

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
MONDAY, AUGUST 18, 2014
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

6:30 P.M. – REGULAR MEETING

CALL TO ORDER: Mayor D’Amico called the meeting to order at 6:39 p.m.

PLEDGE OF ALLEGIANCE: Jeff Seymour led the Pledge of Allegiance.

ROLL CALL:

PRESENT: Councilmember Duran, Councilmember Land,
Councilmember Prang, Mayor Pro Tempore Heilman and
Mayor D’Amico

ABSENT: None

ALSO PRESENT: City Manager Arevalo, City Attorney Jenkins, City Clerk
Quarker, and Assistant City Clerk Crowder

REPORT OF CLOSED SESSION AGENDA:

City Attorney Jenkins reported that the Closed Session was called to order at 6:00 p.m. He stated that there were no public comments. He stated that there were no additional items added to the agenda. The Closed Session adjourned at approximately 6:35 p.m. with no reportable action.

APPROVAL OF AGENDA:

Motion by Councilmember Land to approve the August 18, 2014 Agenda, seconded by Mayor Pro Tempore Heilman, and approved.

ADJOURNMENT MOTIONS:

Councilmember Prang requested that the meeting be adjourned in memory of California Democratic Party staff member Robert Jordan. He asked that the meeting be adjourned in memory of LGBT activist Nicholas Nicoletti. He asked that the meeting be adjourned in memory of the Honorable Ed Little, who represented West Hollywood on the West Basin Municipal Water District for over 30 years. He also asked that the meeting be adjourned in memory of the following soldiers who died in Afghanistan since the last City Council meeting: Staff Sergeant Benjamin G. Prange (30), Private 1st Class Keith M. Williams (19), Private 1st Class Donnell A. Hamilton Jr. (20), Staff Sergeant Girard D. Gass Jr. (N/A), Major General Harold J. Greene (55), and Sergeant 1st Class Samuel C. Hairston (35).

Mayor Pro Tempore Heilman requested that the meeting be adjourned in memory of Albert Wayne Bowman, the father of City employee Miles Bowman.

Councilmember Land requested that the meeting be adjourned in memory of actor Robin Williams. She requested that the meeting be adjourned in memory of former Press Secretary to President Reagan, James Brady. She also asked that the meeting be adjourned in memory of Michael Brown, Jr., the teen who was fatally shot in Ferguson, Missouri.

PRESENTATIONS:

Councilmember Duran presented a proclamation in honor of **Crystal Meth Anonymous (CMA) 20th Anniversary**. To maintain the tradition of anonymity, there were no members present; however Councilmember Duran read a short summary regarding CMA.

1. PUBLIC COMMENT:

CAROLE KING, WEST HOLLYWOOD, spoke in support of Item 2.Y.

TRACY BUGH, LOS ANGELES, spoke regarding recycling.

JOSEPH EDWARD, WEST HOLLYWOOD, spoke regarding comments made by the Mayor during a previous discussion of the West Hollywood Park Phase II Design project.

FRANCES DIAZ, WEST HOLLYWOOD, spoke regarding National Night Out.

DALE GRINER, LOS ANGELES, thanked Council for their continuing support of addiction recovery.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Prang thanked Frances Diaz and all of the neighborhood watch block captains for National Night Out. He spoke in support of Item 5.A., however he expressed concern with the potential turf impact in the park. He requested that the City Manager provide an update regarding landscape watering along the medians in the City.

Councilmember Duran commented on Council's charge with balancing the needs of all of the diverse cultures in the City. He used the ice rink as an example of an item that benefits everyone in the community. He spoke about the increase in sales tax, which is up 6.8%.

Councilmember Land congratulated everyone on a successful National Night Out. She spoke briefly regarding Item 2.W., the Water Conservation and Lifestyle Change Campaign item. She also spoke regarding Item 2.X. the co-sponsorship with Jewish

Women's and League of Women's Voters regarding the November election. She spoke regarding the upcoming Women's Equality Day event scheduled for August 26, 2014 in Council Chambers. She spoke in support of Assembly Bill AJR 50 which would allow blood donations from those that identify as Gay, and regarding an upcoming Inclusive Rights Event for blood donation, hosted by the Human Rights Campaign. She spoke briefly about the middle school options in the City.

Mayor Pro Tempore Heilman thanked everyone for their hard work on the recent National Night Out events. He pointed out that LA County Sheriff candidate Jim McDonald attended a few of the events in the City and thanked him for his attendance. He spoke regarding his meeting with Charles Cohen, the owner of the Pacific Design Center regarding his agreement with the Metropolitan Transit Authority (MTA), and directed the City Manager to reach out to Mr. Cohen to inquire about upcoming meetings regarding this site. He spoke regarding his attendance at the Gay Games in Cleveland, Ohio, and the possibility of bringing this successful event to West Hollywood. He spoke regarding the upcoming literary event scheduled for September 27, 2014. He also encouraged everyone to participate in the upcoming AIDS Walk event in October.

