



Thursday, August 22, 2019, 2019, 3:30 p.m.

The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

Special BOARD OF DIRECTORS MEETING AGENDA

ANY ITEM ON THIS AGENDA IS SUBJECT TO ACTION, INCLUDING A MOTION AND VOTE

President: D. Bass

Members: W. Anabel, S. Campbell, C. Cassella, S. Costello, M. Demson, A. Gardner, R. Groeper, P. Hickey, R. Howard, T. Lee, J. Luster, A. Massachi, J. Massachi, A. Merhtens, M. Padilla, S. Pan, B. Scane, F. Wehbe, A. Wilder

1. **Call to Order/Welcome/Introductions**
2. **Public Comment for Items Not on the Agenda**
3. **Approval of Meeting Minutes**
Thursday, July 25, 2019 Meeting Minutes (Motion)
4. **Closed Session**
The Board may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Board to confer with its legal counsel on pending legal disputes and financial matters:
5. **Executive Committee (Bass)**
 - a. Assessments 2020 – submission to LA City
 - b. Assessments 2019
 - c. Cash Statement
 - d. Planning through end of year (Motion)
 - e. Stakeholder Meeting (reschedule date) (Motion)
6. **Finance Committee (Costello)**
 - a. Financial Report –July
7. **Arts Committee (Demson, Wilder)**
 - a. Theatre Crawl
 - b. Banners
8. **Clean & Green Committee (Lee)**
 - a. Highland Medians
 - b. LABT MOU

9. **Marketing Committee (Gardner)**
 - a. Social Media
 - b. Website
 - c. Newsletter
 - d. Database

10. **Nominating/Board Development Committee (Goldman)**
 - a. 2020 Election of HMD BID Directors and Officers

11. **PLUM Committee (Padilla)**
 - a. Request regarding 926 N. Sycamore Ave entitlements
 - b. Parking Meters

12. **Safe Committee (Cassella, Wehbe)**
 - a. Evaluation of deployment schedule
 - b. Report on Stakeholder issues about certain streets

13. **Old Business**

14. **New Business**

15. **Adjournment**

Next Meeting

Thursday, September 26, 2019 at 3:30 p.m.

Location: The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA

Public Comment is an opportunity for public comment to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on subjects not appearing on the agenda. As a covered entity under Title II of the Americans with Disabilities Act, the Hollywood Media District BID does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72-hours) prior to the meeting by contacting the HMD BID Office at 323.860.0088 or email dbass@basslawla.com.



Thursday, July 25, 2019, 3:30 p.m.

The Village at Ed Gould Plaza, Conference Room 209, 1125 N. McCadden Pl., Los Angeles, CA

BOARD OF DIRECTORS MEETING MINUTES

Attending: W. Anabel, D. Bass, S. Campbell, C. Casella, S. Costello, R. Groeper, R. Howard, T. Lee, J. Luster, A. Massachi, M. Padilla, S. Pan, B. Scane

Absent: M. Demson, A. Gardner, L. Goldman, P. Hickey, J. Massachi, A. Merhtens, F. Wehbe, A. Wilder

1. Call to Order/Welcome/Introductions

President Bass called the meeting to order at 3:30 p.m.

2. Public Comment for Items Not on the Agenda - None

3. Approval of Meeting Minutes

Thursday, June 27, 2019 Meeting Minutes (Motion)

On motion by S. Campbell, seconded by C. Cassella, the Board unanimously approved the minutes with one abstention, S. Costello.

4. Closed Session

The Board may recess into Closed Session pursuant to Government Code Section 54956.9(d)(2) to allow the Board to confer with its legal counsel on personnel and financial matters.

President Bass adjourned the meeting into closed session at 3:35 p.m.

President Bass adjourned closed session and resumed the Board Meeting at 3:56 p.m.

5. Executive Committee (Bass)

a. Assessments 2020 – submission to LA City

The 2020 assessments were submitted to the City with a 3% increase.

b. Assessments 2019

Bass reported on assessments received to date and expected assessments for the remainder of 2019.

c. Cash Statement

The statement was presented showing \$440,701 currently available in bank accounts. There remains a total of \$71,772 due from the City for assessments and general benefit payment.

d. Planning for third and fourth quarters

We have sufficient cash to cover expenses through the end of the year with a carryover for January 2020.

