

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, SEPTEMBER 21, 2015  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**6:30 P.M. – REGULAR MEETING**

**CALL TO ORDER:** Mayor Horvath called the meeting to order at 6:43 p.m.

**PLEDGE OF ALLEGIANCE:** Allegra Allison led the Pledge of Allegiance.

**ROLL CALL:**

**PRESENT: Councilmember D’Amico, Councilmember Duran,  
Councilmember Heilman, Mayor Pro Tempore Meister, and  
Mayor Horvath**

**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; no items were added to the Agenda. He stated that Closed Session adjourned with no reportable action.

**APPROVAL OF AGENDA:**

Mayor Pro Tempore Meister requested that Items 2.Y. and 2.CC. be moved to Excluded Consent. She also requested that Item 2.LL. be tabled to a date uncertain.

Councilmember Duran requested that Items 5.D. and 6.A. be moved to the Consent Calendar as Items 2.NN. and 2.OO. respectively.

Councilmember Heilman requested that Items 2.N. and 2.KK. be moved to Excluded Consent.

**Motion by Councilmember Duran, seconded by Councilmember Heilman, to approve the September 21, 2015 agenda as amended and approved.**

**ADJOURNMENT MOTIONS:**

Mayor Pro Tempore Meister requested that the meeting be adjourned in memory of Sybil Blumstein the founder of Ed’s Coffee Shop.

Councilmember Heilman requested that the meeting be adjourned in memory of Author Jackie Collins.

Councilmember Duran requested that the meeting be adjourned in memory of David Carter. He requested that the meeting be adjourned in memory of Janis Martin. He also requested that the meeting be adjourned in memory of Anthony Carter.

Mayor Horvath requested that the meeting be adjourned in memory of Reyna Encarnacion. She also asked that the meeting be adjourned in memory of the following soldiers who died in Afghanistan since the last City Council meeting: Captain Matthew D. Roland (27) and Staff Sergeant Forrest B. Sibley (31).

### **PRESENTATIONS:**

Councilmember D'Amico presented a Proclamation to Jeanne Dobrin honoring her 95th Birthday.

Mayor Pro Tempore Meister presented a Proclamation to Erik Logan, President of the Oprah Winfrey Network, in recognition of "OWN: Oprah Winfrey Network Volunteers".

Mayor Horvath presented Plaques for Service to Los Angeles County Fire Department Deputy Chief Anthony Whittle and Director of Training Patrick Errett.

### **1. PUBLIC COMMENT:**

MAY DAVOUDIAN, WEST HOLLYWOOD, spoke regarding Item 2.J.

ROB BERGSTEIN, WEST HOLLYWOOD, spoke regarding Items 2.K. and 2.LL.

ESTHER BAUM, WEST HOLLYWOOD, spoke regarding Items 2.LL.

DONALD ELMBLAD, WEST HOLLYWOOD, spoke regarding Items 2.J., 2.N., 2.EE.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke regarding Item 2.LL.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke regarding Items 2.K. and 2.LL.

EDWARD LEVIN, WEST HOLLYWOOD, spoke regarding licensed architect requirements in the City.

NIR ZILBERMAN, WEST HOLLYWOOD, spoke regarding the spirit of West Hollywood and the Love No Hate Center in West Hollywood.

YANN GABRIEL, WEST HOLLYWOOD, spoke regarding the Love No Hate Center and the nursing services provided at the Center.

GRACIELA IPARRAGUIRRE, WEST HOLLYWOOD, spoke regarding the elimination of the Deputy system at City Hall.

A. LEE WALKUP, WEST HOLLYWOOD, spoke regarding the Poverty Matters forum last week.

LARRY BLOCK, WEST HOLLYWOOD, spoke regarding Item 2.LL.

**The following individual did not wish to speak, but wanted to express support for the Item 2K: Ty Geltmaker**

**The following individuals did not wish to speak, but wanted to express support for the Item 6A which was moved to the Consent Calendar: Michael Dolan and Jay Fuentes.**

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

Councilmember Heilman thanked Public Safety, Human Services, and Facilities staff for their response to the flood at 838 West Knoll. He also thanked Special Events and Public Safety staff for their hard work with the Emmy Awards events. He spoke regarding public comment made by resident Ed Levin and directed the City Attorney to investigate the issue. He wished the Jewish community a Happy New Year and Yom Kippur.

Councilmember D'Amico indicated his "no" votes on Items 2.F., 2.Q., 2.X., and 6.A. He requested clarification on Item 2.K. He provided his campaign disclosures.

Councilmember Duran expressed his concerns with Item 2.LL. and thanked Mayor Pro Tempore Meister for tabling the item to allow for further engagement of community members and stakeholders.

Mayor Pro Tempore Meister also thanked staff, the Red Cross, public safety, and the Mayor for their swift response to the residents of 838 West Knoll. She spoke regarding her recent attendance at the Westside Cities Council of Governments meeting and stated that there were presentations made by SCAG on their regional transportation planning efforts and from Metro on their Bicycle Share Program. She reported that Metro chose a different vendor than the vendor selected by West Hollywood, Santa Monica, and Beverly Hills and expressed concern with this possibly leading to issues with interoperability, branding, payment methods and overall customer confusion. She congratulated Staff on the successful Teen Center Open House, and she wished everyone a Happy Jewish New Year. She indicated her "no" vote on Item 2.F., and thanked Councilmember Heilman for bringing forward Item 2.K. She spoke regarding 4.A. and 2.K. and asked that the City Attorney look into penalties, such as revoking the Conditional Use Permit or Certificate of Occupancy for new and recently approved projects that are not in compliance with the City's Ordinance on short-term rentals. She spoke regarding Item 2.M. and suggested that the working group be composed of a minimum of 7 design professionals, licensed landscape architects, sustainable design

oriented consultants, a licensed architect recognized for achievements in sustainable design and familiar with Green codes, local WeHo architects familiar with the City's policies and capacity, a licensed civil engineer who knows storm water regulations, an AIA designated representative, an ASLA designated representative and a citizen advisory member. She also requested that the working group be chaired by someone other than staff. She spoke regarding the list of tasks and suggested that the group look at identifying redundancies in current policies and adopted state and local ordinances, review current city procedures regarding verifying compliance and make recommendations regarding moving forward, re-examine current code incentives and bonuses to determine if they are needed or if codes are already required by state law and make recommendations to Council on best practices for future staffing and review procedures. She spoke regarding Item 2.BB. and requested that staff add the extension of the Purple Line as a possible alternative. She thanked the Mayor for bringing forward Item 2.DD., and spoke regarding a possible trial program using a glow-in-the-dark spray for cyclists and their equipment. She also thanked the Mayor for Item 2.GG., emphasizing how important it will be to save existing affordable and work force units and to beef up the City's housing trust fund if HOME funds are cut..

Mayor Horvath also expressed her thanks for the quick response of staff and first responders to those residents of 838 West Knoll, and expressed her disappointment that the residents had to be evacuated again. She stated that she is in constant contact with the County and will continue to monitor the situation to ensure that the residents return home to a safe environment. She discussed Item 2.DD. and hopes it encourages cyclist to bike from West Hollywood to Century City. She asked the City Manager to address the recent redevelopment decision and what that means to the City. She asked the City Attorney to address the recent passage of SB 415, the voting bill and what that means for the City and how we can educate our residents. She mentioned that September is Disaster Awareness Month and how West Hollywood residents can prepare. She spoke regarding red curbs in between metered spaces and asked the City Manager to work with staff to remove those that are no longer needed. She spoke regarding a recent listing on Trip Advisor regarding stays at the Huxley and that Code Compliance is working with the owner so that this doesn't happen again. She spoke regarding the upcoming Sept. 26<sup>th</sup> WeHo Banned Books event in Council Chambers, the upcoming E-Waste event scheduled for Sept 27 and wished John Viscott a Happy Birthday. She introduced Council Support Staff member Seantea Burroughs. She also spoke regarding an upcoming West Basin Municipal Water District Forum scheduled for Oct. 9<sup>th</sup> on drought and water issues.

