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Note: Any agenda item(s) not initiated by 11:00 p.m. may be continued to a subsequent City Council meeting. The City Council may direct staff to continue the item(s) to an already scheduled City Council meeting or may adjourn this meeting to an adjourned regular meeting to consider the item(s).

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
AGENDA
MONDAY, AUGUST 5, 2013
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: The City Council values your comments; however, pursuant to the Brown Act, Council cannot take action on items not listed on the posted agenda. The public comment period is limited to 20 minutes, with 2 minutes allotted for each speaker. This public comment period is to address the City Council on Consent Calendar items, other agenda items (if the member of the public cannot be present at the time the item is considered) or items of general interest within the jurisdiction of the City Council. Another period is also reserved for general comment later in the meeting for those that could not be heard at this time. Public Hearing testimony 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 AND MEETING ATTENDANCE REPORTS: 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, August 5, 2013 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, August 1, 2013.

RECOMMENDATION: Receive and file.

2.B. APPROVAL OF MINUTES:

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

RECOMMENDATION: Approve the minutes of July 15, 2013.

2.C. DEMAND REGISTER NO. 726, RESOLUTION NO. 13-4480:

SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.

RECOMMENDATION: Approve Demand Register No. 726 and adopt Resolution No. 13-4480, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 726".

2.D. TREASURER'S REPORT FOR MAY 2013 [D. WILSON, L. QUIJANO, N. CORONADO]:

SUBJECT: The City Council will receive the Treasurer's Report for the month ended May 2013 pursuant to Section 53646 of the Government Code of the State of California.

RECOMMENDATION: Receive and file.

2.E. CLAIMS ADMINISTRATION:

SUBJECT: The City Council is asked to deny Claims filed against the City, as a routine administrative step in claims processing.

RECOMMENDATION: Deny the claims of Jeffrey Calhoun and Trinity Calhoun and refer to the City's claims adjuster.

2.F. ORDINANCE NOS. 13-911 AND 13-912 (2ND READING) REGARDING THE REPLACEMENT OF AN EXISTING DOUBLE-SIDED ROOF MOUNTED BILLBOARD WITH A LARGER DOUBLE-SIDED POLE MOUNTED BILLBOARD AT 8335 SUNSET BOULEVARD [C. SCHAFFER, Y. QUARKER]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 13-911, approving a Zoning Map Amendment, in conjunction with the proposed Development Agreement, and waive further reading and adopt Ordinance No. 13-912, approving Development Agreement 2011-001, associated with a double-sided billboard atop a single-pole structure, for the property located at 8335 Sunset Boulevard.

RECOMMENDATIONS: 1) Waive further reading and adopt Ordinance No. 13-911, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONING MAP AMENDMENT, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 8335 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; and 2) Waive further reading and adopt Ordinance No. 13-912, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD APPROVING DEVELOPMENT AGREEMENT 2011-001, ASSOCIATED WITH A DOUBLE-SIDED BILLBOARD ATOP A SINGLE-POLE STRUCTURE, LOCATED AT 8335 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA".

2.G. ORDINANCE NO. 13-913 (2ND READING) ADOPTING A ZONING MAP AMENDMENT TO CHANGE THE ZONING DESIGNATION FROM "R4A" TO "R1A" FOR THE REAR PORTION OF THE PROPERTY LOCATED WITHIN THE CITY OF WEST HOLLYWOOD WITH AN ADDRESS OF 8741 ST. IVES DRIVE, LOS ANGELES, CALIFORNIA [C. SCHAFFER, Y. QUARKER]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 13-913, adopting a Zoning Map Amendment to change the zoning designation from "R4A" to "R1A" for the rear portion of the property located within the City of West Hollywood with an address of 8741 St. Ives Drive, Los Angeles, California.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 13-913, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADOPTING A ZONING MAP AMENDMENT TO CHANGE THE ZONING DESIGNATION FROM "R4A" TO "R1A" FOR THE REAR PORTION OF THE PROPERTY LOCATED WITHIN THE CITY OF WEST HOLLYWOOD WITH AN ADDRESS OF 8741 ST. IVES DRIVE, LOS ANGELES, CALIFORNIA".

