



COUNCILMEMBER  
**MITCH O'FARRELL**  
LOS ANGELES CITY COUNCIL, THIRTEENTH DISTRICT

**Council District 13 Field Report: EAST HOLLYWOOD**

JANUARY-FEBRUARY

**CITYWIDE UPDATES**

- **Greater Los Angeles Homeless Count**
  - The Greater Los Angeles Homeless Count is a critical component in getting vital information that helps provide an accurate picture of the state of homelessness in Los Angeles, and deliver services where they are most needed. The count took place countywide, on the following dates:
    - **Tuesday, February 22, 2022:** San Fernando and San Gabriel Valleys
    - **Wednesday, February 23, 2022:** West Los Angeles, Southeast Los Angeles, and the South Bay
    - **Thursday, February 24, 2022:** Antelope Valley, South Los Angeles, and Metro Los Angeles (including the 13<sup>th</sup> District)
  - The results of the count will be posted online in the coming months.
- **“Comeback Checks” for Small Businesses in Los Angeles**
  - The City of Los Angeles allocated American Rescue Plan Act (ARPA) funds to provide grants to eligible microenterprises and small businesses in need of economic support due to business interruptions or business closures suffered as a result of the COVID-19 pandemic. The Comeback Checks Program will provide \$5,000 grants to approximately 5,000 businesses in the City of Los Angeles. Grant recipients will be selected through a weighted lottery process, with final award recommendations based on the availability of funds, program guidelines, submission of all required information, and supporting documentation. Grant funds may only be used for allowable

costs incurred on or after March 3, 2021. For more information on the next application cycle, visit <https://ewddlacity.com/>

- **“Housing is Key” Rental Assistance Program**
  - Beginning September 1st, Los Angeles tenants and landlords can receive financial assistance for unpaid rent through the State of California’s “Housing is Key” rental assistance program. This program is different from the City of Los Angeles’ Emergency Rental Assistance Subsidy program. Regardless of your status with the City rental assistance program, residents can apply for the state program as well. To learn more about the multi-billion-dollar program and apply, please visit [housing.ca.gov/](https://housing.ca.gov/) or [click here](#).
- **LADWP Utility Assistance Program**
  - In partnership with the LA City Council, the Los Angeles Department of Water and Power is launching the “Help is on the Way” Program. The program is intended to assist those who are past due or need help staying current on utility payments. For more information, please visit the Department’s website at [ladwp.com/cares](https://ladwp.com/cares) or by clicking [here](#).

## **COMPLETED PROJECTS**

- **New lighting on Kenmore between Fountain and Lexington (*Project Completed!*)**
  - In response to concerns from neighbors, CD13 worked with the Department of Water and Power to install new lighting on Kenmore Avenue between Fountain Avenue and Lexington Avenue. This was made possible due to the presence of LADWP poles on the block, which can be configured to include lighting fixtures.
  - **UPDATE: *The improvement was installed in early February. CD13 is also looking to expand new lighting in the area by working with residents to identify potential locations.***

## **ONGOING COMMUNITY PROJECT AND FIELD UPDATES**

- **Little Armenia Gateway Project (*Ongoing Project*)**
  - Since 2013, Councilmember O’Farrell and his team have been working with the Department of Cultural Affairs and other City Departments for the establishment of the Little Armenia Gateway, which will be located off of the Hollywood Blvd exit of the 101 Freeway. The City worked with CalTrans to prepare the site for the artist team to begin construction of the project. Funding for the project is provided by the City of Los Angeles and the Arts Development Fee Trust Fund, which was revived under the leadership of Councilmember O’Farrell and his colleagues. After several stakeholder

meetings, the Atanian Art Center won the rights to construct the gateway with their project entitled, “Darbas and Karas.” The artwork consists of a plaza with two main elements, the “Darbas” (Gateway) and the “Karas” (Amphora) that are reflective of Armenian culture and community. The gateway intends to be an ornamental marker for the Little Armenia neighborhood, and pay tribute to the contributions of Armenian-Americans in Los Angeles, and the world. Learn more about the project [here](#).