Discussion re: resolution of Andrews Int'l. \$15k from 2016 and \$102k from 2018.

There is also a Sheppard Mullin Richer & Hampton bill in the amount of \$44,000.

e. **Resignation of Board Member**

Laurie Goldman submitted her resignation from the Board. Ms. Goldman has represented Grub. It was learned in July 2019 that the City no longer views the Grub property as a property in the BID, notwithstanding the City's prior views and prior assessments.

6. Finance Committee (Costello)

- a. Financial Report – June/July : Presented under Executive Committee heading 5b,c and d, above.

7. Arts Committee (Demson, Wilder)

- a. Theatre Crawl - Postponed
- b. Banners –Bass reported that the Bureau of Streets and Lighting has preliminarily rejected the placement of the Theatre Row banners. Bass is working with Councilman O'Farrell's office to resolve this issue so that the banners are acceptable.

8. Clean & Green Committee (Lee)

- a. Highland Medians. All corrections by the Salazar Company have been completed.
- b. LABT adjusted schedule
The Clean & Green Committee will review maps with LABT to evaluate the coverage.

9. Marketing Committee (Gardner)

- a. Counterintuity
Terminated. Will cost \$6,300 to complete the website. We have credit to apply (or receive back) in the amount of \$2,400.
- b. Website – See a. above.
- c. Newsletter
David Bass has completed. Ready to go, both print and electronically.
- d. Database
- e. D. Bass would like to combine Arts and Marketing committees.

10. Nominating/Board Development Committee (Goldman)

- a. 2020 Election of HMD BID Directors and Officers
One seat currently available due to L. Goldman's resignation. The following are up for re-election:
 - D. Bass
 - T. Lee
 - W. Anabel
 - C. Cassella
 - R. Groeper

B. Scane

F. Wehbe

A. Mehrstens (assumed previous seat of Carl Geller)

Snack and chat will be done as in prior years, October 2019.

11. PLUM Committee (Goldman, Padilla)

a. Request regarding 926 N. Sycamore Ave entitlements
CIM, 20% adjustment in FAR, 1.5:1 to 1.8:1, change parking to office space, still over
twice code required parking. *PLUM unanimously approved support for this request
with one abstention.*

Additional discussion: CIM has already planted one side of the street with
sycamores, will do the other side. CIM is maintaining them.

*S. Campbell made a motion to support the requested increase in FAR for the project
at 926 N. Sycamore. Motion seconded by A. Massachi. The Board unanimously
approved, with M. Padilla abstaining. David Bass and M. Padilla will work on the
letter of support.*

b. Parking Meters

No parking meter study by HMD BID.

CD4 Councilman Ryu has asked the Media District Board to provide its views on the
installation of parking meters on the Romaine/Sycamore/Willoughby/Orange area.

*S. Costello made a motion to approve the installation of parking meters. That motion
was seconded by A. Massachi. The Board unanimously approved the motion with
one abstention, C. Cassella.*

12. Safe Committee (Cassella, Wehbe)

a. Adjusted deployment schedule

D. Bass stated we are at approximately \$7,800/week with good coverage.

b. Report on Stakeholder issues about certain streets

Buzzfeed reports employee harassment by homeless, dirty streets, parking not
available due to poor enforcement, fencing of stolen property on the streets. They
have 500 employees and their own security and they are concerned about safety.

Suggestions: continue to work with BID and Buzzfeed security to address issues,
report issues to CD4 and LAPD, use 3-1-1 regularly, monitor their cameras and
provide assistance to LAPD as needed with camera feed information.

13. Old Business - None

14. New Business - None

15. Adjournment

There being no further business before the Board, President Bass adjourned the
meeting at 4:53 p.m.

Next Meeting

Thursday, August 22, 2019 at 3:30 p.m.

Location: The Village at Ed Gould Plaza, 1125 N. McCadden Pl., Los Angeles, CA

Respectfully submitted, Scott Campbell, Secretary

BY Scott Campbell

5-C



My Accounts Transfers Bill Payments Send Money Deposits Customer Service

Choose an Account My Documents My Controls

Additional Services X

Would you like Password Manager to remember the password for davi**** on yahoo.com?