2.H. ORDINANCE NO. 13-914 (2ND READING) APPROVING A ZONE TEXT AMENDMENT TO THE MUNICIPAL CODE TO REFINE PROVISIONS FOR EMERGENCY SHELTERS AND ADD PROVISIONS FOR TRANSITIONAL AND SUPPORTIVE HOUSING AND SINGLE ROOM OCCUPANCY HOUSING FOR COMPLIANCE WITH STATE LEGISLATION [C. SCHAFFER, Y. QUARKER]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 13-914, approving a Zone Text Amendment to the Municipal Code to refine provisions for emergency shelters and add provisions for transitional and supportive housing and single room occupancy housing for compliance with State legislation.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 13-914, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONE TEXT AMENDMENT TO THE MUNICIPAL CODE TO REFINE PROVISIONS FOR EMERGENCY SHELTERS AND ADD PROVISIONS FOR TRANSITIONAL AND SUPPORTIVE HOUSING AND SINGLE ROOM OCCUPANCY HOUSING FOR COMPLIANCE WITH STATE LEGISLATION."

- 2.I. ORDINANCE NO. 13-915 AND ORDINANCE NO. 13-916 (2ND READING) FOR A ZONING MAP AMENDMENT AND DEVELOPMENT AGREEMENT IN CONJUNCTION WITH A REQUEST TO INSTALL A NEW V-SHAPED BILLBOARD SIGN ON AN EXISTING HOTEL BUILDING LOCATED AT 8462 SUNSET BOULEVARD. (THE GRAFTON HOTEL) [S. DE WOLFE, J. KEHO, A. CASTILLO, C. SCHAFFER, Y. QUARKER]:**

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 13-915, an ordinance to adopt a zoning map amendment and Ordinance No. 13-916, and ordinance to approve a development agreement associated with a new v-shaped billboard to be located above the roof of an existing hotel located at 8462 Sunset Boulevard (Grafton Hotel).

RECOMMENDATIONS: 1) Waive further reading and adopt Ordinance No. 13-915, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A NEGATIVE DECLARATION AND A ZONING MAP AMENDMENT IN CONJUNCTION WITH A PROPOSED DEVELOPMENT AGREEMENT FOR THE PROPERTY AT 8462 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT A), and 2) Waive further reading and adopt Ordinance No. 13-916, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A NEW V-SHAPED BILLBOARD LOCATED ABOVE THE ROOF OF THE EXISTING HOTEL (THE GRAFTON HOTEL) LOCATED AT 8462 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT B)

- 2.J. ORDINANCE NO. 13-917 AND ORDINANCE NO. 13-918 (2ND READING) A ZONING MAP AMENDMENT AND DEVELOPMENT AGREEMENT IN CONJUNCTION WITH A REQUEST TO INSTALL A NEW TWO-SIDED BILLBOARD ATOP OF THE EXISTING COMMERCIAL BUILDING AT 9039 SUNSET BOULEVARD. (KEY CLUB) [S. DE WOLFE, J. KEHO, A. CASTILLO, C. SCHAFFER, Y. QUARKER]:**

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 13-917, an ordinance to adopt a zoning map amendment and Ordinance No. 13-918, to approve a development agreement associated with a new 48-foot-wide x 14-foot-tall, two-sided billboard with an overall height of 70 feet atop of an existing commercial building located at 9039 Sunset Boulevard (Key Club).

RECOMMENDATIONS: 1) Waive further reading and adopt Ordinance No. 13-917, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING A NEGATIVE DECLARATION AND A ZONING MAP AMENDMENT, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD,

CALIFORNIA (KEY CLUB).” (ATTACHMENT A), and 2) Waive further reading and adopt Ordinance No. 13-918, “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A NEW TWO-SIDED 48-FOOT-WIDE x 14-FOOT-TALL BILLBOARD ATOP OF THE EXISTING COMMERCIAL BUILDING AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA (KEY CLUB).” (ATTACHMENT B).

2.K. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

SUBJECT: The City Council will receive reports from the Public Safety Commission, the Transportation Commission, the Lesbian and Gay Advisory Board, the Russian Advisory Board and the Senior Advisory Board on actions taken at their recent meetings.

RECOMMENDATION: Receive and file.

