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COMPLETE AGENDA PACKETS ARE AVAILABLE FOR PUBLIC INSPECTION AT CITY HALL, 8300 SANTA MONICA BLVD. AT THE LIBRARY, 715 N. SAN VICENTE BLVD., AND AT THE CITY'S WEBSITE,

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To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting. If you require special assistance to attend (e.g., transportation) or to participate in this meeting (e.g., a signer for the hearing impaired), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. For information on public transportation, call 1-800-COMMUTE or go to www.mta.net. The City TDD line for the hearing impaired is (323) 848-6496.

If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (323) 848-6409.

Note: Any agenda item which has not been initiated by 11:00 p.m. may be continued to a subsequent City Council meeting.

CITY COUNCIL
CITY OF WEST HOLLYWOOD
AGENDA
TUESDAY, FEBRUARY 16, 2010
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD

6:00 P.M. - CLOSED SESSION: See attached Closed Session Agenda

6:30 P.M. – REGULAR MEETING						
CALL TO ORDER:						
PLEDGE OF ALLEGIANCE:						
ROLL CALL:						
REPORT OF CLOSED SESSION AGENDA:						
APPROVAL OF AGENDA:						
ADJOURNMENT MOTIONS:						

PRESENTATIONS:

1. PUBLIC COMMENT: This time has been set aside for members of the public to address the City Council on Consent Calendar items, other agenda items if the member of the public cannot be present later in the meeting at the time the item is heard by the Council and items of general interest within the subject matter jurisdiction of the Council. Although the City Council values your comments, pursuant to the Brown Act it generally cannot take any action on items not listed on the posted agenda. This comment period shall be limited to 20 minutes, with two minutes assigned for each speaker. Another period has been reserved for general public comment, later in the meeting, for those who could not be heard at this time. Testimony for public hearings will only be taken at the time of the hearing.

1.A. PUBLIC COMMENTS ON CONSENT CALENDAR ITEMS WHICH HAVE NOT BEEN REMOVED FROM THE CONSENT CALENDAR:

1.B. PUBLIC COMMENTS, GENERAL INTEREST:

COUNCILMEMBER COMMENTS: This portion of the meeting is set aside for general comments, announcements, requests of staff, and/or other issues of concern from members of the City Council.

CITY MANAGER'S REPORT: This time is set aside for the City Manager to update the Council on important items initiated by staff or previously requested by the City Council.

FISCAL IMPACT ON CONSENT CALENDAR:

2. CONSENT CALENDAR:

The following routine matters can be acted upon by one motion. Individual items may be removed by the Council for separate discussion. Items removed for separate discussion will be heard following New Business Items. The title is deemed to be read and further reading waived of any ordinance listed on the consent calendar for introduction or adoption.

2.A. POSTING OF AGENDA:

The agenda for the meeting of Tuesday, February 16, 2010 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, February 11, 2010.

RECOMMENDATION: Receive and file.

2.B. APPROVAL OF MINUTES:

The City Council is requested to approve the minutes of prior Council meetings.

RECOMMENDATION: Approve the minutes of January 25 and February 1, 2010.

2.C. DEMAND REGISTER NO. 644, RESOLUTION NO. 10-3940:

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

RECOMMENDATION: Approve Demand Register No. 644 and adopt Resolution No. 10-3940, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 644."

2.D. CLAIMS ADMINISTRATION:

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

RECOMMENDATION: Deny the claims of Mary Wilson and Richard Fox and refer to the City's claims adjuster.

2.E. ORDINANCE NO. 10-836 (2ND READING), REGARDING THE RETAIL SALE OF DOGS AND CATS IT. WEST. C. SCHAFFERI:

The City Council will waive further reading and adopt Ordinance No. 10-836, a proposed ordinance adding new Chapter 9.50 to Title 9 of the Municipal Code regarding the retail sale of dogs and cats.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 10-836, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADDING NEW CHAPTER 9.50 TO TITLE 9 OF THE MUNICIPAL CODE REGARDING THE RETAIL SALE OF DOGS AND CATS."

