

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

**ENCINO COMMONS  
BUSINESS IMPROVEMENT DISTRICT  
RENEWAL**

**MANAGEMENT DISTRICT PLAN**

*Being Renewed for a 9-Year Term Pursuant to  
California Streets and Highways Code Section 36600 et seq.  
Property & Business Improvement District Act of 1994, as amended*

**JANUARY 4, 2020**

**FINAL**

## **MANAGEMENT DISTRICT PLAN**

### **Table of Contents**

- I. Management District Plan Summary – page 2
- II. ECBID Boundaries – page 4
- III. Proposed 9-Year ECBID Work Plan and Budget – page 6
- IV. Proposed ECBID Assessment Formula – page 17
- V. Publicly Owned Parcels – page 21
- VI. ECBID Governance – page 22
- VII. Proposed Rules and Regulation – page 22
- VIII. Other Items – page 22
- IX. Plan Author – page 22
- X. Implementation Timetable – page 23
  
- Appendix 1: Year 1 – 2021 ECBID Assessment Roll
- Appendix 2: Map of ECBID
- Attachment 1: Certified Assessment Engineer’s Report

# ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

## MANAGEMENT DISTRICT PLAN SUMMARY

The Encino Commons BID (ECBID) is a Property and Business Improvement District being renewed for a 9-year period by a consortium of property and business owners within the ECBID. The ECBID is a retail, service and office district centered along Ventura Boulevard in the community of Encino. The purpose of the ECBID is to continue to provide and manage unique activities for this important business center, including Marketing, Streetscape Services, Program Management and Operations. The ECBID will enable the ECBID property owners, working as a unit, to continue to fund needed property and business related programs above what is provided by tax supported City of Los Angeles base level services.

**Name:** The name of the renewed BID is the Encino Commons Business Improvement District (ECBID)

**Location:** The renewed ECBID is centered along Ventura Boulevard between Balboa Boulevard on the east and White Oak Avenue on the west. (A map showing the ECBID boundaries is shown in Appendix 2 attached to this Plan).

**Zones:** There is one benefit zone within the renewed ECBID.

**Services:** Marketing, Streetscape Services, Program Management and Operations.

**Finance:** Benefit assessment of real property (73 parcels). No bonds shall be issued to fund ECBID programs.

**Budget:** ECBID assessment revenue for Year 1 (2021) is projected to be \$129,950. It is noted that the Assessment Engineer has determined that general benefits equate to 1.8186% of the total benefit value of \$132,357 or \$2,407. (See attached Engineer’s Report for more details on special and general benefits). Program costs associated with general benefits shall be derived from non-assessment revenue sources.

### Year 1 – 2021 PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFITS)

MARKETING	STREETSCAPE SERVICES*	PROGRAM MANAGEMENT	OPERATIONS	TOTAL
0.8465%	60.8311%	24.3170%	14.0054%	100.00%
\$1,100	\$79,050*	\$31,600	\$18,200	\$129,950

*\* Note: Up to 20% or \$15,810 (plus general benefits and any approved annual assessment rate increase) of the Streetscape Services budget category will be placed in reserve each year for hanging basket plant material replacement projected to occur every 3 years.*

**Benefits:** “General Benefit” is defined as: “A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied”. “Special Benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the ECBID or to the public at large.

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

**Formula:** The proposed ECBID assessments are based on three factors: building area, land area and prime (Ventura Boulevard) street frontage. Year 1 – 2021 ECBID assessment rates per parcel are as follows:

### YEAR 1 –2021 Assessment Rates

<b>BLDG AREA ASSMT RATE (\$/SQ FT)</b>	<b>LAND AREA ASSMT RATE (\$/SQ FT)</b>	<b>STREET FRONTAGE ASSMT RATE (\$/LF)</b>
\$0.0490	\$0.0135	\$4.226

**Cap:** Assessment increases are capped at a maximum of 5% per year, subject to approval by the ECBID Property Owner Association Board of Directors.

**Renewal:** ECBID renewal is a two-step process. First, petitions signed by ECBID property owners representing at least 50% of the total assessment to be levied must be secured. Second, property owners will be sent a ballot to vote on the ECBID renewal. Returned ballots in support of the ECBID renewal must outweigh those in opposition based on the amount of assessment to be levied.

**Duration:** The renewed ECBID will have a term of nine (9) years. After nine years, the petition and balloting process must be repeated in order to renew the ECBID and levy assessments again at that time. Future renewals may extend up to 10 years at a time.

# ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

## II. ECBID BOUNDARIES

### Setting

The renewed Encino Commons BID (ECBID) is located in the southwest section of the San Fernando Valley, a suburb community in the City of Los Angeles, near the western end of the extensive Ventura Boulevard business corridor that traverses numerous communities adjacent to the 101 Ventura Freeway corridor. The property uses within the boundaries of the renewed ECBID which will receive special benefits from ECBID funded programs and services are currently a mix of general commercial, retail, service, office and commercial parking.

### Boundary Description

The ECBID includes all parcels (74) in the area fronting along Ventura Boulevard known as the Encino Commons Business Corridor between White Oak Avenue on the west and Balboa Boulevard on the east. Only parcels with Ventura Boulevard frontage are included in the ECBID. The street address range of included parcels and businesses is 16928-17660 Ventura Boulevard. A list of all parcels included in the renewed ECBID is shown as Appendix 1, attached to this Plan with their respective Los Angeles County assessor parcel number and common site addresses. The boundary of the renewed ECBID and parcels within it are shown on the map of the ECBID attached as Appendix 2 to this Plan.

### Benefit Zones

There is one benefit zone within the proposed renewed ECBID.

### Boundary Rationale

The areas along Ventura Boulevard west and east of the renewed ECBID are commercial uses and zoning while all areas north and south of the ECBID are residential zoning with predominantly residential uses. State PBID Law (Section 36632 Streets and Highways Code) states: Properties zoned solely for residential use.....are conclusively presumed not to benefit from the improvements and services funded through these assessments, and shall not be subject to any assessments pursuant to this part. It is noted that no parcels within the proposed ECBID are zoned solely residential.

#### Northern Boundary

The northern boundary of the renewed ECBID coincides with the rear property lines of all parcels fronting on the north side of Ventura Boulevard between White Oak Avenue on the west and Balboa Boulevard on the east. All parcels north of the northern ECBID boundary are zoned solely residential and developed mainly with single family residences with a few multi-family residential structures. There are a few residential zoned parcels used for surface parking for the businesses along Ventura Boulevard and a government facility - all allowable uses on R-zoned parcels. But as stated above, State PBID Law precludes parcels zoned solely residential, regardless of the current land use, from being assessed. Thus, no parcels zoned solely residential north of the northern ECBID boundary are included in the renewed ECBID.

There is one government owned parcel in the renewed ECBID boundaries, a public park owned by the City of Los Angeles. The park fronts the north side of Ventura Boulevard between Paso Robles Avenue and Genesta Avenue. The City's Department of Recreation and Parks provides complete streetscape and landscape services to the grassy parkways adjacent to the park and the park's interior. The ECBID will not provide any services to this block, will not direct any special projects that include the park, nor will the ECBID feature the park in the quarterly newsletters or website. The ECBID programs and

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

services are designed to improve commerce and the park has no commercial activities, and thus, it is the opinion of the Assessment Engineer that the park will not specially benefit from ECBID funded programs and services. For these reasons, this City park parcel will not be assessed.

In order to ensure that parcels north of the northern boundary will not specially benefit from ECBID funded services and improvements, no ECBID services and improvements will be provided north of the northern boundary, only south of the northern boundary within the ECBID boundaries.

### Southern Boundary

The southern boundary of the renewed ECBID coincides with the rear property lines of all parcels fronting on the south side of Ventura Boulevard between White Oak Avenue on the west and Balboa Boulevard on the east. All parcels south of the southern ECBID boundary are zoned solely residential and developed mainly with single family residences with a few multi-family residential structures. There are a few residential zoned parcels used for surface parking for the businesses along Ventura Boulevard and a church - all allowable uses on R-zoned parcels. But as stated above, State PBID Law precludes parcels zoned solely residential, regardless of the current land use, from being assessed. Thus, no parcels zoned solely residential south of the southern ECBID boundary are included in the renewed ECBID.