2.L. APPROVAL OF REVISED CLASSIFICATION SPECIFICATION OF PROJECT DEVELOPMENT ADMINISTRATOR [L. BOCK, S. SCHUMACHER]:

SUBJECT: The City Council will consider the recommendation from the Human Resources Division for the revision of the classification specification of Project Development Administrator, including compensation adjustment.

RECOMMENDATIONS: 1) Approve the revised classification specification of Project Development Administrator; and 2) Authorize salary placement for the Project Development Administrator classification from Grade 5290 to Grade 5280.

2.M. DONATION FROM THE CEDARS SINAI HEALTH SYSTEM TO THE CITY OF WEST HOLLYWOOD TO PURCHASE EMERGENCY EQUIPMENT FOR THE LOS ANGELES COUNTY FIRE DEPARTMENT STATIONS THAT SERVE THE CITY OF WEST HOLLYWOOD [K. COOK, A. WHITTLE]:

SUBJECT: The City Council will consider accepting a donation of \$43,000 from the Cedars-Sinai Health System to the City of West Hollywood to purchase emergency equipment for the Los Angeles County Fire Department Stations that serve West Hollywood.

RECOMMENDATIONS: 1) Accept the donation of \$43,000 from the Cedars-Sinai Health System; 2) Authorize the Director of Finance and Technology Services to adjust the budget in fiscal year 2013-14 to reflect the projected donation of \$43,000 for a total of \$43,000 in increased budgeted expenditures in line 100-2-04-04-526011 Public Safety Support Equipment and revenues in line 100-462001 Donations; 3) Authorize staff to purchase emergency equipment as outlined in this staff report for use by the Los Angeles County Fire Department Stations that serve West Hollywood; and 4) Authorize the City Manager to reprogram any savings towards additional fire department equipment purchases.

2.N. WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION ANNUAL ADMINISTRATIVE CONTRACT FOR FISCAL YEAR 2013-2014 [E. SAVAGE]:

SUBJECT: The City Council will consider approving the annual administrative contract with the West Hollywood Community Housing Corporation for Fiscal Year 2013-2014 in an amount not to exceed \$231,000.

RECOMMENDATION: Authorize the City Manager to execute the annual administrative contract with the West Hollywood Community Housing Corporation for Fiscal Year 2013-2014 in an amount not to exceed \$231,000.

2.O. AGREEMENT FOR SERVICES TO CONDUCT A STUDY AND PREPARE AN AMENDMENT TO THE SUNSET SPECIFIC PLAN REGARDING OFF-SITE SIGNAGE ON SUNSET BOULEVARD [S. DE WOLFE, J. KEHO, M. ANTOL, B. SIEGL]:

SUBJECT: The City Council will consider the approval of an Agreement for Services with AECOM to conduct a study and prepare an amendment to the Sunset Specific Plan regarding off-site signage on Sunset Boulevard.

RECOMMENDATIONS: 1) Authorize the City Manager to execute an Agreement for Services with AECOM for \$219,470; and 2) Authorize the Community Development Director to approve change orders to the contract in an amount not to exceed 10% of the contract amount.

2.P. AGREEMENT FOR FINAL PHASES OF ENTERPRISE GEOGRAPHIC INFORMATION SYSTEM (GIS) STRATEGIC PLAN AND 1ST PHASE OF GIS IMPLEMENTATION PLAN [P. AREVALO, D. WILSON, J. DUNCAN, E. TSIPIS, F. CONTRERAS]:

SUBJECT: The City Council will consider approving a professional services agreement with Geographic Technologies Group (GTG) for the final two phases of the Enterprise GIS Strategic Plan and 1st Phase of the GIS Implementation Plan.

RECOMMENDATIONS: 1) Approve the Professional Services Agreement with Geographic Technologies Group for the final two phases of the Enterprise GIS Strategic Plan and 1st Phase of GIS Implementation Plan in the amount of \$79,800.01 as set forth in the contract. (ATTACHMENT A); 2) Authorize the City Manager to approve amendments to the Professional Services Agreement with GTG in an amount not to exceed 15% (\$11,970); 3) Authorize the Director of Finance and Technology Services to purchase and license ArcGIS for Server Enterprise Standard (Windows) Up to Four Cores License (\$21,800). (ATTACHMENT B); 4) Authorize the Director of Finance and Technology Services to purchase and license ArcGIS for Desktop Standard (ArcEditor) Concurrent Use License (\$7,630). (ATTACHMENT C); 5) Authorize the Director of Finance and Technology Services to approve annual payments for maintenance and tech support of ESRI's ArcGIS Server and ArcEditor applications

(\$6,500/year); and 6) Authorize the City Manager to negotiate and execute all agreements.