Never for this site

My Accounts

Got banking questions?
Use the Answers tab in the lower right corner of your screen. [Learn more.](#)

I'd Like to...

- Transfer Money
- Pay External Bills
- Pay My U.S. Bank Account
- Online Statements
- Send Money with
- Set up Cards for Travel
- Learn About Mobile Banking
- Check My Credit Score for Free

Important Info

Important update as of May, 2019: [Click here to review the changes being made to your Online and Mobile Financial Services Agreement](#)

Deposit Accounts	Available Balance
Account Name	\$408,749.69
Checking - 5732	\$60,286.12
Savings - 6606	\$348,463.57

When it comes to business loans, don't sacrifice convenience or reliability. Use our simple online application process today. [Learn more](#)

Debit Cards & ATM Cards	Card Type
Card Name	
U.S. Bank® Busine... - 4417	Debit Card

[View Spend Analysis](#)

From Account

To Account

\$ mm/dd/yyyy

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HMD BID Vendor invoices and payments 8/21/2019

Ch. No.	Payable To	Amount	Due/Paid	Notes
	Security			
	Andrews Global Security			
	<i>Total Security</i>	\$ -		
	Clean/LABT			
	LABT --			
	<i>Total Clean</i>	\$ -		
	Marketing			
	web hosting	\$ -		auto pay
	rackspace - email			auto pay
	<i>Total Marketing</i>	\$ -		
	Legal			
	<i>Total Legal</i>	\$ -		
	Office/Admin			
	AT&T internet			auto pay - internet
	<i>Total Office</i>	\$ -		
	<i>Grand Total</i>	\$ -		

HMD/BID Operating Account Checks

Signed on 8/1/2019

Ch. No.	Payable To	Amount	Due/Paid	Notes
1759	Andrews Global Security	\$ 8,100.40	paid 8/2/19	6/24 to 6/30
1760	Andrews Global Security	\$ 8,513.12	paid 8/2/19	7/1 to 7/7
1761	Andrews Global Security	\$ 7,958.72	paid 8/2/19	7/8 to 7/14
1758	Andrews Global Security	\$ 7,866.32	paid 8/2/19	7/15 to 7/21
1762	Briggs Law	\$ 437.50	paid 8/2/19	UPS Litigation June 1-30, 2019
1764	Staples Credit Plan	\$ 17.72	paid 8/2/19	
	<i>Total</i>	\$ 32,893.78		

HMD/BID Operating Account Checks

Signed on 8/20/2019

Ch. No.	Payable To	Amount	Due/Paid	Notes
N/A	AT&T	\$ 45.00	autopay 7/24	Internet charge
N/A	AT&T	\$ 103.60	autopay 8/7	Andrews Security Office phone
1766	LABT	\$ 20,400.00	paid 8/21/19	July Cleaning Services
1767	Phillips 66 Gas	\$ 339.12	paid 8/21/19	Andrews Security car
1768	Sunset Las Palmas	\$ 218.09	paid 8/21/19	Internet/Phone usage at Las Palmas BID office
1769	AT&T	\$ 141.18	paid 8/21/19	Andrews Security cell phone
1770	Andrews Global Security	\$ 8,094.24	paid 8/21/19	7/22 to 7/28
1771	Andrews Global Security	\$ 7,946.40	paid 8/21/19	7/29 to 8/4
1772	Andrews Global Security	\$ 7,700.00	paid 8/21/19	8/5/ to 8/11
1773	GTL, LLP	\$ 1,265.00	paid 8/21/19	August 2, 2019 Invoice
1774	Briggs Law	\$ 525.00	paid 8/21/19	Universal Protection Litigation July 1-31
1775	Briggs Law	\$ 500.00	paid 8/21/19	Monthly retainer July 1-31
1776	Network Planet, Inc.	\$ 1,093.75	paid 8/21/19	backup and recovery of computer data
N/A	Rackspace	\$ 21.98	autopay 8/17	
N/A	ADP	\$ 152.09	autopay 8/9	payroll/HR
N/A	AT&T internet	\$ 45.00	autopay 8/23	internet for Security company
	<i>Total</i>	\$ 48,590.45		

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Media District BID Budget
Monthly Expenses

