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(Article IV, Chapter 7, W.H.M.C.)**

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Written materials distributed to the City Council within 72 hours of the City Council meeting are available for public inspection immediately upon distribution in the City Clerk's office at 8300 Santa Monica Boulevard, West Hollywood, California, during normal business hours. They will also be available for inspection during the City Council meeting at the City Clerk's table.

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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 which has not been initiated by 11:00 p.m. may be continued to a subsequent City Council meeting.

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
AGENDA
MONDAY, MARCH 7, 2011
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD**

6:00 P.M. - CLOSED SESSION: See attached Closed Session Agenda

6:30 P.M. – REGULAR MEETING

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

REPORT OF CLOSED SESSION AGENDA:

APPROVAL OF AGENDA:

ADJOURNMENT MOTIONS:

PRESENTATIONS:

1. **PUBLIC COMMENT:** This time has been set aside for members of the public to address the City Council on Consent Calendar items, other agenda items if the member of the public cannot be present later in the meeting at the time the item is heard by the Council and items of general interest within the subject matter jurisdiction of the Council. Although the City Council values your comments, pursuant to the Brown Act it generally cannot take any action on items not listed on the posted agenda. This comment period shall be limited to 20 minutes, with two minutes assigned for each speaker. Another period has been reserved for general public comment, later in the meeting, for those who could not be heard at this time. Testimony for public hearings 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: This portion of the meeting is set aside for general comments, announcements, requests of staff, 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:**

The agenda for the meeting of Monday, March 7, 2011 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, March 3, 2011.

RECOMMENDATION: Receive and file.

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

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

RECOMMENDATION: Approve the minutes of February 22, 2011.

2.C. DEMAND REGISTER NO. 669, RESOLUTION NO. 11-4134:

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

RECOMMENDATION: Approve Demand Register No. 669 and adopt Resolution No. 11-4134, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 669"

2.D. CLAIMS ADMINISTRATION:

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

RECOMMENDATION: Deny the claims of Brian Dent, O Bar and Daniel O'Connor and refer to the City's claims adjuster.

2.E. SUBMITTAL OF THE CITY OF WEST HOLLYWOOD'S COMPREHENSIVE ANNUAL FINANCIAL REPORT FOR THE FISCAL YEAR ENDING JUNE 30, 2010 [A. GANDHY, G. SCHUCHARD]:

The City Council will receive the Comprehensive Annual Financial Report for the City of West Hollywood for the fiscal year ending June 30, 2010.

RECOMMENDATION: Receive and file.

2.F. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

The City Council will receive reports from various Commissions on actions taken at their recent meetings.

RECOMMENDATION: Receive and file.

2.G. ORDINANCE NO. 11-864 (2ND READING), PROHIBITING THE SALE OF TOBACCO PRODUCTS WITHIN 600 FEET OF SCHOOLS AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE [T. WEST, C. SCHAFFER]:

The City Council will waive further reading and adopt Ordinance No. 11-864, a proposed ordinance prohibiting the sale of tobacco products within 600 feet of schools and amending the West Hollywood Municipal Code.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 11-864, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD PROHIBITING THE SALE OF TOBACCO PRODUCTS WITHIN 600 FEET OF SCHOOLS AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE."

2.H. WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION FIRST AND SECOND QUARTER REPORT FOR 2010-2011 [A. WINDERMAN, J. SKORNECK, R. BURNLEY]:

The City Council will receive the combined First and Second Quarter Report of the West Hollywood Community Housing Corporation (WHCHC) for Fiscal Year 2010-2011.

RECOMMENDATION: Receive and file the First and Second Quarter Report for 2010-2011.

2.I. NOTICE OF COMPLETION, THE SAL GUARRIELLO VETERANS' MEMORIAL FEATURE PROJECT, C.I.P. 55-10/11-01 [S. BAXTER, S. CAMPBELL, H. COLLINS]:

The City Council will consider accepting of the improvements completed by Vido Samarzich, Inc. and authorizing the filing of a Notice of Completion for the Sal Guarriello Veterans' Memorial Water Feature Project, C.I.P. 55-10/11-01.