In order to ensure that parcels south of the southern boundary will not specially benefit from ECBID funded services and improvements, no ECBID services and improvements will be provided south of the southern boundary, only north of the southern boundary within the ECBID boundaries.

### Eastern & Western Boundary

The eastern boundary of the renewed ECBID is the intersection of Ventura Boulevard and Balboa Boulevard while the western boundary is the intersection of Ventura Boulevard and White Oak Avenue. The parcels and land uses east of Balboa Boulevard and west of White Oak Avenue along Ventura Boulevard, while commercial in nature, are not considered as part of the Encino Commons business district by neither the business and property owners nor the customer base. Ventura Boulevard is an expansive commercial corridor that traverses the entire San Fernando Valley. Each micro-business community along this major commercial highway has attempted to create their own sense of place for shopping, dining and services by the nearby surrounding residential neighborhoods. Through this planning and economic development process, numerous small business improvement districts have been established along the Ventura Boulevard corridor with ECBID being one – each creating their own unique central business district and sense of place and arrival with identifiable landscaping, street furniture, signage and other physical enhancements. For these reasons, the eastern and western boundaries of the renewed ECBID have been set at White Oak Avenue and Balboa Boulevard.

In order to ensure that parcels east of the eastern boundary will not specially benefit from ECBID funded services and improvements, no ECBID services and improvements will be provided east of the centerline of Balboa Avenue, only west of said centerline within the ECBID boundaries. Similarly, in order to ensure that parcels west of the western boundary will not specially benefit from ECBID funded services and improvements, no ECBID services and improvements will be provided west of the centerline of White Oak Avenue, only east of said centerline within the ECBID boundaries.

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

A list of all parcels included in the proposed renewed ECBID is shown as Appendix 1, attached to this Plan identified by their respective Los Angeles County assessor parcel number and common street address. The boundary of the proposed renewed ECBID are shown on the map of the proposed renewed ECBID attached as Appendix 2 to this Plan.

All parcels within the above-described boundaries shall be assessed to fund supplemental special benefit programs, services and improvements as outlined in this Plan and in the attached Engineer's Report, except as noted herein on pages 4 and 21 for the City Park. All ECBID funded services, programs and improvements provided within the above described boundaries shall confer special benefit to identified assessed parcels inside the ECBID boundaries and none will be provided outside of the ECBID. Each assessed parcel within the ECBID will proportionately specially benefit from the ECBID funded programs and services (i.e. marketing, streetscape services, program management and operations). These services, programs and improvements are intended to improve commerce, employment, rents and occupancy rates and investment viability of individually assessed parcels and businesses on them within the ECBID. The ECBID confers special benefits on each and every individually assessed parcel by reducing litter and debris, improving aesthetics and marketing goods and services available from assessed parcels and the businesses on them within the ECBID, all considered necessary in a competitive properly managed business district. All ECBID funded services programs and improvements are considered supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of assessed parcels within the boundaries of the proposed renewed ECBID.

The ECBID includes 74 parcels of which 73 are identified as assessable within one Benefit Zone and which are listed in the Assessment Roll included as Appendix 1. The ECBID Boundary Map is included as Appendix 2.

### **III. Proposed 9-Year ECBID Work Plan and Budget**

#### **Overview**

The Programs and activities to be funded by the ECBID include marketing, streetscape services, program management and operations. The property uses within the boundaries of the ECBID that will receive special benefits from ECBID funded programs, services and improvements are currently a unique mix of general commercial, retail, service, office and commercial parking. ECBID funded activities are primarily designed to provide special benefits as described below to identified assessed parcels and array of land uses within the boundaries of the ECBID.

These special benefits are particular and distinct to each and every identified assessed parcel within the ECBID and are not provided to non-assessed parcels outside of the ECBID. These programs, services and improvements will only be provided to each individual assessed parcel within the ECBID boundaries and, in turn, confer proportionate "special benefits" to each assessed parcel.

In the case of the ECBID, the very nature of the purpose of this ECBID is to fund supplemental programs, services and improvements to assessed parcels within the ECBID boundaries above and beyond what is being currently funded either via normal tax supported methods or other funding sources. The City of Los Angeles does not provide these supplemental programs and services. All benefits derived from the assessments to be levied on assessed parcels within the ECBID are for services, programs and improvements directly benefiting each individual assessed parcel within the ECBID. No ECBID funded

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

services, activities or programs will be provided outside of the ECBID boundaries.

The projected program special benefit cost allocation of the ECBID assessment revenues for the 9-year ECBID term assuming a 5% maximum annual assessment rate increase is shown in the Table on pages 11-12 of this Plan.

### **WORK PLAN DETAILS**

The services to be provided by the ECBID include Image Enhancement/Special Projects, Landscaping, Sanitation, Beautification and Administration. Each of these are designed to contribute to the cohesive commercial fabric and to ensure economic success and vitality of the ECBID. The assessed parcels in the ECBID will specially benefit from the ECBID programs in the form of increasing commerce and improving economic success and vitality through meeting the ECBID Goals: to maintain and improve the commercial core by providing services to attract customers, especially the desired market demographic in an effort to increase commerce, to increase building occupancy and lease rates and to attract more customers and pedestrians.

The following programs, services and improvements are proposed by the ECBID to specially benefit each and every individually assessed parcel within the ECBID boundaries. ECBID services, programs and improvements will not be provided to parcels outside the ECBID boundary.

#### **1) Marketing                    \$1,120 (Special and General Benefits)**

“Marketing” includes activities such as: production of a quarterly newsletter that shall be distributed to all property owners in the ECBID, cultivation of media exposure, and promotion/branding of the ECBID as a great place to shop, work or visit through the ECBID website and social media. The ECBID website and newsletter will target the ongoing informational needs of ECBID property owners and tenants.

This component is designed to specially benefit and improve the marketability of the array of goods and services provided by businesses on each identified and assessed parcel within the ECBID. This special benefit program is designed to attract more commercial customers and clients, employees, tenants and investors which may, in turn, increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments for each parcel and business within the ECBID. Marketing programs will only be provided for parcels and businesses located within the ECBID boundaries.

#### **2) Streetscape Services                    \$80,514 (Special and General Benefits)**

“Streetscape Services” is the primary focus of the proposed renewed ECBID. Included in the amenity portion of the ECBID Streetscape Services, in the past 20 years, over 200 trees have been planted, 3 median islands and 39 decorative pots installed and landscaped and 140 hanging baskets and brackets on 70 poles installed with artificial flowers. In addition, gateway entry signs, street furniture, inlaid brickwork and litter receptacles have been installed. Landscape care will be done on a weekly basis. All planters will be kept clear of trash and debris and weeded weekly. Landscaping and trees will be pruned, shaped or trimmed to maintain their size in respect to safety, pedestrian clearance, species, size of planter or relative surroundings. Sprinkler systems will be continually checked and serviced, while planters without automatic irrigation will be hand watered, including the hanging basket flowers if the use of artificial plants/flowers does not provide



## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

an acceptable alternative to live plants/flowers. Curbs, parking and paved areas will be kept clean and trash receptacles will be emptied, wiped down and kept graffiti free on a regular basis. Additionally, all bus stops within the district will be pressure washed monthly while sidewalks within the district will be pressure washed quarterly. Physical amenities, including benches, theme signage, planters and hanging baskets will be replaced, as needed when damaged or excessively worn. Additional theme signage as well as street furniture and other streetscape/landscape amenities may be installed within the ECBID, if funds allow.

