

# CITY OF LOS ANGELES 3

CALIFORNIA



JAMES K. HAHN  
MAYOR

J. MICHAEL CAREY  
City Clerk

FRANK T. MARTINEZ  
Executive Officer

When making inquiries  
relative to this matter  
refer to File No.

Office of the  
**CITY CLERK**  
Council and Public Services  
Room 395, City Hall  
Los Angeles, CA 90012  
Council File Information - (213) 978-1043  
General Information - (213) 978-1133  
Fax: (213) 978-1040

HELEN GINSBURG  
Chief, Council and Public Services Division

04-0944

PLACE IN FILES

NOV - 1 2004

DEPUTY

CD 14

October 13, 2004

Councilmember Villaraigosa  
Councilmember Reyes  
Board of Public Works  
Bureau of Engineering,  
Land Development Group  
cc: Real Estate Division  
Bureau of Street Services  
Department of Transportation

RE: DESIGNATING THE RESIDENTIAL AREAS SURROUNDING CAL STATE UNIVERSITY  
LOS ANGELES AS "UNIVERSITY HILLS"

At the meeting of the Council held October 12, 2004, the following action  
was taken:

Attached report adopted.....	_____ X _____
Attached motion ( ) adopted.....	_____
Attached resolution adopted.....	_____
FORTHWITH.....	_____
Ordinance adopted.....	_____
Motion adopted to approve communication recommendation(s).....	_____

City Clerk  
jr



15

TO THE COUNCIL OF THE CITY OF LOS ANGELES

Your

PUBLIC WORKS

Committee

reports as follows:

Public Comments: Yes No  
XXX    

PUBLIC WORKS COMMITTEE REPORT relative to designating the residential areas surrounding Cal State University Los Angeles as "University Hills."

Recommendations for Council action, pursuant to Motion (Villaraigosa - Reyes):

1. DESIGNATE the area bounded by Mariana Avenue on the west, Valley Boulevard on the north, the Long Beach Freeway (710) on the east, and Eastern Avenue on the south as "University Hills."
2. INSTRUCT the Department of Public Works to implement the designation of "University Hills."
3. INSTRUCT the Department of Transportation to design and install signs (with a blue background, white text, and City logo at the top) at the following locations, or at other appropriate locations, in order to identify "University Hills:":
  - a. Valley Boulevard at Beatie Place.
  - b. Valley Boulevard at Highbury Avenue.
  - c. Eastern Avenue at Medford Street.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

SUMMARY

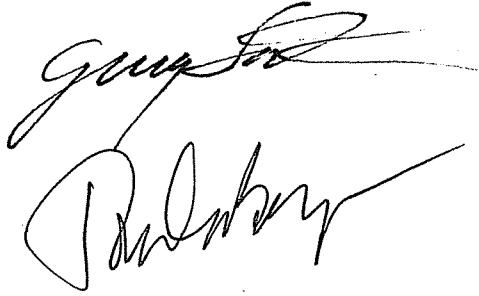
On May 11, 2004, Council referred Motion (Villaraigosa - Reyes), relative to designating the residential areas surrounding Cal State University Los Angeles as "University Hills", to the Public Works Committee for consideration. The subject Motion reports that Council District 14 is comprised of a variety of communities and neighborhoods, each with its own unique characteristics and history. To recognize these communities and to provide local residents with a unique sense of identity and pride, the City designates a certain geographic area with a name based upon historical significance, location, and other unique characteristics.

The Motion further reports that within the neighborhood of El Sereno, is an area that is known as "University Hills" which is comprised of the residential areas surrounding the California State University Los Angeles campus. The residents and stakeholders in this community have asked that the City designate their community as "University Hills" by installing signs at several locations in the area. The University Hills Neighborhood Committee recently voted on this issue and agreed to officially request the new designation.

At a special meeting held August 13, 2004, the Public Works Committee considered this matter and recommended that Council approve the recommendations contained within Motion (Villaraigosa - Reyes). This matter is now submitted to Council for its consideration.

Respectfully submitted,

PUBLIC WORKS COMMITTEE



MEMBER	VOTE
SMITH:	YES
LABONGE:	YES
PERRY:	ABSENT
AA	
08/18/04	
CD14	
#040944	

SEP 07 2004 - CONTINUED TO September 14, 2004

SEP 14 2004 - CONTINUED TO OCTOBER 12, 2004

**RPT.**

**ADOPTED**

OCT 12 2004

**LOS ANGELES CITY COUNCIL**



COUNCIL VOTE

Oct 12, 2004 10:45:39 AM, #8

ITEM NO. (15)

