



JUNE 29<sup>TH</sup>, 2009

To: Property Owners in Los Angeles Lincoln Heights Industrial Zone

SUBJECT: Survey to Ascertain Support for Current Type and Level of Services and the Expansion and Renewal of the LA Lincoln Heights Industrial Zone PBID

Dear Lincoln Heights Industrial Zone Property Owner:

As you might know, the Lincoln Heights Industrial Zone Property Business Improvement District has now been in place almost 10 years and we are now seeking input on our renewal strategy. The Lincoln Heights Industrial Zone PBID was approved overwhelmingly in August 2000 as a way to provide and fund special benefit services throughout Lincoln Heights Industrial Zone. The improvements to the district have been remarkable in these past 10 years.

The attached map shows you the current boundaries of the Industrial Zone Property Business Improvement District. In general, the district includes all of the parcels between Avenue 26, the 110 Freeway, Humboldt Street and Pasadena Avenue. We are now in the process of renewing the district for another 10 years and are seeing if those parcel owners between Avenue 26 to the LA River want to be included in this new Special Benefits District.

The PBID functions under state law and local ordinance to fund *"special benefits"* or those services over and above services funded by the LA general fund. With the City entering the fiscal year with a major deficit and the State heading into years of fiscal malaise, the current level of general services provided by the City will, if anything, diminish. This decline in general services can be seen daily, particularly in the area between Ave. 26 and the LA River.

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The *special benefits* funded by the Industrial Zone PBID since 2000 have included sidewalk sweeping, tree planting and watering, graffiti removal and basic private security services. Under the expanded area, they can include a new array of services catering to industrial land uses and new residents alike.

The opening of the Gold Line Station, the inclusion of hundreds of new market rate condos, the inclusion of many new residents, new manufacturing and the overall intensification of land uses around the Gold Line station have allowed this district to evolve greatly in the past 10 years. However, problems particularly with vandalism, petty crime and growing homelessness persist.

In fact, after almost 40 years of decline, (1960 – 2000), the past 10 years has seen incredible improvement and optimism building in this area. Much of this success is due to the Gold Line Station opening, the PBID being in place, and having very good leadership of concerned property owners

*Our Current Situation:*

We are confronted with some very tough economic decisions these days. There is an unprecedented softening of the commercial building industry, new housing development and the media and film related industry. The commercial and residential financing industry, the life blood of the US economy, has recently begun to recover after a near collapse. These are difficult times and it appears as though we are just beginning to see signs of life again.

Under that scenario, one might say, the Industrial Zone PBID was good, but now let's try operating our businesses or living in this district without its special services. Do you remember the condition of Lincoln Heights Industrial Zone in 1999?

More importantly, look around and see the condition of the potential expansion area of the Industrial Zone between Avenue 26 and the LA River, the 110 and Humboldt. It is not a pretty site.

Though the economy is tough, its is clear that many Lincoln Heights Industrial Zone property owners are long time stakeholders and are not planning on going away due to this economic slowdown. When the economy comes back, do you want to be poised and ready to attract new development financing and increase the dynamic mixed use nature of this district?

The services funded by our Lincoln Heights Property Business Improvement District over the last 10 years demonstrate that an area, once considered destitute and abandoned, can come roaring back.

Only the expansion and renewal of the Lincoln Heights Industrial Zone PBID can ensure that.

In this economy, only the stronger business and mixed use districts will survive. Good times come and go, but property stays put, that is why you must protect your primary asset and ensure that the problems of the economy are minimized by the renewed Lincoln Heights Industrial Zone PBID in the coming year.

Over the past ten years, we have funded ongoing sidewalk maintenance and graffiti removal, dealt with abandoned bulky items, installed a number of new trash cans, and maintained order within the areas served by the Industrial Zone PBID. Currently our services serve only one half of Avenue 26 but we believe that including the parcels down to the LA River will be a win-win for all involved.

Survey of Property Owners:

We would like you to take a moment to review the attached questionnaire which will give us a good idea on how to prepare the menu of special benefit services for the new expanded Lincoln Heights Industrial Zone PBID Management District Plan. With many new residents moving to this area, perhaps your priority for services has changed over the past ten years and this will give us a good snapshot on how those changing needs have evolved.

As you might know, there are over 30 BIDs functioning successfully in the City of Los Angeles. A recent report by the RAND corporation, as carried in the LA Times, reveals that crime rates dropped more quickly in BID areas than non-BID areas throughout the City. The RAND study demonstrates concretely that the BIDs have the desired result of making areas more attractive as well as more orderly.

We will be asking a series of questions in the attached survey and need your response on the priorities of services. Once completed, we will send out a newsletter that publicizes the final results of this survey.

