
Office of the City Clerk, City of Los Angeles

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Council File Number

[06-0362](#)

Title

CENTURY BOULEVARD CORRIDOR

Subject

Motion - Los Angeles is a city of enormous dreams and phenomenal potential. It is the capital of the West Coast, the creative heart and soul of the nation, and the economic and tourist gateway to and from the Far East. Yet our front door, our welcome mat to the world, is a testament to untapped potential. The largest concentration of hotel rooms in the City of Los Angeles is in the Los Angeles International Airport (LAX) area, along and around the Century Boulevard corridor. In recent years, LAX hotel occupancies have risen to more than 80%, but the average hotel room rate in the area continues to be among the lowest in the City of Los Angeles. Most of the larger LAX properties were built with the anticipation of serving the now-diminished aerospace industry. As a result, there is a structural weakness in demand for LAX hotel properties that is most conspicuously reflected in relatively low average daily hotel room rates. This structural weakness has a tremendous impact on City revenues. No other area of the City offers such an immediate opportunity to materially increase commercial activity, employment and the Transient Occupancy Tax. A gain in hotel room rates among the large concentration of hotel rooms along Century Corridor will have an immediate and beneficial impact on hotel room yields throughout the City, generating new revenue for crucial City services. Furthermore, increased hotel revenue helps underwrite property improvements that, in turn, increase consumer satisfaction and visitor spending. One way to attract new revenue could be construction of an LAX-area Conference Center along Century Boulevard. Such a center, if complemented with the addition of retail businesses such as restaurants, could serve as a magnet to draw business conferences and large corporate meetings to Los Angeles. Industry experts say no single infrastructure improvement could have a more profound impact on room demand and complement the businesses already generated by the hotels near the airport. At the same time, the Century Boulevard Corridor suffers from a lack of City investment: many streets are in disrepair; sidewalks are buckled; street furniture is old and unsightly; medians and overpasses are unattractive and uninviting. We must do better than that to put a fresh face on the gateway to our city. THEREFORE MOVE that the City Council request that LA INC, the Convention and Visitors Bureau, in cooperation with LAX area hotels and local civic leadership, report to the Council's Committee on Trade, Commerce and Tourism, on ideas and recommendations to materially increase higher yielding demand for hotel rooms and, in so doing, advance the economy, employment opportunities and the value of City's Transient Occupancy Tax along the Century Boulevard Corridor. FURTHER MOVE that the City Council request that said recommendations include a discussion of a proposed LAX-area Conference Center and its potential to lure business and revenue to the Century Boulevard Corridor, and an examination of how it would impact or complement the Los Angeles Convention Center. FURTHER MOVE that the Bureau of Street Services report to the Council's Committee on Public Works on the potential for beautifying and improving the Century Boulevard Corridor through street repaving, sidewalk repair, replacement of old and dilapidated street furniture, landscaping and median enhancements. REFER TO COUNCIL FILE 06-0362-S2

Last Change Date

04/26/2007

Council District

11

Mover

BILL ROSENDAHL

Second

ERIC GARCETTI

Archive History

2-17-06 - This day's Council session

2-17-06 - Ref to Trade, Commerce and Tourism Committee

2-17-06 - File to Trade, Commerce and Tourism Committee Clerk

4-10-06 - For ref - Communication from Los Angeles World Airports (LAWA), dated March 31, 2006, relative to the improvement of the hotel district along Century Boulevard and the feasibility of LAWA funding repairs for streets that have been damaged by traffic related to Los Angeles International Airport (LAX).

4-11-06 - Ref to Trade, Commerce and Tourism Committee - to Committee Clerk

4-20-06 - For ref - Communication from Chief Legislative Analyst 06-03-0511, dated April 19, 2006, relative to how the City can improve the working conditions for LAX-area hotel workers.

4-20-06 - Ref to Trade, Commerce and Tourism Committee - Committee Clerk

5-3-06 - Council Action - Trade, Commerce and Tourism Committee report ADOPTED:

1. REQUEST the City Attorney, in consultation with the Chief Legislative Analyst (CLA) and the City Administrative Officer (CAO), to report to Council within 60 days on the feasibility of adopting an ordinance to require that hotels within the Los Angeles International Airport (LAX) area (geographic area to be determined) pay the City's living wage to hotel service workers. Such an ordinance would require Council to make findings that such an ordinance is necessary to protect public safety, health and/or welfare.

2. REQUEST the City Attorney to:

a. Prepare and present an ordinance within 60 days to require hotel and restaurant owners or operators to state in writing the purposes for which a "service charge" is to be collected for meal or refreshments service to a large group (e.g., for a banquet, dinner party or cocktail party) and to state clearly to the bill payer whether the service charge includes a specified percentage to be paid in tips to the hotel or restaurant service workers.

b. Report on whether it is legal for hotel and restaurant owners or operators to state in advance that a "service charge" or "gratuity" will be automatically added to a bill.

3. DIRECT the CLA to report within 45 days on State and federal bills that would expand basic health care coverage to lower income populations, with recommendations for City positions on any key bills; and if there is no pending legislation on this issue, to recommend sponsorship of legislation to provide basic health care coverage to lower income populations.

4. REQUEST the City Attorney, in consultation with the CLA and CAO, to report to Council within 60 days on the feasibility of adopting a City ordinance to require retention of LAX-area hotel workers at same or better pay during a transitional period following the transfer of ownership of a hotel. Such ordinance would require the Council to make findings that such an ordinance is needed to protect the public safety, health and/or welfare.