Voting on Item(s): 15

Roll Call

CARDENAS	Yes
GARCETTI	Yes
GREUEL	Absent
HAHN	Absent
LABONGE	Yes
LUDLOW	Yes
*MISCIKOWSKI	Yes
PARKS	Yes
PERRY	Yes
REYES	Yes
SMITH	Absent
VILLARAIGOSA	Yes
WEISS	Yes
ZINE	Yes
PADILLA	Yes

Present: 12, Yes: 12 No: 0

COUNCIL VOTE

Sep 14, 2004 11:30:39 AM, #6

ITEM NO. (9)

Voting on Item(s): 9

Roll Call

CARDENAS	Yes
GARCETTI	Absent
*GREUEL	Yes
HAHN	Yes
LABONGE	Yes
LUDLOW	Yes
MISCIKOWSKI	Absent
PARKS	Absent
PERRY	Absent
REYES	Yes
SMITH	Yes
VILLARAIGOSA	Yes
WEISS	Yes
ZINE	Yes
PADILLA	Absent
Present: 10, Yes: 10 No: 0	

TO RECONSIDER  
& CONTINUE

**PUBLIC WORKS COMMITTEE**

**SUGGESTED NOTIFICATION OF COUNCIL ACTION**

Council File No. 04-0944

Council Member(s) 14, 1

Petitioner/Communicant \_\_\_\_\_

Board of Public Works (Mail Stop 465) \_\_\_\_\_

Bureau of Accounting (Mail Stop 470) \_\_\_\_\_

Bureau of Contract Administration (Mail Stop 480) \_\_\_\_\_

Bureau of Engineering (Mail Stop 901) Land Development/Real Estate Div

Bureau of Street Services (Mail Stop 550) \_\_\_\_\_

Bureau of Street Lighting (Mail Stop 545) \_\_\_\_\_

Fire Department \_\_\_\_\_

Police Department \_\_\_\_\_

Controller \_\_\_\_\_

Mayor (with/without file) \_\_\_\_\_

Chief Legislative Analyst \_\_\_\_\_

City Administrative Officer \_\_\_\_\_

City Attorney (with blue sheet) \_\_\_\_\_

City Clerk \_\_\_\_\_

DOT (Mail Stop 725) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

PUBLIC WORKS  
MAY 11 2004

MOTION

Council District 14 is comprised of a variety of communities and neighborhoods, each with its own unique characteristics and history. To recognize these communities and to provide local residents with a unique sense of identity and pride, the City designates a certain geographic area with a name based upon historical significance, location and other unique characteristics.

Within the neighborhood of El Sereno in Council District 14 there is an area that is known as "University Hills." This area is comprised of the residential areas surrounding the California State University Los Angeles campus.

The residents and stakeholders in this community have asked that the City of Los Angeles designate their community as "University Hills" by installing signs at several locations in the area. The University Hills Neighborhood Committee recently voted on this issue and agreed to officially request the new designation.

CD  
14

In order to proceed with this designation, action is needed to approve it and to direct the Department of Public Works (Bureau of Engineering) and Department of Transportation to provide the necessary resources to implement the Designation for the "University Hills" neighborhood.

THEREFORE MOVE that the area bounded by Mariana Avenue on the west, Valley Boulevard on the north, the Long Beach Freeway (710) on the east, and Eastern Avenue on the south be officially designated as "University Hills."

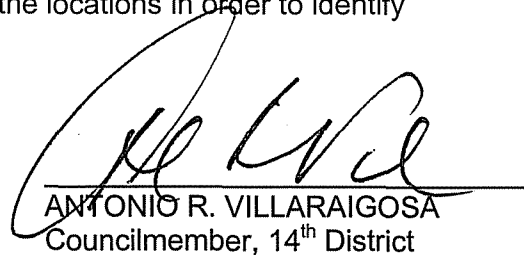
FURTHER MOVE that the Department of Public Works be directed to implement the designation of "University Hills."

FURTHER MOVE that the Department of Transportation be instructed to design and install signs at the following locations, or at other appropriate locations, in order to identify "University Hills."

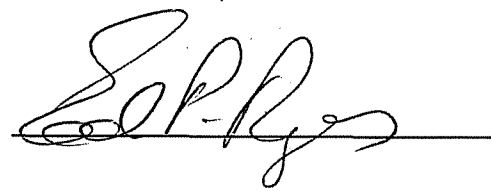
- On Valley Blvd at Beatie Place
- On Valley Blvd at Highbury Avenue
- On Eastern Avenue at Medford Street

FURTHER MOVE that Department of Transportation be instructed to install signs with a blue background with white text and a City logo at the top at the locations in order to identify "University Hills."

PRESENTED BY:

  
ANTONIO R. VILLARAIGOSA  
Councilmember, 14<sup>th</sup> District

SECONDED BY:



AP

MAY 11 2004