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

City Manager Arevalo indicated that staff is working on a Council meeting "look ahead" schedule and will be submitting a draft to the Council; which will then be incorporated into the agenda packet for better meeting management. He also spoke regarding a City-wide consolidated calendar that will be available to Council and Staff in October and shortly thereafter made available to the public online. He spoke regarding staff working on scheduling a Council retreat. He spoke regarding Mayor Horvath's comments regarding red curbs and indicated that staff is working to remove them. He

reported on the bill that is on Governor Brown's desk that will return some redevelopment funds to cities. He indicated that approximately 50% will be returned to cities and hopes it is signed shortly. He stated that if it's approved, Staff will return with strategies to allocate the funds. He thanked the Mayor, the West Hollywood Chamber of Commerce and Revenue Manager John Leonard, who worked tirelessly to have the funds returned.

City Attorney Jenkins stated that he will provide a report on SB 415 at a future meeting.

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

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$5,819,595 in expenditures, \$72,000 in potential revenue, and (\$856) in waived fees.

## **2. CONSENT CALENDAR:**

**ACTION:** Approve the Consent Calendar, as amended, 2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,K.,L.,M.,O.,P.,Q.,R.,S.,T.,U.,V.,W.,X.,Z.,AA.,BB.,DD.,EE.,FF.,GG.,HH.,II.,JJ.,MM.,NN,OO. Motion by Councilmember Duran, seconded by Councilmember Heilman, and approved.

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

*SUBJECT: The agenda for the meeting of Monday, September 21, 2015 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Tuesday, , September 15, 2015.*

**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 August 17, 2015. **Approved as part of the Consent Calendar.**

### **2.C. DEMAND REGISTER NO. 771, RESOLUTION NO. 15-4752:**

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

**ACTION:** Approve Demand Register No. 771 and adopt Resolution No. 15-4752, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 771". **Approved as part of the Consent Calendar.**

### **2.D. TREASURER'S REPORT FOR JULY 2015 [D. WILSON, L. QUIJANO, K. BARENG, N. CORONADO]:**

*SUBJECT: The City Council will receive the Treasurer's Report for the month ended July 2015 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. 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 Toni Arleen Moss, Safeco Ins. Co. a/s/o Joshua Frommer, Gary Holtzman, Julia Micsan and Christian Gonzalez and refer to the City's claims adjuster for action. **Approved as part of the Consent Calendar.**

**2.F. ORDINANCE NO. 15-960 (2ND READING) ADOPTING A SPECIFIC PLAN (014-002) WITH A ZONE TEXT AMENDMENT AMENDING WHMC 19.14.020, AND ADDING A NEW SECTION TO CHAPTER 19.16 OF THE WHMC; AND ADOPTING A ZONE MAP AMENDMENT (012-017) TO CHANGE THE ZONING DESIGNATION OF THE PROJECT SITE TO "8899 BEVERLY SPECIFIC PLAN" AND "WEST HOLLYWOOD WEST NEIGHBORHOOD OVERLAY DISTRICT" IN CONJUNCTION WITH A MIXED-USE DEVELOPMENT LOCATED AT 8899 BEVERLY BOULEVARD AND 8846 – 8908 ROSEWOOD AVENUE, WEST HOLLYWOOD, CALIFORNIA [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 15-960 adopting a Specific Plan (014-002) with a Zone Text Amendment amending WHMC 19.14.020, and adding a new section to Chapter 19.16 of the WHMC; and adopting a Zone Map Amendment (012-017) to change the zoning designation of the project site to "8899 Beverly Specific Plan" and "West Hollywood West Neighborhood Overlay District" in conjunction with a mixed-use development located at 8899 Beverly Boulevard and 8846 – 8908 Rosewood Avenue, West Hollywood, California.*

**ACTION:** Waive further reading and adopt Ordinance No. 15-960, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD TO ADOPT A SPECIFIC PLAN (014-002) WITH A ZONE TEXT AMENDMENT AMENDING WHMC 19.14.020, AND ADDING A NEW SECTION TO CHAPTER 19.16 OF THE WHMC; AND ADOPT A ZONE MAP AMENDMENT (012-017) TO CHANGE THE ZONING DESIGNATION OF THE PROJECT SITE TO "8899 BEVERLY SPECIFIC PLAN" AND "WEST HOLLYWOOD WEST NEIGHBORHOOD OVERLAY DISTRICT" IN CONJUNCTION WITH A MIXED-USE DEVELOPMENT LOCATED AT 8899 BEVERLY BOULEVARD AND 8846 – 8908 ROSEWOOD AVENUE, WEST HOLLYWOOD, CALIFORNIA". **Approved as part of the Consent Calendar, with Councilmember D'Amico and Mayor Pro Tempore Meister voting "no".**

**2.G. ORDINANCE NO. 15-961 (2ND READING) AMENDING CHAPTER 9.51 OF THE WEST HOLLYWOOD MUNICIPAL CODE REGARDING THE SALE OF FUR APPAREL PRODUCTS WITHIN THE CITY [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 15-961 amending Chapter 9.51 of the West Hollywood Municipal Code regarding the sale of fur apparel products within the City.*

**ACTION:** Waive further reading and adopt Ordinance No. 15-961 "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 9.51 OF THE WEST HOLLYWOOD MUNICIPAL CODE REGARDING THE SALE OF FUR APPAREL PRODUCTS WITHIN THE CITY". **Approved as part of the Consent Calendar.**

**2.H. ORDINANCE NO. 15-962 (2ND READING) CREATING AN EXPEDITED, STREAMLINED PERMITTING PROCESS FOR SMALL RESIDENTIAL ROOFTOP SOLAR SYSTEMS [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 15-962 creating an expedited, streamlined permitting process for small residential rooftop solar systems.*

**ACTION:** Waive further reading and adopt Ordinance No. 15-962, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD TO CREATE AN EXPEDITED, STREAMLINED PERMITTING PROCESS FOR SMALL RESIDENTIAL ROOFTOP SOLAR SYSTEMS". **Approved as part of the Consent Calendar.**

**2.I. COMMISSION AND ADVISORY BOARD ACTION REPORTS:**

*SUBJECT: The City Council will receive reports from the Arts and Cultural Affairs Commission, Business License Commission, Human Services Commission, Planning Commission, Transportation Commission, Disabilities Advisory Board, Lesbian and Gay Advisory Board, Russian Advisory Board, Senior Advisory Board and Transgender Advisory Board on actions taken at their recent meetings.*

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

**2.J. REPORT ON FEASIBILITY OF REQUIRING REPORTING OF RENT INCREASES IN RENTAL UNITS THAT ARE EXEMPT FROM THE RENT STABILIZATION ORDINANCE [M. JENKINS]:**

*SUBJECT: On July 20, 2015, the City Council directed the City Attorney to determine whether the City may require landlords of buildings that receive a Certificate of Occupancy after July 1, 1979 and are exempt from the City's Rent Stabilization Ordinance to disclose average annual rent increases and report back within 90 days. The City may adopt the proposed requirement.*

**ACTION:** Direct the City Attorney to prepare an ordinance requiring landlords of buildings that receive a Certificate of Occupancy after July 1, 1979 and are hence exempt from the City's Rent Stabilization Ordinance to report average annual rent increases to the City. **Approved as part of the Consent Calendar.**

