

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
MONDAY, NOVEMBER 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 D'Amico called the meeting to order at 6:32 p.m.

PLEDGE OF ALLEGIANCE: Councilmember Prang 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 the closed session adjourned at 6:25 p.m. with no reportable action.

APPROVAL OF AGENDA:

Councilmember Prang requested that Item 5.A. and Item 5.C. be moved to the Consent Calendar as Item 2.N. and 2.P. respectively.

Councilmember Land requested that Item 5.B. be moved to the Consent Calendar as Item 2.O.

Mayor Pro Tempore Heilman requested that Item 5.D. be moved to the Consent Calendar as Item 2.Q.

Mayor D'Amico requested that Item 4.A. be moved to the Consent Calendar as Item 2.M.

Motion by Councilmember Land to approve the November 3, 2014 Agenda as amended, seconded by Mayor Pro Tempore Heilman and approved.

ADJOURNMENT MOTIONS:

Councilmember Prang requested that the meeting be adjourned in memory of Lisa Flynt, daughter of Larry Flynt. He also requested that the meeting be adjourned in

memory of the following soldier who died in Afghanistan since the last City Council meeting: Commander Christopher E. Kalafut (49).

PRESENTATIONS: None.

1. PUBLIC COMMENT:

TOM DEMILLE, WEST HOLLYWOOD, spoke in support of County Supervisor candidate Bobby Shriver.

RICK WATTS, WEST HOLLYWOOD, spoke regarding Disabilities Awareness Month.

A. LEE WALKUP, WEST HOLLYWOOD, spoke regarding the November 4, 2014 election.

JAMES KAZAKOS, WEST HOLLYWOOD, expressed kind words toward Councilmember Prang and wished him luck on his election.

MARY TURNER, SHERMAN OAKS, spoke on behalf of the LA Fellowes Program.

PAT DIXON, WEST HOLLYWOOD, spoke regarding an upcoming event featuring Sonny Fox.

MICHAEL WOJTKIELEWICZ, WEST HOLLYWOOD, spoke regarding a petition regarding AT&T cell sites.

ED BUCK, WEST HOLLYWOOD, expressed kind words toward Councilmember Prang and wished him luck on his election.

ANGEL RAMIREZ, WEST HOLLYWOOD, spoke on behalf of Southern California Edison and the upcoming infrastructure work in the City.

BEN COLEMAN, WEST HOLLYWOOD, spoke regarding creativity in local government.

LARRY BLOCK, WEST HOLLYWOOD, expressed kind words toward Councilmember Prang and wished him luck on his election. He also spoke regarding the Health and Wellness Fair sponsored by the Disabilities Advisory Board.

DOUGLAS HALL, WEST HOLLYWOOD, spoke in opposition to Item 3.C.

STEPHANIE J. HARKER, WEST HOLLYWOOD, spoke in support of Item 5.B.

BRADLEY KRAMER, WEST HOLLYWOOD, spoke regarding the recent Halloween Carnival.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Prang thanked everyone for their support and spoke briefly regarding his 18 year tenure on the City Council. He spoke regarding his candidacy for L.A. County Assessor and the timeline with which City Council can act should he resign from the Council.

Councilmember Duran thanked his colleagues for the supplemental funding for the Sober New Year's Eve event. He announced that November is Transgender Awareness Month and that November 20th is the Transgender Day of Remembrance. He thanked Lisa Belsanti, the Public Information Office (PIO), and the Council Deputies for the launch of the PSA on Pedestrian Safety. He congratulated staff on a great Halloween Carnival. He reported that he will be travelling to Austin, Texas representing the City at the National League of Cities Conference. He disclosed the consultants and individuals on the agenda that contributed to his campaign, and provided brief comments on Item 4.A.

Councilmember Land spoke regarding the November 4th election. She asked PIO to Tweet polling locations to ensure that residents know where to vote. She thanked Councilmember Duran for attending the kick-off of Transgender Awareness Month, and spoke regarding the upcoming televised Transgender Advisory Board meeting on Wednesday, November 12th at 7:00 p.m. She mentioned the 2nd Annual Wellness and Wellbeing event on Saturday, November 15th at the National Council of Jewish Women. She thanked everyone for a successful Halloween Carnival. She thanked her colleagues for their support of Item 5.C. She commented on the renewal of the contract between the City and Athens. She spoke regarding the upcoming Veteran's Day events. She also spoke regarding the upcoming Shared Economy Task Force meeting on Wednesday, November 19th at 5:00 p.m. at Plummer Park.