RECOMMENDATIONS: It is recommended that the City Council accept the improvements and authorize the following: 1) Filing a Notice of Completion with the County Recorder; 2) Final payment to contractor at the end of the 35 day lien period; 3) Release the Performance Bond on the date of recordation of the Notice of Completion; and 4) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices.

2.J. NOTICE OF COMPLETION, WEST HOLLYWOOD POOL FIRST AID AND TRAINING ROOM REMODEL – WEST HOLLYWOOD PARK, CAPITAL IMPROVEMENT PROJECT 55-10/11-02 [S. BAXTER, S. CAMPBELL, D. GONZALEZ]:

The City Council will consider accepting the improvements completed by Omega Construction and authorizing the filing of a Notice of Completion for the West Hollywood Park First Aid and Training Room Remodel – West Hollywood Park, Capital Improvement Project 55-10/11-02.

RECOMMENDATION: It is recommended that the City Council accept the improvements and authorize the following: 1) Filing a Notice of Completion with the County Recorder; 2) Final payment to contractor at the end of the 35 day lien period; 3) Release the Performance Bond on the date of recordation of the Notice of Completion; and 4) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices.

2.K. SUPPORT FOR SCAG COMPASS BLUEPRINT AWARD NOMINATION FOR THE DRAFT CLIMATE ACTION PLAN [A. MCINTOSH, J. KEHO, B. SIEGL]:

The City Council will consider submitting a letter in support of the nomination of the City of West Hollywood Draft Climate Action Plan for a Southern California Association of Governments (SCAG) Compass Blueprint 2011 Recognition Award.

RECOMMENDATION: Authorize the Mayor to sign a letter of support for the SCAG Compass Blueprint 2011 Recognition Awards.

2.L. TRAFFIC CALMING PILOT PROJECT – CHICANES [J. PRANG, M. HAIBACH]:

The City Council will consider authorizing a traffic calming pilot test project utilizing “chicanes,” pavement markings as opposed to fixed road-narrowing impediments.

RECOMMENDATION: 1) Direct Transportation Department to identify an appropriate location within the City to create a residential traffic calming pilot project utilizing artificial pavement markings, known as “chicanes” to create extra turns in a roadway, effectively used on city streets to slow traffic; returning to Council within 90 days; and 2) Direct Finance Department to allocate funds to conduct the test from the Neighborhood Traffic Budget.

2.M. ADVANCEMENT OF THE ART AND ARTIST SELECTION PROCESS FOR THE CIVIC ART COMPONENT OF THE 25th ANNIVERSARY CAPITAL PROJECT – PLUMMER PARK MASTER PLAN IMPLEMENTATION PHASE I [P. AREVALO, J. HUFFER, A. CAMPBELL, S. BAXTER]:

The City Council will review the recommendation of the Art Process Team and Arts and Cultural Affairs Commission for the selection of an artist to design, fabricate and install public art work(s) for the Plummer Park Master Plan Implementation – Phase 1.

RECOMMENDATIONS: 1) Approve Ed Carpenter as public artist to design, fabricate and install public art work(s) for the Plummer Park Master Plan Implementation – Phase 1 in an amount not to exceed \$330,000 including fees and reimbursables; and 2) Authorize City Manager to negotiate, sign and execute the agreements for services for the artist, and any documents or forms necessary for the successful implementation of this process and approve any minor modifications.

2.N. SPONSORSHIP OF THE AVENUES ART & DESIGN WALK 2011 [P. AREVALO, J. HUFFER, M. LOUIE]:

The City Council will consider sponsorship of the 14th Annual Art & Design Walk, including waiving city-related event permit fees, encroachment permit fees, and lifting parking restrictions in The Avenues of Art, Fashion and Design Business Improvement District (BID) during the event on Friday, March 25 and Saturday, March 26, 2011.