Mayor D'Amico spoke regarding the MTA site and asked the City Manager to provide an update on the position paper Council directed Staff to prepare for the site. He spoke regarding Item 2.J., thanked Emma Rose MacKenzie for her service on the Women's Advisory Board, and directed the City Clerk to post a Notice of Vacancy for an opening on the Women's Advisory Board. He spoke regarding Item 2.L. and directed the City Manager and the Director of Human Services & Rent Stabilization to explore the feasibility of "open tennis courts" for a few hours during the week. He spoke regarding the City's Transportation Demand Management Plan, which requires businesses to address how their employees ingress and egress from the City and directed the City Manager to bring back an update on how the City is ensuring that this requirement is being enforced. He disclosed that he received campaign contributions from Mr. Gabbay and his family, Mr. Afriat, and Mr. Seymour who are associated with Item 3.A. on the Agenda. He also wished Jeanne Dobrin and John Altschul a Happy Birthday.

CITY MANAGER'S REPORT: City Manager Arevalo spoke regarding the MTA site and indicated that Staff will follow-up and attend any scheduled meetings. He reported that the City has hired a Consultant to prepare a position paper for the Site and that staff will bring an Item to Council for review. He spoke regarding the Traffic Demand Management Plan and indicated that staff will return to a future Council meeting with an update and additional information. He spoke regarding staff reducing water usage in the City by 50% and stated that an Item outlining specific water conservation efforts in the public right of way will be brought back to Council for review.

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$162,375 in expenditures, \$57,100 in potential revenue, and (\$5,780) in waived fees.

2. CONSENT CALENDAR

ACTION: Approve the Consent Calendar, 2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,K.,L.,M.,N.,O.,P.,Q.,R.,S.,T.,U.,V.,W.,X.,Y.,Z.,AA.

Motion by Councilmember Land, seconded by Councilmember Prang and approved.

2.A. POSTING OF AGENDA:

SUBJECT: The agenda for the meeting of Monday, August 18, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, August 14, 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 July 21, 2014. **Approved as part of the Consent Calendar.**

2.C. DEMAND REGISTER NO. 748, RESOLUTION NO. 14-4595:

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

ACTION: Approve Demand Register No. 748 and adopt Resolution No. 14-4595, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 748". **Approved as part of the Consent Calendar.**

2.D. TREASURER'S REPORTS FOR MAY & JUNE 2014 [D. WILSON, L. QUIJANO, K. BARENG]:

SUBJECT: The City Council will receive the Treasurer's Report for the months ended May and June 2014 pursuant to Section 53646 of the Government Code of the State of California.

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

2.E. ESTABLISHING A PRIVATE PURPOSE TRUST FUND FOR THE WESTSIDE CITIES COUNCIL OF GOVERNMENTS (WSCCOG) [D. WILSON, L. QUIJANO]:

SUBJECT: The City Council will approve the establishment of a new private purpose trust fund named Westside Cities COG to account for the transactions of the Westside Cities Council of Governments (WSCCOG).

ACTION: Approve the establishment of a private purpose trust fund named Westside Cities COG to account for the transactions of the Westside Cities Council of Governments (WSCCOG). **Approved as part of the Consent Calendar.**

2.F. CLAIMS ADMINISTRATION:

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

ACTION: Deny the claims of Ariana Rugs, Inc., Mark Salazar and Alberta Elise May and refer them to the City's claims adjuster. **Approved as part of the Consent Calendar.**

2.G. LIABILITY INSURANCE CLAIMS REPORT FOR FISCAL YEAR 2013-2014 [D. WILSON, T. THOMSON]:

SUBJECT: The City Council will receive and file the liability claims report for fiscal year 2013-2014.

ACTION: Receive and file the liability insurance claims report for fiscal year 2013-2014. **Approved as part of the Consent Calendar.**

2.H. COMMISSION ACTION REPORTS:

SUBJECT: The City Council will receive reports from the Public Facilities Commission, Public Safety Commission, and the Rent Stabilization Commission on actions taken at their recent meetings.

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

2.I. ATTENDANCE REPORTS FOR CITY COMMISSIONS AND ADVISORY BOARDS [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will receive the attendance reports for City Commission, and Advisory Board meetings convened between May 2013 and May 2014.

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

2.J. NOTIFICATION OF ADVISORY BOARD ABSENCES [Y. QUARKER, M. CROWDER]:

SUBJECT: City Council will receive notification that five (5) Advisory Board members have exceeded the number of allowed absences in a twelve-month period.