Mayor Pro Tempore Heilman thanked everyone for a successful Halloween Carnival, especially Public Safety staff and the West Hollywood Sheriffs and LA County Fire. He thanked the Disabilities Advisory Board, staff, and Cedars Sinai for their work on the Wellness Fair. He spoke briefly regarding the proposed contract between the City and Athens. He spoke regarding an upcoming International Gay and Lesbian event. He also spoke regarding Councilmember Prang's tenure and wished him luck.

Mayor D'Amico spoke regarding Councilmember Prang's tenure and wished him luck. He mentioned the Transgender Day of Remembrance on November 20th and encouraged everyone to attend this event, and also mentioned the *Transient* Art Event. He spoke regarding the statewide election and encouraged everyone to vote. He spoke regarding his participation at a regional affordable housing summit at UCLA. He mentioned the Disabilities Service Awards. He reported on a recent interview he did with PBS regarding West Hollywood being a "walkable city," which is set to air in January 2015. He spoke in support of Item 4.A., and the quality of the service provided by Athens. He disclosed that he received campaign contributions from individuals who are associated with Items 3.B., 3.C., 4.A. and 5.B. on the Agenda. Mayor D'Amico also announced that there is a tentative City Council meeting scheduled for Sunday,

November 9, 2014 at 9:00 a.m. in Council Chambers, pending the outcome of the November 4, 2014 election.

CITY MANAGER'S REPORT:

City Manager Arevalo expressed kind words toward Councilmember Prang and wished him luck on his election.

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$12,180,109.00 in expenditures, \$8,400,000.00 in potential revenue, and (\$4,700.00) 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. **Motion by Councilmember Land, seconded by Mayor D'Amico, and approved.**

2.A. POSTING OF AGENDA:

SUBJECT: The agenda for the meeting of Monday, November 3, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, October 30, 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 October 20, 2014. **Approved as part of the Consent Calendar.**

2.C. DEMAND REGISTER NO. 753, RESOLUTION NO. 14-4620:

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

ACTION: Approve Demand Register No. 753 and adopt Resolution No. 14-4620, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 753". **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 a routine administrative step in claims processing.

ACTION: Deny the claim of Manolo Gomez and refer him to the City's claims adjuster. **Approved as part of the Consent Calendar.**

2.E. ORDINANCE NO. 14-945 (2ND READING) ADOPTING BY REFERENCE, PURSUANT TO GOVERNMENT CODE SECTION 50022.2, THE LOS ANGELES COUNTY SANITARY SEWERS AND INDUSTRIAL WASTE ORDINANCE (TITLE 20, DIVISION 2 – LOS ANGELES COUNTY CODE) [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 14-945, to make Section 15.04 of the West Hollywood Municipal Code consistent with the latest version of Title 20 Division 2 of the Los Angeles County Code.

ACTION: Waive further reading and adopt Ordinance No. 14-945, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADOPTING BY REFERENCE, PURSUANT TO GOVERNMENT CODE SECTION 50022.2, THE LOS ANGELES COUNTY SANITARY SEWERS AND INDUSTRIAL WASTE ORDINANCE (TITLE 20, DIVISION 2 – LOS ANGELES COUNTY CODE)". **Approved as part of the Consent Calendar.**

2.F. COMMISSION ACTION REPORT:

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

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

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

SUBJECT: City Council will receive notification that three (3) Advisory Board members have exceeded the number of allowed absences in a twelve-month period.