It is noted that the ECBID is, within Year 5 of the current 5-Year (2016-2020) ECBID term, installing high-quality, UV resistant, artificial flower baskets to employ water conservation and labor saving measures. It is anticipated that these artificial flowers will last up to 3 years versus live plants/flowers that have to be changed at least annually if not more often. This action will save considerable water and plant cultivation/care/replacement costs estimated to be \$13,000 to \$16,000 per year. The cost savings realized from this action will be expended on future amenity component expansion and/or replacement, including but not limited to benches, trash receptacles, theme signage, street furniture and other streetscape/landscape amenities. It is projected that, up to 20% or \$15,810 (plus general benefits and any approved annual assessment rate increase) of the Streetscape Services budget category will be placed in reserve each year for hanging basket plant material replacement projected to occur every 3 years.<sup>1</sup>

If, however, it is determined that, at any time, the artificial plants cannot withstand the weather elements (i.e. discoloration, deterioration, etc.), the ECBID will replace the baskets with live plants/flowers and a watering cycle and ongoing care will be implemented. In either case, the basket materials will need to be replaced, added to and/or maintained over the course of ten year ECBID term. If the hanging baskets are converted to live plants/flowers, a portion of the projected not to exceed 20% reserve monies will be needed for ongoing annual basket care/cultivation/water expenses and will not necessarily be carried over from year to year. Any remaining unexpended Streetscape Services funds, reserve or otherwise, in any given year may be used to fund amenities including but not limited to benches, trash receptacles, theme signage, street furniture and other streetscape/landscape amenities.

The plan would be to accrue a reserve of up to approximately \$48,000 (in a Year 1 cost basis) in order to continue this amenity replacement involving 140 hanging baskets all at the same time throughout the ECBID. In order to have sufficient funds available for this expense every 3 years within the 9-year ECBID term, up to 20% or \$15,810 of the Streetscape Services budget (plus general benefits and any approved annual assessment rate increase) will be placed annually in reserve from the Streetscape Services budget category of the renewed ECBID. The Assessment Engineer has determined that proportionate special benefits will be conferred on each and every parcel in the ECBID in the operation year that the reserve funds are expended on this Streetscape Services component task. Detailed annual budgets will be prepared by the Owner's Association Board and included in an Annual Plan for the City Council's review and approval as the timing and prioritized needs of these projects is refined each year.

The Streetscape Services element will assist in enhancing the image of each individual assessed parcel in the ECBID. This activity is designed to increase vehicular and pedestrian traffic within the ECBID that will

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<sup>1</sup> The accrued Streetscape Services reserve fund shall be capped each year as shown in the Table entitled: "Projected 9-Year Streetscape Reserves" on pages 15-16 of this Plan. These caps are based on the reserve funds being drawn down and expended every 3 years or up to \$50,764 in Year 3, up to \$58,768 in Year 6 and up to \$68,031 in Year 9. If the reserve funds are not drawn down and expended in full or in part in the years indicated, subsequent year reserve fund balances shall be limited to the caps shown for Year 3, 6 and 9.

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

potentially increase commerce and customer activity, attract and retain new business and patrons for assessed parcels within the ECBID boundaries. This activity is intended to increase commercial rents and commercial occupancies. Streetscape services will only be provided to and for the direct special benefit of each individual assessed parcel within the ECBID boundaries and none outside the ECBID area.

### **3) Program Management**                      \$32,185 (Special and General Benefits)

“Program Management” includes the cost of personnel to oversee implementation of the Management District Plan and the various programs, services and improvement projects delineated in the Plan during the ECBID’s 9-year term. This element also includes oversight of the Owners’ Association’s compliance with the terms of its contract with the City.

This component is key to the proper expenditure of ECBID assessment funds and the administration of ECBID programs and activities that are intended to promote business within the ECBID boundaries through increased commerce and the attraction and retention of new business. The ECBID Program Management program exists only for the purposes of the ECBID and will only be provided for matters pertaining to each individual assessed parcel within the ECBID boundaries that will, in turn, specially benefit from this activity.

### **4) Operations**                                      \$18,537 (Special and General Benefits)

“Operations” includes the costs associated with a ECBID management operation such as professional services (e.g. legal, accounting, insurance), printing, postage, supplies, production of the Annual Planning Report and Budget and quarterly reports and participation in professional peer/best practice forums such as the LA BID Consortium, the California Downtown Association or the International Downtown Association. It also covers the costs associated with the ECBID renewal, as well as City and/or County fees associated with their oversight of the ECBID

This component is key to the proper expenditure of ECBID assessment funds and the administration of ECBID programs and activities that are intended to promote business within the ECBID boundaries through increased commerce and the attraction and retention of new business. Operating expenses pertain only to the operation of the ECBID and will only be provided for matters pertaining to each individual assessed parcel within the ECBID boundaries that will, in turn, specially benefit from this activity.

In summary, all ECBID funded services, programs and improvements described above confer special benefits to identified assessed parcels inside the ECBID boundaries and none will be provided outside of the ECBID. Each assessed parcel within the ECBID will proportionately specially benefit from marketing, streetscape services, program management and operations. These services, programs and improvements are intended to improve commerce, employment, rents, occupancy rates and investment viability of assessed parcels within the ECBID by reducing litter and debris, making capital improvements and professionally marketing goods, services and spaces available within the ECBID, all considered necessary in a competitive properly managed contemporary business district. All ECBID funded services programs and improvements are considered supplemental, above normal base level services provided by the City of Los Angeles and are only provided for the special benefit of each and every assessed parcel within the boundaries of the ECBID.

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

### **WORK PLAN BUDGET**

Each identified assessed parcel within the ECBID will be assessed for the proportionate special benefit conferred upon it. The projected ECBID program special benefit (assessment) cost allocation budget for Year 1 (2021) is shown in the following Table:

**ECBID Year 1 (2021) Special Benefit Assessment Budget**

<b>MARKETING</b>	<b>STREETSCAPE SERVICES</b>	<b>PROGRAM MANAGEMENT</b>	<b>OPERATIONS</b>	<b>TOTAL</b>
0.8465%	60.8311%	24.3170%	14.0054%	100.00%
\$1,100	\$79,050	\$31,600	\$18,200	\$129,950

In order to carry out the ECBID programs outlined in the previous section, a Year 1 assessment budget of \$129,950 is projected. Since the ECBID is planned for a 9-year term, projected program costs for future years (Years 2-9) are set at the inception of the ECBID. While future inflationary and other program cost increases are unknown at this point, a built-in maximum increase of 5% per annum, commensurate to special benefits received by each assessed parcel, is incorporated into the projected program costs and assessment rates for the 9-year ECBID term.

It is noted that the ECBID is, within Year 5 of the current 5-Year (2016-2020) ECBID term, installing high-quality, UV resistant, artificial flower baskets to employ water conservation and labor saving measures. It is anticipated that these artificial flowers will last up to 3 years versus live plants/flowers that have to be changed at least annually if not more often. This action will save considerable water and plant cultivation/care/replacement costs estimated to be \$13,000 to \$16,000 per year. The cost savings realized from this action will be expended on future amenity component expansion and/or replacement, including but not limited to benches, trash receptacles, theme signage, street furniture and other streetscape/landscape amenities. It is projected that, up to 20% or \$15,810 (plus general benefits and any approved annual assessment rate increase) of the Streetscape Services budget category will be placed in reserve each year for hanging basket plant material replacement projected to occur every 3 years.<sup>1</sup>

If, however, it is determined that, at any time, the artificial plants cannot withstand the weather elements (i.e. discoloration, deterioration, etc.), the ECBID will replace the baskets with live plants/flowers and a watering cycle and ongoing care will be implemented. In either case, the basket materials will need to be replaced, added to and/or maintained over the course of 9-year ECBID term. If the hanging baskets are converted to live plants/flowers, a portion of the projected not to exceed 20% reserve monies will be needed for ongoing annual basket care/cultivation/water expenses and will not necessarily be carried over from year to year. Any remaining unexpended Streetscape Services funds, reserve or otherwise, in any given year may be used to fund amenities including but not limited to benches, trash receptacles, theme signage, street furniture and other streetscape/landscape amenities.

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<sup>1</sup> The accrued Streetscape Services reserve fund shall be capped each year as shown in the Table entitled: "Projected 9-Year Streetscape Reserves" on pages 15-16 of this Plan. These caps are based on the reserve funds being drawn down and expended every 3 years or up to \$50,764 in Year 3, up to \$58,768 in Year 6 and up to \$68,031 in Year 9. If the reserve funds are not drawn down and expended in full or in part in the years indicated, subsequent year reserve fund balances shall be limited to the caps shown for Year 3, 6 and 9.