**2.K. REQUEST FOR ORDINANCE RESTRICTING NEW RESIDENTIAL DEVELOPMENTS TO NON-TRANSIENT USE [J. HEILMAN, M. JENKINS]:**

*SUBJECT: The City Council will consider directing the City Attorney to prepare an ordinance amending the Zoning Code to prohibit the use of residential dwelling units for corporate housing and other similar uses involving the unaccompanied overnight lodging of individuals other than the owner (in the case of a condominium or house) or lessee (in the case of an apartment).*

**ACTION:** Direct the City Attorney to prepare an ordinance amending the Zoning Code to prohibit the use of residential dwelling units for corporate housing and other similar uses involving the unaccompanied overnight lodging of individuals other than the owner (in the case of a condominium or house) or lessee (in the case of an apartment). **Approved as part of the Consent Calendar.**

**2.L. PUBLIC SAFETY UPDATE [K. COOK, G. HONINGS, L. CLAUS, J. AUBEL]:**

*SUBJECT: The City Council will receive an update on public safety activities and provide additional direction to staff at the next Council Meeting on October 5, 2015.*

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

**2.M. GREEN BUILDING ORDINANCE STANDARDS ANALYSIS AND COMPOSITION OF SUSTAINABILITY WORKING GROUP [S. DEWOLFE, J. KEHO, B. SIEGL, G. SRAPYAN]:**

*SUBJECT: The City Council will receive an update regarding (1) the City's Green Building Program and (2) the composition of a Sustainability Working Group that will be tasked with reassessing West Hollywood's green building standards.*

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

**2.N. COORDINATION OF COMMUNICATIONS AND REPORTING AND TRACKING OF ADVERSE EVENTS AND OTHER COMMUNITY FEEDBACK [L. MEISTER, J. D'AMICO, A. LOVANO]:**

*SUBJECT: The City Council will consider directing the City Manager to develop internal policies and procedures to improve the coordination of communications to report and track adverse events and other community feedback.*

**ACTIONS:** This Item was moved to Excluded Consent.

**2.O. AGREEMENT FOR SERVICES WITH BIGBELLY SOLAR, INC. [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT: The City Council will consider approval of an agreement for services with Bigbelly Solar, Inc. for procurement and installation of 6 Big Belly solar compactor streetside waste/recycling receptacles.*



**ACTION:** Approve an Agreement for Services in an amount not to exceed \$31,234 with BigBelly Solar, Inc. for procurement and installation of 6 BigBelly solar compactor streetside waste/recycling receptacles; and authorize the City Manager or designee to execute documents incident to the Agreement. **Approved as part of the Consent Calendar.**

**2.P. AGREEMENT FOR SERVICES WITH FUSIONSTORM [D. WILSON, E. TSIPIS, J. DUNCAN]:**

*SUBJECT: The City Council will consider approving an Agreement for Services with FusionStorm to replace the City's 2 existing SANs.*

**ACTIONS:** 1) Approve an Agreement for Services with FusionStorm for a total not-to-exceed amount of \$300,000 to replace the City's two existing SANs; and 2) Authorize the City Manager or designee to execute documents incident to the Agreement. **Approved as part of the Consent Calendar.**

**2.Q. AGREEMENT WITH KEYSER MARSTON ASSOCIATES, INC. FOR TECHNICAL ASSISTANCE AND ANALYSIS SERVICES RELATED TO HOUSING [E. SAVAGE, P. NOONAN]:**

*SUBJECT: The City Council will consider approving an agreement for services with Keyser Marston Associates, Inc. to provide technical assistance on housing matters.*

**ACTIONS:** 1) Approve the agreement for services with Keyser Marston Associates in an amount not to exceed \$10,000 for housing analysis services; and 2) Authorize the City Manager or designee to execute the agreement. **Approved as part of the Consent Calendar, noting Councilmember D'Amico's "No" vote.**

**2.R. AGREEMENT FOR SERVICES WITH LATITUDE GEOGRAPHICS GROUP, LTD [D. WILSON, E. TSIPIS, J. DUNCAN]:**

*SUBJECT: The City Council will consider approving an Agreement for Services with Latitude Geographics Group, Ltd. to create a web based GIS Portal for the City.*

**ACTIONS:** 1) Approve an Agreement for Services with Latitude Geographics Group, Ltd for a total not-to-exceed amount of \$60,000 to create a web-based GIS portal; and 2) Authorize the City Manager or designee to execute documents incident to the Agreement. **Approved as part of the Consent Calendar.**

**2.S. AGREEMENT FOR SERVICES WITH MAGELLAN ADVISORS, LLC [D. WILSON, E. TSIPIS, J. DUNCAN]:**

*SUBJECT: The City Council will consider approving an Agreement for Services with Magellan Advisors, LLC to help the City create a fiber network infrastructure and services strategic plan.*

**ACTIONS:** 1) Approve an Agreement for Services with Magellan Advisors, LLC for a total not-to-exceed amount of \$90,000 over two years

to create a fiber network infrastructure and services strategic plan; and 2) Authorize the City Manager or designee to execute documents incident to the Agreement. **Approved as part of the Consent Calendar.**

**2.T. AGREEMENTS FOR SERVICES WITH W.A. RASIC CONSTRUCTION AND MNR CONSTRUCTION, INC. [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT* The City Council will consider the approval of agreements for services with W.A. Rasic Construction and MNR Construction, Inc. to provide on-call emergency sewer repair and construction services.

**ACTION:** 1) Approve a two year Agreement for Services with W.A. Rasic Construction in the amount not-to-exceed \$100,000 to provide on-call emergency sewer repair and construction services; 2) Approve a two year Agreement for Services with MNR Construction, Inc. in the amount not-to-exceed \$100,000 to provide on-call emergency sewer repair and construction services; and 3) Authorize the City Manager or designee to execute documents incident to the Agreements. **Approved as part of the Consent Calendar.**

**2.U. AMENDMENT TO THE AGREEMENT FOR SERVICES WITH MYDATT SERVICES, INC. D/B/A BLOCK BY BLOCK TO PROVIDE SECURITY AMBASSADOR SERVICES WITHIN THE BOUNDARIES OF THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT IN IMPLEMENTATION OF THE FISCAL YEAR 2015-2016 DISTRICT BUDGET [K. COOK, B. SMITH, M. LOUIE, L. MINNICH]:**

*SUBJECT:* The City Council will consider amending the agreement for security ambassador services with Mydatt Services, Inc. d/b/a Block by Block, to provide service within the boundaries of the Sunset Strip Business Improvement District (District) to increase the not-to-exceed amount of the Agreement in implementation of the fiscal year 2015-2016 District budget.

**ACTIONS:** 1) Approve an Amendment to the Agreement for Services dated August 18, 2015 with Mydatt Services, Inc. d/b/a Block by Block, increasing the not-to-exceed amount by \$166,245, for a revised total not-to-exceed amount of \$191,245 for security ambassador services within the boundaries of the Sunset Strip Business Improvement District; and 2) Authorize the City Manager to execute all documents related to the Amendment. **Approved as part of the Consent Calendar.**

**2.V. AMENDMENT TO THE AGREEMENT FOR SERVICES WITH OMEGA CONSTRUCTION COMPANY, INC. [O. DELGADO, S. CAMPBELL, H. COLLINS]:**

*SUBJECT:* The City Council will consider amending the Agreement for Services with Omega Construction Company, Inc. to increase the not-to-exceed amount of the Agreement.

