



DATE / DEC 16 2010

FILE CODE /

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CRA File No. 9295
Council District: 13
Contact Person: Neelura Bell
(323) 960-2663

Honorable Council of the City of Los Angeles
John Ferraro Council Chamber
200 N. Spring Street
Room 340, City Hall
Los Angeles, CA. 90012

COUNCIL TRANSMITTAL:

Transmitted herewith, is a Board Memorandum adopted by the Agency Board on December 16, 2010 for City Council review and approval in accordance with the "Community Redevelopment Agency Oversight Ordinance" entitled:

VARIOUS ACTIONS RELATED TO:

Hollywood Beautification Team Bioswale. Adopt findings authorizing the execution of a contract with and the provision of up to \$20,000 to Hollywood Beautification Team to construct a City-owned bioswale as part of the offsite improvements relating to the development of Hollywood Beautification Team's new headquarters facility at 1737 North Cherokee Avenue in the Hollywood Redevelopment Project Area.

HOLLYWOOD & CENTRAL REGION (CD 13)

RECOMMENDATION

That City Council approve recommendation two (2) on the attached Board Memorandum.

ENVIRONMENTAL REVIEW

The recommended actions together with the construction of the Bioswale, are categorically exempt from the California Environmental Quality Act (CEQA), pursuant to Sections 15304 and 15311 of the State and CRA/LA CEQA Guidelines.

FISCAL IMPACT STATEMENT

There is no negative impact on the City's General Fund.

Christine Essel, Chief Executive Officer

cc: Sharon Gin, Office of the City Clerk (Original & 3 Copies on 3-hole punch)
Lisa Johnson Smith, Office of the CAO
Ivania Sobalvarro, Office of the CLA
Steve Ongele, Office of the Mayor
Noreen Vincent, Office of the City Attorney
Council President Eric Garcetti, CD 13

MEMORANDUM

6

HW2991

DATE: DECEMBER 16, 2010

TO: CRA/LA BOARD OF COMMISSIONERS

FROM: CHRISTINE ESSEL, CHIEF EXECUTIVE OFFICER

STAFF: LESLIE LAMBERT, REGIONAL ADMINISTRATOR
NEELURA BELL, PROJECT MANAGER

SUBJECT: **Hollywood Beautification Team Bioswale.** Adopt findings authorizing the execution of a contract with and the provision of up to \$20,000 to Hollywood Beautification Team to construct a City-owned bioswale as part of the offsite improvements relating to the development of Hollywood Beautification Team's new headquarters facility at 1737 North Cherokee Avenue in the Hollywood Redevelopment Project Area.

HOLLYWOOD & CENTRAL REGION (CD 13)

RECOMMENDATION(S)

That the CRA/LA Board of Commissioners, take the following action(s):

1. Adopt, and request that the City Council adopt, a Joint Resolution pursuant to Sections 33445 and 33421.1 of the Health and Safety Code finding that the provision of up to \$20,000 consisting of \$14,000 in AB 1290 funds and \$6,000 in Tax Increment Funds in Budget Line Item Public Improvements for the construction of a City-owned bioswale as part of the offsite improvements in connection with the development of Hollywood Beautification Team's new headquarter facility: (i) is of benefit to the Hollywood Redevelopment Project Area by helping to eliminate blight within that project area, (ii) is the only reasonably available means of financing the public improvements, (iii) is consistent with the adopted implementation plan for that project area, and (iv) is necessary to effectuate the purposes of the Hollywood Redevelopment Plan.

And, that the CRA/LA Board of Commissioners, subject to City Council approval:

2. Authorize the Chief Executive Officer or designee to execute and take any action necessary to carry out a Funding Agreement providing up to \$20,000 to Hollywood Beautification Team for the construction of a City-owned bioswale that is part of the development of Hollywood Beautification Team's new headquarter facility located at 1737 North Cherokee Avenue in the Hollywood Redevelopment Project Area.

SUMMARY

The Hollywood Beautification Team (HBT) is nearing the completion of the construction of its new headquarters facility which has included the incorporation of sustainable building practices. One of the offsite elements is the installation of a bioswale in the parkway area fronting the building. The bioswale will be a City-owned improvement and will serve the water recapturing needs of HBT's site and also storm runoff that flows down Cherokee Avenue that has typically gone into the drains at the corner of Hollywood Boulevard. It has been designated a "Green Streets" project by the City of Los Angeles' Department of Public Works which will assist in

obtaining the permit and performing construction oversight. The system has been designed by Alice Gong, Watershed Management Engineer of the City's Bureau of Engineering.

DISCUSSION & BACKGROUND

Location

The property is located at 1737 North Cherokee Avenue in the Hollywood Redevelopment Project area. HBT owns the site and has recently completed the construction of a 4,000 square feet building on the 18,000 square feet lot.

Developer Entity

HBT was formed in 1992 as a local non-profit organization by neighborhood volunteers, who implement various kinds of community based projects in order to build healthy, cleaner neighborhoods and schools. A key component of the organization's operations has included providing educational workshops and vocational training for at-risk youth. Under the leadership of Ms. Sharyn Romano, President, HBT has been responsible for adopting over 120 public schools, hiring 2,500 youth, creating 250 wall murals, and providing instructions in arts or environmental issues that mentored over 31,000 children in interactive tree planting, arts and graffiti, and litter removal and maintenance of streets, storm drains, and alleys throughout the Project Area. HBT is also a leader in the Mayor's Million Trees Initiative and has planted over 2,000 trees. HBT works with various communities improving school campuses, courts, neighborhood and business districts, HBT is a grassroots organization committed to develop and implement educational opportunities which create cost efficient green elements with community engagement. The Clean, Safe, Job Training and Beautification Program is designed to remove blighting influences to enhance the aesthetics of the Hollywood community, to encourage new investment and to improve the quality of life for the community.