Description	Amount	Notes
Security		
Andrews Global	\$ 33,850.00	Based on approx. 7,900 per week or 1,128/day; est. 23,630 for June 2019
Auto insurance	\$ 300.00	
Auto gasoline	\$ 300.00	
<i>Subtotal</i>	<i>\$ 34,450.00</i>	
Clean and Green		
LABT Monthly Maintenance	\$ 20,500.00	
Median work	\$ -	
<i>Subtotal</i>	<i>\$ 20,500.00</i>	
Marketing Projects		
Theatre Row Banners	\$ -	
Website	\$ -	
Quarterly Newsletter	\$ -	
<i>Subtotal</i>	<i>\$ -</i>	
Special Projects and Events		
Support for events, community	\$ 500.00	6k/yr: FHCP, boys and girls club
Theatre crawl	\$ 2,000.00	Set aside monthly
Annual dinner	\$ 300.00	Set aside monthly
Stakeholder event Sept.	\$ 1,000.00	See bylaws. Reserve Casita.
<i>Subtotal</i>	<i>\$ 3,800.00</i>	
Office and Admin		
Staff (with burden)	\$ 10,000.00	
Office supplies	\$ 150.00	
Committee and board meetings	\$ 100.00	
Computer	\$ 250.00	
Internet, phone, misc.	\$ 550.00	
<i>Subtotal</i>	<i>\$ 11,050.00</i>	
Misc.		
Insurance	\$ 1,250.00	Est. \$15k without auto
Legal - Briggs	\$ 500.00	
Accounting	\$ 600.00	Based on \$7,200 annual
Misc.	\$ 250.00	
<i>Subtotal</i>	<i>\$ 2,600.00</i>	
Total Monthly Expenses	\$ 72,400.00	

DRAFT

for discussion purposes only

Media District BID Budget
Revenue and Statement of Cash 2019 as of August 21, 2019

Description	Amount	Notes
Bank Accounts (US Bank) August 8		
Checking	\$ 60,286.12	
Savings	\$ 348,463.57	
<i>Total</i>	<u>\$ 408,749.69</u>	
Assessments/Rev. 2019		
Disb. Req. Niv. No. 2019-7	\$ 8,863.64	See Bass letter dated 08/21/19
Potential Remaining Assessments	\$ 31,167.10	1,042,537 received. See Van Cise email 07/03/19
General Benefit Payment	\$ 32,667.00	See Bass letter dated 08/03/19
<i>Total</i>	<u>\$ 72,697.74</u>	
Assessments 2020		
Private	\$ 1,102,705.00	
Government	\$ 39,418.00	
General Benefit Payment	\$ 32,667.00	
<i>Total</i>	<u>\$ 1,174,790.00</u>	
In Kind Contributions		
7000 Romaine Holdings	\$ -	
DBA	\$ -	
Hudson Pacific	\$ -	
<i>Total</i>	<u>\$ -</u>	

DRAFT
for discussion purposes only



1040 N. Las Palmas Avenue • Hollywood, CA 90038 • (323) 860-0025 Office • (323) 860-0026 Facsimile • mediadistrict.org

August 5, 2019

VIA EMAIL (EUGENE.VANCISE@LACITY.ORG) AND U.S. MAIL

Mr. Eugene Van Cise
Management Analyst II
Office of the City Clerk, Administrative Services Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012

Re: Disbursement Request – General Benefit Payment

Dear Mr. Van Cise:

As discussed, the Hollywood Media District Business Improvement District (the “Media District”) is entitled to a General Benefit Payment in the amount of **\$32,667.19** for the 2019 calendar year.

By this letter I hereby request that the City Clerk’s office make this General Benefit Payment to the Media District. Please make the payment by electronic fund transfer to the Media District account at US Bank (as you have for other transfers). Please provide me with confirmation by email (dbass@basslawla.com).

I certify that the payment requested will be expended in accordance with the terms of the Media District’s Management Plan.

I certify that I represent the 501(c)(4) the Hollywood Media Business Improvement District and that I am authorized to make this request on behalf the Media District.



Mr. Eugene Van Cise
August 5, 2019
Page 2

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "David M. Bass", written in a cursive style.

