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# PALMS NEIGHBORHOOD COUNCIL

**Board and Business Relations & Public Beautification Virtual Committee Meeting Agenda**  
**Wednesday, April 21, 2021 – 7 p.m. - 9 p.m.**

**Zoom Meeting Online at <https://zoom.us/j/95072686582>**  
**or by telephone, Dial +1 669 900 6833 to join the meeting**  
**Then enter this Webinar ID: 950 7268 6582 and press #**  
**Press \*9 to raise hand for public comment**  
**Press \*6 to unmute when requested**

*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.*

***VIRTUAL MEETING TELECONFERENCING NUMBER FOR PUBLIC PARTICIPATION***

*In conformity with the Governor's Executive Order N-29-20 (MARCH 17, 2020) and due to concerns over COVID-19, the Palms Neighborhood Council meeting will be conducted entirely virtually. Every person wishing to address the Neighborhood Council must follow the instructions above to join the meeting. Instructions on how to sign up for public comment will be given to participants at the start of the meeting.*

- I. **CALL TO ORDER & ROLL CALL** (5 min)
  - a. Call to Order (Hochberg)
  - b. Roll Call (Hochberg)
  - c. Review of code of conduct (Hochberg)
  - d. Agenda preview (Hochberg)
- II. **GENERAL PUBLIC COMMENT/ FUTURE AGENDA ITEMS** (10 min)
- III. **REPORTS** (10 Minutes each)
  - a. Gascon
  - b. Hochberg
    - i. Update re: Palms Building Management List
- IV. **UTILITY BOX PROGRAM** (20 min)
  - a. Updates on current status
- V. **WOODBINE PARK KIOSK REPAIR AND UPGRADE** (20 min)
  - a. Updates on current status
  - b. Opportunity to volunteer
- VI. **DISCUSSION AND POSSIBLE MOTION:  
PALMS INTERNATIONAL FOOD DISTRICT** (60 min)

- a. Review area of district
- b. Examples of restaurants and groceries that qualify as “International”
- c. Next steps
- d. Possible motion: Allocate up to \$1000 for signage to designate district
  - i. Motion may not be necessary, lobby CD5 to finance.
- e. Possible motion: Allocate up to \$250 for postcards to announce the district to be distributed to participating food outlets.
  - i. May defer to next council.

The following items are included in the agenda to keep them on our radar. Items will be tabled if there is no new information and no public comment.

- VII. **DISCUSSION: MURALS** (20 min)
- VIII. **PALMS FOOD MAP SURVEY PROJECT** (2 min)
- IX. **PALMS GATEWAY LIGHTING PROJECT** (2 min)
- X. **MANAGEMENT COMPANY WELCOME PROJECT** (2 min)
- XI. **COMMUNITY SCHOOL PARKS** (2 min)
- XII. **CLOSING GENERAL PUBLIC COMMENT**(5 minutes, time permitting)
- XIII. **Adjournment**

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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)





# Palms International Food District Proposal



# What is an “International Food District”?

- Palms is one of the ten most ethnically diverse neighborhoods in Los Angeles
- This can be seen in our food, as there are over 40 different types of global cuisines in this neighborhood
- Designating this area as a “International Food District” will allow food businesses in the area to brand both the area and themselves as a destination to go to for food in Los Angeles







# How does a “Food District” help Palms?

- Palms Food Businesses will get increased branding and marketing opportunities
- Palms Commercial Areas will attract top restaurant entrepreneurs, chefs, and staff, increasing local jobs
- Attracting and mentoring permitted pop-up food businesses will help incubate them for becoming brick and mortar businesses, while increasing the range and scope of the food options present



# Advantages for Palms Food Businesses



- Formal recognition by the City of the area
- City Signs, Painted Intersections, & Banners would be immediate visual cues
- Possibilities for group marketing, mentoring and other community-oriented works
- Setting up a 501(c)3 paid for by a communal fee structure to handle branding and marketing for the group and area
- Yearly event with a City-wide scope for invitations



# Timeline for the Project

- This can be done in 3-4 months
- There are many examples of this done around the City in this timeframe with this scope of the designation
- The cost is low with the cost of installation of signs being the only cost driver (\$1-10K)
- Organizing and speaking to the local businesses to explain the advantages and project timeline can easily happen in 1.5-2.5 months



# How this can help Covid Recovery

A timeline of 3-4 months would mean July-August 2021 for the installation of the Ceremonial Signs, Painted Intersections & Banners

