

MOTION

Hollywood Sign Neighborhood and Hillside Safety

Los Angeles has been breaking and setting tourism records in the City since 2011. In 2015, Los Angeles crossed the 45 million visitors mark, with the LA Tourism & Convention Board recording a 2.8% increase from the prior year. 2016 tourism numbers jumped above 47 million, a 4% increase, and on track to reach the Board's goal of 50 million annual visitors by 2020.

The impact of tourism in Los Angeles is substantial and has had a particularly strong impact in the neighborhoods adjacent to the Hollywood Sign. To address the rising issues that tourism is causing in these neighborhoods, Council District 4 has been using discretionary funds to provide for additional Parking Enforcement and LAPD oversight in the area. This need for enforcement has been steadily increasing and the current funding source is not an appropriate avenue for long-term problems caused by a citywide drive for increased tourism.

A stable, non-discretionary source of funding to appropriately maintain traffic and public safety goals in Hollywood Sign adjacent neighborhoods is necessary to reduce liability to the city. Current congestion in these neighborhoods and lack of an adequate public safety personnel presence consistently generate public safety hazards, including limited access for first responders and increased fire hazards. As this location, unlike others in the 4th District, was not built with the intent to be a tourist attraction, the City has a responsibility to help address this issue, especially given the revenues the City makes from the tourism influx.

I THEREFORE MOVE that the Department of Transportation, Los Angeles Police Department, and Department of Recreation and Parks be instructed to develop and submit a budget request for consideration as part of the 2018-19 Mayor's Proposed Budget, identifying needed resources to adequately manage traffic and public safety issues around the Hollywood Sign and in adjacent neighborhoods.

PRESENTED BY: David E. Ryu
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Councilmember, 4th District

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