RECOMMENDATIONS: 1) Approve sponsorship of The Avenues’ “Art & Design Walk” and authorize the use of the City name and logo on invitations, programs and other collateral materials; 2) Authorize Economic Development and Public Information to publicize the event on the City’s website and social media tools; 3) Approve a waiver of special event permit fees and other City-related fees for The Avenues Art & Design Walk to be held on March 25-26, 2011. Approve in kind support in the form of fee waivers totaling \$3,372 as outlined; 4) Authorize the closure of Melrose Avenue between Robertson Boulevard and La Peer

Drive from 1:00 pm to no later than 7:00 p.m. Saturday, March 26, 2011 with event starting at 3:00 p.m.; 5) Waive residential permit parking on Saturday, March 26, 2011 between the hours of 2:00 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 1:00 p.m. to 6:00 p.m.; waive enforcement at parking meters on Melrose Ave from 2:00 p.m. to 10:00 p.m.; authorize the issuance of four (4) hour validation coupons for the West Hollywood Park Parking Garage to be used by guests of the Art & Design Walk on Saturday, March 26, 2011; 6) Direct the BID to conduct neighborhood and business outreach in advance of the event through attendance at neighborhood meetings, fliers, emails and other appropriate means of communication; and 7) Authorize the City Manager to sign and execute any necessary documents or forms.

2.O. ESTABLISHMENT OF A WORKING GROUP TO ENHANCE THE CITY'S SOCIAL MARKETING/MEDIA EFFORTS [A. LAND, C. PLANCK]:

The City Council will consider the establishment of a working group to enhance the City's social marketing/media efforts.

RECOMMENDATIONS: 1) Direct the City Manager's Department to create a working group to focus on the City's social marketing/media efforts; 2) Direct working group to develop strategies to enhance the City of West Hollywood's efforts in the area of social marketing/media, beginning with an assessment of customer identification and use; and 3) Direct working group to develop recommendations for enhancing the City's efforts in the area of social marketing/media to be delivered to the City Council for its review by September 2011.

2.P. SUPPORT OF THE EARTH CHARTER INITIATIVE [L. HORVATH, I. PINE]:

The City Council will consider adopting a resolution supporting The Earth Charter Initiative.

RECOMMENDATIONS: Adopt Resolution No. 11-4135, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD SUPPORTING THE EARTH CHARTER INITIATIVE."

2.Q. SUPPORT OF THE AMERICAN EQUALITY BILL [J. HEILMAN, F. SOLOMON, G. LANDE]:

The City Council will consider adopting a resolution in support of The American Equality Bill, AEB.

RECOMMENDATIONS: 1) Adopt Resolution No. 11-4136, " A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF THE AMERICAN EQUALITY BILL"; 2) Direct staff to send letters to Senator Barbara Boxer, Senator Dianne Feinstein and Representative Henry Waxman, asking them to sponsor the bill; and 3) Direct staff to send copies of the signed resolution to Senator Barbara Boxer, Senator Dianne Feinstein, Representative Henry

Waxman, the AEB organizers, Human Rights Campaign, Equality California, National Gay and Lesbian Task Force, Pride @ Work, and the ACLU.

2.R CO-SPONSORSHIP OF THE AGE MARCH SATURDAY, MAY 21, 2011 IN WEST HOLLYWOOD [A. LAND, C. PLANCK, L HORVATH, I. PINE]:

The City Council will consider co-sponsoring the Age March on Saturday, May 21, 2011 in West Hollywood.

RECOMMENDATIONS: 1) Approve City co-sponsorship of the Age March and the use of the City's name and logo on printed materials for the event; 2) Approve waiver of rental fees at City facilities; and 3) Authorize staff to develop a walking route with event organizers which does not involve street closures.

2.S. CO-SPONSORSHIP OF THE STONEWALL YOUNG DEMOCRATS' VOTER REGISTRATION DRIVE [J. PRANG, M. HAIBACH, L. HORVATH, I. PINE]:

The City Council will consider co-sponsorship of the Stonewall Young Democrats voter registration drive on March 12, 2011.

