

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, MARCH 1, 2010  
WEST HOLLYWOOD PARK  
647 N. SAN VICENTE BOULEVARD**

**CALL TO ORDER:** Mayor Land called the meeting to order at 6:42 P.M.

**PLEDGE OF ALLEGIANCE:** Captain Buddy Goldman led the pledge.

**ROLL CALL:**

PRESENT: Councilmember Duran, Councilmember Horvath,  
Councilmember Prang, Mayor Pro Tempore Heilman, and  
Mayor Land.

ABSENT: None.

ALSO PRESENT: City Manager Arevalo, City Attorney Jenkins, City Clerk West,  
and Assistant City Clerk Schaffer.

**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 was one (1) public speaker. He stated that the closed session adjourned at 6:40 P.M with no reportable action taken.

**APPROVAL OF AGENDA:**

Councilmember Duran requested that Item 4.A. be moved to the Consent Calendar as Item 2.BB.

Mayor Land requested that Items 4.B., 4.C. and 4.D. be moved to the Consent Calendar as Items 2.CC., 2.DD., and 2.EE.

**Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Prang to approve the March 1, 2010 agenda as amended, and unanimously approved, with Councilmember Prang voting NO on Item 2.K.**

**ADJOURNMENT MOTIONS:**

Councilmember Horvath requested that the meeting be adjourned in memory of Judge Sylvia Pressler, a judge who made a historic decision which allowed girls to play little league baseball.

Councilmember Duran requested that the meeting be adjourned in memory of Ralph Jackson, the roommate of the manager of Fiesta Cantina.

Mayor Land requested that the meeting be adjourned in memory of Paul Serchia, a former employee of the Saban Free Clinic and AIDS Project Los Angeles.

Councilmember Duran requested that the meeting be adjourned in memory of the following soldiers who died in Iraq and Afghanistan since the last City Council meeting: Sgt. William C. Spencer, Cpl. Daniel T. O'Leary, Capt. Marcus R. Alford, Chief Warrant Officer Billie J. Grinder, Pfc. Adriana Alvarez.

## **PRESENTATIONS:**

Councilmember Prang presented a proclamation to Boris Tsipis, the President of the Association Odesskoe Zemlyachestvo.

Mayor Land and the City Council presented a proclamation in recognition of Women's History Month and unveiled the Women's History Month Banners.

Mayor Land and the City Council presented a plaque to Captain Buddy Goldman in recognition of his years of service to the City.

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

DARREN GOLD AND RYAN FARBER, LOS ANGELES, spoke regarding the Avenues, which was formerly named the Avenues of Arts and Design, and spoke regarding their upcoming events in the City.

RIC RICKLES, WEST HOLLYWOOD, requested clarification of the date of the Avenues of Art & Design Walk in Item 2.W., and spoke regarding his participation on the General Plan Advisory Committee.

AVA ROSE, LOS ANGELES, thanked the City Council for their continued support of the National Council of Jewish Women.

DAVID KRUSKALL, LOS ANGELES, spoke regarding the West Hollywood Employment Services and Training program provided by Jewish Vocational Services, and thanked the City Council for their continued support of the program.

ESTHER BAUM, WEST HOLLYWOOD, spoke in opposition to Item 2.K.

SUSAN ANDERSON, LOS ANGELES, spoke regarding the upcoming "The Big Read" events in the City.

SCOTT SCHMIDT, WEST HOLLYWOOD, spoke regarding noticing for the task force created to explore a possible ban on smoking on outdoor patios in restaurants and bars in the City. He spoke regarding a piece of public art which conflicts with traffic signage in the City. He expressed concerns regarding the proposed drafting of an ordinance in Item 4.F.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the passing of former West Hollywood Planning Commissioner Brad Crowe.

SAM BORELLI, WEST HOLLYWOOD, spoke regarding emergency and disaster preparedness.

BOE TRUMBALL, WEST HOLLYWOOD, spoke regarding the recent "Toys for Haiti" drive and other relief efforts for Haiti in the City and thanked everyone who contributed. He spoke in opposition to Item 4.F.

RICHARD GROSSI, WEST HOLLYWOOD, spoke in opposition to the proposed drafting of an ordinance in Item 4.F.

ANGEL MENDOZA, LOS ANGELES, spoke regarding health care and wage issues for union and non-union hotel employees.

MARIA ORNELAS, LOS ANGELES, spoke regarding health care and wage issues for union and non-union hotel employees.

MARCY NORTON, WEST HOLLYWOOD, spoke regarding the upcoming "The Big Read" events in the City.

#### **COUNCILMEMBER COMMENTS:**

Mayor Land congratulated Lauren Meister on her recent testimony in Washington, D.C. in opposition to Blue Cross Anthem rate hikes.

Councilmember Duran announced that his Deputy Hernan Molina, who was traveling to South America, was not harmed in the earthquake in Chile. He requested clarification from the City Manager regarding noticing for the task force created to explore a possible ban on smoking on outdoor patios in restaurants and bars in the City. He spoke regarding an upcoming event at the Whiskey. He spoke regarding his recent attendance at the swearing in ceremony of openly gay Latino Assemblymember John Perez to Speaker of the Assembly, and spoke regarding a performance by the Los Angeles Gay Men's Chorus at the event. He requested clarification from the City manager regarding Item 2.AA. and the stage location of the L.A. Marathon.

