

THIRD AND FINAL PHASE OF NOHO COMMONS BREAKS GROUND

The NoHo Commons' third and final phase of its development project has broken ground. This third phase will include an 180,000 sq. ft. office building with ground floor retail, a seven screen movie theatre and a 700 space parking garage. It will also include the relocation and restoration of Phil's Diner, a historic diner resembling a railroad car.



Artist rendering of NoHo Commons -- Phase Three

The \$79.4 million third phase is part of an overall \$375 million mixed use development. The first and second phases of the development include 730 apartments, ground floor



Artist rendering of NoHo Commons -- Phase Three

retail spaces and How's supermarket. This last phase of the development is located on three acres at the intersection of Lankershim Boulevard and Weddington Street. The development is a joint project with J.H. Snyder Co. and the Community Redevelopment Agency. This project continues the effort to connect the METRO station with the NoHo Arts District. By doing so, there will be added foot traffic to all of the businesses along the Lankershim and Magnolia corridors.

SPECIAL RECOGNITION AWARDS

North Hollywood is becoming more and more clean and safe thank to the efforts of the Safety Ambassadors and Clean Team. Two members of the Clean Team and two of the Safety Ambassadors were awarded special recognition for their outstanding service and commitment to NoHo and the BID. All four men have been with the BID since it started its services last fall.



Oliverio A Montejo



Rhame Jemel Calhoun



Lawrence O'Keefe



Mario Garcia

FAQ—FREQUENTLY ASKED QUESTIONS

Throughout the last couple of months there have been many questions asked about the NoHo BID. These questions, with their answers are below. Please feel free to email info@nohobid.com with any others.

WHAT SERVICES DOES THE BID PROVIDE?

In April 2007, 168 North Hollywood property owners voted to approve the establishment of the NOHO BID. The BID's programs strengthen and improve the business and residential properties within the district. They provide maintenance services, security Ambassadors, and communication services above and beyond those already provided by the City of L.A.

DOES THE BID REMOVE GRAFFITI?

Yes, on both public and private street-front property within the boundaries of the district. Alleyways and behind buildings will be done as time allows. Additionally, the Clean Team removes litter, handbills, flyers and stickers, and pressure washes sidewalks, provides weed abatement, light landscaping and empties the sidewalk trash cans.

WHY DOES THE BID HAVE SECURITY WHEN WE HAVE THE POLICE? CAN THEY ARREST PEOPLE? IF WE SEE SUSPICIOUS CHARACTERS IN THE DISTRICT DO WE CALL THE POLICE OR THE BID? IS THE BID GOING TO GET RID OF THE HOMELESS ON OUR STREETS?

The Ambassadors do not replace the police, but supplement them by providing a uniformed presence on the street. They are a liaison between the district and police department and act as the "eyes and ears" of the police. They deter quality of life issues such as: panhandling, illegal vending, vandalism, trespassing, drinking in public, etc. They do not have arrest powers and are not armed. If you see suspicious characters or an emergency situation, you should call 911.

Homelessness is not a crime. The Ambassadors cannot force the homeless off of the streets. They provide information to the homeless on shelters and other services. They will enforce any law that is being broken as stated above.

WHAT GEOGRAPHIC AREA DOES THE BID SERVE?

The BID consists of all property fronting Lankershim between Burbank and Riverside and Magnolia from Vineland to Tujunga.

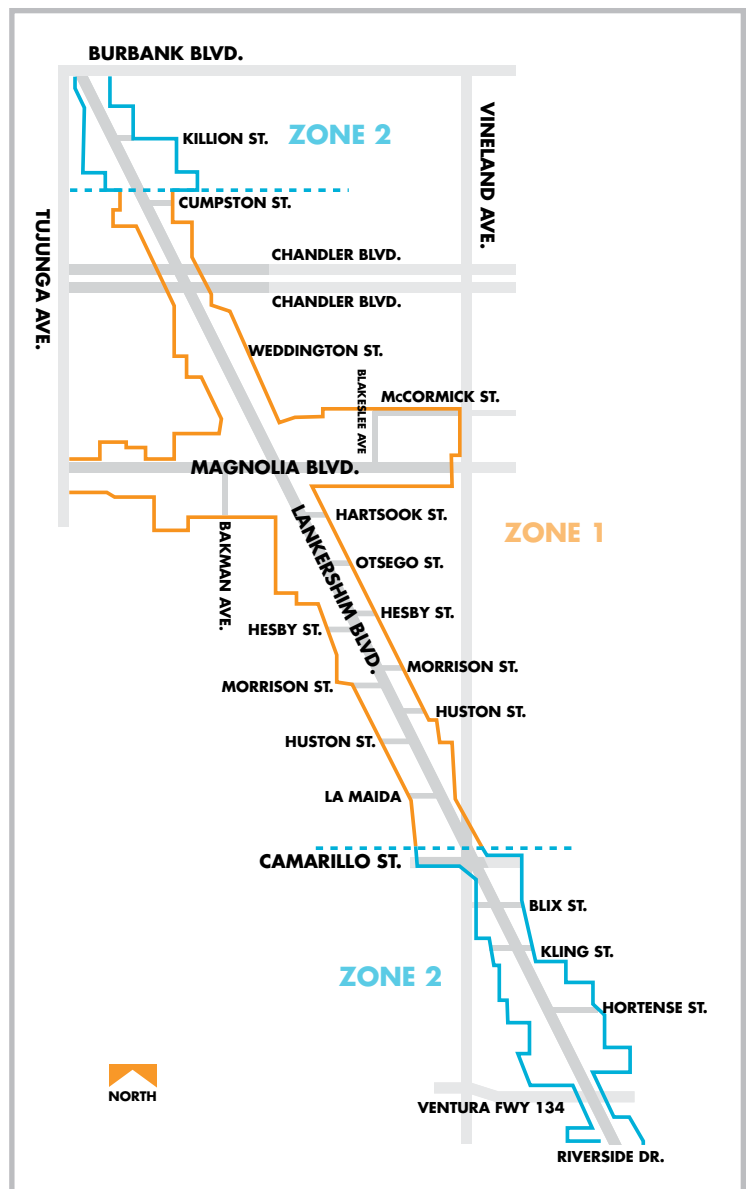
WHO PAYS FOR THE BID SERVICES TO THE COMMUNITY?