This timeline should be when Los Angeles County should be entering a lightened phase of Covid quarantine levels, because of expected communal vaccination coverage, anticipated between May & June

Local Restaurants will be in need of any help they can get to differentiate themselves as a group & individually compared to the rest of the City

Providing this marketing and branding tool, that celebrates cultural & ethnic diversity, will help them at a critical time for saving their businesses after a disastrous past year



# Palms International Food District Proposal

## **CONCEPT**

The “Palms International Food District” (PIFD) describes part of Palms in West LA. It is one of the most ethnically diverse neighborhoods in LA, as well as being one of the top 10 most dense neighborhoods.

Palms celebrates its diversity through its food. There are over 40 different types of ethnic or geographical region food businesses in Palms, which is only a few square miles in size. The PIFD will become a primary destination for anyone wanting to try “something new to eat” in LA. It will also become a place for new food vendors to incubate their business and “graduate” to a larger business (hopefully in Palms!). New events will take advantage of the new street decorations to let everyone know where they are in town.

## **STREET INSTALLATIONS**

- 20-30 ceremonial street signs reading: “Palms International Food District: We celebrate our ethnic & cultural diversity through our food. Brought by the LA City Council District 5 & Palms NC”
- 2-4 giant banners on poles reading “Palms International Food District: We celebrate our ethnic & cultural diversity through our food” on Venice Blvd in the medians
- 20-40 feather flags for PIFD
- 4 way painted intersections - “Palms”, “International”, “Food”, & “District” - Palms & Exposition, Venice & Motor and Venice & Bagley are three examples
- 2 way painted intersections - “Palms International” & “Food District” - Sepulveda & Venice (North & East sides) and National & Exposition (North & East sides) are two examples
- “Welcome to Palms” murals
- Expanded Al Fresco program
- More public seating and parklets for people to enjoy their food outside

## **EVENTS**

- Focused DineLA plans for Palms area
- Once yearly street festival with outdoor eating and other events (music, kid’s events, BBQ contests, comedy, or any other entertainment choices). Boundary could be Overland to Rose to Exposition to Venice
- Multiple times per year smaller themed events – area based, pop up based, brick & mortar based, cuisine based or almost any other reasonable concept

## **MENTORING & SUPPORT**

- Support for fledgling pop up food businesses including links for all LA County permits (4X currently), food cart/truck suppliers, local commissary kitchens & local food suppliers
- Discord group - different channels means one can be for food businesses to communicate amongst themselves and others for public facing communications
- “Palms Supports New Food Business” - find/match mentors for new food businesses
- “Sister City” branding and marketing with other well known pop up locations around LA to support a larger system of food businesses in LA, including cross marketing and ceremonial signs at those individual locations to mark their status

## **ADVANTAGES FOR PALMS FOOD BUSINESSES WORKING TOGETHER – BRANDING, MARKETING, & PROMOTIONS**

- Form a 501(c)3 non-profit to help promote PIFD
- PIFD discount card could be used to fund the non-profit that handles the issues here
- 501(c)3 will manage a Website & Social media spotlighting participating food businesses
- “Eat in Palms” “Mornings in Palms”, “Power Lunch in Palms”, & “Late Nights in Palms” sets of marketing - tailored content for each social media platform
- Encourage local developers to include restaurants on their ground floors
- Encourage big name chefs to open restaurants in the area
- Encourage food commissaries to set up in the area to better facilitate food businesses
- Encourage ghost kitchens to set up in the area to increase the jobs for food business employees & vastly increased options for residents
- Encourage a developer to consider making a Food Hall as a destination location
- Talk to food delivery systems (Uber eats, DoorDash, Postmates etc.) to create a PIFD section

### **POP UP BUSINESS PROGRAMS**

- Interactive map for pop up locations, including days, times, & pre-ordering (if available)
- Online signup for large local businesses to request regular or one time food truck service
- Incubator program for pop ups that wish to transition to a brick and mortar in Palms (ideally partnering long standing pop ups with local developers)
- Incubator programs for short term rentals for pop up businesses
- “Pop Up Best Practices” to establish fairness and safety parameters for pop ups in Palms
- Mentoring programs
- More services as requested by the food businesses



# Palms International Food District

Palms is one of the most diverse areas in Los Angeles for ethnic representation. When the LA Times mapped the City of Los Angeles, Palms was listed as the 7<sup>th</sup> most ethnically diverse out of nearly 300 neighborhoods. That diversity is represented by the restaurants and other food businesses in the area. There are over 40 different types of global cuisines contained in this one tiny neighborhood.

