

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

**NOTICE IS HEREBY GIVEN** that on **JUNE 10, 2024 at 6:00 P.M.**, or as soon thereafter as the matter may be heard, the City Council of the City of West Hollywood will hold an adjourned regular 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 2024-2025. The following resolution was adopted by the City Council of the City of West Hollywood on May 20, 2024.

RESOLUTION NO. 24-041

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 2024-2025, 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 Road 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 Improvement District Annual Report” (the “Report”), which proposed no change to the District’s boundaries compared to fiscal year 2023-2024. Activities proposed in the District for the 2024-2025 fiscal year are discussed below in Section 7.

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 2024-2025, in addition to any assessments, fees, charges or taxes imposed by the City, in the same amount as collected during fiscal year 2023-2024 (“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 2024-2025, the boundaries of the District, and the Assessment to be levied against the businesses within the District for fiscal year 2024-2025, 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, 2024, and December 31, 2024, shall be assessed equal to one half of the annual assessment for fiscal year 2024-2025. For any new business established in the District between January 1, 2025, and June 30, 2025, such business shall be exempt from the assessment for fiscal year 2024-2025. 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 2024-2025 shall be held as follows:

TIME: 6:00 p.m.  
DATE: Monday, June 10, 2024  
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 2024-2025 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.

The staff report will be available on Wednesday, June 5, 2024, online at [www.weho.org/councilagendas](http://www.weho.org/councilagendas).

ALL INTERESTED PERSONS are invited to attend said Public Hearing to express their opinion in this matter.

DATE: May 30, 2024

BY ORDER OF the City of West Hollywood,  
Melissa Crowder, City Clerk

AFFIDAVIT OF POSTING

State of California )  
County of Los Angeles )  
City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk, and that this document was posted on:

Date: May 30, 2024  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk