

MINUTES
May 11, 1987
STUDY SESSION
"New" City Hall Council Chambers
8615 SANTA MONICA BOULEVARD
7:00 P.M.

CALL TO ORDER: Mayor Schulte called the meeting to order at 7:15 p.m.

PLEDGE OF ALLEGIANCE: The Pledge was led by Mayor Schulte.

ROLL CALL: **PRESENT:** Albert, Heilman, Land, Viterbi, Schulte
 ABSENT: None
 ALSO PRESENT: City Manager Brotzman

APPROVAL OF AGENDA: The agenda was approved with the deletion of the Closed Session.

1. CITY MANAGER'S REPORT: The City Manager had no report for this meeting.

STUDY SESSIONS:

2. COMMUNITY DEVELOPMENT CORPORATION: Dan Cohen, Housing Manager, reported that the goal of the West Hollywood Community Housing Corporation is to preserve the diverse communities within the City of West Hollywood by improving and increasing the housing opportunities available to low and moderate income residents. The purpose of this presentation is to allow the Council to examine the needs, programmatic options, and fiscal impact of undertaking the provision of affordable housing.

David Etezadi, President of the West Hollywood Development Corporation, introduced the following members of the Board of Directors who were present:

Gale Trachtenberg, Executive Director
Steve Nahmias
Sal Guarello
Marla Baklin
Trudi Lesser
Jim Bonner
Ron Silvera
Rae Mitchell
Chana Grace
Anne Sewell Goldie Kahn
Rick Saslaw
Nina Brown (intern)

Gale Trachtenberg gave a presentation on goals, evaluation criteria, development process, examples of development costs and sources of funding. She stated that they would be back to the Council in 3 to 4 months with a project and hope to have 25-30 units in the pipeline within 15 months (re-hab and new construction).

Joint discussion ensued with the Council and The Community Development Corporation.

Mayor Schulte called a brief recess at 8:45.

The meeting was reconvened at 8:52.

REDEVELOPMENT - PRE-REDEVELOPMENT FEASIBILITY STUDY: Debbie Potter, Economic Development Manager, reported that on July 21, 1986, the City Council and the Planning Commission jointly considered redevelopment as a potential economic development tool. On August 21, 1986, a Request for Proposals was issued and on November 3, 1986, Economics Research Associates was retained as the consultant to perform the analysis. The purpose of the Pre-Redevelopment Feasibility Study is to determine the economic feasibility of redevelopment and to identify prospective redevelopment areas which meet the basic criteria under State Redevelopment Law. Debbie introduced Dave Wilcox, Vice President of E.R.A. and Bill Strausz of Richards, Watson and Gershon. Dave Wilcox gave a presentation on various areas in the city that would merit in-depth study as a redevelopment area and then a slide presentation on Planning Assumptions, Financial Analysis, and Stable-year Income Forecast. He informed the Council that they would need to do two things; 1. Decide where to study for redevelopment and, 2. Adopt an Ordinance creating a Redevelopment Agency (strongly suggests that Council act as the Agency).

During the discussion period on this item, it was disclosed that the City would have to have an adopted General Plan before they could form a Redevelopment Agency and if you cause relocation of low/moderate income housing, it must be replaced within 3 years.

ACTION: Staff is to return to the Council the second meeting in June with RFP's for the study on blight and a recommended survey area. Councilmember Viterbi requested that staff also explore expanding the areas into residential areas. By consensus of the Council noting the objection of Councilmember Land.

CITIZEN COMMENTS: This time has been set aside for the public to address the City Council and the following person rose to address the Council:

Ron Shipton, West Hollywood, stated that he could not find the cost for land acquisition for the parking structure in the first presentation. He was informed that the structure was on-site.

5. CLOSED SESSION: This item was canceled on the approval of agenda at the start of the meeting.

ADJOURNMENT: Mayor Schulte adjourned the meeting at 9:39 P.M. to a regular adjourned meeting on May 18, 1987 at 7:00 P.M. at West Hollywood Park.