**ACTIONS:** 1) Approve the First Amendment to the Agreement for Services with Omega Construction Company, Inc. in the amount \$300,000 for On-Call Tenant Improvements for City Facilities, resulting in a total not-

to-exceed amount of \$930,782.97; and 2) Authorize the City Manager or designee to execute documents incident to the Agreement. **Approved as part of the Consent Calendar.**

**2.W. AGREEMENT FOR EXTENSION OF CONTRACT FOR REALTIME CLOSED CAPTIONING OF LIVE COVERAGE ON WEHOTV [S. BAXTER, L. BELSANTI, K. EGENBERGER]:**

*SUBJECT: The City Council will consider authorizing an extension of the Agreement for Services with VITAC Corporation for realtime captioning of live television broadcasts of City meetings and other live City programming.*

**ACTIONS:** 1) Approve an extension of the original two year agreement with VITAC for realtime captioning of City meetings from January 1, 2016 to June 30, 2016, and increase the original not-to-exceed amount of \$38,000 by an additional \$16,000; and 2) Authorize the City Manager to sign and execute all necessary documents. **Approved as part of the Consent Calendar.**

**2.X. AMENDMENT TO THE AGREEMENT FOR SERVICES WITH SOCIAL VOCATIONAL SERVICES, INC. TO PROVIDE CLEANING SERVICE WITHIN THE BOUNDARIES OF THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT IN IMPLEMENTATION OF THE FISCAL YEAR 2015-2016 DISTRICT BUDGET [O. DELGADO, S. CAMPBELL, H. COLLINS, M. LOUIE, L. MINNICH]:**

*SUBJECT: The City Council will consider amending the Agreement with Social Vocational Services, Inc. to expand the scope of services to provide cleaning service within the boundaries of the Sunset Strip Business Improvement District (District) and adjacent streets. The change will be in effect for the remainder of the term of the Agreement which expires on June 30, 2016.*

**ACTIONS:** 1) Approve Amendment No. 2 to the June 6, 2011 Agreement No. 005643 with Social Vocational Services, Inc. to expand the Agreement's scope of work to include services in the Sunset Strip Business Improvement District and increase the contract amount by \$35,531.10 for a total not-to-exceed Agreement amount of \$766,415.10; 2) Terminate Agreement No. 007576 between the City and Social Vocational Services, Inc. dated August 18, 2015; and 3) Authorize the City Manager or designee to execute documents incident to Agreement No. 005643 and Agreement No. 007576. **Approved as part of the Consent Calendar, noting Councilmember D'Amico's "no" vote.**

**2.Y. APPROVE AMENDMENT NO. 1 TO THE AGREEMENT FOR SERVICES WITH TOWNSEND PUBLIC AFFAIRS, INC. [D. WILSON, J. LEONARD, C. DUNCAN]:**

*SUBJECT: The City Council will consider approving Amendment No. 1 to the Agreement for Services with Townsend Public Affairs, Inc., to increase the not-to-exceed amount of the Agreement and to extend the term..*

**ACTIONS: This Item was moved to Excluded Consent.**

**2.Z. OCCUPANCY LICENSE AGREEMENT WITH LONGSHOT COFFEE [P. AREVALO, M. LOUIE]:**

*SUBJECT: The City Council will consider approval of an Occupancy License for Concession Sales Area between the City of West Hollywood and Longshot Coffee, LLC for the operations of retail sales area associated with the West Hollywood Library Facility located at 625 N. San Vicente Boulevard.*

**ACTIONS:** 1) Approve an Occupancy License for Concession Sales Area with Longshot Coffee, LLC as the concession vendor for the ground floor retail space located at the West Hollywood Library Facility; and 2) Authorize the City Manager or designee to execute documents incident to the license. **Approved as part of the Consent Calendar.**

**2.AA. SOCIAL SERVICES CONTRACT RENEWALS 2015-16 [E. SAVAGE, D. GIUGNI]:**

*SUBJECT: The City Council will consider renewals of social services contracts for the third and final year of the funding process (October 1, 2015 - September 30, 2016). The recommendation includes a rollover of contract savings from the termination of the L.A. HIV Law and Policy Project and the reduced level of funding for the LA LGBT Center's Senior Services program into the 2016-19 Social Services RFP, the restructure of the funding for Safe Refuge and Tarzana Treatment Center into a fee for service model drawing from a set aside treatment pool of funds and a 2% cost of living increase approved in the budget process.*

**ACTIONS:** 1) Approve the 2015-16 Social Services Contract Renewals as shown in Attachment 1; 2) Authorize the City Manager or his designee to execute documents incident to the agreements; and 3) Approve the restructure of the funding for Safe Refuge and Tarzana Treatment Center into a fee for service model drawing from a set aside treatment pool of funds (\$132,600). **Approved as part of the Consent Calendar.**

**2.BB. TRANSPORTATION OUTREACH CONSULTANT RFP AND AMENDMENT TO THE AGREEMENT FOR SERVICES WITH EMERSON & ASSOCIATES [S. DEWOLFE, J. KEHO, B. SIEGL, J. HANKAMER]:**

*SUBJECT: The City Council will consider approving the release of a request for proposals to hire a transportation outreach consultant and will consider amending the agreement for services with Emerson & Associates to increase the not-to-exceed amount of the agreement.*

**ACTIONS:** 1) Authorize the issuance of an Request for Proposals (RFP) to invite qualified outreach firms to support staff in organizing both a local community advocacy committee and a broad coalition of partners to promote light rail and/or subway service to West Hollywood; and 2) Approve an amendment to the Agreement for Services with Emerson &

Associates in the amount of \$160,000 for transportation policy consultant services to support rail transit planning and project development efforts, resulting in a total new not to exceed contract amount of \$265,000; and authorize the City Manager or designee to execute documents incident to the agreement. **Approved as part of the Consent Calendar.**

**2.CC. AUTHORIZATION TO PROCEED WITH A REQUEST FOR PROPOSAL FOR THE PILOT DIGITAL SIGN AT 8755 SUNSET BOULEVARD [S. DEWOLFE, J. KEHO, B. SIEGL, S. GERHARDT]:**

*SUBJECT: The City Council will receive a status update on the Sunset Boulevard Off-Site Signage Study and authorize the release of a Request for Proposals (RFP) for the development and maintenance of the Sunset Boulevard pilot digital sign project on City-owned property at 8755 Sunset Boulevard.*

**ACTION: This Item was moved to Excluded Consent.**

**2.DD. BICYCLE SAFETY PUBLIC AWARENESS CAMPAIGN AND PARTNERSHIP WITH CCTMO ON BIKE290067 PROGRAM [L. HORVATH, A. LOVANO]:**

*SUBJECT: The City Council will consider partnering with the Century City Transportation Management Organization to launch the BIKE290067 program and directing the Communications Division to initiate a public awareness campaign to inform residents and visitors about the new program and bicycle safety in the City.*

**ACTIONS:** 1) Direct the Community Development Department to work with the Century City Transportation Management Organization to launch the BIKE290067 program; and 2) Direct the Communications Division to utilize all appropriate communications tools including, but not limited to, the City's website, social media tools, and public service announcements to raise public awareness of bicycle safety and education programs aimed at motorists and cyclists, including the BIKE290067 program. **Approved as part of the Consent Calendar.**

**2.EE. DEVELOPMENT OF A SOLAR TECHNICAL ASSISTANCE PROGRAM FOR PROTOTYPICAL MULTIFAMILY RESIDENTIAL AND COMMERCIAL BUILDINGS [J. HEILMAN, C. SAFRIET, A. LOVANO]:**

*SUBJECT: The City Council will consider directing the Community Development Department (CDD) to develop a program to provide technical assistance to implement solar on four to five prototypical multifamily residential and commercial buildings in West Hollywood.*

**ACTION:** Direct the Community Development Department to return to City Council within 90 days with an implementation plan for a solar technical assistance program that includes: 1) Identifying four to five prototypical multifamily residential and commercial buildings in West Hollywood with owners that have expressed interest in installing solar; and 2) Retaining a consultant to develop plans and specifications for the

installation of solar panels on the established prototype buildings.  
**Approved as part of the Consent Calendar.**

**2.FF. BANKING ACCESS INITIATIVE [J. HEILMAN, C. SAFRIET]:**

*SUBJECT: The City Council will consider directing staff to work with local financial institutions and nonprofit partners to establish no and low-cost bank accounts and provide financial literacy education for West Hollywood community members.*

**ACTIONS:** Direct staff to: 1) Work with local financial institutions to create and promote low-cost or no-cost bank accounts to West Hollywood community members; and 2) Partner with appropriate institutions or nonprofits to provide financial literacy education for community members.