2.F. ORDINANCE NO. 10-837 (2ND READING), AMENDING PREFERENTIAL PARKING REGULATIONS ON THE EAST SIDE LARRABEE STREET BETWEEN NELLAS AND HARRATT STREETS [T. WEST, C. SCHAFFER]:

The City Council will waive further reading and adopt Ordinance No. 10-837, a proposed ordinance amending preferential parking regulations on the East Side Larrabee Street between Nellas and Harratt Streets and amending the West Hollywood Municipal Code.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 10-837, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10, CHAPTER 10.08.200 OF THE WEST HOLLYWOOD MUNICIPAL CODE AMENDING PREFERENTIAL PARKING REGULATIONS ON THE EAST SIDE LARRABEE STREET BETWEEN NELLAS AND HARRATT STREETS AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE."

2.G. ORDINANCE NO. 10-838 (2ND READING), APPROVING DEVELOPMENT AGREEMENT 2009-002, ASSOCIATED WITH A DOUBLE-SIDED 14 FT. WIDE x 48 FT. HIGH BILLBOARD ATOP A POLE, LOCATED AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA [T. WEST, C. SCHAFFER]:

The City Council will waive further reading and adopt Ordinance No. 10-838, a proposed ordinance approving Development Agreement 2009-002, associated with a double-sided 14 ft. wide x 48 ft. high billboard atop a pole, located at 9015 Sunset Boulevard, West Hollywood, California. RECOMMENDATION: Waive further reading and adopt Ordinance No. 10-838, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING DEVELOPMENT AGREEMENT 2009-002, ASSOCIATED WITH A DOUBLE-SIDED 14 FT. WIDE x 48 FT. HIGH BILLBOARD ATOP A POLE, LOCATED AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA."

2.H. ORDINANCE NO. 10-839 (2ND READING), ADOPTING ZONING MAP AMENDMENT 2009-009, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA [T. WEST, C. SCHAFFER]:

The City Council will waive further reading and adopt Ordinance No. 10-839, a proposed ordinance adopting Zoning Map Amendment 2009-009, in conjunction with the proposed development agreement, for the property located at 9015 Sunset Boulevard, West Hollywood, California.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 10-839, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING ZONING MAP AMENDMENT 2009-009, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA."

2.1. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

The City Council will receive reports from the Disabilities Advisory Board, Project Advisory Committee and the Transgender Advisory Board on actions taken at their recent meetings.

RECOMMENDATION: Receive and file.

2.J. AMENDMENT TO AGREEMENT - CUSTOMER RELATIONSHIP MANAGEMENT PROCUREMENT [P. AREVALO, M. GERLEI:

The City Council will consider authorizing an Amendment to the Agreement with Stern Consulting in relation to the Customer Relationship Management Project procurement process.

RECOMMENDATION: Authorize the City Manager to sign an Amendment to the Agreement with Stern Consulting in an amount not to exceed \$37,600 in relation to the Customer Relationship Management

Project Procurement process.

2.K. SUPPORT FOR STAFF AND THE RUSSIAN ADVISORY BOARD TO HOST AN "ECLECTIC TEA ROOM" [K. COOK, T. RODZINEK, H. GOSSI:

The City Council will consider authorizing staff to coordinate an "Eclectic Tea Room" series hosted by the Russian Advisory Board.

RECOMMENDATION: 1) Authorize staff to work with the Russian Advisory Board to coordinate an "Eclectic Tea Room" series; and 2) Authorize Public Information staff to televise one "Eclectic Tea Room" event per year with the Mayor as a special guest.

2.L. ANNUAL ACADEMY AWARDS VIEWING PARTY CO-SPONSORSHIP AND ASSOCIATED STREET/LANE CLOSURES REQUEST [S. BAXTER, N. BEARD]:

The City Council will consider co-sponsoring the Elton John AIDS Foundation Oscar Viewing Event and approve a road closure at San Vicente Blvd and a partial lane closure on Sunset Boulevard for the Vanity Fair Event.