Time Line:

The timeline for investigation of the expansion and renewal of the Lincoln Heights Industrial Zone PBID is as follows:

<i>Task</i>	<i>Estimated Time Line</i>
Establish a Lincoln Heights Industrial Zone PBID Expansion and Renewal Committee under the Lincoln Heights Industrial Zone Board of Directors	May - June
Conduct survey of property owners:	June - July
Compile survey results and determine which services are priority services for the new expanded Lincoln Heights Industrial Zone PBID	July - August

Report on survey results to the Lincoln Heights Industrial Zone Community at large	September
Based upon the results of the Expansion area survey, the Lincoln Heights Industrial Zone PBID Expansion and Renewal Committee will begin the process of writing new Greater Lincoln Heights Industrial Zone PBID <i>Management District Plan</i>	October - November
Finalize plan through the work of the PBID Expansion and Renewal Committee	December
Have new Greater Lincoln Heights Industrial Zone Management District Plan approved by City Clerk's office	January 2010
Commence the petition drive to bring new plan to a vote of the property owners, need a minimum of 30% of the weighted property owners to sign a petition of support	February
Complete petition drive and submit to the City Clerks office, which will trigger the mail ballot procedure by the City Council	March - April
The Mail Ballot Vote of the property owners occurs on the renewal and expansion of the Greater Lincoln Heights Industrial Zone Management District Plan	May - June
First funding for special benefit services of the renewed Greater Lincoln Heights Industrial Zone PBID	January 2011

Please take a moment and fill out this important survey. Please call Marco Li Mandri, Industrial Zone Executive Director at (888) 356-2726 if you have any questions about the existing district and survey.

Sincerely,

Seth Polen, President

Eric Ortiz, Vice President

Joseph Lepore, Treasurer

Brent Held, Secretary

Hank Schaeffer

Charles Woll

Tom Gertmenian

Larry Gillins

THE BOARD OF DIRECTORS OF THE  
HISTORIC LINCOLN HEIGHTS INDUSTRIAL ZONE  
ECONOMIC REVITALIZATION CORPORATION

SURVEY OF THE GREATER LINCOLN HEIGHTS INDUSTRIAL ZONE  
PROPERTY OWNERS PURSUANT TO THE EXPANSION AND RENEWAL OF THE LINCOLN  
HEIGHTS INDUSTRIAL ZONE PROPERTY AND BUSINESS IMPROVEMENT DISTRICT (PBID)

*(Please respond by fax or mail by Friday, July 31st)*

*You may also download copies of this survey online by going to:  
[www.newcityamerica.com](http://www.newcityamerica.com) and click on "New Districts/Surveys"*

*GENERAL QUESTIONS*

1. Do you believe that the current level of sidewalk maintenance services in Lincoln Heights Industrial Zone is adequate or needs to be increased?  
a. Are adequate      b. should be increased      c. No opinion
2. In terms of security and public safety, do you feel that Lincoln Heights Industrial Zone today is?  
a. Safe and orderly      b. Unsafe;      c. Safe, however suffers  
an image as an unsafe district
3. Do you believe that the current level of *private security* services in Lincoln Heights Industrial Zone is adequate or needs to be increased?  
a. Are adequate      b. should be increased      c. No opinion
4. Do you believe the current level of beautification services are adequate or needs to be increased:  
a. Are adequate      b. should be increased      c. No opinion
5. Do you believe that visitors to Lincoln Heights Industrial Zone arriving at the Gold Line Station can figure out how to get around Lincoln Heights Industrial Zone based upon existing signage?  
a. Yes      b. No      c. No opinion
6. Do you believe that parking is a problem in Lincoln Heights Industrial Zone?  
a. Yes      b. No      c. No Opinion
7. Do you believe that there property owners and residents should become actively involved in Councilman Reye's plan for improvement of the entire LA River, which would lead to increased residential development and recreational activities in the area?  
a. Yes      b. No      c. No opinion
8. Would you be interested in serving on the Lincoln Heights Industrial Zone PBID Expansion and Renewal Committee as we develop the new management plan over the next few months?  
a. Yes      b. No      c. No Opinion

*Please fill out the following information:*

Property Owner Name: \_\_\_\_\_

Authorized Representative's Name: \_\_\_\_\_

Property Site Address(es): \_\_\_\_\_

\_\_\_\_\_

Mailing Address: City/State/Zip: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please return the completed survey in the enclosed self-addressed envelope.

Thank you for taking the time to fill out this survey.

Survey results can also be faxed to:  
New City America, Inc. (619) 239-7105

*Please respond by Friday, July 31<sup>st</sup>*

Survey Written and Produce by  
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