

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, MARCH 3, 2014  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**6:30 P.M. – REGULAR MEETING**

**CALL TO ORDER:** Mayor Land called the meeting to order at 6:36 p.m.

**PLEDGE OF ALLEGIANCE:** Carla Browning led the Pledge of Allegiance.

**ROLL CALL:**

**PRESENT:** Councilmember Duran (*arrived at 6:42 p.m.*), Councilmember Heilman, Councilmember Prang, Mayor Pro Tempore D’Amico and Mayor Land

**ABSENT:** None.

**ALSO PRESENT:** City Manager Arevalo, City Attorney Jenkins, City Clerk Quarker, and Administrative Specialist Gonzalez.

**APPROVAL OF AGENDA:**

Councilmember Heilman requested that Item 2.M. be moved to Excluded Consent.

Councilmember Heilman requested that Item 4.B. be moved to the Consent Calendar as Item 2BB.

Councilmember Prang requested that Item 4.A. be moved to the Consent Calendar as Item 2AA.

Councilmember Prang requested that Item 4.D. be moved to the Consent Calendar as Item 2CC.

City Clerk Quarker spoke regarding Item 3.A., and stated that Planning Staff informed the City Clerk’s office that the Applicant withdrew the Appeal; therefore the recommendation to continue the Item to March 17, 2014 is moot and Council does not need to take any action on the Item.

**Motion by Councilmember Prang, to approve the March 3, 2014 Agenda as amended, seconded by Mayor Pro Tempore D’Amico, and approved.**

*Councilmember Duran joined the meeting at this time.*

**ADJOURNMENT MOTIONS:**

Councilmember Heilman requested that the meeting be adjourned in memory of Michael Sidler, a longtime community member.

Councilmember Prang requested that the meeting be adjourned in memory of Maurice LeCover, a longtime resident of West Hollywood. Councilmember Prang also reported that there was no report from the Department of Defense of any military casualties in Afghanistan since the last council meeting.

**PRESENTATIONS:**

There was a special presentation in recognition of Women's History Month with banner unveilings and a special welcome to the International Delegation participants.

Molly Casey of the Women's Advisory Board, announced upcoming events that the city will be sponsoring and/or co-sponsoring in recognition of Women's History Month including a Mary Pickford movie screening and reception, a panel discussion, an International Women's Day event at the PDC and the 19<sup>th</sup> Annual Women in Leadership Awards. She stated that information on each event can be found on the City's website.

**1. PUBLIC COMMENT:**

RUTH WILLIAMS, WEST HOLLYWOOD, spoke regarding Item 2.S. and thanked the City for the support it has provided to NCJW as they work to repair their building after the recent flooding.

A. LEE WALKUP, WEST HOLLYWOOD, spoke regarding the Book Fair and asked that this topic be placed on the March 17, 2014 City Council Agenda. He also spoke in regarding Item 2.G.

ADRIANA ALMAZAN, LOS ANGELES, spoke regarding Item 2.Z. and thanked City Council and the City for their continued support of Fairfax High School.

RICHARD MEYERS, STUDIO CITY, spoke in support of Item 2.Y.

KATHLEEN SULLIVAN, WEST HOLLYWOOD, spoke regarding Item 2.X. and asked for the City's support.

KEVIN BURTON, WEST HOLLYWOOD, spoke in support of Item 4.A. (2.AA.) and encouraged everyone to participate in the C.E.R.T. Training the City offers.

MARK OLSON, WEST HOLLYWOOD, REPRESENTING SOUTHERN CALIFORNIA EDISON, spoke regarding emergency preparedness and a course on electrical safety available to the public. He spoke regarding SCE refining their communication process with public agencies and provided Council with a new booklet containing emergency contact information. He spoke regarding a new "Outage" page on the SCE website that informs the public about power outages in the area, as well as the launching of various Mobile Apps.

HEIDI SHINK, WEST HOLLYWOOD, spoke regarding Women's History Month. She also spoke in support of Item 5.A.

ANNA SWETT, WEST HOLLYWOOD, spoke regarding her appreciation for the City of West Hollywood.

RANDALL DERRICK, WEST HOLLYWOOD, spoke regarding the construction at 1250 N, Fairfax and expressed concern with the lack of guest parking.

LARRY BLOCK, WEST HOLLYWOOD, thanked City Council and Mayor Land for their kind words and support during the recent loss of his sister. He also spoke regarding Item 2.G.

TOM SANO, WEST HOLLYWOOD, spoke regarding Item 5.A., and expressed concerns with the proposed moratorium.

#### **COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:**

Councilmember Duran spoke regarding the presentation in recognition of Women's History Month, and spoke regarding Mary Pickford being the founder of what is now known as The Lot. He spoke regarding Item 4.D. and the fiscal health of the City. He thanked the City Manager for his leadership and spoke regarding the City's AAA Bond Rating, and the increased revenue from sales tax, property tax, and hotel transient occupancy tax. He encouraged residents and business owners to take advantage of the upcoming public workshops the City will be sponsoring to discuss the next budget cycle. He spoke in support of Item 4.B., and thanked the Lesbian & Gay Advisory Board for their recommendations. He disclosed that he is the Chair of the Gay Men's Chorus, but had no input on the Advisory Board's decision to recommend the organization for an award. He spoke regarding Item 4.A., and reported that crime has decreased dramatically throughout the City. He spoke regarding the increase in Crystal Meth use in the City and the need for the City to look at new ways to address this issue. He congratulated Public Safety Commissioner Desiree Sol on receiving the Woman of the Year Award by Assemblymember Bloom and reported that she is the first Transgender Woman to receive this honor in California. He spoke regarding public comment regarding a new development on Fairfax and the loss of affordable housing and the lack of guest parking spaces. He spoke regarding the concerns over losing affordable housing in the City; but explained City's limitations as it relates to the rights of private property owners. He spoke regarding the City's ability to regulate parking and stated that this issue would be investigated by Planning staff.