- **UPDATE: *The Artist Team is actively working on the Gateway, with scaffolding, and a gantry crane now installed onsite. Construction is expected to extend into 2022, with a completion date that has yet to be determined. A large-scale community celebration to mark the completion of the Gateway will take place on Hollywood Blvd. Details will be announced as the Gateway approaches completion.***
  
- **Completion of Phase I, Restoration of Frank Lloyd Wright’s “Residence A” at Barnsdall (*Ongoing Project*)**
  - In mid-December, City leaders celebrated the completion of the first phase of restoration of Frank Lloyd Wright’s landmark “Residence A,” the extant guest house to Wright’s famed Hollyhock House, which is the first and only UNESCO World Heritage Site in the City of Los Angeles. The renovation is an ongoing, multi-million dollar collaboration with the Office of Councilmember Mitch O’Farrell, Department of Cultural Affairs, Bureau of Engineering, and Project Restore. The restoration project is a part of Councilmember O’Farrell’s greater initiative to restore the Barnsdall Art Park Campus. The 2<sup>nd</sup> phase of the project will provide critical interior detailing, furnishings, finishes, and infrastructure repair, as well as exterior landscaping and ADA-commensurate hardscaping needed to re-open the site to the public. To learn more about the project, visit <https://www.projectrestorela.org/residencea> or click [here](#).
  
  - **UPDATE: *The scope of work for the second phase of the project is currently being determined. A timeline for completion of the project will be determined shortly thereafter.***
  
- **“Arbor Day” Tree Giveaway for East Hollywood & Greater Wilshire Residents**
  - In partnership with Koreatown Youth and Community Center, CD13 is looking to coordinate a free tree giveaway in celebration of Arbor Day. The event is slated to be held at the Wilshire Branch Library located on Council and St. Andrews, and will feature the free giveaway of free fruit and shade trees intended for planting on private property. These efforts will be done in conjunction with a large-scale community cleanup.

- **UPDATE: CD13 will provide a flyer through which residents and interested parties can pre-register for free trees. Additional information and details will be provided on the flyer.**
  
- **Thai Town Marketplace at Hollywood/Western (*Ongoing Project*)**
  - The site of the future Thai Town Marketplace, located on the ground floor of the Metro Hollywood apartments at 5448 Hollywood Boulevard, is currently under construction. The 4,500-square-foot space will house 12 food vendors and six retail kiosks, with a focus on Thai cuisine and culture. The project, coordinated by the Thai Community Development Center (Thai CDC), intends to be an incubator for small businesses in Thai Town, and highlight the neighborhood's strong culinary and cultural ties to Thailand. Councilmember O'Farrell secured over \$2,000,000 in funding to help create the Thai Town Marketplace. Learn more about the project [here](#).
  
  - **UPDATE: The first group of vendors that will be hosted in the Thai Town Marketplace were selected by a process through the Thai CDC. Construction is still in progress, but a projected opening date is anticipated for April, 2022.**
  
- **LANI Santa Monica Blvd. Pedestrian Improvement Project (*Ongoing Project*)**
  - Bureau of Street Services, in partnership with CD13, Los Angeles Neighborhood Initiative (LANI), and LA Metro, is working on a beautification and pedestrian improvement project on Santa Monica Boulevard between the 101 Freeway and Hoover Street. The project envisions installing new trees, pedestrian level-lighting fixtures, and new bus pads along the boulevard.
  
  - **UPDATE: Currently, the project is in the design phase. Upon completion of the design phase, departments will identify a timeline for installation. Tentatively, the improvement is slated for mid-2022.**
  
- **New Crosswalk: Virgil Avenue and Marathon Street (*Ongoing Project*)**
  - Several community members and stakeholders have reached out to Council District 13 to raise concerns about pedestrian safety at the intersection of Virgil and Marathon. In July 2018, the Los Angeles Department of Transportation approved this intersection for a pedestrian activated flashing beacon due to high volumes of unsafe crossings taking place at this location.
  
  - **UPDATE: This improvement is a part of a packaged series of improvements slated for implementation Citywide, which will be going to a public bid for the most competitive contractor. The process, which could take up to 6 months, will result in the**

***construction starting in July/August of 2022, with an estimated completion of December 2023.***

- **New Stop Signs Approved at Hobart Boulevard and Maplewood Avenue (Ongoing Project)**
  - CD13 has been working closely with LADOT to conduct traffic studies along Maplewood Boulevard between Western Avenue and Normandie Avenue. Traffic studies at this location aimed to assess potential pedestrian and traffic safety improvements that could be made to the boulevard. Upon conducting their studies, LADOT found that an additional two stop signs at Hobart Boulevard and Maplewood Avenue would be warranted, and approved the measure. As a result, the intersection will now be a four-way stop.
  - **UPDATE: LADOT has issued work orders for the new signs. Fabrication and posting can take 6-8 weeks.**
  
- **City-owned Property on 411 North Vermont (Ongoing Project)**
  - On August 26<sup>th</sup>, 2020, Councilmember O'Farrell introduced [a motion](#) that directed City Departments to assess the soon-to-be vacated LADOT yard for possible community redevelopment. The property, if determined to be suitable, will be used to address citywide priority issues such as affordable housing and homelessness.
  - **UPDATE: The City has contracted BAE Urban Economics to conduct a feasibility study of the property's development potential. Currently, BAE Urban Economics is assessing the property, and a report of their findings is still pending.**
  