RECOMMENDATION: 1) Approve co-sponsorship of the Elton John AIDS Foundation Oscar Viewing Event; 2) Approve the closure of San Vicente Boulevard between Santa Monica Boulevard and Melrose Avenue and a partial lane closure at 8358 Sunset Boulevard; and 3) Approve waiver of permit fees including encroachment fees in the amount of \$4,305.

2.M. SUPPORT OF S. 210 (BOXER), RIGHT START CHILD CARE AND EDUCATION ACT OF 2009 [L. HORVATH, I. PINE, A. LAND, C. PLANCK, C. LUI:

The City Council will consider adopting a resolution in support of S. 210 (BOXER), The Right Start Child Care and Education Act of 2009.

RECOMMENDATIONS: 1) Adopt Resolution No. 10-3941, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF S. 210 (BOXER), RIGHT START CHILD CARE AND EDUCATION ACT OF 2009"; and 2) Direct Staff to send copies of the signed resolution to U.S. Senators Barbara Boxer, Dianne Feinstein and Kirsten Gillibrand and Representative Henry Waxman.

2.N. WOMEN'S HISTORY MONTH 2010 [C. PLANCK, L. FOOKS]:

The City Council will consider approval of programming in celebration of Women's History Month 2010.

RECOMMENDATION: Approve programming for Women's History Month 2010 and direct the appropriate City staff to work with the Women's Advisory Board to coordinate the production and promotion of Women's History Month.

2.O. INSTALLATION OF WOMEN'S HISTORY MONTH BANNERS ALONG SANTA MONICA BOULEVARD IC. PLANCK. L. FOOKS1:

The City Council will consider a request from the West Hollywood Women's Advisory Board to authorize the installation of Women's History Month banners from March 1, 2010 to April 1, 2010, along Santa Monica Blvd between La Cienega and Crescent Heights.

RECOMMENDATION: Direct staff to approve the installation of 37 pole banners on the north and south sides of Santa Monica Boulevard between La Cienega and Crescent Heights from March 1, 2010 – April 1, 2010.

THE CITY COUNCIL WILL RECESS AND RECONVENE AS THE WEST HOLLYWOOD HOUSING AUTHORITY: (see attached Housing Authority Agenda)

THE WEST HOLLYWOOD HOUSING AUTHORITY WILL RECESS AND RECONVENE AS THE CITY COUNCIL:

- 3. PUBLIC HEARINGS:
 - 3.A. BUSINESS LICENSE APPLICATION FEE AND RENEWAL FEE FOR NEW MARIJUANA COLLECTIVE LICENSE [O. DELGADO, J. AUBEL]:

 The City Council will consider amending the Code Compliance Division's fee schedule by adding the business license application fee and the renewal fee for the new Marijuana Collective business license type.

 RECOMMENDATION: Adopt Resolution No. 10____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADDING THE APPLICATION AND RENEWAL FEE FOR THE MEDICAL MARIJUANA BUSINESS LICENSE AND AMENDING RESOLUTION NO. 09-3854".
 - 3.B. APPEAL OF THE PLANNING COMMISSION'S DECISION TO APPROVE A REQUEST TO DEMOLISH THREE BUILDINGS AND CONSTRUCT A FIVE-STORY, 14-UNIT BUILDING WITH NINE CONDOMINIUMS AND FIVE AFFORDABLE HOUSING UNITS [A. MCINTOSH, J. KEHO, N. GAPPER]:

The City Council will hold a public hearing to consider an appeal by Ron Emmons, regarding the Planning Commission's approval of a request to demolish three buildings consisting of four residential units and construct in its place, a 20,536 square foot, 14-unit structure consisting of condominiums and affordable rental units. The subject site is located at 1216 North Flores Street, West Hollywood, California.

