

CITY OF LOS ANGELES  
INTER-DEPARTMENTAL CORRESPONDENCE

COUNCIL FILE: 18-0057

**DATE:** June 15, 2018

**TO:** The Honorable Members of the Arts, Entertainment, Parks and River Committee

**FROM:** Sharon M. Tso *KEK*  
Chief Legislative Analyst

Michael Shull *Dix 1-For*  
General Manager, Recreation and Parks

**SUBJECT:** Feasibility of the Dixon Study recommendations regarding pedestrian and vehicular issues related to the Hollywood Sign viewing areas.

**RECOMMENDATIONS**

That the City Council,

1. Subject to the approval of the Mayor, approve recommendations 1 through 30, as detailed below and summarized on Attachment 1, regarding the 29 recommendations in the Dixon Study to provide instructions to staff to initiate the next steps for those Strategies that have been determined to be feasible.
2. Instruct the City Administrative Officer (CAO) to review the Strategies approved by the City Council, if any, and recommend potential funding sources and a funding plan for this fiscal year and future budgets, as appropriate.

**SUMMARY**

On February 14, 2018, the Arts, Entertainment, Parks and River (AEPR) Committee held a public hearing on Motion (Ryu-Buscaino) (CF 18-0057) regarding a report commissioned by Council District 4 for improving park access, safety and mobility in Griffith Park and around the Hollywood Sign. That report, entitled "Comprehensive Strategies Report - Improving Access, Safety, and Mobility around Griffith Park & the Hollywood Sign" was prepared by Dixon Unlimited Inc. (Dixon, Dixon Study) in January 2018. Dixon had previously worked with the Department of Recreation and Parks beginning in 2015 to create the Griffith Park Transportation and Access Plan, which resulted in the implementation of paid parking near the Griffith Observatory, re-routing the traffic flow near the Griffith Observatory, and creating a seven-day-a-week DASH shuttle service connecting to the Metro Red Line.

The January 2018 prepared by Dixon has been presented and discussed as follows:

- An informational presentation was made to the Board of Recreation and Parks Commissioners in January 2018.
- A full briefing was provided for city officials including the Mayor's Office, the Department of Recreation and Parks, the Los Angeles Department of Transportation (LADOT), the Bureau of Engineering (BOE), Los Angeles Fire Department, Los Angeles Police Department (LAPD) and the City Attorney in February 2018.
- Since the release of the Dixon Study, site visits have been conducted by a number of departments to review the specific proposals including BOE, LADOT, and Recreation and Parks, in addition to Council staff.
- An informational presentation was made to Griffith Park Advisory Board (GPAB) at a publicly-noticed meeting on March 8, 2018. The GPAB, as well as the Hollywood United Neighborhood Council have discussed the Dixon Study at multiple public meetings and provided feedback to city officials or submitted comments to the Council File.

The Dixon Study includes a total of 29 strategies. Attachment 1 summarizes those Strategies, with reference numbers provided for the purposes of this report.

Subsequent to the February 14, 2018 meeting of the AEPR Committee, the City Council approved the following recommendations from the Committee on February 28, 2018:

- Instruct the Department of Recreation and Parks, with the assistance of the Los Angeles Department of Transportation, Bureau of Engineering, Chief Legislative Analyst (CLA) and any other necessary departments, to report on the feasibility of implementing proposed strategies from the 2018 Griffith Park Comprehensive Strategies Report, attached to the Council file, which is designed to study the traffic and congestion impacts at various entry and exit points around Griffith Park. The report should include recommendations on the most beneficial, economical and highest priority strategies for the City to implement as fast as possible.
- Instruct the City Administrative Officer (CAO) to review and provide recommendations of potential funding sources to implement the prioritized strategies from the study.

The Dixon Study suggests 29 strategies that, if endorsed by the City Council, will require action by the Department of Recreation and Parks, Los Angeles Department of Transportation (LADOT), Los Angeles Police Department, Public Works Bureau of Engineering and Bureau of Street Services, City Planning, the Department of Water and Power (LADWP), and other relevant departments.

As instructed by the City Council, staff reviewed the strategies in the Dixon Study and determined most are feasible, although some are more complicated to implement than others. We note that some of the strategies suggested in the Dixon Study are already underway, or will soon be implemented. For example, since 2015 Council District 4 has expended discretionary funding on additional LADOT and LAPD enforcement officers during a number of holiday periods. The City Council and Mayor recently approved additional traffic enforcement resources for 2018-19 to enhance LADOT's traffic enforcement efforts around the Hollywood Sign.

Recreation and Parks has also installed wayfinding signs to help guide hikers to the Hollywood Sign.

This report is structured as a framework that clarifies each of the strategies in the Dixon Study, offers an initial assessment of those that are feasible, identifies the relevant City departments, and, for those strategies that are subsequently endorsed, gives staff instructions regarding next steps, including environmental processes, community input, identification of funding, and other critical elements needed for implementation. Proceeding in this structured manner will ensure that the City is implementing the most effective strategies that balance the needs of residents with the desire to enhance visitor experiences to the area. This approach will also guide the CAO toward the most appropriate funding sources for each approved strategy.

The following information and recommendations briefly discuss each of the recommendations and suggests next steps for each strategy that is subsequently endorsed by the City Council. Some strategies suggested in the Dixon Study will require additional time to review, and are not included in this report (4.2 – Districtwide Wayfinding; 5.1 – Temporary street closures during peak periods; 5.2 – Convert Narrow Streets to One Way; 6.1 and 6.2 regarding Preferential Parking Districts; and 6.4 regarding citation amounts).

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**Strategy 1.1: Install sidewalk bulb-out along North Beachwood Drive.**

Feasible: Yes

Responsible Department(s): Bureau of Engineering, Bureau of Street Services

Funding identified: No

The problem being addressed is a practice where visitors stand in the middle of the street along North Beachwood Drive near Glen Holly Street to take a picture with the view of the Hollywood Sign in the background.

