

CITY COUNCIL
CITY OF WEST HOLLYWOOD
CLOSED SESSION AGENDA

MONDAY, AUGUST 2, 2021

5:30 P.M.

HYBRID IN-PERSON/TELECONFERENCE MEETING

PUBLIC PARTICIPATION

TO PARTICIPATE BY PROVIDING PUBLIC COMMENT BY TELEPHONE:

This option is to provide public comment on the **Closed Session Item(s) ONLY**.

Note: You must email mcrowder@weho.org to request to speak on the Closed Session Items indicated below, by no later than 5:00 p.m. on August 2, 2021. Please include your name, and the phone number from which you will be calling. Once you have submitted your request to speak to the City Clerk, you will be provided with the call-in number. Please call in at 5:25 p.m., and you will be given an opportunity to provide public comment on the Closed Session agenda items.

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- 1. CONVENE IN OPEN SESSION**
- 2. PUBLIC COMMENT ON THE CLOSED SESSION AGENDA**
- 3. RECESS TO CLOSED SESSION**
- 4. LITIGATION**

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:

- a. ANTICIPATION OF LITIGATION: Gov't Code section 54956.9(d)(2) and (e)(3)**  
A point has been reached where, in the opinion of the City Council on the advice of its legal counsel, there is a significant exposure to litigation against the City.

Number of Potential Cases: One matter of threatened litigation  
Claim for Damages against the of City of West Hollywood (Rostovsky--amended claim filed July 26, 2021).

## COMPLETE AGENDA PACKETS ARE ON THE CITY'S WEBSITE

at [www.weho.org](http://www.weho.org)

Written materials distributed to the City Council within 72 hours of the City Council meeting are available for public inspection online at [www.weho.org](http://www.weho.org)

\*IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), THE GOVERNOR HAS AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE.

### PUBLIC PARTICIPATION

#### TO VIEW THE CITY COUNCIL MEETING:

\*\*\*Please note that City's website ([www.weho.org/wehotv](http://www.weho.org/wehotv)) is the only official viewing platform for the City of West Hollywood's public meetings. To afford the public with a multitude of viewing options and in order to expand access to our public meetings, broadcasts are also available as a courtesy on local cable television and multiple streaming platforms. However, because they are a third party and operate independently from the City of West Hollywood, their reliability cannot be guaranteed. Broadcasts of public meetings can be found on Spectrum Cable Television's Channel 10 within West Hollywood's borders. Digital streaming platform viewers can easily find programming by searching for "WeHoTV" within the search functions of the following services. Android TV, Apple TV, Fire TV, Roku and YouTube.

If your video or audio device has buffering or streaming issues while accessing our LIVE feed, please access the meeting at the City's website [www.weho.org/wehotv](http://www.weho.org/wehotv) for updated information and troubleshooting tips for your device and visit [www.weho.org/councilagendas](http://www.weho.org/councilagendas) for information on how to participate by phone. If you are having difficulties connecting to the meeting you can also call (323) 848-3151.

#### TO PARTICIPATE BY PROVIDING WRITTEN CORRESPONDENCE OR AN E-COMMENT:

To better facilitate the remote meeting, members of the public who wish to comment on matters before the city council are strongly encouraged to submit written correspondence to [publiccomment@weho.org](mailto:publiccomment@weho.org) or submit an E-Comment using the form located at [www.weho.org/councilagendas](http://www.weho.org/councilagendas) by no later than 2:00 p.m. Council meeting day. *Note: Written Correspondence and E-Comments will not be read into the record during the City Council meeting; however, correspondence received by 2:00 p.m. will be forwarded to the City Council and posted on the City's website as part of the official meeting record.*

#### TO PARTICIPATE BY PROVIDING PUBLIC COMMENT BY TELEPHONE:

(Please note: This option is to provide public comment via phone ONLY. To view the meeting, please see information on how to view the meeting provided above.)