The property owners within the boundaries of the district assess themselves above and beyond City and County property taxes to fund the services that are provided to the property owners and businesses.

CLEAN TEAM & AMBASSADOR..... 1ST QUARTER STATS

Contacts made with Business/Property owners	1,047
Pedestrian Assists.....	324
Motorist Assists	27
Incidents of Passive/Aggressive Panhandling	553
Incidents of Drinking In Public.....	140
Incidents of Lewd Conducts	70
Homeless Assist/Referrals.....	126
Arrest.....	7
Trash Removed (in pounds).....	6,760
Graffiti Tag Removals.....	810
Stickers & Hand Bill Removals.....	510
Shopping Cart Removal	72

NOHO BID BOUNDARIES



Zone One property owners pay a higher assessment and a higher level of services than properties in Zone Two.

WEBSITE COMING SOON!

LETTER FROM THE DIRECTOR

In the last newsletter, I remarked on the many layers of North Hollywood and its many hidden gems. Many of the items that I mentioned (prop shops, dance studios, theatres, gyms, Christmas shops, etc.) are what make NoHo a unique southern California place. In the past year, with the opening of over 1500 new rental units, retail space and a grocery store, an influx of new people will come to reside in NoHo. All of this new development is a catalyst for additional private investment along the Lankershim and Magnolia corridors.

New residents and their potential purchasing power create additional foot traffic and customers for existing businesses as well as stimulate the development of new businesses. The presence of new competition may drive small, independently owned, but marginally profitable businesses out of the area. However, in some circumstances, if an existing business can recognize the change in the market and take advantage of the

influx of new customers and purchase power, the business owner can thrive. NoHo is in a great position to take advantage of this opportunity by enhancing existing street-front businesses as well as attracting new retail.

If you haven't visited them yet, below are some of the independent, "retail" businesses that have opened recently (please note that this may not be a complete list). So, discover our increasingly exciting NoHo by taking in an exhibit at a gallery, finding solace in a special bookstore, grabbing a decadent and beautifully decorated cupcake or getting a new haircut and beauty look.

Rena Masten-Leddy



CELLA GALLERY
5229 Lankershim Blvd.
www.cellagallery.com



EAT MY CUPCAKE
5227 Lankershim Blvd.



ISGO LEPEJIAN CUSTOM PHOTO LAB
11223 Magnolia Blvd.
www.isgophoto.com



LAKE HOUSE GALLERIES
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www.lakehousegalleries.com



MANY PATHS BOOKSTORE
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MEMO SALON
11225 Magnolia Blvd.
www.memosalon.com



NIGEL BEAUTY EMPORIUM
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www.nigelsbeautysupply.com

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Managed by:
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Group, Inc.**
Executive Director
Rena Masten Leddy
Deputy Director
Jessica Whaley

**1st Annual Meeting
of NoHo BID
Tuesday, May 20, 2008
9 a.m.
5026 Lankershim Blvd.**

LOS TRES – ART EXHIBIT

The CRA/LA will exhibit the works of three diverse photographers who have been active in promoting the visual arts in the NoHo Arts District. NoHo BID's logo creator and other graphics, K. Randall Wilcox is one of the photographers.

Rony Armas - Lunaset
Daniel DeBevoise - NoHo Gallery LA
K. Randall Wilcox - Once Blind Studios

Exhibit: April 11 - October 11



CRA/LA is located at 5200 Lankershim Blvd, Suite 750.
Exhibit can be viewed 9 a.m. to 4 p.m. weekdays.



Metro Red Line. Work. Shopping. Schools. Entertainment.

They're all nearby on the Metro Red Line. Go Metro to work and play. North Hollywood station at Lankershim and Chandler Blvds. For trip assistance call 1.800.COMMUTE or visit www.metro.net.



5026 Lankershim Blvd.
North Hollywood, CA 91601