



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**FW: Cherokee Lease Space**

27 messages

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Kerry Morrison <Kerry@hollywoodbid.org>

Mon, Apr 7, 2014 at 5:20 PM

Gary,

Please see the last correspondence that we had with LADOT below. We have agreed to a 3 year lease of Suite C at 1718 N. Cherokee. We sent all required documents to the city, and as I said we are just waiting.

Really appreciate you looking into this for us.

Joe

**From:** Belkis Del Valle [mailto:belkis.delvalle@lacity.org]  
**Sent:** Tuesday, March 18, 2014 4:11 PM  
**To:** Joseph Mariani  
**Cc:** Rene Sagles  
**Subject:** Re: Cherokee Lease Space

Joe,

The request to draft a lease (including the Letter of Intent, HPOA financials, etc.) was forwarded to the General Services Department on 3/6/14. From there it makes its way to the City Attorney and then eventually back to us (PFD) to review. Until the time that it returns to PFD, we are not in control of the process, but will do our best to keep you informed of any progress.

Sincerely,

**Belkis Del Valle**

**Senior Management Analyst**  
**LADOT, Parking Facilities Division**

213.972.4938

On Tue, Mar 4, 2014 at 3:25 PM, Joseph Mariani <joe@hollywoodbid.org> wrote:

Hello Rene,

I hope all is well. I wanted to follow up with you in regards to our lease agreement for the old HBT space in the Cherokee garage. Karina has been keeping us informed of the progress, and it sounds as though LADOT now has everything it needs to draft our lease. I understand that this process can take some time, but being as we started talks for the space in March of 2013, I'm sure you can understand the pressure that our board is putting on us to have this deal consummated soon. Additionally, with the difficult weather last week, we are all feeling very anxious to move our team and equipment indoors before any additional rain or the hot summer months return. If there is anything you can do to help with this process, or even possibly provide us with a possible move in date that we could report to our board at their March 20 meeting, we would greatly appreciate it. Thank you Rene for your help and understanding.

Best,

Joe Mariani

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767  
Fax: (323) 463-4229  
Direct: (323) 463-4728

[www.navigatehollywood.com](http://www.navigatehollywood.com)

Gary Benjamin <gary.benjamin@lacity.org>

Fri, Apr 11, 2014 at 4:52 PM

To: Belkis Del Valle <belkis.delvalle@lacity.org>, Rene Sagles <rene.sagles@lacity.org>

Cc: Marie Rumsey <marie.rumsey@lacity.org>

Belkis and Rene,

Is it possible to provide an update on the timetable for approving the contract for the Hollywood Property Owners Alliance's lease of office space in the Hollywood/Cherokee office structure? Is there any way to help expedite this approval process?

Best Regards,

7/7/2015

City of Los Angeles Mail - FW: Cherokee Lease Space

Gary

[Quoted text hidden]

**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>  
Cc: Kerry Morrison <Kerry@hollywoodbid.org>

Fri, Apr 11, 2014 at 4:53 PM

Joe,

I haven't yet gotten an update on this matter, but hopefully I'll have an answer for you early next week.

Gary

[Quoted text hidden]

**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

**Joseph Mariani** <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Kerry Morrison <Kerry@hollywoodbid.org>

Fri, Apr 11, 2014 at 4:54 PM

Perfect Gary! Thanks for following up! We really appreciate this as the clock is ticking on our current space.

Joe

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Friday, April 11, 2014 4:54 PM  
**To:** Joseph Mariani  
**Cc:** Kerry Morrison  
**Subject:** Re: FW: Cherokee Lease Space

[Quoted text hidden]

**Belkis Del Valle** <belkis.delvalle@lacity.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Mon, Apr 14, 2014 at 9:14 AM

<https://mail.google.com/mail/u/0/?ui=2&ik=e8a0670c68&view=pt&q=cherokee%20lease&qs=true&search=query&th=1453eb4e451a7be9&siml=1453eb4e451a...> 3/12

Cc: Rene Sagles <rene.sagles@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>, "Melody J. McCormick" <melody.mccormick@lacity.org>

Hello Gary,

As communicated to Joe Mariani of the HPOA, all documents were forwarded to the Real Estate Services Division of the General Services Department on 3/6/14. It's my understanding that, subsequent to that submittal, Rene also followed up with Real Estate Services staff on behalf of the HPOA.

Unfortunately, I can't provide you with a timetable for approval as we are not in control of the process at this point. Last year we executed two retail leases that took approximately 10 months from accepted Letter of Intent to executed lease. The HPOA was duly advised of the likely delays.

Perhaps, if you contact GSD's Director of Real Estate Services, Melody McCormick (copied here), she can help expedite the approval process.

Regards,

**Belkis Del Valle**  
**Senior Management Analyst**  
**LADOT, Parking Facilities Division**  
213.972.4938

[Quoted text hidden]

Gary Benjamin <gary.benjamin@lacity.org>

Mon, Apr 14, 2014 at 10:31 AM

To: Belkis Del Valle <belkis.delvalle@lacity.org>

Cc: Rene Sagles <rene.sagles@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>, "Melody J. McCormick" <melody.mccormick@lacity.org>

Melody,

Is there anyway that you could assist with expediting the approval process for the Hollywood Property Owner Alliance's lease of space in the City-owned parking structure/office building at Cherokee? If there is anything we can do to help to get the HPOA, an important partner in Hollywood, into the space more quickly, we are willing. Please let me know.

Belkis - thank you for the reply.

Best Regards,

Gary Benjamin  
[Quoted text hidden]

Melody J. McCormick <melody.mccormick@lacity.org>

Mon, Apr 14, 2014 at 10:34 AM

To: Gary Benjamin <gary.benjamin@lacity.org>

Hi Gary,

We are doing our best with what staff we have - I will keep you posted on the status of this lease. I will let you know if there's anything that can be done to expedite it.

Thanks!

[Quoted text hidden]

--

Melody McCormick  
Director of Facilities  
General Services Department  
111 East First Street #501  
(213) 978-8770

(213) 216-6706 cell

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: "Joseph Mariani Jr." <Joe@hollywoodbid.org>

Thu, Apr 17, 2014 at 5:11 PM

----- Forwarded message -----

From: **Belkis Del Valle** <belkis.delvalle@lacity.org>  
Date: Mon, Apr 14, 2014 at 9:14 AM  
Subject: Re: FW: Cherokee Lease Space  
To: Gary Benjamin <gary.benjamin@lacity.org>  
[Quoted text hidden]  
[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: "Joseph Mariani Jr." <Joe@hollywoodbid.org>

Thu, Apr 17, 2014 at 5:11 PM

[Quoted text hidden]

**Joseph Mariani** <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Thu, Apr 17, 2014 at 7:58 PM

Thank you Gary! We are immensely grateful. Let me know if there is anything we can do on our end.

Joe  
Sent from my iPhone  
[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: "Melody J. McCormick" <melody.mccormick@lacity.org>

Fri, Apr 18, 2014 at 1:27 PM

Melody,

Thank you for the response. Anything you can do would be appreciated!

Gary  
[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: Belkis Del Valle <belkis.delvalle@lacity.org>  
Cc: Rene Sagles <rene.sagles@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>

Fri, Apr 18, 2014 at 1:29 PM

Belkis,

Thank you for the explanation of the situation and the contact. I appreciate the information. I've been in touch with Melody and she said they will do what they can.

Thanks again!

Best Regards,

Gary

On Mon, Apr 14, 2014 at 9:14 AM, Belkis Del Valle <belkis.delvalle@lacity.org> wrote:  
[Quoted text hidden]

[Quoted text hidden]

**Joseph Mariani** <joe@hollywoodbid.org>  
**To:** Gary Benjamin <gary.benjamin@lacity.org>  
**Cc:** William Chun <william.chun@lacity.org>

Mon, May 12, 2014 at 2:02 PM

Hi Gary,

I hope your weekend was good. I have copied Billy Chun here from the Mayor's office. I was speaking with Billy today about our on-going lease struggle and he has offered to possibly help get involved as well. I wanted to see if you ever heard anything else from GSD? If not, I think Billy was going to try and reach out as well. As construction will be starting soon we are really starting to feel the pressure to move our space quickly...

Thank you both for all of your help. It is greatly appreciated!

Joe

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Thursday, April 17, 2014 5:12 PM  
**To:** Joseph Mariani  
**Subject:** Fwd: FW: Cherokee Lease Space

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org> Tue, May 13, 2014 at 11:02 AM  
**To:** "Melody J. McCormick" <melody.mccormick@lacity.org>, Belkis Del Valle <belkis.delvalle@lacity.org>, Jeanne Min <jeanne.min@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>

Hi Melody,

I'm following up to see if there is any update on the lease with the Hollywood HPOA/BID at the Cherokee parking structure commercial space. It has been about 30 days since I last checked in. Do you know when the lease will be ready?

Gary

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
**To:** Joseph Mariani <joe@hollywoodbid.org>  
**Cc:** William Chun <william.chun@lacity.org>

Tue, May 13, 2014 at 11:05 AM

Joe and Billy,

7/7/2015

City of Los Angeles Mail - FW: Cherokee Lease Space

I sent a follow-up to Melody at GSD today but haven't heard anything from them in the meantime. I don't know why the process should take so long. Billy, if there is anything you can do to help, we appreciate it.

Gary

[Quoted text hidden]

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: William Chun <william.chun@lacity.org>

Tue, May 13, 2014 at 11:06 AM

Thank you Gary, we really appreciate it. Thank you Billy as well for your interest in this. Let me know too if there is anything we can do on our end.

Joe

From: Gary Benjamin [mailto:gary.benjamin@lacity.org]  
Sent: Tuesday, May 13, 2014 11:05 AM  
To: Joseph Mariani  
Cc: William Chun  
Subject: Re: FW: FW: Cherokee Lease Space

[Quoted text hidden]

Gary Benjamin <gary.benjamin@lacity.org>  
To: William Chun <william.chun@lacity.org>

Thu, May 15, 2014 at 2:23 PM

Here was the last message with Belkis regarding the HPOA contract:

----- Forwarded message -----

From: Belkis Del Valle <belkis.delvalle@lacity.org>  
Date: Mon, Apr 14, 2014 at 9:14 AM  
Subject: Re: FW: Cherokee Lease Space  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Rene Sagles <rene.sagles@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>, "Melody J. McCormick" <melody.mccormick@lacity.org>

[Quoted text hidden]

[Quoted text hidden]

William Chun <william.chun@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>  
Cc: Gary Benjamin <gary.benjamin@lacity.org>

Thu, May 15, 2014 at 3:28 PM

Hi Joe,

Do you have history of when you originally talked to LADOT about the site? Did the City do an RFP for the property or did you start talking directly to LADOT?

