



Old L.A. News

Issue 1 2024

www.OLDLA.org

Publication of the North Figueroa Association

Highland Park Business Improvement District starts its 10 year renewal

The North Figueroa Association the managing nonprofit of the Highland Park Business Improvement District (BID) has started the petition phase to renew the district for 10 years.

Once the petition phase of 50.1% of property owners passes, this shows that property owners are interested in further discussion of the BID. The BID will then move onto the Proposirt 218 ballot vote. This is the final stage to approve the BID. Property owners will have a change at this stage to vote in the BID.

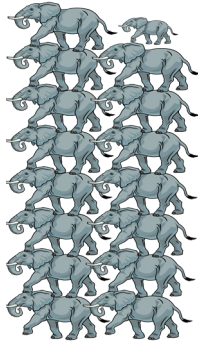
Since the Highland Park BID was established in January of 2000, Highland Park's North Figueroa corridor has gone through a huge transformation. Property values have increased, as well as pedestrain traffic and new businesses have opened making the district more viberant and exciting.



In 2023, the North Figueroa Association clean team swept the sidewalks 6 days per week, removed 10,215 trash bags.

Removed approximately 234,945 lbs of trash. That is the approximate weight of 15.5 elephants.

Graffiti tags removed are 1,545, bulky items removed 943 and sidewalk preesure washing is 96 hours. These



clean services are over and about what the City of Los Angeles provides the district.

The Safe team in 2023 provided 5,953 hours of patrol.

The safe team fielded 362 call for pervice from property and business owners.

Security officers have provided 6,236 contracts to each and every business.

3,294 public contacts including visitor information and other community touch points.

Sign the petition and the ballot to make sure your property stays clean, safe and your property values increase. Directions on how to fill out the ballot are below.



Instructions to fill out the Petition

****Do NOT Send money****

PETITION TO ESTABLISH THE HIGHLAND PARK PROPERTY BUSINESS IMPROVEMENT DISTRICT

DRAFT

PURSUANT TO (SECTION 36600 ET. SEQ OF THE CALIFORNIA STREETS AND HIGHWAYS CODE)

LEGAL OWNER: _____

APN NUMBER	SITE ADDRESS	ASSESSMENT AMOUNT	PERCENTAGE
		TOTALS: \$8,133.42	0.91%

Check this box

YES, I want my property(ies) to be included in this Property Business Improvement District.

Property Owner's Name
(Please Print or Type)

Print name

Property Owner's OR Duly Authorized Representative's
Signature

Sign here

Title
(Please Print or Type)

Print title

Date

Fill in date

STATEMENT OF AUTHORITY TO SIGN THIS PETITION - (Must be completed by petition signer)

Print name

_____ hereby certify (or declare) under penalty of perjury under the laws of the

State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed above. This statement is true, correct and complete to

the best of my knowledge as of **Fill in date** _____, Petitioner Signature: **Sign here**

NOTE: ALL FIELDS MUST BE COMPLETED. PETITIONS WITH EMPTY FIELDS WILL BE REJECTED.

Return as soon as possible by:

Mail to: 5651 Fallston St., Los Angeles, CA 90042
Fax to: 323-255-6617
E-mail to: Misty.Iwatsu@OldLA.org
Text to: 323-255-5030

Any questions call 323-255-5030 or visit OldLA.org



Security

Q1 2024

Patrol calls for service	362
Patrol BID contacts	6,236
Public contacts	3,294
Vehicle patrol hours	5,953



Maintenance

Q1 2024

Trash Bags (removed)	10,215
Trash weight lbs	234,945
Graffiti tags removed:	1,545
Bulky items:	943
Pressure Washing hrs	96

Calendar 2024

January 17- Board of Directors mtg
 February- Dark
 March 22- BOD Mtg
 April 18- BOD Mtg
 May 16- BOD Mtg
 June 20- BOD Mtg
 July- Dark
 August- Dark
 September 19- BOD Mtg
 October 17- Annual Meeting
 November 21- BOD Mtg
 December- Dark

All board meeting are in person at the Highland Park Rec Center at 6150 Piedmont Ave, Los Angeles, CA 90042 at 10 a.m. unless otherwise noted. Please check the OldLA.org website for updates.

Any property owner interested in becoming a board member please contact us at: Misty.Iwatsu@OldLA.org or call 323-255-5030.

Mission Statement

North Figueroa Association is the management organization for the Highland Park Business Improvement District and is an advocate for the North Figueroa Property owners by empowering and aiding in the stimulation of growth, development, revitalization and maintaining the historic value of the North Figueroa Corridor.

The North Figueroa Assoc. will support an environment in which stakeholders can conduct commerce, live and play.

North Figueroa Assn. Board of Directors

Tom Wilson, President
 Duckett Wilson, Property Owner

Stuart Rapeport, Vice President/
 Treasurer
 Property Owner

Amy Inouye, Secretary
 Future Studio, Property Owner

John Harb, Security Chair
 The Shop, Property Owner

Gina Alza
 Alza, MD, Property Owner

Gustavo Alza
 Alza MD, Property Owner

Richard Calderon
 Reinas Insurance, Property Owner

Aron Harkham
 Aire Capital, Property Owner

Alex Rudisky
 Property Owner

Misty Iwatsu, Executive Director

Contact: 323-255-5030

Visit: www.oldla.org

Annual Budget 2024

Public Right of Way	\$521,940 (77%)
Corporate Identity & Organization	\$153,000 (23%)
Total Annual Budget	\$674,940 (100%)

NFA Goals

- Provide Educational, Cultural, Artistic, Charitable, Social Service and public improvements.
- Increase economic well being for property owners, employees and businesses.
- Provide improvements and activities to assist in economic and commercial revitalization.
- Provide clean, safe and beautification programs to improve economic prosperity for property owners, businesses and the community.
- Bring about investment of public and private capital within the Business Improvement District and surrounding area for public benefit and charitable purposes.

How You Can Help

You can help keep the district clean, safe and pedestrian friendly by:

- Making sure your businesses do not place their trash in the sidewalk receptacles. These receptacles are for pedestrians only.
- Keep windows & awnings clean
- Take down any old, torn or faded signs or banners.
- Sweep your store front. While the crews sweep the streets, they do not sweep private property
- Post store hours in windows.
- Call security with concerns. The number is: 800-350-1944. Report to LAPD, as well.