



For immediate release:
Nov. 26, 2007

Contacts: Kiara Harris, CRA/LA
213-977-1951, 213- 216-6898 (mobile)
Rena Leddy, NoHoBID, 310-913-0474
Jane Galbraith, Councilman Tom LaBonge
818-755-7894

NoHo BID Unveils Lankershim Blvd. Office, Clean & Safe Team on Nov. 26

CRA/LA, Councilman LaBonge & Property Owners Celebrate

North Hollywood – After struggling for years to create a North Hollywood Business Improvement District, the Community Redevelopment Agency of the City of Los Angeles (CRA/LA), NoHo property owners and 4th District Councilman Tom LaBonge celebrated Monday, Nov. 26, at the unveiling of the new, NoHo BID offices on Lankershim Boulevard.

The 1,400-square-foot office at 5026 Lankershim Blvd., across the street from the CRA/LA's East Valley regional office, will provide the newly created BID with administrative offices and an operations headquarters for the black-and-yellow uniformed, Clean and Safety Team, now working within the NoHo Arts District.

“The CRA/LA is extremely pleased that property owners organized to create the BID with its security and cleanup crews,” said Margarita de Escontrias, CRA/LA's East Valley Regional Administrator. “The BID compliments CRA/LA efforts to revitalize NoHo and help make it a welcoming and distinctive, cultural and residential destination.”

“We're very excited with the launch of the NoHo BID,” said Councilman LaBonge, whose council district encompasses North Hollywood. “This reaffirms what we've observed in the last several years – that North Hollywood is more vibrant and lively than it has been in years and there's a great spirit of pride in this community.”

The CRA/LA, recognizing the key role BIDS play in rehabilitating neighborhoods, had twice funded consulting groups in past, unsuccessful efforts to help NoHo property owners organize. The third try, by Urban Place Consulting Group, secured 160 property owners willing to assess themselves additional property fees to help fund the BID's \$600,000 yearly operating costs for the next three years. The BID includes properties along Lankershim Boulevard from Burbank Street south to the 134 Freeway and Magnolia Boulevard, from Vineland Avenue west to Tujunga Avenue.

-- MORE --

“Graffiti and trash removal provided by the BID will improve the appearance of NoHo, so that not only will people enjoy what the area looks like, but a better appearance will also help people feel safer,” said Rena Leddy, BID manager.

More than 2,000 BIDS exist in North America with more than 40 in Los Angeles alone. The NoHo BID will operate for three years with an option for renewal by a City Council vote and property owners petition at the end of that time. Funding is provided, not only from property assessments of \$158, 000 annually, but also from \$1.5 million from the Metropolitan Transportation Authority (Metro). Metro allocated the money over three years to mitigate the impact of the Metro Red Line station on the neighborhood.

Most of the money (68%) will be used to staff a Clean Team, a five-person staff that will remove graffiti and litter and perform light landscaping and cleaning six days a week. Meanwhile, a four-person, Safety Ambassador team will work daily shifts, riding bicycles through the area and carrying radios to contact police if the need arises.

About NoHo BID

The North Hollywood Business Improvement District is a 501c (6) private, non-profit corporation created especially to manage cleaning, maintenance and safety ambassador services for part of North Hollywood. The BID encompasses Lankershim Boulevard from Burbank Street to Riverside Drive and Magnolia Boulevard from Vineland to Tujunga avenues. The 148 property owners within the BID boundaries help fund BID operations through assessments on their property.

About the North Hollywood Redevelopment District:

The 743-acre, North Hollywood Redevelopment District, is in the heart of the East San Fernando Valley and within the CRA/LA’s East Valley Region. Since 1979, the CRA/LA has overseen the addition of new office towers, entertainment facilities, shopping centers and rehabilitated housing. Currently, the focus is on the NoHo Arts District, home to over 30 live theaters.

About CRA/LA:

CRA/LA (www.crala.org) is a public agency regulated by the State of California and operating within the City of Los Angeles. It attracts private investment into economically depressed communities to eliminate blight, revitalize older neighborhoods, build housing for all income levels and create and retain employment opportunities. CRA/LA manages 32 redevelopment projects areas and three revitalization areas in seven regions: East Valley, West Valley, Hollywood & Central, Downtown, Eastside, South Los Angeles, and the Harbor.

###