



November 27, 2018

Arts, Entertainment, Parks and River Committee
Economic Development Committee
Public Works and Gang Reduction Committee
Los Angeles City Council
200 North Spring Street, Room 340
Los Angeles, CA 90012

Re: Sidewalk Vending Program (CF 13-1493, 13-1493-S4, 13-1493-S5)

Dear Chairs O'Farrell, Price, and Blumenfield and Honorable Councilmembers:

On behalf of the Hollywood Chamber of Commerce and the more than 800 members it represents, we would like to thank the Council for ensuring that the protections for the Hollywood Walk of Fame have been included in both drafts of the proposed vending ordinance.

As you know, in addition to being the top tourist attraction in the City, the Walk of Fame is also a designated California Cultural and Historic landmark. While the Walk of Fame may serve some similar functions as other sidewalks, it is a unique entity unlike any other sidewalk in the country. The Walk of Fame is a central point of activity for the over 10 million residents, students, visitors and community members that utilize the Walk annually.

In order to best ensure the safety of the thousands of people that access the Walk of Fame daily, ***it is imperative that these protections remain in place and that robust enforcement is provided to ensure that the established vending rules are adhered to. As such the Chamber is supporting the adoption and funding of a comprehensive permitting program as outlined in Draft Ordinance No. 1. The Chamber believes that this model will allow the City to best recover its costs and provide the necessary enforcement to ensure a successful City Wide vending program.***

In accordance with the protections afforded the Walk of Fame for both ordinances, we ask that you please consider how the City intends to enforce vending regulations on Hollywood Boulevard. I have attached a photo taken last week of the very typical conditions on Hollywood Blvd. In just this one photo you see:

- A vendor blocking access to a fire hydrant and a city trash can.
- This vendor is also publicly smoking Marijuana, while talking on his cell phone and manning a hot grill that is directly exposed to the passing crowds.
- All of this is occurring just feet from Hollywood's busiest pedestrian crosswalk at Hollywood and Highland.

The Hollywood Chamber of Commerce implores you to please consider how the City intends to provide adequate enforcement as it proceeds with the adoption of this ordinance. Specifically, we ask that you please address the following:

- 1) The draft Bureau of Street Services Rules and Regulations mentions vending carts or kiosks. However, in our experiences with the current vending atmosphere, many transactions are done from- tables, blankets, tubs, bins, and wheel barrows. Is it the City's intention that these items also be included in the definition of cart/kiosk?
- 2) The draft rules and regulations also specify a two foot clearance between vending carts and kiosks. Many of the vendors currently active, utilize additional items like tubs, bins, and ice chests to store additional products. Often these ice chests and tubs are placed beside the vending carts. Can the two foot clearance be measured to account for the placement of these items – rather than from cart to cart?
- 3) Will picture identification be a mandated part of the permit system for vendors?
- 4) If the Council opts for a vending program model that does not require all vendors to be permitted, how will the City address the increased costs that will undoubtedly be absorbed by the cleaning crews of Business Improvement Districts, in the event that some vendors are not adhering to the rules and regulations requiring pick up and disposal of trash? (Almost all of Hollywood Boulevard being part of a Business Improvement District)

Once again, thank you and we look forward to working with you to ensure the implementation of a successful vending program that is beneficial for all Angelenos.

Sincerely,



Leron Gubler
President & CEO

**CC: Councilmember Gilbert Cedillo
Councilmember Paul Krekorian
Councilmember Paul Koretz
Councilmember Marqueece Harris-Dawson
Councilmember Herb J. Wesson, Jr.
Councilmember Mike Bonin
Councilmember Mitchell Englander
Councilmember Jose Huizar**