

COMMUNICATION

TO: LOS ANGELES CITY COUNCIL

FILE NO. 11-2057

**FROM: COUNCILMEMBER BERNARD C. PARKS, CHAIR
EDUCATION AND NEIGHBORHOODS COMMITTEE**

COMMUNICATION FROM CHAIR, EDUCATION AND NEIGHBORHOODS COMMITTEE relative to the installation of signs identifying the community of Rose Hills.

Recommendation for Council action, as initiated by Motion (Huizar – Rosendahl):

INSTRUCT the Los Angeles Department of Transportation (LADOT) to install signs identifying the existing community of Rose Hills, in Council District 14 in Northeast Los Angeles, at the following locations:

1. Monterey Road North on the west side, south of Monterey Road before entering the Community of Hermon at the Monterey Road Pass.
2. The corner of Huntington Drive North and Collis, on the second light pole in the center median south of Collis.
3. Soto Street North on the eastside of Soto Street North and Mission, before the Soto Street Bridge.
4. Mission at Broadway Place, north of Broadway Place on the east side of the street.
5. Mercury at Raynol Place, east of Raynol Place on the south side of the street.

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

Community Impact Statement: None submitted.

SUMMARY

At a regular meeting held on June 18, 2013, the Chair of the Education and Neighborhoods Committee considered Motion (Huizar – Rosendahl) relative to the installation of signs identifying the community of Rose Hills in Council District 14. Rose Hills is one of several communities located within the greater El Sereno community and the boundaries of the LA32 Neighborhood Council.

A representative of the Councilmember for the 14th District appeared before the Committee Chair and reported that the Motion is requesting replacement and installation of three previously existing signs identifying the community of Rose Hills that were removed due to vandalism. The representative noted that support for the replacement of the signs occurred in the form of the collection of 314 signatures (of the required 500 signatures) on a Petition for Naming / Renaming Community, at the request of the Councilmember for the 14th District. However, this occurred prior to the staff of the 14th Council District learning that a petition was not necessary since there is an exemption to the Community Naming / Renaming policy for existing communities. Therefore, under the exemption, the Councilmember introduced the Motion requesting the replacement of the signs. However, the signatures that were collected have been submitted into the record, along with additional documentation of the prior existence of this community and its identifying signs, as written public comment.

The representative of Council District 14 further noted that since the time the Motion was presented in 2011, redistricting has occurred and portions of the Rose Hills community that were formerly in Council District One are now in Council District 14. Therefore the Motion is being amended to add two additional signs: one at Mission and Broadway and the other at Mercury and Raynol, for a total of five signs.

During public comment, concerns were expressed by members of the community whether the City has officially recognized Rose Hills as a community; what, if any, are the officially recognized boundaries of this community; and whether the appropriate level of outreach has occurred relative to installation of the Rose Hill community signs. Additionally, members of the community spoke of their support for the community of Rose Hills and the installation of the signs identifying the community, as well as the long-standing existence and recognition of the community.

After consideration, the Committee Chair recommended that the Council approve the Motion as amended. This matter is now forwarded to the Council for its consideration.

Respectfully submitted,

COUNCILMEMBER BERNARD C. PARKS, CHAIR
EDUCATION AND NEIGHBORHOODS COMMITTEE

<u>MEMBERS</u>	<u>VOTE</u>
PARKS:	YES
PERRY:	ABSENT
ZINE:	ABSENT

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