Thanks,  
Billy

[Quoted text hidden]

**William Chun** <william.chun@lacity.org>  
**To:** Gary Benjamin <gary.benjamin@lacity.org>

Mon, May 19, 2014 at 10:28 AM

Gary, based on Joe's response below I doubt there was an RFP process for the lot but I believe the circumstances justify leasing the space to the BID. I've attached a motion for reference that instructs GSD to work with a private party for leasing city-owned space. This is what GSD is looking for. Let me know if you have any questions.

Thanks,  
Billy

----- Forwarded message -----

**From:** Joseph Mariani <joe@hollywoodbid.org>  
**Date:** Fri, May 16, 2014 at 5:00 PM  
**Subject:** RE: FW: FW: Cherokee Lease Space  
**To:** William Chun <william.chun@lacity.org>  
**Cc:** Keny Morrison <Keny@hollywoodbid.org>

Hi Billy,

Sorry for the late reply, it's been a busy week here.

Yes, we originally began discussions with Mayor Garcetti's office (then Councilmember) back in March of 2013. We spoke with LADOT back in April 2013 and were referred to their realtor. It took a bit of follow up but we finally got an agreed up LOI, but were not able to fill out our application until early January 2014. We submitted all necessary materials (articles of incorporation, credit check application, etcetera) at the end of January. Materials were not forwarded to GSD until March 6, 2014. Still no sign of the lease or a move in date.

As far as I know there was no RFP for the property. I hope this information helps. If you need anything else, please just let me know. Thank you again for your willingness to follow up on this. Have a good rest of the day.

Joe

**From:** William Chun [mailto:william.chun@lacity.org]  
**Sent:** Thursday, May 15, 2014 3:29 PM  
**To:** Joseph Mariani  
**Cc:** Gary Benjamin



7/7/2015


City of Los Angeles Mail - FW: Cherokee Lease Space

**Subject:** Re: FW: FW: Cherokee Lease Space

Hi Joe,

[Quoted text hidden]

[Quoted text hidden]

 **06-0668-s1\_mot.pdf**  
63K

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: William Chun <william.chun@lacity.org>

Mon, May 19, 2014 at 11:36 AM

Billy, Thank you very much for your help with this. I will work on drafting a motion.


Gary

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: "Joseph Mariani Jr." <Joe@hollywoodbid.org>

Tue, May 20, 2014 at 12:47 PM

[Quoted text hidden]

 **06-0668-s1\_mot.pdf**  
63K

**Joseph Mariani** <Joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Sarah Besley <Sarah@hollywoodbid.org>

Tue, May 20, 2014 at 3:34 PM

Hi Gary,

I reviewed the motion and here are the details I think you will need for the Councilmember's motion. Sarah and I also took a shot at drafting one, based on the previous you had sent me (see attached).

Space: 1718 N. Cherokee Ave. Suite C, Los Angeles, CA

Lessee: Hollywood Property Owners Alliance (HPOA)

Use: Maintenance Headquarters/Maintenance Storage

Term: Three (3) years from lease execution. If possible, if the BID renews in 2018 we would like the option for a five (5) year extension.

Rent: Base monthly rent shall be \$1,250 with an annual 2.5% rent increase during the lease.

Our board approved a motion to proceed with negotiations for the space back in August of 2013.

If you need anything else, please let me know. Thank you once again Gary, and Billy as well, for all of your help.

Joe

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Tuesday, May 20, 2014 12:48 PM  
**To:** Joseph Mariani  
**Subject:** Fwd: FW: FW: Cherokee Lease Space

[Quoted text hidden]

**2 attachments**



**Cherokee Lease Proposal.pdf**  
104K



**HPOA Draft Motion for Cherokee Space.docx**  
13K

Gary Benjamin <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>  
Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Sarah Besley <Sarah@hollywoodbid.org>

Fri, May 23, 2014 at 12:37 AM

Joe,

Thank you for sending the information along. I copied you on the latest correspondence from Billy Chun. He

recommended we hold off on introducing the motion until we hear from John Sheppard about finalizing the contract. We'll put the motion in next week if we don't hear that all is on track.

Gary

[Quoted text hidden]

**Kerry Morrison** <Kerry@hollywoodbid.org>

Fri, May 23, 2014 at 7:38 AM

To: Gary Benjamin <gary.benjamin@lacity.org>

Cc: Joseph Mariani <joe@hollywoodbid.org>, Sarah Besley <Sarah@hollywoodbid.org>

This is all sounding hopeful! Thanks so much Gary for your help on this!

Kerry

Sent from my iPhone

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>

Tue, Jun 3, 2014 at 11:37 AM

To: Kerry Morrison <Kerry@hollywoodbid.org>

Cc: Joseph Mariani <joe@hollywoodbid.org>, Sarah Besley <Sarah@hollywoodbid.org>

John Sheppard of GSD told me that all issues with DOT regarding the propriety of the lease had been worked out and the contract has now been assigned to Andrew Valas to process and get to the City Attorney. Marie (Rumsey) estimated that it should be 1-2 weeks before a contract is ready at this point. We won't need to introduce the motion, but I will try to keep on GSD and City Attorney. Sorry for this absurdly slow process.

Gary

[Quoted text hidden]

**Kerry Morrison** <Kerry@hollywoodbid.org>

Tue, Jun 3, 2014 at 11:38 AM

To: Gary Benjamin <gary.benjamin@lacity.org>

Cc: Joseph Mariani <joe@hollywoodbid.org>, Sarah Besley <Sarah@hollywoodbid.org>

Woo hoo! Margaritas and guacamole at Loteria when we get the keys!!!!!!!!!!!!!!!!!!!!

Kerry

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]

**Sent:** Tuesday, June 03, 2014 11:38 AM

**To:** Kerry Morrison

**Cc:** Joseph Mariani; Sarah Besley

[Quoted text hidden]

[Quoted text hidden]

**Joseph Mariani** <joe@hollywoodbid.org>

Tue, Jun 3, 2014 at 11:39 AM

To: Gary Benjamin <gary.benjamin@lacity.org>

Gary,

No apology needed. Your diligence and help is so immensely appreciated! Thank you again, and I'm sorry for our persistence, its just with the construction on our current space looming, we really want to make sure our team has a space before they are kicked off the parking lot.

Thanks again!

Joe

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]

**Sent:** Tuesday, June 03, 2014 11:38 AM

**To:** Kerry Morrison

**Cc:** Joseph Mariani; Sarah Besley

[Quoted text hidden]

[Quoted text hidden]



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Cherokee Garage Retail Space Lease**

1 message

Joseph Mariani &lt;joe@hollywoodbid.org&gt;

To: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Thu, May 29, 2014 at 1:43 PM

Hi Gary,

I hope you are doing good. I'm sorry to bother you again, but I just wanted to check in with you and see if you had heard anything new on our potential lease of the Cherokee Garage's retail space? Last I heard, I think you said things were going forward with GSD, but that the council may need to make a motion? Please let me know if you need anything at all from our end. Thank you once again for your help and following up on this issue. Greatly appreciated.

Joe

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767

Fax: (323) 463-4229

Direct: (323) 463-4728

[www.navigatehollywood.com](http://www.navigatehollywood.com)



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Motion supporting lease at Cherokee structure went in July 2**

6 messages

Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Wed, Jul 9, 2014 at 10:47 AM

To: Kerry Morrison <kerry@hollywoodbid.org>, "Joseph Mariani Jr." <Joe@hollywoodbid.org>, Sarah MacPherson Besley <sarah@hollywoodbid.org>, Marie Rumsey <marie.rumsey@lacity.org>

<http://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=14-0937>

Andrew Valas at GSD should be handling processing. Please feel free to check in with him to see about issuing the lease.

Gary

--

**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
 Office: (213) 473-7569  
 Cell: (213) 265-6353  
[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**

Joseph Mariani &lt;joe@hollywoodbid.org&gt;

Wed, Jul 9, 2014 at 11:04 AM

To: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Thanks Gary. Just to clarify the motion passed July 2nd correct? I will follow up with Gsd. Would you mine please forwarding me Andrew's contact info. Thank you so much for all your help.

Sent from my iPhone

[Quoted text hidden]

Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Wed, Jul 9, 2014 at 11:16 AM

To: Joseph Mariani &lt;joe@hollywoodbid.org&gt;

I just spoke with Marie and unfortunately GSD won't be able to take action on the lease until it is approved by City Council vote. The motion was submitted on July 2, but it was referred to ITGS Committee. It will have to be approved in committee or waived and then taken up by Council. I will ask to have it scheduled or waived ASAP, but Council is on recess until July 28.

VALAS, ANDREW

Work Phone (213) 922-8554

Class REAL ESTATE OFFICER II (1960-2)

Dept (Fund/Div) General Services, Dept of (3331/302)

Location 111 E 1ST ST 2ND FLOOR, LOS  
 ANGELES, CA, 90012

7/7/2015

City of Los Angeles Mail - Motion supporting lease at Cherokee structure went in July 2

**Mail Stop/Station**

**706**

**Fax**

**E-Mail Address**

ANDREW.VALAS@LACITY.ORG

[Quoted text hidden]

**Joseph Mariani** <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Wed, Jul 9, 2014 at 11:17 AM

Thanks Gary, we will pray and hope for the best. I'll pass this info on to the others. Hope you have a good rest of the day.

Joseph Mariani

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, July 09, 2014 11:17 AM  
**To:** Joseph Mariani  
**Subject:** Re: Motion supporting lease at Cherokee structure went in July 2

[Quoted text hidden]

**Kerry Morrison** <Kerry@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Wed, Jul 9, 2014 at 5:50 PM

Gary, thank you so much for being so diligent about this. May seem like small potatoes to the city real estate folks, but it's a big deal to us!!

Kerry

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, July 09, 2014 10:47 AM  
**To:** Kerry Morrison; Joseph Mariani; Sarah Besley; Marie Rumsey  
**Subject:** Motion supporting lease at Cherokee structure went in July 2

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: Kerry Morrison <Kerry@hollywoodbid.org>

Thu, Jul 10, 2014 at 4:20 PM

You're welcome - sorry it takes so long.  
[Quoted text hidden]



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Council Item**

9 messages

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Tue, Aug 26, 2014 at 4:36 PM

Hi Gary,

I'm sorry to bother you again. I just was wondering if you had heard anything for when the Cherokee Lease Space will be on the Council Agenda. I checked tomorrow's agenda and it looks like it's not scheduled. Thank you again for your help.

Joseph Mariani

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767  
Fax: (323) 463-4229  
Direct: (323) 463-4728

[www.onlyinhollywood.org](http://www.onlyinhollywood.org)

Gary Benjamin <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>, David Giron <david.giron@lacity.org>

Wed, Aug 27, 2014 at 11:31 AM

Sorry, Joe. I'm not sure why it was not scheduled for this week. We'll make sure it gets agendized as soon as possible.