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

The plan would be to accrue a reserve of up to approximately \$48,000 (in a Year 1 cost basis) in order to continue this amenity replacement involving 140 hanging baskets all at the same time throughout the ECBID. In order to have sufficient funds available for this expense every 3 years within the 9-year ECBID term, up to 20% or \$15,810 of the Streetscape Services budget (plus general benefits and any approved annual assessment rate increase) will be placed annually in reserve from the Streetscape Services budget category of the renewed ECBID.<sup>1</sup> The Assessment Engineer has determined that proportionate special benefits will be conferred on each and every parcel in the ECBID in the operation year that the reserve funds are expended on this Streetscape Services component task. Detailed annual budgets will be prepared by the Owner’s Association Board and included in an Annual Plan for the City Council’s review and approval as the timing and prioritized needs of these projects is refined each year.

The ECBID will strive to employ cost saving measures throughout the proposed 9-Year renewal term in order to offset program cost increases and, in turn, minimize annual assessment rate increases. Any annual budget surplus, including those created through cost saving measures, will be rolled into the following year’s ECBID budget in accordance with City policy. The budget will be set accordingly, within the constraints of the Management District Plan to adjust for surpluses that are carried forward. ECBID funds may be used for renewal of the ECBID. Funds remaining after Year 9 of the proposed renewed ECBID shall be rolled over into the new ECBID in accordance with City policy if renewed again or, if not renewed, unexpended/unencumbered funds shall be returned to the property owners in accordance with City policy and State PBID Law (Streets and Highways Code section 36671).

Detailed annual budgets will be prepared by the Owner’s Association Board and included in an Annual Plan for the City Council’s review and approval.

It is recognized that market conditions may cause the cost of providing goods and services to fluctuate from year to year during the 9-year term of the proposed renewed ECBID. Accordingly, the Owners’ Association shall have the ability to reallocate up to 10% of any budget line item, within the budget categories, based on such cost fluctuations subject to the review and approval by the Owners’ Association Board and in accordance with City policy. Such reallocation will be included in the Annual Planning Report for the approval by the Los Angeles City Council pursuant to the Streets and Highways Code Section 36650. Any accrued interest or delinquent payments may be expended in any budget category in accordance with City policy.

A 9-year projected ECBID budget is shown in the following Table:

**YEAR 1-9 PROJECTED DISTRICT ASSESSMENT BUDGET SUMMARY (Special Benefits)**

(Assumes 5% max rate increase per year)

YEAR	MARKETING	STREETSCAPE SERVICES	PROGRAM MANAGEMENT	OPERATIONS	TOTAL
	0.8465%	60.8311%	24.3170%	14.0054%	100%

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<sup>1</sup> The accrued Streetscape Services reserve fund shall be capped each year as shown in the Table entitled: “Projected 9-Year Streetscape Reserves” on pages 15-16 of this Plan. These caps are based on the reserve funds being drawn down and expended every 3 years or up to \$50,764 in Year 3, up to \$58,768 in Year 6 and up to \$68,031 in Year 9. If the reserve funds are not drawn down and expended in full or in part in the years indicated, subsequent year reserve fund balances shall be limited to the caps shown for Year 3, 6 and 9.

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

1	2021	\$1,100	\$79,050	\$31,600	\$18,200	\$129,950
2	2022	\$1,155	\$83,003	\$33,180	\$19,110	\$136,448
3	2023	\$1,213	\$87,153	\$34,839	\$20,066	\$143,271
4	2024	\$1,274	\$91,511	\$36,581	\$21,069	\$150,435
5	2025	\$1,338	\$96,087	\$38,410	\$22,122	\$157,957
6	2026	\$1,405	\$100,891	\$40,331	\$23,228	\$165,855
7	2027	\$1,475	\$105,936	\$42,348	\$24,389	\$174,148
8	2028	\$1,549	\$111,233	\$44,465	\$25,608	\$182,855
9	2029	\$1,626	\$116,795	\$46,688	\$26,888	\$191,997

The ECBID assessments may increase for each individual parcel each year during the 9-year effective operating period, but not to exceed 5% per year, commensurate to special benefits received by each assessed parcel, and must be approved by the Owners’ Association Board of Directors, included in the Annual Planning Report and adopted by the City of Los Angeles City Council. Any accrued interest and delinquent payments will be expended within the budgeted categories in accordance with City policy. The Owners’ Association Board of Directors (“Property Owner’s Association of the ECBID) shall determine the percentage increase to the annual assessment and the methodology employed to determine the amount of the increase. The Owners’ Association Executive Director shall communicate the annual increase to the City each year in which the ECBID operates at a time determined in the Administration Contract held between the Owners’ Association and the City of Los Angeles. No bonds are to be issued in conjunction with the proposed renewed ECBID.

Pursuant to Section 36671 of the Streets and Highways Code, any funds remaining after the 9th year of operation will be rolled over into the renewal budget or returned to stakeholders in accordance with City policy. ECBID assessment funds may be used to pay for costs related to the following ECBID renewal term. If the ECBID is not renewed or terminated for any reason, unexpended funds will be returned to the property owners in accordance with City policy.

Special/General Benefits

The Assessment Engineer (see attached Engineer’s Report) has found that the general benefits (i.e. general benefits to assessed parcels within the ECBID, the general public and surrounding parcels outside the ECBID) of the proposed programs, services and improvements (i.e. marketing, streetscape services, program management and operations) represent 1.8186% of the total benefits generated and, in turn, 1.8186% (\$2,407) of the total cost of the ECBID funded improvements, activities and services provided.

Total Year 1 adjusted costs are estimated at \$132,357. General benefits are factored at 1.8186% of the total costs (see Finding 2 beginning on page 5 of the attached Engineer’s Report) with special benefits set at 98.1814%. Article XIID Section 4(b) of the California Constitution limits the levy of property assessments to costs attributed to special benefits only. The 1.8186% general benefit value is computed to be \$2,407

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

with a resultant 98.1814% special benefit limit computed at \$129,950. *Based on current property data and land uses, this is the maximum amount of Year 1 (2021) revenue that can be derived from property assessments from the ECBID.* Remaining costs that are attributed to general benefits, will need to be derived from other sources.

A breakdown of projected special and general benefits for each year of the 9-year renewal term is shown in the following Table:

**9-Year Special + General Benefits**  
(Assumes max of 5% Annual Rate Increase)

YR		PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL
1	2021	MARKETING	\$1,100	\$20	\$1,120	0.8465%
		STREETSCAPE SERVICES	\$79,050	\$1,464	\$80,514	60.8311%
		PROGRAM MANAGEMENT	\$31,600	\$585	\$32,185	24.3170%
		OPERATIONS	<u>\$18,200</u>	<u>\$338</u>	<u>\$18,538</u>	<u>14.0054%</u>
		TOTAL	\$129,950	\$2,407	\$132,357	100.00%
2	2022	MARKETING	\$1,155	\$21	\$1,176	0.8465%
		STREETSCAPE SERVICES	\$83,003	\$1,537	\$84,540	60.8311%
		PROGRAM MANAGEMENT	\$33,180	\$614	\$33,794	24.3170%
		OPERATIONS	<u>\$19,110</u>	<u>\$355</u>	<u>\$19,465</u>	<u>14.0054%</u>
		TOTAL	\$136,448	\$2,527	\$138,975	100.00%
3	2023	MARKETING	\$1,213	\$22	\$1,235	0.8465%
		STREETSCAPE SERVICES	\$87,153	\$1,614	\$88,767	60.8311%
		PROGRAM MANAGEMENT	\$34,839	\$645	\$35,484	24.3170%
		OPERATIONS	<u>\$20,066</u>	<u>\$373</u>	<u>\$20,439</u>	<u>14.0054%</u>
		TOTAL	\$143,271	\$2,654	\$145,925	100.00%
4	2024	MARKETING	\$1,274	\$23	\$1,297	0.8465%
		STREETSCAPE SERVICES	\$91,511	\$1,695	\$93,206	60.8311%
		PROGRAM MANAGEMENT	\$36,581	\$677	\$37,258	24.3170%
		OPERATIONS	<u>\$21,069</u>	<u>\$392</u>	<u>\$21,461</u>	<u>14.0054%</u>
		TOTAL	\$150,435	\$2,787	\$153,222	100.00%
5	2025	MARKETING	\$1,338	\$24	\$1,362	0.8465%
		STREETSCAPE SERVICES	\$96,087	\$1,780	\$97,867	60.8311%
		PROGRAM MANAGEMENT	\$38,410	\$711	\$39,121	24.3170%
		OPERATIONS	<u>\$22,122</u>	<u>\$412</u>	<u>\$22,534</u>	<u>14.0054%</u>
		TOTAL	\$157,957	\$2,927	\$160,884	100.00%