ACTIONS: 1) City Council to receive notification that Muriel Schoichet has exceeded the number of allowed absences for the Senior Advisory Board, and determine not to vacate the seat; 2) Councilmember Duran to receive notification that Ruth Tittle has exceeded the number of allowed absences for the Lesbian & Gay Advisory Board, and determine not to vacate the seat and that Barbara Krupa has exceeded the number of allowed absences for the Senior Advisory Board, and determine not to vacate the seat; and 3) Mayor D'Amico to receive notification that Amy Ruskin has exceeded the number of allowed absences for the Lesbian & Gay Advisory Board, and determine not to vacate the seat and that Emma Rose MacKenzie has exceeded the number of allowed absences for the

Women's Advisory Board, and determine not to vacate the seat.
Approved as part of the Consent Calendar.

2.K. UPDATE ON ACTIONS TAKEN TO ADDRESS CHANGES TO THE HOUSING CHOICE VOUCHER PROGRAM (SECTION 8) [E. SAVAGE, P. NOONAN, A. LOVANO]:

SUBJECT: The City Council will receive an update on the City's efforts to address changes to the Housing Choice Voucher (Section 8) program.

ACTION: Approve the report with staff proceeding as outlined, unless otherwise directed by the City Council. **Approved as part of the Consent Calendar.**

2.L. REPORT ON TENNIS CONCESSION OPERATIONS [E. SAVAGE, O. WALKER, C. WORLAND]:

SUBJECT: This report summarizes the operations of Tennis Concessions and Services for the first 6 months of the Agreement for Services between the City of West Hollywood and iTennis, Inc. and makes recommendations for additional programming opportunities.

ACTIONS: 1) The City Council will receive and file a report on the operations of Tennis Concession Operations and Services; 2) Authorize staff to implement a court reservation system at West Hollywood Park tennis courts; and 3) Authorize staff to determine the feasibility of adding a tennis concession staff kiosk to the West Hollywood Park tennis courts.
Approved as part of the Consent Calendar.

2.M. TRI-PARTY AGREEMENT AMONG THE CITY OF WEST HOLLYWOOD, AVALON WEST HOLLYWOOD, L.P., AND MOVIE TOWN SENIORS, LLC [E. SAVAGE, P. NOONAN, A. LOVANO]:

SUBJECT: The City Council will consider approving the Tri-Party Agreement among the City of West Hollywood ("City"), Avalon West Hollywood, L.P. ("Avalon") and Movietown Seniors, LLC ("Movietown"), the Agreement Imposing Restrictions on Real Property between Avalon and the City, and the Supportive Services Agreement between WHCHC and Movietown, for the affordable housing component of the development at 7300-7328 Santa Monica Boulevard ("Property").

ACTIONS: 1) Approve the Tri-Party Agreement among the City of West Hollywood, Avalon West Hollywood, L.P., and Movietown Seniors, LLC, including the form of Agreement Imposing Restrictions on Real Property and form of Supportive Services Agreement attached to the Tri-Party Agreement as exhibits; and 2) Authorize the City Manager to execute the Tri-Party Agreement, the Agreement Imposing Restrictions on Real Property, and all necessary documents related to those agreements.
Approved as part of the Consent Calendar.

- 2.N. AGREEMENT FOR SERVICES WITH THE WEST HOLLYWOOD CHAMBER OF COMMERCE FOR FISCAL YEAR 2014 – 2015 [P. AREVALO, M. LOUIE, L. MINNICH]:**
SUBJECT: The City Council will consider approving an agreement with the West Hollywood Chamber of Commerce to provide a range of business development programs and services in Fiscal Year 2014-2015.
ACTIONS: 1) Approve an agreement with the West Hollywood Chamber of Commerce in an amount not to exceed \$57,375 for fiscal year 2014-2015 to provide a range of business development programs and services; 2) Authorize the Arts and Economic Development Manager to approve on a case by case basis the sponsorship of Chamber activities in an amount not to exceed \$7,000; and 3) Authorize the City Manager to sign and execute the agreement and approve any minor modifications to scope throughout the fiscal year. **Approved as part of the Consent Calendar.**
- 2.O. AMENDMENT TO AGREEMENT WITH AMPCO SYSTEM PARKING, INC. TO PROVIDE PARKING MANAGEMENT SERVICES [O. DELGADO, J. ROCCO, B. BORTFELD]:**
SUBJECT: The City Council will consider approval of an amendment to the contract with Ampco System Parking.
ACTIONS: 1) Approve an amendment to the existing contract with Ampco System Parking to amend the current scope of services; and 2) Authorize the City Manager to sign the Amendment. **Approved as part of the Consent Calendar.**
- 2.P. APPROVAL OF AN AGREEMENT WITH CAINE & WEINER, COMPANY, INC. FOR COLLECTION SERVICES [S. BAXTER, C. SCHROEDER, H. MOLINA, D. WILSON, J. LEONARD]:**
SUBJECT: The City Council will consider approving a three (3) year agreement with Caine & Weiner Company, Inc. (C&W) for collection services.
ACTIONS: 1) Approve a three (3) year agreement (FY 2014-15, FY 2015-16 and FY 2016-17) with Caine & Weiner Company, Inc. for collection services of delinquent accounts on a contingency-fee basis; and 2) Authorize the City Manager to execute the agreement and any related documents. **Approved as part of the Consent Calendar.**
- 2.Q. AGREEMENT WITH CIVIC ENTERPRISE ASSOCIATES LLC [O. DELGADO, J. ROCCO, D. NORTE]:**
SUBJECT: The City Council will consider approval of an agreement with Civic Enterprise Associates LLC.
ACTIONS: 1) Approve an agreement with Civic Enterprise Associates LLC to provide professional services in an amount not to exceed \$30,000 for FY 14/15 and \$30,000 for FY 15/16 for a total contract amount not to exceed \$60,000; and 2) Authorize the City Manager to sign the Agreement. **Approved as part of the Consent Calendar.**