The Dixon Study proposes the addition of a bulb-out to allow pedestrians to access the middle of the street while standing on a sidewalk instead of standing in traffic. This option is feasible, although it would require funding and appropriate environmental clearances. Community input is also necessary given the potential impact to traffic flow.

**Recommendation regarding Strategy 1.1:**

1. Instruct the Bureau of Engineering to convene a meeting with residents in the vicinity of North Beachwood Drive at Glen Holly Street to design the installation of a bulb-out at this location, and submit to the City Council a preliminary conceptual design that incorporates residents' concerns, and include a timeline and cost estimate for completion of this project.
2. Instruct the Bureau of Engineering to initiate proceedings for environmental clearance to allow this project to move forward upon funding of an approved design.

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**Strategy 1.2: Implement Traffic Calming Measures in Problem Areas**

Feasible: Yes

Responsible Department(s): LADOT, Bureau of Engineering, and Bureau of Street Services

Funding identified: No

The Dixon Study suggests a need for installation of traffic calming measures, such as speed humps or radar speed signs, at locations along Canyon Lake Drive near Lake Hollywood Park and as a separate location along Canyon Drive as it enters the park from the south side, near a children's playground. We note that any efforts to implement traffic calming measures within a neighborhood should be thoroughly discussed with residents, inasmuch as some measures (e.g., speed humps) could impact public safety response times. The LADOT also has policies and procedures, such as its Speedhump Evaluation Guidelines, that help to guide decisions regarding traffic calming measures.

**Recommendation regarding Strategy 1.2**

3. Request that LADOT convene a working group and invite neighborhood residents and organizations to discuss with staff from the Department of Recreation and Parks, Bureau of Engineering and the Bureau of Street Services potential traffic calming measures in and around public streets adjacent to Griffith Park that are generally associated with Hollywood Sign viewing locations.
4. Request that the LADOT submit to the City Council a report summarizing the proposals discussed at that working group and recommendations for implementing traffic calming measures in this area.

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**Strategy 1.3: Post walkability signage**

Feasible: Yes

Responsible Department(s): Recreation and Parks (park signage) and LADOT (street signage)

Funding identified: No

Recreation and Parks has installed wayfinding signage for pedestrians throughout Griffith Park. The LADOT's Hollywood District Office has installed signage, or made adjustments to signage, at key locations related to the Hollywood Sign in order to improve public safety and reduce the negative impacts to residents, such as signs that read "Road Closed Ahead," "No Access to Hollywood Sign," "Dead End No Turn Around," and various parking guide signs and passenger loading zones.

To ensure that on-street and off-street signage is coordinated and accurately directs visitors to the appropriate locations for viewing the Hollywood Sign as well as other Griffith Park amenities, the LADOT and Recreation and Parks should survey the working groups recommended in Strategy 1.2, above, regarding park and park-adjacent signage to determine if adjustments or additional signage is necessary.

### **Recommendation regarding Strategy 1.3**

5. Request the LADOT and Recreation and Parks to compile a comprehensive survey of current signage associated with the Hollywood Sign viewing areas and submit that survey to the working group discussed in Strategy 1.2, above, for comment and possible sign adjustments.

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### **Strategy 1.4: Install a sidewalk along Canyon Drive**

Feasible: Yes

Responsible Department(s): Bureau of Engineering and Recreation and Parks

Funding identified: No

Pedestrians entering Griffith Park from the south along Canyon Drive are met with an abrupt ending to the sidewalk along both sides of the street, requiring them to walk in the middle of the street, through the Canyon Drive Gate, after which they can gain access to a sidewalk inside of the park. This could be a significant safety issue, especially since there is a children's playground near this entrance. Recreation and Parks believes that installation of a sidewalk from the playground to the Canyon Drive Gate, and modification of the gate, would give pedestrians safe off-street access to the park and nearby playground. The department is moving forward with this project, which is estimated to cost approximately \$400,000 and will take six to nine months to complete.

Installation of a sidewalk along the east side of Canyon Drive just outside of the gate would ensure a safe continuous pedestrian walkway from the neighborhood into the park and playground areas. The Bureau of Engineering's Construction Management Division should develop a cost estimate and timeline for this project.

### **Recommendation regarding Strategy 1.4**

6. Instruct the Bureau of Engineering to survey the area immediately outside of the Canyon Drive Gate entrance to Griffith Park and prepare and submit an estimate of the cost and timeline to install a sidewalk that will close the gap between the existing sidewalk on Canyon Drive and the new sidewalk being installed by Recreation and Parks inside of the gate.

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### **Strategy 2.1: Implement an electric shuttle service connecting nearest Metro Station with North Beachwood Drive park entrance.**

Feasible: Yes

Responsible Department(s): Recreation and Parks and the LADOT

Funding identified: No

Recreation and Parks and the LADOT have been actively discussing proposals to connect nearby Metro stations to Griffith Park. As an alternative, Recreation and Parks proposes to explore contracting with a private vendor to use smaller, possibly open air vehicles to transport passengers to the top of the Hollyridge Trail. To implement this proposal, Recreation and Parks could release a Request for Proposals to solicit proposals from all interested parties and subsequently execute a concession agreement with an established provider. To minimize cost to the City, this agreement could include a revenue-sharing component. The estimated time to

complete the RFP process for acquiring the electric shuttles and launch the route is approximately nine to twelve months.

Before moving forward with any options related to operating an electric shuttle along North Beachwood Drive to connect to the Hollyridge Trail, the City should initiate a review of the proposed route to determine any environmental impacts or legal impediments.

#### **Recommendation on Strategy 2.1**

7. Instruct the Bureau of Engineering, LADOT, and the Department of Recreation and Parks to initiate an environmental review on the impact, if any, of operating an electric shuttle to shuttle passengers from the Metro Station through North Beachwood Canyon to the Hollyridge Trail and request City Attorney to review any legal impediments.
8. Request that Recreation and Parks report to the AEPR Committee with the results of the environmental review of this electric shuttle, and recommendations for proceeding with vendor operated electric shuttle or a City-operated electric shuttle system as envisioned in the Dixon Study.