Councilmember Horvath spoke regarding former Councilmember Sal Guarriello and his birthday on March 2<sup>nd</sup>. She spoke regarding the new Sierra Bonita affordable housing project in the City. She spoke regarding the recent "Girlfriend" event to kick off Women's History Month and thanked everyone who helped organize the event.

Councilmember Prang congratulated Lauren Meister on her recent testimony in Washington, D.C. in opposition to Blue Cross Anthem rate hikes. He spoke regarding emergency preparedness and encouraged residents to be prepared. He congratulated John Perez on his recent election to Speaker of the California State Assembly. He spoke in opposition to Item 2.K.

Mayor Pro Tempore Heilman spoke regarding Item 2.K. and requested staff to return to Council with more details surrounding the event. He spoke regarding Item 2.R. and

spoke in support of ongoing monitoring of the time limit for parking in the City lot on Sunset. He provided clarification of the date of the Avenues of Art & Design Walk in Item 2.W. He spoke regarding public comment surrounding a piece of public art which conflicts with traffic signage in the City and requested clarification from the City Manager.

Mayor Land spoke regarding former Councilmember Sal Guarriello and his birthday on March 2<sup>nd</sup>. She spoke regarding the construction of the new West Hollywood Library. She spoke regarding three members of the California Urban Search and Rescue Teams who volunteered in the relief efforts in Haiti and are now volunteering for the relief efforts in Chile. She spoke regarding the recent Meet the Mayor event in the City and thanked everyone who participated. She spoke regarding a recent meeting with the Los Angeles Gay and Lesbian Center and officials from Washington, D.C. to discuss hate crimes issues. She requested the City Clerk to amend the City Council minutes from the meeting of February 16, 2010 to note her wishes of congratulations to Milt Young on his recent 96<sup>th</sup> birthday, in her Councilmember Comments. She spoke regarding public comment surrounding a piece of public art which conflicts with traffic signage in the City and requested clarification from the City Manager.

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

City Manager Arevalo stated that he will report back to the Council regarding public comment surrounding a piece of public art which conflicts with traffic signage in the City. He spoke regarding Item 4.A., and provided clarification of the City's upcoming operating budget. He spoke regarding noticing for the task force created to explore a possible ban on smoking on outdoor patios in restaurants and bars in the City, and stated that the meeting will be noticed as required by law. He spoke regarding Item 2.AA. and provided clarification of the location of the stage for the Los Angeles Marathon. He spoke regarding Item 2.K. and stated that staff will return to Council with more details surrounding the event. He congratulated Captain Buddy Goldman on his promotion and thanked him for his years of service. He spoke regarding former Councilmember Sal Guarriello and his birthday on March 2<sup>nd</sup>.

He requested Donn Uyeno, Assistant Civil Engineer, to provide an update on the progress of the Sunset Beautification Project.

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

City Clerk West stated that the fiscal impact on the Consent Calendar is \$559,483.00 in expenditures and \$3,300.00 in potential revenue.

#### **2. CONSENT CALENDAR:**

**ACTION:** Approve the Consent Calendar as amended, 2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,K.,L.,M.,N.,O.,P.,Q.,R.,S.,T.,U.,V.,W.,X.,Y.,Z.,AA.,B B.,CC.,DD.,EE. **Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Duran and approved with Councilmember Prang voting NO on Item 2.K.**

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

*The agenda for the meeting of Monday, March 1, 2010 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, February 25, 2010.*

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

**2.B. APPROVAL OF MINUTES:**

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

**ACTION:** Approve the minutes of February 16, 2010. **Approved as part of the Consent Calendar.**

**2.C. DEMAND REGISTER NO. 645, RESOLUTION NO. 10-3947:**

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

**ACTION:** Approve Demand Register No. 645 and adopt Resolution No. 10-3947, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 645." **Approved as part of the Consent Calendar.**

**2.D. CLAIMS ADMINISTRATION:**

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

**ACTION:** Deny the claims of Brett Shaad and refer to the City's claims adjuster. **Approved as part of the Consent Calendar.**

**2.E. ORDINANCE NO. 10-840 (2<sup>ND</sup> READING), ZONE MAP AMENDMENT TO PLACE A PARKING OVERLAY ZONE FOR THE PROPERTY LOCATED AT 510 WEST KNOLL DRIVE [T. WEST, C. SCHAFFER]:**

*The City Council will waive further reading and adopt Ordinance No. 10-840, a proposed ordinance approving Zone Map Amendment 2009-004 to place a parking overlay zone for the property located at 510 West Knoll Drive.*

**ACTION:** Waive further reading and adopt Ordinance No. 10-840, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING ZONE MAP AMENDMENT 2009-004 TO PLACE A PARKING OVERLAY ZONE FOR THE PROPERTY LOCATED AT 510 WEST KNOLL DRIVE, WEST HOLLYWOOD, CA" **Approved as part of the Consent Calendar.**

**2.F. ORDINANCE NO. 10-841 (2<sup>ND</sup> READING), ADOPTING SPECIFIC PLAN 2007-001 AND ZONE TEXT AMENDMENT 2009-010, IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD [T. WEST, C. SCHAFFER]:**