Los Angeles has a long history of designating locations as having significance. One model is that of Historic-Cultural Monuments. Section 22.126 of the Los Angeles Administrative Code provides that the City Council may propose sites for inclusion on the list of Historical-Cultural Monuments. This provision has been used for decades and presently includes over 1,200 locations. The list includes: The Walt Disney Animation School, the Morton Bay Fig Tree in Palms, the Crest theater in Westwood, and many more. However, these tend to be more on the “Historical” side rather than the “Cultural” side and the vast majority describe a single location.

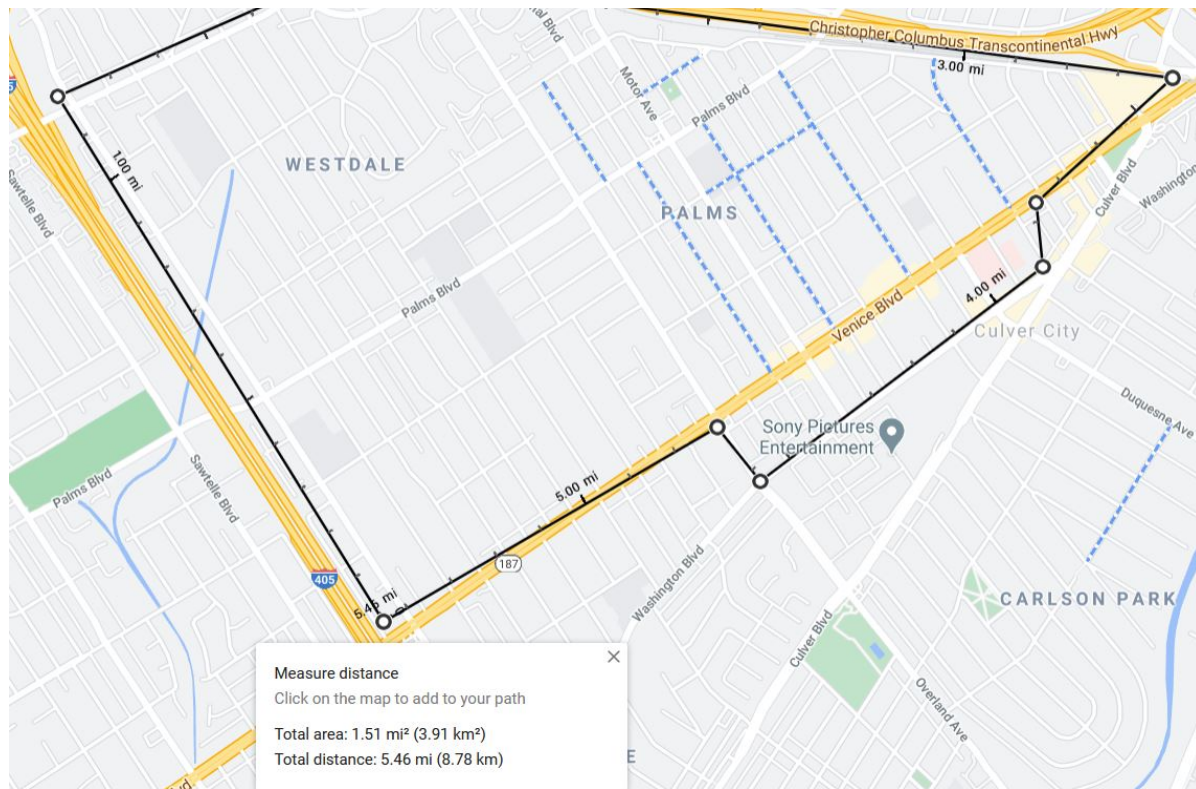
Ceremonial Signs are another method that Los Angeles uses to signify important locations. The Persian Square, Hollywood Theater Row District, and the Reverend James Lawson Jr. Square are all recent examples of the ceremonial sign process. Each is also an example of the differing amount of space that encompass the area for a ceremonial sign. Reverend James Lawson Jr. Square is at and represents a literal intersection (4<sup>th</sup> Avenue & Adams Boulevard), while Persian Square represents the area on one street (Westwood Boulevard between Wilshire & Ohio boulevards). The Hollywood Theater Row District represents a rectangular area centered around Santa Monica Boulevard and bounded by Melrose Avenue, El Centro Avenue, McCadden Place & Lexington Avenue.

