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To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

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If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (323) 848-6409.

Note: Any agenda item which has not been initiated by 11:00 p.m. may be continued to a subsequent City Council meeting.

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
AGENDA
MONDAY, MARCH 5, 2012
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

6:00 P.M. - CLOSED SESSION: See attached Closed Session Agenda

6:30 P.M. – REGULAR MEETING

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

REPORT OF CLOSED SESSION AGENDA:

APPROVAL OF AGENDA:

ADJOURNMENT MOTIONS:

PRESENTATIONS:

1. PUBLIC COMMENT: This time has been set aside for members of the public to address the City Council on Consent Calendar items, other agenda items if the member of the public cannot be present later in the meeting at the time the item is heard by the Council and items of general interest within the subject matter jurisdiction of the Council. Although the City Council values your comments, pursuant to the Brown Act it generally cannot take any action on items not listed on the posted agenda. This comment period shall be limited to 20 minutes, with two minutes assigned for each speaker. Another period has been reserved for general public comment, later in the meeting, for those who could not be heard at this time. Testimony for public hearings will only be taken at the time of the hearing.

1.A. PUBLIC COMMENTS ON CONSENT CALENDAR ITEMS WHICH HAVE NOT BEEN REMOVED FROM THE CONSENT CALENDAR:

1.B. PUBLIC COMMENTS, GENERAL INTEREST:

COUNCILMEMBER COMMENTS: This portion of the meeting is set aside for general comments, announcements, requests of staff, and/or other issues of concern from members of the City Council.

CITY MANAGER'S REPORT: This time is set aside for the City Manager to update the Council on important items initiated by staff or previously requested by the City Council.

FISCAL IMPACT ON CONSENT CALENDAR:

2. CONSENT CALENDAR: The following routine matters can be acted upon by one motion. Individual items may be removed by the Council for separate discussion. Items removed for separate discussion will be heard following New Business Items. The title is deemed to be read and further reading waived of any ordinance listed on the consent calendar for introduction or adoption.

2.A. POSTING OF AGENDA:

SUBJECT: The agenda for the meeting of Monday, March 5, 2012 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, March 1, 2012.

RECOMMENDATION: Receive and file.

2.B. APPROVAL OF MINUTES:

SUBJECT: The City Council is requested to approve the minutes of prior Council meetings.

RECOMMENDATION: Approve the minutes of February 21, 2012.

- 2.C. DEMAND REGISTER NO. 693, RESOLUTION NO. 12-4276:**
SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.
RECOMMENDATION: Approve Demand Register No. 693 and adopt Resolution No. 12-4276, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 693".
- 2.D. COMMISSION AND ADVISORY BOARD ACTION REPORTS:**
SUBJECT: The City Council will receive reports from the Arts and Cultural Affairs Commission and the Disabilities Advisory Board on actions taken at their recent meetings.
RECOMMENDATION: Receive and file.
- 2.E. YEAR-END REPORT ON SOCIAL SERVICES PROGRAMS 2010-11 [S. BAXTER, D. DENNIS, D. GIUGNI]:**
SUBJECT: The City Council will receive the year-end report of Social Services contract programs for 2010-11.
RECOMMENDATION: Receive and file the year-end report.
- 2.F. AWARD OF CONTRACT FOR THE CITY HALL HVAC EQUIPMENT REPLACEMENT PROJECT - CIP NO. 55-11/12-05-EE0002146 [S. BAXTER, S. CAMPBELL, H. COLLINS]:**
SUBJECT: The City Council will consider approving an Agreement with Pardess Air, Incorporated for the City Hall HVAC Equipment Replacement Project CIP No. 55-11/12-05-EE0002146.
RECOMMENDATIONS: 1) Accept the bid dated February 14, 2012 and approve an Agreement with Pardess Air, Incorporated for the City Hall HVAC Equipment Replacement CIP No. 55-11/12-05-EE0002146 in the amount of \$180,000; 2) Authorize the Director of Human Services, or his designee, to negotiate and execute one or more change orders to the contract with Pardess Air, Incorporated, for additional unforeseen work, which may develop during the project; the total value of which shall not exceed a 15% project contingency amount of \$27,000; 3) Authorize the City Manager to execute an Agreement with Pardess Air, Incorporated for the City Hall HVAC Equipment Replacement CIP No. 55-11/12-05-EE0002146; and 4) Reject all remaining bids.
- 2.G. ESTABLISHMENT OF GATEWAY SIGNAGE TASKFORCE [J. HEILMAN, F. SOLOMON, J. HARRIS]:**
SUBJECT: The City Council will consider establishing a Gateway Signage Taskforce from stakeholders in the three primary districts of Santa Monica Boulevard, The Avenues of Art and Design and the Sunset Strip.
RECOMMENDATION: Authorize the City Manager to identify community stakeholders to serve on the taskforce.