ACTIONS: 1) City Council to receive notification that Drian Juarez and E. Jay Johnson have exceeded the number of allowed absences for the Transgender Advisory Board, and determine not to vacate the seat; and 2) Mayor D'Amico to receive notification that Valentina Matiji has exceeded the number of allowed absences for the Russian Advisory Board, and determine not to vacate the seat. **Approved as part of the Consent Calendar.**

2.H. SUPPLEMENTAL FUNDING FOR THE SOBER NEW YEAR'S EVE EVENT [J. DURAN, I. OWENS]:

SUBJECT: The City Council will consider allocating additional funding for the Second Annual Sober New Year's Eve event, which is being produced

by a consortium of non-profit agencies on December 31, 2014, at the West Hollywood Park Auditorium.

ACTIONS: 1) Approve the use of \$10,000 from budgeted City Council discretionary funds for costs associated with the event; and 2) Authorize the City Manager to sign all required documents relating to this item.

Approved as part of the Consent Calendar.

2.I. AGREEMENT FOR SERVICES WITH DUDEK [S. DEWOLFE, J. KEHO, B. SIEGL]:

SUBJECT: The City Council will consider authorizing an agreement for services with Dudek to prepare environmental analysis pursuant to the California Environmental Quality Act for proposed amendments to the Zoning Ordinance regarding off-site signage on Sunset Boulevard.

ACTIONS: 1) Authorize the City Manager to execute an Agreement for Services with Dudek in an amount not to exceed \$49,155; and 2) Authorize the Community Development Director to approve change orders to the contract in an amount not to exceed 10% of the contract amount.

Approved as part of the Consent Calendar.

2.J. AGREEMENT WITH ECS IMAGING, INC. [E. SAVAGE, D. GIUGNI]:

SUBJECT: The City Council will consider approval of an agreement with ECS Imaging, Inc. to provide document management software that will be used by the Social Services Division to improve efficiency in filing and searching for documents, and also enhance the Division's ability to record and analyze data related to the social service needs of the community.

ACTIONS: 1) Approve an agreement with ECS Imaging, Inc. in an amount not to exceed \$5,000.00 for the license and installation of document management software; and 2) Authorize the City Manager to execute the agreement. **Approved as part of the Consent Calendar.**

2.K. RECOGNITION AND PROMOTION OF NOVEMBER AS TRANSGENDER AWARENESS MONTH [K. COOK, B. SMITH, D. ESCOBEDO]:

SUBJECT: The City of West Hollywood will recognize November as Transgender Awareness Month.

ACTIONS: 1) Proclaim November as Transgender Awareness Month; 2) Authorize the use of the City name and logo on invitations, programs, and other collateral materials; 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) Approve the Transgender Award of Appreciation to be presented at a televised meeting of the Transgender Advisory Board on Wednesday, November 12; 5) Approve the use of City venues for Transgender Awareness Month events and a waiver of event permits, parking validations and associated fees. These events include, but are not limited to: a) Flag Raising Ceremony at 10:00AM on November 3 – Mathew Shepard Triangle; b) Announcement of Transgender Awareness Month at November 3 City

Council Meeting – City Council Chambers; c) Trans Experience L.A. on November 8 – City Council Chambers; d) Televised Transgender Advisory Board Meeting on November 12 – City Council Chambers; e) Transgender Wellness Fair on November 15 – National Council for Jewish Women; f) Transgender Job Fair on November 17 – National Council for Jewish Women; and g) Transgender Day of Remembrance and march on November 20 – West Hollywood Library; and 6) Authorize the Transgender flag to be flown over City Hall during the month of November and to be flown at half-staff on the Transgender Day of Remembrance, November 20. **Approved as part of the Consent Calendar.**

2.L. 2015 WEST HOLLYWOOD DOG SHOW UPDATE [J. DURAN, I. OWENS]:

SUBJECT: The City Council will consider approving a date change and allocating additional in-kind support for the 2015 West Hollywood Dog Show.