Councilmember Heilman spoke regarding the Women's Leadership conference scheduled for April 4-5, 2014. He spoke regarding public safety and thanked the Sheriff's Department and Fire Department and also thanked the Block-by-Block Patrol Officers who help to provide additional security for the City. He spoke regarding assaults in the City and how some of them may be alcohol related, and encouraged everyone to remember to drink responsibility. He thanked Public Safety and Special Events Staff for their assistance with the events surrounding the Oscars and also

thanked the residents for their patience during various street closures and traffic inconveniences as well. He spoke regarding the importance of these events to the City as many residents are a part of the entertainment industry and the increased revenue for businesses and hotels in the City. He spoke regarding the new affordable housing project on La Brea operated by the West Hollywood Community Housing Corporation, and stated that the new tenants are those that were recently homeless, at-risk of becoming homeless, and those with Special Needs.

Mayor Pro Tempore D'Amico spoke regarding Item 2.L. and asked his fellow Councilmembers if they would approve a request to revise the Contract to include the installation of credit card readers on the new vending machines; Council approved. He requested that the City Manager inquire as to whether the consultant for the Communications and Civic Engagement Strategic Plan could include technology interface as part of their program. He spoke regarding the community and their need to be able to access information and do business with the City using their Smartphone. He openly disclosed that several members of West Hollywood West; who have an interest in Item 5.A. on the Agenda, have also donated to his campaign.

Mayor Land spoke regarding the recent "Cupid Undie Run" event, and reported that the City raised \$56,000 for the Children's Tumor Foundation. She spoke regarding Women's History Month and provided statistics regarding women in West Hollywood and stated that these statistics can be used by Council and Staff to determine programs and projects for the next budget cycle. She spoke regarding Item 4.A. and thanked the Sheriff's Department and Fire Department for their hard work. She spoke regarding Bike Safety and requested that Public Safety Staff continue to educate residents on this issue. She requested that the Public Safety Department look into bringing former C.E.R.T. graduates together at the next Annual Public Safety Meeting. She spoke regarding the Los Angeles Marathon scheduled for March 9, 2014 and the street closures in the City as a result of this event. She spoke regarding the upcoming closure of the parking lot behind City Hall, scheduled for March 10, 2014. She spoke regarding the City ensuring that employees, businesses and residents are informed about the construction behind City Hall and stated that there will be informational fliers provided to assist those visiting City Hall. She also reported that she will be attending the National League of California Cities Conference and will provide a report at a future Council meeting.

#### **CITY MANAGER'S REPORT:**

City Manager Arevalo provided additional information regarding the upcoming closure of the parking lot behind City Hall and the impacts on the area. He spoke regarding visitors being asked to park at Kings Road Parking Structure and stated that access to the building will only be available off of Santa Monica Blvd. He spoke regarding the upcoming ground breaking event of the new Automated Parking Garage scheduled for March 17, 2014. He spoke regarding the creation of a Shared Economy Task Force made up of several Commissioners and business owners, and encouraged those

interested in joining the Task Force, to contact his office. He spoke regarding the installation of the new City Flag throughout the City. He spoke regarding Mayor Pro Tempore D'Amico's request to include technology as part of the Communications and Civic Engagement Strategic Plan, and stated that he will instruct Staff to have the Consultants include this in the strategic plan. He spoke regarding Mayor Pro Tempore D'Amico's request to revise the contract for Item 2.L. to include credit card readers on the new vending machines, and stated that although there will be a small convenience fee involved, Staff will revise the contract to include credit card readers.

## **FISCAL IMPACT ON CONSENT CALENDAR:**

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$728,542 in expenditures, \$0 in potential revenue, and (\$18,767) in waived fees.

## **2. CONSENT CALENDAR:**

**ACTION:** Approve the Consent Calendar, 2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,K.,L.,N.,O.,P.,Q.,R.,S.,T.,U.,V.,W.,X.,Y.,Z.,2AA., 2BB., 2.CC. **Motion by Councilmember Duran, seconded by Councilmember Heilman and approved.**

### **2.A. POSTING OF AGENDA:**

*SUBJECT: The agenda for the meeting of Monday, March 3, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, February 27, 2014.*

**ACTION:** Receive and file. **Approved as part of the Consent Calendar.**

### **2.B. APPROVAL OF MINUTES:**

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

**ACTION:** Approve the minutes of February 18, 2014. **Approved as part of the Consent Calendar.**

### **2.C. DEMAND REGISTER NO. 739, RESOLUTION NO. 14-4530:**

*SUBJECT: The City Council shall approve or reject the Demand Register for period ending February 21, 2014 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.*

**ACTION:** Approve Demand Register No. 739 and adopt Resolution No. 14-4530, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING PAYMENT OF DEMANDS PRESENTED ON DEMAND REGISTER NO. 739". **Approved as part of the Consent Calendar.**

### **2.D. CLAIMS ADMINISTRATION:**

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

**ACTION:** Deny the claims of Jeffrey Calhoun and refer him to the City's claims adjuster for action. **Approved as part of the Consent Calendar.**

**2.E. COMMISSION ACTION REPORTS:**

*SUBJECT: The City Council will receive a report from the Public Safety Commission on actions taken at their recent meetings.*

**ACTION:** Receive and file. **Approved as part of the Consent Calendar.**

**2.F. APPOINTMENT OF CITY CLERK [P. AREVALO]:**

*SUBJECT: The City Council will appoint Yvonne Quarker as the new City Clerk.*

**ACTION:** Adopt Resolution No. 14-4531, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPOINTING YVONNE QUARKER AS CITY CLERK." **Approved as part of the Consent Calendar.**

**2.G. RESOLUTION ESTABLISHING A UNIFORM POLICY FOR THE OUTDOOR PUBLIC DISPLAY OF GOVERNMENTAL AND NON-GOVERNMENTAL FLAGS [O. DELGADO, S. CAMPBELL, H. COLLINS, E. SAVAGE, J. BOOK]:**

