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Joseph Mariani
Executive Director

c/o Central Hollywood Coalition
6562 Hollywood Boulevard
Hollywood, CA 90028
323.463.6767

www.sunsetandvinebid.org

January 30, 2017

Members of the Los Angeles City Council:

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200 N. Spring Street
Los Angeles, CA 90012

Subject: Proposed Street Vending Policy

Dear Councilmembers,

I am writing on behalf of the Sunset & Vine Business Improvement District, a BID managed by the Central Hollywood Coalition.

In reviewing the 11-22-16 memo prepared by Councilmembers Buscaino and Price, it is evident that many of the concerns raised on behalf of the business community have been heard. We appreciate the new details regarding limits placed on number and location of vendors, enforcement policies and special neighborhood considerations.

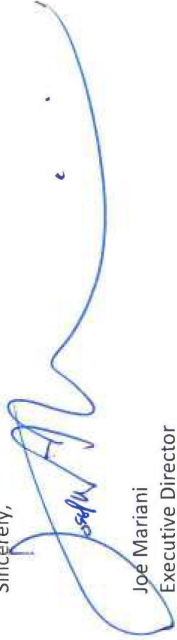
Thank you for the consideration given to "special vending districts." It is very important that you acknowledge that a "one size fits all" approach does not work in Los Angeles, which is a city of many diverse neighborhoods. The ordinance should have an option for special zones, including specific guidelines on how a neighborhood could opt out of a vending district. For example, the framework suggests that a vendor (limited to two per block face) should have the permission of the adjacent property owner. Similarly, the ordinance should identify a signature threshold for a neighborhood who elects to opt-out of the vending district opportunity altogether.

Enforcement of this ordinance is a key factor of success, and we look forward to how the city anticipates to find the right balance of application and annual fees, along with penalties, in order to assure cost-recovery. A visible example of where annual fees have not kept pace with true cost of enforcement is the city's newsrack ordinance. In this case, fees established in 2009 (\$21.69 per rack) have not been adjusted since that time. This coupled with a decline in the number of newsracks in the city has resulted in an ordinance for which there are few city staff to enforce. Learning from this, the city should establish, up front, an adequate fee system, with annual review, to ensure

optimal staffing and enforcement. Further, enforcement needs to happen into the evening and late night hours. This is when we see the greatest preponderance of food vending in Hollywood.

Thank you for consideration of these comments. We look forward to reviewing the draft ordinance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joe Mariani", is written over a large, light blue, stylized scribble or watermark that resembles a large, elongated letter 'A' or a similar shape.

Joe Mariani
Executive Director
Sunset & Vine BID

cc: Members of the Central Hollywood Coalition Board of Directors