Selection Process

HBT and Council District 4 staff approached CRA/LA directly for funding of this project.

Description and Project Context

The bioswales component of the project involves removing the existing sidewalk, installing the required fill, planting plants and installing the new curbs and partial sidewalk. Since the scope of work is within the purview of HBT's technical expertise, the company prefers to perform this work itself rather than hire another contractor. Additionally, by doing the work itself, the project offers yet another opportunity to enable HBT to hire and train local youth. This project is the focus of their Youth Employment Program that they will be implementing in collaboration with the Community Development Department (CDD). Some of the labor costs for the project will be covered with a matching grant from the Youth Employment Program. It is a pilot "green" program that CDD and HBT intend to use as a model for the City's application for federal grants. Expanding upon HBT's history of working with at risk youth since 1993, with this new effort, the organization will have the opportunity to provide the youth with new skills in an emerging industry. Through their participation in the implementation of this project, the youth will learn about the environmental benefits of water capture systems and receive hands on experience in the field work.

HBT's expertise and experience to perform the work includes holding a State License as a Landscape Contractor (3743488) and having served as a contractor for the Department of Public Works since 1995. Over this time period, the organization has cut, removed and installed sidewalks, curbs, and tree wells. Other experience includes installation of irrigation systems,

plants, trees, medians, hardscape and street furniture. Some masonry skills will be required as part of the contract for which HBT will sub-contract.

Community Benefits

The applicable CRA/LA policy which applies to this project is Prevailing Wages for the bioswale component only. Due to the small amount of CRA/LA's funding, all other policies are not applicable.

Other community benefits from the project will include the installation of the system that will improve water capture that runs off along the entire west side of the street. Local residents and at-risk youth will also benefit from the job training opportunity.

Findings

California Health and Safety Code Sections 33445 and 33421.1 permit a redevelopment agency to use redevelopment funds to construct and install required offsite public improvements if certain findings can be made, which findings are summarized here and set forth in the proposed Joint Resolution attached hereto as Attachment B - Resolution.

- Finding 1: 33445(a) (1) The improvements must be of benefit to the funding Project Area by helping to eliminate blight in the project area. Section 401.1 of the Hollywood Project Area Redevelopment Plan states "The Agency proposes to eliminate and prevent the spread of blight and blighting influences, and to strengthen the economic base of the Project Area and the community by: Installation, construction, or re-construction of streets, utilities and other public facilities and improvements." The installation of the bioswale in conjunction with the building of HBT's new headquarters will benefit the Project Area in that it will help to eliminate blight through improving the quality of the environment by coordinating the provision of high quality public improvements and installing, constructing or re-constructing streets, utilities and other public facilities and improvements. In addition to serving the specific water recycling goals for HBT's facility, the bioswale will also mitigate a long-time problem of rain water overflow from the higher grade on Cherokee Avenue on to Hollywood Boulevard.
- Finding 2: 33445(a) (2) There is no other reasonable means of financing the public improvements. The proposed CRA/LA funds are the only funds available for the construction and the monitoring of construction of the subject public improvements. Although the City balanced its budget in FY2010-2011, it will face a budget gap of an estimated \$318.5 million in FY2011-2012, with potentially larger gaps occurring in subsequent years. The City is addressing the current City budget shortfall by both reducing the funds allocated for and delaying the implementation of public infrastructure projects. The City does not have additional funds to either authorize or appropriate General Funds or grant funds for this type of public improvement. HBT, a small non-profit organization, also does not have the resources available for the construction of the bioswale. It was not an original feature of the project for which grant and public funding resources had already been raised. However, during the inspection of the project by a

city engineer, it was highly recommended that instead of the project meeting the City's old and waning requirements, better long-term environmental impacts could be achieved by the installation of a bioswale. HBT did not have sufficient contingency funds to pay for this additional cost. The CRA/LA has designated the use of AB1290 and tax increment funds to undertake public improvement projects in conjunction with the development of projects by other entities.

Finding 3: 33445(a) (3) The payment of funds for the acquisition of land or the cost of buildings, facilities, structures, or other improvements that are publicly owned is consistent with the implementation plan. The Hollywood Redevelopment Plan identifies inadequate public improvements as blighting conditions. Section C.5.f of the Implementation states as a goal: "Improve the quality of the environment, promote a positive image for Hollywood, and provide a safe environment through mechanisms such as: coordinating the provision of high quality public improvements. As new projects such as HBT's new headquarters are designed and developed incorporating sustainable features and practices, new public improvement infrastructure must be provided to accommodate and make them fully useable.

Finding 4: Section 33421.1 The provision of the bioswale improvements is necessary to effectuate the purposes of the redevelopment plan. Section 401.1 of the Redevelopment Plan calls for the installation of public improvements, and Section C.5.f of the Implementation Plan has a goal to coordinate the provision of high quality public improvements. CRA/LA's financial support of the bioswale will address the stated purpose of the Redevelopment Plan and specific activity of the Implementation Plan.