2.R. AMENDMENT TO AGREEMENT WITH SPENCER CONSULTING TO PROVIDE PROFESSIONAL SERVICES FOR PREFERENTIAL PARKING [O. DELGADO, J. ROCCO, D. NORTE]:

SUBJECT: The City Council will consider an amendment to the agreement with Spencer Consulting Services.

ACTIONS: 1) Approve an amendment to the contract with Spencer Consulting Services to provide preferential parking program studies on an as needed basis, increasing the not to exceed amount by an additional \$25,000 to a not to exceed amount of \$75,000 and extending the expiration date to June 30, 2016; and 2) Authorize the City Manager to sign the amendment. **Approved as part of the Consent Calendar.**

2.S. ENCROACHMENT PERMIT AND COVENANT FOR THE PROPOSED DEVELOPMENT AT 7302 SANTA MONICA BLVD TO PLACE TEMPORARY TIEBACKS UNDER PORTIONS OF THE PUBLIC RIGHT OF WAY AND THE CITY OWNED PARCEL LOCATED AT 7313 ROMAINE STREET [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider approving an Encroachment Permit and Covenant to allow the proposed development at 7302 Santa Monica Blvd. to place temporary tiebacks under portions of the public right of way along the property frontages on Santa Monica Blvd., Fuller Avenue, and Poinsettia Place, as well as under the City owned parcel located at 7313 Romaine Street.

ACTIONS: 1) Approve the Encroachment Permit and Covenant in a format approved by the City Attorney for the proposed development at 7302 Santa Monica Blvd. to place temporary tiebacks under portions of the public right of way along the property frontages on Santa Monica Blvd., Fuller Avenue, and Poinsettia Place, as well as under the City owned parcel located at 7313 Romaine Street, and authorize the City Manager to sign; and 2) Direct the City Clerk to have the Encroachment Permit and Covenant recorded with the Los Angeles County Registrar-Recorder. **Approved as part of the Consent Calendar.**

2.T. ARTS AND CULTURAL PROGRAMMING AT THE WEST HOLLYWOOD LIBRARY [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 upcoming arts and culture events.

ACTIONS: 1) Approve the use of the West Hollywood Library Council Chambers for two arts and culture events as outlined in this report and waive associated fees; and 2) Approve the waiver of facilities use fees for the two events and one additional hour of validated parking at the 5-story parking structure and waive associated fees. **Approved as part of the Consent Calendar.**

2.U. SUPPORT FOR HR 40 (CONYERS) TO ESTABLISH A COMMISSION TO STUDY REPARATION PROPOSALS FOR AFRICAN AMERICANS ACT [J. D'AMICO, M. REX]:

SUBJECT: The City Council will consider adopting a resolution in support of HR 40 (Conyers) to establish a Commission to study reparation proposals for the African Americans Act.

ACTIONS: 1) Adopt Resolution No. 14-4596 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD SUPPORT FOR HR 40 (CONYERS) TO ESTABLISH A COMMISSION TO STUDY REPARATION PROPOSALS FOR AFRICAN AMERICANS ACT"; and 2) Direct staff to send a signed copy to Congressman John Conyers, Jr.
Approved as part of the Consent Calendar.

2.V. RESOLUTION IN SUPPORT OF S. 2472 (MARKEY) TO CREATE A SPECIAL LGBT ENVOY TO THE UNITED NATIONS [J. HEILMAN, F. SOLOMON, A. KHARAZMI]:

SUBJECT: The City Council will consider supporting The International Human Rights Act of 2014 (S. 2472), which will create a Special LGBT Envoy to the United Nations.

ACTIONS: 1) Adopt Resolution No. 14-4597 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD SUPPORTING S. 2472 TO CREATE A SPECIAL LGBT ENVOY TO THE UNITED NATIONS"; and 2) Direct staff to send a copy of the resolution to President Barack Obama; United States Senators Barbara Boxer, Dianne Feinstein, and Edward Markey; and United States Representative Adam Schiff.
Approved as part of the Consent Calendar.