David,

Could you please make sure CF 14-0937 is scheduled for Council as soon as possible? It was approved at ITGS on August 12. This is in regards to the Hollywood Property Owners Alliance lease for office space in the DOT Cherokee structure.

<http://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=14-0937>

Thank you!

Gary

[Quoted text hidden]



Gary Benjamin  
Planning Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Wed, Aug 27, 2014 at 12:17 PM

Thank you Gary! How's the week going?

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, August 27, 2014 11:32 AM  
**To:** Joseph Mariani; David Giron  
**Subject:** Re: Council Item

[Quoted text hidden]

Gary Benjamin <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>

Wed, Aug 27, 2014 at 12:26 PM

The week is going well. Sorry again about the item. It should have been scheduled right away - David, our Legislative Director, is following up now. It looks like it was waiting on a signature, but should be moving along.

How is your week?

[Quoted text hidden]

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Wed, Aug 27, 2014 at 1:36 PM

Sounds good. Thanks for the help Gary, just let us know and we can try and be at Council if need be.

Thank God week is good, enjoying a little bit of quiet in the office here. Hope you guys are getting some rest with the holiday coming up. If you need anything from our end let us know. Thanks again!

Joseph Mariani

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, August 27, 2014 12:27 PM

**To:** Joseph Mariani  
**Subject:** Re: Council Item

[Quoted text hidden]

**David Giron** <david.giron@lacity.org>  
**To:** Gary Benjamin <gary.benjamin@lacity.org>  
**Cc:** Star Parsamyan <star.parsamyan@lacity.org>

Wed, Aug 27, 2014 at 1:33 PM

Scheduled for Friday as a special agenda item.

Sent from my iPhone

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
**To:** David Giron <david.giron@lacity.org>  
**Cc:** Star Parsamyan <star.parsamyan@lacity.org>

Wed, Aug 27, 2014 at 1:42 PM

Thanks, David! Quick action!

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
**To:** Joseph Mariani <joe@hollywoodbid.org>

Wed, Aug 27, 2014 at 1:43 PM

We never rest! David got it scheduled for Council this Friday as a Special Agenda Item.

[Quoted text hidden]

**Joseph Mariani** <joe@hollywoodbid.org>  
**To:** Gary Benjamin <gary.benjamin@lacity.org>

Wed, Aug 27, 2014 at 2:21 PM

Ha, I figured. I guess it was wishful thinking. That's great news on the item. I will let the others know. Please thank David as well. Hope you have a great day Gary.

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, August 27, 2014 1:43 PM

[Quoted text hidden]

[Quoted text hidden]



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Request to review ITGS lease motion for Cherokee Parking Structure office space**

6 messages

Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Fri, Jun 13, 2014 at 3:10 PM

To: Mandana Khatibshahidi &lt;MANDANA.KHATIBSHAHIDI@lacity.org&gt;

Mandana,

Marie Rumsey of our office asked me to send a motion for your review asking General Services to issue a lease to the Hollywood Property Owners Alliance. Andrew Valas of General Services was concerned about the lease because it hadn't gone through the RFP process, but DOT says it is common. Could you please let me know your thoughts?

Best Regards,

Gary

—  
Gary Benjamin  
Planning Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

 Lot 670\_MOTION\_Draft\_Sulte C\_Cherokee\_061114.docx  
13K

Mandana Khatibshahidi <mandana.khatibshahidi@lacity.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Tue, Jun 17, 2014 at 6:01 PM

Hi Gary

I was out of the office yesterday, so let me check into this and get back to you.

Thanks.

Mandana Khatibshahidi  
Office of the Chief Legislative Analyst  
City of Los Angeles | P: 213-473-5742  
[Quoted text hidden]

Gary Benjamin <gary.benjamin@lacity.org>  
To: Mandana Khatibshahidi <mandana.khatibshahidi@lacity.org>

Wed, Jun 18, 2014 at 9:09 AM

Thank you, Mandana.

Gary  
[Quoted text hidden]

**Mandana Khatibshahidi** <mandana.khatibshahidi@lacity.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Fri, Jun 27, 2014 at 12:49 PM

Gary

I left you a voicemail yesterday. Monday is my last day in the office for two weeks. Please call me today or Monday so we can discuss.

thx

**Mandana Khatibshahidi**  
Office of the Chief Legislative Analyst  
City of Los Angeles | P: 213-473-5742

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: Mandana Khatibshahidi <mandana.khatibshahidi@lacity.org>

Fri, Jun 27, 2014 at 5:39 PM

Okay - sorry about that Mandana. I will call you on Monday.

Gary

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: Mandana Khatibshahidi <mandana.khatibshahidi@lacity.org>

Tue, Jul 1, 2014 at 8:50 PM

Thank you again for your help!

Gary

[Quoted text hidden]

## MOTION

The City of Los Angeles owns a public parking structure located at 1710 N. Cherokee Avenue in Council District 13. The parking structure is operated by the Department of Transportation and contains a vacant ground-level retail space.

The City has received an offer for the lease of the vacant space. The vacant space, which is 845 square feet, would be occupied by the Hollywood Property Owners Alliance for an initial term of three (3) years (with two (2) 1-year extension options) and generate approximately \$15,000 per year during the first year of tenancy, and include annual rent escalations.

The tenant would be responsible for costs associated with maintenance, janitorial services, utilities and tenant improvements.

I THEREFORE MOVE that City Council instruct the Department of General Services (GSD), in consultation with the Department of Transportation (DOT), to negotiate and execute the lease for the City-owned retail space, subject to City Attorney review and approval as to form and legality for 1710 N. Cherokee Avenue, Suite C, Los Angeles, CA 90028 with the Hollywood Property Owners Alliance.

I FURTHER MOVE that GSD, DOT and City Attorney prepare/process any necessary documents to effectuate the intent of this Motion.

PRESENTED BY: \_\_\_\_\_

MITCH O'FARRELL  
Councilmember, 13<sup>th</sup> District

SECONDED BY: \_\_\_\_\_



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**CD 13 request for Hollywood/Cherokee lease - CF 14-0937**

7 messages

Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Wed, Sep 10, 2014 at 2:47 PM

To: David Roberts &lt;david.l.roberts@lacity.org&gt;, Andrew Valas &lt;andrew.valas@lacity.org&gt;

Cc: Marie Rumsey &lt;marie.rumsey@lacity.org&gt;

David and Andrew,

On August 29, Council approved our motion (CF 14-0937) asking GSD to execute a lease with the Hollywood Property Owners Alliance for a retail space in the Hollywood/Cherokee parking structure. Marie Rumsey of our office suggested I get in contact with you to request that the lease be released as soon as possible. Please let me know if you have any questions or if there is someone else I should contact regarding drafting and release of this lease.

Best Regards,

Gary Benjamin

--

Gary Benjamin  
Planning Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

David Roberts &lt;david.l.roberts@lacity.org&gt;

Wed, Sep 10, 2014 at 2:59 PM

To: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Cc: Andrew Valas &lt;andrew.valas@lacity.org&gt;, Marie Rumsey &lt;marie.rumsey@lacity.org&gt;

Hi Gary,

Andrew is out of the office this week.

Please contact his supervisor, John Sheppard, who can be reached at (213) 922-8521 and he should be available to assist you in the completion of your request.

[Quoted text hidden]

--

Dave Roberts, Assistant Director  
City of Los Angeles  
General Services Department  
Real Estate Services Division

111 E. 1st Street, City Hall South  
Los Angeles, CA 90012

Phone (213) 922-8546  
Cell (213) 216-9256  
Fax (213) 922-8511

7/7/2015

City of Los Angeles Mail - CD 13 request for Hollywood/Cherokee lease - CF 14-0937

Gary Benjamin <gary.benjamin@lacity.org>  
To: Rene Sagles <rene.sagles@lacity.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Wed, Sep 10, 2014 at 4:01 PM

Rene,

I spoke with John Sheppard from GSD and he indicated there is a problem with the existing approved motion for the Cherokee lease. Is it true that we need to pass a new motion? If so, do you have the City Attorney-approved language for the new motion?

Gary  
[Quoted text hidden]

Rene Sagles <rene.sagles@lacity.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Thu, Sep 11, 2014 at 8:58 AM

Gary,

I'm not really sure. I thought the last paragraph of the motion should take care of "whatever" that needs to be done. Per my voice mail message, I reached out to John Sheppard.

Thanks,

Rene M Sagles, Manager  
Parking Facilities Division  
L.A. Department of Transportation  
T: (213) 972-8464  
C: (213) 248-3772  
F: (213) 972-4911  
rene.sagles@lacity.org

[Quoted text hidden]

Gary Benjamin <gary.benjamin@lacity.org>  
To: Rene Sagles <rene.sagles@lacity.org>, Belkis Del Valle <belkis.delvalle@lacity.org>, John Sheppard <john.sheppard@lacity.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Thu, Sep 11, 2014 at 5:15 PM

John and Rene,

We're trying to sort this lease issue out. If the motion we already approved absolutely won't work, we can do another motion, but the Hollywood Property Owners Alliance have already been given a 30-day notice that they must vacate their current office due to planned building renovations. They had assumed the lease would be ready, as I believe they have already been working with the City for over a year on this rental space. We would really like to make the existing motion work. Do you have any suggestions as to how we could move forward to get the lease out ASAP?

Gary  
[Quoted text hidden]

Rene Sagles <rene.sagles@lacity.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>, John Sheppard <john.sheppard@lacity.org>, Belkis Del Valle <belkis.delvalle@lacity.org>

Thu, Sep 11, 2014 at 9:50 PM

Gary,

7/7/2015

City of Los Angeles Mail - CD 13 request for Hollywood/Cherokee lease - CF 14-0937

We are good with the motion but this is GSD'S call since they're the one who needs to work with the Office of the City Attorney to draft the lease agreement.

Thanks,

Rene M Sagles  
Parking Facilities Division, LADOT  
(213) 248-3772

[Quoted text hidden]

Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Fri, Sep 12, 2014 at 9:57 AM

Should we try to call John Sheppard together to press on this issue or just draft up a new motion with the required findings?

[Quoted text hidden]





Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Language for Hollywood/Cherokee lease motion**

2 messages

Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Tue, Sep 16, 2014 at 4:48 PM

To: John Sheppard &lt;john.sheppard@lacity.org&gt;

Cc: Rene Sagles &lt;rene.sagles@lacity.org&gt;, Marie Rumsey &lt;marie.rumsey@lacity.org&gt;, Daniel Halden &lt;Daniel.Halden@lacity.org&gt;, Belkis Del Valle &lt;belkis.delvalle@lacity.org&gt;

John,

I spoke with Rene and he confirmed that he thought the language from our motion should have been sufficient to get progress on the lease for the Hollywood Property Owners Alliance to move into the Hollywood/Cherokee retail space, but that you had to make the final call on the language. Can you let us know what you need to see in the motion to issue the lease?