The proposed Palms International Food District would encompass much of Palms NC. The major streets in the area for international food are Venice Boulevard (the main location & the central spine connecting most everything else), Overland Avenue, Motor Avenue, Palms Avenue, Lawler Avenue, Rose Avenue & National Avenue. The proposed area would be 3.9 km<sup>2</sup> (see attached photo). This compares favorably with the 1.2 km<sup>2</sup> for the Hollywood Theater Row District, as it only a few blocks larger in each direction (see attached photo).

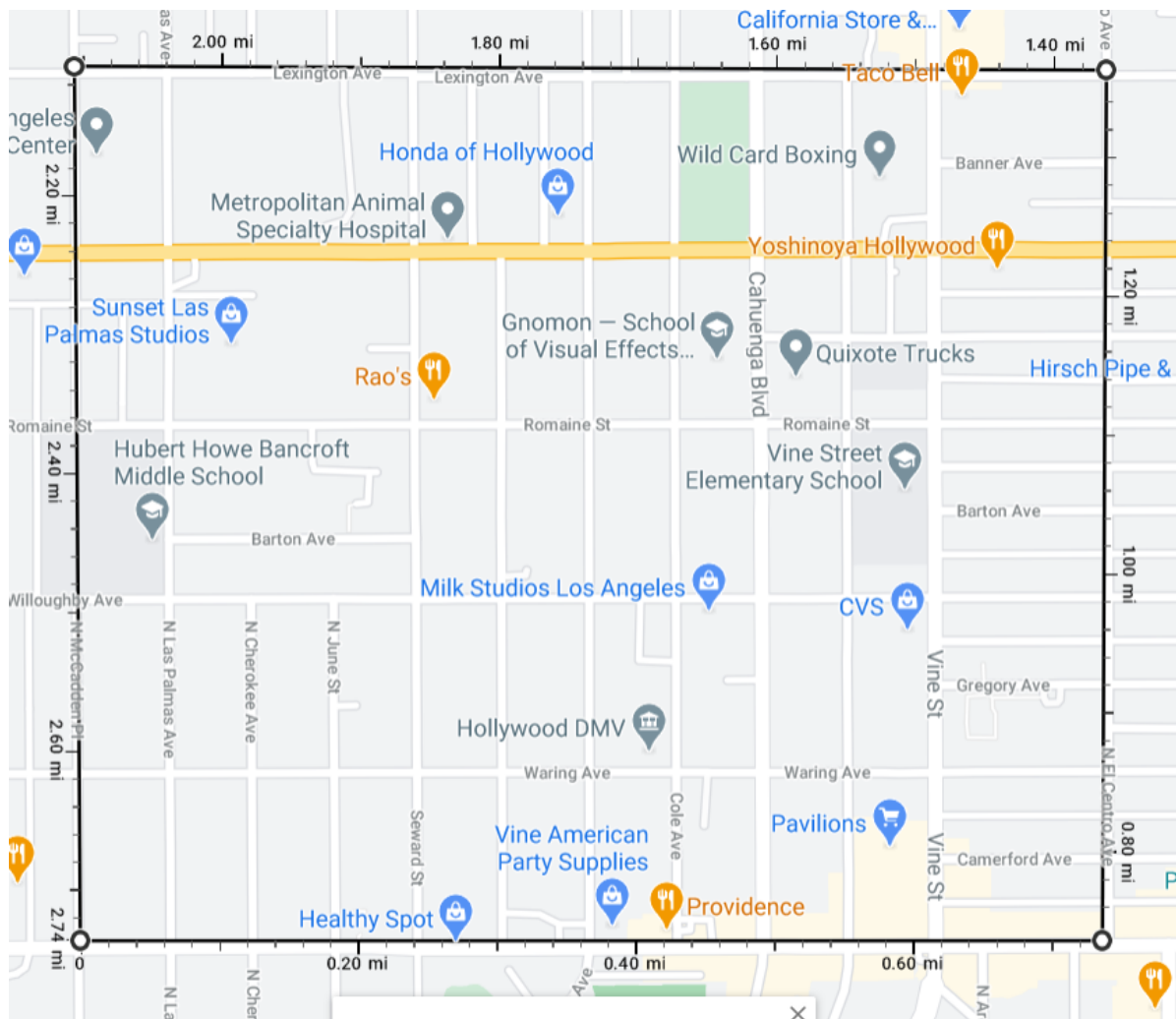
The cost & timeframe for this is incredibly low & short. A ceremonial sign, as seen in Council File 15-0066 for the creation of the Hollywood Theater Row District, only costs \$750 from the Street Furniture Revenue Fund ([https://clkrep.lacity.org/online/docs/2015/15-0066\\_mot\\_01-20-2015.pdf](https://clkrep.lacity.org/online/docs/2015/15-0066_mot_01-20-2015.pdf)). Multiple signs would be recommended for this endeavor to signify either the boundary streets or to signify a concentrated location of food establishments. Ceremonial signs averaged 1-2 months from the motion being introduced to a final Council action, which is amazingly fast. Paint, poles, and banners are also all low cost. This could help save restaurants on Palms from the Covid-19 pandemic.