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#### **Strategy 2.2: Implement the alternate access trail plan at North Beachwood Drive**

Feasible: No.

Responsible Department(s): Recreation and Parks, City Attorney, Bureau of Engineering.

Funding identified: No

For years, one of the most popular routes to view the Hollywood Sign has been a hike along the Hollyridge Trail. Since 2001, visitors and residents wishing to make this hike would travel up North Beachwood Drive, through the gates to Sunset Ranch Hollywood Stables and walk along the driveway to access Hollyridge Trail. In February 2017, a Los Angeles Superior Court judge ruled that pedestrians using this route were blocking access to Sunset Ranch. The judge instructed the closure of the North Beachwood Drive gate, preventing hikers from accessing the Hollyridge Trail through this location.

Recreation and Parks supports enhanced visitors' accessibility into Griffith Park. However, all property adjacent to the North Beachwood Drive gate is privately owned, and acquiring such property would inevitably involve extensive litigation and environmental clearances. Given the time, effort, and expense that would be involved in creating an alternate access plan to the Hollyridge Trail from North Beachwood Drive, the Department of Recreation and Parks recommends that the City focus its resources on alternatives that are just as effective at providing pedestrian access to the park and are more likely to be implemented successfully and would achieve the same goal of providing access to the Hollyridge Trail (e.g., Strategy 2.1 - electric shuttle service to the Hollyridge Trail.)

#### **Recommendation regarding Strategy 2.2**

9. Receive and File the recommendation to establish an alternate trail path from North Beachwood Drive to the Hollyridge Trail, inasmuch as more viable alternatives exist that will achieve this same goal (pedestrian access to the Hollyridge Trail).

**Strategy 2.3: Relocate the Wonder View Trailhead and install a pedestrian access gate on Lake Hollywood Drive.**

Feasible: Unknown, inasmuch as the new locations involve LADWP properties.

Responsible Department(s): LADWP, Recreation and Parks

Funding identified: No

The Dixon Study notes that access to the Wonder View Trailhead currently requires traveling along Wonder View Drive, a narrow street with blind turns that become congested with cars, pedestrians, and large shuttle buses. The report suggests relocating this popular trailhead to one of two other locations off Lake Hollywood Drive and closing the existing gate that leads to the current trailhead. As noted in the report, both proposed locations for the new trailhead would likely involve discussions with the LADWP, inasmuch as both options may require access to LADWP properties. Given the proximity of both options to the Toyon Tanks, an extensive environmental review of the relocated trailheads may also be needed to ensure compliance with CEQA.

**Recommendations on Strategy 2.3**

10. Request that the Department of Recreation and Parks discuss with the LADWP the potential for relocating the Wonder View Trailhead to one of two locations that may require pedestrian access to LADWP properties and report to the City Council with its findings.

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**Strategy 3.1: Extend DASH lines or shuttle routes to and from highly congested areas**

Feasible: Yes.

Responsible Department(s): Recreation and Parks, LADOT

Funding identified: No

The LADOT operates DASH buses to provide frequent, inexpensive, and convenient bus service in downtown Los Angeles and in 27 neighborhoods all across the City. DASH buses travel within specific neighborhoods and connect to other regional transit services. Selection of new DASH routes is based on the LADOT transit service analysis, which was developed following public workshops held in 2015 and 2016. The LADOT has expressed support for reviewing services that can be provided to assist Recreation and Parks to improve access to Griffith Park amenities.

Recreation and Parks also supports the addition of DASH stops near Hollywood Sign viewing areas, but expresses concern that typical DASH buses are too large to navigate many of the narrow and windy roads in the area. One option would be the establishment of a new stop at, for example, the Ford Theatre, with smaller shuttle buses transporting passengers from this stop into Griffith Park. However, further discussion is necessary to identify viable options.

Discussions with neighborhood and other constituent groups have raised the possibility of using Toyon Canyon as a possible site for parking, a shuttle stop, or a visitor center (see also Strategies 3.3 and 7.2). However, the site is not feasible nor will it be usable in the near future for a variety reasons related to normal life cycles of the present uses on this site, prior long-term sanitation uses, and potential new uses to support the City's utility infrastructures.

As noted in Strategy 2.1, above, Recreation and Parks has developed a “Multi-modal Strategies” presentation that encourages visitors to park at offsite City-owned parking lots to take advantage of the existing DASH Griffith Observatory shuttle from Sunset and Vermont.

### **Recommendation on Strategy 3.1**

11. Instruct Recreation and Parks and the LADOT to review current short-range (i.e., DASH) transportation options to Griffith Park and identify improvements to those routes, or addition of new routes, to further encourage pedestrians to use mass transit to access all Griffith Park amenities, including hiking trails and Hollywood Sign viewing areas.

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### **Strategy 3.2: Implement Ridesharing Zones**

Feasible: Yes.

Responsible Department(s): LADOT and Recreation and Parks

Funding identified: No

The Dixon Study notes that visitors to the Hollywood Sign viewing areas often use ridesharing services to access one of three locations: Lake Hollywood Park, Canyon Drive near the Brush Canyon Trailhead, and Lake Hollywood Drive near the entrance to the Wonder View Trailhead. Establishment of ridesharing drop-off and pickup zones at these locations would improve public safety and traffic flow by establishing formal locations for these services. Some passenger drop-off zones have already been installed at the top of Lake Hollywood Drive at Wonder View Drive, on Deronda Drive and Rockcliff Drive

### **Recommendation for Strategy 3.2**

12. Request that the LADOT, with the assistance of Recreation and Parks, review the areas proposed for the establishment of formal rideshare pickup/drop-off zones and, where feasible, begin the process to establish those zones, including the initiation of all environmental clearances that may be required.

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### **Strategy 3.3: Supplement the Griffith Park Circulation Plan with an Aerial Transit System**

Feasible: Yes.