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

6	2026	MARKETING	\$1,405	\$25	\$1,430	0.8465%
		STREETSCAPE SERVICES	\$100,891	\$1,869	\$102,760	60.8311%
		PROGRAM MANAGEMENT	\$40,331	\$747	\$41,078	24.3170%
		OPERATIONS	<u>\$23,228</u>	<u>\$433</u>	<u>\$23,661</u>	<u>14.0054%</u>
		TOTAL	\$165,855	\$3,074	\$168,929	100.00%
7	2027	MARKETING	\$1,475	\$26	\$1,501	0.8465%
		STREETSCAPE SERVICES	\$105,936	\$1,962	\$107,898	60.8311%
		PROGRAM MANAGEMENT	\$42,348	\$784	\$43,132	24.3170%
		OPERATIONS	<u>\$24,389</u>	<u>\$455</u>	<u>\$24,844</u>	<u>14.0054%</u>
		TOTAL	\$174,148	\$3,227	\$177,375	100.00%
8	2028	MARKETING	\$1,549	\$27	\$1,576	0.8465%
		STREETSCAPE SERVICES	\$111,233	\$2,060	\$113,293	60.8311%
		PROGRAM MANAGEMENT	\$44,465	\$823	\$45,288	24.3170%
		OPERATIONS	<u>\$25,608</u>	<u>\$478</u>	<u>\$26,086</u>	<u>14.0054%</u>
		TOTAL	\$182,855	\$3,388	\$186,243	100.00%
9	2029	MARKETING	\$1,626	\$28	\$1,654	0.8465%
		STREETSCAPE SERVICES	\$116,795	\$2,163	\$118,958	60.8311%
		PROGRAM MANAGEMENT	\$46,688	\$864	\$47,552	24.3170%
		OPERATIONS	<u>\$26,888</u>	<u>\$502</u>	<u>\$27,390</u>	<u>14.0054%</u>
		TOTAL	\$191,997	\$3,557	\$195,554	100.00%

As discussed on pages 8 and 10 of this Plan, up to 20% or \$15,810 (plus general benefits and any approved annual assessment rate increase) of the Streetscape Services budget category will be placed in reserve each year for hanging basket plant material replacement projected to occur every 3 years.<sup>1</sup> An isolation view of the Streetscape Services budget category delineating projected actual yearly Streetscape Services expenditures and accrued/expended reserve funds for special and general benefits is shown in the following Table:

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<sup>1</sup> The accrued Streetscape Services reserve fund shall be capped each year as shown in the Table entitled: “Projected 9-Year Streetscape Reserves” on pages 15-16 of this Plan. These caps are based on the reserve funds being drawn down and expended every 3 years or up to \$50,764 in Year 3, up to \$58,768 in Year 6 and up to \$68,031 in Year 9. If the reserve funds are not drawn down and expended in full or in part in the years indicated, subsequent year reserve fund balances shall be limited to the caps shown for Year 3, 6 and 9.

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

**Projected 9-Year Streetscape Services Reserves**  
(Assumes 5% Max Annual Rate Increase)

YR		PROGRAM CATEGORY	SPECIAL BENEFITS	GENERAL BENEFITS	TOTAL BENEFITS	% OF TOTAL	% OF TOTAL
1	2021	STREETSCAPE SERVICES EXPENDITURES	\$63,240	\$1,171	\$64,411	80.00000%	
		STREETSCAPE SERVICES RESERVE	\$15,810	\$293	\$16,103	20.00000%	
		TOTAL	\$79,050	\$1,464	\$80,514	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$15,810	\$293	\$16,103		
		PROJECTED EXPENDED RESERVES	\$0	\$0	\$0		
2	2022	STREETSCAPE SERVICES EXPENDITURES	\$66,402	\$1,230	\$67,632	80.00000%	
		STREETSCAPE SERVICES RESERVE	\$16,601	\$307	\$16,908	20.00000%	
		TOTAL	\$83,003	\$1,537	\$84,540	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$32,411	\$600	\$33,011		
		PROJECTED EXPENDED RESERVES	\$0	\$0	\$0		
3	2023	STREETSCAPE SERVICES EXPENDITURES	\$69,722	\$1,292	\$71,014	80.00000%	
		STREETSCAPE SERVICES RESERVE	\$17,431	\$322	\$17,753	20.00000%	
		TOTAL	\$87,153	\$1,614	\$88,767	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$49,842	\$922	\$50,764		
		PROJECTED EXPENDED RESERVES	\$49,842	\$922	\$50,764		
4	2024	STREETSCAPE SERVICES EXPENDITURES	\$73,208	\$1,357	\$74,565	80.0000%	
		STREETSCAPE SERVICES RESERVE	\$18,303	\$338	\$18,641	20.0000%	
		TOTAL	\$91,511	\$1,695	\$93,206	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$18,303	\$338	\$18,641		
		PROJECTED EXPENDED RESERVES	\$0	\$0	\$0		
5	2025	STREETSCAPE SERVICES EXPENDITURES	\$76,868	\$1,425	\$78,293	80.0000%	
		STREETSCAPE SERVICES RESERVE	\$19,219	\$355	\$19,574	20.0000%	
		TOTAL	\$96,087	\$1,780	\$97,867	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$37,522	\$693	\$38,215		



ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

		PROJECTED EXPENDED RESERVES	\$0	\$0	\$0		
6	2026	STREETSCAPE SERVICES EXPENDITURES	\$80,711	\$1,496	\$82,207	80.0000%	
		STREETSCAPE SERVICES RESERVE	\$20,180	\$373	\$20,553	20.0000%	
		TOTAL	\$100,891	\$1,869	\$102,760	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$57,702	\$1,066	\$58,768		
		PROJECTED EXPENDED RESERVES	\$57,702	\$1,066	\$58,768		
7	2027	STREETSCAPE SERVICES EXPENDITURES	\$84,747	\$1,571	\$86,318	80.0000%	
		STREETSCAPE SERVICES RESERVE	\$21,189	\$391	\$21,580	20.0000%	
		TOTAL	\$105,936	\$1,962	\$107,898	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$21,189	\$391	\$21,580		
		PROJECTED EXPENDED RESERVES	\$0	\$0	\$0		
8	2028	STREETSCAPE SERVICES EXPENDITURES	\$88,984	\$1,650	\$90,634	80.0000%	
		STREETSCAPE SERVICES RESERVE	\$22,249	\$410	\$22,659	20.0000%	
		TOTAL	\$111,233	\$2,060	\$113,293	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$43,438	\$801	\$44,239		
		PROJECTED EXPENDED RESERVES	\$0	\$0	\$0		
9	2029	STREETSCAPE SERVICES EXPENDITURES	\$93,433	\$1,733	\$95,166	80.0000%	
		STREETSCAPE SERVICES RESERVE	\$23,362	\$430	\$23,792	20.0000%	
		TOTAL	\$116,795	\$2,163	\$118,958	100.00%	60.8311%
		PROJECTED ACCRUED RESERVES	\$66,800	\$1,231	\$68,031		
		PROJECTED EXPENDED RESERVES	\$66,800	\$1,231	\$68,031		

It is the opinion of the Assessment Engineer that special benefits for assessment funds placed in reserve within the Streetscape Services budget category as shown in the Table above, will be conferred on each and every assessed parcels within the ECBID at the time these reserve funds are spent, now projected to be in Year-3 of the renewed 9-year ECBID term and every 3 years thereafter. The reason for placing these funds in reserve is to have sufficient accrued funds in order to implement a complete replacement of the 140 hanging flower baskets with new artificial plants as a continued water conservation and labor savings measure as discussed on pages 8 and 10 of this Plan.

