

**City of West Hollywood  
Sunset Strip Business Improvement District  
Notice of Public Hearing**

The City of West Hollywood will hold a public hearing on **June 1, 2015 at 6:30 p.m.** as part of its regularly scheduled meeting at West Hollywood Park Public Meeting Room Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, CA 90069, to solicit input on the levy of an assessment for the Sunset Strip Business Improvement District for fiscal year 2015-2016. The following draft resolution is scheduled to be considered by the City Council of the City of West Hollywood on May 18, 2015.

DRAFT

RESOLUTION NO. 15 - \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE ANNUAL REPORT OF THE ADVISORY BOARD TO THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT, DECLARING ITS INTENTION TO LEVY AN ASSESSMENT AGAINST BUSINESSES WITHIN THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2015-2016, AND SETTING A TIME AND PLACE FOR PUBLIC HEARING

THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DOES HEREBY FIND, DECLARE, AND ORDER AS FOLLOWS:

Section 1. The Parking and Business Improvement Area Law of 1989 (the "Law"), California Streets and Highways Code Sections 36500 et seq., authorizes the City Council to levy an assessment against businesses within a parking and business improvement area which is in addition to any assessments, fees, charges, or taxes imposed in the City.

Section 2. Pursuant to the Law, the City Council adopted Ordinance No. 02-621 establishing the Sunset Strip Business Improvement District (the "District") in the City of West Hollywood.

Section 3. The boundaries of the District are generally described to include (i) all parcels located on Sunset Boulevard within West Hollywood, from Doheny Drive on the West to a point a half block east of Harper Avenue on the east; and (ii) all parcels located within one block of Sunset Boulevard on each street which intersects with Sunset Boulevard within West Hollywood. Reference is made to the map on file in the Office of the City Clerk for a complete description of the boundaries of the District.

Section 4. In accordance with Streets and Highways Code Section 36533, the Advisory Board has prepared and filed with the City Clerk a report titled "The Sunset Strip Business Association Annual Report" (the "Report"), which proposed no change to the District's boundaries or amount of assessment. New activities proposed in the District for the 2015-2016 fiscal year include daytime security

ambassador service along The Strip, enhanced street cleaning/maintenance, Taste of the Sunset Strip, Sunset Strip Market – compressed timeframe, and website enhancements.

Section 5. The City Council hereby approves the Report as filed by the Advisory Board.

Section 6. Having approved the Report as filed, the City Council hereby declares its intention to levy and collect an assessment against businesses within the District for fiscal year 2015-2016, in addition to any assessments, fees, charges or taxes imposed by the City, in the same manner and amount as collected during fiscal year 2014-2015 (“Assessment”).

Section 7. Generally, the improvements and activities to be funded by the Assessment are as follows:

- (a) The improvements that may be funded are the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more, including, but not limited to, the following: (i) parking facilities, (ii) benches, (iii) trash receptacles, (iv) street lighting, (v) decorations, (vi) parks, and (vii) fountains.
- (b) The activities that may be funded are the: (i) promotion of public events which benefit businesses in the District and which take place on or in public places within the District, (ii) furnishing of music in any public place in the District, (iii) promotion of tourism within the District, and (iv) activities which benefit businesses located in and operating in the District.

Section 8. For a full and detailed description of the improvements and activities to be provided for fiscal year 2015-2016, the boundaries of the District, and the Assessment to be levied against the businesses within the District for fiscal year 2015-2016, reference is hereby made to the Report of the Advisory Board, which is on file with the City Clerk and open to public inspection.

Section 9. New businesses established in the District between July 1, 2015 and December 31, 2015, shall be assessed equal to one half of the annual assessment for fiscal year 2015-2016. For any new business established in the District between January 1, 2016 and June 30, 2016 such business shall be exempt from the assessment for fiscal year 2015-2016. For the purposes of this Section (9) a business shall be deemed established on the date the City issues a business license for the business or the date the business commences operation, whichever is earlier.

Section 10. A public hearing on the proposed levy of an assessment against businesses within the District for fiscal year 2015-2016 shall be held as follows:

TIME: 6:30 p.m.  
**DATE: Monday, June 1, 2015**  
PLACE: West Hollywood Park Public Meeting Room – Council Chambers  
625 N. San Vicente Boulevard  
West Hollywood, California 90069

At the public hearing, the testimony of all interested persons regarding the levy of an assessment against businesses within the District for fiscal year 2015-2016 shall be heard. A protest may be made orally or in writing by any interested person. The form and manner of protests shall comply with Streets and Highways Code Section 36524 and 36525.

Section 11. The City Clerk is hereby authorized and directed to provide notice of the public hearing in accordance with law.

PASSED, APPROVED and ADOPTED this 18<sup>th</sup> of May, 2015.

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LINDSEY HORVATH, MAYOR

ATTEST:

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YVONNE QUARKER, CITY CLERK