**Approved as part of the Consent Calendar.**

**2.GG. RESOLUTION IN OPPOSITION TO THE PROPOSED CUTS TO THE FEDERAL HOME INVESTMENT PARTNERSHIPS PROGRAM [L. HORVATH, H. MOLINA, A. LOVANO]:**

*SUBJECT: The City Council will consider adopting a resolution in opposition to proposed cuts to the U.S. Department of Housing and Urban Development (HUD) HOME Investment Partnerships (HOME) program.*

**ACTIONS:** 1) Adopt Resolution No. 15-4753 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN OPPOSITION TO THE PROPOSED CUTS TO THE HOME INVESTMENT PARTNERSHIPS PROGRAM"; 2) Direct staff to send signed copies of the adopted resolution to the offices of President Barack Obama, U.S. Senators Dianne Feinstein and Barbara Boxer, and Congressman Adam Schiff; and 3) Direct staff to brief the City's Advisory Boards and Commissions on the proposed budgetary cuts and inform Board Members and Commissioners of advocacy efforts. **Approved as part of the Consent Calendar.**

**2.HH. CO-SPONSORSHIP OF "CHRIS AND DON: A LOVE STORY" FILM SCREENING [L. MEISTER, M. CHE]:**

*SUBJECT: The City Council will consider co-sponsoring an upcoming film screening at the West Hollywood Library and authorizing the use of the West Hollywood City Council Chambers for the event.*

**ACTIONS:** 1) Approve the use of the West Hollywood City Council Chambers for the event outlined in this report; 2) Approve the waiver of facilities use and parking fees for the event; and 3) Authorize use of the City name and logo on promotional and collateral materials and the promotion of the events through the City's website, calendar and social media networks. **Approved as part of the Consent Calendar.**

**2.II. CO-SPONSORSHIP OF "LANDMARK THIS! WEHO" WORKSHOP [S. DEWOLFE, J. KEHO, D. DEGRAZIA, A. CASTILLO]:**

*SUBJECT: The City Council will consider co-sponsoring a workshop titled "Landmark This! WEHO" with the Los Angeles Conservancy and the West Hollywood Preservation Alliance on Saturday, September 26, 2015 from 9:30 a.m. to 12:00 p.m. at Great Hall, Plummer Park.*

**ACTIONS:** 1) Approve co-sponsorship of "Landmark This! WEHO" on Saturday, September 26, 2015 from 9:30 a.m. to 12:00 p.m. at Great Hall, Plummer Park; 2) Authorize the use of the City name and logo on promotional and collateral materials; and 3) Direct the Communications Division to utilize all appropriate communications tools to promote the event including, but not limited to, the City's website and social media tools. **Approved as part of the Consent Calendar.**

**2.JJ. CO-SPONSORSHIP OF THE WILLIAMS INSTITUTE EVENT**

**"BRIDGING THE LGBT DIVIDE: LGBT COMMUNITIES AND RIGHTS IN THE SOUTH, MIDWEST, AND MOUNTAIN STATES" [J. HEILMAN, A. LOVANO]:**

*SUBJECT: The City Council will consider co-sponsoring a panel discussion "Bridging the LGBT Divide: LGBT Communities and Rights in the South, Midwest, and Mountain States" with the Williams Institute as part of the Human Rights Speaker Series.*

**ACTIONS:** 1) Approve co-sponsorship of a Human Rights Speakers Series panel discussion on "Bridging the LGBT Divide: LGBT Communities and Rights in the South, Midwest, and Mountain States" with The Williams Institute; 2) Authorize the use of the City name and logo on invitations, programs, and other materials; 3) Approve the use of City venues for this event and waive the room usage fee, and authorize an additional hour of validated parking for event participants at the 5-story West Hollywood Park garage, for a total of 3 hours; and 4) Direct the Communications Division to utilize all appropriate communications tools to promote the event including, but not limited to, the City's website and social media tools. **Approved as part of the Consent Calendar.**

**2.KK. CONSTRUCTION FENCE ART PROGRAM [L. MEISTER, A. LOVANO]:**

*SUBJECT: The City Council will consider directing the Community Development Department to work with the Arts & Economic Development Division to develop a Construction Fence Art Program in West Hollywood.*

**ACTION: This Item was moved to Excluded Consent.**

**2.LL. LIMITING FORMULA RETAIL USES IN WEST HOLLYWOOD [L. MEISTER, A. LOVANO]:**

*SUBJECT: The City Council will consider directing the City Attorney to review possible methods of limiting "formula retail" uses in West Hollywood.*

**ACTION: This Item was Tabled.**

**2.MM. CREATION OF THE WEST HOLLYWOOD LITTLE FREE LIBRARY PROGRAM [J. HEILMAN, A. LOVANO]:**

*SUBJECT: The City Council will consider directing staff to work with the Friends of the West Hollywood Library, City Poet Steven Reigns, and our Arts and Cultural Affairs Commission to establish a Little Free Library Program in West Hollywood.*

**ACTIONS:** 1) Direct the City Manager to coordinate staff to work with the Friends of the West Hollywood Library, City Poet Steven Reigns and the Arts and Cultural Affairs Commission to implement a Little Free Library Program in West Hollywood; 2) Direct the Communications Division to utilize all appropriate communications tools to promote the program once it has been implemented including, but not limited to, the City's website and social media tools; and 3) Authorize the Director of Finance & Technology Services to allocate \$5,000 from budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with creating the Little Free Library Program. **Approved as part of the Consent Calendar.**

**2.NN. (5.D.) 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.*

**ACTION:** Direct the City Clerk to schedule the Annual Congress for Commissions and Advisory Boards on the following date below: a) October 14, 2015 from 6:30 p.m. – 8:30 p.m.; or b) Alternate date decided upon by Council. **Approved as part of the Consent Calendar**

**2.OO. (6.A.) PROPOSED ORDINANCE AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE TO INCREASE THE MEMBERSHIP OF THE RENT STABILIZATION COMMISSION FROM FIVE TO SEVEN MEMBERS [L. HORVATH, M. JENKINS, Y. QUARKER]:**

*SUBJECT: The City Council will consider a draft ordinance amending the West Hollywood Municipal Code to increase the size of the Rent Stabilization Commission from five to seven members.*

**ACTION:** Introduce on first reading Ordinance No. 15-964, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 2.64 OF THE WEST HOLLYWOOD MUNICIPAL CODE RELATING TO THE RENT STABILIZATION COMMISSION". **Approved as part of the Consent Calendar noting Councilmember D'Amico's "no" vote.**

**THE CITY COUNCIL WILL RECESS AND CONVENE AS THE SUCCESSOR AGENCY TO THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION: (8:03 p.m.)**

STEPHANIE HARKER, WEST HOLLYWOOD, spoke regarding the return of some of the redevelopment funds and the use of the funds.