Gary

—  
Gary Benjamin  
Planning Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

Rene Sagles &lt;rene.sagles@lacity.org&gt;

Thu, Sep 18, 2014 at 2:18 PM

To: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Cc: Daniel Halden &lt;Daniel.Halden@lacity.org&gt;, Marie Rumsey &lt;marie.rumsey@lacity.org&gt;, Belkis Del Valle &lt;belkis.delvalle@lacity.org&gt;

Gary,

Per our telephone conversation, please see attachment for your perusal. Hope this will suffice.

Thanks,

Rene M Sagles, Manager  
Parking Facilities Division  
L.A. Department of Transportation  
T: (213) 972-8464  
C: (213) 248-3772  
F: (213) 972-4911  
rene.sagles@lacity.org

[Quoted text hidden]

Lot 670\_MOTION\_final draft\_Suite C.docx  
15K



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Updated Cherokee garage lease motion**

1 message

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: John Sheppard <john.sheppard@lacity.org>  
Cc: Rene Sagles <rene.sagles@lacity.org>

Thu, Sep 18, 2014 at 4:36 PM

John,

Is this the kind of language you are looking for, following up on the issue with our CF 14-037 motion?

Gary

---  
**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

**Lot 670\_MOTION\_final draft\_Sulte C.docx**  
13K



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Fwd: Lease Proposal - 1718 N. Cherokee Ave Suite "C"**

4 messages

Rene Sagles &lt;rene.sagles@lacity.org&gt;

Thu, Oct 2, 2014 at 9:56 AM

To: "Melody J. McCormick" &lt;melody.mccormick@lacity.org&gt;

Cc: Marie Rumsey &lt;marie.rumsey@lacity.org&gt;, Gary Benjamin &lt;gary.benjamin@lacity.org&gt;, John Sheppard &lt;john.sheppard@lacity.org&gt;

I believe the information contained in all the attachments will help. All these information were provided as required of LADOT to submit in order for GSD/AMD to request City Attorney to draft a lease agreement was submitted to Jack way back in March.

Thank you for your assistance. Please let me know if you need further.

Rene M Sagles, Manager  
Parking Facilities Division  
L.A. Department of Transportation  
T: (213) 972-8464  
C: (213) 248-3772  
F: (213) 972-4911  
rene.sagles@lacity.org

----- Forwarded message -----

From: **Belkis Del Valle** <belkis.delvalle@lacity.org>

Date: Thu, Mar 6, 2014 at 3:31 PM

Subject: Lease Proposal - 1718 N. Cherokee Ave Suite "C"

To: Jack Scott &lt;jack.scott@lacity.org&gt;

Cc: "Melody J. McCormick" &lt;melody.mccormick@lacity.org&gt;, Rene Sagles &lt;rene.sagles@lacity.org&gt;

Hello Jack,

Attached please find a Letter of Intent to lease Retail Space "C" at the City's Cherokee Parking Garage located in CD 13 at 1710 N. Cherokee Ave, Hollywood. On December 2012, the long-time tenant, Hollywood Beautification Team vacated the premises and LADOT's Property Manager, Charles Dunn Real Estate Services has been approached by a prospective tenant, Hollywood Property Owners Alliance.


Attached please find the executed Letter of Intent and respective financials from the prospective tenant, as well as the completed City as Landlord information sheet.


Please let me know soonest how I can assist in expediting the execution of this lease.


**Belkis Del Valle**  
**Senior Management Analyst**  
**LADOT, Parking Facilities Division**  
213.972.4938


7 attachments


 1393\_001.pdf  
102K

 20140306143038918.pdf  
1007K

 20140306143121214.pdf  
466K

 20140306143256975.pdf  
3463K

 20140306143448664 (1).pdf  
854K

 20140306143414260.pdf  
2436K

 GSD Property Mgmt\_City as Landlord Form\_CHEROKEE-C.doc  
51K

**Marie Rumsey** <marie.rumsey@lacity.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Thu, Oct 2, 2014 at 9:59 AM

Please print all of these so we can review together.

[Quoted text hidden]

Marie Rumsey, Planning Director  
Councilmember O'Farrell, District 13  
213.473.2334  
marie.rumsey@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

**Melody J. McCormick** <melody.mccormick@lacity.org>

Thu, Oct 2, 2014 at 10:01 AM

To: Rene Sagles <rene.sagles@lacity.org>

Cc: Marie Rumsey <marie.rumsey@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>, John Sheppard <john.sheppard@lacity.org>

Hi Rene,

Thanks - Jack retired then. The lease terms included in Charles Dunn document are exactly what's needed. This info doesn't address community benefit analysis info so we are contacting the non profit directly and get that done today.

Thanks!

On Thu, Oct 2, 2014 at 9:56 AM, Rene Sagles <rene.sagles@lacity.org> wrote:

[Quoted text hidden]

Melody McCormick  
Director of Facilities  
General Services Department  
111 East First Street #501  
(213) 978-8770  
(213) 216-6706 cell

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: Marie Rumsey <marie.rumsey@lacity.org>

Thu, Oct 2, 2014 at 4:37 PM

7/7/2015

City of Los Angeles Mail - Fwd: Lease Proposal - 1718 N. Cherokee Ave Suite "C"

Okay - I'll put them on your desk.

Gary

[Quoted text hidden]

---

**Gary Benjamin**  
**Planning & Transportation Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Drafting lease for HPOA/Cherokee**

7 messages

Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Thu, Oct 16, 2014 at 1:20 AM

To: Caroline Sim &lt;caroline.sim@lacity.org&gt;, Timothy McWilliams &lt;tim.mcwilliams@lacity.org&gt;

Cc: Marie Rumsey &lt;marie.rumsey@lacity.org&gt;

Hello Caroline and Tim,

The motion for the HPOA lease in the Cherokee structure was approved at Council on Tuesday, but I had heard there was already some progress on the draft of the actual lease. Caroline - I heard that you might be working on the lease? Is that true?

Our goal is to get the lease to the HPOA as quickly as possible so they get into the space. Thank you again for your help with expediting the sole source motion. We really appreciated the effort. Any update you could provide on the status of the lease and who will be working on the draft would be further appreciated. Thanks again.

Best Regards,

Gary

—  
Gary Benjamin  
Planning & Transportation Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

Caroline Sim &lt;caroline.sim@lacity.org&gt;

Thu, Oct 16, 2014 at 7:59 AM

To: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Cc: Timothy McWilliams &lt;tim.mcwilliams@lacity.org&gt;, Marie Rumsey &lt;marie.rumsey@lacity.org&gt;

Moming, Gary!!! Nope, that's not true - I'm not working on the lease. Usually, that's done by a City Attorney & GSD staff. But, I'd be happy to help if GSD is busy. I'm pretty familiar with leases. Just let me know if you'd like me to help.

Best,  
CS

[Quoted text hidden]

—  
Caroline Sim

Office of the City Administrative Officer  
(d) 213.473.7598 | (f) 213.473.7515  
200 N. Main St. Suite 1500 | LA 90012

Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Thu, Oct 16, 2014 at 10:15 AM

To: Caroline Sim &lt;caroline.sim@lacity.org&gt;

Cc: Timothy McWilliams &lt;tim.mcwilliams@lacity.org&gt;, Marie Rumsey &lt;marie.rumsey@lacity.org&gt;

7/7/2015

City of Los Angeles Mail - Drafting lease for HPOA/Cherokee

Thanks Caroline. I didn't think CAO would be working on the lease, but someone told me that somewhere in my communications. Thanks, again!

Gary

[Quoted text hidden]

Timothy McWilliams <tim.mcwilliams@lacity.org>

Thu, Oct 16, 2014 at 12:50 PM

To: Gary Benjamin <gary.benjamin@lacity.org>

Cc: Caroline Sim <caroline.sim@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>, John Sheppard <john.sheppard@lacity.org>, "Melody J. McCormick" <melody.mccormick@lacity.org>

Hi Gary:

The process is that my office starts work drafting a lease after counsel approval, and after the request to draft is sent to us by GSD. I'm copying GSD here. Once I have the GSD request I'll assign.

Thx,

Tim

[Quoted text hidden]

Timothy McWilliams  
Managing Assistant City Attorney  
Los Angeles City Attorney's Office  
200 N. Main St., 7th Floor  
Los Angeles, California 90012  
(213) 978-8209  
fax: (213) 798-8090

\*\*\*\*\*Confidentiality Notice \*\*\*\*\*

This electronic message transmission contains information from the Office of the Los Angeles City Attorney, which may be confidential or protected by the attorney-client privilege and/or the work product doctrine. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use of the content of this information is prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message and any attachments without reading or saving in any manner.

\*\*\*\*\*

Melody J. McCormick <melody.mccormick@lacity.org>

Thu, Oct 16, 2014 at 12:51 PM

To: Timothy McWilliams <tim.mcwilliams@lacity.org>

Cc: Gary Benjamin <gary.benjamin@lacity.org>, Caroline Sim <caroline.sim@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>, John Sheppard <john.sheppard@lacity.org>

GSD will be working on this lease. I've asked John Sheppard to review it's status on our assignment list.

Thanks.

[Quoted text hidden]

Melody McCormick  
Director of Facilities  
General Services Department  
111 East First Street #501  
(213) 978-8770  
(213) 216-6706 cell

Timothy McWilliams <tim.mcwilliams@lacity.org>

Thu, Oct 16, 2014 at 2:33 PM

To: "Melody J. McCormick" <melody.mccormick@lacity.org>

<https://mail.google.com/mail/u/0/?ui=2&ik=eba0670c68&view=pt&q=cherokee%20lease&qs=true&search=query&th=149180b85071e18e&siml=149180b85071e...> 2/3

7/7/2015

City of Los Angeles Mail - Drafting lease for HPOA/Cherokee

Cc: Gary Benjamin <gary.benjamin@lacity.org>, Caroline Sim <caroline.sim@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>, John Sheppard <john.sheppard@lacity.org>

Thanks Melody. I know we have a lot going on right now with GSD but will work with you to add this one to the mix.

-Tim

[Quoted text hidden]

---

Gary Benjamin <gary.benjamin@lacity.org>

Fri, Oct 17, 2014 at 1:59 PM

To: Timothy McWilliams <tim.mcwilliams@lacity.org>

Cc: "Melody J. McCormick" <melody.mccormick@lacity.org>, Caroline Sim <caroline.sim@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>, John Sheppard <john.sheppard@lacity.org>

Thank you, Tim, John and Melody. Let me know if there is anything we can do to help coordinate and expedite the process.