*SUBJECT: The City Council will consider Resolution 14-4532 establishing a uniform policy for the permanent, as well as the temporary, display of governmental and non-governmental flags at outdoor locations on public property and public facilities.*

**ACTION:** Adopt Resolution No. 14-4532, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ESTABLISHING A UNIFORM POLICY FOR THE OUTDOOR PUBLIC DISPLAY OF GOVERNMENTAL AND NON-GOVERNMENTAL FLAGS". **Approved as part of the Consent Calendar.**

**2.H. SUBMITTAL OF THE CITY OF WEST HOLLYWOOD'S COMPREHENSIVE ANNUAL FINANCIAL REPORT FOR THE FISCAL YEAR ENDING JUNE 30, 2013 [D. WILSON, L. QUIJANO]:**

*SUBJECT: The City Council will receive the Comprehensive Annual Financial Report for the City of West Hollywood for the fiscal year ending June 30, 2013.*

**ACTION:** Receive and file the City of West Hollywood's Comprehensive Annual Financial Report and related documents for the fiscal year ending June 30, 2013. **Approved as part of the Consent Calendar.**

**2.I. AUTHORIZATION TO SELECT HEARTLAND PAYMENT SYSTEMS AS THE CITY'S PROVIDER OF MERCHANT SERVICES [D. WILSON, L. QUIJANO]:**

*SUBJECT: The City Council will consider approving the use of Heartland Payment Systems as the City's provider of Merchant Services.*

**ACTIONS:** 1) Approve an agreement with Heartland Payment Systems as the City's provider of Merchant services (Visa and MasterCard); and 2) Authorize the City Manager or his designee to sign and execute all documents with Heartland Payment Services relating to merchant services. **Approved as part of the Consent Calendar.**

**2.J. AUTHORIZATION TO ACCEPT AMERICAN EXPRESS CREDIT CARDS AND TO SELECT AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. (AMEX) AS SERVICE PROVIDER FOR AMEX MERCHANT CREDIT SERVICES [D. WILSON, L. QUIJANO]:**

*SUBJECT: The City Council will consider approving the acceptance of American Express credit cards as a new customer payment option; approve the use of American Express Travel Related Services Company, Inc. (AMEX) to directly process American Express credit cards; and consider authorizing staff to analyze other services offered by AMEX such as its Travel Management Services Contract and the Voyager Fuel Program.*

**ACTIONS:** 1) Authorize the City to accept American Express credit cards as one of customer payment options; 2) Authorization to enter into an agreement with AMEX, which would fall under the State of California's Master Agreement with AMEX, to serve as merchant service provider; 3) Authorize staff to analyze other services offered by AMEX such as its Travel Management Services Contract and the Voyager Fuel Program; and 4) Authorize the City Manager or his designee to sign and execute all documents related to this agreement. **Approved as part of the Consent Calendar.**

**2.K. AUTHORIZATION TO SELECT WELLS FARGO BANK AS THE CITY'S BANK FOR ALL BANKING SERVICES [D. WILSON, L. QUIJANO]:**

*SUBJECT: The City Council will consider approving a contract with Wells Fargo bank as the City's bank for all banking services.*

**ACTIONS:** 1) Approve the contract with Wells Fargo Bank for all banking services of the City; and 2) Authorize the City Manager or his designee to execute and sign all related documents. **Approved as part of the Consent Calendar.**

**2.L. AGREEMENT FOR VENDING MACHINE SERVICES [D. WILSON, T. THOMSON]:**

*SUBJECT: The City Council will consider authorizing an Agreement for Vending Machine Services with First Class Vending for the purpose of supplying and maintaining beverage and snack vending machines at various City-owned locations.*

**ACTIONS:** 1) Approve an agreement with First Class Vending; and 2) Authorize the City Manager to sign and execute all necessary documents. **Approved as part of the Consent Calendar.**

- 2.M. AGREEMENT FOR SERVICES FOR INITIATION OF EASTSIDE COMMUNITY PLAN PROCESS [S. DEWOLFE, M. ANTOL, B. SIEGL]:**  
*SUBJECT: The City Council will consider authorizing an agreement for services with PMC to assist with initial planning and community engagement efforts for the project start-up phase of Eastside Working Group and Eastside Community Plan.*  
**ACTIONS: This Item was moved to Excluded Consent.**
- 2.N. APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT WITH VASQUEZ & COMPANY LLP TO CONDUCT A REVIEW OF THE CITY'S ADMINISTRATIVE FINANCIAL POLICIES AND PROCEDURES [D. WILSON, L. QUIJANO]:**  
*SUBJECT: The City Council will consider approving a professional services agreement with Vasquez & Company LLP to conduct a Review of the City's Administrative Financial Policies and Procedures.*  
**ACTIONS: 1) Approve an agreement with Vasquez & Company LLP in an amount not to exceed \$50,000 to conduct a Review of the City's Administrative Financial Policies and Procedures; and 2) Authorize the City Manager or his designee to sign and execute all documents related to this agreement. Approved as part of the Consent Calendar.**
- 2.O. SECOND AMENDMENT TO THE AGREEMENT WITH OMEGA CONSTRUCTION COMPANY, INC. [O. DELGADO, S. CAMPBELL, H. COLLINS]:**  
*SUBJECT: The City Council will consider amending the Agreement with Omega Construction Company, Inc., for On-Call Services as Needed for Facility Repair and Maintenance.*  
**ACTIONS: 1) Approve the Second Amendment to the Agreement with Omega Construction Company, Inc. for On-Call Services as Needed for Facility Repair, Remodeling and Renovation and extend the term of the contract for a period of two years; 2) Approve the Second Amendment to the Agreement with Omega Construction Company, Inc. for On-Call Services as Needed for Facility Repair, Remodeling and Renovation and increase the not to exceed contract amount by \$300,000 for a total not to exceed amount of \$1,119,680.40; and 3) Authorize the City Manager to execute the Second Amendment to the Agreement. Approved as part of the Consent Calendar.**
- 2.P. FIRST AMENDMENT TO THE AGREEMENT WITH SOCIAL VOCATIONAL SERVICES [O. DELGADO, S. CAMPBELL, H. COLLINS]:**  
*SUBJECT: The City Council will consider amending the Agreement with Social Vocational Services for personnel leasing services.*  
**ACTIONS: 1) Authorize staff to amend the scope of work with Social Vocational Services to include City Hall Recycling Collection in the amount of \$13,152 for the two-year period; 2) Approve the First**



