



CleanStreet sweeping up debris



CleanStreet picking up trash

“In the coming year, our Melrose BID Board wants to lay out some big picture plans for the future of Melrose. What are the most essential improvements needed to increase business? Let us know your thoughts. Call or email our office.”

Julian Chicha, Melrose
BID Board Member

BID Board

Board of Directors:

Denis Weintraub, President
Sylvia Weintraub, Secretary
Julian Chicha, Treasurer
Isack Fadlon, Board Member
Daniel Farasat, Board Member
Fred Rosenthal, Board Member

Staff:

Donald Duckworth, Exe. Director
Kim Sudhalter, Marketing
CleanStreet, Streetscape Clean-Up

Meetings:

BID Board Meetings: Generally at 10am on 2nd Friday/mo at Hope Lutheran Church, 6720 Melrose

Resources:

BID Office: 323.525.0840
BID Email: duckworth.donald@gmail.com
LAPD: Art Gallegos, 213.793.0708, 35849@lapd.lacity.org
Graffiti Removal & Sidewalk Cleaning: Contact the BID Councilmember Paul Koretz:
John Darnell, Sr. Field Deputy
323.866.1828.
john.darnell@lacity.org



A Dirty Job...But Someone Has To Do It!

Many of us have seen the television show “Dirty Jobs” about some of the unseen, gritty work required to sustain our everyday lives. The Melrose BID has its corollary – we call it “streetscape clean-up.”

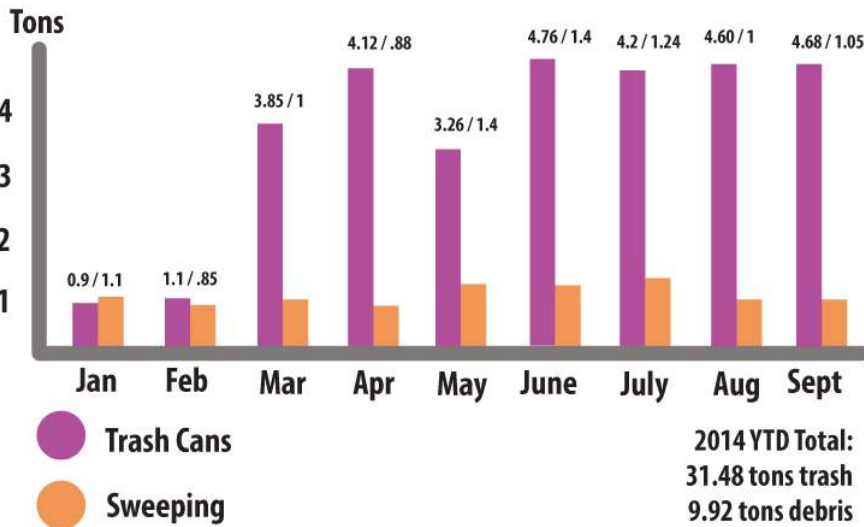
CleanStreet Inc., the Melrose BID’s streetscape contractor recently shared the landfill dumpsite receipts that show the quantity of debris that is removed from the Melrose BID area. EVERY MONTH, over 8,000 pounds of trash is collected from the approximately 50 trash receptacles that have been placed on the street. EVERY MONTH, an additional 2,000 pounds of debris is swept from the gutters by the contractor’s street sweeper. Before the BID’s

formation, none of that debris was cleaned up or removed.

How much is that, you ask? Well...

A full grown elephant weighs about 15,000 lbs and produces about 300 pounds of dung per day. That is about how trash and debris that is produced in the Melrose BID every day! “Holy Cow, er... elephant!”

Consider what is left in the trash receptacles and gutters after we all go home for the clean-up people to discard at 4:00 AM-dark-thirty-in-the-morning. Unfinished food items, sticky drinks, dried milk shakes, the left-overs from a homeless (cont. on pg.2)



“Have any ideas on how we can improve Melrose even more? We’re looking for volunteers to participate in BID committees (marketing, streetscape, etc.) and provide input we can act upon. If you’re interested, please contact me at the BID office, 323.525.0840.”

Don Duckworth,
Executive Director
Melrose BID

CleanStreets, making the Melrose BID cleaner, safer and more attractive for everyone...

(cont. from pg. 1) encampment without the benefit of sanitary facilities, etc.

Yuk! It’s easy to understand why customers don’t choose to do business in dirty business areas especially when there are well-maintained alternatives. So somebody has to do the clean-up if our businesses are to be successful! That’s why the property owners along Melrose voted to form the Melrose BID.