2.H. CO-SPONSOR APLA T2 WATER STOP DURING LA MARATHON [P. AREVALO, M. GERLE]:

SUBJECT: The City Council will consider co-sponsoring APLA's T2 water stop during the 2012 LA Marathon.

RECOMMENDATIONS: 1) Approve co-sponsorship of AIDS Project Los Angeles's water stop and authorize the use of the City name and logo on t-shirts, promotional items, and invitations; and 2) Approve parking validation for volunteers working the event.

2.I. CANDIDATES' FORUM ON WOMEN'S ISSUES [V. LOVE, L. FOOKS]:

SUBJECT: The City Council will consider a request from the West Hollywood Women's Advisory Board to sponsor a candidates' forum on women's issues.

RECOMMENDATIONS: 1) Approve the City of West Hollywood's sponsorship of the event and the use of the City's name and logo on printed materials advertising the event; and 2) Direct staff to televise the forum on CityChannel 10.

3. PUBLIC HEARINGS:

3.A. PARKING CREDITS PROGRAM ORDINANCE [O. DELGADO, J. ROCCO, D. NORTE, A. MCINTOSH, J. KEHO, D. DEGRAZIA]:

SUBJECT: The City Council will consider adopting a parking credits ordinance, amended fee resolution, zoning text amendment and the allocation of funding to implement a parking credits program in the City.

RECOMMENDATIONS: 1) Introduce for first reading, Ordinance No. 12-_____ "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10 (VEHICLES AND TRAFFIC) OF THE WEST HOLLYWOOD MUNICIPAL CODE TO CREATE A PARKING CREDITS PROGRAM AND DESIGNATE A PARKING CREDITS DISTRICT AND AMENDING TITLE 19 (ZONING ORDINANCE) RELATING TO PARKING CREDITS AND THE ELIMINATION OF THE IN-LIEU PARKING FEE CITY WIDE"; 2) Adopt Resolution No 12-_____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE MASTER FEE RESOLUTION (RESOLUTION 11-4191) AND RESCINDING RESOLUTION NO. 11-4233 BY ESTABLISHING ASSOCIATED FEES FOR THE PARKING CREDITS PROGRAM"; and 3) Authorize the Director of Finance to increase budgeted expenditures in account 213-3-08-82-531004 by \$50,000 and increase budgeted revenues in account 213-443003 by \$50,000.

3.B. CONSTRUCTION OF A COMMERCIAL DEVELOPMENT AT 8801 SUNSET BOULEVARD [A. MCINTOSH, J. KEHO, A. GALLO]:

SUBJECT: The City Council will hold a continued public hearing to consider a 47,504 sq. ft. commercial development containing retail, gym/spa and office space at 8801 Sunset Boulevard. The project also integrates a new billboard and large screen video sign into the building facades and includes a development agreement and zoning map amendment.

RECOMMENDATIONS: 1) Receive the staff report and consider the material presented; 2) Continue the public hearing, receive input from the project representative; take additional public comments; close the public hearing; and 3) After deliberation and decision, direct staff to prepare a resolution(s) reflecting the City Council's determination.

