

## WILSHIRE CENTER BUSINESS IMPROVEMENT DISTRICT ACCOMPLISHMENTS

Due to the difficult times in the early 1990s to the mid-90s Wilshire Center was becoming "a ghost town" according to Mike Davis, author of the novel "City of Quartz." He was wrong. We have come a long way since those days and are now a community alive with activity and people who are creating a new Wilshire Center.

The first step in creating this new Wilshire Center was the designing and building of the Wilshire Center Streetscape Project along with the formation of the Wilshire Center Business Improvement District (WCBID) to maintain the project. With an investment of \$6 million for the Streetscape Project plus an additional investment of about \$12 million over the past 15 years by the WCBID, significant improvements have occurred.

### The WCBID members and staff have accomplished the following:

**1995:** Established the first business improvement district in Los Angeles, the WCBID.

**1995 to 1998:** Planted over 2,000 trees and installed 80 flower pots and provided the maintenance for their upkeep.

**1995 to 1998:** Organized 20 Saturday tree planting block parties with the assistance of TreePeople.

**1995 to present:** Helped establish and provided leadership for the Wilshire Center/Koreatown CRA Project Area with potential funds of over 200 million dollars.

**1996 to present:** Provided the ongoing maintenance of a two mile landscaped median along Wilshire Blvd.

**1996 to present:** Played an instrumental role in the creation of 25 new jobs and provided work opportunities for over 200 individuals.

**1996 to 2010:** Collected over 60,000 bags of trash.

**1996 to 2010:** Removed over 20,000 bulky items.

**1996 to 2010:** Assisted in getting over 15,000 graffiti tags cleaned up.

**1996 to 2010:** Removed over 40,000 stickers from light poles, news racks, fences and buildings.

**1996 to 2010:** Assisted over 1,500 homeless individuals.

**1996 to 2010:** Responded to over 4,000 calls for assistance from the LAPD and others and assisted in over 40 felony arrests.

**1996 to 2010:** Issued over 5,000 illegal vendor warnings.

**1996 to 2010:** Published about 60 Wilshire Center Newsletters and created the popular wilshirecenter.com website.

**1998:** Removed old news racks from frontage along Wilshire Blvd. and replaced them with modular news racks.

**1998 to 2006:** Sponsored a number of lunchtime concerts and holiday cheer programs.

**1998 to 2010:** Prevailed upon the City to do sidewalk repairs as well as repairing over 2,000 potholes.

**2000 to 2009:** Distributed over 4,500 Wilshire Center District maps.

**2000 to present:** Supported the Wilshire Center Business Watch.

**2003:** Established the Wilshire Center/Koreatown Neighborhood Council.

**2004:** Prevailed upon the City to install a new left turning light from Wilshire Blvd. onto Irolo Street.

**2004 to present:** Implemented a holiday lights program.

**2005:** Helped establish the Wilshire Center Farmers Market.

**2005 to 2010:** Prevailed upon the City to repair over 200 streetlights that were out due to burnouts and wire tampering.

**2006:** Assisted in the creation of Wilshire Angel's Walk, which is a self-guided historical tour by way of stanchion panels along Wilshire Center's sidewalks.

**2006:** Supported the skateboard park at Lafayette Park.

**2006:** Helped to establish the Kennedy Inspiration Park along Wilshire Blvd. at the old Ambassador site.

**2007 to 2010:** Trimmed over 300 trees.

**2007:** Prevailed upon the City to install 87 new street lights with bright white lamps along Wilshire Blvd.

**2007:** The District Board signed on to a 2% Solution Climate Reduction Pledge. This pledge sets the goal of reducing the district's global warming carbon dioxide (CO2) by at least 2% per year over the next 40 years.

**2007 to present:** Helped find creative solutions to traffic issues within our community.

**2007 to 2009:** Hosted a Business Resource Fair and three Wilshire Corridor Forums

**2008:** Implemented the first Cool District in North America with the goal of reducing the district's CO2 by 30% by 2025 by providing a free energy audit program for district buildings.

**2008 to 2011:** Created the Annual Earth Day/Car Free Day event.

**2008:** Participated with AIA/LA COTE on three Wilshire Center Cool District Eco Charettes.

**2008 to 2010:** Development of a District Carbon Master Plan, bike sharing program, and a district watershed program.

**2009 to present:** Provided leadership for the Olympic Area Community Police Advisory Board.

**2009:** Secured funds for a community security camera program managed by the LAPD.

**2009:** Refurbished most medians between Wilton and Hoover.

**2010:** Organized peaceful walks against crime, gangs, graffiti and drugs.

**2010:** Organized neighborhood cleanup events.

**2011:** Collected over 8,500 bags of trash (200,000 lbs), did 30 hours of pressure washing, and removed 800 graffiti tags on sidewalk pots, poles, and news racks and emptied 59 trash cans weekly.

**2011:** Assisted the City in getting over 1,200 bulky items picked up, made 50 calls/reports to the City for street repairs, assisted in getting over 1,250 graffiti tags cleaned up; 130 potholes were reported along with 200 street lights which were not working.

**2011:** Responded to 535 calls for assists to the LAPD and others, issued 50 illegal vendor warnings and assisted 70 homeless individuals, 1,100 illegal signs were removed, and addressed the subject of 90 individuals drinking in public and 150 belligerent transients.

