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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, SEPTEMBER 8, 2014
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD
6:30 P.M. – REGULAR MEETING**

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

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, September 8, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, September 4, 2014.

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 August 18, 2014.

2.C. DEMAND REGISTER NO. 749, RESOLUTION NO. 14-4600:

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

RECOMMENDATION: Approve Demand Register No. 749 and adopt Resolution No. 14-4600, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 749".

2.D. 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 James Pellissier, Daniel Goldring, and Allstate Insurance (Craig Sheftell) and refer to the City's claims adjuster.

2.E. ORDINANCE NO. 14-943 (2ND READING) ADDING TEXT TO CHAPTERS 19.10 and 19.14 ESTABLISHING CRITERIA FOR THE GATEWAY MIXED-USE INCENTIVE OVERLAY ZONE AND AMENDING THE ZONING MAP TO INCLUDE THE PROJECT SITE WITHIN THE GATEWAY MIXED-USE INCENTIVE OVERLAY ZONE IN CONJUNCTION WITH A MIXED-USE DEVELOPMENT LOCATED AT 9040-9098 SANTA MONICA BOULEVARD, 9001-9035 MELROSE AVENUE, AND 601-633 ALMONT DRIVE, WEST HOLLYWOOD, CALIFORNIA (MELROSE TRIANGLE) [Y. QUARKER, M.; CROWDER]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 14-943, adding text to chapters 19.10 and 19.14 establishing criteria for the gateway mixed-use incentive overlay zone and amending the zoning map to include the project site within the gateway mixed-use incentive overlay zone in conjunction with a mixed-use development located at 9040-9098 Santa Monica Boulevard, 9001-9035 Melrose Avenue, and 601-633 Almont Drive, West Hollywood, California (Melrose Triangle).

RECOMMENDATION: Waive further reading and adopt Ordinance No. 14-943, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADDING TEXT TO CHAPTERS 19.10 and 19.14 ESTABLISHING CRITERIA FOR THE GATEWAY MIXED-USE INCENTIVE OVERLAY ZONE AND AMENDING THE ZONING MAP TO INCLUDE THE PROJECT SITE WITHIN THE GATEWAY MIXED-USE INCENTIVE OVERLAY ZONE IN CONJUNCTION WITH A MIXED-USE DEVELOPMENT LOCATED AT 9040-9098 SANTA MONICA BOULEVARD, 9001-9035 MELROSE AVENUE, AND 601-633 ALMONT DRIVE, WEST HOLLYWOOD, CALIFORNIA (MELROSE TRIANGLE)".

2.F. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

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

RECOMMENDATION: Receive and file.

2.G. EASTSIDE WORKING GROUP TOPIC RECOMMENDATIONS FOR THE EASTSIDE COMMUNITY PLAN [S. DEWOLFE, M. ANTOL, B. SIEGL]:

SUBJECT: The City Council will receive a memo from the Eastside Working Group regarding topics to be addressed in the scope of work for the Eastside Community Plan, and authorize staff to prepare a Request for Proposals (RFP) to solicit a consultant team for this project.

RECOMMENDATIONS: 1) Receive and file the West Hollywood Eastside Community Plan Topic Recommendations Memo (Attachment A); and 2) Authorize staff to release a RFP, with a scope of work informed by the input of the Eastside Working Group, for a consultant team to assist with development of the Eastside Community Plan and related tasks.

2.H. STREET TREE MAINTENANCE SERVICES [O. DELGADO, S. CAMPBELL, H. COLLINS]:

SUBJECT: The City Council will consider authorizing a fixed dollar amount for extra work as required to maintain the City's urban forest in a safe and efficient manner.

RECOMMENDATION: Authorize West Coast Arborists, Inc. to provide other related tree maintenance, planting, and urgency / emergency services at those unit costs established in the Agreement for an amount not to exceed \$150,000 per fiscal year.

2.I. TREE REPLACEMENTS – 8564-8568 MELROSE AVENUE [O. DELGADO, S. CAMPBELL, H. COLLINS]:

SUBJECT: The City Council will consider the recommendation of the Public Facilities Commission and a request from Restoration Hardware to remove 3 Sweet Shade Trees "Hymenosporum flavum trees" on the south side of Melrose Avenue at 8564-8568 between Westmount and West Knoll and replace them with 4 London Plane 48" box Plantanus acerfolia "Bloodgood".