CATHY BLAIVAS, WEST HOLLYWOOD, spoke regarding the funding and hopes that a similar process that was used for West Hollywood Park can be used for Plummer Park.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding the success of redevelopment in the City.

The Successor Agency to the West Hollywood Community Development Commission approved the minutes of the February 18, 2015 meeting, and adopted a resolution approving a recognized obligation payment schedule for the period January 1, 2016 through June 30, 2016 pursuant to Health and Safety Code Section 34177.

The actions are more fully described in the minutes of the Successor Agency to the West Hollywood Community Development Commission.

**THE SUCCESSOR AGENCY TO THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION WILL RECESS AND RECONVENE AS THE CITY COUNCIL: (8:10 p.m.)**

**3. PUBLIC HEARINGS:**

**3.A. PROPOSED RESOLUTION APPROVING, AUTHORIZING AND DIRECTING THE CALIFORNIA MUNICIPAL FINANCE AUTHORITY TO ISSUE BONDS ON BEHALF OF THE CENTER FOR EARLY EDUCATION [D. WILSON, L. QUIJANO, J. LEONARD]:**

*SUBJECT: The City Council will hold a public hearing to consider authorizing the California Municipal Financing Authority to issue tax exempt bonds on behalf of The Center for Early Education for the acquisition, construction, improvement and equipping of certain educational facilities to be located in the City of West Hollywood. This item does not approve any City financial obligation, nor does it pre-approve, or bind the City to approve the actual entitlements or any other City required actions for the Project.*

This item was noticed as required by law.

Revenue Management Manager John Leonard provided background information as outlined in the staff report dated September 21, 2015.

**The following individual did not wish to speak, but wanted to express support for the Item:** Stephanie Harker

Mayor Horvath opened the public hearing and no speakers came forward.

Mayor Horvath closed the public hearing.

**ACTIONS:** 1) Conduct a public hearing under the Tax and Equity Fiscal Responsibility Act ("TEFRA") in connection with the proposed issuance by the California Municipal Finance Authority ("CMFA"), a joint exercise of powers authority and public entity of the State of California, in an amount not-to-exceed \$40,000,000 for the purpose of financing and refinancing the acquisition, construction, improvement and equipping of certain educational facilities located in West Hollywood, California (the "Project"); and 2) Adopt Resolution No. 15-4754, "RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE ISSUANCE OF THE CALIFORNIA MUNICIPAL FINANCE AUTHORITY REVENUE BONDS (THE CENTER FOR EARLY EDUCATION) SERIES 2015, IN ONE OR MORE SERIES IN AN AGGREGATE PRINCIPAL AMOUNT NOT TO EXCEED \$40,000,000, FOR THE PURPOSE OF FINANCING AND REFINANCING THE ACQUISITION, CONSTRUCTION, IMPROVEMENT AND EQUIPPING OF VARIOUS EDUCATIONAL AND ADMINISTRATIVE FACILITIES AND CERTAIN OTHER MATTERS RELATING THERETO". **Motion by Councilmember D'Amico, seconded by Councilmember Duran and approved.**

**3.B. REQUEST TO CONSTRUCT A NEW, 18,571 SQUARE FOOT COMMERCIAL DEVELOPMENT WITH RETAIL AND OFFICE USES, AND AMEND THE ZONING ORDINANCE AND ZONING MAP TO INCLUDE PROJECT SITE IN THE AVENUES BONUS (-AB) OVERLAY ZONE FOR A PROJECT LOCATED AT 8650 MELROSE AVENUE [S. DEWOLFE, J. KEHO, D. DEGRAZIA, J. ALKIRE]:**

*SUBJECT: The Council will consider a request to amend existing entitlements and develop a new 18,571 square-foot two-story commercial development utilizing the Avenues Bonus Incentives. The project includes 12,190 square feet of retail; 3,907 square feet of office space; 2,474 square feet of common facility area; 34 on-site parking spaces located in one level of subterranean parking.*

This item was noticed as required by law.

Senior Planner Jennifer Alkire provided background information as outlined in the staff report dated September 21, 2015. Urban Designer Stephanie Reich spoke to the design qualities of the development and its compliment to the Avenues.

Councilmember D'Amico inquired about the green building points.

Mayor Pro Tempore Meister inquired about the height of the building. She also asked about the Avenues Bonus and the findings for the variance.

Councilmember Heilman commented on the Norwich side of the development and its design. He inquired about car trip generation and the number of trips reduced with the removal of the restaurant.

Mayor Horvath opened the public hearing and the following speakers came forward:

CLAIRE BRONOWSKI AND JAY REYNOLDS, REPRESENTING THE APPLICANT, spoke regarding the proposed development.

MELANIE LEVITT, WEST HOLLYWOOD, spoke in opposition of the project and in support of the cul de sac.

MANNY RODRIGUEZ, WEST HOLLYWOOD, spoke in opposition of the project and in support of the cul de sac.

RICHARD DAVIDOFF, WEST HOLLYWOOD, spoke in support of the project.

BRENT HOCKING, MALIBU/MELROSE TENANT, spoke in support of the project.

TOM FLEMING, WEST HOLLYWOOD, spoke in opposition of the project and in support of a cul de sac.

POPPIE HARRIS, WEST HOLLYWOOD, spoke in opposition of the project and in support of a cul de sac.

BRAD KEISTLER, WEST HOLLYWOOD, spoke regarding the development.

AMOS NEWMAN, WEST HOLLYWOOD, spoke in opposition of the project.

DANIEL MENSE, WEST HOLLYWOOD, spoke in support of the project.

MICHAEL MOSHI, WEST HOLLYWOOD, spoke in support of the project.

JAY LUCHS, LOS ANGELES, spoke in support of the project.

RICHARD GIESBRET, WEST HOLLYWOOD, spoke in opposition of the project due to the traffic increase.

JOSH SHAW, WEST HOLLYWOOD, spoke in support of the project.

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

LENA LEITMAN BARNOW, WEST HOLLYWOOD, spoke in opposition of the project and the traffic issues.

MATTHEW FAINCHEIN, LOS ANGELES, spoke in support of the project.

LESLIE KARLISS, WEST HOLLYWOOD, spoke regarding the need for additional traffic studies on Norwich regardless of the type of development approved.

KIMBERLY WINICK, WEST HOLLYWOOD, spoke in opposition of the project.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding the quality of life issues surrounding the project.

LYNN RUSSELL, WEST HOLLYWOOD, spoke regarding traffic issues in the area and asked that a traffic study be conducted before a final decision is made.

**The following individuals did not wish to speak, but wanted to express support for the Item:** Michael Dolan, Jay Fuentes, Carter Magnin.

**The following individual did not wish to speak, but wanted to express their opposition to the Item:** Daniel Rodriguez, Richard Carliss, Esther Leitman, Alex Barnow, James Rosen.

CLAIRE BRONOWSKI, SPOKE ON BEHALF OF THE APPLICANT, provided applicant's rebuttal to some of the issues raised during Public Comment.

Councilmember D'Amico inquired about the options for approval.

Councilmember Duran inquired about the project that is currently entitled at the site, the height of the building, and the traffic counts on Norwich and Huntley. Senior Transportation Planner Bob Cheung responded to questions regarding the current traffic counts, the current approved projects, and the proposed project.

Councilmember D'Amico asked about the current approved uses of the project and compared them to the proposed uses.

Mayor Horvath inquired about the Avenues Bonus language.