2.Q. AGREEMENT WITH HEERY INTERNATIONAL, INC. TO PROVIDE CONSTRUCTION OVERSIGHT SERVICES FOR SUNSET MILLENNIUM (SUNSET|LA CIENEGA) PROJECT [S. DE WOLFE, J. KEHO, S. BAILEY, F. CONTRERAS]:

SUBJECT: The City Council will consider approving an Agreement for Services with Heery International, Inc. (Heery) to perform construction oversight services ensuring the developer's compliance with all conditions of approval and construction mitigation measures, including but not limited to those related to on-and off-site circulation, noise and air quality, during construction of the Sunset Millennium project (aka, Sunset|La Cienega).

RECOMMENDATIONS: 1) Approve an Agreement for Services with Heery International in an amount not-to-exceed \$501,400 for construction oversight services for the Sunset Millennium (Sunset|La Cienega) project; and 2) Authorize the City Manager to sign and execute all agreements.

2.R. AMENDMENT TO AGREEMENT FOR RECRUITMENT SERVICES WITH BOB MURRAY AND ASSOCIATES [L. BOCK, S. SCHUMACHER, Y. MAURIS]:

SUBJECT: The City Council will consider approval of an amendment to the agreement for services with Bob Murray and Associates to provide recruitment services for the recruitments of Rent Stabilization & Housing Manager and Information Technology Manager.

RECOMMENDATIONS: 1) Approve an Amendment to Agreement for Services through June 30, 2014 in an additional amount of \$46,800 and a total not-to-exceed amount of ninety five thousand and six hundred dollars (\$95,600) with Bob Murray and Associates for recruitment services; and 2) Authorize the City Manager to sign and execute all necessary documents.

2.S. SUPPORT FOR S.967 THE MILITARY JUSTICE IMPROVEMENT ACT SPONSORED BY SENATOR KIRSTEN GILLIBRAND (D-NY) TO MOVE PROSECUTION OF MILITARY ASSAULT CASES OUT OF THE MILITARY'S CHAIN OF COMMAND [A. LAND, K. HASHMI]:

SUBJECT: The City Council will consider adopting a resolution in support of S.967 The Military Justice Improvement Act, which is co-sponsored by a bipartisan coalition of 36 Senators, and seeks to change the current system to help lessen the fear that victims of military sexual assault have in deciding whether to report crimes due to inherent conflicts of interest within the military chain of command.

RECOMMENDATIONS: 1) Adopt Resolution 13-4881 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF S.967 THE MILITARY JUSTICE IMPROVEMENT ACT SPONSORED BY SENATOR KIRSTEN GILLIBRAND (D-NY) TO MOVE PROSECUTION OF MILITARY ASSAULT CASES OUT OF THE MILITARY'S CHAIN OF COMMAND"; and 2) Direct staff to send copies of

signed resolutions to Senator Kirsten Gillibrand, California's Senators Barbara Boxer, Dianne Feinstein, Congressman Adam Schiff, California State Senator Ted Lieu, and Assemblymember Richard Bloom.

2.T. CONDEMNATION OF RUSSIAN PRESIDENT VLADIMIR PUTIN'S LEGAL ATTACKS ON THE LGBT COMMUNITY AND NEW LAWS TARGETING LGBT TOURISTS AND WINTER OLYMPICS PARTICIPANTS [J. HEILMAN, F. SOLOMON, J. D'AMICO, M. REX, K. ANDERSON]:

SUBJECT: The City Council will consider adopting a resolution condemning Russian President Vladimir Putin's legal attacks on the LGBT community and new laws passed by the Russian Federal Assembly (legislature) targeting LGBT tourists and 2014 Winter Olympics participants.