**2011:** Completed a pilot projects for the building energy efficiency retrofits and a Carbon Master Plan; conducted 33 energy audits of existing building. The 33 audits represents 8,300,000 sq. footage of building area, \$1,172,000 payback energy cost savings per year, 7,417,200 kWh electric savings, 100,000 gal net gas savings per year, and 2,634,490 gal water savings per year.

**2011:** Four successful "Night Out for Safer Neighborhoods" where neighbors joined with community leaders and the LAPD officers of the Olympic Division.

**2011 - 2012:** Repaired and replanted 15 medians; maintained 160 flower pots and trimmed 100 trees.

**2012:** The District is now one of the fastest growing communities in L.A. A few of the new projects under construction are The Hotel Normandie, Wilshire Hotel, The Vermont, The Southwestern Law School, The Wilshire Boulevard Temple, and 3075 Wilshire. This represents about two hundred and fifty million dollars in construction.

### ONGOING ACTIVITIES

**Security Program:** The security program consists of four bike patrols Monday through Friday from 10:30 am to 6:30 pm and an evening car patrol seven days a week from 6:30 pm to 2:30 am. The security officers work with the Los Angeles Police Department and report illegal activities, street code violations and other quality of life problems. The bike patrol officers act as our ambassadors by helping individuals where they can, providing directions and community information. They maintain friendly, courteous relations with merchants, workers, customers and residents.

**Maintenance Program:** The maintenance program consists of landscape maintenance of the median islands, flowerpots, tree trimming, and general cleaning of the major sidewalks.

**Marketing/Advocacy Program:** Marketing consists of promotional activities and communications for internal and external use. The main effort is to get the message out about a place called Wilshire Center and to advocate for our community's interests. The promotion and advocacy is done by the web site, newsletters, maps, community activities, involvement and leadership, and by keeping the media and local city officials informed.

### AN ASSET VALUE STORY

The Getty Oil Tower/Union Bank Building on the southwest corner of Wilshire and Western was purchased in 1995 for about \$5 million. It was sold in 2003 for about \$20 million. Then in 2005 it was purchased for \$60 million by Forest City Residential Group to develop condos. The property is now valued at approximately \$140 million. This story shows that asset property values have increased dramatically since 1995, at the beginning of the WCBIC's work, a value change of about \$135 million for this one property in just over 10 years.

Over a billion dollars of private and public capital has been invested within Wilshire Center over the past 15 years.

### WHAT OUR PAST MAYOR SAID ABOUT OUR EFFORTS IN WILSHIRE CENTER

"Travel down the Boulevard today and you can see the results of this effort. The local property and business owners who have invested in their community have shown commitment to their neighbors, the city and all Angelenos. Street trees, box trees and date palms now line the street. Green medians with tree shaded flower gardens dot the landscape with refreshing patches of color. Benches, kiosks, and shelters invite pedestrians to stop and enjoy this new Wilshire Center, while new sidewalks and street crossings invite all to explore the beauty and the creativity. Wilshire Center is a shining example of entrepreneurial spirit and cultural strength that makes Los Angeles great." Mayor Richard Riordan

### WHERE IS WILSHIRE CENTER?

As defined by the Los Angeles Department of City Planning, Wilshire Community Plan, adopted Sept. 19, 2001, Wilshire Center "is generally bounded by 3rd Street on the north, 8th Street on the south, Hoover Street on the east, and Wilton Place on the west".

### GREENING OF WILSHIRE CENTER DISTRICT

If you live or work in the District it's time to calculate your carbon footprint; join your fellow citizens today in learning your CO2 emissions score. Visit our Green Wilshire Center District web site at wilshirecenter.com/green, select Energy Conservation, and then Carbon Footprint. Find out how to save money with energy conservation efforts, and much more. The Wilshire Center District is committed to conservation of energy as a means of creating a sustainable environment for our future. The District will reach its greenhouse gas (GHG) emissions reduction target only when every individual does his/her part to save energy, reduce waste and drive less. Join us in making a difference in our community.

**WILSHIRE CENTER BUSINESS IMPROVEMENT DISTRICT**  
MANAGED BY  
WILSHIRE CENTER BUSINESS IMPROVEMENT CORP. (WCBIC)

WCBIC represents over 37.5 million square feet of residential, office and retail users.

### WCBIC MISSION

To help Wilshire Center become a greater place to work, live and shop.



To provide for a better overall environment, both socially and economically.



To work towards constructive change and improvement for Wilshire Center.



To advocate on behalf of its members' best interests in the area of public safety, beautification, promotion, maintenance, economic development and environmental awareness within the community.



Along with the LAPD and other City Departments, WCBIC team members are here to help make our community cleaner and safer. Our team is in the Wilshire Center area throughout the week. The security team does daytime and evening patrols and works to clean up illegally items dumped on the sidewalks and parkways, graffiti, and deal with other quality of life issues on a daily basis. Portals, our district maintenance team, sweeps all of our major sidewalks, picks up trash, and provides other cleaning services.

Get to know us better, visit our web site: [www.wilshirecenter.com](http://www.wilshirecenter.com)

### WILSHIRE CENTER BUSINESS IMPROVEMENT DISTRICT

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Welcome to the

# Wilshire CENTER DISTRICT



## A Great Place to WORK / LIVE / SHOP



## MAP & INFORMATION WWW.WILSHIRECENTER.COM