Amendment to the Agreement with Social Vocational Services for personnel leasing services and extend the term of the Agreement to June 30, 2016; 3) Approve the First Amendment to the Agreement with Social Vocational Services for personnel leasing services and recycling collection and increase the amount of the contract by \$294,984 for a total not to exceed Agreement amount of \$717,732; 4) Authorize up to a 15% contingency to account for an anticipated increase in the minimum wage rates; and 5) Authorize the City Manager to execute the First Amendment to Agreement. **Approved as part of the Consent Calendar.**

**2.Q. RELEASE OF REQUEST FOR PROPOSALS FOR PROFESSIONAL AUDITING SERVICES [D. WILSON, L. QUIJANO]:**

*SUBJECT: The City Council will consider approving the release of a Request for Proposals for Professional Auditing Services.*

**ACTION:** Authorize the issuance of a Request for Proposals for Professional Auditing Services. **Approved as part of the Consent Calendar.**

**2.R. NOTICE OF COMPLETION FOR THE LA BREA AVENUE STREETScape PROJECT, CIP 1309 [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT: The City Council will consider approving the Notice of Completion for the La Brea Avenue Streetscape Project, CIP 1309, by STL Landscape, Inc.*

**ACTION:** Accept the work and authorize the following: a) Filing a Notice of Completion by the City Engineer; b) Final payment to the contractor at the end of the 35 day lien period; c) Release of the Performance Bond on the date of recordation of the Notice of Completion; and d) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices. **Approved as part of the Consent Calendar.**

**2.S. CO-SPONSORSHIP OF NCJW GUN VIOLENCE PREVENTION PANEL DISCUSSION [J. PRANG, M. HAIBACH]:**

*SUBJECT: The City Council will consider co-sponsoring National Council of Jewish Women's (NCJW) "Gun Violence Prevention... A National Priority" Panel Discussion in the Council Chambers on Wednesday, March 12, 2014, from 10am to 2pm.*

**ACTIONS:** 1) Approve co-sponsorship of NCJW's Gun Violence Panel Discussion, scheduled for March 12, 2014 in the City Council Chambers; 2) Approve use of and waive facility fees associated with the West Hollywood Library City Council Chamber on March 12; 3) Authorize the use of the City of West Hollywood logo on materials associated with the event; 4) Approve validated parking at the five-story parking garage for persons who attend the event; 5) Reserve 5 VIP parking spaces in the five-story parking garage for honored panel guests; and 6) Approve the use of \$450 from budgeted City Council discretionary funds for costs associated with this event. **Approved as part of the Consent Calendar.**

**2.T. CO-SPONSORSHIP OF THE 2014 OVARIAN CANCER CIRCLE/INSPIRED BY ROBIN BABBINI FUNDRAISER EVENT [J. HEILMAN, F. SOLOMON, J. SCHWEIGERT]:**

*SUBJECT: The City Council will consider co-sponsoring the third "Ovarian Cancer Circle/Inspired by Robin Babbini Fundraiser" event to be held on Sunday, April 27, 2014, at The Comedy Store.*

**ACTIONS:** 1) Approve the City of West Hollywood's co-sponsorship of "The Ovarian Cancer Circle/Inspired by Robin Babbini Fundraiser" event; 2) Approve use of the City's name and logo on printed materials advertising and promoting the event; and 3) Direct staff to assist with promoting the event. **Approved as part of the Consent Calendar.**

**2.U. STATUS OF WOMEN IN WEST HOLLYWOOD REPORT [E. SAVAGE, D. GIUGNI, C. PLANCK]:**

*SUBJECT: The City Council will receive the 2014 Status of Women in West Hollywood Report.*

**ACTIONS:** 1) Receive and file, with direction for the Women's Advisory Board to review and create a work plan to address the suggested priorities; and 2) Direct Social Services staff and the Women's Advisory Board to create an annual status update on how the City is addressing the suggested priorities outlined in the Report. **Approved as part of the Consent Calendar.**

**2.V. RUSSIAN CULTURAL WEEK AND COMMUNITY AWARDS PRESENTATION [K. COOK, B. SMITH, T. RODZINEK]:**

*SUBJECT: The City Council will consider authorizing staff to coordinate Russian Cultural Week that will include the Community Awards Presentation on Wednesday, May 14, 2014 at the Auto Court of the West Hollywood Library, and a number of Russian Cultural events during the week of May 10 through May 18, 2014. Russian Cultural Week will culminate with a Russian Style Festival on Sunday, May 18, 2014, at Plummer Park in the City of West Hollywood.*

**ACTIONS:** 1) Authorize staff to solicit and receive sponsorships and donations to support Russian Cultural Week. Approve the booth and exhibitor fees that vendors are charged for the event, as referenced in the fiscal impact (Attachment A); 2) Authorize the Director of Finance and Technology Services to increase budgeted revenues in account 100-463007 and budgeted expenditures in the account 100-1-01-18-535012 by the amount of sponsorships, donations and vendor fees received; 3) Waive all city fees, including building and safety permits (approximately \$650.00), encroachment permits (approximately \$100.00) special event permit fee (approximately \$2,700.00), and waive Plummer Park facility fees for the week of May 10 through May 18, 2014 for the events associated with Russian Cultural Week (approximately \$3,000.00); 4) Waive permitted parking on Vista Street and Fuller Avenue from 7:00 a.m. until Midnight on Sunday, May 18, 2014; 5) Provide parking validation for

approximately 250 people at the 5 story parking garage on Wednesday, May 14, 2014 from 3:00 p.m. until 10:00 p.m. for the Russian Community Awards Presentation; 6) Approve the use and closure of the Auto Court from 3:00 p.m. until 11:00 p.m. on Wednesday, May 14, 2014 for set up and break down of the Russian Community Awards Presentation; 7) Approve use of Council Chambers from 3:00 p.m. until 11:00 p.m. on Wednesday, May 14, 2014 for the Russian Community Awards Presentation; and 8) Authorize staff to negotiate event sponsorship agreements in consultation with the City Attorney, and authorize the City Manager to execute event sponsorship agreements. (Attachment B). **Approved as part of the Consent Calendar.**