*The City Council will waive further reading and adopt Ordinance No. 10-841, a proposed ordinance 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, in conjunction with the proposed mixed-use development located at 7300-7328 Santa Monica Boulevard.*

**ACTION:** Waive further reading and adopt Ordinance No. 10-841, "AN ORDINANCE OF THE CITY COUNCIL 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, IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA" **Approved as part of the Consent Calendar.**

**2.G. ORDINANCE NO. 10-842 (2<sup>ND</sup> READING), APPROVING ZONE TEXT AMENDMENT 2007-014 IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD [T. WEST, C. SCHAFFER]:**

*The City Council will waive further reading and adopt Ordinance No. 10-842, a proposed ordinance approving Zone Text Amendment 2007-014 in conjunction with the proposed mixed-use development located at 7300-7328 Santa Monica Boulevard.*

**ACTION:** Waive further reading and adopt Ordinance No. 10-842, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING ZONE TEXT AMENDMENT 2007-014 IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA". **Approved as part of the Consent Calendar.**

**2.H. ORDINANCE NO. 10-843 (2<sup>ND</sup> READING), ADOPTING ZONING MAP AMENDMENT 2009-011, IN CONJUNCTION WITH PROPOSED DEVELOPMENT AGREEMENT 2008-001, SPECIFIC PLAN AMENDMENT 2007-001, AND ZONE TEXT AMENDMENT 2009-010 FOR THE PROPERTY LOCATED AT 7300-7328 SANTA MONICA BOULEVARD [T. WEST, C. SCHAFFER]:**

*The City Council will waive further reading and adopt Ordinance No. 10-843, a proposed ordinance adopting Zoning Map Amendment 2009-011, in conjunction with proposed Development Agreement 2008-001, Specific Plan Amendment 2007-001, and Zone Text Amendment 2009-010 for the property located at 7300-7328 Santa Monica Boulevard.*

**RECOMMENDATION:** Waive further reading and adopt Ordinance No. 10-843, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING ZONING MAP AMENDMENT 2009-011, IN CONJUNCTION WITH PROPOSED DEVELOPMENT

AGREEMENT 2008-001, SPECIFIC PLAN AMENDMENT 2007-001, AND ZONE TEXT AMENDMENT 2009-010 FOR THE PROPERTY LOCATED AT 7300-7328 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA". **Approved as part of the Consent Calendar.**

**2.I. ORDINANCE NO. 10-844 (2<sup>ND</sup> READING), APPROVING DEVELOPMENT AGREEMENT 2008-001 IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD [T. WEST, C. SCHAFFER]:**

*The City Council will waive further reading and adopt Ordinance No. 10-844, a proposed ordinance approving Development Agreement 2008-001 in conjunction with the proposed mixed-use development located at 7300-7328 Santa Monica Boulevard.*

**ACTION:** Waive further reading and adopt Ordinance No. 10-844, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING DEVELOPMENT AGREEMENT 2008-001 IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA". **Approved as part of the Consent Calendar.**

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

*The City Council will receive reports from the Public Facilities Commission, the Public Safety Commission and the Senior Advisory Board on actions taken at their recent meetings.*

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

**2.K. CONTRACT FOR CITYHOOD COMMUNITY CELEBRATION [S. BAXTER, N. BEARD, C. SMITH]:**

*The City Council will consider approving a contract with Authentic Agency to provide a variety of production related services in relation to the 25<sup>TH</sup> Anniversary Cityhood Community Celebration.*

**ACTION:** Authorize the City Manager to enter into a contract with Authentic Agency of West Hollywood, California in an amount not to exceed \$115,000.00 for production related services in relation to the 25<sup>TH</sup> Anniversary Cityhood Community Celebration. **Approved as part of the Consent Calendar with Councilmember Prang voting NO.**

**2.L. AGREEMENT WITH ALBERT GROVER & ASSOCIATES FOR TRANSPORTATION ENGINEERING FOR THE SUNSET STRIP BEAUTIFICATION PROJECT [O. DELGADO, S. PERLSTEIN, D. UYENO]:**

*The City Council will consider approving a professional service agreement with Albert Grover & Associates for transportation engineering and traffic signal coordination work for the Sunset Strip Beautification Project, CIP 1004.*

**ACTION:** 1) Approve a professional services Agreement in an amount not to exceed \$30,000 with Albert Grover & Associates for transportation engineering and traffic signal coordination, and authorize the City Manager to sign the Agreement; and 2) Approve the use of contingency funds from the project budget for the Sunset Strip Beautification Project in the amount of \$30,000 to cover costs for the traffic signal coordination work for the Sunset Strip Beautification Project. **Approved as part of the Consent Calendar.**

**2.M. AUTHORIZATION TO AMEND AN AGREEMENT FOR CONTRACT SERVICES WITH PROJECT PARTNERS INC., FOR PUBLIC WORKS INSPECTION SERVICES [O. DELGADO, S. PERLSTEIN]:**

*The City Council will consider approving an amendment to a contract with Project Partners to increase their contract for as-needed Public Works Inspection Services.*

**ACTION:** Approve Amendment No. 1 to Agreement for Services with Project Partners, Inc. increasing the contract by \$15,000 for a total amount not to exceed \$90,000 for Public Works Inspection Services, and authorize the City Manager to sign the Agreement. **Approved as part of the Consent Calendar.**