Best Regards,

Gary

[Quoted text hidden]





Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**HPOA Cherokee Garage**

17 messages

**John Sheppard** <john.sheppard@lacity.org>

Fri, Oct 17, 2014 at 2:46 PM

To: Marie Rumsey &lt;marie.rumsey@lacity.org&gt;

Cc: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;, Jeanne Min &lt;jeanne.min@lacity.org&gt;

Hi Marie,

As you know, council approved 10/15. Staff will process the next 2-3 days before issuing to legal.

The HPOA will have to register as a contractor/compliance with the City on our BAVN network.labavn.org and Track4La for insurance identification.

John Sheppard  
(213) 922-8521

---

**Marie Rumsey** <marie.rumsey@lacity.org>

Fri, Oct 17, 2014 at 4:41 PM

To: "Joseph Mariani Jr." &lt;Joe@hollywoodbid.org&gt;

Cc: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Joe, Please see below. Can you start this registration process? Maybe you are already registered?

thank you, Marie

[Quoted text hidden]

—  
Marie Rumsey, Planning Director  
Councilmember O'Farrell, District 13  
213.473.2334  
marie.rumsey@lacity.org**Find the Councilmember on Facebook, Twitter and YouTube!**

---

**Joseph Mariani** <joe@hollywoodbid.org>

Tue, Oct 21, 2014 at 12:46 PM

To: Marie Rumsey &lt;marie.rumsey@lacity.org&gt;

Cc: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Hi Marie and Gary,

I believe you guys are on a walk through with Sarah today, and I had mentioned it to her...so sorry to repeat the question.

As you are aware the site below is still down. We received a fax today from Joi Oubre at GSD Asset Management. There are a number of forms, but according to Ms. Oubre they are different from those on the websites. She didn't know who I could contact to let them know the site was down. Would you guys have a contact I could call? Thank you both again for all of your help.

Joseph Mariani

**From:** Marie Rumsey [mailto:marie.rumsey@lacity.org]  
**Sent:** Friday, October 17, 2014 4:42 PM  
**To:** Joseph Mariani  
**Cc:** Gary Benjamin  
**Subject:** Fwd: HPOA Cherokee Garage

[Quoted text hidden]

**Marie Rumsey** <marie.rumsey@lacity.org>  
**To:** Joseph Mariani <joe@hollywoodbid.org>  
**Cc:** Gary Benjamin <gary.benjamin@lacity.org>

Tue, Oct 21, 2014 at 2:56 PM

Hi Joe, So, the site is working but it seems to only work if you search it on google first. Try typing in Los Angeles Business Assistance Virtual Network then click on <http://www.labavn.org/>

Let us know if this works.

thank you, Marie

[Quoted text hidden]

**Joseph Mariani** <joe@hollywoodbid.org>  
**To:** Marie Rumsey <marie.rumsey@lacity.org>  
**Cc:** Gary Benjamin <gary.benjamin@lacity.org>

Tue, Oct 21, 2014 at 4:05 PM

That worked! Thank you both again. I'm hoping to have both the site information and the GSD Asset Management forms completed by tomorrow afternoon. Keep you posted.

**From:** Marie Rumsey [mailto:marie.rumsey@lacity.org]  
**Sent:** Tuesday, October 21, 2014 2:57 PM  
**To:** Joseph Mariani  
**Cc:** Gary Benjamin  
**Subject:** Re: HPOA Cherokee Garage

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>

Mon, Nov 3, 2014 at 4:53 PM

7/7/2015

City of Los Angeles Mail - HPOA Cherokee Garage

To: Joseph Mariani <joe@hollywoodbid.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Hello Joe,

It was good to see you today. Have you heard any update on the HPOA lease? I wanted to circle back with folks but wanted to see if you knew the latest status.

Gary

[Quoted text hidden]

**Gary Benjamin**  
**Planning & Transportation Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Mon, Nov 3, 2014 at 5:46 PM

Hi Gary,

Great seeing you and Marie today as well. I was just telling Marie before you walked in that I sent over all the necessary documents to GSD Asset Management division the week before last. We also registered on the city's website. I've reached out to GSD but have not yet received a reply. Any information you can provide is always appreciated.

Joseph Mariani

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Monday, November 03, 2014 4:54 PM  
**To:** Joseph Mariani  
**Cc:** Marie Rumsey

[Quoted text hidden]

[Quoted text hidden]

Gary Benjamin <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Wed, Nov 5, 2014 at 12:00 PM

Thanks, Joe. I'll check in with GSD and see where they're at.

Gary  
[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: John Sheppard <john.sheppard@lacity.org>  
Cc: Marie Rumsey <marie.rumsey@lacity.org>

Wed, Nov 5, 2014 at 12:02 PM

Hello John,

I understand that the HPOA have sent over all the necessary documents to GSD Asset Management and also registered on the City's website. Has this been issued to legal?

Gary

[Quoted text hidden]

**Gary Benjamin**  
**Planning & Transportation Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

**Joseph Mariani** <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Wed, Nov 5, 2014 at 3:25 PM

Perfect! Thanks Gary

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, November 05, 2014 12:00 PM

[Quoted text hidden]

[Quoted text hidden]

**John Sheppard** <john.sheppard@lacity.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Wed, Nov 5, 2014 at 3:35 PM

Yes. I believe it was received by City Attorney 10/30.  
[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>  
To: John Sheppard <john.sheppard@lacity.org>

Wed, Nov 5, 2014 at 3:44 PM

Thank you, John. Do you know who will be working on the lease?  
[Quoted text hidden]

**John Sheppard** <john.sheppard@lacity.org>

Wed, Nov 5, 2014 at 4:06 PM

7/7/2015

City of Los Angeles Mail - HPOA Cherokee Garage

To: Gary Benjamin <gary.benjamin@lacity.org>

Not yet. I'm expecting it to be assigned by weeks end.

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>

To: John Sheppard <john.sheppard@lacity.org>

Wed, Nov 5, 2014 at 4:26 PM

Okay, thank you. Please let me know if you hear of an assignment.

Gary

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>

To: Joseph Mariani <joe@hollywoodbid.org>

Wed, Nov 5, 2014 at 4:27 PM

Hello Joe,

I heard from John Sheppard that GSD passed along the information to legal for them to draw up the lease on 10/30, but that it had not been assigned to a particular City Atty. staffer yet. He said it should be assigned by the end of the week.

Gary

[Quoted text hidden]

**Joseph Mariani** <joe@hollywoodbid.org>

To: Gary Benjamin <gary.benjamin@lacity.org>

Wed, Nov 5, 2014 at 4:45 PM

Thanks Gary, this is great news! I had heard back from the woman at GSD Asset Management Division that they are trying to have the lease finalized "in the next few days." We are praying that's the case as it would be awesome to have it done. Thank you once again for all your help and follow through. Hope you have a great trip! Looking forward to chatting when you return.

Joseph Mariani

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]

**Sent:** Wednesday, November 05, 2014 4:28 PM

**To:** Joseph Mariani

[Quoted text hidden]

[Quoted text hidden]

**Gary Benjamin** <gary.benjamin@lacity.org>

To: Joseph Mariani <joe@hollywoodbid.org>

Thu, Nov 6, 2014 at 8:56 AM

Thank you, Joel I'll see you in December! Feel free to contact Marie if you have any questions in the meantime.

Gary

[Quoted text hidden]



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**CD 13 request to have item scheduled for ITGS - CF 14-0937**

Gary Benjamin <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>

Thu, Jul 10, 2014 at 3:32 PM

Great, thanks Joe. I'll check in with you prior to the Committee meeting. CM O'Farrell is on the committee, as well.

Best Regards,

Gary

On Thu, Jul 10, 2014 at 9:41 AM, Joseph Mariani <joe@hollywoodbid.org> wrote:

Thanks Gary. I'll see if one of us can be there in case there are any questions. Have a good day.

Joseph Mariani

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, July 09, 2014 11:33 AM  
**To:** Joseph Mariani  
**Subject:** Fwd: CD 13 request to have item scheduled for ITGS - CF 14-0937

Joe,

The item will be at ITGS Committee on August 12. Hopefully it can be resolved within August.

Gary

----- Forwarded message -----

**From:** Stephanie Magnien Rockwell <stephanie.magnien@lacity.org>  
**Date:** Wed, Jul 9, 2014 at 11:22 AM  
**Subject:** Re: CD 13 request to have item scheduled for ITGS - CF 14-0937  
**To:** Gary Benjamin <gary.benjamin@lacity.org>  
**Cc:** John Popoch <john.popoch@lacity.org>, David Giron <david.giron@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>

Hi Gary,

Not a problem. Our next meeting is Aug 12th.

Stephanie

On Wed, Jul 9, 2014 at 11:20 AM, Gary Benjamin <gary.benjamin@lacity.org> wrote:

Stephanie and John,

We would like to request that CF 14-0937 be scheduled for ITGS or waived out of committee as soon as possible. We are asking GSD to issue a lease to the Hollywood HPOA/BID for a retail space in parking structure in Hollywood.

<http://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=14-0937>

Please let me know when it could be scheduled/waived and if you have any questions.

Best Regards,

Gary

--

**Gary Benjamin**

**Planning Deputy**

**LA City Council District 13**

Office: (213) 473-7569

Cell: (213) 265-6353

[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**

--

Stephanie Magnien Rockwell, Policy Director

Office of Councilmember Bob Blumenfield

Los Angeles City Council, Third District  
200 N. Spring St., Room 415, Los Angeles, CA 90012  
213.473.7003 Office | 213.473.7567 Fax | [blumenfield.lacity.org](mailto:blumenfield.lacity.org)

Serving the San Fernando Valley Communities of Canoga Park, Reseda, Tarzana, Winnetka, and Woodland Hills.

Download the City of Los Angeles MyLA311 app for smartphones!



MyLA311 links Angelenos with the services and information they need to enjoy their city, beautify their community and stay connected with their local government. With MyLA311, City of Los Angeles information and services are just a few taps away.

**Gary Benjamin**

**Planning Deputy**

**LA City Council District 13**

**Office:** (213) 473-7569

**Cell:** (213) 265-6353

[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**

**Gary Benjamin**

**Planning Deputy**

**LA City Council District 13**

**Office:** (213) 473-7569

**Cell:** (213) 265-6353

[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**





Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Council Item Tomorrow**

Gary Benjamin <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>

Thu, Aug 28, 2014 at 2:41 PM

No problem! You too, Joe.

Gary

On Thu, Aug 28, 2014 at 2:35 PM, Joseph Mariani <joe@hollywoodbid.org> wrote:

Awesome! Thank you Gary! Hope you have a great rest of the day!