Financial Analysis

CRA/LA will only be funding the construction of the bioswales portion of the project. The City Council initially directed the use of \$14,000 in AB1290 funds for this purpose. However, prevailing wage requirements and a more recent bid estimate raise the projected costs to \$18,383.90. CRA/LA staff is recommending funding approval of up to \$20,000 to include a small contingency of 8%. The additional funds will come from tax increment funds.

SOURCE OF FUNDS

AB 1290 Funds(\$14,000) and Tax Increment Funds (\$6,000).

PROGRAM AND BUDGET IMPACT

This action is consistent with the adopted FY2011 Budget and Work Program relating to the Hollywood Redevelopment Project Area. Following the approval of this Project, \$15,621,074 of \$16,136,900 for Public Improvements will remain in the budget. Sufficient funds exist to make any legally-required State ERAF payments in FY11. There is no impact on the City's General Fund.

As part of the City's approved FY2009-10 Proposed Budget, Council revised the AB1290 policy to transfer the City's share of FY2009-10 and future AB1290 funds to the City's General Fund

less "Commitments" and "Planned Uses." For the purposes of this revised policy, this proposed project would be tracked as a "planned use" and thus would be an eligible AB1290 funded project. The council office submitted correspondence requesting the use of AB 1290 funds for this purpose. (See Attachment D – LaBonge/Garcetti AB1290 Letter.)

ENVIRONMENTAL REVIEW

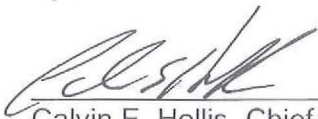
The recommended actions together with the construction of the Bioswale, are categorically exempt from the California Environmental Quality Act (CEQA), pursuant to Sections 15304 and 15311 of the State and CRA/LA CEQA Guidelines.

AUTHORITY GRANTED TO CEO OR DESIGNEE

If the funding agreement is approved, the CRA/LA Chief Executive Officer or designee would be authorized to take such actions as may be necessary to issue a contract to construct the bioswale.

Christine Essel
Chief Executive Officer

By:



Calvin E. Hollis, Chief Operating Officer
Real Estate and Economic Development

There is no conflict of interest known to me which exists with regard to any CRA/LA officer or employee concerning this action.

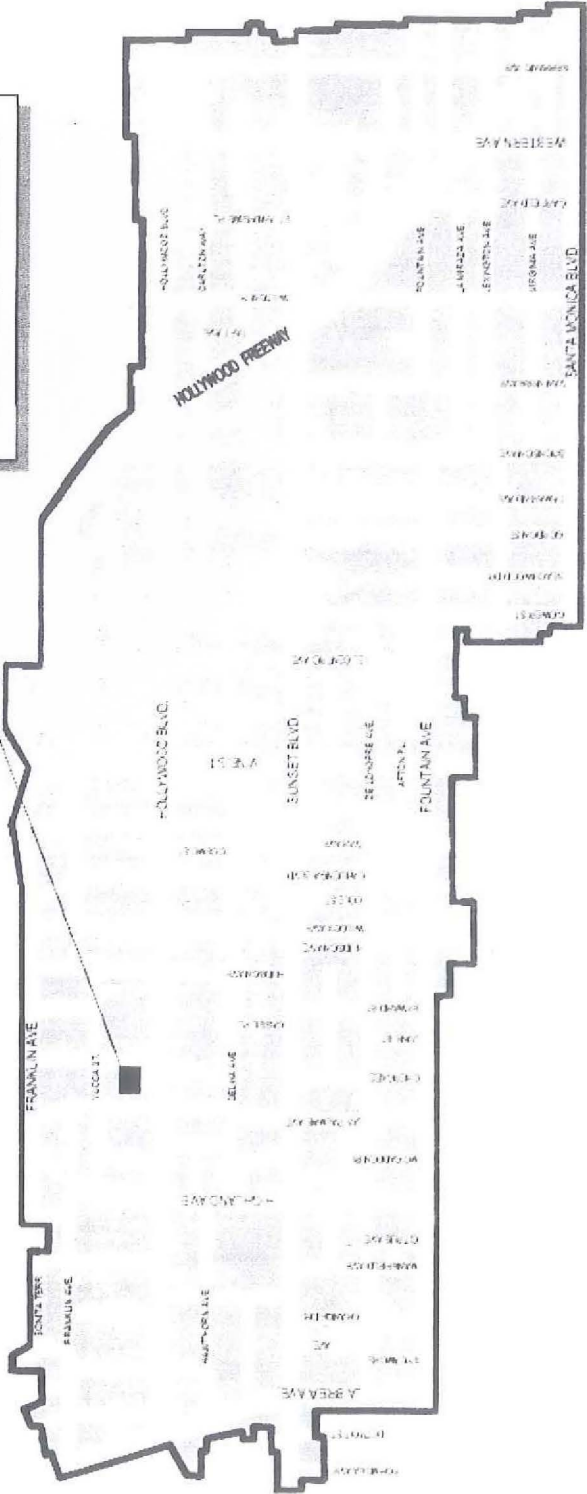
ATTACHMENTS

Attachment A: Location Site Map, Renderings and Pictures
Attachment B: Resolution
Attachment C: AB1290 Council Letter