Responsible Department(s): Bureau of Engineering, Recreation and Parks, City Planning, Building & Safety

Funding identified: No

Visitors to the Hollywood Sign make every effort to reach the location with the best vantage point for viewing the sign and taking photos. In many cases, this effort requires extensive physical exertion to hike up steep, uneven terrain. One option suggested in the Dixon Study is the installation and operation of an aerial tram that starts and stops at key locations in Griffith Park while providing a picturesque view of the sign. Some form of aerial or fixed-rail tram has been proposed a number of times in the past: 1905, the late 1960s, 1996, and as recently as 2005. However, unlike prior efforts which focused on the commercial potential of a tram in the area, the strategy suggested in the Dixon Study proposes the installation of an aerial tram as part of a



comprehensive set of strategies to improve pedestrian and vehicle access, safety and mobility in Griffith Park and around the Hollywood Sign.

The potential benefits of such an aerial tram are numerous. Visitors to the Hollywood Sign would have much easier access to the most ideal views of the Hollywood Sign. Both pedestrian and vehicle traffic would be better controlled by establishing a start location that has adequate parking and street capacity to handle the demand, thereby reducing traffic through adjacent residential neighborhoods. An aerial tram, if designed properly, could draw visitors to a controlled environment, especially if coupled with the establishment of a ‘viewing platform’ that gives visitors the best photo opportunity available.

Implementation of this option is feasible, but will require environmental clearances, the design and installation of a potentially complex transit system, identification of a vendor to operate the system, and the establishment of start and end points for the system, with intervening stops along the way. Recreation and Parks strongly believes that this strategy would have the most impact on visitor behavior to both Griffith Park and the Hollywood Sign. If done correctly, this could potentially eliminate traffic from the western side of Griffith Park, areas that include Bronson Canyon, North Beachwood Canyon, Lake Hollywood Drive and Vermont Canyon.

Recreation and Parks has identified potential locations for an aerial tram path, including the Griffith Observatory and Greek Theatre that would help to significantly decrease the number of automobiles entering Vermont Canyon. If properly designed, this tram could allow the Department to close several park roads to autos, further improving the park experience.

### **Recommendation for Strategy 3.3**

13. Instruct the Bureau of Engineering, Department of Recreation and Parks, City Planning, and Building & Safety to commence a feasibility study of an aerial tram system in Griffith Park that provides viewing locations for the Hollywood Sign. Include in this feasibility study meetings with neighborhood groups to allow input into the design of the system.
14. Instruct the Bureau of Engineering and Recreation and Parks to submit to the City Council within 180 days a report detailing the results of the feasibility study and providing a preliminary conceptual design for the aerial tram system, including potential routes, start and stop points, estimated budget and timeline for completion, and all other relevant information.
15. Request that the Bureau of Engineering prepare all documentation necessary to begin the environmental clearance processes immediately upon selection of a design, route, and identification of funding.

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**Strategy 4.1: Obscure views of the Hollywood Sign from the smaller vista points along Mulholland Highway**

Feasible: Yes.

Responsible Department(s): Recreation and Parks and Bureau of Street Services

Funding identified: No

Visitors to Lake Hollywood Park often hike from the park up a curvy, steep portion of Mulholland Highway along makeshift paths adjacent to the road to get a closer view of the Hollywood Sign from three unofficial vista points adjacent to the highway. This area of Mulholland Highway is not suited for pedestrian traffic since there are no sidewalks and no safety rails to protect pedestrians from steep drop-offs.

The proposed strategy to plant trees to obscure views of the sign by pedestrians and vehicles from this stretch of Mulholland Highway will discourage pedestrian traffic in this area, and likely improve traffic flow. The Department of Recreation and Parks supports this strategy, and proposes to work with its Forestry Division to identify and plant native trees and shrubs, and irrigation systems to support this vegetation that will obscure the view of the Hollywood Sign from this portion of Mulholland Highway. Recreation and Parks also suggests supplementing this strategy by installing railing to prevent vehicles from driving over the curb to pull over and stop for a view of the sign.

**Recommendation regarding strategy 4.1**

16. Instruct the Bureau of Street Services and the Department of Recreation and Parks (Forestry Division) to review the current vehicular and pedestrian traffic situation along Mulholland Highway from Canyon Lake Drive (near Lake Hollywood Park) up to Durand Drive and report to the City Council with design features, including tree/shrub planting, that will obscure the view of the Hollywood Sign from this location. Include in this report a cost estimate, funding source, and timeline for completing this strategy.

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**Strategy 4.2: Implement a District-Wide Wayfinding Strategy.**

Requires further research and analysis.

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**Strategy 4.3: Discourage Illegal Maneuvers along Mulholland Highway and Strategy 6.5: Increase Parking Enforcement in Impacted Areas**

Feasible: Yes.

Responsible Department(s): LAPD, LADOT

Funding identified: Yes

As discussed in Strategies 4.1 and 4.3, traffic around Lake Hollywood Park often slows due to vehicles making illegal stops to get a view of the Hollywood Sign. Ridesharing vehicles also slow or stop to pick up or drop off passengers and often make illegal U-turns that stop traffic. The Dixon Study recommends greater traffic enforcement in this area. To date, the red curb near Lake Hollywood Park has been extended, and bollards have been installed on Mulholland Highway and Canyon Lake Drive.

In 2017, in response to a request from Council District 4, the LADOT, LAPD-West Bureau, and Recreation and Parks met to devise a long-term solution to the growing traffic problems surrounding the Hollywood Sign. The LADOT subsequently requested 14 additional Traffic Officers to focus on the following problem areas identified by the LAPD and residents of the area: The Vista (Canyon Lake Drive/Mulholland Highway); Dirt entrance on Mulholland; 7200-7300 Mulholland; Five Points; Deronda & Rockcliff; Deronda cul-de-sac; Mulholland and Ledgewood; Sunset Ranch Gate; Canyon Drive; and Runyon Canyon and Vista Points. The 2018-19 Adopted Budget subsequently included the 14 additional Traffic Officers requested by the LADOT, as well as \$1.035M in funding for those positions. Increased LAPD patrols will also be helpful to assist with this effort.

