

CITY OF LOS ANGELES

CALIFORNIA

Palms Neighborhood Council  
Business & Beautification  
Committee

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**PALMS NEIGHBORHOOD COUNCIL**

[www.palmsnc.la](http://www.palmsnc.la)  
[@palmsnc](https://facebook.com/PalmsLA)

**Business & Beautification Committee Meeting Agenda**

**Wednesday, August 21, 2019 – 7:30 p.m. - 9 p.m.**

**Los Angeles Fire Dept. Station 43 – 3690 Motor Avenue, Los Angeles, CA 90034**

*The Neighborhood Council system enables meaningful civic participation for all Angelenos and serves as a voice for improving government responsiveness to local communities and their needs. We are an advisory body to the City of Los Angeles, comprised of stakeholder volunteers who are devoted to the mission of improving our communities.*

- I. **CALL TO ORDER & ROLL CALL** (5 minutes)
  - a. Call to Order (Hochberg)
  - b. Roll Call (Halff)
  - c. Review of code of conduct (Hochberg)
  - d. Agenda preview (Hochberg)
- II. **GENERAL PUBLIC COMMENT/ FUTURE AGENDA ITEMS** (10 minutes)
- III. **REPORTS** (10 Minutes)
  - a. Halff
    - i. In & Out
  - b. Zakheim
    - i. Beautification Funding
  - c. Hochberg
    - i. Palms Branding (report from Outreach)
    - ii. Palm Tree Icon (report from Green)
    - iii. Block Party/Community Day votes report
    - iv. Regarding contests and recognition certificates/registered murals
    - v. Overland Tree Planting Project
  - d. Stefan, Josh
    - i. Business/Restaurant List
  - e. Clinton
    - i. Information for Business Licensing Guide Page
- IV. **DISCUSSION: CORRIDOR REVIEWS** (15 minutes)
  - a. Overland  
<https://drive.google.com/file/d/0B5CdlcPn8xayVVY3Nm00YTZMUWc/view?usp=sharing>
  - b. Motor  
<https://drive.google.com/open?id=1LO8hzIhndahJruLOM3HX7a2yLxRimFAM>
  - c. Venice  
<https://drive.google.com/open?id=15Rsy3MX5z4nMQBVXeFmCSeJL36sos59y>

- d. Other corridors (Palms, Sepulveda, National/Exposition)
- V. **DISCUSSION and REPORT: PALMS STATION LIGHTING PROJECT** (10 minutes)
- VI. **DISCUSSION and REPORT: PALMS MURAL OVERLAND** (10 minutes)
  - a. Lighting
  - b. Tree Trimming
- VII. **DISCUSSION: ADDITIONAL PALMS MURALS** (10 minutes)
- VIII. **DISCUSSION/REPORT: MANAGEMENT COMPANY WELCOME PACK** (10 min)
- IX. **DISCUSSION and possible MOTION: UPDATING UTILITY BOX PROGRAM** (10 min)
  - a. Taking over current approved utility boxes and plan for traffic signal cabinets
  - b. Neighborhood Maps on boxes  
[https://planning.lacity.org/urbandesign/citywide\\_design\\_guidelines/CDG\\_DRAFT\\_3.22.2019-pages.pdf](https://planning.lacity.org/urbandesign/citywide_design_guidelines/CDG_DRAFT_3.22.2019-pages.pdf)
  - c. Improving Palms NC branding on projects
- X. **ADDITIONAL ITEMS FOR DISCUSSION:** (5 minutes each, Time permitting)
  - a. Creating “Downtown Palms”
  - b. Palms identity sculpture projects
    - i. arch/central Palms landmark
    - ii. letters
    - iii. street signage
    - iv. highway signage
  - c. Joining Venice/Mar Vista Art Walk/create Palms Art Walk
  - d. Business oriented events - mixer, etc.
- XI. **CLOSING GENERAL PUBLIC COMMENT**(5 minutes, time permitting)
- XII. **REVIEW OF MEETING** (5 minutes, time permitting)
- XIII. **Adjournment**

Time allocations for agenda items are approximate and may be shortened or lengthened at the discretion of the President. Public comment will be taken for each motion as well as for any item in the consent agenda prior to Board action. The public is requested to fill out a “Speaker Card” to address the Assembly on any item of the agenda prior to the Assembly taking action on an item. Comments from the public on Agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the Agenda that is within the Assembly’s subject matter jurisdiction will be heard during the Public Comment period. Public comment is limited to 1 to 2 minutes per speaker, at the discretion or unless waived by the Assembly. In the interest of addressing all items on the agenda, time limits for individual comments and discussion may be set at the discretion of the President. All items on the consent agenda will be determined by a single Committee vote and without Committee discussion. Committee members may request that any item be removed from the consent agenda and considered individually at any time prior to that vote.

Per Board of Neighborhood Commissioners Policy #2014-01, agendas are posted for public review at: 1) Woodbine Park Kiosk, 3409 S. Vinton Ave.; 2) Palms Neighborhood Council website, [www.palmsnc.la](http://www.palmsnc.la).

In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at Woodbine Park Kiosk, 3409 S. Vinton Ave, at our website: [www.palmsnc.la](http://www.palmsnc.la) or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact the Secretary at [secretary@palmsnc.la](mailto:secretary@palmsnc.la)

Palms NC Board and Committee members abide by a code of civility (<http://empowerla.org/code-of-conduct/>). Any person who interferes with the conduct of a Neighborhood Council meeting by willfully interrupting and/or disrupting the meeting is subject to removal. A peace officer may be requested to assist with the removal should any person fail to comply with an order of removal by the Neighborhood Council. Any person who resists removal by a peace officer is subject to arrest and prosecution pursuant to California Penal Code Section 403.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting the Secretary at [secretary@palmsnc.la](mailto:secretary@palmsnc.la)

SI REQUIERE SERVICIOS DE TRADUCCION, FAVOR DE NOTIFICAR A LA OFICINA 3 DIAS DE TRABAJO (72 HORAS) ANTES DEL EVENTO. SI NECESITA ASISTENCIA CON ESTA NOTIFICACION, POR FAVOR LLAME A NUESTRA OFICINA AL [secretary@palmsnc.la](mailto:secretary@palmsnc.la)