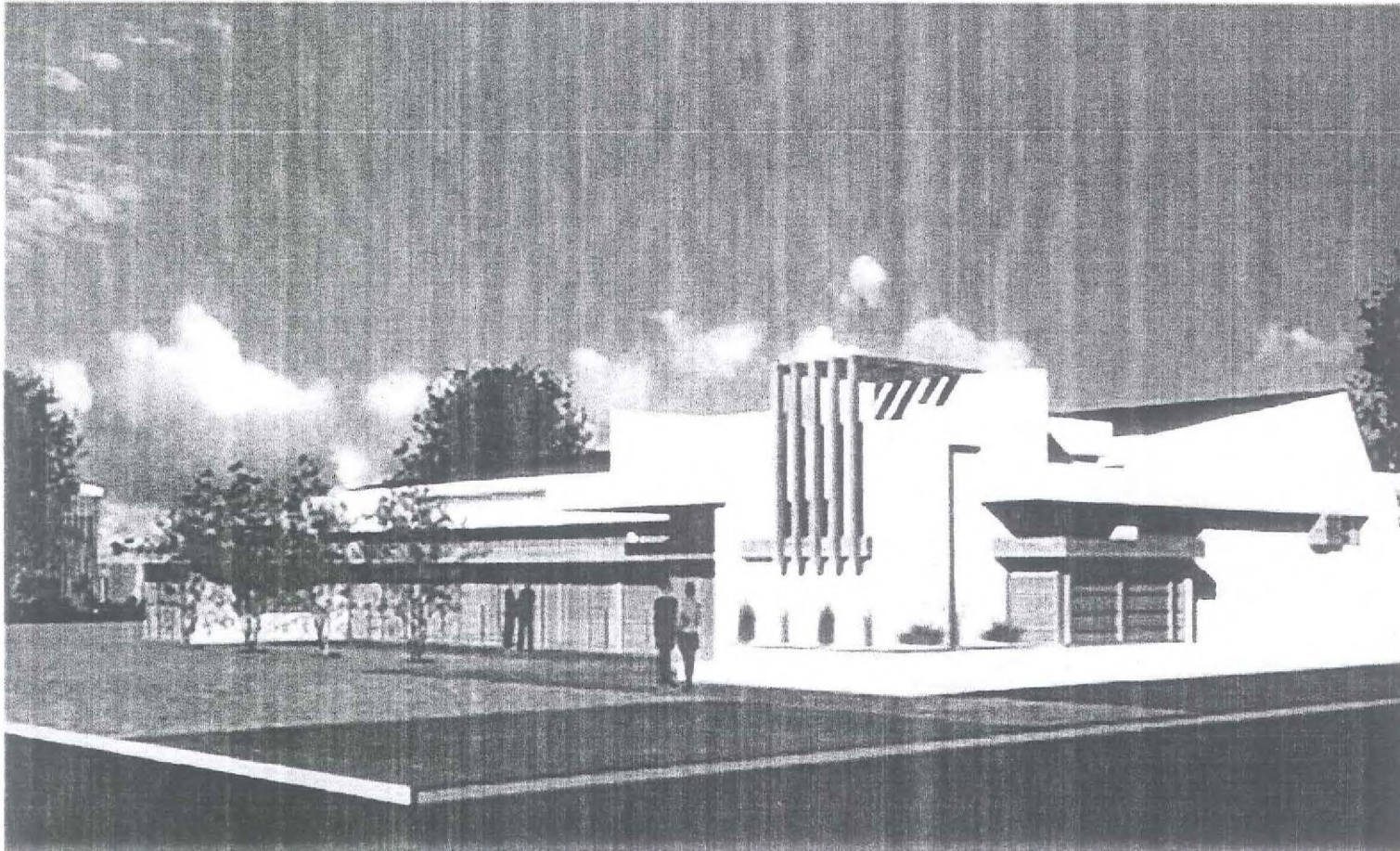
ATTACHMENT A
SITE MAP, RENDERINGS AND PICTURES

Hollywood
CRA/LA

PROJECT SITE
1737 North Cherokee



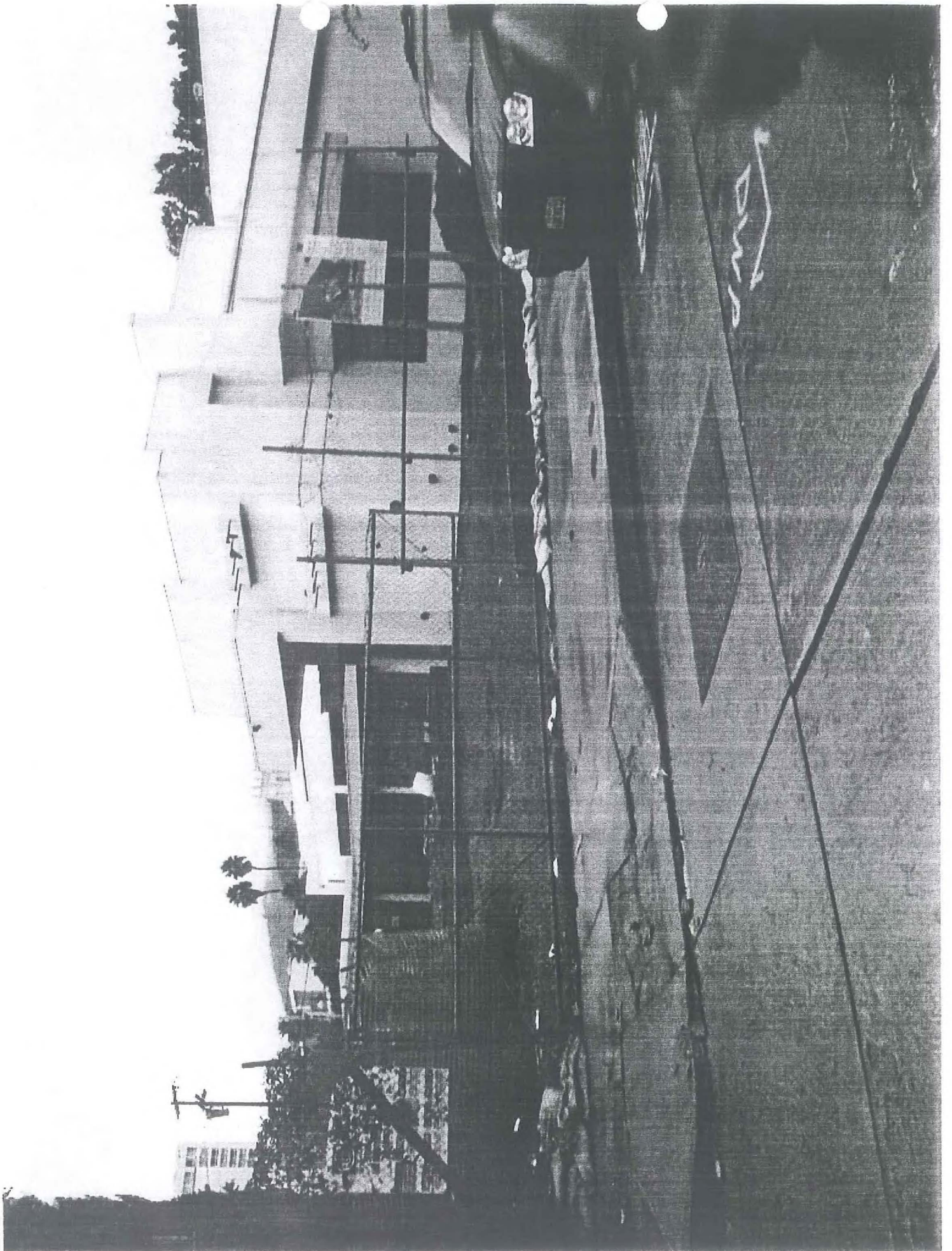
Not to Scale NORTH