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Thursday, August 28, 2014 2:34 PM  
**To:** Joseph Mariani  
**Subject:** Re: Council Item Tomorrow

Joe,

They will not be taking speaker cards and so there is no need to attend. The item will go on consent.

Gary

On Thu, Aug 28, 2014 at 1:57 PM, Joseph Mariani <joe@hollywoodbid.org> wrote:

Hi Gary,

I saw that the item is on the 11:15 special council meeting agenda. Thank you again for your help. I was wondering if they will be accepting speaker cards for the item and if so if we were needed to come down. If so, may I arrange parking with William in your office again?

Thanks Gary!

Joseph Mariani

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767  
Fax: (323) 463-4229  
Direct: (323) 463-4728

[www.onlyinhollywood.org](http://www.onlyinhollywood.org)

—  
**Gary Benjamin**

**Planning Deputy**

**LA City Council District 13**

**Office:** (213) 473-7569

**Cell:** (213) 265-6353

[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**

...  
**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
**Office:** (213) 473-7569  
**Cell:** (213) 265-6353  
[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Clean Street space**

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Mon, Aug 25, 2014 at 3:48 PM

Hi Gary,

I hope your weekend was great. I'm sorry to bother you again. I just checked the Council Agenda for tomorrow and it appears the lease approval did not make the agenda. It seems like it will be a pretty busy day in Council, so that makes sense. Just was wondering if you had heard any update as to when it might appear now? We just received our 30 day notice this afternoon from the developer of the Selma Parking lot. Thank you so much again for helping us with this.

Joe

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767  
Fax: (323) 463-4229  
Direct: (323) 463-4728

[www.onlyinhollywood.org](http://www.onlyinhollywood.org)



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

## Hollywood Property Owners Alliance lease at Council?

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Tue, Aug 19, 2014 at 7:48 PM

Perfect. Thanks Gary! Hope your day was good.

Sent from my iPhone

On Aug 19, 2014, at 6:06 PM, "Gary Benjamin" <gary.benjamin@lacity.org> wrote:

----- Forwarded message -----

From: David Giron <david.giron@lacity.org>  
Date: Mon, Aug 18, 2014 at 1:21 PM  
Subject: Re: Hollywood Property Owners Alliance lease at Council?  
To: Gary Benjamin <gary.benjamin@lacity.org>  
Cc: Star Parsamyan <star.parsamyan@lacity.org>, Marie Rumsey <marie.rumsey@lacity.org>

The Clerk's office is reporting that the item will be on the agenda next week (Tuesday). CD3 has to approve the committee report and then the item will be placed on the agenda.

David Giron  
Legislative Director  
Office of Councilmember Mitch O'Farrell  
213-473-7013 o  
213-265-5952 c  
213-473-7734 f

Find the Councilmember on Facebook, Twitter and YouTube!

On Fri, Aug 15, 2014 at 9:54 AM, Gary Benjamin <gary.benjamin@lacity.org> wrote:  
Any idea when this will be scheduled?

<http://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=14-0937>

---  
Gary Benjamin  
Planning Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

Find the Councilmember on Facebook, Twitter and YouTube!

—  
**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**



Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

**Committee Meeting Tomorrow**

Joseph Mariani <joe@hollywoodbid.org>  
To: Gary Benjamin <gary.benjamin@lacity.org>

Tue, Aug 12, 2014 at 10:04 AM

Thanks Gary!

Sent from my iPhone

On Aug 12, 2014, at 10:00 AM, "Gary Benjamin" &lt;gary.benjamin@lacity.org&gt; wrote:

Sure - please send your parking request to William of our office at [william.ayala@lacity.org](mailto:william.ayala@lacity.org).

Name, make, model and license #:

On Tue, Aug 12, 2014 at 9:50 AM, Joseph Mariani &lt;joe@hollywoodbid.org&gt; wrote:

Hi Gary,

I'm going to be heading back home probably after the Committee meeting today. Do you think there's any chance I could get permission to park at City Hall East? If not no worries. Thanks for the help

Sent from my iPhone

On Aug 11, 2014, at 11:20 AM, "Gary Benjamin" &lt;gary.benjamin@lacity.org&gt; wrote:

Thanks, Joe.

Gary

On Mon, Aug 11, 2014 at 11:18 AM, Joseph Mariani &lt;joe@hollywoodbid.org&gt; wrote:

Thanks Gary! God willing I hope to be there by 2. Hope you have a good day

Sent from my iPhone

On Aug 11, 2014, at 11:16 AM, "Gary Benjamin" &lt;gary.benjamin@lacity.org&gt; wrote:

Joe,

Yes, the item is scheduled for ITGS tomorrow.

Here is the agenda:

[http://ens.lacity.org/clk/committeeagend/clkcommitteeagend2489331\\_08122014.html](http://ens.lacity.org/clk/committeeagend/clkcommitteeagend2489331_08122014.html)

Council File:

[http://cityclerk.lacity.org/lacityclerkconnect/index.cfm?  
fa=ccfi.viewrecord&cfnumber=14-0937](http://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=14-0937)

Gary

On Mon, Aug 11, 2014 at 10:04 AM, Joseph Mariani  
<joe@hollywoodbid.org> wrote:

Hi Gary,

I hope all is well. I wanted to just confirm that the CleanStreet  
lease space is up before ITGS tomorrow? If you can please let  
me know what time they are meeting and where, that would be  
great. I tried looking online but couldn't find the agenda.

Thanks so much Gary!

Joseph Mariani

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767  
Fax: (323) 463-4229  
Direct: (323) 463-4728

[www.onlyinhollywood.org](http://www.onlyinhollywood.org)

--  
**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember**  
**on Facebook, Twitter and YouTube!**

**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

—  
**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**





Daniel Halden <daniel.halden@lacity.org>

---

## FW: Photo from SAMC

---

Gary Benjamin <gary.benjamin@lacity.org>

Fri, Jun 13, 2014 at 5:14 PM

To: Dan Halden <daniel.halden@lacity.org>

Cc: Kerry Morrison <Kerry@hollywoodbid.org>, Sarah Besley <Sarah@hollywoodbid.org>

I'm a maybe for that time. I have a conflicting public hearing that I may need to attend. I'll try to find out if my attendance is necessary. If I am not able to attend, I am confident that Dan will be able to handle all issues expediently.

In regards to the lease for Cherokee - we will need to put in the motion after all - GSD was stalling because there was no RFP process for the space. DOT tells us we will need the motion, which we'll introduce Tuesday. I'll get you an updated timetable soon.

[Quoted text hidden]

--  
Gary Benjamin  
Planning Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**





Daniel Halden <daniel.halden@lacity.org>

## Re: Lease Space

Gary Benjamin <gary.benjamin@lacity.org>  
To: Joseph Mariani <joe@hollywoodbid.org>  
Cc: Daniel Halden <Daniel.Halden@lacity.org>

Fri, Aug 15, 2014 at 10:31 AM

Items are usually scheduled about one week after the Committee approves, unless the Council President says no for some reason, which I don't think he would do in this case.

Gary

On Fri, Aug 15, 2014 at 9:56 AM, Gary Benjamin <gary.benjamin@lacity.org> wrote:  
Joe,

It hasn't been scheduled yet as far as I can tell, but it should be forthcoming. I've put in a message asking about scheduling.

The bidder's conference went well. There were a lot of developers in attendance. As I understand it, only developers that attended the conference will be able to bid. There will be a site walk-through next Thursday, 8/21.

Gary

On Wed, Aug 13, 2014 at 4:16 PM, Joseph Mariani <joe@hollywoodbid.org> wrote:

Hi Gary,

Thanks for all your help with this process. I went to committee yesterday and the motion was passed. I'm assuming the next step is to move it to Council. We were wondering if you had any idea when that might occur?

Also, I know the City's RFP meeting for the Schrader lot was today. Curious if you knew how it went. We've gotten a few calls from interested developers who wanted to bid on it. Hope it went well.

Joe

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767  
Fax: (323) 463-4229  
Direct: (323) 463-4728

[www.onlyinhollywood.org](http://www.onlyinhollywood.org)

--

**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**

--

**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**



Daniel Halden <daniel.halden@lacity.org>

---

## Agenda -- BID Streetscape & Planning Mtg., Monday, July 14 at 2:30 PM at the HPOA

---

Sarah Besley <Sarah@hollywoodbid.org>

To: "Mark Echeverria"

Thu, Jul 10, 2014 at 3:47 PM

; Leslie Blumberg

; John Lyons

; Laura Doerges

Carol Massie

Fabio Conti

"Chase Gordon (Avison Young)"

; "Stroyman, Arthur"

; Daniel Halden <Daniel.Halden@lacity.org>, Gary

Benjamin <gary.benjamin@lacity.org>

Cc: Devin Strecker <Devin@hollywoodbid.org>, Joseph Mariani <joe@hollywoodbid.org>, Kerry Morrison <Kerry@hollywoodbid.org>

Greetings Committee Members,

Please find a copy of the agenda for Monday's meeting below. I think I've received RSVPs from everyone (thank you!), so no need to email me unless there's a change in your schedule.

Appreciate you all making the time,

Sarah

SARAH MacPHERSON BESLEY

Hollywood Property Owners Alliance

1680 N. Vine Street, Suite 414

Hollywood, CA 90028

Main: (323)463-6767

Cell: (323)833-1636

### AGENDA

CHC/HPOA Streetscape & Planning Meeting

July 14, 2014 - 2:30 p.m.

**HPOA Office****I. Call to Order & Introductions****II. Current Projects**

- A. Tree vandal investigation – Green Vine Project (48 Jacarandas)
- B. La Brea median beautification project – design plans & implementation
- C. Tree replacements & product experiments (Tree Gators & Urea)
- D. Big Belly solar compactors – cost/benefit analysis
- E. Clean Street headquarters – lease update

**III. Reports**

- A. CD-13 – Halden & Benjamin
  - Hollywood Bike Plan
  - Great Streets Initiative
- B. Maintenance Update – Gus Vargas, Clean Street
- C. Walk of Fame Repair Task Force – Siegel

**IV. Projects & Initiatives for 2014/15**

- A. BID Transportation Summit – Fall, 2014
- B. Sunset Boulevard Streetscape Plan
- C. Eastern Gateway Streetscape Plan

**V. Adjourn**



Daniel Halden <daniel.halden@lacity.org>

## Fwd: Planning Retreat agenda?

Gary Benjamin <gary.benjamin@lacity.org>

Fri, Jul 18, 2014 at 3:05 PM

To: Daniel Halden <Daniel.Halden@lacity.org>, Marisol Salguero <marisol.salguero@lacity.org>

FYI: Hollywood BID Planning retreat next Thursday, 7/24

----- Forwarded message -----

From: **Kerry Morrison** <Kerry@hollywoodbid.org>

Date: Wed, Jul 16, 2014 at 4:20 PM

Subject: RE: Planning Retreat agenda?