## The Proposed Area for the Palms International Food District

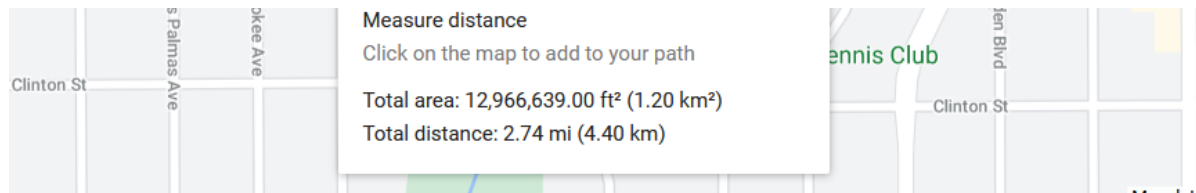




## The Hollywood Theater Row District







## Potential LA City Council Motion on the creation of the Palms International Food District

Palms has always been a place for getting high quality international food from restaurants and other food businesses. This area contains over 40 different types of global cuisine in a 0.7 square mile area. There are over 150 food businesses in this tiny area, including some of the finest establishments in Los Angeles.

Palms has been the home for several famous restaurants. N/naka, a Palms restaurant, has been named one of “top restaurants in the world”. Kogi Tacos was the first brick and mortar restaurant for the legendary food truck that started the entire craze of food trucks. Versailles and Natalee Thai both started their chain of restaurants from the Palms area.

The Palms International Food District serves as an important cultural touchstone for many immigrants. The area has many ethnic food types that are not commonly found, such as Himalayan and Brazilian, while also showcasing multiple distinct food zones from countries such as India (Northern & Southern Indian restaurants) & Mexico (Baja California & Mainland Mexico restaurants). It is an important location for recent ex-patriates to get food similar to what they were accustomed to getting back in their country of origin.

The Palms International Food District also contains many ethnic markets such as West LA International Market, Asia Foods & El Camaguey. These markets also act as incubators for smaller food vendors. El Camaguey has two distinct eateries inside, while West LA International Market has been critical in the growth of Falafel Chee & Al’s Hot Chicken.

In recognition of the fact that The Palms International Food District provides an enormous boon to the food and culture in Palms and Los Angeles as a whole, it is appropriate that the area of Palms roughly bounded by Venice Boulevard, Sepulveda Boulevard, National Boulevard, and Exposition Boulevard be recognized as “**The Palms International Food District**”

I THEREFORE MOVE that the area of Palms roughly bounded by Venice Boulevard, Sepulveda Boulevard, National Boulevard, and Exposition Boulevard be recognized as “**The Palms International Food District**” in recognition of the fact that the Palms International Food District provides an enormous boon to food and culture in Palms and Los Angeles as a whole, and that the Department of Transportation be directed to fabricate and install permanent ceremonial signs, painted intersections, and promotional banners to this effect at this location, in consultation with Council District 5.

I FURTHER MOVE that \$25,000 from the Council District 5 portion of the Street Furniture Revenue Fund be transferred/appropriated for 20 ceremonial signs, 5 painted intersections, and 2 sets of poles and banners to the Transportation Fund as follows: \$12,000 for the account for Salaries-Overtime and \$13,000 to the account for Paint & Sign Maintenance & repairs for the above work (\$7,000 for the signs, \$3,000 for the intersections and \$3,000 for the banners).