ACTIONS: 1) Approve co-sponsorship of the West Hollywood Dog Show event, authorizing the use of the City name and logo on invitations, programs, and other collateral materials; 2) Approve a not-to-exceed amount of \$1,300 in-kind support for the event; 3) Authorize the Recreation Services Division to work with the event producers to discuss logistics, organize, and publicize the event; 4) Authorize the Public Information Office to utilize all appropriate communications 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 and execute any necessary documents or forms relating to this event. **Approved as part of the Consent Calendar.**

2.M. (4.A.) APPROVAL OF AN UPDATED AGREEMENT WITH ATHENS SERVICES WHICH ENHANCES THE SCOPE OF SERVICES AND EXTENDS THE TERM OF THE AGREEMENT FOR INTEGRATED WASTE MANAGEMENT SERVICES [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider approving an updated Agreement with Athens Services for Integrated Solid Waste Management Services which enhances the scope of services and provides for extension of the contract term with specific ties to meeting performance requirements, as well as updates contract provisions for consistency with current best practice terms and conditions.

ACTIONS: 1) Approve an exclusive franchise to Arakelian Enterprises, Inc. d.b.a. Athens Services for the collection, transportation, recycling, and disposal of residential and commercial solid waste, recyclables, and green waste; and authorize the City Manager to sign the Agreement; and 2) Approve Amendment No. 2 to the professional services Agreement with R3 Consulting Group, Inc. in an amount not to exceed \$8,300 to provide technical assistance in drafting the new Agreement for Integrated Solid Waste Management Services between the City and Athens Services. **Approved as part of the Consent Calendar.**

2.N. (5.A.) APPROVE A FIVE YEAR AMENDMENT TO THE PARKING ENFORCEMENT SERVICES CONTRACT WITH SERCO, INC. [O. DELGADO, J. ROCCO, R. MARQUEZ]:

SUBJECT: The City Council will consider approval of a five year amendment to the agreement with Serco, Inc. to provide parking enforcement services.

ACTIONS: 1) Approve a five year contract amendment with Serco, Inc. to provide Parking Enforcement Services in an amount not to exceed \$2,382,617 for fiscal year 2015/2016, \$2,412,802 for fiscal year 2016/2017, \$2,399,145 for fiscal year 2017/2018, \$2,431,035 for fiscal year 2018/2019, \$2,463,140 for fiscal year 2019/2020; and 2) Authorize the City Manager to sign the amendment. **Approved as part of the Consent Calendar.**

2.O. (5.B.) SUNSET BLVD. GATEWAY ENTRANCE – 8225, 8228 & 8240 SUNSET BLVD. [O. DELGADO, S. CAMPBELL, H. COLLINS]:

SUBJECT: The City Council will consider a recommendation from the Public Facilities Commission, in response to an application by the property owner E.T. Legg & Associates, to re-designate eleven street tree sites in the Flowering Tree District adjacent to 8225, 8228 and 8240 Sunset Blvd to a Palm Tree District and to approve the request to remove two trees from the District adjacent to 8225 Sunset Boulevard and replace with alternate landscape materials.

ACTIONS: 1) Re-designate eleven street tree sites in the Eastern Flowering Tree District adjacent to 8225, 8228 and 8240 Sunset Boulevard to a Palm Tree District; 2) Authorize the removal of eleven existing flowering street trees adjacent to 8225, 8228 and 8240 Sunset Boulevard and permit the relocation of those trees to the adjacent private property at the applicant's sole expense; 3) Authorize the applicant to replace nine of the removed street trees with mature Mexican Fan Palms and replace two of the removed street trees with alternate low growing landscape materials at the applicant's sole expense; 4) Accept the terms of use for designated portions of the property at 8225 Sunset Blvd. for erection of a replacement "Welcome to West Hollywood" signage; 5) Accept the terms of use for designated portions of the property at 8225 Sunset Blvd. for the display of public art; and 6) Authorize the City Manager to sign a license agreement (Attachment "A"), for a term of not less than 15 years, with the E. T. Legg & Associates as outlined in this staff report. **Approved as part of the Consent Calendar.**

2.P. (5.C.) INCREASE IN THE GRANTS IN THE SCHOOLS PROGRAM BUDGET [A. LAND, J. ERICKSON]:

SUBJECT: The City Council will consider increasing the total budget of the West Hollywood Grants in the Schools Program.