**Recommendation regarding Strategies 4.3 and 6.5**

17. Request that the LADOT and the LAPD provide a status report in January 2019 discussing the impact of the additional traffic enforcement resources on pedestrian and vehicular traffic in the areas surrounding the Hollywood Sign.

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**Strategy 4.4: Collaborate with Google and WAZE to communicate accurate and helpful information.**

Feasible: Yes.

Responsible Department(s): LADOT

Funding identified: No

In April 2015, the Mayor announced a data sharing agreement with WAZE under which the City will provide WAZE with information on road closures, construction activities, and safety hazards. In return, WAZE will provide the City with real-time traffic data that the City can use to evaluate its traffic management for events and road closures, assess the deployment of traffic officers and further refine traffic strategies for the most congested areas. That agreement has expired, and issues have been raised that will necessitate revisions before any future data-sharing agreement is executed.

**Recommendation regarding Strategy 4.4**

18. Request that the LADOT report to the City Council with an overview of the City's previous data sharing agreement with WAZE, a list of those City departments who provided information to WAZE, a discussion as to how LADOT incorporated department needs into their data sharing, and recommendations for revisions to any future data-sharing agreements.

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**Strategy 5.1: Temporarily close narrow streets with the highest safety risks during peak periods.**

Requires further research and analysis.

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**Strategy 5.2: Convert Some Narrow Two-Way Streets to One-Way Streets****Strategy 6.1: Adjust Existing Preferential Parking District Time Limits and Days of Operation****Strategy 6.2: Consolidate Preferential Parking Districts**

Each of these Strategies requires further research and analysis.

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**Strategy 6.3: Implement paid parking and/or time limits at popular tourist locations.**

Feasible: Will require a parking occupancy study.

Responsible Department(s): LADOT

Funding identified: No

The Dixon Study proposes to install paid parking or time-limited parking around such areas as Lake Hollywood Park. This strategy falls under the purview of the LADOT.

Parking meters can only be installed in an approved “Parking Meter Zone” established by ordinance. The process for creating a Parking Meter Zone starts with a request to the LADOT to establish a Zone. The LADOT conducts a parking occupancy study to determine if meters are warranted, and prepares and submits a report upon completion of the study. For areas where meters are justified, an ordinance is drafted and presented to the City Council and Mayor for consideration, after which meters can be installed in the area. Throughout this process, the LADOT includes opportunities for public comment and input into the study.

The City currently has approximately 71 Parking Meter Zones (with many sub-zones, as well) as detailed in Los Angeles Municipal Code Section 88.00. The Lake Hollywood Park area is not currently part of any Parking Meter Zone, so a new Zone would need to be created for Strategy 6.3 to be implemented.

The Department of Recreation and Parks does not support installing parking meters along the streets adjacent to Lake Hollywood Park, but does support installing time- restricted parking signs. In terms of paid parking inside Griffith Park, Recreation and Parks is exploring repaving and implementing paid parking at a lot just past the Canyon Drive Gate. This project, however, would require significant community input and, if implemented, would take 18-24 months to complete and is estimated to cost roughly \$700,000.

**Recommendation regarding Strategy 6.3**

19. Instruct the LADOT to initiate a parking occupancy study to determine if a Parking Meter Zone is warranted on the streets surrounding Lake Hollywood Park, and present the results of that study to the City Council. Include in this report an analysis of installing time-restricted parking signs as an alternative to installation of parking meters at this location.

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**Strategy 6.4: Increase Citation Amounts in High-Impact Tourist Locations**

Requires further research and analysis.

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**Strategy 7.1: Enhance the most accessible and safe Hollywood Sign viewing locations and hikes**

Feasible: Yes

Responsible Department(s): Recreation and Parks

Funding identified: Yes

In 2016, Recreation and Parks completed installation of a comprehensive trail sign program throughout Griffith Park. Signs were specifically designed to safely guide visitors to and from the Hollywood Sign viewing locations. These sites are identified at the Griffith Observatory, Hollyridge Trail, Mount Hollywood Trail, and Tyrolian Tanks platform. These trail signs guide visitors once inside the park boundaries. Following implementation of these trail sign, the Department experienced a significant reduction in hiker rescues. Recreation and Parks is currently providing the most accessible way to reach views of the Hollywood Sign through its trail sign system and park maps that define these locations.

**Recommendation regarding Strategy 7.1**

20. Request that Recreation and Parks continue its strategy to improve signage near the Hollywood Sign and throughout Griffith Park to improve visitors' safety along hiking paths and viewing locations.

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**Strategy 7.2: Develop a Hollywood Sign Visitor Center**

Feasible: Yes

Responsible Department(s): Recreation and Parks, General Services (if leasing a facility)

Funding identified: No

Recreation and Parks supports the strategy proposed in the Dixon Study to establish a formal Hollywood Sign Visitor Center where visitors can find out the best ways to view the sign, as well as the history of the Hollywood Sign. To coordinate with other potential Strategies (e.g., Strategy 2.1 – Electric shuttle from the Metro Station, Strategy 3.1 – shuttles to most congested areas. Recreation and Parks recommends that one potential location for a Hollywood Sign Visitor Center be located along Hollywood Boulevard in a prominent storefront near the Metro Red Line Station.

**Recommendation regarding Strategy 7.2**

21. Instruct the Department of Recreation and Parks, with the assistance of the General Services Department, to review available commercial space near the Hollywood Metro station and report on the feasibility, cost, and timeline as a potential site for a Hollywood Sign Visitor Center.

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**Strategy 7.3: Build a Hollywood Sign viewing platform**

Feasible: Yes

Responsible Department(s): Recreation and Parks, Bureau of Engineering, City Planning

Funding identified: No

Recreation and Parks has identified several optimal viewing sites within the park. However, in 2016, the GPAB expressed its opposition to the establishment of a single formalized view point and photograph location for the Hollywood Sign because it would put an environmental burden in passive wilderness area. A platform idea, off of Mount Hollywood Drive, was also vetted through the community in 2015 during a traffic Feasibility Study for the Griffith Observatory and received much opposition.

