

ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE REPORT relative to the feasibility of implementing proposed strategies from the 2018 Griffith Park Comprehensive Strategies Report which is designed to study the traffic and congestion impacts at various entry and exit points around Griffith Park.

Recommendations for Council action:

1. RECEIVE and FILE the joint Chief Legislative Analyst (CLA)/ Department of Recreation and Parks (RAP) report dated June 15, 2018.
2. INSTRUCT Los Angeles Department of Transportation (LADOT) to propose traffic calming measures for Beachwood Drive, Canyon Drive, and Mulholland Highway between Ledgewood and Canyon Lake Drive.
3. INSTRUCT LADOT and RAP to compile a comprehensive survey of current signage associated with the Hollywood Sign viewing areas and provide recommendations on possible sign adjustments.
4. INSTRUCT Department of Public Works, Bureau of Engineering (BOE) 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 RAP inside of the gate.
5. INSTRUCT BOE, LADOT, and RAP to initiate an environmental review on the impact, if any, of operating an electric shuttle to shuttle passengers from the nearest Metro Station through North Beachwood Canyon to the Hollyridge Trail.
6. INSTRUCT RAP to report to the Arts, Entertainment, Parks, and River (AEPR) committee with the results of the environmental review of an electric shuttle, and, if appropriate, recommendations on the next steps for proceeding with a vendor operated electric shuttle or a City-operated electric shuttle system as envisioned in the Dixon Study.
7. INSTRUCT RAP to explore the feasibility, with the assistance of the Los Angeles Department of Water and Power (LADWP), of relocating the Wonder View Trailhead to one of two locations that may require pedestrian access to LADWP properties and report to the AEPR Committee with its findings.
8. INSTRUCT RAP and 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.
9. INSTRUCT LADOT, with the assistance of RAP, to review the areas proposed for the establishment of formal rideshare pickup/drop-off zones including the entrance to Lake Hollywood Park, and, where feasible, begin the process to establish these zones.

10. INSTRUCT RAP, with the assistance of BOE and LADOT, to commence a feasibility study of an aerial tram system in Griffith Park that provides viewing locations for the Hollywood Sign. The feasibility study should include meetings with neighborhood groups to allow input. The feasibility study should include a review of any third party proposals submitted for consideration.
11. INSTRUCT RAP, with the assistance of BOE and LADOT, to begin the procurement of an appropriate contractor for a feasibility study of an aerial tram system which includes preliminary conceptual designs for the aerial tram system, including potential routes not originating from the southern side of the park, start and stop points, estimated budget, potential sites for an educational center and viewing platform, timeline for completion, and to report back to the AEPR Committee with the results of the feasibility study along with all other relevant information.
12. INSTRUCT RAP and Department of Public Works, Bureau of Street Services, to install either fencing, steel cables, or posts, and plant trees and/or shrubs with irrigation mechanisms along Mulholland Highway as discussed in the Dixon report.
13. INSTRUCT LADOT to add additional signage and clarify road rules on impacted streets near to the Hollywood Sign to increase vehicular and pedestrian safety, including but not limited to, No U-Turn and pedestrian walkway signs.
14. INSTRUCT LADOT to provide a status report in January 2019 discussing the impact and effectiveness of the additional traffic enforcement resources on pedestrian and vehicular traffic in the areas surrounding the Hollywood Sign.
15. INSTRUCT LADOT to review existing Preferential Parking Districts (PPD) and provide recommendations on adjusting existing time limits and days of operation as well as the potential to consolidate PPDs in the area.
16. INSTRUCT RAP to initiate a parking occupancy study to determine if a Parking Meter Zone is warranted on Canyon Lake Drive, adjacent to Lake Hollywood Park, and Canyon Drive, inside of Griffith 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 the installation of parking meters at these locations.
17. INSTRUCT RAP to continue its strategy to improve signage near the Hollywood Sign and throughout Griffith Park to improve visitors' safety along hiking paths and viewing locations.
18. INSTRUCT the General Services Department to review available commercial spaces around Hollywood and report on the feasibility, cost, and timeline for any potential sites for a Hollywood Sign Visitor Center.
19. INSTRUCT the Department of Cultural Affairs, with the assistance of RAP and City Attorney, to work with the Hollywood Sign Trust 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.
20. INSTRUCT RAP and the Department of Convention and Tourism (DCT) to provide the

Hollywood Sign Trust with the latest visitor safety tips and secure locations to view the Hollywood Sign to include in their website and identify costs, if any, of additional website support the City can provide.

21. INSTRUCT RAP and DCT 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 appropriate viewing locations and the Griffith Observatory.
22. INSTRUCT RAP and BOE to identify locations that may be suitable for refurbishment or installation of public restroom facilities in the park that would be secured at night, and to submit to the City Council preliminary public restroom designs, timelines, and cost estimates for installing restroom facilities at the selected locations.

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

Community Impact Statement: None submitted.

Summary

At the meeting held on September 26, 2018, your Arts, Entertainment, Parks and River Committee considered the reports from the CLA and RAP dated June 15, 2018 and September 21, 2018 relative to the feasibility of implementing proposed strategies from the 2018 Griffith Park Comprehensive Strategies Report which is designed to study the traffic and congestion impacts at various entry and exit points around Griffith Park. After an opportunity for public comment was held, the Committee moved to approve the recommendations reflected in this report. This matter is now forwarded to the City Council for its consideration.

Respectfully Submitted,

ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
O'FARRELL:	YES
RYU:	YES
PRICE:	ABSENT



EV
18-0057_rpt_aepr_9-26-18

-NOT OFFICIAL UNTIL COUNCIL ACTS-