RECOMMENDATIONS: 1) Authorize the removal of 3 Sweet Shade Trees "Hymenosporum flavum trees" on the south side of Melrose Avenue at 8564-8568 between Westmount and West Knoll and replace them with 4 London Plane 48" box Plantanus acerfolia "Bloodgood"; and 2) Authorize the City Manager to negotiate the terms of removal and replacement as outlined in the staff report.

2.J. CITY FACILITY WATER CONSERVATION MEASURES [O. DELGADO, S. CAMPBELL, H. COLLINS]:

SUBJECT: The City Council will receive an update on efforts to curtail water consumption in City facilities.

RECOMMENDATIONS: Receive and file.

2.K. CO-SPONSORSHIP OF THE 2014 AIDS WALK EVENT [E. SAVAGE, C. SMITH, B. SMITH]:

SUBJECT: The City Council will consider co-sponsoring the 2014 AIDS Walk event taking place on Sunday, October 12, 2014, including approving use of West Hollywood Park, City parking lots, structures and associated street closures for the event.

RECOMMENDATIONS: 1) Approve co-sponsorship of AIDS Walk 2014, taking place on Sunday, October 12, 2014, in and around West Hollywood Park and surrounding streets; 2) Approve the lifting of Permit Parking in Districts 1 & 2 from 7:00 a.m. to 2:00 p.m. on Sunday, October 12, 2014; 3) Approve event street closures as detailed in this report; 4) Approve use of West Hollywood Park, City parking lots and structures as described in this report; 5) Authorize the Department of Human Services and Rent Stabilization to work with AIDS Project Los Angeles to organize the event; 6) Authorize the City Manager to sign and execute any documents or forms with AIDS Project Los Angeles that may be necessary for the successful implementation of this event; and 7) Approve a waiver of City-related fees totaling \$114,376.11 for Building and Safety permit fees of \$461.11; street closure fees of \$43,500.00; Special Event permit fees of \$1,200.00; City facilities and park fees of \$1,200.00; parking fees of \$11,215.00; Estimated Environmental Services fees of \$1,800.00 and Public Safety fees of \$55,000.00.

2.L. ALCOHOL AND DRUG ADDICTION RECOVERY MONTH [E. SAVAGE, D. GIUGNI, C. ROSKIN]:

SUBJECT: The City Council will recognize September as Alcohol and Drug Addiction Recovery Month.

RECOMMENDATION: Receive and file.

2.M. AUTHOR TALK WITH ERWIN CHERMERINSKY [P. AREVALO, M. LOUIE, A. CAMPBELL, M. CHE]:

SUBJECT: The City Council will consider co-sponsoring and authorizing the use of the West Hollywood Library Council Chambers for an upcoming cultural event sponsored by PEN Center USA.

RECOMMENDATIONS: 1) Approve the use of the West Hollywood Library Council Chambers for the arts and culture event as outlined in this report; and 2) Approve the waiver of facilities use fees for the event and associated fees for one additional hour of validated parking at the 5-story parking structure.

2.N. POET LAUREATE / CITY POET [P. AREVALO, M. LOUIE, M. CHE]:

SUBJECT: The City Council will review and ratify the Poet Laureate Selection Committee's recommendation for the West Hollywood's inaugural Poet Laureate.

RECOMMENDATIONS: 1) Approve the Poet Laureate Selection Committee's recommendation of a name change from 'Poet Laureate' to

'City Poet'; and 2) Approve the Poet Laureate Selection Committee's recommendation of Steven Reigns for the Poet Laureate/City Poet position.

2.O. CITY CO-SPONSORSHIP OF THE BAYARD RUSTIN COMMEMORATIVE STAMP CAMPAIGN [A. LAND, J. ERICKSON, J. D'AMICO, M. REX]:

SUBJECT: The City Council will consider co-sponsoring the Bayard Rustin Commemorative Stamp Campaign in partnership with the International Court System's Imperial Court Council and the National Gay & Lesbian Task Force.

RECOMMENDATIONS: 1) Adopt Resolution No. 14-4601, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CO-SPONSORING THE BAYARD RUSTIN COMMEMORATIVE STAMP CAMPAIGN"; 2) Direct the Public Information Office to issue a press release regarding the campaign to promote awareness; and 3) Direct City Staff to mobilize a letter writing campaign.