RECOMMENDATIONS: 1) Adopt Resolution No. 13-4882 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONDEMNING RUSSIAN PRESIDENT VLADIMIR PUTIN'S LEGAL ATTACKS ON THE LGBT COMMUNITY AND NEW LAWS TARGETING LGBT TOURISTS AND WINTER OLYMPICS PARTICIPANTS"; and 2) Direct staff to send signed copies to the Embassy of the Russian Federation in the United States of America, Congressman Adam Schiff and the other members of the California Congressional delegation, U.S. Secretary of State John Kerry, U.S. Senator Barbara Boxer, U.S. Senator Dianne Feinstein, International Gay and Lesbian Human Rights Commission, Amnesty International and Human Rights Watch.

2.U. RESOLUTION ENDORSING MAYOR VIRGINIA R. GURROLA'S PROCLAMATION OF JUNE 2013 AS LGBT PRIDE MONTH IN THE CITY OF PORTERVILLE, CALIFORNIA [E. SAVAGE, J. BOOK]:

SUBJECT: The Lesbian and Gay Advisory Board recommends that the City Council adopt a resolution endorsing Mayor Virginia R. Gurrola's proclamation of June 2013 as LGBT Pride Month.

RECOMMENDATIONS: 1) Adopt Resolution No. 13-4883, "A RESOLUTION OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ENDORSING MAYOR VIRGINIA R. GURROLA'S PROCLAMATION OF JUNE 2013 AS LGBT PRIDE MONTH IN THE CITY OF PORTERVILLE, CALIFORNIA"; and 2) Send copies of the signed resolution to Mayor Virginia R. Gurrola, Vice Mayor Pete V. McCracken, and Councilmembers Cameron J. Hamilton, Greg Shelton, and Brian Ward, of the City of Porterville, CA.

2.V. CO-SPONSORSHIP OF ASSEMBLYMEMBER BLOOM'S SENIOR SCAM STOPPER EVENT [A. LAND, K. HASHMI, L. MERIN]:

SUBJECT: The City Council will consider co-sponsoring the Senior Scam Stopper event hosted by Assemblymember Richard Bloom's office on August 9, 2013 in Fiesta Hall at Plummer Park from 10 a.m. to 1 p.m.

RECOMMENDATIONS: 1) Authorize co-sponsorship of the Senior Scam Stopper event scheduled on August 9, 2013; 2) Authorize the lifting of the parking time limit at Plummer Park during the hours of the event from 10 a.m. to 1 p.m.; and 3) Authorize the use of the City logo in event promotion and authorize the City's Public Information Office to assist with promotion of the event.

2.W. CO-SPONSORSHIP OF THE WEST HOLLYWOOD LIBRARY FOUNDATION'S FIERCE GREEN FIRE FILM EVENT [A. LAND, K. HASHMI]:

SUBJECT: The City Council will consider co-sponsoring "A Fierce Green Fire", a documentary film on environmental activism hosted by the West Hollywood Library Foundation on September 27, 2013 in the City Council Chambers from 6:30 p.m. to 9:00 p.m.

RECOMMENDATIONS: 1) Authorize co-sponsorship of "A Fierce Green Fire" a documentary film on environmental activism event on September 27, 2013; 2) Authorize the use of the Council Chambers and the Autocourt from 6:30 p.m. to 9:00 p.m.; 3) Allow the consumption of food on the premise during the event; 4) Authorize the use of the City logo in event promotion and authorize the City's Public Information Office to assist with promotion of the event; and 5) Waive the Special Event Permit fee, facility rental fee, parking fees for 3 hours and any other City-related fees for the event.

2.X. CO-SPONSORSHIP OF "20/20" – VISIONING THE PAST AND FUTURE OF HIV PREVENTION COMMUNITY FORUM [J. DURAN, I. OWENS]:

SUBJECT: The City Council will consider co-sponsoring the "20/20"-Visioning the Past and Future of HIV Prevention community forum in conjunction with the West Hollywood Library Foundation.

RECOMMENDATIONS: 1) Approve the City of West Hollywood's co-sponsorship of forum; authorizing the use of the City logo on marketing collateral; 2) Approve the use of the West Hollywood Library Council Chambers and waive all City-related fees; and 3) Direct the Public Information Office to utilize all appropriate communication tools to promote the forum.

