

13-1193-S1

TRANSPORTATION

MOTION

US Route 66, also known as the Will Rogers Highway and also known as the Main Street of America or the Mother Road, was one of the original highways within the US Highway System. Route 66 was established on November 11, 1926 with road signs erected in 1927. *If you ever plan to motor west, travel my way, take the highway that is best, get your kicks on Route 66!*

It winds from Chicago to LA, more than 2,000 miles all the way and Route 66 underwent many improvements and realignments over its lifetime. It was officially removed from the United States Highway System on June 27, 1985, after it had been replaced in its entirety by the Interstate Highway System. Portions of the road that passed through Illinois, Missouri, New Mexico, and Arizona have been designated a National Scenic Byway of the name "Historic Route 66". Several states have adopted significant bypassed sections of the former US 66 into the state road network as State Route 66.

US 66 covers 316 miles in the state of California, and the terminus was located at the Pacific Coast Highway, then US 101 Alternate, and now State Route 1. Most importantly, the highway had major intersections with US 101 in Hollywood, and the Interstate 5 in Los Angeles.

This past year, a Hollywood Route 66 Business Improvement District was proposed, along Santa Monica Boulevard, between Hoover Avenue and Vine Street in order to serve to improve various beautification efforts and boost the economic and environmental vitality of the area. There is an ongoing project to make the road's historic designation, and there is a need to enhance the portions that are located in the City of Los Angeles.

I THEREFORE MOVE that CalTrans be requested to report to the City Council with a report with recommendations on how to enhance the significance and the accessibility of the portions of Route 66 located in the City of Los Angeles.

I FURTHER MOVE that the CLA and the Economic and Workforce Development Department be requested to report back to the City Council with the current status of the proposal for the formation of the Hollywood Route 66 Business Improvement District.

PRESENTED BY



TOM LABONGE
Councilmember, 4th District

SECONDED BY



MITCH O'FARRELL
Councilmember, 13th District



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ORIGINAL