To: Gary Benjamin <gary.benjamin@lacity.org>, Sarah Besley <Sarah@hollywoodbid.org>, Joseph Mariani <joe@hollywoodbid.org>

Hi Gary, this is a rough draft of the retreat agenda; still a work in progress.

I am also attaching last year's goals and objectives as they fell under the category of four key themes:

Safe Hollywood Nights

Aesthetics – Public Realm

Aesthetics – Private Real

Safe Sidewalks

Currently, in preparation for the retreat, we have divided the board up into groups to review these goals/objectives (some of them date back several years) and we are going to come into the meeting with some fresh ideas and revisions.

We would welcome your thoughts on how the BID's planning for the coming year might intersect with some of the plans in the council office. For example, you will see that we try to assign a "level of involvement" to these various goals:

Lead

Partner

Advocate

Monitor

Ignore

If there are things on the docket for 2014-15 in the council office that you would appreciate our involvement in (as a partner or advocate) it would be good to know that in advance.

I hope you and any of your colleagues will be able to attend – let me know, so I can plan chairs and food etc.

We'll shoot something out to you once it becomes more finalized.

Kerry

**From:** Gary Benjamin [mailto:gary.benjamin@lacity.org]  
**Sent:** Wednesday, July 16, 2014 3:28 PM  
**To:** Kerry Morrison; Sarah Besley; Joseph Mariani  
**Subject:** Planning Retreat agenda?

Kerry, Sarah and Joe,

Do you have an agenda for the BID planning retreat?

Gary

---

**Gary Benjamin**

**Planning Deputy**

**LA City Council District 13**

**Office:** (213) 473-7569

**Cell:** (213) 265-6353

gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

---



7/7/2015

City of Los Angeles Mail - Fwd: Planning Retreat agenda?

**Gary Benjamin**  
**Planning Deputy**  
**LA City Council District 13**  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

View the 2013-14 Work Plan and Agenda for July 24(1).pdf as attachments or download them to your device.

**2 attachments**



**2013-14 Work Plan.pdf**  
279K



**Agenda for July 24(1).pdf**  
120K



Agenda (draft as of July 16)  
 Strategic Planning Retreat  
 Hollywood Property Owners Alliance  
 Eastown 6201 Hollywood Blvd  
 Thursday July 26, 2014  
 9 a.m. to 1:30 p.m.

8:45 a.m. Coffee

9:15 a.m. I. Call to Order

II. Open Forum

III. Approval of Minutes

IV. Treasurer's Report

1. Action: Accept 2013 tax return as prepared by RBZ

9:25 a.m. IV. Setting the Context – Six Years in Four to Go

	2009-13	Current	2015-2018
Economic trends			
Civic/political trends			
Community Milestones			
BID Activities/interventions			

Discussion:

1. What difference does a BID make?
2. What is best use of staff time and leadership attention?
3. What preparations do we initiate in anticipation of renewing BID?

9:50 a.m. V. Review of 2013-14 Strategic Plan Themes and Goals

1. Are they still accurate and relevant?
2. What needs to be added or subtracted?
3. Are there new themes to pursue?

- |   |
|---|
| <ol style="list-style-type: none"> <li>1. Safe Hollywood Nights</li> <li>2. Aesthetics: Public Realm</li> <li>3. Aesthetics: Private Realm</li> <li>4. Hollywood Sidewalks</li> </ol> |
|---|

10:50 a.m. VI. Haines & Co presentation

1. Changing the conversation about Hollywood – one year progress report
  - a. Media and social media attention
  - b. New web presence
  - c. Consistency in branding themes
  - d. Telling the BID story through infographics

2. Reflections on board's planning deliberations

- 11:25 p.m. VII. Break – tour of Eastown with Frank Stephan
- 12:05 p.m. VIII. Working lunch – fleshing out the work plan for 2014 – 2018
- Conversation with Captain Zarcone (12:30 p.m.)
- 1:30 p.m. VIII. Adjourn

# 2013 Strategic Goals and Objectives



**E**ach year, the Board of Directors for the Hollywood Property Owners Alliance scans the District and identifies issues of concern to the assessed parcel owners, in accordance with the principles and programs laid out in the Management Plan adopted in 2008. Through this exercise, the Board articulates the priorities upon which the attention of its committees and staff will be focused. Though not all strategies can be tackled, and issues arise during the year which will require attention, this document serves as a blueprint to prioritize the BID's work-plan. The attached is an abridged version of the 2013 – 14 Strategic Plan. It identifies the role that the BID will play in attempting to impact these issues:

- LEAD** -- Take the primary responsibility for an issue
- PARTNER** -- Contribute to an effort to impact an issue
- ADVOCATE** -- Serve as a catalyst for action to be taken on an issue
  - MONITOR** -- Report on an issue
  - IGNORE** -- Have no involvement

## I. SAFE HOLLYWOOD NIGHTS

**Statement of the Problem:** Hollywood at night has become increasingly dangerous through a combination of forces that are controllable. Certain nightclubs relinquish control to promoters who attract a customer base that creates problems in and outside of clubs. Public intoxication is evident on the streets, especially after clubs close, and driving is more dangerous at this time. Women are especially vulnerable given predators who look to take advantage of inebriated club-goers.

**Goal:** It is the goal of the board of directors to restore a safe and fun environment to the night-time entertainment district by educating property and business owners as to steps they can take to ameliorate these behaviors and promote a more lively destination enjoyed by all

### Objectives and Strategies:

**I. A. Objective:** Identify specific policy or program options available to HPOA to pursue that will result in a diminution of behaviors resulting from a concentration of nightclubs in the Entertainment District

I. A. 1. Document current conditions at night to underscore the urgency of reversing current trends toward public drunkenness, predatory behaviors and erratic driving/parking arrangements (PARTNER w/ LAPD)	Done. Videos created. Three night-time walks organized. Awareness raised.
I. A. 2. Consider moratorium on 48 (nightclub) licenses (MONITOR)	Done. Participated on Chamber Task Force. Chamber reversed moratorium
I. A. 3. Evaluate the RADR 9 program and other ordinances which seek additional controls on evening activities (MONITOR)	Not done. Remove from list.
I. A. 4. Explore phased closing time to reduce impact of 2 a.m. departures (MONITOR)	Continue to monitor. Not active issue now.
I. A. 5. Pursue a valet regulation ordinance to calm sidewalks, reduce consumer confusion and reduce traffic congestion. (ADVOCATE)	Done. Awaiting implementation by new council.
I. A. 6. Begin to meet with property owners (peer meetings) to discuss vision for Hollywood and encourage accountability for their tenants. (LEAD)	NEW
I. A. 7. Seek aggressive regulation of nightclub promoters. (PARTNER WITH LAPD AND CD13)	NEW
I. A. 8. Encourage organization of residents and/or residential property managers to speak up about quality of life issues. (MONITOR)	NEW
I. A. 9. Discourage, prohibit or regulate party buses. (PARTNER WITH CD 13 AND CHAMBER)	NEW
I. A. 10. Redeploy budget surplus toward extended security patrol hours	NEW

I. B. Objective: Maintain full deployment of LAPD in night-time patrol and vice enforcement

I. B. 1. Write letter to LAPD/meet with Chief Beck to affirm support for resources (LEAD)	Done. Letter written last year.
I. B. 2. Document the economic impact of the night-time economy to underscore that Hollywood's tax generation pays for enhanced city services (LEAD)	Not done. Discuss.

Note: Objective added in late 2013: update video surveillance system for LAPD. Consider option to create a MESH network throughout BID and/or identify ways for private owners to contribute to building a wider system

## II. AESTHETICS: PUBLIC REALM

**Statement of the Problem:** Throughout Hollywood, there are example of abandoned infrastructure (e.g., mystery protrusions in the sidewalk or lights that no longer work); broken infrastructure (e.g., curbs, crosswalks, light posts, sidewalks) and problem Ficus trees or weed-infested parkways. The board will identify objectives that will likely involve public-private partnerships to finance the removal or repair of these various elements.

**Goal:** It is the goal of the board of directors to pursue standards of excellence in the maintenance of the public right-of-way through an ongoing commitment to District-funded maintenance programs and the creative application of public-private strategies to repair and maintain sidewalks, curbs, gutters, alleys, trees, signage , public art and lights.

**Objectives and Strategies:**

II. A. Objective: Create a community development Corporation to serve as a driver of public realm improvements in the BID	
II. A. 1. Remain open to opportunities to either join in efforts or take the lead to form a non profit entity to guide infrastructure development, maintenance or economic development. (MONITOR)	MODIFIED: Working with chamber on concept of a parking district.
II. B. Objective: Identify permanent location for CleanStreet headquarters that is habitable and professional.	
II. C. Objective: Promote targeted, consistent and sustainable code enforcement	NOT DONE A space has been identified. Awaiting city response.
II. C. 1. Seek equitable and consistent code enforcement in all alleys in the District (ADVOCATE)	Not done. Time consuming; benefits achieved unclear.
II. C. 2. Evaluate whether proposed Administrative Code Enforcement (ACE) program (proposed by City Attorney) would assist in this objective (PARTNER – Chamber)	NOT DONE. Other priorities took precedence.



II. D. Objective: Replace all remaining Ficus trees along the Walk of Fame

II. D. 1. Develop system to allow private property owners to pay for removal and replanting of individual trees between Vine and Cherokee. (LEAD)	IN PROCESS. Working with city/MTA to secure funds to complete Crossroads prjct.
II. D. 2. Serve as grant recipient for funds formerly held by CRA to complete Crossroads Project and other landscape projects (PARTNER – with city)	IN PROCESS.

**Objectives added in late 2013: identify plan to improve/ beautify key medians in BID (e.g., Hollywood West Gateway, and Argyle median)**

**Consider development of a streetscape plan for Hollywood Gateway East.**

### III. SAFE SIDEWALKS

**Statement of the problem:** Pedestrians in Hollywood, particularly in the west-end of the BID, may find themselves walking a gauntlet from time to time as they navigate past CD-hawkers, tour bus promoters, street characters posing for tips, skateboarders, and non-permitted food, map and merchandise vendors. In addition to these illegal activities, the busy sidewalks are further impacted by kiosks, umbrellas, selling "stations" and other items of "furniture" placed on the public-right-of-way. The Board would like to see a series of measurable objectives to work with city officials and the LAPD to restore order to our sidewalks once and for all.

**Goal:** It is the goal for the board of directors to restore civility to the public sidewalks in the Hollywood Entertainment District through the enforcement of laws which govern sidewalk behavior, pedestrian access, vending and tour solicitations.