Recreation and Parks recommends that establishment of one, or more, Hollywood Sign Viewing Platforms be incorporated into a more comprehensive strategy, such as the installation of an aerial tram system (Strategy 3.3).

**Recommendation regarding Strategy 7.3**

22. Instruct Recreation and Parks, with the assistance of City Planning, to identify the most feasible locations for multiple Hollywood Sign Viewing Platforms, for incorporation into more comprehensive solutions to the pedestrian and traffic-related issues in this area.
23. Instruct the Bureau of Engineering to conduct preliminary environmental analyses of each of the potential locations for a Hollywood Sign viewing platform.

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**Strategy 7.4: Implement a Hollywood Sign Art Program**

Feasible: Yes

Responsible Department(s): Cultural Affairs, Recreation and Parks, City Attorney.

Funding identified: No

The Dixon Study suggests installing several replicas of the Hollywood Sign at selected locations, to allow more visitors to take pictures with the sign at more convenient locations. Some would find this as a preferable substitute for visiting the actual sign. Ideal areas for installation of Hollywood Sign replicas include Venice Beach, LAX, Pershing Square, Olvera Street, Farmers Market, Grand Central Market, Union Station, Griffith Observatory and Hollywood Boulevard.

These public art installations could be coordinated by Department of Cultural Affairs for those locations outside of Griffith Park, with input from Recreation and Parks and legal guidance from the City Attorney.

**Recommendation regarding Strategy 7.4**

24. Instruct the Department of Cultural Affairs, with assistance from Recreation and Parks and the City Attorney, to explore the feasibility of designing and installing multiple replicas of the Hollywood Sign at selected locations throughout the City to provide visitors with greater photo opportunities.

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**Strategy 7.5: Replicate the Sign on the other side of the mountain**

Feasible: No

Responsible Department(s): Bureau of Engineering, Recreation and Parks, and City Attorney

Funding identified: No

To develop and install a second Hollywood Sign on the opposite side of Mount Lee in the Santa Monica Mountains will be extremely problematic. The opposite side of Mount Lee overlooks Forest Lawn Memorial Park – Hollywood Hills and Mount Sinai Memorial Park and Mortuaries. Parking in this area, other than at both Memorial Parks, is scarce and there are no established hiking trails in the vicinity of this proposed location. The environmental impact of a second sign are unknown and would likely require extensive study. Recreation and Parks does not support this strategy and there may be legal issues requiring input from the City Attorney.

**Recommendation regarding Strategy 7.5**

25. Receive and File the proposed strategy, inasmuch as the establishment of a second sign would be problematic and raise a second set of issues related to vehicle and pedestrian traffic in the area.

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**Strategy 7.6: Support a dedicated Hollywood Sign website**

Feasible: Yes

Responsible Department(s): Recreation and Parks, LADOT, LAPD

Funding identified: No

The non-profit entity The Hollywood Sign Trust currently operates a website at [www.hollywoodsign.org](http://www.hollywoodsign.org) that provides useful historical information on the Hollywood Sign, as well as information on the best ways to visit the sign by public transit, best viewing locations and best hikes. This website's message is consistent with the official Recreation and Parks webpage. The Hollywood Sign Trust should be engaged if further enhancements are desired. Links to the sign website can be found through LADOT DASH, the Griffith Observatory and Griffith Park websites.

**Recommendation regarding Strategy 7.6**

26. Request that the Department of Recreation and Parks, LADOT, and LAPD meet with The Hollywood Sign Trust to provide their website with the most accurate and relevant information on the Hollywood Sign, including comprehensive information to help visitors view the sign from safe and secure locations, and identify costs, if any.

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**Strategy 7.7: Implement a social media marketing and outreach campaign**

Feasible: Yes

Responsible Department(s): Recreation and Parks, LADOT, Department of Convention & Tourism Development

Funding identified: No

Recreation and Parks recommends that the City invest in funding for a marketing campaign that will direct cars to offsite parking options, and to encourage the use of public transit to see the Hollywood Sign. This strategy could target underutilized parking lots, most of which are owned and operated by the LADOT, to support motorists who chose to use public transportation to visit the Griffith Observatory. Good advertisement through billboard, social media and other forums of providing information such as TV and radio ads, to promote off site parking, Red Line and DASH as transportation options to visiting the Griffith Observatory.

Recreation and Parks estimates that development and launch of such a marketing campaign would take nine to twelve months at an estimated cost of \$100,000.

#### **Recommendation regarding Strategy 7.7**

27. Instruct Recreation and Parks to work with the LADOT and the Department of Convention & Tourism Development to identify one or more vendors to develop a social media marketing campaign to encourage visitors to the Hollywood Sign to park at underutilized parking lots or use mass transit options to visit the viewing locations and the Griffith Observatory.

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#### **Strategy 7.8: Install restroom facilities at key locations**

Feasible: Yes

Responsible Department(s): Recreation and Parks, Bureau of Engineering, City Planning

Funding identified: No

The Dixon Study noted the lack of any restroom facilities at Lake Hollywood Park or near the Brush Canyon Trail. The nearest public restroom facilities are located at the Griffith Observatory or near The Trails Cafe. There are no permanent restroom facilities near the hiking trails or viewing areas by the Hollywood Sign, which raises sanitation and safety concerns. Recreation and Parks supports the installation of environmentally friendly prefabricated restroom options at various locations in the Griffith Park Region, including Bronson Canyon Park, Mount Lee Road at Mulholland Trail, Lake Hollywood Park, 3 Mile Tree and Fern Dell. Recreation and Parks estimates it will take six to twelve months at a cost of \$70K for pre-fab restroom facilities.