**2.N. 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 City Council will adopt one additional finding for Resolution 10-3945 approved by the City Council on March 16, 2010*

**ACTION:** Adopt Resolution 10-3948. "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING ONE ADDITIONAL FINDING FOR GENERAL PLAN AMENDMENT 2007-005 IN CONJUNCTION WITH THE PROPOSED MIXED-USE DEVELOPMENT LOCATED AT 7300-7328 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." **Approved as part of the Consent Calendar.**

**2.O. RELOCATION OF FIRE HYDRANTS, WATER SERVICE METERS AND ELECTRICAL VAULT MANHOLES OWNED BY LOS ANGELES DEPARTMENT OF WATER AND POWER FOR THE SUNSET STRIP BEAUTIFICATION PROJECT [O. DELGADO, S. PERLSTEIN, D. UYENO]:**

*The City Council will consider approval of contingency funds to pay for costs to relocate fire hydrants and water meter boxes on the widened sidewalks being constructed for the Sunset Strip Beautification Project.*

**ACTION:** 1) Approve the use of contingency funds from the project budget for the Sunset Strip Beautification Project in the amount of \$79,600.00 to cover costs for the Los Angeles Department of Water and Power to relocate fire hydrants and water meter boxes; and 2) Approve



the use of contingency funds from the project budget for the Sunset Strip Beautification Project in the amount of \$26,853.00 to cover costs for the Los Angeles Department of Water and Power to adjust manholes for their power vaults to the new grade of the street. **Approved as part of the Consent Calendar.**

**2.P. GREENACRE AVENUE TEST MEDIAN [A. MCINTOSH, T. SLIMMER, W. DAVIS]:**

*The City Council will consider the permanent installation of a median on Greenacre Avenue just north of the alley to further identify the street as a No Outlet road and to deter attempted vehicle short-cutting.*

**ACTION:** Approve the installation of a permanent median on Greenacre Avenue. **Approved as part of the Consent Calendar.**

**2.Q. 1210 AND 1221 KINGS ROAD TEST MEDIANS [A. MCINTOSH, T. SLIMMER, W. DAVIS]:**

*The Council will consider the test installation of medians along the frontage of 1210 and 1221 Kings Road to reduce the speeding potential on Kings Road between Santa Monica Boulevard and Fountain Avenue.*

**ACTION:** Approve the installation of test medians along the frontage of 1210 and 1221 Kings Road. **Approved as part of the Consent Calendar.**

**2.R. PARKING RATES FOR PROPERTY LOCATED AT 8459 SUNSET BOULEVARD [O. DELGADO, J. ROCCO, R. MARQUEZ]:**

*The City Council will consider adopting a resolution authorizing the installation of self-parking devices, establishing the hours of operation and public parking rates for the City operated surface parking lot located at 8459 Sunset Boulevard.*

**RECOMMENDATIONS:** 1) Adopt Resolution No 10-3949, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AUTHORIZING THE INSTALLATION OF SELF- PARKING DEVICES AND ESTABLISHING THE HOURS OF OPERATION AND PARKING RATES FOR THE PARKING LOT LOCATED AT 8459 SUNSET BOULEVARD"; 2) Approve an amendment to the existing contract with Ampco System Parking to add the parking lot located at 8459 Sunset Boulevard; and 3) Authorize the City Manager to sign the contract amendment. **Approved as part of the Consent Calendar.**

**2.S. PURCHASE SINGLE SPACE PARKING METERS FOR SUNSET BOULEVARD [O. DELGADO, J. ROCCO, R. MARQUEZ, L. THU]:**

*The City Council will consider granting approval to purchase three hundred (300) single space parking meters that accept credit card payments for Sunset Boulevard.*

**ACTION:** 1) Authorize staff to negotiate an agreement with the IPS Group to purchase three hundred (300) single-space, credit card parking meters in an amount not to exceed \$ 143,000; and 2) Approve the issuance of a

purchase order by the Department of Finance. **Approved as part of the Consent Calendar.**

**2.T. INCREASE PARK AVAILABILTY IN THE MID-CITY SECTION OF WEST HOLLYWOOD [J. DURAN, H. MOLINA, J. PRANG, M. HAIBACH]:**

*The City Council will consider directing the Public Facilities Commission (PFC) and staff to develop a recommendation and plan to open the grounds at the City-owned property located at 1343 N. Laurel Avenue for public open space on a temporary basis.*

**ACTION:** 1) Direct staff to develop a plan to open the grounds at the City-owned property located at 1343 N. Laurel Avenue for public open space. Staff to agendize proposed plan and alternatives at Public Facilities Commission for their consideration and recommendations; and 2) Report PFC recommendation back to City Council in 120 days. **Approved as part of the Consent Calendar.**

**2.U. YEAR-END REPORT ON SOCIAL SERVICES PROGRAMS [S. BAXTER, D. DENNIS]:**

*The City Council will receive the year-end report of Social Services contract programs for 2008-09.*

**ACTION:** Receive and file the year-end report. **Approved as part of the Consent Calendar.**

**2.V. SOCIAL SERVICES PROGRAMS AUGMENTATION [S. BAXTER, D. DENNIS]:**

*The City Council will consider recommendations for expenditure of \$107,035 in augmented funding to mitigate the impact of the economic downturn and/or cuts to State or County programs on members of the West Hollywood community.*

