



AGENDA ITEM NO. 8

CITY OF HAWTHORNE City Council AGENDA BILL

For the meeting of April 9, 2024

Originating Department: City Manager

City Manager:


Vontray Norris

City Attorney:


Robert M. Kim

SUBJECT:

Resolution No. 8455, A Resolution of the City Council of the City of Hawthorne, California, Supporting Assembly Bill 1869.

RECOMMENDED MOTION:

Staff recommends that the City Council Adopt Resolution No. 8455, Supporting Assembly Bill 1869.

DISCUSSION:

The City adopted Ordinance No. 2248, which added Chapter 12.38 (Municipal Message Center Network) to the Hawthorne Municipal Code. The ordinance authorized the development of Municipal Message Center with the locations to be subject to the city council's approval. In support of the City's endeavor, Assembly Woman Tina McKinnor and Senator Steven Bradford introduced Assembly Bill 1869 (AB 1869) in the State Assembly.

AB 1869 would exempt the City of Hawthorne from California's Outdoor Advertising Act, which authorizes the State's Department of Transportation (Caltrans) to regulate the advertising display within the view of public highway. If approved, the City would join several other cities that were granted similar exemptions, including the City of Inglewood and City of Los Angeles.

The City of Hawthorne is in a unique geographic location with its close proximity to the Los Angeles International Airport and the new entertainment venues in the City of Inglewood. Although Hawthorne consists only of six square miles, it has within its boundaries, two of the busiest Interstate Highways, the 405 and the 105.

The 105 is relatively new as its construction concluded in 1993. The construction and development of the 105 had a devastating impact on the City. The freeway cut through the northern portion of the City, resulting in sections of the City to be cut-off from the rest of the city,

including from the civic center and first responders. The economic downturn continued as the City began to see boarded up storefronts in its major thoroughfares and closure of the only hospital. The City resorted to eliminating its fire department and downsizing staff in order to stay afloat and avoid bankruptcy.

AB 1869 would provide an opportunity for the City to significantly increase its revenue and offset some of the negative impacts from the neighboring stadium developments and the 105 Freeway construction. The City can use the additional revenues for more parks that are desperately needed, develop more low-income housing and spur economic developments along its main corridors. It would also result in the increase in the number of city staff, particularly, the number of police officers that are disproportionately low when compared to other cities.

ECONOMIC DEVELOPMENT STRATEGIC PLAN:

FISCAL IMPACT:

None.

NOTICING PROCEDURES:

72 hours posted notice pursuant to the Ralph M. Brown Act

ATTACHMENT(S):

1. Resolution No. 8455