#### **Recommendation regarding Strategy 7.8**

28. Instruct the Bureau of Engineering, Department of Recreation and Parks and City Planning to explore the areas near the Hollywood Sign to identify locations that may be suitable for installation of public restroom facilities that would be secured at night.
29. Request that the Bureau of Engineering and Recreation and Parks present the proposed list to the appropriate advisory boards and neighborhood groups for input into the design and location of these facilities.
30. Instruct the Bureau of Engineering to submit to the City Council preliminary design that incorporate any public input, as well as a timeline, and cost estimates for installing restroom facilities at the selected locations. The Bureau of Engineering should initiate environmental clearance proceedings to allow this project to proceed upon identification of funding.



STRATEGY REFERENCE NUMBER	PROPOSED STRATEGY	Responsible Department(s)	RECOMMENDATIONS
	<b>ENHANCE PEDESTRIAN SAFETY</b>		
1.1	Install Sidewalk Bulb-Out Along North Beachwood Drive	BOE/BOSS	<p>1. Instruct the Bureau of Engineering to convene a meeting with residents in the vicinity of North Beachwood Drive at Glen Holly Street to design the installation of a bulb-out at this location, and submit to the City Council a preliminary conceptual design that incorporates residents' concerns, and include a timeline and cost estimate for completion of this project.</p> <p>2. Instruct the Bureau of Engineering to initiate proceedings for environmental clearance to allow this project to move forward upon funding of an approved design.</p>
1.2	Implement Traffic Calming Measures in Problem Areas	LADOT/BOE/BOSS	<p>3. Request that LADOT convene a working group and invite neighborhood residents and organizations to discuss with staff from the Department of Recreation and Parks, Bureau of Engineering and the Bureau of Street Services potential traffic calming measures in and around public streets adjacent to Griffith Park that are generally associated with Hollywood Sign viewing locations.</p> <p>4. Request that the LADOT submit to the City Council a report summarizing the proposals discussed at that working group and recommendations for implementing traffic calming measures in this area.</p>
1.3	Post Walkability Signage	RAP/LADOT	5. Request the LADOT and Recreation and Parks to compile a comprehensive survey of current signage associated with the Hollywood Sign viewing areas and submit that survey to the working group discussed in Strategy 1.2, above, for comment and possible sign adjustments.
1.4	Install a Sidewalk Along Canyon Drive	BOE/RAP	6. Instruct the Bureau of Engineering to survey the area immediately outside of the Canyon Drive Gate entrance to Griffith Park and prepare and submit an estimate of the cost and timeline to install a sidewalk that will close the gap between the existing sidewalk on Canyon Drive and the new sidewalk being installed by Recreation and Parks inside of the gate.
	<b>IMPROVE ACCESS TO GRIFFITH PARK AND TRAILHEADS</b>		
2.1	Implement an Electric Shuttle Service Connecting Nearest Metro Station with North Beachwood Drive Park Entrance	RAP/DOT/City Atty	<p>7. Instruct the Bureau of Engineering, LADOT, and the Department of Recreation and Parks to initiate an environmental review on the impact, if any, of operating an electric shuttle to shuttle passengers from the Metro Station through North Beachwood Canyon to the Hollyridge Trail and request City Attorney to review any legal impediments.</p> <p>8. Request that Recreation and Parks report to the AEPR Committee with the results of the environmental review of this electric shuttle, and recommendations for proceeding with vendor operated electric shuttle or a City-operated electric shuttle system as envisioned in the Dixon Study.</p>
2.2	Implement the Alternate Access Trail Plan at North Beachwood Drive	RAP/City Atty/BOE	9. Receive and File the recommendation to establish an alternate trail path from Beachwood Canyon to the Hollyridge Trail, inasmuch as more viable alternatives exist that will achieve this same goal (pedestrian access to the Hollyridge Trail).

2.3	Relocate the Wonder View Trailhead and Install a Pedestrian Gate on Lake Hollywood Drive	LADWP/RAP	10. Request that the Department of Recreation and Parks discuss with the LADWP the potential for relocating the Wonder View Trailhead to one of two locations that may require pedestrian access to LADWP properties and report to the City Council with its findings.
	<b>EXPAND TRANSIT OPPORTUNITIES</b>		
3.1	Extend DASH lines or Shuttle Routes to and from Highly Congested Areas	RAP/LADOT	11. Instruct Recreation and Parks and the LADOT to review current short-range (i.e., DASH) transportation options to Griffith Park and identify improvements to those routes, or addition of new routes, to further encourage pedestrians to use mass transit to access all Griffith Park amenities, including hiking trails and Hollywood Sign viewing areas.
3.2	Implement Ridesharing Zones	RAP/LADOT	12. Request that the LADOT, with the assistance of Recreation and Parks, review the areas proposed for the establishment of formal rideshare pickup/drop-off zones and, where feasible, begin the process to establish those zones, including the initiation of all environmental clearances that may be required.
3.3	Supplement the Griffith Park Circulation System with an Aerial Tram	BOE/RAP/DCP/B&S	<p>13. Instruct the Bureau of Engineering, Department of Recreation and Parks, City Planning, and Building &amp; Safety to commence a feasibility study of an aerial tram system in Griffith Park that provides viewing locations for the Hollywood Sign. Include in this feasibility study meetings with neighborhood groups to allow input into the design of the system.</p> <p>14. Instruct the Bureau of Engineering and Recreation and Parks to submit to the City Council within 180 days a report detailing the results of the feasibility study and providing a preliminary conceptual design for the aerial tram system, including potential routes, start and stop points, estimated budget and timeline for completion, and all other relevant information.</p> <p>15. Request that the Bureau of Engineering prepare all documentation necessary to begin the environmental clearance processes immediately upon selection of a design, route, and identification of funding.</p>
	<b>IMPROVE TRAFFIC FLOW AND REDUCE CONGESTION</b>		
4.1	Obscure Views of the Hollywood Sign from the Smaller Vista Points Along Mulholland Highway	RAP/BOSS	16. Instruct the Bureau of Street Services and the Department of Recreation and Parks (Forestry Division) to review the current vehicular and pedestrian traffic situation along Mulholland Highway from Canyon Lake Drive (near Lake Hollywood Park) up to Durand Drive and report to the City Council with design features, including tree/shrub planting, that will obscure the view of the Hollywood Sign from this location. Include in this report a cost estimate, funding source, and timeline for completing this strategy.
4.2	Implement a District-Wide Wayfinding Strategy	LADOT	Requires further research and analysis.
4.3 (also see 6.5)	Discourage Illegal Maneuvers along Mulholland Highway	DOT/LAPD	17. Request that the LADOT and LAPD provide a status report in January 2019 discussing the impact of the additional traffic enforcement resources on pedestrian and vehicular traffic in the areas surrounding the Hollywood Sign.