ACTIONS: 1) Increase the budget for the Grants in the Schools Program from \$10,000 to \$24,000; 2) Authorize the Director of Finance &

Technology Services to allocate \$14,000 from unallocated reserves in the General Fund to account number 100-3-05-53-536025, Family & Community Programs, for the Grants in the Schools Program; and 3) Authorize the City Manager to sign and execute all necessary documents related to the additional funding for the Grants in the Schools Program. **Approved as part of the Consent Calendar.**

2.Q. (5.D.) DISCUSSION OF CITY COUNCIL MEETING SCHEDULE FOR CALENDAR YEAR 2015 AND SCHEDULING DATES FOR ELECTION AND INSTALLATION OF NEW MAYOR AND MAYOR PRO TEMPORE FOR 2015 [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider approving the City Council Regular Meeting Schedule for Calendar Year 2015, canceling or rescheduling several meetings throughout the year that conflict with holidays, and scheduling the dates for the election and installation of the new Mayor and Mayor Pro Tempore in 2015.

ACTIONS: 1) Consider cancelling the meeting of January 5, 2015; 2) Reschedule the meeting of January 19, 2015 to January 20, 2015; 3) Reschedule the meeting of February 16, 2015 to February 17, 2015; 4) Reschedule the meeting of September 7, 2015 to September 8, 2015; 5) Schedule the election of the new Mayor and Mayor Pro Tempore for March 16, 2015; 6) Schedule the installation of the new Mayor and Mayor Pro Tempore for April 20, 2015; and 7) Approve the City Council Regular Meeting Schedule for Calendar Year 2015. **Approved as part of the Consent Calendar.**

3. PUBLIC HEARINGS:

3.A. PROPOSED RESOLUTION FINDING THE CITY TO BE IN CONFORMANCE WITH THE CONGESTION MANAGEMENT PROGRAM (CMP) [S. DEWOLFE, J. KEHO, B. SIEGL, B. CHEUNG]:

SUBJECT: The City Council will hold a public hearing to consider adopting a resolution finding the City to be in conformance with the Los Angeles County Congestion Management Program (CMP).

This Item was noticed as required by law.

Bob Cheung, Senior Transportation Planner, provided background information as outlined in the staff report dated November 3, 2014.

Mayor D'Amico opened the public hearing and no speakers came forward.

Mayor D'Amico closed the public hearing.

ACTION: Adopt Resolution No. 14-4621, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD FINDING THE CITY

TO BE IN CONFORMANCE WITH THE LOS ANGELES COUNTY CONGESTION MANAGEMENT PROGRAM (CMP) AND ADOPTING

THE CMP LOCAL DEVELOPMENT REPORT, IN ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 65089”.

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

3.B. AMENDMENT TO THE ZONING ORDINANCE FOR A NEIGHBORHOOD OVERLAY DISTRICT, DESIGN GUIDELINES AND MAP AMENDMENT PLACING THE OVERLAY ON R1-B PARCELS IN THE WEST HOLLYWOOD WEST NEIGHBORHOOD [S. DEWOLFE, J. KEHO, D. DEGRAZIA, S. REICH]:

SUBJECT: The Council will consider a Zone Text Amendment, Zone Map Amendment and associated Design Guidelines for the West Hollywood West neighborhood.

This Item was noticed as required by law.

Stephanie Reich, Urban Designer, provided background information as outlined in the staff report dated November 3, 2014.

Consultants Gerdo Aquino and Janna Purser of SWA Group, provided additional information on the item.

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

WILLIAM DOEBLER, WEST HOLLYWOOD, spoke in support of the Item, with the exception of the wall setback requirement.

DOUGLAS BERNARD, WEST HOLLYWOOD, spoke in support of the Item, with the exception of the wall setback requirement.

LAUREN MEISTER, WEST HOLLYWOOD, spoke in support of the Item.

RICHARD GIESBRET, WEST HOLLYWOOD, spoke in support of the Item.

POPPIE HARRIS, WEST HOLLYWOOD, spoke regarding the various items identified in the Design Guidelines.

SHERIE STARK, WEST HOLLYWOOD, spoke in support of the Item.

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

ANDREA KELLER, LOS ANGELES, spoke on behalf of the working group and in support of the Item.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke in support of the Item.

BRADLEY KRAMER, WEST HOLLYWOOD, spoke regarding some of the specific design guidelines.