**ACTION:** Approve funding for the programs listed below effective March 2, 2010-September 30, 2010; authorize staff to negotiate scopes of work, outcome objectives, and budgets with the agencies; authorize the City Manager to sign social services contracts. **Approved as part of the Consent Calendar.**

**2.W. SPONSORSHIP OF THE AVENUES OF ART & DESIGN BUSINESS IMPROVEMENT DISTRICT ART & DESIGN WALK 2010 [J. HUFFER, M. LOUIE]:**

*The City Council will consider sponsorship of the 13<sup>th</sup> Annual Art & Design Walk, including waiving city-related event permit fees and lifting parking restrictions in the Avenues of Art and Design Business Improvement District (BID) during the event on Saturday, March 27, 2010.*

**ACTION:** 1) Approve sponsorship of the Avenues of Art & Design Walk and authorize the use of the City name and logo on invitations, programs and other collateral materials; 2) Waive residential permit parking between the hours of 12:00 p.m. and 6:00 p.m. in Permit Parking Districts 1 and 2; waive enforcement at parking meters on Beverly Boulevard, Melrose

Avenue, Robertson Boulevard and any side streets in the Avenues of Art & Design district from 12:00 p.m. to 6:00 p.m. on March 27, 2010; 3) Direct the Avenues of Art & Design BID to conduct neighborhood and business outreach in advance of the event; 4) Approve in kind support in the form of fee waivers totaling \$2,400 as outlined; and 5) Authorize the City Manager to sign and execute any necessary documents or forms. **Approved as part of the Consent Calendar.**

**2.X. SUPPORT OF THE BREAST CANCER PATIENT PROTECTION ACT OF 2009, S. 688 (SNOWE) [C. PLANCK, L. FOOKS, E. BARRETT]:**

*The City Council will consider adopting a resolution in support of the Breast Cancer Patient Protection Act of 2009, S. 688 (Snowe).*

**ACTION:** 1) Adopt Resolution No. 10-3950, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF THE BREAST CANCER PATIENT PROTECTION ACT OF 2009, S. 688 (SNOWE); and 2) Send copies of the signed resolutions to U.S. Senator Olympia Snowe, U.S. Senator Dianne Feinstein, U.S. Senator Barbara Boxer, and the National Cancer Institute. **Approved as part of the Consent Calendar.**

**2.Y. CO-SPONSORSHIP OF BENEFIT FOR CANCER SCHMANCER MOVEMENT [L. HORVATH, I. PINE]:**

*The City Council will consider co-sponsoring an April 22, 2010, night of comedy benefit for the Cancer Schmancer Movement.*

**ACTION:** 1) Approve co-sponsorship of the April 22, 2010, Cancer Schmancer benefit at The Comedy Store; and 2) Authorize benefit organizers to utilize City's name and logo on printed materials advertising the event and ask Public Information Office to assist with outreach efforts in our community. **Approved as part of the Consent Calendar.**

**2.Z. CO-SPONSORSHIP OF 15TH ANNUAL TOM OF FINLAND FOUNDATION EROTIC ART FAIR WEEKEND MARCH 27-28, 2010 [S. BAXTER, J. BOOK]:**

*The City Council will consider co-sponsoring the 15th Annual Tom of Finland Foundation Erotic Art Fair Weekend, to be held March 27-28, 2010, in West Hollywood Park.*

**ACTION:** 1) Approve city co-sponsorship for 13th Annual Tom of Finland Foundation Erotic Art Fair Weekend, to be held March 27-28, 2010; and 2) Approve waiver of rental fees in the amount of \$1,335, and refundable deposit in the amount of \$350. **Approved as part of the Consent Calendar.**

**2.AA. LA MARATHON 2010 [S. BAXTER, N. BEARD, C. SMITH]:**

*The City Council will allow the LA Marathon route to pass through West Hollywood and permit street closures in support of the event.*

**ACTION:** Approve street closures on March 21, 2010 from 4am to 12 Noon and other standard elements for this type of event as described in

this report in support of the LA Marathon. **Approved as part of the Consent Calendar.**

**2.BB. (4.A.) UPDATE OF THE 2009-2010 OPERATING BUDGET, CAPITAL WORK PLAN, AND VISION 2020 ACCOMPLISHMENTS [P. AREVALO, A. GANDHY, D. HATCHER, D. WILSON]:**

*The City Council will consider the mid-year budget update of the City's 2009-10 Operating Budget and Capital Work Plan, Primary Strategic Goals and New Initiatives.*

**ACTION:** 1) Receive and file the attached report on accomplishments toward the Primary Strategic Goals of Vision 2020 and other activities of the City's Departments; 2) Authorize the Director of Finance and Technology to decrease budgeted revenues in the General Fund by 4% (\$2,500,000); and 3) Authorize the Director of Finance to increase the Transit/Parking Capital Projects Fund expenditures by \$184,912. **Approved as part of the Consent Calendar.**

**2.CC. (4.B.) REVISIONS TO THE COMMUNITY DEVELOPMENT BLOCK GRANT BUDGET FOR FISCAL YEAR 2009-10 [A. WINDERMAN, R. BURNLEY]:**

*The City Council will consider approving revisions to the Community Development Block Grant (CDBG) budget for fiscal year 2009-10.*