2.W. WATER CONSERVATION AND LIFESTYLE EDUCATION CAMPAIGN [A. LAND, J. ERICKSON, T. GRUENDYKE, J. HEILMAN, F. SOLOMON]:

SUBJECT: The City Council will consider directing the Public Information Office and the Department of Public Works to develop an ongoing water conservation and lifestyle education campaign.

ACTIONS: 1) Adopt Resolution No. 14-4598, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD PROCLAIMING A LOCAL WATER EMERGENCY"; 2) Direct the Public Information Office, in conjunction with the Public Works Department to create an ongoing strategic water conservation and lifestyle education campaign that targets permanent lifestyle changes to help with water conservation, to work with the appropriate water utilities to coordinate interdepartmental efforts; 3) Direct the Department of Public Works to collaborate with the Public Information Office to implement an ongoing water conservation education campaign utilizing all of the City's communication resources including but not limited to the City's website and social media; 4) Direct the Public Information Office to work with the West Hollywood Chamber of Commerce and Visit West Hollywood to outreach to the West Hollywood Design District, Sunset Strip Business Improvement District and other

West Hollywood businesses about implementing water conservation efforts; 5) Direct the Public Works Department to monitor and keep the Public Information Office and the Rent Stabilization and Housing Division aware of opportunities and programs available to West Hollywood residents, businesses and property owners to replace existing fixtures and appliances with water efficient ones; 6) Direct the Rent Stabilization and Housing Division to develop an outreach strategy for property owners and management companies to utilize county wide programs and resources to replace fixtures and appliances with water efficient ones throughout the City; and 7) Authorize the Director of Finance to allocate \$20,000 from the allocated funds in the City Council budget for Special Council Programs: 100-1-01-00-531001 for the water conservation and lifestyle education campaign. **Approved as part of the Consent Calendar.**

2.X. CO-SPONSORSHIP OF NATIONAL COUNCIL OF JEWISH WOMEN LOS ANGELES AND THE LEAGUE OF WOMEN VOTERS OF CALIFORNIA'S "DISCUSSION OF NOVEMBER BALLOT INITIATIVES" PANEL DISCUSSION [A. LAND, J. ERICKSON, J. HEILMAN, F. SOLOMON, K. ANDERSON]:

SUBJECT: The City Council will consider co-sponsoring the National Council of Jewish Women Los Angeles (NCJW/LA) and the California League of Women Voters' (LWV) "Discussion of November Ballot Initiatives" Panel Discussion on Wednesday, September 17, 2014 from 11:30am to 1:30pm.

ACTIONS: 1) Approve co-sponsorship of NCJW/LA and LWV's November Ballot Initiatives Panel Discussion, scheduled for September 17, 2014 at the National Council of Jewish Women Los Angeles' Council House; 2) Authorize the use of the City name and logo on promotional and collateral materials; 3) Direct the Public Information Office to promote the event through the City's website, calendar, and social media networks; and 4) Direct staff to coordinate with the Women's Advisory Board for event outreach and participation. **Approved as part of the Consent Calendar.**

2.Y. CO-SPONSORSHIP OF A FUNDRAISING EVENT FOR THE ALLIANCE FOR HOUSING AND HEALING [J. DURAN, I. OWENS, D. GIUGNI]:

SUBJECT: The City Council will consider cosponsoring a "Yoga in the Park" fundraising event for the Alliance for Housing and Healing on Saturday, September 13, 2014 on the Vista Lawn in Plummer Park.

ACTIONS: 1) Co-sponsor a fundraiser for the Alliance for Housing and Healing; 2) Waive facility rental fee; and 3) Lift the three hour parking restrictions within Plummer Park for the duration of the event. **Approved as part of the Consent Calendar.**

2.Z. AUTHORIZE SUPPORT FOR THE CRYSTAL METH ANONYMOUS 20TH ANNIVERSARY COMMEMORATIVE MEETING AND MINI-CONFERENCE [J. DURAN, I. OWENS]:

SUBJECT: The City Council will consider authorizing support for the Crystal Meth Anonymous 20th Anniversary Commemorative Meeting and Mini-Conference.

ACTIONS: 1) Approve support of the Crystal Meth Anonymous 20th Commemorative Meeting and Mini-Conference; 2) Approve the use of City facilities for such events and a waiver of associated fees; and 3) Authorize the City Manager to sign all required documents relating to this item.
Approved as part of the Consent Calendar.

2.AA. CO-SPONSORSHIP OF THE DAN TANA'S 50TH ANNIVERSARY EVENT [J. D'AMICO, M. REX]:

SUBJECT: The City Council will consider co-sponsoring the Dan Tana's 50th Anniversary Celebration Event.