KIERAN MCKIERNAN, WEST HOLLYWOOD, spoke regarding the elimination of balconies.

JANNA LEVENSTEIN, WEST HOLLYWOOD, spoke regarding the dissenting comments made during public comment.

Mayor D'Amico closed the public hearing.

Councilmember Duran spoke in support of the Item and requested that Staff return in 18 months to review the guidelines and determine if they are indeed making a difference in the neighborhood.

Mayor Pro Tempore Heilman thanked everyone involved in the process. He spoke regarding tolerance and behavior during the Council meeting. He asked staff for further clarification regarding various items in the guidelines.

Councilmember Land thanked everyone involved in the process. She spoke in support of staff returning in 18 months to review the guidelines.

Councilmember Prang thanked everyone who participated in the process and spoke in support of the Item.

Mayor D'Amico spoke regarding the 5-foot balcony screen and requested that the item be a part of the design guidelines but not part of the ordinance. He also spoke in support of a review in 18 months.

ACTION: Introduce on first reading ORDINANCE No. 14-946: "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD, ADOPTING ZONE TEXT AMENDMENT 14-0006 FOR THE WEST HOLLYWOOD WEST NEIGHBORHOOD OVERLAY DISTRICT" (ATTACHMENT A); 2) Introduce on first reading ORDINANCE No. 14-947: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING ZONING MAP AMENDMENT ZMA14-0005 PLACING ALL R1B PROPERTIES BETWEEN DOHENY DRIVE, LA CIENEGA BOULEVARD, MELROSE AVENUE AND BEVERLY BOULEVARD, IN THE WEST HOLLYWOOD WEST NEIGHBORHOOD OVERLAY ZONE, WEST HOLLYWOOD, CALIFORNIA" (ATTACHMENT B); 3) Adopt RESOLUTION No. 14-4622: "A RESOLUTION OF THE CITY COUNCIL

OF THE CITY OF WEST HOLLYWOOD, ADOPTING DESIGN GUIDELINES ASSOCIATED WITH THE NEIGHBORHOOD OVERLAY DISTRICT FOR THE WEST HOLLYWOOD WEST NEIGHBORHOOD (WHWNOD)” (ATTACHMENT C); 4) Remove the requirements regarding balconies from the Ordinance and include it in the design guidelines with final approval to be determined by the Community Development Department; and 5) Return to Council in eighteen months to review the approved guidelines and make any necessary revisions. **Motion by Councilmember Duran, seconded by Councilmember Prang, and approved.**

3.C. REQUEST TO REPLACE A ROOF-MOUNTED SIGN WITH A 14 FT. x 48 FT., TWO-SIDED BILLBOARD ATOP A POLE LOCATED AT 9015 SUNSET BOULEVARD [S. DEWOLFE, D. DEGRAZIA, A. GALLO]:

SUBJECT: The City Council will consider a request to replace a double-sided roof-mounted sign with a 14 ft. x 48 ft. billboard atop a pole. The top of the billboard structure will have a maximum height of 110 ft. The proposed project is located at 9015 Sunset Boulevard.

This Item was noticed as required by law.

Adrian Gallo, Associate Planner, provided background information as outlined in the staff report dated November 3, 2014.

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

AARON GREENE AND ANDREW BILANZICH, spoke on behalf of the applicant.

CHELSEA BLECHMAN, WEST HOLLWYOOD, spoke in opposition to the Item.

ESTHER BAUM, WEST HOLLYWOOD, spoke in support of the Item.

NIK ADLER, WEST HOLLYWOOD, spoke in support of the Item.

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

SHEILA LIGHTFOOT, WEST HOLLYWOOD, spoke in support of the Item.

TODD STEADMAN, REPRESENTING THE SUNSET STRIP BUSINESS ASSOCIATION, spoke in support of the Item.

STEVE MARTIN, WEST HOLLYWOOD, spoke in support of the Item.

Councilmember Prang spoke regarding the robocalls and mailers that were sent to residents regarding this item. He discussed possible mitigation efforts to address some of the height concerns.

Councilmember Duran spoke in support of the Item, but expressed concern with the design of the pole.

Councilmember Land thanked the speakers and staff for their work on this Item. She also expressed concern with the design of the pole.