1. You are strongly encouraged to e-mail [mcrowder@weho.org](mailto:mcrowder@weho.org) no later than 2:00 p.m. Council meeting day, to be added to the Public Speaker List for the meeting. Please include your name, the phone number from which you will be calling, and which item you would like to speak on.
2. Dial-in 10 minutes prior to the start of the meeting (*the meeting begins at 6:00 p.m.*)  
**You will be placed on HOLD in the Virtual Meeting Room until it is your turn to speak.**
  - Dial-in #: 669-900-6833
  - Meeting I.D.: 824 0452 4847, then #

If special assistance to participate in this meeting is required, (e.g., an American Sign Language interpreter for people who are Deaf or hard of hearing), 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. The City TTY line 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(s) not initiated by 11:00 p.m. may be continued to a subsequent City Council meeting. The City Council may direct staff to continue the item(s) to an already scheduled City Council meeting or may adjourn this meeting to an adjourned regular meeting to consider the item(s).***

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
AGENDA  
(REVISED – 7/30/21)  
MONDAY, AUGUST 2, 2021  
REGULAR TELECONFERENCE MEETING**

**5:30 P.M. - CLOSED SESSION: See attached Closed Session Agenda**

**6:00 P.M. – CITY COUNCIL MEETING VIA TELECONFERENCE**

**CALL TO ORDER:**

**PLEDGE OF ALLEGIANCE:**

**ROLL CALL:**

**REPORT OF CLOSED SESSION AGENDA:**

**APPROVAL OF AGENDA:**

**ADJOURNMENT MOTIONS:**

**PRESENTATIONS:**

- 1. PUBLIC COMMENT:** The City Council values your comments; however, pursuant to the Brown Act, Council cannot take action on items not listed on the posted agenda. The public comment period is limited to 20 minutes, with 2 minutes allotted for each speaker. This public comment period is to address the City Council on Consent Calendar items, other agenda items (if the member of the public cannot be present at the time the item is considered) or items of general interest within the jurisdiction of the City Council. Another period is also reserved for general comment later in the meeting for those that could not be heard at this time. Public Hearing testimony 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 AND MEETING ATTENDANCE REPORTS:** This portion of the meeting is set aside for general comments, announcements, requests of staff, subcommittee meeting reports, 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:**

*SUBJECT: The agenda for the meeting of Monday, August 2, 2021 was posted at City Hall, Plummer Park, the Sheriff's Station, and at the West Hollywood Library on Wednesday, July 28, 2021.*

RECOMMENDATION: Receive and file.

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

*SUBJECT: The City Council is requested to approve the minutes of the prior Council meeting.*

RECOMMENDATION: Approve the minutes of July 19, 2021 and July 21, 2021.

**2.C. APPROVAL OF DEMAND REGISTER NO. 891 [L. QUIJANO, C. CORRALES]:**

*SUBJECT: The City Council shall receive the Demand Register for period ending July 23, 2021 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.*

RECOMMENDATION: Approve Demand Register NO. 891 and adopt Resolution No. 21-5431, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING PAYMENT OF DEMANDS PRESENTED ON DEMAND REGISTER NO. 891."

- 2.D. CLAIMS ADMINISTRATION [Y. QUARKER, M. CROWDER]:**  
*SUBJECT: The City Council is asked to deny one (1) claim filed against the City as an administrative step in claims processing.*  
**RECOMMENDATION:** Deny the claim of Mia Dela Cruz.
- 2.E. ADOPT ORDINANCE NO. 21-1157 (2ND READING) “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9157 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” [M. CROWDER, A. POBLADOR]:**  
*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 21-1157, “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9157 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.”*  
**RECOMMENDATION:** Waive further reading and adopt Ordinance 21-1157, “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9157 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.”
- 2.F. ADOPT ORDINANCE NO. 21-1158 (2ND READING) “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9157 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” [M. CROWDER, A. POBLADOR]:**  
*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 21-1158, “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9157 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.”*  
**RECOMMENDATION:** Waive further reading and adopt Ordinance 21-1158, “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9157 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.”
- 2.G. ADOPT ORDINANCE NO. 21-1159 (2ND READING) “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ADDING CHAPTER 5.128 TO THE WEST HOLLYWOOD MUNICIPAL CODE REGARDING HOTEL WORKER PROTECTION” [M. CROWDER, A. POBLADOR]:**

**SUBJECT:** *The City Council will waive further reading and adopt Ordinance No. 21-1159, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ADDING CHAPTER 5.128 TO THE WEST HOLLYWOOD MUNICIPAL CODE REGARDING HOTEL WORKER PROTECTION."*

**RECOMMENDATION:** Waive further reading and adopt Ordinance 21-1159, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ADDING CHAPTER 5.128 TO THE WEST HOLLYWOOD MUNICIPAL CODE REGARDING HOTEL WORKER PROTECTION."