- 2.W. SPONSORSHIP OF TRANSGENDER FILMFEST SCREENING AT THE WEST HOLLYWOOD LIBRARY [K. COOK, B. SMITH, D. ESCOBEDO]:**  
*SUBJECT: The City Council will consider authorizing the use of the West Hollywood Library for numerous short films made for and about the Transgender community, presented by the LA Transgender Film Festival.*  
**ACTIONS:** 1) Direct staff to work with the West Hollywood Transgender Advisory Board and the Los Angeles Transgender Film Festival to support the film festival to be held April 19, 2014; 2) Approve the use of the West Hollywood Council Chambers on Saturday, April 19, 2014, from 11:30 a.m. to 10:00 p.m. for a film screening; and 3) Waive parking fees for use of the West Hollywood 5 Story Parking Lot from 11:30 a.m. to 10:00 p.m. on Saturday, April 19, 2014. **Approved as part of the Consent Calendar.**
- 2.X. CO-SPONSORSHIP OF L.A. GAY AND LESBIAN CENTER'S TOWN HALL MEETING ON FEDERAL BENEFITS AVAILABLE TO SAME SEX MARRIED COUPLES [A. LAND, K. HASHMI]:**  
*SUBJECT: The City Council will consider co-sponsoring a town hall meeting with the L.A. Gay and Lesbian Center to provide information on federal benefits available to same sex married couples.*  
**ACTION:** Approve co-sponsorship of the L.A. Gay and Lesbian Center's town hall meeting on March 18, 2014 at 5:30pm regarding federal benefits now available to same sex married couples and authorize use of City name and logo on publicity, flyers and other collateral material. **Approved as part of the Consent Calendar.**
- 2.Y. CO-SPONSORSHIP OF THE HUMAN RIGHTS CAMPAIGN FOUNDATION'S 2014 BLOOD DRIVE [J. DURAN, I. OWENS]:**  
*SUBJECT: The City Council will consider co-sponsorship of the Human Rights Campaign Foundation's 2014 Blood Drive.*  
**ACTIONS:** 1) Approve co-sponsorship of the Human Rights Campaign Foundation's 2014 Blood Drive and authorize the use of the City name and logo on invitations, programs, and other collateral materials; 2) Approve the use of City venues for such event and a waiver of event permits and associated fees; 3) Direct the Public Information Office to

utilize all appropriate communication tools to promote the event including, but not limited to, the City's website and social media tools; 4) This item authorizes the Director of Finance and Technology Services to allocate \$3,360 from budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with the event; and 5) Authorize the City Manager to sign all required documents relating to this item. **Approved as part of the Consent Calendar.**

**2.Z. SPONSORSHIP OF FAIRFAX HIGH SCHOOL'S L.A.C.E.R. TALENT SHOW [J. HEILMAN, F. SOLOMON]:**

*SUBJECT: L.A.C.E.R., an afterschool program at Fairfax High School, is requesting City sponsorship in the form of fee waivers for the use of Fiesta Hall for its upcoming talent show.*

**ACTIONS:** 1) Approve City sponsorship of the L.A.C.E.R. afterschool program's talent show; and 2) Waive facility rental fee, facility security deposit, and facility staff time for the rehearsal and show at Fiesta Hall. **Approved as part of the Consent Calendar.**

**2AA. (4.A.) PUBLIC SAFETY UPDATE [K. COOK, G. HONINGS, A. WHITTLE, J. AUBEL]:**

*SUBJECT: The City Council will receive an update on public safety activities and give additional direction to staff.*

**ACTIONS:** 1) Approve the following public safety priorities including: a) Continue to work with Block By Block Security Ambassadors, local businesses, residents, and neighboring jurisdictions to promote neighborhood livability and mitigate impacts from nighttime establishments and strengthen education regarding alcohol related incidents; b) Continue to collaborate with the Code Compliance Division to address various nuisance issues, including dogs off leash, inappropriate disposal of dog waste, scavenging, and noise; c) Monitor and adjust traffic enforcement deployment as needed to address speeding vehicles, driving while using cell phones and "distracted movement", bicycles on sidewalks, and other traffic violations; d) Continue to aggressively address criminal transient issues, assist Social Services with overall homelessness issues, and expand patrol checks of high impact locations; e) Continue to provide attentive customer service; and f) Continue to educate the community through Neighborhood Watch and the Public Safety Commission's "Live, Work, Play, Be Safe" campaign on key public safety issues utilizing new models of community engagement whenever possible; and 2) Provide additional direction to staff as necessary. **Approved as part of the Consent Calendar.**

**2BB. (4.B.) 2014 RAINBOW KEY AWARDS [E. SAVAGE, J. BOOK]:**

*SUBJECT: The City Council will receive nominations for the 2014 Rainbow Key Awards, with recommendations from the Lesbian and Gay Advisory Board.*

**ACTIONS:** 1) Receive nominations for the 2014 Rainbow Key Awards, with recommendations from the Lesbian and Gay Advisory Board; 2) Select recipients of the 2014 Rainbow Key Awards; 3) Authorize expenditures not to exceed \$2,500, from funds budgeted for Lesbian and Gay Programs, for the 2014 Rainbow Key presentation; and 4) Waive parking fees at the five-story Parking Structure for those attending the 2014 Rainbow Key event. At \$6 per car (maximum parking fee) for an estimated 80 cars, the value of the waiver is approximately \$480.  
**Approved as part of the Consent Calendar.**