ACTIONS: 1) Approve the co-sponsorship of the October 1, 2014 Dan Tana's 50th Anniversary Event and authorize the use of the City name and logo on invitations, programs, and other collateral materials; 2) Approve the waiver of special event permit fees, encroachment fees, and other associated fees; 3) Approve the closure of the rear alley on Wednesday, October 1, 2014 and authorize the Department of Human Services and Rent Stabilization to work with Dan Tana's and event producers to organize the event; 4) 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; and 5) Authorize the City Manager to sign all required documents relating to this item. **Approved as part of the Consent Calendar.**

3. PUBLIC HEARINGS:

3.A. REQUEST TO DEMOLISH ALL STRUCTURES ON SITE AND CONSTRUCT A MIXED-USE DEVELOPMENT WITH 76 RESIDENTIAL UNITS, RETAIL, RESTAURANT, AND OFFICE USES, AMEND THE ZONING ORDINANCE TO INCLUDE GATEWAY MIXED-USE INCENTIVE OVERLAY ZONE CRITERIA, AND AMEND THE ZONING MAP TO INCLUDE PROJECT SITE IN THE GATEWAY MIXED-USE INCENTIVE OVERLAY ZONE LOCATED AT 9040-9098 SANTA MONICA BOULEVARD, 9001-9035 MELROSE AVENUE AND 601-633 ALMONT DRIVE (MELROSE TRIANGLE PROJECT. [S. DEWOLFE, J. KEHO, D. DEGRAZIA, J. ALKIRE]:

SUBJECT: The proposal is a request to redevelop a site of approximately three acres with a new five-story mixed-use development including approximately: a) 82,000 square feet of retail, showroom, gallery and restaurant; b) 137,000 square feet of office space; c) 76 residential units; and d) 884 spaces located in four levels of subterranean parking. Approval of the request requires the City to amend the Zoning Ordinance

to include Gateway Mixed-Use Incentive Overlay criteria, and amend the Zoning Map to create the Gateway Mixed-Use Incentive Overlay Zone.

This Item was noticed as required by law.

Jennifer Alkire, Senior Planner and Stephanie Reich, Urban Designer, provided background information as outlined in the staff report dated August 18, 2014.

Councilmember Land, Councilmember Prang, Councilmember Duran, Mayor Pro Tempore Heilman, and Mayor D'Amico each disclosed their discussions with the applicants, site visits, and discussions with residents.

Mayor D'Amico opened the public hearing and the following speakers came forward:

JEFF SEYMOUR AND ALAN PULLMAN, REPRESENTING THE APPLICANT, spoke regarding the project and requested Council's approval.

FRANCES DIAZ, WEST HOLLYWOOD, spoke in support of the item.

BOBBIE EDRICK, WEST HOLLYWOOD, spoke in support of the item.

HAYWOOD WILKERSON, WEST HOLLYWOOD, spoke in support of the item.

ROY OLDENKAMP, WEST HOLLYWOOD, spoke on behalf of the West Hollywood Preservation Alliance in opposition to the demolition of 9080 Santa Monica Blvd.

JEFFREY BISSIRI, LOS ANGELES, spoke on behalf of the Art Deco Society of Los Angeles and indicated that they oppose demolition of 9080 Santa Monica Blvd.

TODD BIANCO, WEST HOLLYWOOD, spoke in support of the Item.

BENJAMIN LU, WEST HOLLYWOOD, spoke in support of the Item.

JOSH MORGERMAN, WEST HOLLYWOOD, spoke in support of the Item.

TOM NOBLE, BEVERLY HILLS, spoke in opposition of the Item.

GENEVIEVE MORRILL, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the Item.

KIAN PEROOKIAM, WEST HOLLYWOOD, spoke in support of the item.

JIM BANKS, WEST HOLLYWOOD, spoke in support of the Item.

ADRIAN SCOTT FINE, LOS ANGELES, spoke on behalf of the Los Angeles Conservancy and in opposition to the demolition of 9080 Santa Monica Blvd.

LYNDIA LOWY, WEST HOLLYWOOD, spoke regarding preserving 9080 Santa Monica Blvd.

HANY HADDAD, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the item.

KEITH KAPLAN, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the item.

KRISY GOSNEY, WEST HOLLYWOOD, spoke in opposition to the demolition of 9080 Santa Monica Blvd.

KATE EGGERT, WEST HOLLYWOOD, spoke in opposition to the demolition of 9080 Santa Monica Blvd. and in support of exploring options outlined in Alternative 3.

MIDGE BARNETT, WEST HOLLYWOOD, spoke regarding the impact to the neighborhood adjacent to the proposed development.

J. HOBART, WEST HOLLYWOOD, spoke regarding the impact to the neighborhood adjacent to the proposed development.

WADLEY, WEST HOLLYWOOD, spoke in opposition to the demolition of 9080 Santa Monica Blvd.

MICHAEL FISK, WEST HOLLYWOOD, spoke in support of the item.

BRUCE BECKET, LOS ANGELES, spoke in opposition to the demolition of 9080 Santa Monica Blvd. and in support of incorporating the structure into the project.

RICK SPARKS, WEST HOLLYWOOD, spoke in opposition to the demolition of 9080 Santa Monica Blvd.