4.4	Collaborate with Google and Waze to Communicate Accurate and Helpful Information	LADOT	18. Request that the LADOT report to the City Council with an overview of the City's previous data sharing agreement with WAZE, a list of those City departments who provided information to WAZE, a discussion as to how LADOT incorporated department needs into their data sharing, and recommendations for revisions to any future data-sharing agreements.
	<b>IMPROVE EMERGENCY VEHICLE ACCESS</b>		
5.1	Temporarily Close Narrow Streets with the Highest Safety Risks During Peak periods	LADOT/LAPD	Requires further research and analysis.
5.2	Convert Some Narrow Two-Way Streets to One-Way Streets	LADOT	Requires further research and analysis.
	<b>INCREASE PARKING EFFICIENCY AND COMPLIANCE RATES</b>		
6.1	Adjust Existing Preferential Parking District Time Limits and Days of Operation	LADOT	Requires further research and analysis.
6.2	Consolidate Preferential Parking Districts	LADOT	Requires further research and analysis.
6.3	Implement Paid Parking and/or Time Limits in Popular Tourist Destinations	LADOT	19. Instruct the LADOT to initiate a parking occupancy study to determine if a Parking Meter Zone is warranted on the streets surrounding Lake Hollywood Park, and present the results of that study to the City Council. Include in this report an analysis of installing time-restricted parking signs as an alternative to installation of parking meters at this location.
6.4	Increase Citation Amounts in High-Impact Tourist Locations	LADOT	Requires further research and analysis.
6.5 (also see 4.3)	Increase Parking Enforcement in Impacted Areas	LADOT	17. Request that the LADOT and LAPD provide a status report in January 2019 discussing the impact of the additional traffic enforcement resources on pedestrian and vehicular traffic in the areas surrounding the Hollywood Sign.
	<b>ACTIVELY MANAGE AND PROVIDE OPTIMIZED VISITOR OPPORTUNITIES</b>		

7.1	Enhance the most Accessible and Safe Hollywood Sign Viewing Locations and Hikes	RAP	20. Request that Recreation and Parks continue its strategy to improve signage near the Hollywood sign and throughout Griffith Park to improve visitors' safety along hiking paths and viewing locations.
7.2	Develop a Hollywood Sign Visitor Center	RAP/GSD	21. Instruct the Department of Recreation and Parks, with the assistance of the General Services Department, to review available commercial space near the Hollywood Metro station and report on the feasibility, cost, and timeline as a potential site for a Hollywood Sign Visitor Center.
7.3	Build a Hollywood Sign Viewing Platform	RAP/BOE/DCP	22. Instruct Recreation and Parks, with the assistance of City Planning to identify the most feasible locations for multiple Hollywood Sign Viewing Platforms, for incorporation into more comprehensive solutions to the pedestrian and traffic-related issues in this area.  23. Instruct the Bureau of Engineering to conduct preliminary environmental analyses of each of the potential locations for a Hollywood Sign viewing platform.
7.4	Implement a Hollywood Sign Art Program	CAD/RAP/City Atty	24. Instruct the Department of Cultural Affairs, with assistance from Recreation and Parks and the City Attorney, to explore the feasibility of designing and installing multiple replicas of the Hollywood Sign at selected locations throughout the City to provide visitors with greater photo opportunities.
7.5	Replicate the Sign on the Other Side of the Mountain	BOE/RAP/City Atty	25. Receive and File the proposed strategy, inasmuch as the establishment of a second sign would be problematic and raise a second set of issues related to vehicle and pedestrian traffic in the area.
7.6	Support a Dedicated Hollywood Sign Website	RAP/LADOT/LAPD	26. Request that the Department of Recreation and Parks, LADOT, and LAPD meet with The Hollywood Sign Trust to provide their website with the most accurate and relevant information on the Hollywood Sign, including comprehensive information to help visitors view the sign from safe and secure locations, and identify costs, if any.
7.7	Implement a Social Media Marketing and Outreach Campaign	RAP/LADOT/DCT	27. Instruct Recreation and Parks to work with the LADOT and the Department of Convention & Tourism Development to identify one or more vendors to develop a social media marketing campaign to encourage visitors to the Hollywood Sign to park at underutilized parking lots or use mass transit options to visit the viewing locations and the Griffith Observatory.
7.8	Install Restroom Facilities at Key Locations	RAP/BOE	28. Instruct the Bureau of Engineering, the Department of Recreation and Parks and City Planning to explore the areas near the Hollywood Sign to identify locations that may be suitable for installation of public restroom facilities that would be secured at night.  29. Request that the Bureau of Engineering and Recreation and Parks present the proposed list to the appropriate advisory boards and neighborhood groups for input into the design and location of these facilities.  30. Instruct the Bureau of Engineering to submit to the City Council preliminary design that incorporate any public input, as well as a timeline, and cost estimates for installing restroom facilities at the selected locations. The Bureau of Engineering should initiate environmental clearance proceedings to allow this project to proceed upon identification of funding.

RAP – Recreation and Parks  
City Atty – City Attorney  
LAPD – Los Angeles Police Department

BOE –Bureau of Engineering  
DCP – Department of City Planning  
LADWP – Department of Water & Power

BOSS – Bureau of Street Services  
GSD – General Services Department  
DCT – Department of Convention & Tourism