

# MOTION ECONOMIC DEVELOPMENT

On September 21, 2016, the City Council approved a recommendation contained in an Economic and Workforce Development report relative to the appropriation of \$400,000 in CRA/LA Excess Bond Proceeds available to Council District 4 from the Wilshire Center/Koreatown Redevelopment Project Area for various public infrastructure improvements and public art along Western Avenue as part of the Great Streets Initiative (C.F. 14-1174-S10). The funds allocated to this project authorized the Board of Public Works, through the Office of Community Beautification, to contract with: the Los Angeles Beautification Team in the amount of \$300,000 to implement a commercial façade improvement program; the Los Angeles Conservation Corps in the amount of \$75,500 to plant and maintain street trees; and Beautify Earth in the amount of \$24,500 to implement a public art component along the designated corridor.

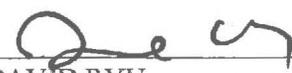
The "Welcome to Western" project is part of the Mayor's Great Streets Initiative in partnership with Council District 4. This project aims to provide an enhanced streetscape that supports community economic development and active modes of transportation through the addition of pedestrian amenities and aesthetic improvements on this key business corridor in coordination with LA-Más. LA-Más is a non-profit urban design organization that helps lower-income and underserved communities shape their future through policy and architecture. LA-Más's original proposal outlined a strategy focused on design interventions in select "hubs" along Western Avenue. During the community outreach and design development process, community members provided a much more extensive wish list than the initial project budget afforded. Therefore, an additional \$200,000 would support the following corridor-wide additions to the scope of work: painting light poles, installing "medallions" on light poles, painting parking meter poles green, powder coating 20 new cycle hoop bike racks, adding decorative screens and ground patterning to existing and new bus shelters, and enhancing existing hub designs to make them more robust and sustainable.

Funds are available to Council District 4 in taxable CRA/LA Excess Bond Proceeds from the Wilshire Center/Koreatown Redevelopment Project Area to assist with the cost of implementing additional public infrastructure improvements and public art along Western Avenue between 3<sup>rd</sup> Street and Melrose Avenue. In accordance with policies adopted by Council (C.F. 14-1174) related to the CRA/LA Bond Expenditure Agreement and Bond Spending Plan, any proposal to expend CRA/LA Excess Bond Proceeds shall be initiated by Council Motion. Proposals will be reviewed by the CRA/LA Bond Oversight Committee, Economic Development Committee, and any other applicable committee with final recommendations presented to the Council and Mayor for final consideration and approval. The use of taxable CRA/LA Excess Bond Proceeds towards public infrastructure improvements and public art is identified as an eligible expense in the Bond Expenditure Agreement and Bond Spending Plan.

I THEREFORE MOVE that all taxable CRA/LA Excess Bond Proceeds available to Council District 4 from the Wilshire Center/Koreatown Redevelopment Project Area, including any earned interest, be used to supplement costs related to public infrastructure improvements and public art along Western Avenue between 3<sup>rd</sup> Street and Melrose Avenue as part of the Great Streets Initiative.

I FURTHER MOVE that the Economic and Workforce Development Department, with the assistance of the City Administrative Officer, Chief Legislative Analyst, and any other applicable City department, provide a report with recommendations to the CRA/LA Bond Oversight Committee to amend any existing contract(s) related to the above referenced project to allocate additional taxable CRA/LA Excess Bond Proceed to implement public infrastructure improvements and public art along Western Avenue between 3<sup>rd</sup> Street and Melrose Avenue, as identified in the Bond Expenditure Agreement and Bond Spending Plan for the Wilshire Center/Koreatown Redevelopment Project Area.

  
MAY 18 2018

PRESENTED BY   
DAVID RYU  
Councilmember, 4<sup>TH</sup> District

SECONDED BY 

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