**2CC. (4.D.) UPDATE OF THE 2013-14 OPERATING BUDGET & CAPITAL WORK PLAN AND VISION 2020 WORK PLAN ACCOMPLISHMENTS [P. AREVALO, D. WILSON, J. LEONARD]:**

*SUBJECT: The City Council will consider the mid-year update of the City's 2013-14 Operating Budget and Capital Work Plan, as well as receive an update on work program accomplishments. The mid-year adjustment recognizes \$7,225,117 in additional General Fund revenues, including \$3,067,000 from the sale of City property located at 6439 Santa Monica Boulevard, and General Fund expenditure adjustments in the amount of \$7,238,979. The item also includes the proposed public outreach plan and tentative schedule for the 2014-2016 Operating Budget and Capital Work Plan.*

**ACTIONS:** 1) Approve budget adjustments identified in the attached "Proposed Mid-Year Changes to the Fiscal Year 2013-14 Budget" (Attachment A); 2) Receive and file the attached Mid-Year Financial Report (Attachment B) and Vision 2020 Work Plan Accomplishments (Attachment C); 3) Approve the Proposed Public Outreach Plan (Attachment D) and Tentative Schedule (Attachment E) for the 2014-16 Operating Budget and Capital Work Plan; 4) Approve a salary range of \$145,370 - \$181,713, for fiscal-year 2013-14, for the Assistant Director position in the Community Development Department that was approved as part of the 2013-14 Operating Budget and Capital Work Plan; and 5) Approve the re-scheduling of the June 16, 2014, City Council meeting to June 23, 2014, so all Councilmembers can attend the final approval meeting for the 2014-16 Operating Budget and Capital Work Plan.  
**Approved as part of the Consent Calendar.**

**3. PUBLIC HEARINGS:**

**3.A. APPEAL OF THE PLANNING COMMISSION'S DENIAL OF CONDITIONAL USE PERMIT 013-005 TO ALLOW THE ON-SITE SALES, SERVICE, AND CONSUMPTION OF BEER AND WINE IN CONJUNCTION WITH A PAINTING STUDIO WITH 10 OR FEWER STUDENTS PER CLASS [S. DEWOLFE, D. DEGRAZIA, S. LUNCEFORD]:**

*SUBJECT: The City Council will hold a public hearing to consider an appeal by Denton Lai regarding the Planning Commission's denial of Conditional Use Permit 013-005 to allow the on-site sales, service, and consumption of beer and wine in conjunction with a painting studio with ten or less students per class. The applicant has requested that the item be continued to the March 17 meeting.*

**ACTION: The Appeal was withdrawn. Council took no action on this Item.**

**3.B. AMENDMENT TO AN EXISTING COMPREHENSIVE DEVELOPMENT PLAN, AN ADDENDUM TO A FINAL SUPPLEMENTAL ENVIRONMENTAL IMPACT REPORT, AND AN EXTENSION TO THE FORCE MAJURE DELAY OF THE DEVELOPMENT AGREEMENT (1041 N. FORMOSA AVENUE- THE LOT MOTION PICTURE STUDIOS) [S. DEWOLFE, J. KEHO, D. DEGRAZIA, E. STADNICKI]:**

*SUBJECT: The Council will consider an application to amend an existing Comprehensive Development Plan (CDP) for The Lot Motion Picture Studios. The owner is proposing to amend the CDP by changing what is to be demolished and built. The revised CDP would: reduce total square footage on the lot and retain the existing historic buildings located along Santa Monica Boulevard and Formosa Avenue. The Council will receive and file the notification of the City Manager's acceptance of CIM Fund III, L.P. (CIM)'s request for an extension to the Force Majeure (Enforced) Delay of the performance of the Development Agreement. Staff needs additional time to finalize details with the applicant, therefore staff requests that the item be continued to the March 17th meeting.*

**ACTION: Council continued the public hearing to Monday, March 17, 2014.**

**4. UNFINISHED BUSINESS:**

**4.A. PUBLIC SAFETY UPDATE [K. COOK, G. HONINGS, A. WHITTLE, J. AUBEL]:**

*SUBJECT: The City Council will receive an update on public safety activities and give additional direction to staff.*

**ACTIONS: This Item was moved to the Consent Calendar.**

**4.B. 2014 RAINBOW KEY AWARDS [E. SAVAGE, J. BOOK]:**

*SUBJECT: The City Council will receive nominations for the 2014 Rainbow Key Awards, with recommendations from the Lesbian and Gay Advisory Board.*

**ACTIONS: This Item was moved to the Consent Calendar.**

**4.C. JOINT CITY COUNCIL AND TRANSPORTATION COMMISSION MOBILITY WORKSHOP [S. DEWOLFE, M. ANTOL, B. CHEUNG]:**

*SUBJECT: The City Council will consider dates to hold a joint mobility workshop with the Transportation Commission as directed during the February 18<sup>th</sup> City Council Meeting.*

Melissa Antol, Long Range & Mobility Planning Manager provided background information as outlined in the staff report dated March 3, 2014

**ACTION:** Council scheduled the Joint Mobility Workshop with the Transportation Commission for May 5<sup>th</sup> 2014. **Motion by Councilmember Heilman, seconded by Mayor Pro Tempore D'Amico and approved.**

**4.D. UPDATE OF THE 2013-14 OPERATING BUDGET & CAPITAL WORK PLAN AND VISION 2020 WORK PLAN ACCOMPLISHMENTS [P. AREVALO, D. WILSON, J. LEONARD]:**

*SUBJECT: The City Council will consider the mid-year update of the City's 2013-14 Operating Budget and Capital Work Plan, as well as receive an update on work program accomplishments. The mid-year adjustment recognizes \$7,225,117 in additional General Fund revenues, including \$3,067,000 from the sale of City property located at 6439 Santa Monica Boulevard, and General Fund expenditure adjustments in the amount of \$7,238,979. The item also includes the proposed public outreach plan and tentative schedule for the 2014-2016 Operating Budget and Capital Work Plan.*

