

Approved 7/5/88

**MINUTES
CITY COUNCIL STUDY SESSION
November 23, 1987
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BLVD.
6:00 P.M.**

CALL TO ORDER: The meeting was called to order at 6:08 P.M. by Mayor Viterbi.

PLEDGE OF ALLEGIANCE: The Pledge of Allegiance was led by Banks Montgomery.

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

REPORT ON NOTICING: The Deputy City Clerk reported that the agenda for November 23 was posted on November 18, 1987, at City Hall, the San Vicente Library, the Sheriff's Station, and Plummer Park.

APPROVAL OF AGENDA: Item 3, Appointment to Planning Commission, was tabled by Mayor Viterbi till the second meeting in December.

1. ADJOURN TO STUDY SESSION - SMALL BUSINESS TASK FORCE FORCE FINAL REPORT - 6 P.M. to 7 P.M.: On January 20, 1987, the City Council established a Small Business Task Force to identify problems and issues facing small businesses in the City and to develop recommendations to solve these problems. **RECOMMENDED ACTION:** 1) Adopt the recommendations contained in the Small Business Task Force's final report. 2) Instruct the Task Force to reconvene in six months to evaluate progress to-date in implementing the adopted recommendations and to report back to the City Council with the findings. 3) Authorize the expenditure of up to \$25,000 to implement the recommendations and instruct staff to report back to council with options for funding and/or scheduling implementation if implementation exceeds \$25,000.

Debbie Potter, Economic Development Manager, reported that the Small Business Task Force had been set up by Council in January, 1987, to identify problems and issues facing small businesses in the City. The idea was that an identification process would be undertaken and then a series of recommendations on the issues would be presented to the Council for their review and action. The 14-member Task Force met twice a month from April through the first week in November. They decided that they would select just a few issues to deal with in-depth. The Task Force first spent time discussing issues; then each member came back with three issues. From those, the three issues which got the most votes were selected to study in-depth (although there were other issues the Task Force felt were also important). These three were: 1) parking, 2) marketing for small businesses, and 3) communication with local government.

From there a series of recommendations were generated, which are now before Council. Staff recommends that the City Council adopt the recommendations contained in the report. They do acknowledge that

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not all recommendations can be implemented right away. The purpose tonight is to generate discussion on the recommendations and to determine which can be implemented now, which should be referred for further study, or which the Council doesn't feel are appropriate. The Task Force would like to be directed to reconvene in 90 days to six months to monitor actions taken.

At this time, Banks Montgomery, Co-Chair, summarized the issues and recommendations regarding parking.

Following this, Sandra Gottlieb, Co-Chair, presented a summary regarding marketing and communication.

QUESTIONS BY COUNCIL:

Councilmember Heilman stated that some recommendations relate to the General Plan, and it seems inappropriate to approve these until they are discussed in the context of the General Plan.

Debbie Potter agreed that it would be appropriate for Council to defer action on any issues that fall under General Plan discussion. But this was the Task Force's vehicle for submitting their testimony around the issue. Maybe some issues could be examined, or otherwise deferred completely.

Banks Montgomery stated that Council could give discretionary authority to the Director of Community Development regarding a lot of things.

Sandra Gottlieb brought up the point, also, that the Task Force would like to have a staff person available at City Hall to answer questions by small businesses. It would not have to be a full-time person.

COUNCIL DISCUSSION AND DIRECTIONS:

Councilmember Heilman gave the following comments and directions:

1. Gave direction to Debbie that any issue that potentially relates to the general plan be deferred. He would leave it up to Debbie to identify the ones that are General Plan issues. Some of the parking issues are not necessarily General Plan issues; some of the other ones are.
2. On the other recommendations, he is not ready to approve at this point without further analysis, for example, the 10 percent commitment for street improvement--he would like to see how that impacts over other budget allocations. Would like to know how much we're spending now on street beautification, how much is in the capital improvements program for that.
3. He doesn't agree that there should be mandatory representation (of small businesses) on commissions. We should view each commission independently. Some commissions may deserve more than one slot, on

others it may not be necessary to have the input of a small-business person.