- **New Project Homekey Site at 321 N. Vermont (Ongoing Project)**
  - In partnership with the City, County of Los Angeles, and State of California, the hotel at 321 N Vermont Avenue is being considered as a potential Project Homekey Site. [Project Homekey](#) is a state program that helps convert existing hotels into housing for persons experiencing homelessness. The non-profit, Clifford Beers Housing is working on bringing over 60 new units online with additional
  - **UPDATE: Clifford Beers Housing is currently in the process of securing all necessary funding from various funding sources on the City, State, and County level. A timeline for the project's completion will be determined once funding has been secured.**

- **New Pedestrian Activated Flashing Beacon at Western and Virginia**
  - In 2019, LADOT installed a new pedestrian island in the middle of Western Avenue and Virginia Avenue to improve safe crossing at this intersection. Additional improvements were slated to be implemented after the installation of the pedestrian island, including a pedestrian-activated beacon.
  - **UPDATE: LADOT has installed new poles at the intersection, and much of the infrastructure necessary to activate the flashing beacon is already up. The improvement is expected to become fully-operational in the coming months.**
  
- **Santa Monica Corridor Lighting Upgrades *(Ongoing Project)***
  - CD13 is working with the Bureau of Street Lighting to implement a large-scale lighting improvement on Santa Monica Blvd. from Western Avenue to Vermont Avenue. The improvement is aimed at addressing public safety concerns from neighbors and residents in the community.
  - **UPDATE: CD13 is working with the Bureau of Street Lighting for a cost estimate on the improvement project. A timeline for installation will be determined upon identification of funding.**
  
- **New Trees in East Hollywood *(Ongoing Project)***
  - In partnership with LABT and LASAN (Los Angeles Beautification Team), Councilmember O'Farrell's office is looking to install new trees in East Hollywood. Funding for this project includes curb cuts and three years of watering maintenance. The proposed locations would need to be assessed for feasibility. The proposed locations are:
    - Normandie Avenue from Clinton Street to Santa Monica Blvd.
    - Burns Ave from Virgil Avenue to Hoover Street
    - Willow Brook Ave from Virgil Avenue to Hoover Street
    - Lockwood Ave from Virgil Avenue to Hoover Street
    - Monroe Ave from Virgil Avenue to Hoover Street
    - Marathon Ave from Virgil Avenue to Hoover Street
    - *Heliotrope from Willow Brook Ave to Lexington Ave (Additional location)*
    - *New Hampshire Ave at Santa Monica Blvd (Additional location)*
  - **UPDATE: LABT and LASAN have confirmed that new trees can be planted at all of the above locations. CD13 is in the process of identifying funding for these improvements. A timeline for installation is contingent on funding.**

- **Proposed Expansion of OPD 562 (*Ongoing Project*)**
  - In response to several public safety concerns from stakeholders in the area, CD13 is working with LADOT to expand the boundaries of Overnight Parking District (OPD) 562, to include Hoover Street to Juanita Avenue, between Melrose Avenue and the 101 Freeway. The expansion of OPD562 will provide residents **with the option** of posting a “*No Parking from 2 am to 6 am*”, *District No. 562 Permits exempt*” restriction. Residents are currently petitioning to have certain streets within this segment posted with this restriction.
  - **UPDATE:** *The Department of Transportation is preparing a report to the Los Angeles City Council’s Transportation Committee to formally expand the boundaries of OPD562. The report must be approved by the full City Council, after which impacted residents will be notified of the district’s expansion. A timeline for the completion of this project has yet to be determined.*

**Important Phone Numbers:**

For all city services – 3-1-1

For all county services – 2-1-1

For emergencies – 9-1-1

For non-emergency police service – 1-877-ASK-LAPD

LAPD Hollywood Division – (213) 972-2971; (213) 485-9899 TDD/TTY

LAPD Northeast Division – (323) 561-3211; (213) 485-6407 TDD/TTY

LAPD Rampart Division – (213) 484-3400; (213) 484-3664 TDD/TTY

LAPD Olympic Division – (213) 382-9102; (213) 382-4365 TDD/TTY

CD13 Website: [www.cd13.lacity.org](http://www.cd13.lacity.org)

LAHOP (Los Angeles Homeless Outreach Portal): <https://www.lahsa.org/portal/apps/la-hop/>

**To coordinate a cleanup in your community please contact our office Community Organizer:**

**Yocelyn Barrera**

Community Organizer

213-207-3015

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***Report submitted by:***

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