundaries.

MelroseAveLA.com—In December, the new Melrose Avenue website was launched. Visitors can learn more about the shops and restaurants, get in touch with the local art scene, see info on events and discover how to get around. The site will also contain all archival materials for the BID including past newsletters and current activity reports.

Social Media—The BID's marketing team has also established a robust identity for the street's businesses on social media. In just a couple of months the number of Facebook, Twitter & Instagram followers

has doubled. And these followers fit the target demographics of those likely to be interested in visiting, shopping, and enjoying Melrose businesses.

New campaigns tied to the holidays, art programs, store sales and area events have proven to be effective at increasing engagement. For example, a new Instagram series focusing on store owners has brought in hundreds of new "likes." Check us out on **Instagram & Twitter at @melroseavela**. Contact Kim Sudhalter (kim@urbanlegendpr.com) for ideas on how your interests can be included.



Melrose Vault Painting Day

Melrose Ave is teeming with artistic ability and creativity and on Sunday, March 1, 2015 more than 16 street artists volunteered their time and talent to paint utility vaults throughout the BID.

Street artist **Jennifer Korsen** (pictured with her box at Melrose & Spaulding) curated the **Melrose Menagerie** program and coordinated an amazing day of live painting, despite a deluge of rain and hail.

The theme for the day was "Animals" and all of the artists brought their own take to the project. The beautiful swan face piece on the cover was created by **Steven Lopez** (ikeepmoving.com) at La Brea & Melrose. Others featured squirrels, owls, dogs, panda bears, lions and more.

To view a complete album of photos, visit our **Facebook page at Melrose Ave L.A.** or look for the hashtag #MelroseMenagerie on Instagram and Twitter.

How the BID Can Help Market Your Business

The Melrose BID has many ways to help Melrose merchants promote their businesses. Now that we have established a significant presence on social media and the web, we can help spread the word about new stores, sales, events and any other exciting things you have going on.

Our new blog focuses on the people and stores that make Melrose special. Our new Instagram feature, "Meet the Merchants," provides fun snapshots of you, the folks that make up the fabric of our street. And our Facebook and Twitter pages provide another great forum for you to reach out.

Please contact our Marketing Director, Kim Sudhalter, at kim@urbanlegendpr.com with any items you would like to share...she'll make sure to spread the news. Check us out at:

Website: MelroseAveLA.com
Facebook: Melrose Ave L.A.

Twitter: melroseavela
Instagram: melroseavela

"We would like to see Fresh & Easy open on Melrose as soon as possible!"

- Phip Erenberg,
 Property Owner



"Opening this Fresh & Easy store on Melrose is a quality of life issue for the people who live in CD5."

- Deny Weintraub,
 BID President



Melrose BID Valentine's Day Window Display Contest

This year, the Melrose BID was excited to hold its first-ever Valentine's Day Window Display Contest. More than 10 stores competed to win the Grand Prize and a commemorative plaque. The winner, as chosen by the BID Board Members, was the highly original, and always civic-minded **John Fluvog Shoes (7475 Melrose)**. Manager Anthony Gasich was awarded his prize by: (L-R) Don Duckworth (Executive Director), Deny Weintraub (Board President), Anthony, Isack Fadlon (Board Member)