LLOYD GORDON, WEST HOLLYWOOD, spoke in opposition to the demolition of 9080 Santa Monica Blvd.

PATRICK EARNEST, WEST HOLLYWOOD, spoke regarding the Environmental Impact Report that was completed for the project.

DAVID WARREN, WEST HOLLYWOOD, spoke regarding the transportation aspects of the project and the need for additional mitigation.

RICHARD GIESBRETT, WEST HOLLYWOOD, spoke on behalf of the West Hollywood West Residents' Association and expressed the concerns of the residents in the area adjacent to the proposed project.

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

VICTOR OMELCZENKO, WEST HOLLYWOOD, spoke on behalf of the West Hollywood Preservation Alliance and in opposition of the demolition of 9080 Santa Monica Blvd.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke regarding the City developing an official list of historic structures in the City.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding the need for additional traffic mitigation measures.

JEN DUNBAR, LOS ANGELES, spoke on behalf of the West Hollywood Preservation Alliance and expressed concerns with the lack of a preservation alternative.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke regarding 9080 Santa Monica Blvd.

JOHN ALLENDORFER, WEST HOLLYWOOD, spoke regarding 9080 Santa Monica Blvd.

The following person did not wish to speak, but wanted to express her support for the Item: Karen Kuo

The following individuals did not wish to speak, but wanted to express their opposition to the Item: Susan Miller, Robert Grayson, Celeste Hong, Karie Bible, Margot Gerber, David Schultz, Eilene Weiss, Lisa Horowitz, Michael Haddad, and Jeffrey Fricke

Kathleen Truman of Truman & Elliot, LLP spoke regarding the CEQA findings in the staff report and stated that the findings outlined in Alternative 3 are not feasible.

Jeff Seymour of Seymour Consulting spoke regarding mitigation options in the West Hollywood West neighborhood. He also spoke regarding Alternative 3 and the loss of 70,000 square feet as addressed in the Draft Environmental Impact Report (EIR).

Council recessed at 9:00 p.m., and reconvened at 9:11 p.m.

Councilmember Prang requested an update from Staff on the West Hollywood West Traffic survey, which would identify traffic impacts throughout the neighborhood south of this proposed project. Director of Community Development Stephanie DeWolfe indicated that the City hired a consultant and has held several community meetings to determine the needs of the area. Councilmember Prang enumerated the mitigation items he felt had merit. He requested clarification from Staff regarding the City-wide historic survey that was completed, and why the 9080 Santa Monica Blvd. building was not included. Senior Planner Jennifer Alkire responded that the survey was only for residential properties and not commercial buildings. Councilmember Prang inquired with Mr. Seymour as to whether there is additional funding available for more mitigation measures to be implemented. Mr. Seymour indicated that they could commit to an additional \$150,000.

Councilmember Land expressed concern that the report did not include a larger list of mitigation measures. She spoke regarding public comments surrounding the alley, the cul de sac at Almont, and the request from the City of Beverly Hills regarding the removal of the left turn at Doheny. Ms. DeWolfe stated that the developer indicated that they would be open to the possibility of providing bus passes for the employees at the site as an additional traffic mitigation measure.

Councilmember Duran also inquired about traffic mitigation and the proposed restaurant locations. He further inquired about the loss of parking spaces if 9080 Santa Monica Blvd. is kept in the project. Mr. Pullman responded that due to the triangular shape of the site, any changes to the building in this area would necessitate a reduction in the parking spaces. Councilmember Duran inquired about public art at the location and Mr. Pullman confirmed that there is a public art component.

Mayor Pro Tempore Heilman thanked the developer and everyone who came out to speak on this Item. Mayor Pro Tempore Heilman spoke in support of a different mix of uses as a possible solution to reduce traffic.

Mayor D'Amico also asked for clarification regarding the traffic mitigation. He asked staff to provide a realistic dollar amount that the applicant would need for additional mitigation costs.

Mayor Pro Tempore Heilman expressed his concerns with making a decision on the project without having more information on how the impacts discussed will be addressed and provided a potential list of conditions. He complimented the architect and the developer for listening to the community and refining the project to address most of their concerns.

Councilmember Duran thanked everyone who came to speak this evening. He spoke briefly regarding 9080 Santa Monica Blvd. and spoke in support of possibly preserving the façade but not the entire building. He spoke in support of including much needed office space for non-profit organizations in the project. He spoke in support of the project and how it falls in line with efforts to create a more “walkable” City. He also indicated that the additional parking spaces would be a public benefit.

Councilmember Land thanked everyone who came to speak regarding the project. She again expressed concern with the lack of conditions addressing the traffic impacts to the residential area. She spoke regarding comments surrounding the removal of 1C parking permits and 2-hour parking in the area and the possible impacts. She indicated that a Transportation Demand Management Plan must be completed for the project. She spoke briefly regarding 9080 Santa Monica Blvd. and that the overriding considerations should remain with regard to the structure. She indicated that she is prepared to support the project but that the conditions and a dollar amount for additional mitigation measures need to be worked out.