David M. Bass
President of the Board
Hollywood Media District BID

cc: Thomas Nelson, Accounts Payable/Special Assessment Section
Miranda Paster, Special Assessment Section



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August 21, 2019

VIA EMAIL (EUGENE.VANCISE@LACITY.ORG) AND U.S. MAIL

Mr. Eugene Van Cise
Management Analyst II
Office of the City Clerk, Administrative Services Division
200 N. Spring Street, Room 224
Los Angeles, CA 90012

Re: Disbursement Request Invoice #2019-7, Agency Account No. 18959
Contract Number: C-125070 2019 Property Tax Revenue

Dear Mr. Van Cise:

As outlined in the agreement between the City of Los Angeles and the Hollywood Media District Business Improvement District, we are requesting payment in the amount of **\$8,863.64**.

County Remittance July 20, 2019: \$7,937.90
Accrued Interest 4/1/19 to 6/30/19: \$ 925.74

Please Remit Payment \$8,863.64

I certify that the payment requested will be expended in accordance with the provision of the contract agreement #C-125070 as outlined in the District's Management Plan.

I certify that I represent the 501(c)(4) the Hollywood Media Business Improvement District and that I am authorized to make this request on behalf of the organization.



Mr. Eugene Van Cise
August 21, 2019
Page 2

Please remit the payment in electronic fund transfer and provide a confirmation via email to me (dbass@basslawla.com). The Los Angeles County Remittance and Los Angeles City fax cover sheet are attached.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "David M. Bass", followed by a horizontal line.

David M. Bass
President of the Board
Hollywood Media District BID

Enclosures

cc: Thomas Nelson, Accounts Payable (by email: Thomas.nelson@lacity.org)
Patrice Lattimore, Division Manager (by email: Patrice.lattimore@lacity.org)

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPES
EXECUTIVE OFFICER

City of Los Angeles
CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE CITY CLERK
Business Improvement District
Division
200 N. Spring Street, Room 385
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

Patrice Lattimore
DIVISION MANAGER

clerk.lacity.org

FACSIMILE TRANSMISSION COVER SHEET

DATE: 8/20/2019
TO: Alfredo Hernandez, Executive Director **FAX NO.** (323) 860-0025
FROM: Thomas Nelson, Accounts Payable
SUBJECT: BUSINESS IMPROVEMENT DISTRICT FUNDING

2 Number of pages, including this cover sheet
Sent from fax number: (213) 978-1130
To request a retransmission, please call: (213) 978-1099

District Name: HOLLYWOOD MEDIA

Account No.: 18959

County Remittance 7/20/2019	7,937.90
Accrued Interest 4/1-6/30/19	925.74
Available for Reimbursement	<u>\$8,863.64</u>

PRIVACY NOTICE

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**COUNTY OF LOS ANGELES - AUDITOR/CONTROLLER, TAX DIVISION
 CITY REMITTANCE ADVICE SUMMARY
 FY 2018-2019**

DATE OF REMITTANCE: July 20, 2019

ACCT.#	DESCRIPTION	TYPE	2018-2019 PROPERTY TAX REVENUE	2018-2019 SECURED 3RD PAID
189.59	HOLLYWOOD MEDIA BID	1% D/S AIR TL	- 7,937.90 -	- 7,937.90 -
			7,937.90	7,937.90

LOS ANGELES BEAUTIFICATION TEAM

MEDIA BID Cleaning Schedule

Proposed & Revised Schedule

Monday - Main Streets - 1 Crew & Alleys & Hot Spots (Side Street) - 1 Crew
Tuesday - Side Streets - 1 Crew & Hot Spots (Main) - 1/2 Crew
Wednesday - Side Street - 1 Crew & Hot Spots (Main) - 1/2 Crew
Thursday - Pressure Wash - 1 Crew OR Greening - 1 Crew
Friday - Main Streets - 1 Crew
Saturday - Side Streets - 3 Crews

10 crews a week averaging 44 crews a month, plus oversights which equals to an additional crew. The cost includes staff, benefits, insurance for the BID, truck charges, supplies and costs for administering additional labor.