4. UNFINISHED BUSINESS: None.

5. NEW BUSINESS:

5.A. ASSIGNMENT AGREEMENT BETWEEN THE CITY OF LAKEWOOD AND THE CITY OF WEST HOLLYWOOD FOR THE EXCHANGE OF PROPOSITION A LOCAL RETURN FUNDS [A. GANDHY, D. HATCHER, S. BAXTER, D. GIUGNI]:

SUBJECT: The City Council will consider a General Fund trade agreement for Prop A Local Return Funds with the City of Lakewood.

RECOMMENDATIONS: 1) Approve a Prop A fund trade agreement with the City of Lakewood for \$675,000 West Hollywood General Funds in exchange for \$900,000 City of Lakewood Prop A Funds; 2) Authorize the City Manager to execute the agreement; 3) Authorize the Director of Finance to appropriate \$675,000 from the unallocated reserves in the General Fund to Expenditure for Traded Funds (100-1-03-31-531016); and 4) Authorize the Director of Finance to increase budgeted revenues in the Prop A Fund, Account No. R203-421001 by \$900,000.

5.B. WEST HOLLYWOOD BANKING CONTRACT [J. HEILMAN, F. SOLOMON, J. ERICKSON, D. BREMOND]:

SUBJECT: The City Council will direct the City Manager to evaluate feasible options for changing the bank handling the City's bank accounts.

RECOMMENDATIONS: 1) Direct the City Manager and Finance Department to evaluate our existing relationship with Bank of America and determine whether the relationship meets the needs of the City's Finance Department and is consistent with the City's core values; and 2) Direct the City Manager and Finance Department to return to the Council with recommendations within 180 days.

5.C. COMMISSION APPOINTMENT [C. SCHAFFER]:

SUBJECT: The City Council will consider making an appointment to the Planning Commission.

RECOMMENDATION: Councilmember D'Amico will consider making a direct appointment to the Planning Commission.

5.D. ELECTION OF MAYOR AND MAYOR PRO TEMPORE [C. SCHAFFER, Y. QUARKER]:

SUBJECT: *The City Council will consider electing the new Mayor and Mayor Pro Tempore.*

RECOMMENDATION: Call for nominations and election of Mayor and Mayor Pro Tempore, to be installed on April 16, 2012 at the Reorganization Meeting beginning at 6:00 p.m.

EXCLUDED CONSENT CALENDAR: Items removed from the Consent Calendar for separate discussion are considered at this time.

6. LEGISLATIVE: None

PUBLIC COMMENT: This time is set aside for the public to address the Council on any item of interest within the subject matter jurisdiction of the Council that could not be heard under Item 1 at the beginning of the meeting.

COUNCILMEMBER COMMENTS: Additional general comments, announcements, requests of staff and/or other issues of concern to Councilmembers are briefly presented at this time.

ADJOURNMENT: The City Council will adjourn to their next regular meeting, which will be on Monday, March 19, 2012 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

UPCOMING MEETING SCHEDULE:

Date: March 19, 2012 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: April 2, 2012– Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: April 16, 2012 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: May 7, 2012 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

City Council Agendas and Staff Reports are available on-line at:
www.weho.org

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
CLOSED SESSION AGENDA
MONDAY, MARCH 5, 2012
6:00 P.M.**

**COUNCIL CHAMBERS, CLOSED SESSION ROOM
625 N. SAN VICENTE BOULEVARD**

CONFERENCE WITH LEGAL COUNSEL

The City Council finds, based on advice from the City Attorney, that discussion in open session of the following described matters will prejudice the position of the City in existing and anticipated litigation.

1. PENDING LITIGATION..... G.C. 54956.9(a)

Hoffman Street et al v. City of West Hollywood
Los Angeles Superior Court, Case No. BS 111413

2. THREATENED LITIGATION.....G.C. 54956.9(b)

One case

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Administrative Services Department in the Office of the City Clerk and that I posted this agenda on:

Date: March 1, 2012

Signature Catherine Ross
Catherine Ross, Deputy Clerk