5. REQUEST the City Attorney to:

a. Report to the Council within 60 days on the feasibility of accepting and investigating complaints by hotel workers of intimidation or retaliation by hotel management for contacts with union representatives or members, including the feasibility of receiving federal reimbursement for performing a federal responsibility.

b. If this is not feasible, report to the Council within 60 days with recommendations on how investigation and enforcement of such intimidation and retaliation actions can be expedited.

6. DIRECT the Community Development Department (CDD) within 45 days to conduct outreach activities for LAX-area hotel workers to advise them of services available through the City's WorkSource Centers and the LAX Job Training and First Source Hiring Program, if approved for implementation by the Federal Aviation Administration (FAA).

7. DIRECT CDD and REQUEST Los Angeles World Airports (LAWA) to report back to this Committee within 60 days on the status of the LAX Job Training and First Source Hiring Program.

8. REQUEST that the LA INC., the Convention and Visitors Bureau, report back on the final results of its study of the feasibility of establishing a conference center in or near the Century Boulevard Corridor.

9. REQUEST that the LAWA communicate directly with the FAA to request approval for the use of aviation funds for the repair of streets damaged by vehicle traffic leading in and out of LAX and to report back in 60 days with an update on the FAA's response to such request.

5-15-06 - File to Trade, Commerce and Tourism Committee Clerk OK

5-18-06 - File in files

7-21-06 - For ref - Communication from LA INC., dated July 20, 2006, relative to the results of a study to determine the feasibility of establishing a conference center in the vicinity of Los Angeles International Airport and the hotels located in the Century Boulevard Corridor.

7-26-06 - Ref to Trade, Commerce and Tourism Committee

7-26-06 - File to Trade, Commerce and Tourism Committee Clerk

10-6-06 - For ref - Communication from the City Attorney R06-0357, dated October 6, 2006, relative to draft ordinances adding Articles 2, 3 and 4 to Chapter XVIII of the Los Angeles Municipal Code, which

regulates hotels in the Gateway to LA (Century Corridor) Property Business District and add Hotel Worker Service Charge Reform, Hotel Worker Living Wage, and Hotel Worker Retention Ordinances.

10-11-06 - Ref to Trade, Commerce and Tourism Committee - to Committee Clerk

11-8-06 - Council Action - CONTINUED TO NOVEMBER 15, 2006

11-14-06 - Communication from the Chief Legislative Analyst, dated November 14, 2006, relative to the LAX-Adjacent Hotel Ordinances, is attached to Council file.

11-15-06 - Council Action - Amending Motion - Garcetti Mover 2006 / Greuel / Rosendahl - ADOPTED - Item No. 14 on today's agenda is consideration of ordinances relative to hotels located in the "Century Boulevard Corridor" as defined by the ordinance creating the Gateway to LA (Century Corridor) Property Business District at the Los Angeles International Airport (LAX). The business community has expressed concern regarding the precedent that is being set and the possibility that this ordinance would be applied to other parts of the City. The basis for the ordinance is the benefits that the hotels derive from their location to the City-owned LAX and it is important to make clear that this ordinance would apply only to those hotels.

THEREFORE MOVE, that in connection with the adoption of the ordinances the Council stipulate its intent that this ordinance would apply only to hotels located in the "Century Boulevard Corridor" at the Los Angeles International Airport.

11-15-06 - Council Action - Trade, Commerce and Tourism Committee report ADOPTED *AS AMENDED SUBJECT TO THE APPROVAL OF THE MAYOR:

1. PRESENT and ADOPT the accompanying ORDINANCE amending Chapter XVIII of the LAMC and adding Article 2 to Chapter XVIII of the LAMC to require Los Angeles International Airport (LAX)-area hotels to pay certain hotel service workers a living wage.
2. PRESENT and ADOPT the accompanying ORDINANCE adding Article 3 to Chapter XVIII of the LAMC to require LAX-area hotels to provide transitional worker retention when these establishments change control.
3. PRESENT and ADOPT the accompanying ORDINANCE adding Article 4 to Chapter XVIII of the LAMC to require LAX-area hotels to pass along service charges to those hotel service workers who render the services for which the charges are collected - Ordinances over one week to NOVEMBER 22, 2006

11-22-06 - Council Action - Three (3) Ordinances ADOPTED for the regulation of hotels in the Gateway to LA (Century Corridor) Property Business District by adding Articles 2, 3, and 4 to Chapter XVIII of the Los Angeles Municipal Code (LAMC).

- A. Amend Chapter XVIII of the LAMC and add Article 2 to Chapter XVIII of the LAMC to require Los Angeles International Airport (LAX) area Hotels to pay certain hotel service workers a living wage.
- B. Add Article 3 to Chapter XVIII of the LAMC to require LAX-area hotels to provide transitional worker retention when these establishments change control
- C. Add Article 4 to Chapter XVIII of the LAMC to require LAX-Area Hotels to pass along service charges to those hotel service workers who render the services for which the charges are collected.

11-22-06 - File to Mayor for signature FORTHWITH

11-27-06 - File to Council and Legislative Processing Clerk

12-1-06 - File to Trade, Commerce and Tourism Committee Clerk OK

12-5-06 - File in files

12-29-06 - Communication from the Mayor, dated December 29, 2006, relative to a proposed ordinance to clarify the living wage for hotels in the Gateway to L.A. (Century Corridor) Property Business District, is attached to file.