3. PUBLIC HEARINGS:

3.A. REQUEST TO REPLACE AN EXISTING TWO-SIDED BILLBOARD AT 8535 SUNSET BOULEVARD WITH A LARGER TWO-SIDED BILLBOARD AND RAISE IT APPROXIMATELY 14 FEET IN OVERALL HEIGHT [S. DE WOLFE, J. KEHO, A. CASTILLO]:

SUBJECT: The proposal is a request from Ace Outdoor Advertising, on behalf of the property owner, Abraham Moradzadeh, to replace a two-sided 16 ft. x 25 ft. billboard atop a single-pole structure with a two-sided 14 ft. x 48 ft. billboard and raise the height by fourteen feet for a maximum height of 68 ft. The proposed project is located at 8535 Sunset Boulevard and was continued from the September 6, 2011 City Council meeting.

RECOMMENDATIONS: Staff recommends that the City Council hold the public hearing, consider all pertinent testimony, and conditionally approve the project by adopting the following: 1) Waive further reading and adopt Ordinance No. 13-_____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING A ZONE MAP AMENDMENT, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 8535 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT A); 2) Waive further reading and adopt Ordinance No. 13-_____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A TWO-SIDED 14-FOOT-HIGH x 48-FOOT-WIDE BILLBOARD ATOP A SINGLE-POLE STRUCTURE, LOCATED AT 8535 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT B), and 3) Resolution No. 13-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING A BILLBOARD PERMIT, TO REPLACE AN EXISTING TWO-SIDED 16-FOOT-HIGH X 25-FOOT-WIDE BILLBOARD WITH A TWO-SIDED 14-FOOT-HIGH x 48-FOOT-WIDE BILLBOARD AND RAISE THE HEIGHT BY 14 FEET TO A MAX HEIGHT OF 68 FEET FOR THE PROPERTY LOCATED AT 8535 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT C)

3.B. APPEAL OF THE PLANNING COMMISSION'S DECISION TO AMEND THE PLACEMENT OF AN EXISTING WEST-FACING TALL WALL AT 8730 SUNSET BOULEVARD [S. DE WOLFE, J. KEHO, A. CASTILLO]:

SUBJECT: The City Council will hold a public hearing to consider an appeal by Manatt, Phelps & Phillips, LLP on behalf of West Hollywood Properties, LLC and Regency Outdoor Advertising, Inc. regarding the Planning Commission's approval of a request to amend a conditional use permit to modify the placement of an existing 10,858-square-foot tall wall located on the building's west façade.

RECOMMENDATIONS: Staff recommends that the City Council hold a public hearing, consider all presented material and pertinent testimony and affirm or reverse the Planning Commission's action by adopting one of the following draft resolutions: 1) Resolution No. 13-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, DENYING AN APPEAL FILED BY MANATT, PHELPS & PHILLIPS, LLC ON BEHALF OF WEST HOLLYWOOD PROPERTIES, LLC AND REGENCY OUTDOOR ADVERTISING AND AFFIRMING THE PLANNING COMMISSION'S APPROVAL OF A MAJOR AMENDMENT TO CONDITIONAL USE PERMIT 2001-019 TO MODIFY THE PLACEMENT OF AN EXISTING 10,858-SQUARE-FOOT TALL WALL LOCATED ON THE BUILDING'S WEST FAÇADE AT 8730 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT A); OR 2) or Resolution No. 13-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, AFFIRMING AN APPEAL FILED BY MANATT, PHELPS & PHILLIPS, LLC ON BEHALF OF WEST HOLLYWOOD PROPERTIES, LLC AND REGENCY OUTDOOR ADVERTISING AND REVERSING THE PLANNING COMMISSION'S APPROVAL OF A MAJOR AMENDMENT TO CONDITIONAL USE PERMIT 2001-019 TO MODIFY THE PLACEMENT OF AN EXISTING 10,858-SQUARE-FOOT TALL WALL LOCATED ON THE BUILDING'S WEST FAÇADE AT 8730 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT B)

4. UNFINISHED BUSINESS:

4.A. APPOINTMENT OF CITY COUNCILMEMBERS AS DELEGATE/ALTERNATE FOR WESTSIDE CITIES COUNCIL OF GOVERNMENTS [C. SCHAFFER, Y. QUARKER]:

SUBJECT: The City Council will consider appointing a delegate and alternate to the Westside Cities Council of Governments (WSCCOG).