4. He likes the idea of themes and districts.
5. Likes the idea of targeting funds in the Marketing Corporation for small businesses.
6. He likes the recommendations regarding working together with small businesses in terms of promotional activities.
7. He agrees that there needs to be a mechanism set up where the City is providing one-on-one assistance to small businesses, whether it is hazardous waste or applying for small business loans.
8. He agrees with most of the parking recommendations except the ones which impact on General Plan issues.
9. He is not sure we can phase out permit parking.
10. Confused by the recommendation on installing metered parking. (Debbie stated that, while some have a vested interest in seeing no meters, because that's where their employees park, the majority, especially the retail and small businesses, want the meters because they want that turnover.) The whole business community doesn't speak with one voice. We need to be sensitive when adopting policies on meters.

Councilmember Albert commented that the Marketing Corporation is doing a lot in publicizing, in letting people know what kinds of businesses we have. Otherwise, the recommendations are well-taken, and a lot of it still has to wait for planning.

Councilmember Land made the following comments:

1. Agrees with John that Debbie should definitely go through and pull out the recommendations that deal with the General Plan. The crux of a lot of the recommendations is, a major discussion has to happen before we decide to take them or not to take them.
2. Agrees with Councilmember Heilman regarding permit parking--would like more discussion on that.
3. Regarding street beautification, need more facts.
4. Who will oversee the money we give marketing corporation for small businesses.
5. For a one-stop center, would like to explore contracting out or volunteers--look at alternatives.

Councilmember Schulte suggested to staff to meet with Community Development Director and Public Works Director.

Mayor Viterbi stated he would like to see some of the non-General

Plan related items come back in the near future; doesn't believe in mandating seats on commissions.

Councilmember Heilman requested that Debbie Potter work closely with Maryanne Jones, Transportation Manager, regarding transportation and parking issues, and come up with a timeline on how they will be implemented, and let the Task Force know.

Debbie Potter suggested that she come back with a report in January, and as part of that, a recommendation that the Task Force be reconvened in three to six months.

Sandra Gottlieb stated that the entire Task Force has expressed an interest in continued monitoring of the recommendations and their application.

Mayor Viterbi stated that the Council would appreciate the feedback.

Banks Montgomery expressed appreciation to the Council and in particular to Councilmembers Schulte and Land on the part of the Task Force, for being set up, and for what the Council is trying to do.

At this time Mayor Viterbi presented commendations to the following members of the Task Force: Millie Paul, Sandra Gottlieb, Robert Glick, Berry Freed, Fred Mashian, Banks Montgomery, Lance Strugar, and Tim Parrott.

Mayor Viterbi adjourned the meeting for a recess at 7:10 P.M. The City Council reconvened at 7:35 P.M. for the discussion on the proposed Civic Center.

2. STUDY SESSION ON THE CIVIC CENTER: Now that the Civic Center Design Competition is completed, the City Council must decide on a number of key issues, particularly site selection and programming. The purpose of the study session is to analyze those issues and give direction on as many as possible.

There was a staff report by Mark Winogron, Community Development Director.

Following this Ed Chang and Roger Sherman, the architects selected in the Civic Center Design Competition, did a presentation on their proposed plans for the Civic Center.

Following this, the Council held a discussion and asked questions.

Some of the concerns and issues discussed were the kinds and uses of open space; conceptual issues, for example, expand the library; the location of the fire station; phasing; what can go on the east side of the City. Councilmember Schulte had reservations about using the park as the site.

The Council decided they would like to have a further discussion regarding the park space included in the design to see how it could

perhaps be reconfigured or reused in other ways. Also they would like to have delineated a list of both the uses they would see in West Hollywood Park and a list of uses they would see on the eastern end of the City, primarily in Plummer Park, and perhaps nearby sites. Mayor Viterbi asked staff when that discussion could take place.

Mark Winogronnd stated there were two parts to it: one, the analysis of the design work, qualitative improvements; second, phasing, pulling out the components of the CIP related to this, trying to create a conceptual discussion of the east end versus west end in terms of community service and recreation centers.

Paul Brotzman, City Manager, stated he could deliver to Council next month or early January at latest, a capital improvement program that will give a firm idea of where we stand financially, what we can finance. He could also give general comments regarding the east end, but for specific recommendations, it would take a six-month type of analysis.