RECOMMENDATION: Staff recommends that the Council hold a public hearing, consider all pertinent testimony, deny the appeal, and adopt the following two resolutions: 1) Adopt Resolution No. 10-____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, UPHOLDING THE PLANNING COMMISSION'S DECISION AND CONDITIONALLY APPROVING DEMOLITION PERMIT

2008-24 AND DEVELOPMENT PERMIT 2008-38. FOR DEMOLITION OF THREE EXISTING RESIDENTIAL STRUCTURES AND THE CONSTRUCTION OF A NEW 20.536 SQUARE FOOT 14-UNIT CONDOMINIUM STRUCTURE LOCATED AT 1216 N. FLORES STREET. WEST HOLLYWOOD. CALIFORNIA." (EXHIBIT A): and 2) Adopt Resolution No. 10- : "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, UPHOLDING THE PLANNING COMMISSION'S DECISION AND CONDITIONALLY APPROVING TENTATIVE TRACT MAP 2009-05 (MAJOR LAND DIVISION NO. 69443), FOR THE PROPERTY LOCATED AT 1216 N. FLORES STREET, WEST HOLLYWOOD, CALIFORNIA," (EXHIBIT B)

3.C. ZONE MAP AMENDMENT FOR A PARKING OVERLAY ZONE TO PERMIT A PARKING LOT WITHIN A RESIDENTIAL ZONING DISTRICT LOCATED AT 510 WEST KNOLL DRIVE [A. MCINTOSH, J. KEHO, M. BARNEY]:

The City Council will hold a public hearing regarding Zone Map Amendment 2009-004 to permit a Parking Overlay Zone and Parking Use Permit 2009-012 to permit a public parking facility for the property of located 510 West Knoll Drive.

RECOMMENDATIONS: 1) Introduce for the first reading Ordinance No. 10-____, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD, APPROVING ZONE MAP AMENDMENT 2009-004 TO PLACE A PARKING OVERLAY ZONE ON THE PROPERTY LOCATED AT 510 WEST KNOLL DRIVE, WEST HOLLYWOOD, CA." (ATTACHMENT 1); and 2) Adopt Resolution No. 10-____, "A RESOLUTION OF THE CITY OF WEST HOLLYWOOD APPROVING PARKING USE PERMIT 2009-012 TO PERMIT A PUBLIC PARKING FACILITY AT 510 WEST KNOLL DRIVE, WEST HOLLYWOOD, CA." (ATTACHMENT 2).

3.D. A REQUEST TO CONSTRUCT A MIXED-USE PROJECT INCLUDING AMENDMENTS TO THE GENERAL PLAN, ZONING ORDINANCE, AND ZONING MAP TO PERMIT INCREASED HEIGHT AND DENSITY IN A NEW SPECIFIC PLAN AREA [A. MCINTOSH, J. KEHO, D. DEGRAZIA]: The Council will consider an application to construct a large mixed-use community known as Movietown Plaza. The project will include 371 residential units and 32,300 square feet of retail space. Of the 371 units, 294 would be market-rate condominiums and 76 would be affordable senior rental units. Of the affordable units, 38 would be reserved for very low income households with the remaining 38 units reserved for households with low incomes. One manager's unit would be provided for the affordable building.

RECOMMENDATIONS: Hold a public hearing, consider all pertinent testimony, approve the application request and adopt: 1) Resolution No.

"A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING THE CITY CERTIFYING THE FINAL ENVIRONMENTAL IMPACT REPORT (EIR), ADOPTING A