**ACTION:** 1) Approve revisions to the Community Development Block Grant budget for fiscal year 2009-10, and instruct staff to submit the revised budget for approval to the Community Development Commission of the County of Los Angeles; and 2) Adopt Resolution No. 10-3951, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, REVISING THE COMMUNITY DEVELOPMENT BLOCK GRANT BUDGET FOR FISCAL YEAR 2009-10." **Approved as part of the Consent Calendar.**

**2.DD. (4.C.) GRANT AGREEMENT WITH THE WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION FOR REHABILITATION OF AFFORDABLE HOUSING [A. WINDERMAN, J. SKORNECK, E. SAVAGE]:**

*The City Council will consider approval of a Grant Agreement for the rehabilitation of affordable housing with the West Hollywood Community Housing Corporation.*

**ACTION:** 1) Approve a Grant Agreement with the West Hollywood Community Housing Corporation for an amount not to exceed \$510,442; 2) Authorize City Manager to execute the Grant Agreement and related Amendment(s) to Regulatory Agreements between the City of West Hollywood and both the West Hollywood Community Housing Corporation and the Fountain Avenue Partnership; and 3) Confirm that planning and building permit fees are waived for work under this residential rehabilitation grant program. **Approved as part of the Consent Calendar.**

**2.EE. (4.D.) LOAN MODIFICATION COMMITMENT TO FACILITATE TAX CREDIT FINANCING FOR AFFORDABLE HOUSING AT 1234 HAYWORTH AVENUE [A. WINDERMAN, J. SKORNECK, E. SAVAGE]:**

*The City Council will consider approving a Commitment Letter and potentially converting an existing \$10.3 million acquisition and predevelopment loan to permanent financing to support the developer's applying for \$6.7 million in tax credit financing for the 48-unit 1234 Hayworth affordable housing project.*

**ACTION:** 1) Authorize the City Manager to sign a Commitment Letter, in substantially the form attached, outlining the City's commitment to extend its current \$10.3 million in acquisition and predevelopment loan funds to be permanent financing for rehabilitation of 1234 Hayworth Avenue as affordable housing; and 2) Authorize the City Manager to negotiate and execute a modification to the City's current Loan Agreement to be consistent with the terms outlined in the Commitment Letter. **Approved as part of the Consent Calendar.**

**THE CITY COUNCIL RECESSED AND RECONVENED AS THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION: 7:54 P.M.**

The Community Development Commission approved the minutes from the June 15, 2009 meeting; approved a contract with Kahlifeh & Associates for affordable housing developments; and authorized a reallocation of funding for an East Side sewer project. The actions are more fully described in the West Hollywood Community Development Commission minutes.

**THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION RECESSED AND RECONVENED AS THE CITY COUNCIL: 7:55 P.M.**

**3. PUBLIC HEARINGS:**

**3.A. A REQUEST TO CONSTRUCT A 268,805 SQUARE FOOT MIXED-USE HOTEL PROJECT INCLUDING AMENDMENTS TO THE GENERAL PLAN, SUNSET SPECIFIC PLAN, AND ZONING MAP TO PERMIT INCREASED HEIGHT AND DENSITY IN A NEW EXPANDED TARGET SITE [A. MCINTOSH, J. KEHO, D. DEGRAZIA]:**

*The Council will consider a mixed use hotel project including amendments to the General Plan, Sunset Specific Plan and Zoning Map to permit increased height and density at 9040-9056 Sunset Boulevard, 1018-1022 N. Doheny Drive, and 9031-9041 Harratt Street. On February 1, 2010 the City Council continued the public hearing to the meeting of March 1, 2010.*

City Clerk West stated that the Item was noticed as required by law.

David DeGrazia, Senior Planner, provided background information as outlined in the staff report dated March 1, 2010.

Councilmember Duran and Councilmember Prang disclosed recent meetings with hotel union representatives and a meeting with the developer.

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

JAMES ARNONE, ON BEHALF OF THE APPLICANT, spoke in support of the Item.

RIC RICKLES, WEST HOLLYWOOD, spoke in support of the Item.

JOSEPH CLAPSADDLE, WEST HOLLYWOOD, spoke in support of the Item.

MICHAEL JANAS, WEST HOLLYWOOD, spoke in support of the Item.

SHARON SANDOW, PRESIDENT OF THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the Item.

JOAN HENEHAN, CHAIR OF THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the Item.

DAVID KERSH, LOS ANGELES, spoke in support of the Item.

CLAIRE O'CONNOR, LOS ANGELES, expressed concerns regarding possible traffic impacts associated with the project.

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

TOM WALSH, LOS ANGELES, spoke in opposition to the Item.

MORENA HERNANDEZ, NORTH HOLLYWOOD, spoke regarding health care and wage issues for union and non-union hotel employees.

MARCOS ALCALA, RESEDA, spoke regarding health care and wage issues for union and non-union hotel employees.

CHRIS SMITH, BEVERLY HILLS, spoke regarding health care and wage issues for union and non-union hotel employees.

RACHEL TORRES, LOS ANGELES, spoke in opposition to the Item.

DEREK SMITH, FULLERTON, spoke in opposition to the Item.

NORMAN CHRAMOFF, WEST HOLLYWOOD, spoke in support of the Item.

GEORGE A. MURPHY, WEST HOLLYWOOD, spoke in support of the Item.