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

It is noted that because the ECBID is being renewed for a 9-year period, the basket replacement is projected to occur every 3 years, or in Years 3, 6 and 9 of the proposed 9-year renewal term.

If the ECBID is not renewed again at the end of the proposed 9-year renewal term, any remaining Streetscape Services reserve funds being held at that time will be expended on physical amenities including, but not limited to, benches, trash receptacles and theme signage. As is the case with any unexpended/unencumbered ECBID funds remaining at the end of a renewal term if the ECBID is not renewed again, such funds would be returned to ECBID property owners in accordance with City policy and State PBID Law.

### **Duration**

As allowed by State PBID Law, the ECBID will have a nine (9) year operational term from January 1, 2021 to December 31, 2029. The proposed renewed ECBID operation is expected to begin services on January 1, 2021. If the ECBID is not renewed again at the end of the proposed 9-year renewal term, services will end on December 31, 2029.

### **Time and Manner of Collecting Assessments**

Assessments for the Property Tax Year beginning July 1, 2020 and ending June 30, 2029, shall be collected at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles (Operation Years 2021-2029). The ECBID assessments shall appear as a separate line item on the property tax bills issued by the Los Angeles County Assessor. The City of Los Angeles is authorized to collect any assessments not placed on the County tax rolls, or to place assessments, unpaid delinquent assessments, or penalties on the County tax rolls as appropriate to implement the Management District Plan.

## **IV PROPOSED ASSESSMENT FORMULA**

The ECBID programs and services described in this Management District Plan will be funded through benefit assessments against real property in the ECBID and non-assessment revenues to fund the costs associated with general benefits conferred on assessed parcels within the ECBID, the public at large and surrounding parcels outside of the ECBID boundaries. The assessment formula has been developed by the Assessment Engineer to ensure that no parcel will be assessed an amount that exceeds the cost of the proportional special benefit that parcel derives from the programs, services and improvements to be funded by the proposed benefit assessments. The assessment rates are based on the anticipated benefit to be derived by each individual parcel within the boundary of the ECBID.

Based on the specific needs and corresponding nature of the program activities to be funded by the proposed renewed ECBID (i.e. marketing, streetscape services, program management and operations) it is the opinion of the Assessment Engineer that the assessment factors on which to base assessment rates relate directly to the proportionate amount of building area, land area and prime street frontage within one Benefit Zone.

The “Basic Benefit Units” will be expressed as a combined function of building square footage (Benefit Unit “A”), land square footage (Benefit Unit “B”) and street frontage (Benefit Unit “C”). Based on the shape of the proposed renewed ECBID, as well as the nature of the ECBID program elements, it is determined that all identified assessed properties will gain a direct and proportionate degree of special

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

benefit based on the respective amount of building area, land area and street frontage within one Benefit Zone.

For the array of land uses within the ECBID, the interactive application of building area, land area and street frontage quantities are a proven method of fairly and equitably spreading special benefits to these beneficiaries of ECBID funded services, programs and improvements. Each of these factors directly relates to the degree of special benefit each assessed parcel will receive from ECBID funded activities.

Building area is a direct measure of the static utilization of each parcel and its corresponding impact or draw on ECBID funded activities such as marketing and streetscape services/improvements. In the opinion of the Assessment Engineer, the targeted weight of this factor, building area, should generate approximately 45% of the total ECBID revenue (45.001438% when adjusted for precise parcel measurements and program costs and service levels).

Land area is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on ECBID funded activities. In the opinion of the Assessment Engineer, the targeted weight of this factor, land area, should generate approximately 25% of the total ECBID revenue (24.16955% when adjusted for precise parcel measurements and program costs and service levels).

Street frontage is a direct measure of the static utilization of each parcel and its corresponding impact or draw on ECBID funded activities, many of which are linear in nature (i.e. streetscape services). In the opinion of the Assessment Engineer, the targeted weight of this factor, street frontage, should generate approximately 30% of the total ECBID revenue (30.829012% when adjusted for precise parcel measurements and program costs and service levels. It is note that only Ventura Boulevard facing street frontage will be assessed since ECBID services are only provided along this frontage and none on side or secondary street frontages.

Taking into account all identified specially benefiting parcels within the ECBID and their respective assessable benefit units, the rates, cumulative quantities and assessment revenues by factor are shown in the following Tables:

### Year 1 – 2021 - Assessable Benefit Units

BLDG AREA (SF)	LAND AREA (SF)	STREET FRONTAGE (LF)	# OF PARCELS	# OF ASSESSABLE PARCELS
1,193,462	2,326,553	9,480	74	73

### Year 1 – 2021 - Projected Assessment Revenue

BLDG AREA ASSMT REVENUE	LAND AREA ASSMT REVENUE	STREET FRONTAGE ASSMT REVENUE	SUBTOTAL ASSMT REVENUE
\$58,479.63	\$31,408.47	\$40,062.48	\$129,950.58
45.001438%	24.16955%	30.829012%	100.00%

The number of Benefit Units for each identified benefiting parcel within the proposed renewed ECBID was

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

computed from data extracted from County Assessor records and maps. These data sources delineate current land uses, property areas and dimensions of record for each tax parcel. While it is understood that this data does not represent legal field survey measurements or detailed title search of recorded land subdivision maps or building records, it does provide an acceptable basis for the purpose of calculating property-based assessments. All respective property data being used for assessment computations will be provided to each property owner in the ECBID for their review. If a property owner believes there is an error on a parcel’s assessed footages, the ECBID may confirm the data with the LA County Assessor’s office. If ECBID data matches Assessor’s data, the property owner may opt to work with the Assessor’s office to correct the data so that the ECBID assessment may be corrected.

**Assessment Formula**

In the opinion of the Assessment Engineer the assessment formula for the proposed renewed ECBID is as follows:

$$\text{Assessment} = \text{Building Area (Unit A) Sq Ft} \times \text{Unit A Rate, plus} \\ \text{Land Area (Unit B) Sq Ft} \times \text{Unit B Rate, plus} \\ \text{Street Frontage (Unit C) Lin Ft} \times \text{Unit C Rate}$$

**YEAR 1 –2021 Assessment Rates**

<b>BLDG AREA ASSMT RATE (\$/SQ FT)</b>	<b>LAND AREA ASSMT RATE (\$/SQ FT)</b>	<b>STREET FRONTAGE ASSMT RATE (\$/LF)</b>
\$0.0490	\$0.0135	\$4.226

***Changes to Parcel Size and/or Street Frontage***

Any changes in parcel size and street frontage(s) as a result of land adjustments including but not limited to lot splits, consolidations, subdivisions, street dedications, right of way setbacks shall have their assessment adjusted upon final City approval of such parcel adjustments.

***Other Future Development***

Other than future maximum rates and the assessment methodology delineated in this Plan and the Engineer’s Report, per State Law (Government Code Section 53750), future assessments may increase for any given parcel if such an increase is attributable to events other than an increased rate or revised methodology, such as a change in the density, intensity, or nature of the use of land. Any change in assessment formula methodology or rates other than as stipulated in this Plan would require a new Proposition 218 ballot procedure in order to approve any such changes.

The complete Year 1 – 2021 assessment roll of all parcels to be assessed by the ECBID is included in this Plan as Appendix I.

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

**Assessment Formula Unit Rates**

Using figures from the Assessable Benefit Units Table and the Projected Assessment Revenue Table on page 18 of this Plan, the assessment rates and weighted multipliers for each factor are calculated as follows:

Building Area Rate (Unit A)

$$(\$129,950.58 \times 45.001438\%) / 1,193,462 \text{ units} = \$0.0490/\text{sq ft land area}$$

Land Area Rate (Unit B)

$$(\$129,950.58 \times 24.16955\%) / 2,326,553 \text{ units} = \$0.0135/\text{sq ft land area}$$

Street Frontage (Ventura Blvd.) Rate (Unit C)

$$(\$129,950.58 \times 30.829012\%) / 9,480 \text{ units} = \$4.226/\text{lin ft street frontage}$$

Since the ECBID is planned for a 9-year term, maximum assessment rates for future years (Years 2-9) must be set at the inception of the ECBID. While future inflationary and other program cost increases are unknown at this point, a built in maximum increase of 5% per annum is incorporated into the projected program costs and, in turn, the resultant assessment rates for the 9-year term of the ECBID. These figures are shown in the table below. Assessment rates may not exceed those indicated below.