MITIGATION MONITORING **PROGRAM** AND ADOPTING STATEMENT OF OVERRIDING CONSIDERATIONS, IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, (ATTACHMENT A); 2) Resolution No. CALIFORNIA:" RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING GENERAL PLAN AMENDMENT 2007-005. IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD. WEST HOLLYWOOD, CALIFORNIA;" (ATTACHMENT B); 3) Introduce on first "AN ORDINANCE OF THE CITY COUNCIL reading Ordinance No. OF THE CITY OF WEST HOLLYWOOD ADOPTING SPECIFIC PLAN 2007-001. ESTABLISHING THE MOVIETOWN SPECIFIC PLAN AREA, AND ZONE TEXT AMENDMENT 2009-010, ADDING A NEW CHAPTER 19.16 TO TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE (W.H.M.C.):" (ATTACHMENT C); 4) Introduce on first reading Ordinance "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING ZONE TEXT AMENDMENT 2007-14. **PROPOSED** CONJUNCTION WITH THE MIXED-USE 7300-7328 SANTA **MONICA** DEVELOPMENT LOCATED ΑT BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;" (ATTACHMENT "AN ORDINANCE D); 5) Introduce on first reading Ordinance No. OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING ZONE MAP AMENDMENT 2009-11. IN CONJUNCTION WITH PROPOSED DEVELOPMENT AGREEMENT 2008-001, SPECIFIC PLAN 2007-001, AND ZONE TEXT AMENDMENT 2009-010, FOR THE PROPERTY LOCATED AT 7300-7328 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;" (ATTACHMENT E); 6) Introduce "AN ORDINANCE OF THE CITY on first reading Ordinance N. COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING DEVELOPMENT AGREEMENT 2008-001. IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-WEST HOLLYWOOD. MONICA BOULEVARD. 7328 SANTA (ATTACHMENT F); and 7) Resolution No. CALIFORNIA:" RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST APPROVING DEMOLITION 2007-039. PERMIT HOLLYWOOD DEVELOPMENT PERMIT 2007-062, CONDITIONAL USE PERMIT 2009-011, AND VESTING TENTATIVE TRACT 2007-023 (MAJOR LAND THE PROPOSED MIXED-USE DIVISION NO. 68962) FOR LOCATED 7300-7328 SANTA DEVELOPMENT ΑT MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT G)

4. UNFINISHED BUSINESS: None

5. NEW BUSINESS:

5.A. ART SELECTION PROCESS FOR CITY CAPITAL PROJECTS [J. HUFFER, A. CAMPBELLI:

The City Council will consider approving a process for selecting art for City capital projects.

RECOMMENDATION: Review the three proposed art selection processes and approve one to be used by the City for its capital projects.

5.B. COMMISSION AND ADVISORY BOARD APPOINTMENTS [T. WEST, C. SCHAFFER]:

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

RECOMMENDATION: The Council will make appointments to Boards and Commissions as detailed in the Staff Report.

5.C. CITY COUNCIL MEETING SCHEDULE AND RESCHEDULING OF THE ELECTION OF MAYOR AND MAYOR PRO TEMPORE [T. WEST, C. SCHAFFER, G. VESPOINT]:

The City Council will consider cancelling or rescheduling the meeting of March 15, 2010 and will consider rescheduling the election of Mayor and Mayor Pro Tempore.

RECOMMENDATIONS: 1) Cancel or reschedule the meeting March 15, 2010; and 2) Reschedule the election of Mayor and Mayor Pro Tempore.

EXCLUDED CONSENT CALENDAR: Items removed from the Consent Calendar for separate discussion are considered at this time.

PUBLIC COMMENT: This time is set aside for the public to address the Council on any item of interest within the subject matter jurisdiction of the Council that could not be heard under Item 1 at the beginning of the meeting.

6. LEGISLATIVE: None

COUNCILMEMBER COMMENTS: Additional general comments, announcements, requests of staff and/or other issues of concern to Councilmembers are briefly presented at this time.

ADJOURNMENT: The City Council will adjourn to their next regular meeting, which will be on Monday, March 1, 2010 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

UPCOMING MEETING SCHEDULE					
Date	Day	Time	Meeting Type	Location	
March 1	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.	
March 15	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.	
April 5	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.	
April 19	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.	

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CITY COUNCIL CITY OF WEST HOLLYWOOD CLOSED SESSION AGENDA TUESDAY, FEBRUARY 16, 2010 6:00 P.M.

WEST HOLLYWOOD PARK AUDITORIUM, STUDIO ROOM

CONFERENCE WITH LEGAL COUNSEL

The City Council finds, based on advice from the City Attorney, that discussion in open session of the following described matters will prejudice the position of the City in existing and anticipated litigation.

Two cases