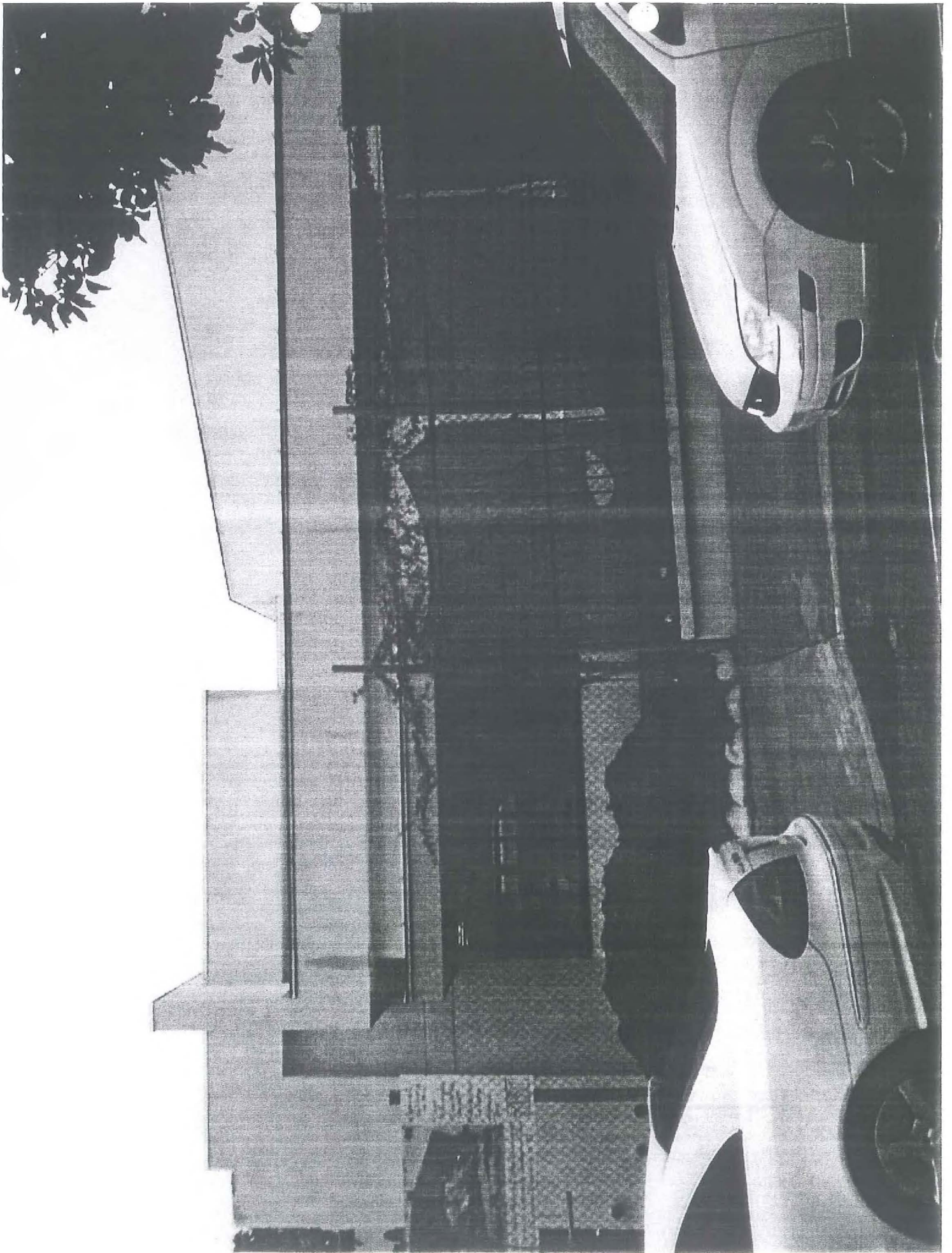


The Gruen design is Mid-Century Modern, modeled after designs developed by Rudolf M. Schilder in the 1920-50s. Several historic sites still exist in the Hollywood area.