Councilmember Heilman inquired about the sidewalk area and the possibility of removing some of the parking spaces to allow a wider sidewalk area.

Councilmember Duran thanked everyone who spoke on this item. He indicated that there is currently an approved project at the site and whether the current project or the proposed project is better. He commented that the General Plan allows for this type of project. He discussed the ingress and egress of vehicles from the development and the placement on Norwich. He spoke regarding the residents request for a cul de sac on Norwich and his reasons for not supporting it. He indicated that he supports the project, and suggested that part of the public benefit money should be used for curb and landscaping on Norwich to address some of the concerns raised by the residents.

Councilmember D'Amico commented that he shares many of the views expressed by Councilmember Duran. He discussed the issues surrounding the General Plan and the Zone Text. He mentioned that an additional fee should be added to the project to address the traffic mitigation rather than using public benefit funds. He suggested that the following revisions be made to Resolution Item 7.6. to indicate that no dining allowed, Item 5.7 regarding the fencing and Item 8.13 should read, "this project must use photovoltaic cells on its roof".

Mayor Pro Tempore Meister discussed the Planning Commission's recommendations to deny the project. She discussed the continuing need for a Melrose Specific Plan. She stated that the project did not meet the criteria for the Avenues Bonus nor the findings for a Variance. She indicated the need for an indepth traffic analysis and stated concerns about any cul de sac that would exclude a resident. She commented that the design was improved and she would consider a bonus of 10-15% and a special use permit for the driveway enclosure; however, she could not support a 50% bonus as the project would be much too large for the site and incompatible with the adjacent residential and commercial neighborhoods.

Councilmember Heilman thanked everyone who spoke and emailed on this item. He commented that he visited the site multiple times. He indicated that the Planning Commission did not review the project that is currently before the City Council for consideration. He enumerated the differences between the currently approved project and the new proposed project. He discussed the cul de sac and the issues surrounding it. He indicated that additional work needed to be done along the Norwich sidewalk, and spoke in support of adding environmental conditions as discussed by Councilmember D'Amico, including construction fence art, and the removal or reduction of the external stairs. He agrees with the approval of the variance as well as the Avenues Bonus.

Mayor Horvath indicated that she visited the site, she met with the developer, and residents. She disclosed that she received campaign contributions from the developer and his team. She inquired about the placement of the driveway. She inquired about the number of parking spaces. She indicated that she supports the variance. She commented that there are unique traffic challenges on the street regardless of the project. She agreed with Councilmember D'Amico's comments regarding not using Public Benefits funds for issues created by the development. She commented that the amended project should return to the Planning Commission prior to the City Council reviewing it. Further she commented that the City should do additional studies to determine if a cul de sac is needed on Norwich.

Councilmember Duran asked the project's architect, Jay Reynolds, about making the building more environmentally sensitive, and Mr. Reynold's stating that they are open to making changes, but did not want to commit to trying to achieve LEED Gold Standard.

Councilmember D'Amico discussed the ways that the development can achieve LEED certification and be built in a way that is more environmentally friendly.

Mayor Horvath closed the public hearing.

**ACTIONS:** 1) Introduce on first reading Ordinance No. 15-963: "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADOPTING A NEGATIVE DECLARATION AND APPROVING A ZONE TEXT AMENDMENT AND A ZONE MAP AMENDMENT TO INCLUDE THE PROJECT SITE LOCATED AT 8650 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA, IN THE AVENUES BONUS OVERLAY DISTRICT, WEST HOLLYWOOD, CALIFORNIA. (ATTACHMENT A); and 2) Return with a revised Resolution No. 15-4755: "A RESOLUTION OF THE CITY OF WEST HOLLYWOOD APPROVING A MODIFICATION PERMIT, VARIANCE, AND AN AMENDMENT TO A DEVELOPMENT PERMIT, TO ALLOW FOR THE CONSTRUCTION OF A NEW COMMERCIAL DEVELOPMENT LOCATED AT 8650 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT B) with additional direction to include the following: traffic study, construction fence art, LEEDS certification Gold target with Silver minimum, 50% requirement of photovoltaic cells on the roof, Title 24 + 20%, Norwich sidewalk improvements, requirement of a bond for mitigation measures and the potential for a cul de sac on Norwich if needed, after the project is completed. **Motion by Councilmember Duran, seconded by Councilmember Heilman and approved with Mayor Pro Tempore Meister voting "no".**

**Councilmember Duran requested that due to the late hour, Items 2.CC, 2.Y., 4.C., and 4.E. be tabled and brought back to the October 5, 2015 City Council Meeting. Council approved the request by consensus.**

**4. UNFINISHED BUSINESS:**

**4.A. ORDINANCE NO. 15-958 (2ND READING) AMENDING TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE CLARIFYING THE PROHIBITION OF SHORT-TERM VACATION RENTALS [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 15-958 amending Title 19 of the West Hollywood Municipal Code clarifying the prohibition of short-term vacation rentals.*

ROB BERGSTEIN, WEST HOLLYWOOD, spoke in support of staff's recommendation.

ANNE-MARIE JOHNSON, LOS ANGELES, spoke in support of staff's recommendation.

LARRY BLOCK, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

ROBERT ST. GENIS, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

KERRY HIRSCHBERG, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

LAUREN AMARANTE, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

CAROLINE MEDLIN, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

RON, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

ESTHER BAUM, WEST HOLLYWOOD, spoke in support of staff's recommendation.

YOLA DORE, WEST HOLLYWOOD, spoke in opposition of staff's recommendation.

**The following individuals did not wish to speak, but wanted to express support for the Item:** Michael Dolan, Jay Fuentes, Ty Geltmaker.

Councilmember D'Amico indicated that funds should be allocated to educate residents that this activity is illegal.

**ACTIONS:** Waive further reading and adopt Ordinance No. 15-958, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE CLARIFYING THE PROHIBITION OF SHORT-TERM VACATION RENTALS" and direct staff to develop and implement an education campaign. **Motion by Councilmember Heilman, seconded by Councilmember D'Amico and approved, noting the "no" votes of Councilmember D'Amico and Councilmember Duran.**

**4.B. RED LIGHT PHOTO ENFORCEMENT PROGRAM [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT: The City Council will consider authorizing staff to continue operation of the Red Light Photo Enforcement Program by entering into an agreement for services with GATSO USA, Inc. and amending an agreement for services with Xerox State and Local Solutions.*

City Engineer Sharon Perlstein provided background information as outlined in the staff report dated September 21, 2015.

JIM LISSNER, HERMOSA BEACH, spoke regarding various issues with red light photo enforcement cameras.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke regarding the study that was included with the staff report and commented that the City should get rid of the red light photo enforcement cameras.

Councilmember D'Amico inquired if the item went before the Transportation Commission or the Public Safety Commission. He further indicated that he doesn't support this item.

Councilmember Heilman indicated his support of the item.

Mayor Pro Tempore Meister, noted her concerns about the item, inquired about the effectiveness of the program and estimated costs versus revenues, and stated that for the cost of the contract, there might be other, more effective options.

Councilmember Duran indicated his support of the item.