**2.H. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [M. CROWDER, A. POBLADOR]:**

**SUBJECT:** *The City Council will receive Synopses from the Public Safety Commission, Rent Stabilization Commission, and Transportation Commission regarding actions taken at their recent meeting.*

**RECOMMENDATION:** Receive and file.

**2.I. RESCHEDULE MINIMUM/LIVING WAGE STUDY SESSION [D. WILSON, J. LEONARD, M. CROWDER]:**

**SUBJECT:** *The City Council will consider rescheduling the Monday, August 30th Study Session regarding the minimum and living wages to Tuesday, August 31st.*

**RECOMMENDATION:** Reschedule the Monday, August 30th Study Session to Tuesday, August 31st at 5:30 p.m. via Teleconference.

**2.J. APPROVAL OF 2022 ONE CITY ONE PRIDE LGBTQ ARTS FESTIVAL GRANT GUIDELINES [L. BELSANTI, R. EHEMANN, M. CHE]:**

**SUBJECT:** *The City Council will consider approving the City of West Hollywood's 2022 One City One Pride LGBTQ Arts Festival Grant Guidelines as recommended by the Arts and Cultural Affairs Commission.*

**RECOMMENDATION:** Approve the City of West Hollywood's 2022 One City One Pride LGBTQ Arts Festival Grant Guidelines as recommended by the Arts and Cultural Affairs Commission.

**2.K. AMENDMENT #1 TO AGREEMENT FOR SERVICES WITH PREMIER PARTNERSHIPS FOR DIGITAL BILLBOARD VALUATIONS FOR THE SUNSET ARTS & ADVERTISEMENT PROGRAM [J. KEHO, R. EASON, B. ECK]:**

**SUBJECT:** *The City Council will consider amending the agreement for services with Premier Partnership for Digital Billboard Evaluations for the Sunset Arts and Advertisement Program to amend the scope of work and increase the not-to-exceed amount of the agreement.*

**RECOMMENDATIONS:** 1) Approve amendment No. 1 to the agreement for services with Premier Partnerships to increase the amount of the agreement by \$42,500 for a total "not-to-exceed" amount of \$342,000; and

2) Authorize the City Manager or designee to execute documents incident to the agreement.

**2.L. AMENDMENT #4 TO AGREEMENT FOR SERVICES WITH CHATTEL, INC. FOR HISTORIC PRESERVATION CONSULTANT SERVICES [J. KEHO, J. ALKIRE, D. VU]:**

*SUBJECT: The City Council will consider amending the agreement for services with Chattel, Inc. for Historic Preservation consultation and training to extend the agreement termination date and increase the not-to-exceed amount of the agreement.*

RECOMMENDATIONS: 1) Approve amendment No. 4 to the agreement for services with Chattel, Inc. to increase the amount of the agreement by \$75,000 for a total “not-to-exceed” amount of \$250,000, with a contract end date of June 30, 2022; and 2) Authorize the City Manager or designee to execute documents incident to the agreement.

**2.M. GRANT APPLICATION AND EXPENDITURE PLAN FOR THE JUSTICE ASSISTANCE GRANT (JAG) 2021 [K. COOK]:**

*SUBJECT: The City Council will consider authorizing Public Safety staff to apply for and then accept, if applicable, the US Department of Justice’s Bureau of Justice Assistance’s annual allocation for the Justice Assistance Grant (JAG) 2021 Program.*

RECOMMENDATIONS: 1) Authorize staff to apply for and accept, if applicable, the US Department of Justice’s Bureau of Justice Assistance’s annual allocation to the City of West Hollywood of \$21,266 for the Justice Assistance Grant (JAG) 2021 Program; 2) Upon award of the grant, authorize the Director of Finance and Technology Services to increase revenues and expenditures by an equal amount, which will be determined upon successful award of the grant and is projected to be \$21,266; 3) Authorize the expenditure of JAG funds for the continuation of the Park Security Patrol Program; and 4) Authorize the City Manager, or designee, to execute documents incident to the grant.