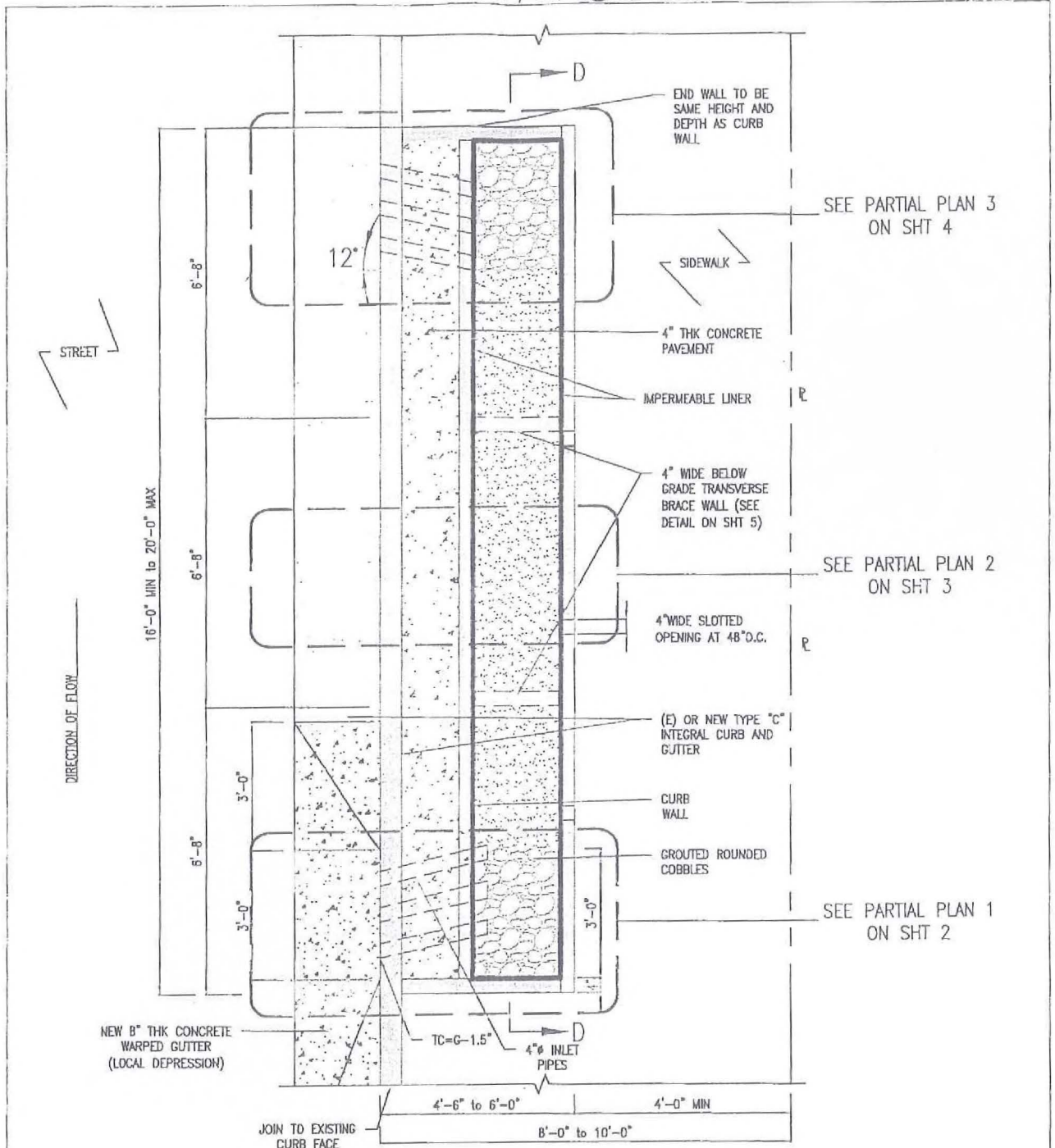
HOLLYWOOD / LOS ANGELES BEAUTIFICATION TEAM
HEADQUARTERS

GRUEN ASSOCIATES
January 2005




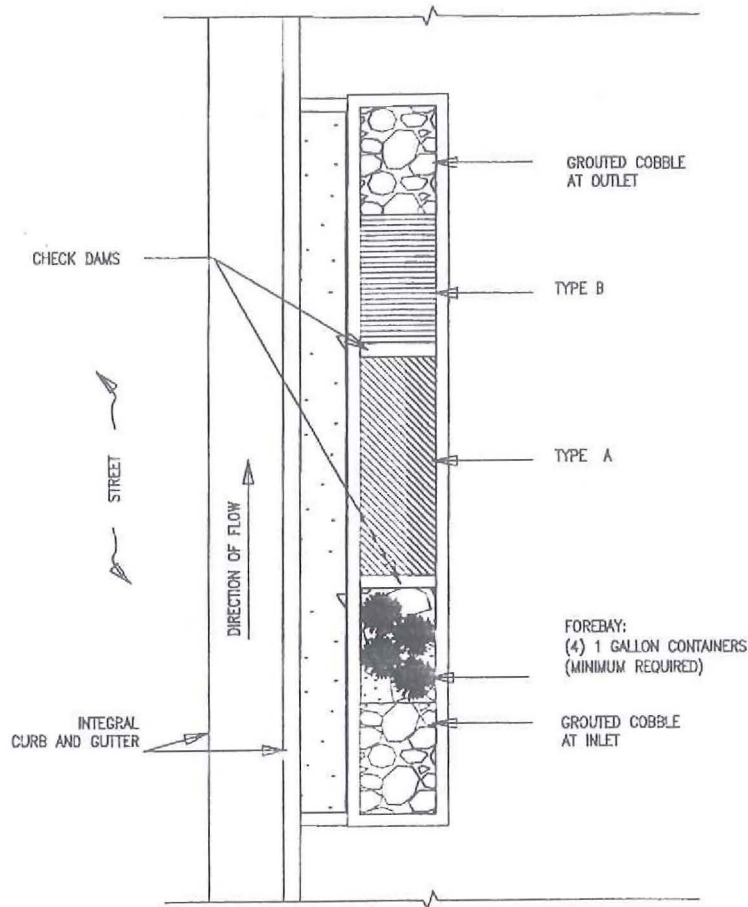


Channel



PLAN

DEPARTMENT OF PUBLIC WORKS			STANDARD PLAN S-482-0	
PARKWAY SWALE IN LOCAL/COLLECTOR STREETS			SYMBOLS	REFERENCES
PREPARED ALICE GONG, DE49107 ENRIQUE ZALDIVAR, DIRECTOR CHECKED PATRICK LEE, DE42448	SUBMITTED JEONG PARK ENGINEER OF DESIGN KEN REDD DEPUTY CITY ENGINEER	APPROVED GARY LEE MOORE, P.E. CITY ENGINEER		
			VAULT INDEX NUMBER:	
			PART 1 OF 3 SHEETS	



PLANTING TEMPLATES (SCHEMATIC ONLY*)

* SEE APPROVED PLANT MATERIAL LIST ON SHEET 9 OF STANDARD PLAN NO. S-484.
 PLANTED FOREBAY WITH APPROVED TOPSOIL IS REQUIRED. PLANTING PLANS
 MAY BE ALTERNATED OR COMBINED.

PLANTING MATERIALS AND OBJECTIVES:



FOREBAY:
 REDUCE INFLOW VELOCITY AND REDUCE EROSION.



TYPE A:
 INCLUDES A PLANTED FOREBAY. USE INUNDATION TOLERANT SPECIES WITH GROWTH FORMS THAT REDUCE INFLOW VELOCITY
 AND ROOTS THAT ASSIST IN EROSION CONTROL. INSTALL WITH MULCH OR PEAGRAVEL.



TYPE B:
 INUNDATION AND DROUGHT TOLERANT SPECIES WITH ROOT SYSTEMS THAT RESISTS EROSION.
 INSTALL WITH MULCH OR PEAGRAVEL.

ATTACHMENT "B"

Resolution No. _____

A JOINT RESOLUTION OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA AND THE LOS ANGELES CITY COUNCIL MAKING THE FINDINGS FOR THE CONSTRUCTION OF HOLLYWOOD BEAUTIFICATION/CHEROKEE AVENUE BIOSWALE TO BE OF BENEFIT TO THE HOLLYWOOD REDEVELOPMENT PROJECT AREA IN ACCORDANCE WITH THE CALIFORNIA HEALTH AND SAFETY CODE SECTIONS 33445 and 33421.1

WHEREAS, the Redevelopment Plan for the Hollywood Redevelopment Project Area ("Project Area") was originally adopted by the Los Angeles City Council on May 7, 1986, by Ordinance No. 161,202, and last amended on May 20, 2003, by Ordinance No. 175,236; and,

WHEREAS, the Redevelopment Plan goals for the Project Area include eliminating and preventing the spread of blight by improving the quality of the environment by coordinating the provision of high quality public improvements (Goal 5(f)); and,