BILL LUDDY, BURBANK, spoke in support of the Item.

TODD STEADMAN, EXECUTIVE DIRECTOR OF THE SUNSET STRIP BUSINESS ASSOCIATION, spoke in support of the Item.

KATE BARTOLO, WEST HOLLYWOOD, spoke in support of the Item.

PATRICK SPILLANE, WEST HOLLYWOOD, spoke in support of the Item.

SPERO PLAVOUKOS, LOS ANGELES, spoke in support of the Item.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in support of more articulation on the East Side façade. She spoke regarding water issues surrounding the project and spoke regarding union employees at the proposed hotel in the project.

MICHAEL NELSON, WEST HOLLYWOOD, expressed concerns regarding the hotel rooms facing Harratt Street in the project. He expressed concerns regarding parking issues surrounding the proposed project.

STEVE MARTIN, WEST HOLLYWOOD, spoke in support of the affordable housing units being located on-site. He spoke regarding union employees at the proposed hotel in the project.

Councilmember Horvath and Mayor Land requested clarification regarding traffic flow for parking in the proposed project.

Councilmember Duran and Mayor Pro Tempore Heilman requested clarification from the City Attorney regarding the possible requirement of union employees for the proposed hotel in the project.

Mayor Pro Tempore Heilman requested clarification from the City Attorney regarding language in the Development Agreement. He requested clarification regarding the partners of the LLC in the proposed project.

Mayor Land requested clarification regarding the proposed Interim Site Activation Plan in the Development Agreement, and spoke in support of adding language to the agreement to require that the site is used prior to the beginning of construction.

Mayor Pro Tempore Heilman expressed concerns regarding the proposed façade changes to the side of the building facing Doheny. He spoke regarding the need to continue to improve the pedestrian areas in the project. He expressed concerns regarding the noise mitigation efforts for the rooftop pool. He spoke in support of locating the hotel units closer to Sunset Boulevard and the residential units closer to Harratt Street. He spoke in support of a requirement for union employees at the hotel in the proposed project.

Councilmember Duran spoke in support of the Item. He spoke in support of the final design issues being addressed by the Director of Community Development. He spoke in support of the income provided to the City from the proposed project. He expressed concerns regarding the enforceability of a requirement for union employees at the hotel in the proposed project.

Councilmember Prang requested clarification regarding the location of the residential and hotel units facing Harratt Street.

Mayor Land closed the public hearing.

Mayor Land spoke in support of adding language to the development agreement to indicate the City's preference for the developer to choose a hotel operator who uses unionized workers. She spoke in support of adding a requirement to use quality building materials in the project. She spoke in support of authorizing the Community Development Director to address articulation issues in the project.

**ACTION:** Table the Item to the meeting of March 15, 2010 with direction to staff to amend the Development Agreement to include language to indicate the City's preference for the developer to choose a hotel operator who uses unionized workers; to add additional language to explore the possibility of moving the hotel units closer to Sunset Boulevard and the residential units closer to Harratt Street in the design of the project; and direct the City Attorney and City Manager to review issues raised surrounding a bankruptcy filing in association with one of the partners of the development project. **Motion by Councilmember Duran, seconded by Councilmember Horvath and unanimously approved.**

#### **4. UNFINISHED BUSINESS:**

##### **4.A. UPDATE OF THE 2009-2010 OPERATING BUDGET, CAPITAL WORK PLAN, AND VISION 2020 ACCOMPLISHMENTS [P. AREVALO, A. GANDHY, D. HATCHER, D. WILSON]:**

*The City Council will consider the mid-year budget update of the City's 2009-10 Operating Budget and Capital Work Plan, Primary Strategic Goals and New Initiatives.*



**ACTION:** This Item was moved to the Consent Calendar as Item 2.BB.

**4.B. REVISIONS TO THE COMMUNITY DEVELOPMENT BLOCK GRANT BUDGET FOR FISCAL YEAR 2009-10 [A. WINDERMAN, R. BURNLEY]:**

*The City Council will consider approving revisions to the Community Development Block Grant (CDBG) budget for fiscal year 2009-10.*

**ACTION:** This Item was moved to the Consent Calendar as Item 2.CC.

**4.C. GRANT AGREEMENT WITH THE WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION FOR REHABILITATION OF AFFORDABLE HOUSING [A. WINDERMAN, J. SKORNECK, E. SAVAGE]:**

*The City Council will consider approval of a Grant Agreement for the rehabilitation of affordable housing with the West Hollywood Community Housing Corporation.*

**ACTION:** This Item was moved to the Consent Calendar as Item 2.DD.

**4.D. LOAN MODIFICATION COMMITMENT TO FACILITATE TAX CREDIT FINANCING FOR AFFORDABLE HOUSING AT 1234 HAYWORTH AVENUE [A. WINDERMAN, J. SKORNECK, E. SAVAGE]:**

*The City Council will consider approving a Commitment Letter and potentially converting an existing \$10.3 million acquisition and predevelopment loan to permanent financing to support the developer's applying for \$6.7 million in tax credit financing for the 48-unit 1234 Hayworth affordable housing project.*

**ACTION:** This Item was moved to the Consent Calendar as Item 2.EE.

**4.E. PUBLIC SAFETY UPDATE [K. COOK, B. GOLDMAN, G. BURDEN, J. AUBEL]:**

*The City Council will receive an update on public safety activities and give additional direction to staff.*

Kristin Cook, Public Safety Manager, and Captain Buddy Goldman provided background information as outlined in the staff report dated March 1, 2010.