In addition, any annual budget surplus or deficit will be incorporated into the subsequent year’s ECBID budget. Within the constraints of the annual adjustment, annual assessments will be set to account for surpluses or deficits carried forward in accordance with City policy.

**ECBID – 9-Year Maximum Assessment Rates  
(Includes a 5%/Yr. Max Increase)**

<b>BLDG AREA ASSMT RATE (\$/SQ FT)</b>	<b>LAND AREA ASSMT RATE (\$/SQ FT)</b>	<b>STREET FRONTAGE ASSMT RATE (\$/LF)</b>
<u>YR 1 - 2021</u>		
\$0.049	\$0.0135	\$4.226
<u>YR 2 - 2022</u>		
\$0.0515	\$0.0142	\$4.4373
<u>YR 3 - 2023</u>		
\$0.0541	\$0.0149	\$4.6592
<u>YR 4 - 2024</u>		
\$0.0568	\$0.0156	\$4.8922
<u>YR 5 - 2025</u>		

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

\$0.0596	\$0.0164	\$5.1368
<u>YR 6 - 2026</u>		
\$0.0626	\$0.0172	\$5.3936
<u>YR 7 - 2027</u>		
\$0.0657	\$0.0181	\$5.6633
<u>YR 8 - 2028</u>		
\$0.0690	\$0.0190	\$5.9465
<u>YR 9 - 2029</u>		
\$0.0725	\$0.0200	\$6.2438

**SAMPLE ASSESSMENT CALCULATION:**

A 20,000 sq ft lot with a 15,000 sq ft building and 100 LF of Ventura Blvd street frontage

Building	= 15,000 x 4.9¢/SF	= \$ 735.00
Land	= 20,000 x 1.35¢/SF	= \$ 270.00
Ventura Blvd Frontage	= 100 LF x \$4.226/LF	= \$ <u>422.60</u>

TOTAL YEAR 1 (2021) ASSESSMENT = **\$1,427.60**

The complete Year 1 – 2021 assessment roll of all parcels to be assessed by this ECBID is included in this Plan as Appendix I.

**V. PUBLICLY OWNED PARCELS**

The State Constitution - Article 13D (Proposition 218) states that “parcels within a District that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly-owned parcels in fact receive no special benefit.”

There is one government owned parcel in the renewed ECBID boundaries (APN 2258-017-900), a public park owned by the City of Los Angeles. The park fronts the north side of Ventura Boulevard between Paso Robles Avenue and Genesta Avenue. The City’s Department of Recreation and Parks provides complete streetscape and landscape services to the grassy parkways adjacent to the park and the park’s interior. The ECBID will not provide any services to this block, will not direct any special projects that include the park, nor will the ECBID feature the park in the quarterly newsletters or website. The ECBID programs and services are designed to improve commerce and the park has no commercial activities, and thus, it is the opinion of the Assessment Engineer, that the park will not specially benefit from ECBID funded programs and services. For these reasons, this City park parcel will not be assessed.

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

The Table below lists all publicly owned parcels within the proposed renewed ECBID and their Year 1 (2021) assessment amounts:

### ECBID PUBLICLY OWNED PARCEL(S)

APN	PUBLIC AGENCY OWNER		SITE ADDRESS	USE	YEAR 1 (20121) ASSESSMENT	% of TOTAL
2258017900	L A CITY	17501	Ventura Blvd	City Park	\$0.00	0.00%
	<b>L A CITY Total</b>				<b>\$0.00</b>	<b>0.00%</b>

### **VI. ECBID GOVERNANCE**

The governance or management of the ECBID requires an “Owner’s Association” to carry out the ECBID services and activities. State PBID Law (36600 Streets & Highways Code) also requires that the Owner’s Association carry out specific additional functions. This includes preparation of an Annual Report to the City Council on the ECBID activities for the past fiscal year and those proposed for the next fiscal year. The Owner’s Association may also recommend to the City Council from time to time, changes to the ECBID boundaries, benefit zones, assessment formula or ECBID programs and activities, all subject to public notification and, in some cases petition/balloting requirements.

Meetings of the Owner’s Association and its standing Committees shall be subject to the State of California “Brown Act” open meeting law.

### **VII. PROPOSED RULES AND REGULATION APPLIED TO THE DISTRICT**

There are no specific rules or regulations applied to the ECBID.

### **VIII. OTHER ITEMS**

No bonds will be issued for any ECBID projects in conjunction with this renewal.

### **IX. PLAN AUTHOR**

The author and preparer of this Plan is Ed Henning of Edward Henning & Associates

## ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

### X. **IMPLEMENTATION TIMETABLE**

The renewed ECBID is expected to begin operation by January 1, 2021. In order to meet this goal, the following procedural timeline is proposed:

<b><u>Date</u></b>	<b><u>Action/Task</u></b>
Mid-'19-Jan '20	• Develop/finalize Management District Plan
Early '20	• Initiate petition drive
Early '20	• Collect petitions signed by property owners
Spring '20	• Submit majority support petitions to City
Spring '20	• City Council adopts Ordinance of Intention to renew the ECBID
Spring '20	• City sends notice of ECBID public hearing and a ballot to property owners within ECBID
Late Spring '20	• City Council conducts hearing (ballots due by this date)
Late Spring '20	• Providing no majority ballot protest is filed at the hearing, Council approves Ordinance of Renewal for the ECBID
Mid '20	• Assessment roll submitted to LA County Assessor
Dec 10/Apr 10 (due)	• Assessments billed and collected by LA County with property taxes
1st Qtr '21	• Revenues remitted to Owner's Association per contract with City
(9 years)	• Owner's Association carries out renewed ECBID programs and services



