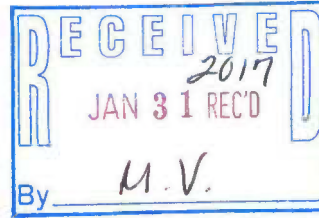


c/o Hollywood Property Owners Alliance

6562 Hollywood Boulevard  
Hollywood, CA 90028  
323.463.6767

www.hollywoodbid.org



#30

January 30, 2017

Members of the Los Angeles City Council:

Herb J. Wesson  
Mitchell Englander  
Nury Martinez  
Gilbert Cedillo  
Paul Krekorian  
Bob Blumenfield  
David Ryu

Marqueece Harris-Dawson  
Curren Price  
Mike Bonin  
Mitch O'Farrell  
Jose Huizar  
Joe Buscaino  
Paul Koretz

200 N. Spring Street  
Los Angeles, CA 90012

Subject: CF 13-1493: Proposed Street Vending Policy

Dear Councilmembers,

I am writing on behalf of the Hollywood Entertainment District, a BID managed by the Hollywood Property Owners Alliance. We have been following with interest the city's proposal since it first surfaced in 2014, and have made our comments known at each public hearing.

Thank you for hearing many of our concerns. We are grateful to read in the November 22, 2016 policy recommendation that a "one size fits all" approach would not be appropriate for a city as large and diverse as Los Angeles – a city of many unique neighborhoods. The Hollywood Entertainment District is a neighborhood with special circumstances. We already experience the crush of sidewalk activity which can make the pedestrian experience unwieldy and intimidating at times. Visitors and businesses complain of the unwanted advances by street characters, CD vendors and aggressive tour hawkers that line the Walk of Fame. Street vendors, sidewalk artists and performers already compete for crowded sidewalk space, especially near our busy transit stops. We also experience all-day parking of food truck vendors, directly competing with adjacent stores. In these cases, the daily cost of a parking ticket is a small price to pay compared to the considerable expenses shouldered by the brick and mortar food businesses.

To that end, we would exercise the option to "opt-out" of the street vending framework and will be interested to see the procedure that would be outlined to do so.

Additionally, we remain concerned about enforcement, as this has historically proved to be an area of challenge to this city. There has been little mention during the course of this policy development process as to the fees that would be levied on vendors, both in terms of initial application, annual renewal and fines/penalties. Cost recovery is essential: This system must generate enough revenue to adequately staff an enforcement unit that can roam the city 24/7. In fact, more illegal food

Hollywood  
Property Owners  
Alliance  
\*\*\*

Mark Echeverria  
President  
Musso & Frank Grill

Michael Gargano  
Vice President  
Argent Ventures,  
LLC

Evan Kaizer  
Secretary  
The Sieroty  
Company

Brian D. Johnson  
Treasurer  
Loews Hollywood  
Hotel

Leslie Blumberg  
The Fonda

Joseph D'Amore  
Hollywood  
Commercial Realty

Darcy Derler-Judd  
Robertson  
Properties  
Group

David Green  
Nederlander  
West Coast

Julie Hudman  
Saban Community  
Clinic

Chad Lewis  
Klein Financial

Galo Medina  
Comprehensive  
Financial Services

Frank Stephan  
Clarett West  
Development

Mark Stephenson  
Hollywood United  
Methodist Church

John Tronson  
Whitley Court  
Partners LLC

Monica Yamada  
CIM Group

Katie Zandona  
Ullman Investments

Tony Zimbardi  
AMDA

\*\*\*

Kerry Morrison  
Executive Director

vending occurs in Hollywood after dark and into the wee hours of the morning. This cannot be a "9 to 5" operation.

The 11/22/16 memo recommends hours of operation of 7 a.m. to 9 p.m. The enforcement strategy should anticipate that the city will need officers to patrol, in particular, into the late hours, to ensure compliance with these hours. Further, it is not clear what role the County Health Department will play in this program, as their participation to ensure food safety, access to restrooms and hot water, and adherence to public health rules is critical.

We appreciate that there are parts of the city where this will be viewed as a net benefit to the neighborhood experience and that the framers of this ordinance are looking to create opportunities for adaptability. We thank you for listening and considering the various points of view from throughout all of Los Angeles. In Hollywood, our position has been to opt-out of this framework in the interests of public safety and improving the pedestrian experience for the millions of people who visit Hollywood each year.

Sincerely,



Kerry Morrison  
Executive Director

cc: Members of the board of directors, Hollywood Property Owners Alliance