Media Bid Hot Spots

- Formosa Ave / Romaine St- 968 N Formosa Ave
- La Brea Ave / Romaine St- 999 N La Brea Ave
- La Brea Ave/ Willoughby Ave- 915 N La Brea Ave
- Romaine St / Orange Dr- 6998 Romaine St
- Lexington Ave/ Mansfield Ave- 6904 Lexington Ave
- Lexington Ave/ Citrus Ave- 6850 Lexington Ave
- Lexington Ave/ Citrus Ave- 6836 Lexington Ave
- Romaine St/ Citrus Ave- 998 N Citrus Ave
- Willoughby Ave/ Citrus Ave- 6821 Willoughby Ave
- Lexington Ave/ McCadden Pl- 6750 Lexington Ave
- Lexington Ave/ Las Palmas Ave- 1184 N Las Palmas Ave
- Lexington Ave/ Seward St- 6600 Lexington Ave
- Eleanor Ave/ Seward St- 6601 Eleanor Ave
- Barton Ave/ Seward St- 900 Seward St
- Willoughby Ave/ Seward St- 898 Seward St
- Waring Ave/ Seward St- 799 Seward St (2)
- Romaine St/ Cole Ave- 999 Cole Ave (2)
- Cole Ave/ Willoughby Ave – 900 Cole Ave (2)
- Romaine St/ Lillian Way- 998 Lillian Way
- Willoughby Ave/ Lillian Way- 898 Lillian Way
- Waring Ave/ Lillian Way – 737 Lillian Way
- Melrose Ave/ Lillian Way- 5849 Melrose Ave
- Melrose Ave/ Vine St- 5802 Melrose Ave
- Barton Ave/ Vine St- 955 Vine St
- Romaine St/ Vine St- 1001 Vine St
- Vine St /Santa Monica Blvd - 1061 Vine St

*(2)- media bid trash can on each corner

Authorities Forces/ ask the homeless to move/relocate so, if/when they are asked to move, they move to new area. However, it appears that they always stay on the same district/area.

Here are the homeless camps locations on the MB district, right now:

1. On Willoughby, between Vine St and Lillian Way. South Side.
2. On Highland Ave, between Willoughby and Romaine St, east side.
3. On Mansfield, between Santa Monica Blvd and Romaine St, both sides.

There are the locations where they were at least a month ago:

1. On Vine St, between Waring and Melrose Ave, west side.
2. On Lillian Way, between Melrose and Santa Monica Blvd, east side.
3. On Santa Monica Blvd, between Lillian Way and Cahuenga Blvd, north side
4. On Mansfield, between Santa Monica Blvd and Romaine St, both sides.
5. On Highland Ave, between Willoughby and Romaine St, east side.

*appears that they homeless always move back and forth.



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August 1, 2019

VIA U.S. MAIL

Los Angeles Department of City Planning
Attention: Mr. Richard Reaser
200 N. Spring Street, Suite 525
Los Angeles, CA 90012

Re: Case Number: ZA-2018-6232-ZAA-SPR
Primary Address: 926 N. Sycamore Ave., Los Angeles, CA 90038
Applicant: 926 N. Sycamore (LA), LLC

Dear Mr. Reaser:

I am writing on behalf of the Hollywood Media District BID in support of the above referenced Zoning Administrator's Adjustment, which is located within the BID's boundaries. Our PLUM Committee voted unanimously to support this adjustment at our July 11, 2019 committee meeting. Our Board of Directors then voted unanimously to support this adjustment at our July 25, 2019 board meeting. Here is a summary of the proposed adjustment:

1. Conversion of 16,064 square feet of Parking Floor Area to Media Production Space in a previously permitted new 8-story building, totaling 70,742 square feet of commercial space.
2. Request: A zoning adjustment to permit the project with a 1.8:1 FAR in lieu of the 1.5:1 FAR otherwise permitted in the MR1-1 zone.

The redevelopment of former surface parking lots to additional media production and commercial space will create new employment opportunities, revitalize economic activity, and help to create safer and cleaner streets in the Hollywood Media District. On behalf of the



Hollywood Media District BID, we strongly support this project and strongly recommend approval of this Zoning Administrator's Adjustment request.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Bass", followed by a horizontal line.

David M. Bass
President, Board of Directors
Hollywood Media District BID

cc: Councilmember David Ryu (by U.S. mail and email: david.ryu@lacity.org)
Michael Gonzales Gonzales Law Group (by email: mgonzales@gonzalslawgroup.com)
Miguel Padilla, 926 N. Sycamore (LA), LLC (by email: mpadilla@cimgroup.com)