WHEREAS, the CRA/LA Board of Commissioners and City Council adopted a Five Year Implementation Plan (2009-2013) on May 15, 2008, that focuses projects on a number of goals including installing, constructing or re-constructing streets, utilities and other public facilities and improvements; and,

WHEREAS, the CRA/LA intends to fund the public improvements, in part, from the Project Area AB1290 funds and Hollywood Tax Increment funds; and,

WHEREAS, the City has insufficient funds available due to a severe budget shortfall, CRA/LA will fund the construction of the bioswale improvements since there are no other reasonable project funding sources available to contribute to the cost of the improvements; and,

WHEREAS, Section 33445 of the California Health and Safety Code authorizes a redevelopment agency, with the consent of the legislative body, to pay all or a part of the cost of the construction or installation of any building, facility, structure or other improvements which are publicly owned inside or outside the redevelopment project area if they are found to be of benefit to the redevelopment project area by helping to eliminate blight in the project from which the redevelopment funds are drawn, if there is no other reasonable means of financing the improvements available to the city, and if the improvements are consistent with the implementation plan for the project area; and

WHEREAS, Section 33421.1 of the California Health and Safety Code states without prior consent of the legislative body the agency may not use its authority under Section 33421 to develop a site for industrial or commercial use so as to provide streets, sidewalks, utilities, or other improvements which an owner or operator of the site would otherwise be obliged to provide; and

THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES, CALIFORNIA

WHEREAS, in giving consent, the legislative body shall make a finding that the provision of such improvement is necessary to effectuate the purposes of the redevelopment plan; and

WHEREAS, the CRA/LA Board of Commissioners and the City Council of the City of Los Angeles, have reviewed and considered the facts and information with respect to the public improvements.