**2.N. 2021 AND 2022 LOS ANGELES MARATHON STREET CLOSURES [K. COOK, C. SMITH, M. REATH, J. HEREDIA]:**

*SUBJECT: The City Council will consider approving street closures on portions of Sunset Boulevard, North San Vicente Boulevard, Santa Monica Boulevard and North Doheny Drive to accommodate the Los Angeles Marathon for its events on November 7, 2021, and March 20, 2022.*

RECOMMENDATIONS: 1) Approve the closure of Sunset Boulevard between Marmont Lane and Clark Street/North San Vicente Boulevard on Sunday, November 7, 2021, from 4:00 a.m. to 2:00 p.m.; 2) Approve the closure of North San Vicente Boulevard between Sunset Boulevard and Melrose Avenue on Sunday, November 7, 2021, from 4:00 a.m. to 2:00 p.m.; 3) Approve the closure of Santa Monica Boulevard between La Cienega Boulevard and North Doheny Drive on Sunday, November 7, 2021, from 4:00 a.m. to 2:00 p.m.; 4) Approve the closure of North Doheny

Drive between Santa Monica Boulevard and Beverly Boulevard on Sunday, November 7, 2021, from 4:00 a.m. to 2:00 p.m.; 5) Approve March 20, 2022, street closure requests that are the same in scope and duration as the above mentioned 2021 street closure requests; and 6) Authorize the City Manager or his designee to negotiate with event producers regarding additional route, programming, or sponsorship requests.

**2.O. FUNDING FOR PROGRAMMING FOR BIVISIBILITY WEEK 2021 [J. LEONARD, H. MOLINA, M. CROWDER]:**

*SUBJECT: The City Council will consider a set of recommendations from the Lesbian and Gay Advisory Board (LGAB), which include appropriating funds to pay for specific programming for BiVisibility Week, September 16-23, 2021.*

RECOMMENDATIONS: 1) Proclaim September 16 through September 23 as BiVisibility Week in the City of West Hollywood; 2) Authorize the Director of Finance and Technology Services to allocate \$5,000 from Fiscal Year 2021-22 budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with programming related to BiVisibility Week, September 16-23; 3) Direct staff to take additional actions to recognize BiVisibility Week, including but not limited to, illuminating City Hall with the colors associated with the Bisexual flag colors; programming the lanterns on Santa Monica Boulevard with the colors of the Bisexual flag; flying the Bisexual flag at public facilities as space permits, etc.; 4) Direct the Communications Department to utilize all appropriate communication tools to promote the activities associated with BiVisibility Week including, but not limited to, the City's website, a press release, and social media tools; and 5) Direct staff to assist LGAB and its BiVisibility Subcommittee with the livestream of the panel and community discussions.

**2.P. RESOLUTION AMENDING THE SCHEDULES FOR THE INCLUSIONARY HOUSING PROGRAM FOR 2021-2022 [C. SCHROEDER, J. HOLUB, A. BORGE]:**

*SUBJECT: The City Council will consider adopting a resolution amending the schedules for the Inclusionary Housing Program setting 2021-22 rent limits, income requirements, and sale prices.*

RECOMMENDATION: Adopt Resolution No. 21-\_\_\_\_\_ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE INCLUSIONARY HOUSING SCHEDULES".

**2.Q. APPOINTMENT OF CITY CLERK [D. WILSON]:**

*SUBJECT: The City Council will appoint Melissa Crowder as City Clerk.*

RECOMMENDATION: Adopt Resolution 21-\_\_\_\_\_: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPOINTING MELISSA CROWDER AS CITY CLERK."



**2.R. CONSIDERATION FOR ESTABLISHING AN OFF-LEASH DOG PARK AT KINGS ROAD PARK [J. ERICKSON, S. SHYNE, J. LEONARD, A. LOVANO]:**

*SUBJECT: The City Council will consider directing staff to conduct an analysis of establishing an off-leash dog park at Kings Road Park. As part of this analysis, staff will develop a conceptual site plan study and perform community outreach for the project. Staff will return to City Council with the results for further consideration.*

RECOMMENDATIONS: 1) Direct staff to analyze the feasibility of establishing an off-leash dog park at Kings Road Park, including developing a conceptual site plan study and performing community outreach for the project; 2) Return to City Council with the results of the engagement and analysis for further consideration; and 3) Authorize the Director of Finance and Technology Services to allocate \$25,000 from Fiscal Year 2021-22 budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with the community outreach and basic conceptual site plan.

**2.S. WEST HOLLYWOOD HOMELESS INITIATIVE UPDATE TOWN HALL [L. MEISTER, S. SHYNE, J. LEONARD, A. LOVANO]:**

*SUBJECT: The City Council will consider directing staff to organize a West Hollywood Homeless Initiative Update Town Hall to provide a community update on the City's service delivery and plans and to give members of the public an opportunity to learn more about the City's programming and services, ask questions, and provide feedback.*

RECOMMENDATIONS: 1) Direct staff to organize a town hall to provide a community update on the City's Homeless Initiative and to give members of the public an opportunity to learn more about the City's programming and services, ask questions, and provide feedback; 2) Authorize the use of the City name and logo on invitations, programs, and other materials; and 3) Direct the Communications Department to utilize all appropriate communication tools to promote the event including, but not limited to, the City's website, a press release, and social media tools.