**ACTIONS: This Item was moved to the Consent Calendar.**

**5. NEW BUSINESS:**

**5.A. NEW CONSTRUCTION IN THE WEST HOLLYWOOD WEST NEIGHBORHOOD [S. DEWOLFE, J. KEHO, D. DEGRAZIA, S. REICH]:**

*SUBJECT: The City Council will receive an update on the community discussion regarding the impacts of new construction in the West Hollywood West neighborhood. The Council will consider initiating new standards for the West Hollywood West neighborhood, and whether to impose a 45-day Urgency Interim Ordinance that would place on hold all new applications for new homes, second story additions and additions greater than 500 square feet.*

Stephanie Reich, Urban Planner provided background information as outlined in the staff report dated March 3, 2014

Councilmember Heilman spoke regarding the recent meetings with residents of the West Hollywood West area and the proposed guidelines that have been developed from community input thus far. He requested clarification regarding the proposed timeframe by which the guidelines

could be completed given all the information that has already been garnered from the residents. Staff provided clarification that it will take approximately twelve months to continue to work on the design guidelines and revisions to the Zoning code, as well as continue to work with the community to develop a workable document and plan.

Mayor Land spoke regarding the proposed Urgency Interim Ordinance and requested clarification from staff as to why they proposed an Urgency Ordinance, what it means, if it is approved, and what the alternative options would be, if it is not approved by Council. Staff provided clarification on the State Law that states that a moratorium without a Public Hearing can only be approved for a 45-day period, therefore an Urgency Interim Ordinance is recommended for approval to begin a 45-day moratorium on new applications for development in the area and staff would bring back a Public Hearing Item in 45-days where Council could approve the extension of the moratorium for one year. Staff further clarified that if the Ordinance were not approved, Staff would return to Council at a future meeting with a Public Hearing Item requesting a moratorium for one year.

JOEL SCHECTER, SANTA CLARITA, spoke in opposition to the Item.

KEN LAUTSCH, WEST HOLLYWOOD, spoke in support of the Item.

FIROUZEH AFSHARNIA, WEST HOLLYWOOD, spoke in opposition to the Item.

MANNY RODRIGUEZ, WEST HOLLYWOOD, spoke in support of the Item.

LAREN MEISTER, WEST HOLLYWOOD, spoke in support of the item.

DENNIS POWELL, WEST HOLLYWOOD, spoke in support of the Item.

MEL SCHECTER, WEST HOLLYWOOD, spoke in support of design control in the area, but expressed concern with the creation of an Overlay Zone and enacting a moratorium.

JASMIN DANESCH, WEST HOLLYWOOD, spoke in opposition to the Item.

KOUROSH KHAJAVI, WEST HOLLYWOOD, spoke in opposition of the item.

BRIAN MAZURKIEWICZ, WEST HOLLYWOOD, spoke in support of the item.



JAY JACOBSON, WEST HOLLYWOOD, spoke in support of the item.

BRIAN HARMON, WEST HOLLYWOOD, spoke in opposition to the Item.

ALI BEHZAD, WEST HOLLYWOOD, spoke regarding the Item and expressed his concerns that residents may not fully understand and agree with all of the proposed recommendations without more communication from the City.

S. LEONG, WEST HOLLYWOOD, spoke in support of the Item.

STEPHEN DEBRO, WEST HOLLYWOOD, spoke in support of the Item.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in support of the item.

JUDY HILSINGER, WEST HOLLYWOOD, spoke in support of the Item.

EDWARD LEVIN, WEST HOLLYWOOD, spoke in opposition of the item.

LARRY BLOCK, WEST HOLLYWOOD, spoke in opposition to the Item.

JANICE FARINELLA, WEST HOLLYWOOD, spoke in support of the item.

**The following people did not wish to speak, but expressed their support for the Item:** WILLIAM FEASTER, ROBERT SALTZBURG, CARLOS GARCIA, STACIE STUKIN, RICHARD BLONS, DANIEL RODRIGUEZ, MARY PICCIONE, MICHAEL DWYER, DOUG ABYAMA, HAZEL SNEAD, ELIZABETH SNEAD, RICHARD KARLISS, LESLIE KARLISS, MARJORIE POLLACK, SANFORD POLLACK, ANTON VOGT, GARRETT YOSHIDA, BOB WHITE, MICHAEL HOLTZMAN, ALLEN KLOTZ, ROSEMARIE ZAFFINA, BEVERLY DENENBERG, STUART DENENBERG, PETER JASON, EILEEN ROSALY, and JAMES KASHIAN

**The following people did not wish to speak, but expressed their opposition to the Item:** NEIL WRIGHT, SHERRY MONSEF, ALEX VANCE, GERHARD HENCH, NADINE BLOEMER, TONY POWE, SIA KHAJAVI, and NICOLE POWE

Mayor Pro Tempore D'Amico requested clarification as to whether these types of residential developments are occurring in other none-R1B Zones, and Staff clarified that although there are a few developments in other zones, most of these types of developments have been in the West Hollywood West neighborhood. He spoke regarding the Zoning Code, and the desire for more interior space as the driving force behind the shape and scale of these new developments. Staff agreed and also stated that the requirement of covered parking is a factor as well.

Mayor Pro Tempore D'Amico requested clarification on the number of new development applications the City has received for this area. Staff clarified there were eight applications in 2012; ten applications in 2013; and for 2014, there have been eight applications submitted; with five of them being deemed complete.

Councilmember Prang spoke about a previous successful moratorium he and Councilmember Duran sponsored in 2007 to slow down the overdevelopment of residential neighborhoods in the City. He expressed concern with the "big box" type of designs for the West Hollywood West neighborhood, and spoke regarding the changes that occur to a neighborhood when these types of residential developments occur. He spoke in support of contemporary design and the opportunity for homeowners to build in the area, but expressed the need to develop design standards to ensure that the area maintains its charm.