Mayor Viterbi stated they were looking for a broader discussion, and asked if they could do that in January. City Manager Brotzman agreed to give information to allow Council to make some basic decisions in January.

Mark Winogronnd stated that qualitative discussions on the site could happen in a few weeks.

Ki Suh Park, of Gruen Associates, stated he would have to interface with Council to hear from them directly what their concerns are--the question is, what will be taken out--in terms of actual open space, there will be more than what there is now, but qualitatively, is it better, Council will have to work with us to figure this out.

Mayor Viterbi stated, in January they would make the decision on the concept of the park as the civic center site, and the uses, and kind of work done on the east end.

Paul Brotzman asked for authorization to begin negotiations with the architects and to begin negotiations with the County, and also authority to proceed with the RFP for EIR consultants.

Councilmember Land suggested an ad hoc task force, or building committee, made up of some of the people that were a part of the design competition panel, and some from Public Facilities, and Mark Winogronnd--to oversee the project to see that none of the integrity of the project is lost.

Councilmember Schulte stated he would like discussion of sites for the fire station, and also a public hearing on the civic center in December.

ACTION: To approve recommendations 4, 5, 6, 8 and 9 of the staff recommendations, (as follows):

- 4) Instruct the staff to begin negotiations on the long-term contract with Chang and Sherman;
- 5) Instruct the City Manager to begin to negotiate long-term agreements with the County;
- 6) Authorize staff to send out an RFQ for construction manager services;
- 8) Instruct the staff to return with long-term financing recommendations;
- 9) Authorize sending out RFP for EIR consultant.

Motion Heilman second Albert. Hearing no objection it was so ordered.

Councilmember Schulte requested that Council get input from the Public Facilities Board and Human Services Commission regarding what will happen at east end of the City and the siting of the fire station.

Paul Brotzman stated that the siting of the fire station could be looked at independently, not necessarily along with the other Civic Center discussions, and that would balance out staff time.

After discussion of possible meeting dates, it was decided by Council to hold a discussion on January 4, 1988, and at that time to discuss financing, the fire station, phasing, and have a qualitative discussion.

Mark Winogronnd stated he would be able to get input from the Public Facilities Board before the January 4th meeting.

CITIZEN COMMENTS: The following persons came forward to speak:

Ira Stein, West Hollywood: Had three comments: 1) disappointed that the Council made a motion even though it's a study session; 2) if you choose these plans, you're precluding future expansion; 3) the legal definition of parkland is different than "green space".

Sibyl Zaden, West Hollywood, Transportation Commissioner: Now that slurry sealing is being done in the City, it is the time to re-evaluate striping and include the following ideas: 1) designated lengths for angle parking on narrow streets such as Horn Avenue, thereby preventing long vehicles from creating safety hazards; 2) changing angle to parallel where appropriate and vice versa; 3) additional parking recovery of new spaces; and 4) creation of motorcycle spaces.

Bruce Traub, West Hollywood: Shares Steve Schulte's concerns about siting of the Civic Center. Wonder about economic protection of taxpayers. Why isn't it part of a redevelopment project in a part of the town that needs it more? What are the limits the City will spend to protect against lawsuits if the siting at the park goes ahead?

Councilmember Heilman commented, to clarify, in terms of taking action, all Council did was direct staff to come back with items

which will have to come back at formal Council meetings, at which time input would be appropriate. None of the items will go forward without a chance for further input from the public. Regarding recreational facilities on top of the parking structure, we have a net increase in open space even without the top of the parking structure. Regarding financial considerations, a detailed financial analysis is one of the things staff was asked to come back with.

3. APPOINTMENT TO PLANNING COMMISSION: This time has been set aside for Mayor Viterbi to make an appointment to the Planning Commission for a term to expire on June 1, 1988. This item was tabled to the second meeting in December.

ADJOURNMENT: The meeting was adjourned at 9:13 P.M. to a regular adjourned meeting on December 7, 1987 at 7:00 P.M. at West Hollywood Park.

APPROVED BY MOTION OF THE CITY COUNCIL THE 5TH DAY OF JULY, 1988.



MAYOR

ATTEST:



CITY CLERK