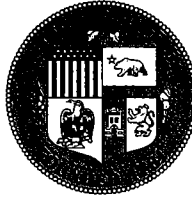


FRANK T. MARTINEZ
City Clerk

KAREN E. KALFAYAN
Executive Officer

When making inquiries
relative to this matter
refer to File No.

CITY OF LOS ANGELES
CALIFORNIA



ANTONIO R. VILLARAIGOSA
MAYOR

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CLAUDIA M. DUNN
Chief, Council and Public Services Division

06-0111

CD 11

February 22, 2006

Office of the Mayor
Councilmember Rosendahl
Councilmember Greuel
Board of Public Works
City Administrative Officer
Chief Legislative Analyst
Bureau of Engineering
Bureau of Street Services
Department of Transportation

RE: IMPLEMENTING THE DESIGNATION OF THE "MAR VISTA" NEIGHBORHOOD

At the meeting of the Council held February 21, 2006, the following action was taken:

Attached report adopted..... X
Attached motion () adopted.....
Attached resolution adopted.....
FORTHWITH.....
Ordinance adopted.....
Motion adopted to approve attached communication.....

Frank T. Martinez

City Clerk
jr



AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER



9

File No. 06-0111

TO THE COUNCIL OF THE
CITY OF LOS ANGELES

Your

PUBLIC WORKS

Committee

reports as follows:

Public Comments: Yes No
XX —

PUBLIC WORKS COMMITTEE REPORT relative to implementing the designation of the "Mar Vista" neighborhood.

Recommendations for Council action, pursuant to Motion (Rosendahl - Greuel):

1. DESIGNATE as "Mar Vista" the area bounded by Santa Monica City border between the I-10 and Walgrove Avenue: Walgrove Avenue between the Santa Monica City border and Culver City border on the west; Culver City border between Walgrove Avenue and the I-405 on the south; the I-405 between the Culver City border and the I-10 on the east; and the I-10 between the Santa Monica City border and I-405 on the north.
2. DIRECT the Bureau of Engineering (BOE) to implement the designation of "Mar Vista" as detailed above in Recommendation No. 1.
3. INSTRUCT the Department of Transportation (DOT) to design and install signs at the following locations in order to identify "Mar Vista":
 - a. Venice Boulevard at Beethoven Street going east (facing west)
 - b. Venice Boulevard at Sawtelle Boulevard going west (facing east)
 - c. Centinela Avenue at Mitchell Avenue going north (facing south)
 - d. Rose Avenue at Walgrove Avenue going east (facing west)
 - e. Barrington Avenue at National Boulevard going south (facing north)
 - f. Centinela Avenue at Airport Avenue going south (facing north)
4. INSTRUCT the DOT to install signs with a blue background and white text and a City logo at the top, at the locations in order to identify "Mar Vista."

Fiscal Impact Statement: Neither the City Administrative Officer (CAO) nor the CLA has completed a financial analysis of this report.

SUMMARY

On January 13, 2006, Council introduced a Motion (Rosendahl - Greuel) relative to the designation of the "Mar Vista" neighborhood. Specifically, this area is defined as: Walgrove Avenue between the Santa Monica City border and Culver City border on the west; Culver City border between

Walgrove Avenue and the I-405 on the south; the I-405 between the Culver City border and the I-10 on the east; and the I-10 between the Santa Monica City border and I-405 on the north.

At its regular meeting on February 15, 2006, your Committee considered the above Motion. According to the DOT, it has begun the process of installing the appropriate signage as called for in the Motion. After further consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the Motion as detailed above in Recommendation Nos. 1, 2, 3 and 4 to designate the "Mar Vista" neighborhood.

This matter is now submitted to Council for its consideration.

Respectfully submitted,

PUBLIC WORKS COMMITTEE



Rept
ADOPTED

FEB 21 2006

LOS ANGELES CITY COUNCIL

<u>MEMBER</u>	<u>VOTE</u>
ROSENDAHL:	YES
LABONGE:	ABSENT
SMITH:	YES

ARL
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