# APPENDIX 1

## YR 1 – 2021 ASSESSMENT ROLL

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

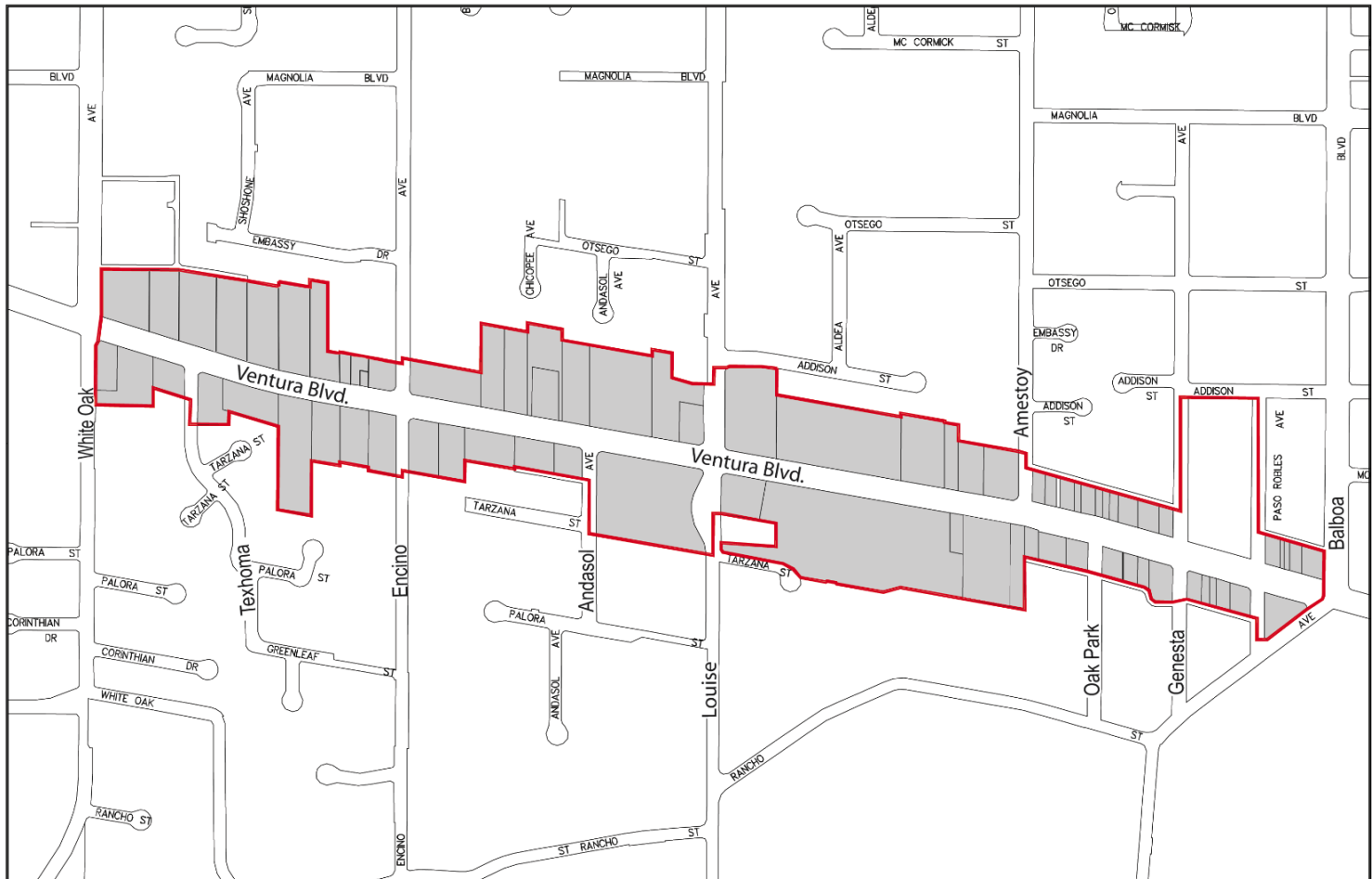
<b>APN</b>	<b>Site Address</b>	<b>Year 1 - 2021 Assessment</b>	<b>% of Total</b>
2257 008 001	17501 VENTURA BLVD	\$682.51	0.525%
2257 008 002	17511 VENTURA BLVD	\$572.86	0.441%
2257 008 005	17523 VENTURA BLVD	\$400.74	0.308%
2257 008 015	17517 VENTURA BLVD	\$491.88	0.379%
2257 008 026	17641 VENTURA BLVD	\$1,236.74	0.952%
2257 008 027	17661 VENTURA BLVD	\$1,883.36	1.449%
2257 008 040	17615 VENTURA BLVD	\$2,133.80	1.642%
2257 008 045	17609 VENTURA BLVD	\$3,439.47	2.647%
2257 008 046	17525 VENTURA BLVD	\$3,122.65	2.403%
2257 008 048	17547 VENTURA BLVD	\$2,859.23	2.200%
2257 008 049	17555 VENTURA BLVD	\$2,831.88	2.179%
2257 016 001	17301 VENTURA BLVD	\$1,101.69	0.848%
2257 016 053	17337 VENTURA BLVD	\$5,583.66	4.297%
2257 016 054	17451 VENTURA BLVD	\$2,738.42	2.107%
2257 016 056	17323 VENTURA BLVD	\$2,654.21	2.042%
2257 016 059	17401 VENTURA BLVD	\$10,651.60	8.197%
2258 012 008	17129 VENTURA BLVD	\$496.83	0.382%
2258 012 022	17201 VENTURA BLVD	\$6,712.23	5.165%
2258 012 025	17141 VENTURA BLVD	\$2,887.30	2.222%
2258 012 026	17257 VENTURA BLVD	\$3,559.52	2.739%
2258 012 028	17107 VENTURA BLVD	\$3,110.71	2.394%
2258 013 001	17001 VENTURA BLVD	\$940.19	0.723%
2258 013 002	17007 VENTURA BLVD	\$890.85	0.686%
2258 013 008	17043 VENTURA BLVD	\$247.74	0.191%
2258 013 011	17049 VENTURA BLVD	\$164.69	0.127%
2258 013 012	17057 VENTURA BLVD	\$679.73	0.523%
2258 013 014	17057 VENTURA BLVD	\$908.35	0.699%
2258 013 019	17035 VENTURA BLVD	\$562.81	0.433%
2258 013 020	17017 VENTURA BLVD	\$936.01	0.720%
2258 013 021	17027 VENTURA BLVD	\$631.34	0.486%
2258 013 022	17031 VENTURA BLVD	\$706.69	0.544%
2258 013 023	17047 VENTURA BLVD	\$668.46	0.514%
2258 017 900	17501 VENTURA BLVD	\$0.00	0.000%
2258 018 001	16925 VENTURA BLVD	\$780.82	0.601%
2258 018 002	16919 VENTURA BLVD	\$171.79	0.132%
2258 018 003	16917 VENTURA BLVD	\$270.98	0.209%
2258 018 004	16911 VENTURA BLVD	\$492.23	0.379%
2258 018 018	16901 VENTURA BLVD	\$735.70	0.566%
2289 001 016	16900 VENTURA BLVD	\$1,310.67	1.009%
2289 002 001	16952 VENTURA BLVD	\$638.56	0.491%
2289 002 002	16946 VENTURA BLVD	\$343.63	0.264%
2289 002 003	16944 VENTURA BLVD	\$416.95	0.321%
2289 002 004	16940 VENTURA BLVD	\$574.29	0.442%
2289 002 020	16928 VENTURA BLVD	\$824.53	0.634%
2289 003 004	17016 VENTURA BLVD	\$363.67	0.280%
2289 003 022	17000 VENTURA BLVD	\$2,492.67	1.918%

ENCINO COMMONS BID – MANAGEMENT DISTRICT PLAN

2289 003 023	NO SITE ADDRESS	\$293.38	0.226%
2289 003 026	NO SITE ADDRESS	\$23.65	0.018%
2289 003 027	17020 VENTURA BLVD	\$918.88	0.707%
2289 004 001	17060 VENTURA BLVD	\$557.12	0.429%
2289 004 023	17040 VENTURA BLVD	\$840.30	0.647%
2289 004 029	NO SITE ADDRESS	\$1,133.02	0.872%
2289 005 002	17114 VENTURA BLVD	\$2,583.86	1.988%
2289 005 010	17130 VENTURA BLVD	\$641.60	0.494%
2289 005 012	17114 VENTURA BLVD	\$1,133.64	0.872%
2289 005 020	17258 VENTURA BLVD	\$1,389.72	1.069%
2289 005 026	17136 VENTURA BLVD	\$141.22	0.109%
2289 005 058	NO SITE ADDRESS	\$843.17	0.649%
2289 005 059	17200 VENTURA BLVD	\$15,436.67	11.879%
2290 001 002	17300 VENTURA BLVD	\$6,663.54	5.128%
2290 004 001	17406 VENTURA BLVD	\$1,599.34	1.231%
2290 004 024	17448 VENTURA BLVD	\$1,269.34	0.977%
2290 004 025	17460 VENTURA BLVD	\$1,418.51	1.092%
2290 004 035	17438 VENTURA BLVD	\$1,590.75	1.224%
2290 004 038	17404 VENTURA BLVD	\$1,414.06	1.088%
2290 007 001	17500 VENTURA BLVD	\$1,226.93	0.944%
2290 007 002	17514 VENTURA BLVD	\$1,501.40	1.155%
2290 007 007	17538 VENTURA BLVD	\$2,411.06	1.855%
2290 007 008	17530 VENTURA BLVD	\$1,794.06	1.381%
2290 008 019	17612 VENTURA BLVD	\$1,010.32	0.777%
2290 008 020	17554 VENTURA BLVD	\$2,079.41	1.600%
2290 009 014	17630 VENTURA BLVD	\$1,182.22	0.910%
2290 010 002	17660 VENTURA BLVD	\$1,097.85	0.845%
2290 010 012	17648 VENTURA BLVD	\$1,851.00	1.424%

# APPENDIX 2

## ENCINO COMMONS BID BOUNDARY MAP



- B.I.D. PROPERTIES (PROPERTY BASED)
- B.I.D. BOUNDARY

**ENCINO COMMONS**  
PROPERTY BUSINESS IMPROVEMENT DISTRICT



# ATTACHMENT 1

## ASSESSMENT ENGINEER'S REPORT