Mayor Pro Tempore Heilman requested clarification regarding efforts being made to prevent safety issues surrounding nightclubs in the City. He spoke regarding theft issues at the West Hollywood Gateway.

Mayor Land spoke regarding the need to do advertising and outreach to the community regarding public safety issues.

Councilmember Horvath requested clarification regarding the increase in domestic violence in the City.

**ACTION:** Approve the following public safety priorities including: a) Continue to work with local businesses, residents, and neighboring jurisdictions to promote neighborhood livability and mitigate impacts from nighttime establishments; b) Continue to collaborate with the Commercial Code Compliance Division to address various nuisance issues, including dogs off leash, inappropriate disposal of dog waste, and noise; c) Monitor and adjust traffic enforcement deployment as needed to address speeding vehicles, driving while using cell phones, bicycles on sidewalks, and other traffic violations; d) Continue to aggressively address criminal transient issues, and assist Social Services with overall homelessness issues; e) Continue to provide attentive customer service; and f) Continue to educate the community through Neighborhood Watch and the Public Safety Commission's "Live, Work, Play, Be Safe" campaign on key public safety issues. **Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Horvath and unanimously approved.**

**4.F. CREATION OF A BUSINESS IMPROVEMENT DISTRICT ON SANTA MONICA BOULEVARD [J. ENGLISH, L. BELSANTI, J. HUFFER, M. LOUIE, K. COOK]:**

*The City Council will receive an update regarding the feasibility of establishing a business improvement district for the businesses along Santa Monica Boulevard and adjacent side streets between La Cienega Boulevard and Doheny Drive.*

Jeffrey Huffer, Economic Development Manager, provided background information as outlined in the staff report dated March 1, 2010.

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

Mayor Pro Tempore Heilman expressed concerns regarding developing an interim ordinance placing a moratorium on any intensification of nighttime businesses along Santa Monica Boulevard and adjacent side streets.

Councilmember Horvath and Councilmember Duran requested clarification regarding outreach to the business community.

Councilmember Duran spoke in support of the concept of the creation of a business improvement district, but spoke in opposition to forming the BID in the current economy.

Mayor Land spoke regarding the process of working with the businesses in the area to develop the business improvement district.

Mayor Pro Tempore Heilman spoke regarding the benefits of creating a BID to create better communication between businesses owners in the area.

Councilmember Horvath spoke in support of focusing on public safety issues in the creation of the BID.

**ACTION:** 1) Receive and file; and 2) Provide staff with comments.  
**Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Prang and approved with Councilmember Duran voting NO.**

**5. NEW BUSINESS:**

**5.A. ART SELECTION PROCESS FOR CITY CAPITAL PROJECTS [J. HUFFER, A. CAMPBELL]:**

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

Andrew Campbell, Cultural Affairs Administrator, provided background information as outlined in the staff report dated March 1, 2010.

Mayor Pro Tempore Heilman requested clarification that City staff will be involved in the art selection process.

Councilmember Duran and Councilmember Prang spoke in support of Option 1 in the staff report.

Councilmember Horvath requested clarification of the staff's recommendation of Option 3.

Mayor Land spoke regarding the need to establish parameters for the goals of art selection in the City.

**ACTION:** Adopt staff Option 1 with the following modifications: The City Council hires public art consultants and establishes the project parameters with the Urban Arts Subcommittee (UAS) and the art consultant. Members of the Arts and Cultural Affairs Commission (ACAC) -- from which the Urban Arts Subcommittee (UAS) is selected -- are appointed by the City Council. The City Council entrusts ACAC to advise them on policies affecting the arts and cultural life of the City, its residents, artists, and the organizations that provide arts services to the City. **Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Prang and unanimously approved.**

**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.*

**ACTION:** The City Council made the following at-large appointments: Elyse Eisenberg - Public Facilities Commission; Angela Brinskele - Lesbian and Gay Advisory Board; and Amy Walia-Fazio – Women’s Advisory Board.

**5.C. ELECTION OF MAYOR AND MAYOR PRO TEMPORE [T. WEST, C. SCHAFFER]**

*The City Council will consider electing the new Mayor and Mayor Pro Tempore.*

**ACTION:** City Council made the following appointments as Mayor and Mayor Pro Tempore, to be installed on April 19, 2010 at the Reorganization Meeting. **John Heilman – Mayor; and John Duran - Mayor Pro Tempore.**

**EXCLUDED CONSENT CALENDAR: None.**

**PUBLIC COMMENT: None.**

**6. LEGISLATIVE: None**

**COUNCILMEMBER COMMENTS: None.**

**ADJOURNMENT:** The City Council adjourned at 11:03 P.M. in memory of Judge Sylvia Pressler, Ralph Jackson, Paul Serchia, and all the soldiers who died in Iraq and Afghanistan since the last City Council meeting. They adjourned to their next regular

meeting, which will be on Monday, March 15, 2010 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 15<sup>th</sup> day of March, 2010 by the following vote:

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

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ABBE LAND, MAYOR

ATTEST:

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THOMAS R. WEST, CITY CLERK