The Melrose BID sweeps the streets and blows off the sidewalks every week, picks up the trash receptacles 3 times every week, picks up the wind blown debris

every week, and cleans up the graffiti and stickers every week. These are not services that local government would perform. If the BID did not do it, it would be stepped on the next day.

Yuk! Thanks for BID services. Thank you CleanStreet Inc.

Photo: The kind of mess that CleanStreet is tasked with cleaning up.



Melrose Ave BID Social Media

The Melrose BID has been busy. We have been hard at work behind the scenes establishing social media pages for the BID that help to tell the Melrose story and promote our unique, eclectic businesses.

Please follow us:

Facebook at Melrose Ave L.A.
Twitter @melroseavela
Instagram @melroseavela

We are also developing a new website which will offer a comprehensive store directory, exciting blog entries and information on BID meetings and services. Be sure to check us out in January at **www.melroseavela.com**.

Other things to look out for in 2015 include branded street light pole banners, more special events and innovative art programs. We’re looking forward to a great year!



“Accessible, close-by parking is the essential ‘life-blood’ for all of our Melrose businesses.”
BID President Deny Weintraub.

Melrose BID

Working to increase on-street parking

The opinion expressed by board president Deny Weintraub has been clearly and consistently expressed by business and property owners during the BID’s formation process and in public meetings since. Consequently, the BID’s Board of Directors established “increased parking” as a high priority in its first year’s work. To that end, the BID has hired a professional parking consultant, Civic Enterprise Associates (CEA), to create a parking management plan and to implement a street-long shared valet program.

To get started, CEA analyzed on-street locations where existing city restrictions might be removed or modified in order to increase the number of parking spaces available or to make parking easier for customers. The net effect of CEA’s recommended actions could increase on-street parking by about 30 spaces during

the evening hours and by an even greater amount during the daytime hours.

“We are working with the Melrose BID and the city to maximize the number of on-street spaces available for customers of Melrose Avenue businesses by removing unnecessary parking restrictions,” said consultant Jeff Jacobberger. “For example, some commercial and passenger loading zones are no longer needed because businesses have changed or moved. We are also working to allow more evening and weekend parking adjacent to Fairfax High School. We performed similar work in Westwood Village, which increased the on-street parking supply by nearly 10%.”

The next step is to lobby for city approval of the recommendations, which is currently underway. For more info on the BID’s proposal to increase on-street parking, see graphic on page 4.



Small Business Saturday on Melrose

Founded by American Express in 2010, **Small Business Saturday** is a day to celebrate the small businesses that help support your neighborhood and is held every year on the Saturday after Thanksgiving. Now in its fifth year, Small Business Saturday has been embraced as part of the holiday shopping tradition as shoppers, businesses and public officials come together to **Shop Small** and show their neighborhood pride.

This year, the Melrose BID became an official Small Business Saturday Neighborhood Champion for our local stores. We reached out to businesses from Fairfax to Highland to join in and on Saturday November 29, 2014, all kinds of shops participated in the day by holding special sales, offering enticing promotions and displaying Shop Small signage. Blue and white balloons lined the street, and singers performed on the sidewalks, creating a festive atmosphere.

Stores like Golden Apple Comics (7018 Melrose) and Goorin Bros. Hats (7627 Melrose) were busy from open to close with floods of customers coming in to buy gift items for friends, family and of course, themselves. We were excited to get coverage on three local stations, KCBS-TV Channel 2, KABC-TV Channel 7 and KTLA-TV Channel Five who all did stories on their newscasts with significant coverage of both Golden Apple and Goorin Bros.

“Small Business Saturday was very successful in raising the visibility of Melrose Ave and its businesses.”

Isack Fadlon, Board Member & Business Owner



Melrose Ave is seeking to adopt many of the improvements in place on W. 3rd St. such as shared valet.

BID Proposals to Increase On-Street Parking

- Allow weeknight and Saturday parking along Melrose Avenue adjacent to Melrose High School (about 14 spaces)
- Creating parking spaces at unused (and unusable) driveways that dead end into the sides of buildings (about 7 spaces)
- Remove passenger loading zones (white curb) that are not used for valet parking or other purposes (about 5 spaces)
- Remove a handicapped space (blue curb) where the adjacent use has changed (1 space)
- Limit the total number of passenger loading zones (white curb) at any single property (2 spaces)
- Evaluate the need for taxi loading zones (2 spaces)
- Evaluate the need for and placement of short-term (green curb) parking (1 space)
- Where passenger loading zones are used for valet parking only after 6pm, allow daytime parking use of the space (about 10-15 spaces)
- Evaluate the need for commercial loading zones (yellow curb) that relate to former uses (5-10 spaces)