2.P. HISTORIC CONTEXT STATEMENT AND HISTORIC RESOURCES SURVEY UPDATE OF ALL COMMERCIAL PROPERTIES [J. PRANG, S. SVONKIN]:

SUBJECT: The City Council will consider directing staff to develop a Historic Context Statement and update the City's Historic Resources Survey of commercial properties in the City of West Hollywood.

RECOMMENDATIONS: 1) Add to City's 2014-2015 work program the preparation of a Historic Context Statement and an update of the West Hollywood Historic Resources Survey of commercial properties; and 2) Direct staff to return with a draft Request for Proposal to prepare a Historic Context Statement and update the Historic Resources Survey of commercial properties.

2.Q. ADD THE OFFICE OF NATIONAL AIDS POLICY EVENTS TO THE LIST OF PRE-APPROVED ORGANIZATIONS AND EVENTS COUNCIL OFFICES CAN ATTEND [J. D'AMICO, M. REX]:

SUBJECT: The City Council will consider approving the addition of the Office of National AIDS Policy events to the list of Pre-Approved Organizations and Events Council Offices can attend.

RECOMMENDATION: Approve adding the Office of National AIDS Policy events to the list of Pre-Approved Organizations and Events Council Offices can attend.

3. PUBLIC HEARINGS: None

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.

RECOMMENDATIONS: 1) Approve the following public safety priorities including: a) Monitor and adjust traffic enforcement deployment as needed to address crosswalk enforcement, pedestrian safety, speeding vehicles, distracted driving and “distracted movement” by pedestrians, bicycles on sidewalks, driving under the influence, and other traffic violations; b) 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; c) 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; d) Continue to address criminal transient issues and assist Social Services with overall homelessness issues; 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.

4.B. INSTALL SIGNALIZED PEDESTRIAN CROSSWALK(S) ON SANTA MONICA BOULEVARD BETWEEN LA CIENEGA BOULEVARD AND SAN VICENTE BOULEVARD [J. D’AMICO, M. REX, J. HEILMAN, F. SOLOMON]:

SUBJECT: Direct staff to install signalized crosswalk(s) on Santa Monica Boulevard between La Cienega Boulevard and San Vicente Boulevard, study all crosswalks citywide to identify other potential locations for improvements, and coordinate any physical improvement of crosswalks with education and enforcement programs.

RECOMMENDATIONS: 1) Direct staff to develop a signalized crosswalk installation plan for Santa Monica Boulevard between La Cienega Boulevard and San Vicente Boulevard; 2) Discuss the signalized crosswalk installation plan, and take comments and suggestions, at the Joint Public Safety/Transportation Commission meeting scheduled for September 15, 2014; 3) Bring back to the City Council at the October 6, 2014 meeting, a signalized crosswalk installation plan, and comments and suggestions from the Joint Commissions’ study session; 4) Direct staff to study all crosswalks citywide to identify other potential signalized locations and improvements; and 5) Direct staff to develop coordinated education and enforcement programs and present a unified plan for engineering, education, and enforcement at the October 6, 2014 meeting.

5. NEW BUSINESS:

5.A. ADOPT A RESOLUTION IN SUPPORT OF AN INCREASE IN THE FEDERAL MINIMUM WAGE AND DIRECT THE CITY MANAGER TO PROVIDE INFORMATION AND ANALYSIS REGARDING WAGES IN WEST HOLLYWOOD [J. HEILMAN, F. SOLOMON, A. KHARAZMI, A. LAND, J. ERICKSON]:

SUBJECT: The City Council will consider a Resolution in support of an increase in the federal minimum wage and directing the city manager to provide information and analysis regarding wages in West Hollywood.

RECOMMENDATIONS: 1) Adopt Resolution No. 14-_____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF AN INCREASE IN THE FEDERAL MINIMUM WAGE"; and 2) Direct the City Manager to gather information and provide analysis regarding wages in West Hollywood.

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, September 22, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

UPCOMING MEETING SCHEDULE:

Date: September 22 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

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

Date: October 8 – Wednesday – 6:30 PM – Annual Congress for Commissions & Advisory Boards – West Hollywood Park Public Meeting Room - Council Chambers.

Date: October 20 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: November 3 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

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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 Office of the City Clerk
and that I posted this agenda on:

Date: Sept. 4, 2014

Signature 