**2.T. CO-HOST A CICLAVIA OPEN STREETS EVENT IN WEST HOLLYWOOD [J. ERICKSON, L. HORVATH, J. LEONARD, A. LOVANO]:**

*SUBJECT: The City Council will consider co-hosting a future CicLAvia open streets event in West Hollywood and directing staff to pursue grant funding for the event through Metro's Open Streets Program.*

RECOMMENDATIONS: 1) Direct staff to work with organizers of CicLAvia to develop plans to co-host a future event with the cities of Los Angeles and Beverly Hills; and 2) Direct staff to apply for open streets funding through Metro to fund a potential event.

**3. PUBLIC HEARINGS:**

**3.A. ZONE TEXT AMENDMENT - URBAN ART PROGRAM GUIDELINES TO INCLUDE ALL AFFORDABLE HOUSING & CAPITAL IMPROVEMENT PROJECTS [J. KEHO, R. EASON, B. ECK, R. EHEMANN]:**

*SUBJECT: The City Council will hold a public hearing to consider recommending to the City Council an amendment to the Zoning Ordinance, to amend the section governing project exemptions from the Urban Art Program Guidelines to include all affordable housing projects and City-led capital improvement projects.*

RECOMMENDATION: Staff recommends the City Council hold a public hearing, listen to all pertinent testimony, and introduce the following Ordinance on first reading: ORDINANCE 21-\_\_\_\_\_: AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE ZONING ORDINANCE TO REMOVE EXEMPTIONS FROM THE CITY'S URBAN ART PROGRAM GUIDELINES TO INCLUDE ALL AFFORDABLE HOUSING PROJECTS AND CITY-LED CAPITAL IMPROVEMENT PROJECTS, IN WEST HOLLYWOOD, CALIFORNIA.

**3.B. AN ORDINANCE APPROVING AN INTERNALLY LIT STATIC BILLBOARD AT 8752 SUNSET BOULEVARD [J. KEHO, J. ALKIRE, B. ECK, J. DAVIS]:**

*SUBJECT: The City Council will consider a request to convert an existing, two-sided static, on-site advertising sign located at 8752 Sunset Boulevard to a new, two-sided billboard for off-site advertising. The City Council will hold a public hearing regarding the approval of a Sign Permit (BB20-0006), Zoning Map Amendment (ZMA20-0004), and Development Agreement (DA20-0006) for the new billboard.*

RECOMMENDATIONS: Staff recommends that the West Hollywood City Council consider all pertinent testimony and: 1) Introduce on first reading Ordinance No. 21-\_\_\_\_\_ "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 8752 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;" 2) Introduce on first reading Ordinance No. 21-\_\_\_\_\_ "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 8752 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." Staff recommends that the West Hollywood City Council consider all pertinent testimony and approve the applications requested by adopting the following: 3) Resolution No. 21-\_\_\_\_\_ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A SIGN PERMIT IN CONJUNCTION THE NEW OFF-SITE ADVERTISING BILLBOARD 8752 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA."

**4. UNFINISHED BUSINESS:**

**4.A. POST-PANDEMIC ACTION ITEMS [J. KEHO, J. ALKIRE, R. EASON, J. ROCCO, H. DEMITRI, T. WORDEN, R. ABRAMSON]:**

*SUBJECT: On July 21, 2021 this information was provided to the City Council on the Consent Calendar with the recommendation to receive the report and continue the matter to August 2, 2021 for Council discussion and direction regarding next steps for land use during the post-pandemic transition.*

RECOMMENDATION: Staff recommends that the Council hold a discussion of the following strategies for transitioning through the post-pandemic phase and provide direction to staff to proceed with the recommended changes.

**4.B. CREATION OF A DRAG LAUREATE PROGRAM [D. WILSON, J. JIMENEZ, P. KESPRADIT, T. WORDEN]:**

*SUBJECT: The City Council will consider the creation of a Drag Laureate program, its scope, guidelines, and selection process.*

RECOMMENDATION: Approve the creation of a Drag Laureate Program, including its scope, guidelines, and selection process.