#### Objectives and Strategies:

III. A. Objective: Seek enforcement of behaviors to protect the public and improve the visitor experience along Hollywood Boulevard.

III. A. 1. Work with Community Impact Team to move tour bus parking off the Boulevard and encourage staging of busses; and renting of storefronts to sell tours. (PARTNER)	PARTIALLY COMPLETED. Project broken into two phases. Phase One complete.
III. A. 2. Seek regular law enforcement efforts and city prosecution of illegal behaviors on city sidewalks. (ADVOCATE)	ONGOING.

III. B. Continue to work in collaboration with organizations and agencies involved in ending chronic homelessness to reduce visible homelessness in Hollywood.

III. B. 1. Monitor situation involving federal court injunction against removing personal property from sidewalks. (MONITOR)	ONGOING
III. B. 2. Advocate to the VA for greater investment in outreach to and housing of homeless veterans in Hollywood. (ADVOCATE)	DONE
III. B. 3. Continue to convene Hollywood 4WRD meetings to continue collaboration between service providers, BID security and LAPD (LEAD)	ONGOING
III. B.4 Coordinate efforts to identify "top 14" most chronically homeless/mentally ill individuals in Hollywood and move them into housing. (LEAD)	NEW

## IV. AESTHETICS: PRIVATE REALM

**Statement of the Problem:** In some parts of the BID, glamour co-exists with grime. New or well-maintained buildings stand in stark contrast to buildings in desperate need of cleaning, painting, transparent windows (that are either non-existent, blocked, covered with merchandise or signs, dirty); new awnings, brightened signs, etc.

**Goal:** It is the goal of the board of directors to pursue policies and programs that will fully transform the Hollywood Entertainment District into a world class shopping and pedestrian destination through the physical transformation of buildings, storefronts, security measures, windows, signage and other features of the buildings that comprise the District.

**IV. A. Objective:** Continue to promote Hollywood Facelift objectives to clean and paint properties.

IV. A. 1. Encourage all who signed up for CPEP program (40 applicants) to consider moving forward with some or all of the improvements. (LEAD)	NOT DONE
IV. A. 2. Celebrate all stakeholders who have taken steps in past year to improve their properties in any way. (LEAD)	DONE. Website and newsletter in 2012
IV. B. Work with city to encourage enforcement of code violations which detract from building appearance and safety.	

IV. B. 1. Evaluate whether proposed Administrative Code Enforcement program (proposed by City Attorney) would assist in this objective. (PARTNER – Chamber)	Not done. Other priorities took precedence.
IV. B. 2. Identify all local and state statutes that govern the condition and maintenance of the private property conditions and evaluate current enforcement procedures. (LEAD)	NOT DONE.
IV. C. Pursue policies and programs which will improve retail climate.	

IV. C. 1. Seek city's cooperation in extending parking meter allowances from one hour to two hours to encourage customers to patronize stores and restaurants in BID. (PARTNER – Chamber)	DONE
IV. C. 2. Gather data which equips and supports brokers and property owners in marketing the District and attracting improved retail options. (LEAD)	IN PROCESS with new marketing team
IV. C. 3. Market District amenities through all available means. (PARTNER)	IN PROCESS
IV. C. 4. Seek placement of positive stories focusing upon unique Hollywood brand niches, and celebrating bite spots in District to promote investment and confidence. (LEAD)	NEW

**Note:** staff position created for 2014 which has specific business development and economic development objectives attached thereto.





Daniel Halden &lt;daniel.halden@lacity.org&gt;

## Agenda -- Streetscape & Planning Committee Meeting -- Monday, Sept. 8 at 2:30 p.m. at Triangle Square

Sarah Besley &lt;Sarah@hollywoodbid.org&gt;

To: "Mark Echeverria"

Fri, Sep 5, 2014 at 5:20 PM

, Leslie Blumberg

, John Lyons

Laura Doerges

Carol Massie

Fabio Conti

"Chase Gordon (Avison Young)"

"Stroyman, Arthur"

, Daniel

Halden <Daniel.Halden@lacity.org>, Gary Benjamin <gary.benjamin@lacity.org>, Devin Strecker  
 <Devin@hollywoodbid.org>, Joseph Mariani <joe@hollywoodbid.org>, Kerry Morrison <Kerry@hollywoodbid.org>

Good evening committee members,

Just a reminder that our Streetscape & Planning meeting is this **Monday (9/8) at 2:30 p.m.**  
 and we are meeting at **Triangle Square – 1602 Ivar Ave.** – at the corner of Ivar and Selma.

An agenda is attached for your review and you all were so great in RSVPing early. Thank you!

Have a great weekend,

Sarah

SARAH MacPHERSON BESLEY

Hollywood Property Owners Alliance

1680 N. Vine Street, Suite 414

Hollywood, CA 90028

Main: (323)463-6767

Cell: (323)833-1636



**streetscape\_sept\_2014.docx**

17K

**AGENDA**

- I. Call to Order & Introductions
- II. Current Projects
  - A. Status of tree vandal investigation
  - B. Big Belly solar compactors – cost/benefit analysis
  - C. La Brea median beautification project
  - D. Clean Street headquarters – lease update & parking needs
  - E. Discuss ideas for BID Transportation Summit – November, 2014
  - F. New for Fall:
    - Tree zip ties
    - “The BID was here” tags
    - Wire baskets for side streets
    - Mutt Mitts
- III. Reports
  - A. CD-13 – Halden & Benjamin
  - B. Walk of Fame Repair
- IV. Projects & Initiatives for 2014/15
  - A. Chase Plaza redux
  - B. Sunset Boulevard Streetscape Plan
  - C. Eastern Gateway Streetscape Plan
- V. Adjourn







Daniel Halden <daniel.halden@lacity.org>

---

## Re: Checking In

Gary Benjamin <gary.benjamin@lacity.org>

Thu, Oct 16, 2014 at 1:13 AM

To: Joseph Mariani <joe@hollywoodbid.org>

Cc: Marie Rumsey <marie.rumsey@lacity.org>, Daniel Halden <Daniel.Halden@lacity.org>

Hello Joe,

The motion was approved at Council on Tuesday. I'll check in with Caroline Sim from the CAO and Tim McWilliams with City Attorney about progress on the lease draft. Who have you been communicating with at City Attorney's office?

Gary

On Wed, Oct 15, 2014 at 2:48 PM, Joseph Mariani <joe@hollywoodbid.org> wrote:

Hi Gary,

Hope your week is going well. Just wanted to see how it went with the motion in Council. I know the CA's office is waiting to hear from us on what next steps are. Let me know whenever you have a minute. Thank you again.

Hollywood Property Owners Alliance  
1680 Vine St., Suite 414  
Hollywood, CA. 90028

Phone: (323) 463-6767  
Fax: (323) 463-4229  
Direct: (323) 463-4728

[www.onlyinhollywood.org](http://www.onlyinhollywood.org)

---

Gary Benjamin  
Planning & Transportation Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
[gary.benjamin@lacity.org](mailto:gary.benjamin@lacity.org)

**Find the Councilmember on Facebook, Twitter and YouTube!**





Daniel Halden &lt;daniel.halden@lacity.org&gt;

---

**Language for Hollywood/Cherokee lease motion**

2 messages

---

**Gary Benjamin** <gary.benjamin@lacity.org>

Tue, Sep 16, 2014 at 4:48 PM

To: John Sheppard &lt;john.sheppard@lacity.org&gt;

Cc: Rene Sagles &lt;rene.sagles@lacity.org&gt;, Marie Rumsey &lt;marie.rumsey@lacity.org&gt;, Daniel Halden &lt;Daniel.Halden@lacity.org&gt;, Belkis Del Valle &lt;belkis.delvalle@lacity.org&gt;

John,

I spoke with Rene and he confirmed that he thought the language from our motion should have been sufficient to get progress on the lease for the Hollywood Property Owners Alliance to move into the Hollywood/Cherokee retail space, but that you had to make the final call on the language. Can you let us know what you need to see in the motion to issue the lease?

Gary

--  
**Gary Benjamin**  
Planning Deputy  
LA City Council District 13  
Office: (213) 473-7569  
Cell: (213) 265-6353  
gary.benjamin@lacity.org

**Find the Councilmember on Facebook, Twitter and YouTube!**

---

**Rene Sagles** <rene.sagles@lacity.org>

Thu, Sep 18, 2014 at 2:18 PM

To: Gary Benjamin &lt;gary.benjamin@lacity.org&gt;

Cc: Daniel Halden &lt;Daniel.Halden@lacity.org&gt;, Marie Rumsey &lt;marie.rumsey@lacity.org&gt;, Belkis Del Valle &lt;belkis.delvalle@lacity.org&gt;

Gary,

Per our telephone conversation, please see attachment for your perusal. Hope this will suffice.

Thanks,

**Rene M Sagles, Manager**  
Parking Facilities Division  
L.A. Department of Transportation  
T: (213) 972-8464  
C: (213) 248-3772  
F: (213) 972-4911  
rene.sagles@lacity.org

[Quoted text hidden]

**Lot 670\_MOTION\_final draft\_Suite C.docx**

15K



## MOTION

The City of Los Angeles owns a public parking structure located at 1710 N. Cherokee Avenue in Council District 13. The parking structure is operated by the Department of Transportation (DOT) and contains a vacant ground level retail/office space ("Suite C").

Suite C has 845 rentable square feet. The space has been vacant since December 2012. The City lacks sufficient staff to issue a Request for Proposals (RFP) for the leasing of the space.

The City received an offer for the lease of Suite C from the Hollywood Property Owners Alliance (HPOA) for an initial term of three (3) years with two (2) 1-year extension options and will generate approximately Fifteen Thousand Dollars (\$15,000) in annual revenue for the first year of tenancy, and includes annual rent escalations, thereafter. Since the space became vacant, no other interest was received by DOT.

The HPOA needs to move in quickly. As such, even if the City had the staff, the issuance of an RFP is rendered impracticable due to the length of time required to execute a lease from this process.

I THEREFORE MOVE that the City Council accept the above findings justify the proposed lease as a sole source contract and instruct the Department of General Services (GSD), in consultation with DOT, to negotiate and execute the lease for the City-owned retail/office space, subject to City Attorney review and approval as to form and legality for 1710 N Cherokee Avenue, Suite C, Los Angeles, CA 90028 with the HPOA.

I FURTHER MOVE that GSD, DOT and City Attorney prepare/process any necessary documents to effectuate the intent of this Motion.

PRESENTED BY: \_\_\_\_\_

PAUL KORETZ

Councilmember, 5<sup>th</sup> District

SECONDED BY: \_\_\_\_\_

