

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, OCTOBER 25, 2010  
WEST HOLLYWOOD PARK  
647 N. SAN VICENTE BOULEVARD**

**CALL TO ORDER:** Mayor Heilman called the meeting to order at 6:29 P.M.

**PLEDGE OF ALLEGIANCE:** Mark Lehman led the pledge.

**ROLL CALL:**

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

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 6:20 P.M. with no reportable action taken.

**APPROVAL OF AGENDA:**

**Carried by Consensus of the Council to approve the October 25, 2010 agenda, and unanimously approved.**

**ADJOURNMENT MOTIONS:**

Mayor Heilman requested that the meeting be adjourned in memory of California State Senator Jenny Orapeza.

Councilmember Horvath requested that the meeting be adjourned in memory of Elma Beck, the mother of Los Angeles Police Department Chief Charlie Beck.

Councilmember Prang requested that the meeting be adjourned in memory of Charlene Ganley, the mother of West Hollywood Information Technology Manager Brian Ganley.

Councilmember Land requested that the meeting be adjourned in memory of Mimi Young, a long-time West Hollywood resident.

**PRESENTATIONS: None.**

**1. PUBLIC COMMENT:**

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding the upcoming Statewide General Election on November 2, 2010

STEVE PARGAMANIK, WEST HOLLYWOOD, spoke regarding Domestic Violence Awareness Month. He also spoke regarding the upcoming Halloween Carnival events in the City.

MITO AVILES, WEST HOLLYWOOD, spoke regarding his possible candidacy in the West Hollywood General Municipal Election on March 8, 2011.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the City's acquisition of two properties to develop affordable housing.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding development issues in the City of West Hollywood.

RUTH CISLOWSKI, WEST HOLLYWOOD, spoke regarding Item 3.A. and spoke in support of the Council sending the proposed General Plan back to the Planning Commission.

#### **COUNCILMEMBER COMMENTS:**

Councilmember Land spoke regarding an ongoing event at the Abbey titled "It Gets Better," to support LGBT youth. She spoke regarding the restaurant Amarone, which was recently featured in the Los Angeles Times. She spoke regarding two new businesses in the City, Salt's Cure and Fit Food. She congratulated Plaisir for being nominated as one of the best new restaurants in Los Angeles. She congratulated Barney's Beanery on the celebration of their 90<sup>th</sup> anniversary.

Mayor Heilman spoke regarding the upcoming Halloween Carnival events in the City.

#### **CITY MANAGER'S REPORT: None.**

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

City Clerk West stated that the fiscal impact on the Consent Calendar is \$0.00 in expenditures and \$0.00 in potential revenue.

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

**ACTION:** Approve the Consent Calendar as amended, 2.A.,B. **Motion by Councilmember Land, seconded by Councilmember Prang and unanimously approved.**

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

*The agenda for the meeting of Monday, October 25, 2010 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, October 21, 2010.*

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

**2.B. 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 claim of Peasant LA and refer to the City's claims adjuster. **Approved as part of the Consent Calendar.**

**3. PUBLIC HEARINGS:**

**3.A. COMPREHENSIVE GENERAL PLAN UPDATE, CLIMATE ACTION PLAN, AND ENVIRONMENTAL IMPACT REPORT [A. MCINTOSH, J. KEHO, B. SIEGL, C. CORRAO]:**

*The City Council will hold a public hearing regarding the Draft West Hollywood General Plan 2035; Draft Climate Action Plan; and Final Environmental Impact Report, Mitigation Monitoring and Reporting Program, and a Statement of Overriding Considerations.*

Anne McIntosh, Community Development Director; John Keho, Planning Manager; Bianca Siegl, Associate Planner; and the General Plan Consultants provided background information as outlined in the staff report dated October 25, 2010.

Mayor Pro Tempore Duran and the City Council requested clarification regarding growth projections in the City.

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

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

TOM FLEMING, WEST HOLLYWOOD, spoke regarding development and parking issues associated with the proposed General Plan.

JACK HOLLANDER, BEVERLY HILLS, spoke in support of the proposed General Plan.

DARREN GOLD, CHAIR OF THE AVENUES, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

BILL CROWLEY, WEST HOLLYWOOD, expressed concerns regarding allowable density bonuses, particularly multiple bonuses for a single project, in the proposed General Plan.

NICK COLACHIS, LOS ANGELES, spoke in support of the proposed General Plan.

MARY ANN COLLINS, WEST HOLLYWOOD, spoke in support of proposed height increases for the parcels located on Melrose Avenue.

ROB BERGSTEIN, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

JAY JASPER, WEST HOLLYWOOD, spoke regarding development issues in the City.

MARK LEHMAN, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

KATIE MAINE, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

GLENN MELNICK, GLENDALE, spoke in support of the proposed General Plan.

AVIRAM KAYVAN, LOS ANGELES, spoke in support of the proposed General Plan.

IRADJ KAYVAN, LOS ANGELES, spoke in support of the proposed General Plan.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding possible increases in population in the City over the next 25 years. He spoke regarding parking and traffic issues in the City.

SHERIE STARK, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

MARJORIE POLLACK, WEST HOLLYWOOD, expressed concerns regarding allowing billboards or tall walls on any street other than Sunset Boulevard.

PATRICK SHANDRICK, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

SANDY POLLACK, WEST HOLLYWOOD, spoke regarding traffic and congestion issues associated with the proposed General Plan.

AIMEE ELLICOTT, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue. She spoke regarding parking issues associated with the proposed General Plan.

DONALD FREEMAN, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue and Santa Monica Boulevard.