NOW, THEREFORE, THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF LOS ANGELES AND THE CITY COUNCIL OF THE CITY OF LOS ANGELES DO HEREBY FIND AND RESOLVE AS FOLLOWS:

Finding 1: 33445(a) (1) The improvements must be of benefit to the funding Project Area by helping to eliminate blight in the project area.

Section 401.1 of the Hollywood Project Area Redevelopment Plan states "The Agency proposes to eliminate and prevent the spread of blight and blighting influences, and to strengthen the economic base of the Project Area and the community by: Installation, construction, or re-construction of streets, utilities and other public facilities and improvements." The installation of the bioswale in conjunction with the building of HBT's new headquarters will benefit the Project Area in that it will help to eliminate blight through improving the quality of the environment by coordinating the provision of high quality public improvements and installing, constructing or re-constructing streets, utilities and other public facilities and improvements. In addition to serving the specific water recycling goals for HBT's facility, the bioswale will also mitigate a long-time problem of rain water overflow from the higher grade on Cherokee Avenue on to Hollywood Boulevard.

Finding 2: 33445(a) (2) There is no other reasonable means of financing the public improvements.

The proposed CRA/LA funds are the only funds available for the construction and the monitoring of construction of the subject public improvements. Although the City balanced its budget in FY2010-2011, it will face a budget gap of an estimated \$318.5 million in FY2011-2012, with potentially larger gaps occurring in subsequent years. The City is addressing the current City budget shortfall by both reducing the funds allocated for and delaying the implementation of public infrastructure projects. The City does not have additional funds to either authorize or appropriate General Funds or grant funds for this type of public improvement. HBT, a small non-profit organization, also does not have the resources available for the construction of the bioswale. It was not an original feature of the project for which grant and public funding resources had already been raised. However, during the inspection of the project by a city engineer, it was highly recommended that instead of the project meeting the City's old and waning requirements, better long-term environmental impacts could be achieved by the installation of a bioswale. HBT did not have sufficient contingency funds to pay for this

THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY LOS ANGELES, CALIFORNIA

additional cost. The CRA/LA has designated the use of AB1290 and tax increment funds to undertake public improvement projects in conjunction with the development of projects by other entities.

Finding 3: 33445(a) (3) The payment of funds for the acquisition of land or the cost of buildings, facilities, structures, or other improvements that are publicly owned is consistent with the implementation plan. The Hollywood Redevelopment Plan identifies inadequate public improvements as blighting conditions. Section C.5.f of the Implementation Plan states as a goal: "Improve the quality of the environment, promote a positive image for Hollywood, and provide a safe environment through mechanisms such as: coordinating the provision of high quality public improvements. As new projects such as HBT's new headquarters are designed and developed incorporating sustainable features and practices, new public improvement infrastructure must be provided to accommodate and make them fully useable.

Finding 4: Section 33421.1 The provision of the bioswale improvements is necessary to effectuate the purposes of the redevelopment plan.

Section 400.1 of the Redevelopment Plan calls for the installation of public improvements, and Section C.5.f of the Implementation Plan has a goal to coordinate the provision of high quality public improvements. CRA/LA's financial support of the bioswale will address the stated purpose of the Redevelopment Plan and specific activity of the Implementation Plan.

ADOPTED BY THE CRA/LA: _____

ADOPTED BY THE CITY COUNCIL: _____

ATTACHMENT C
COUNCIL LETTER

Neutral - FYE



CITY COUNCIL OF THE CITY OF LOS ANGELES

TOM LABONGE
COUNCILMEMBER 4TH DISTRICT

ROOM 480, CITY HALL
100 N. WILSON ST., LOS ANGELES
CA 90012
TEL: 425-8557
FAX: 213-204-7811

RECEIVED
MAY 08 2009
CRA-HOLLYWOOD

May 4, 2009

Leslie Lambert
Regional Administrator
Community Redevelopment Agency
6255 Sunset Boulevard, Suite 2206
Hollywood, CA 90028

RE: Hollywood AB1290 funds for Hollywood Beautification Team Bioswales

Dear Ms. Lambert:

The Hollywood/Los Angeles Beautification Team (H/LABT) is currently building its new green headquarters in the heart of Hollywood to permanently house its operations and educational programs. This facility promises to be a template for sustainable building incorporating as many "green" concepts as possible to reduce the use of our natural resources. Included in the design are the installation of Bioswales in the parkway area fronting the building.

Therefore, we request to allocate \$14,000 from the Council District 4 portion of the Hollywood AB1290 funds toward the construction of the Bioswales along the frontage of the new H/LABT Headquarters facility at 1737 N. Cherokee Avenue.

If you have any questions, please contact CD4 Director of Finance Jeanne Min at (213) 473-7004.

Sincerely,

TOM LABONGE
Councilmember, 4th District

ERIC GARCETTI
Council President, 13th District