Councilmember Prang commented that the City’s gateways have been discussed since he started on the Council 18 years ago. He indicated that he likes the design of the project. He expressed his concern with the potential traffic impacts on the adjacent neighborhood. He also expressed concern that the issues regarding 9080 Santa Monica Blvd. did not come before Council until now but spoke in support of preserving the façade. He also stated that the mix of office, retail, and residential is sufficient, and agreed that the additional parking would be a public benefit.

Councilmember Prang also indicated that a historic survey of the commercial buildings in the City needs to be completed.

Mayor D’Amico indicated that he is prepared to support the project, with the inclusion of additional conditions.

ACTIONS: 1.) Adopt Resolution No. 14-4599 “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CERTIFYING AN ENVIRONMENTAL IMPACT REPORT (EIR), ADOPTING A MITIGATION MONITORING PROGRAM AND ADOPTING A STATEMENT OF OVERRIDING CONSIDERATIONS IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT, LOCATED AT 9040-9098 SANTA MONICA BOULEVARD, 9001-9035 MELROSE AVENUE AND 601-633 ALMONT DRIVE, WEST HOLLYWOOD, CALIFORNIA (MELROSE TRIANGLE). (ATTACHMENT A); 2.) Introduce on first reading Ordinance No.14-943 “AN ORDINANCE OF THE CITY COUNCIL 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). (ATTACHMENT B); and 3.) Continue the Public Hearing to October 6, 2014, with limited public testimony, and direct staff to return with a revised Resolution for approval that addresses the following issues: a) Almont cul-de-sac improvements, b) Specific traffic calming measures for the West Hollywood West neighborhood, c) Rangely Alley modifications or improvements, d) Analysis of improvements to the traffic signal on Santa Monica Blvd./Doheny, e) Development of a Traffic Demand Management Program for the entire project, f) Requirement to provide Metro passes for all residential tenants and commercial employees, and g) Consideration of restriction of commercial parking permits for businesses within the project. **Motion by Mayor D'Amico, seconded by Councilmember Duran and unanimously approved.**

4. **UNFINISHED BUSINESS: None**

5. **NEW BUSINESS:**

5.A. **INSTALLATION OF TEMPORARY HOLIDAY ICE RINK [J. HEILMAN, F. SOLOMON, J. DURAN, I. OWENS]:**

SUBJECT: This item authorizes staff to work with Rink Specialists to install a temporary ice skating rink at West Hollywood Park during the holiday season.

Mayor Pro Tempore Heilman and Councilmember Duran provided background information as outlined in the staff report dated August 18, 2014.

Mayor D'Amico proposed utilizing the north parking lot as an alternate location and expressed concern with the noise that may be projected from the chillers used for the rink. Mayor Pro Tempore Heilman clarified that he walked the site with Staff and discussed other locations but due to the size, configuration, and impact on the area, the proposed location was more fitting. He also stated that staff will work with the company to ensure the noise from the chillers is kept to a minimum.

ACTIONS: 1) Authorize staff to enter into an agreement with Rink Specialists for the temporary installation of an ice skating rink at West Hollywood Park; 2) Approve the waiver of all City fees related to the ice rink project; including, but not limited to, special event fees,

park/recreation fees, building & safety fees, and public safety fees; and 3) Authorize staff to negotiate all the terms of the agreement including the requirements that the operator bear all costs associated with the installation of the ice skating rink; that the operator provide sufficient proof of adequate liability insurance; and, that the operator agree to work with the City staff to provide ice skating lessons for children in West Hollywood. **Motion by Councilmember Prang, seconded by Councilmember Land, and unanimously approved.**

5.B. SET DATE FOR THE ANNUAL CONGRESS FOR COMMISSIONS AND ADVISORY BOARDS [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider scheduling the Annual Congress for Commissions and Advisory Boards.

ACTIONS: Council directed the City Clerk to schedule the Annual Congress for Commissions and Advisory Boards for October 8, 2014 from 6:30 pm – 8:30 p.m. **Motion by Councilmember Duran, seconded by Mayor D’Amico, unanimously approved.**

EXCLUDED CONSENT CALENDAR: None.

6. LEGISLATIVE: None

PUBLIC COMMENT:

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding comments made by a Planning Commissioner.

COUNCILMEMBER COMMENTS: None.

ADJOURNMENT: The City Council adjourned in memory of Albert Bowman, Robin Williams, James Brady, Michael Brown, Jr., CDP Staff Robert Jordan, Nicholas Edward Nicoletti, the Honorable Ed Little, and all the soldiers who died in Afghanistan since the last City Council meeting. The City Council adjourned at 10:38 p.m. to their next regular meeting, which will be on Monday, September 8, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.