**5. NEW BUSINESS:**

**5.A. FOUNTAIN AVENUE TRAFFIC SAFETY IMPROVEMENTS [J. ROCCO, H. DEMITRI, R. GARLAND]:**

*SUBJECT: The City Council will consider directing staff to implement additional traffic safety improvement measures on Fountain Avenue.*

RECOMMENDATION: Direct staff to implement the following traffic and pedestrian safety improvement measures on Fountain Avenue: radar speed feedback signs, pavement striping, advisory speed enforcement signs, increased enforcement, a median island at the Fountain Avenue/Curson Avenue intersection, leading pedestrian intervals on the traffic signals, and left turn pockets on Gardner Street at Fountain Avenue.

**5.B. REVISION TO CANNABIS SENSITIVE USE BUFFER [D. WILSON, L. LANGER, J. LEONARD, J. ROCCO, D. RIVAS, Y. BENITEZ, J. KEHO, D. PURIFICACION]:**

*SUBJECT: The City Council will consider affirming City staff's interpretation of the location of the day care sensitive use (tiny tots program) located at West Hollywood Park, consider approving staff's recommended procedure for future changes to cannabis sensitive uses, and consider approving staff's recommended policy related to conditional sensitive use determinations.*

RECOMMENDATIONS: 1) Affirm staff's interpretation of the location of the day care sensitive use located at West Hollywood Park (tiny tots program), specifically, that it exists only on the southerly parcel of the park and that the entire park does not need to be deemed a sensitive use on

the city's cannabis sensitive use buffer map; 2) Approve staff's proposed procedures for future changes to cannabis sensitive uses, which will provide more transparency and have revisions to the map presented to the Business License Commission; and 3) Approve staff's recommended policy related to conditional sensitive use determinations for sensitive uses that are planned to be removed.

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

**6. LEGISLATIVE:**

- 6.A. AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE REQUIREMENTS FOR MASSAGE PARLORS AND MASSAGE TECHNICIANS AND RENAMING CHAPTER 5.72 (MASSAGE PARLORS AND TECHNICIANS) IN TITLE 5 (BUSINESS LICENSES, REGULATIONS, AND PERMITS) OF THE WEST HOLLYWOOD MUNICIPAL CODE TO MASSAGE ESTABLISHMENTS AND TECHNICIANS; ADDING RIGHT OF ENTRY REQUIREMENTS TO CHAPTER 5.04 (BUSINESS LICENSES - GENERALLY); AND REMOVING RIGHT OF ENTRY LANGUAGE FROM SECTION 5.08.210. [J. ROCCO, D. RIVAS, D. MICK]:**

*SUBJECT: The City Council will consider amendments to Title 5 (Business Licenses) of the West Hollywood Municipal Code concerning requirements for Massage Parlors and Technicians and adding right of entry language to West Hollywood Municipal Code Chapter 5.04 (Business Licenses – Generally).*

**RECOMMENDATION:** Introduce on First Reading ORDINANCE NO. 21-\_\_\_\_\_, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE REQUIREMENTS FOR MASSAGE PARLORS AND MASSAGE TECHNICIANS AND RENAMING CHAPTER 5.72 (MASSAGE PARLORS AND TECHNICIANS) IN TITLE 5 (BUSINESS LICENSES, REGULATIONS, AND PERMITS) OF THE WEST HOLLYWOOD MUNICIPAL CODE TO MASSAGE ESTABLISHMENTS AND TECHNICIANS; ADDING RIGHT OF ENTRY REQUIREMENTS TO CHAPTER 5.04 (BUSINESS LICENSES - GENERALLY); AND REMOVING RIGHT OF ENTRY LANGUAGE FROM SECTION 5.08.210."

**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.

**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 its next regular meeting, which will be on Monday, August 16, 2021 at 6:00 P.M. \*via teleconference.

| UPCOMING MEETING SCHEDULE |        |         |                 |                    |
|---------------------------|--------|---------|-----------------|--------------------|
| Date                      | Day    | Time    | Meeting Type    | Location           |
| August 16                 | Monday | 6:00 PM | Regular Meeting | Via Teleconference |
| August 31                 | Monday | 5:30 PM | Study Session   | Via Teleconference |
| September 20              | Monday | 6:00 PM | Regular Meeting | Via Teleconference |
| October 4                 | Monday | 6:00 PM | Regular Meeting | Via Teleconference |

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AFFIDAVIT OF POSTING

State of California )

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City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood  
in the Office of the City Clerk, and that this document was posted on:

Date: July 30, 2021 Signature:\Catherine Ross\

Office of the City Clerk