JAMES KASHIAN, LOS ANGELES, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

MARTIN STRUDLER, WEST HOLLYWOOD, expressed concerns regarding proposed height and density increases along Melrose Avenue and traffic and congestion issues associated with the proposed increases.

SEAN MAGHAVEM, LOS ANGELES, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

GENEVIEVE MORRILL, PRESIDENT OF THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the proposed General Plan.

ARMEN AND DIANA OVSEPIAN, WEST HOLLYWOOD, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

ALEXANDR FERUCCI, WEST HOLLYWOOD, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

ALI KARIMPOUR, MARINA DEL REY, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

BRAD KEISTLER, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

JAY LUCHS, LOS ANGELES, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

TODD WILLIAMSON, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

JIM MAGNI, WEST HOLLYWOOD, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

ANGELA FLURRY, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

RIC RICKLES, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

ELYSE EISENBERG, WEST HOLLYWOOD, spoke regarding possible future increases in public transportation in the City and impacts on development projects. She spoke regarding proposed height increases throughout the City in the proposed General Plan. She spoke regarding parking and transportation issues associated with the proposed General Plan.

JOSH TRACTENBERG, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

HELANE WILLBOURNE, WEST HOLLYWOOD, spoke regarding parking and transportation issues associated with the proposed General Plan.

LAUREN MEISTER, WEST HOLLYWOOD, spoke in opposition to proposed General Plan. She spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

STEVEN AFRIAT, LOS ANGELES, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

ALEX VANCE, WEST HOLLYWOOD, spoke regarding traffic and parking issues associated with the proposed height increases for the parcels located on Melrose Avenue.

JOHN GO, WEST HOLLYWOOD, spoke regarding the inevitability of changes in the City, but expressed concerns regarding density and height bonuses associated with the parcels located on Melrose Avenue.

DONALD ELMBLAD, WEST HOLLYWOOD, spoke in opposition to height increases in the proposed General Plan, and expressed concerns regarding parking and traffic issues associated with the proposed General Plan.

IRA HANDELMAN, LOS ANGELES, spoke in support of the proposed General Plan.

BRAD BURLINGAME, C.E.O. OF THE WEST HOLLYWOOD MARKETING AND VISITORS BUREAU, spoke in support of the proposed General Plan.

ERIC D'ARBELOFF, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

HAMID GABBAY, BEVERLY HILLS, spoke in support of the proposed height increases for the parcels located on Melrose Avenue.

JOHN VERGARA, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

TIM RAZA, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

RICHARD GEISBRET, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the difficulty of balancing the needs of businesses and residents in the City. She spoke regarding water issues associated with development in the City.

JASON ILLOULIAN, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

VICTOR OMELCZENKO, WEST HOLLYWOOD, spoke in opposition to the increases in height and density in the proposed General Plan.

MARION KOPS, BEVERLY HILLS, spoke in opposition to the proposed General Plan.

KIMBERLY WINICK, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

JIM FISHER, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

JAMES NOLL, WEST HOLLYWOOD, spoke in opposition to the increases in height and density in the proposed General Plan.

PADI MOSCHETTA, WEST HOLLYWOOD, spoke in opposition to proposed height increases for the parcels located on Melrose Avenue.

R. MARCUS BARTLETT, WEST HOLLYWOOD, spoke in support of the proposed General Plan.

ELISE SHORR, WEST HOLLYWOOD, spoke regarding the City's efforts to provide services to disabled West Hollywood residents.

Mayor Heilman thanked everyone who came out to speak regarding the Item. He provided clarification regarding the concerns raised during public comment for future City Council discussion, including: signage outside of the Sunset Strip; proposed heights and density on Melrose Avenue; parking and traffic issues; density and height bonuses for proposed development projects; the proposed transportation overlay zone; the

community input and telephone survey during the process; replacement of nonconforming properties.

Mayor Pro Tempore Duran spoke regarding the heavy emphasis during public comment on land-use. He spoke in support of focusing on the issues of land-use, parking, traffic, and economic development in future discussions. He requested clarification regarding the results of the 2010 Census and when the information would be available.

Councilmember Land requested staff to return to Council with further clarification regarding the proposed height and density increases and bonuses, and requested staff to consider providing some modeling to better illustrate the issues. She requested staff to provide further clarification to Council regarding proposed revenues in 2035, versus revenues in 2010.

Councilmember Horvath spoke in support of further City Council discussion regarding the Climate Action Plan.

Councilmember Prang spoke regarding the proposed transportation overlay zone and requested staff to explore ways to provide clarification of the language in the proposed General Plan.

Mayor Heilman spoke in support of focusing on the less controversial elements of the General Plan during the next City Council discussion, including: historic preservation, economic development, parks and recreation, safety and noise, and housing.

Mayor Heilman spoke regarding the need to consider, in conjunction with the traffic element of the General Plan, a possible CEQA analysis by the Los Angeles County Metropolitan Transportation Authority regarding a West Hollywood corridor in the Red Line Extension.

**ACTION:** Hold a public hearing, consider all pertinent testimony, and continue the public hearing to the meeting of November 15, 2010 with direction to staff to return to City Council with a proposed calendar for the discussion and adoption of the final General Plan 2035. **Carried by Consensus of the Council.**

**4. UNFINISHED BUSINESS: None.**

**5. NEW BUSINESS: None.**

**EXCLUDED CONSENT CALENDAR: None.**

**PUBLIC COMMENT: None.**



**6. LEGISLATIVE: None.**

**COUNCILMEMBER COMMENTS: None.**

**ADJOURNMENT:** The City Council adjourned at 9:50 P.M. in memory of Jenny Orapeza, Elma Beck, Charlene Ganley, and Mimi Young. They adjourned to their next regular meeting, which will be on Monday, November 1, 2010 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.