Councilmember Heilman spoke regarding finding common ground among both sides of this issue. He spoke regarding both sides wanting to protect the charm, style and high quality of design in the area. He expressed concerns with a moratorium and its impact on those current owners who want to remodel or sale their home. He expressed concern with having a moratorium and requested that if the Ordinance is approved, there be firm deadlines in place as to when the moratorium would be lifted, and urged staff to address the issue of those applications that are currently in the approval process. He expressed concern with the development of guidelines taking one-year, and asked Staff to look at ways to develop these design guidelines in less time.

Councilmember Duran spoke regarding the common concerns and issues expressed by both sides. He spoke in support of private property rights and the City's continued commitment to protect these rights. He spoke regarding the moratorium he and Councilmember Prang initiated in 2007 and stated that although it was a different issue, it was successful in that it helped to protect many tenants in the City from losing their homes. He spoke in support of the moratorium being presented by staff, and encouraged his fellow Councilmember and Staff to ensure that the moratorium is brief and as limited as possible.

Mayor Land thanked everyone for coming out to speak on this issue. She spoke regarding her attendance at the recent Community meeting; where there was some common ground about the issues. She spoke regarding Staff ensuring that all parties are heard during this process and requested that Staff develop a website so that residents may provide their input; much like the tool the City has used for the Pedestrian Mobility Plan and the Community Needs Assessment. She spoke in support of a moratorium and the need to have a clear timeline.

Mayor Pro Tempore D'Amico spoke regarding the sound community process that has occurred regarding this issue. He thanked the leaders in the community for their work to encourage residents to attend the community meetings and the City Council meeting to express their opinions. He spoke regarding the three applications that have not yet been deemed complete and spoke in support of allowing these applications to continue through the process, so that there are no outstanding applications should the moratorium be approved. He also requested that if the moratorium is approved, that Staff return in 45-days with a clear timeline to ensure that the recommendations are completed by the end of this year.

Councilmember Heilman requested that Staff also return with a clear timeline and to include any other exemptions that Council may have not considered during the meeting.

City Attorney Jenkins asked that the Urgency Ordinance be voted on separately and clarified the revised language for Section 3a.

**ACTIONS:** 1) Adopt Urgency Ordinance 14-931U, a 45-day moratorium on new applications of: new single family homes, new second story additions, and any additions greater than 500 square feet. The moratorium will not include: additions smaller than 500 square feet, interior renovations or second residential units at the rear of the property. Second residential units are allowed in the R1B Zone; with additional direction to revise Section 3a of the Ordinance by changing the words "deemed complete" to "submitted and fees paid for." **Motion by Mayor Pro Tempore D'Amico, seconded by Councilmember Prang and unanimously approved.**

2) Adopt Resolution No. 14-4533 and direct staff to initiate the community process to develop a Neighborhood Conservation Overlay Zone and Design Guidelines to create new standards and identify best practices for new single-family residential design and construction in the West Hollywood West neighborhood; and 3) Authorize staff to issue a request for proposals to hire a consultant to assist with community outreach, development of a Neighborhood Conservation Overlay Zone and Design Guidelines and return to Council to approve the contract. **Motion by Councilmember Prang, seconded by Councilmember Heilman and unanimously approved.**

#### **EXCLUDED CONSENT CALENDAR:**

- 2.M. AGREEMENT FOR SERVICES FOR INITIATION OF EASTSIDE COMMUNITY PLAN PROCESS [S. DEWOLFE, M. ANTOL, B. SIEGL]:**  
*SUBJECT: The City Council will consider authorizing an agreement for services with PMC to assist with initial planning and community*

*engagement efforts for the project start-up phase of Eastside Working Group and Eastside Community Plan.*

Councilmember Heilman spoke regarding the proposed Community Plan and expressed his concerns that it will become an update or rehashing of the City's General Plan. He spoke regarding the initial vision and priorities for the East Side Working Group which included economic development opportunities, the need for more cultural events, and social services. He requested clarification from Staff regarding their proposed plans.

Bianca Siegl, Senior Planner spoke regarding the Community Development Department understanding the focus and priorities for the East Side Working Group. She spoke regarding the creation of an inter-departmental working group within the City that will include staff from Planning, Economic Development and Social Services to ensure consistent input on these important issues. She also spoke regarding the plan to issue an RFP for an economic assessment study. She further clarified that the consultant, PMC, is the same consultant who was hired to prepare the Community Study, and was selected because of their experience with the City and their expertise in understanding the community's needs and issues that are not tied to land use.

**ACTIONS:** 1) Authorize the City Manager to execute an Agreement for Services with PMC in an amount not to exceed \$25,000; 2) Authorize the Community Development Director to approve change orders to the contract in an amount not to exceed 10% of the contract amount; 3) Authorize use of \$25,000 of the direct financial support received pursuant to the Movietown Development Agreement (dedicated for improvements within the redevelopment area by the City) for the contract; and 4) Authorize staff to prepare a Request for Proposals (RFP), based on the input of the Eastside Working Group during Phase 1 of the project, for a consultant team to assist with development of the Eastside Community Plan and related tasks. **Motion by Councilmember Heilman, seconded by Mayor Pro Tempore D'Amico and approved.**

**6. LEGISLATIVE:** None

**PUBLIC COMMENT:**

**COUNCILMEMBER COMMENTS:** None.

**ADJOURNMENT:** The City Council adjourned at 9:40 p.m. in memory of Michael Sidler and Maurice LeCover. The City Council adjourned to their next regular meeting, which will be on Monday, March 17, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 17<sup>th</sup> day of March, 2014 by the following vote:

AYES:	Councilmember:	Duran, Heilman, Prang, Mayor Pro Tempore D'Amico and Mayor Land.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

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ABBE LAND, MAYOR

ATTEST:

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YVONNE QUARKER, CITY CLERK