**ACTIONS:** 1) Approve an Agreement for Services with GATSO USA, Inc. in the amount up to \$474,528 per year for a total not-to-exceed value of \$2,372,640 to operate the Red Light Photo Enforcement program for five years; and authorize the City Manager or designee to execute documents incident to the Agreement; and 2) Approve Amendment No. 7 to the Agreement for Services with Xerox State and Local Solutions, extending the term by 3 months to 12/31/2015 to close out the citation process from the firm's past operation of the Red Light Photo Enforcement Program and increasing the not to exceed amount by \$85,491; and authorize the City Manager or designee to execute documents incident to the Agreement. **Motion by Councilmember Duran, seconded by Mayor Horvath and approved noting the "no" votes of Councilmember D'Amico and Mayor Pro Tempore Meister.**

**4.C. CHANGE TO THE SIZE AND COMPOSITION OF THE EASTSIDE WORKING GROUP [S. DEWOLFE, J. KEHO, B. SIEGL, G. SHERIDAN]:**  
*SUBJECT: The City Council will consider a change to the size and composition of the Eastside Working Group.*  
**ACTION: This Item was tabled.**

**4.D. DUTIES AND WORK PLAN OF THE BUSINESS LICENSE COMMISSION [L. MEISTER, A. LOVANO]:**  
*SUBJECT: The City Council will consider directing staff to work with the Business License Commission to develop a work plan for the Commission and report back to Council.*

Councilmember Heilman commented that the Business License Commission is a regulatory body. He asked that a Small Business Task Force be created.

Councilmember D'Amico indicated that the purview of the Commission should be broadened.

Councilmember Duran stated that he does not support expanding the purview of the Commission.

Councilmember Heilman suggested that Council direct staff to return with recommendations to address Council's concerns.

Mayor Pro Tempore Meister suggested that other quasi-judicial commissions, such as Rent Stabilization, have involvement with programs for the public.

**ACTIONS:** 1) Table the Item and direct staff to return to Council within 90 days with options for a Body to oversee the Business Improvement Districts, and help educate and promote businesses. **Motion by**

**Councilmember Heilman, seconded by Councilmember Duran and approved.**

**4.E. ORGANIZATIONAL STUDY OF WEST HOLLYWOOD SHERIFF'S DEPARTMENT [L. MEISTER, J. D'AMICO, A. LOVANO]:**

*SUBJECT: The City Council will consider directing staff to perform an organizational study of West Hollywood's Sheriff Department, including an assessment of customer service processes and deployment of Sheriff's Deputies, Block by Block Security Ambassadors, and volunteers.*

**ACTIONS: This Item was tabled.**

**5. NEW BUSINESS:**

**5.A. APPROVAL OF ONE NEW CLASSIFICATION SPECIFICATION AND APPROVAL OF ONE ADDITIONAL SENIOR PLANNER POSITION [L. BOCK, S. SCHUMACHER, B. FRIEDEL]:**

*SUBJECT: The City Council will consider the recommendation from the Human Resources Division for approval of one new classification specification and one additional position.*

**ACTIONS:** 1) Approve the new classification specification of Special Events Supervisor within the Special Events Division of the Housing Services and Rent Stabilization Department. Authorize salary placement at Grade 5290. The new position has been approved and included in the FY 2015-2016 budget; and 2) Authorize the approval of the additional position of Senior Planner within the Administrative Division of the Community Development Department.

**Motion by Councilmember D'Amico, seconded by Councilmember Heilman and approved.**

**5.B. COMMISSION AND ADVISORY BOARD APPOINTMENTS AND RE-APPOINTMENTS [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will consider making direct and at-large appointments to City Commissions, and Advisory Boards.*

**ACTIONS:**

1) Councilmember Heilman made the following direct appointments: **Business License Commission- Steven Kay; Senior Advisory Board – Esther Baum**

2) Mayor Horvath made the following direct appointments: **Disabilities Advisory Board – Yola Dore; Senior Advisory Board – Bernice Levin; Transgender Advisory Board – Karina Samala; Women’s Advisory Board – Karen Eyres**

3) The City Council made the following at-large appointments:

- **Business License Commission – James Kazakos and Sibyl Zaden**
- **Disabilities Advisory Board – James Chud, Marco Colantonio, Suzanne Dietrich, Brian Zeiden**
- **Senior Advisory Board – John Allendorfer, Richard Blonds, Sofia Gelman, A. Lee Walkup**
- **Transgender Advisory Board – Erica De La Cruz, Edward Jaye Johnson, Drian Juarez**
- **Women’s Advisory Board – Molly Casey, Silvia Salguero, Nadia Sutton, Noemi Torres**

**5.C. APPOINTMENT OF CITY COUNCILMEMBERS AS DELEGATES AND ALTERNATES TO VARIOUS ORGANIZATIONS, COMMITTEES AND SUB-COMMITTEES [Y. QUARKER, M. CROWDER]:**

*SUBJECT: The City Council will consider appointments as delegates and alternates to various organizations, committees and sub-committees.*

**ACTIONS:** Council made the following appointment:

National League of Cities – Delegate: **Mayor Horvath** and Alternate Delegate: **Councilmember Duran**

**5.D. 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.*

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

**Council agreed by Consensus to table the remaining Excluded Consent Items due to the late hour.**

**EXCLUDED CONSENT CALENDAR:**

**2.N. COORDINATION OF COMMUNICATIONS AND REPORTING AND TRACKING OF ADVERSE EVENTS AND OTHER COMMUNITY FEEDBACK [L. MEISTER, J. D'AMICO, A. LOVANO]:**

*SUBJECT: The City Council will consider directing the City Manager to develop internal policies and procedures to improve the coordination of communications to report and track adverse events and other community feedback.*

**ACTIONS: This Item was tabled.**

**2.Y. APPROVE AMENDMENT NO. 1 TO THE AGREEMENT FOR SERVICES WITH TOWNSEND PUBLIC AFFAIRS, INC. [D. WILSON, J. LEONARD, C. DUNCAN]:**

*SUBJECT: The City Council will consider approving Amendment No. 1 to the Agreement for Services with Townsend Public Affairs, Inc., to increase the not-to-exceed amount of the Agreement and to extend the term..*

**ACTIONS: This Item was tabled.**

**2.CC. AUTHORIZATION TO PROCEED WITH A REQUEST FOR PROPOSAL FOR THE PILOT DIGITAL SIGN AT 8755 SUNSET BOULEVARD [S. DEWOLFE, J. KEHO, B. SIEGL, S. GERHARDT]:**

*SUBJECT: The City Council will receive a status update on the Sunset Boulevard Off-Site Signage Study and authorize the release of a Request for Proposals (RFP) for the development and maintenance of the Sunset Boulevard pilot digital sign project on City-owned property at 8755 Sunset Boulevard.*

**ACTION: This Item was tabled.**

**2.KK. CONSTRUCTION FENCE ART PROGRAM [L. MEISTER, A. LOVANO]:**

*SUBJECT: The City Council will consider directing the Community Development Department to work with the Arts & Economic Development Division to develop a Construction Fence Art Program in West Hollywood.*

**ACTION: This Item was tabled.**

**6. LEGISLATIVE:**

**6.A. PROPOSED ORDINANCE AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE TO INCREASE THE MEMBERSHIP OF THE RENT STABILIZATION COMMISSION FROM FIVE TO SEVEN MEMBERS [L. HORVATH, M. JENKINS, Y. QUARKER]:**

*SUBJECT: The City Council will consider a draft ordinance amending the West Hollywood Municipal Code to increase the size of the Rent Stabilization Commission from five to seven members.*

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

**PUBLIC COMMENT:** None.

**COUNCILMEMBER COMMENTS:** None.

**ADJOURNMENT:** The City Council adjourned at 12:09 a.m. in memory of Sybil Blumstein, Jackie Collins, David Carter, Janice Martin, Anthony Carter, Reyna Encarnacion, and all the soldiers who died in Afghanistan since the last City Council meeting. The City Council adjourned to its next regular meeting on Monday, October 5, 2015 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 5<sup>th</sup> day of October, 2015 by the following vote:

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

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LINDSEY HORVATH, MAYOR

ATTEST:

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YVONNE QUARKER, CITY CLERK