RECOMMENDATION: Appoint a Delegate and an Alternate to the Westside Cities Council of Governments (WSCCOG).

5. NEW BUSINESS:

5.A. CONSULTANT TO DEVELOP INCENTIVES FOR DESIGNATED MULTI-FAMILY HISTORIC PROPERTIES [S. DE WOLFE, J. KEHO, E. STADNICKI, S. REICH]:

SUBJECT: The City Council will consider approval of an agreement with Page & Turnbull to develop Incentives for Designated Multi-family Properties.

RECOMMENDATIONS: 1) Accept the proposal dated July 12, 2013, submitted by Page & Turnbull; 2) Authorize the City Manager to enter into a contract with Page & Turnbull in the amount not to exceed \$99,220 to develop Incentives for Designated Multi-family Properties; 3) Authorize the Planning Manager to approve change orders to the contract in an amount

not to exceed 10% of the contract amount; and 4) Authorize the Director of Finance and Technology to allocate \$64,142 from General Fund undesignated reserves to increase budgeted expenditures in account 100-3-07-71-531005 contract services.

5.B. WEST HOLLYWOOD DESIGN DISTRICT STREETScape MASTER PLAN [S. DE WOLFE, M. ANTOL, C. CORRAO]:

SUBJECT: The City Council will consider adoption of the West Hollywood Design District Streetscape Master Plan.

RECOMMENDATIONS: 1) Approve West Hollywood Design District Streetscape Master Plan with changes as proposed. (ATTACHMENT A); and 2) Adopt Resolution 13-____, certifying a Negative Declaration for the proposed project. (ATTACHMENT E)

5.C. FORMATION OF THE WEST HOLLYWOOD TOURISM IMPROVEMENT DISTRICT PER THE PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994 [P. AREVALO, M. LOUIE, L. BIERY]:

SUBJECT: The City Council will consider beginning the process of forming the West Hollywood Tourism Improvement District (the District). If formed, the District will replace the existing West Hollywood Tourism Business Improvement Area and Hotel Marketing Zone (BIA). This resolution will set a public meeting for September 16, 2013 and a public hearing for October 7, 2013.

RECOMMENDATIONS: 1) Adopt Resolution No. 13-____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DECLARING ITS INTENTION TO ESTABLISH THE WEST HOLLYWOOD TOURISM IMPROVEMENT DISTRICT AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON" (Exhibit A); and 2) Direct staff to jointly notice a public meeting and public hearing to be held on September 16 and October 7, 2013, respectively, to hear protests or objections to the creation of the District and levy of the assessment.

5.D. COMMISSION APPOINTMENT [C. SCHAFFER, Y. QUARKER]:

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

RECOMMENDATION: Call for nominations for one (1) at-large appointment to the Planning Commission.

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

6. LEGISLATIVE:

6.A. AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD, REVISING WEST HOLLYWOOD MUNICIPAL CODE CHAPTER 15.56, STORM WATER AND URBAN RUNOFF POLLUTION CONTROL, TO IMPLEMENT GREEN STREETS INFRASTRUCTURE ON TRANSPORTATION CORRIDOR PROJECTS TO IMPROVE WATER QUALITY [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider amending West Hollywood Municipal Code Chapter 15.56 to incorporate the use of Green Streets to address storm water pollution as an integrated aspect of City transportation improvement projects.

RECOMMENDATION: Introduce on first reading Ordinance No. 13-_____, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD, REVISING WEST HOLLYWOOD MUNICIPAL CODE CHAPTER 15.56, STORM WATER AND URBAN RUNOFF POLLUTION CONTROL, TO IMPLEMENT GREEN STREETS INFRASTRUCTURE ON TRANSPORTATION CORRIDOR PROJECTS TO IMPROVE WATER QUALITY".

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, August 5, 2013 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

UPCOMING MEETING SCHEDULE:

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

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

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

Date: October 14 – Monday – 6:00 PM – Annual Congress – 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, AUGUST 5, 2013
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. THREATENED LITIGATION.....G.C. 54956.9 (d)(2)

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: August 1, 2013

Signature Carleen Ray