Mayor Pro Tempore Heilman commented that he supports replacing the existing billboard, but expressed concern with the height and design.

Mayor D'Amico spoke in support of the design, but stated that it may not be the right fit for this particular site. He spoke in support of a signage plan for the site, but expressed that he could not support the design as is.

ACTION: 1) Continue the Public Hearing to a date uncertain; and 2) Direct staff to work with the applicant on the height of the sign, as well as a signage plan for better integration at the site. **Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Land and approved.**

4. UNFINISHED BUSINESS:

4.A. APPROVAL OF AN UPDATED AGREEMENT WITH ATHENS SERVICES WHICH ENHANCES THE SCOPE OF SERVICES AND EXTENDS THE TERM OF THE AGREEMENT FOR INTEGRATED WASTE MANAGEMENT SERVICES [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider approving an updated Agreement with Athens Services for Integrated Solid Waste Management Services which enhances the scope of services and provides for extension of the contract term with specific ties to meeting performance requirements, as well as updates contract provisions for consistency with current best practice terms and conditions.

ACTION: Approved as part of the Consent Calendar.

5. NEW BUSINESS:

5.A. APPROVE A FIVE YEAR AMENDMENT TO THE PARKING ENFORCEMENT SERVICES CONTRACT WITH SERCO, INC. [O. DELGADO, J. ROCCO, R. MARQUEZ]:

SUBJECT: The City Council will consider approval of a five year amendment to the agreement with Serco, Inc. to provide parking enforcement services.

ACTION: Approved as part of the Consent Calendar.

5.B. SUNSET BLVD. GATEWAY ENTRANCE – 8225, 8228 & 8240 SUNSET BLVD. [O. DELGADO, S. CAMPBELL, H. COLLINS]:

SUBJECT: The City Council will consider a recommendation from the Public Facilities Commission, in response to an application by the property owner E.T. Legg & Associates, to re-designate eleven street tree sites in the Flowering Tree District adjacent to 8225, 8228 and 8240 Sunset Blvd to a Palm Tree District and to approve the request to remove two trees from the District adjacent to 8225 Sunset Boulevard and replace with alternate landscape materials.

ACTION: Approved as part of the Consent Calendar.

5.C. INCREASE IN THE GRANTS IN THE SCHOOLS PROGRAM BUDGET [A. LAND, J. ERICKSON]:

SUBJECT: The City Council will consider increasing the total budget of the West Hollywood Grants in the Schools Program.

ACTION: Approved as part of the Consent Calendar.

5.D. DISCUSSION OF CITY COUNCIL MEETING SCHEDULE FOR CALENDAR YEAR 2015 AND SCHEDULING DATES FOR ELECTION AND INSTALLATION OF NEW MAYOR AND MAYOR PRO TEMPORE FOR 2015 [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider approving the City Council Regular Meeting Schedule for Calendar Year 2015, canceling or rescheduling several meetings throughout the year that conflict with holidays, and scheduling the dates for the election and installation of the new Mayor and Mayor Pro Tempore in 2015.

ACTION: Approved as part of the Consent Calendar.

EXCLUDED CONSENT CALENDAR: None.

6. LEGISLATIVE: None

PUBLIC COMMENT:

JEANNE DOBRIN, WEST HOLLYWOOD, apologized for her comments during recent meetings.

COUNCILMEMBER COMMENTS:

Mayor Pro Tempore Heilman requested that the City Attorney clarify the need for a tentative City Council meeting scheduled for Sunday, November 9, 2014 at 9:00 a.m.

City Attorney Jenkins provided further clarification on Council's options and the timeline for filling the possible vacancy of Councilmember Prang should he be elected as L.A. County Assessor.

ADJOURNMENT: The City Council adjourned at 9:43 p.m. in memory of Lisa Flynt and the soldier who died in Afghanistan since the last City Council meeting. The Council adjourned to a meeting scheduled for Sunday, November 9, 2014 at 9:00 a.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 17th day of November, 2014 by the following vote:

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

JOHN D'AMICO, MAYOR

ATTEST:

YVONNE QUARKER, CITY CLERK