RECOMMENDATION: 1) Approve co-sponsorship of the Stonewall Young Democrats' voter registration drive on March 12, 2011; 2) Direct Recreation Staff to work with the Stonewall Young Democrats in securing a location for this event; 3) Authorize Stonewall Young Democrats to utilize City's name and logo on materials promoting the event; and 4) Direct PIO to assist with out reach efforts in the community.

THE CITY COUNCIL WILL RECESS AND RECONVENE AS THE COMMUNITY DEVELOPMENT COMMISSION: (see attached Community Development Commission Agenda)

THE COMMUNITY DEVELOPMENT COMMISSION WILL RECESS AND RECONVENE AS THE CITY COUNCIL:

- 3. **PUBLIC HEARINGS:** None
- 4. **UNFINISHED BUSINESS:** None
- 5. **NEW BUSINESS:**

5.A ACCEPTANCE OF GRANT DEED FOR THREE PROPERTIES OWNED BY THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION [A. WINDERMAN, A. GANDHY]:

The City Council will consider accepting the grant deeds for three properties located at 7530 Santa Monica Boulevard and 1060 Sierra Bonita Avenue, 7718 Santa Monica Boulevard, and 1151-1155 Detroit Street, to the City of West Hollywood.

RECOMMENDATIONS: 1) Accept the grant deeds for three properties located at 7530 Santa Monica Boulevard and 1060 Sierra Bonita Avenue, 7718 Santa Monica Boulevard, and 1151-1155 Detroit Street, to the City of West Hollywood; 2) Approve Resolution No. 11- RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ACCEPTING THE GRANT FROM THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION FOR THE PROPERTIES LOCATED AT 7530 SANTA MONICA BOULEVARD AND 1060 SIERRA BONITA AVENUE (APN 530-019-900), 7718 SANTA MONICA BOULEVARD (APN 5530-016-900), AND 1155 DETROIT STREET (APNs 5531-009-900 and 5531-009-901), 3) Authorize the Mayor to sign the Certificates of Acceptance; and 4) Direct the City Clerk to certify the adoption of this Resolution and cause the grant deeds to be recorded in the Office of the County Recorder

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

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.

6. LEGISLATIVE: None

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 their next regular meeting, which will be on Monday, March 21, 2011 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

UPCOMING MEETING SCHEDULE				
Date	Day	Time	Meeting Type	Location
March 21	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.
April 4	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.
April 25	Monday	6:30 PM	Mayoral Installation	W.H. Park Aud.
May 2	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.

City Council Agendas and Staff Reports
 are available on-line at

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**CITY COUNCIL
CITY OF WEST HOLLYWOOD
CLOSED SESSION AGENDA
MONDAY, MARCH 7, 2011
6:00 P.M.**

WEST HOLLYWOOD PARK AUDITORIUM, STUDIO ROOM

CONFERENCE WITH LEGAL COUNSEL

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.

1. PENDING LITIGATION54956.9(a)

Heidy v. City of West Hollywood
Los Angeles Superior Court Case No. BS129436

KLEAN West Hollywood et al. v. City of West Hollywood
United States District Court, Case No. CV10-8145

2. ANTICIPATED LITIGATION G.C. 54956.9(b)(3)(b)

One case (various disputes pertaining to 1302 N. Sweetzer Avenue)

**CITY OF WEST HOLLYWOOD
COMMUNITY DEVELOPMENT COMMISSION
AGENDA**

MONDAY, MARCH 7, 2011

6:30 P.M.

**WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD**

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- 1. CALL TO ORDER:**
- 2. ROLL CALL:**
- 3. APPROVAL OF THE AGENDA:**
- 4. PUBLIC COMMENTS:** This time has been set aside for members of the public to address the Community Development Commission on items of general interest within the subject matter jurisdiction of the Commission. Although the Commission values your comments, pursuant to the Brown Act it generally cannot take any action on items not listed on the posted agenda. Two minutes are assigned for each speaker.
- 5. CONSENT CALENDAR:**
 - 5.A. APPROVAL OF MINUTES:**

The Community Development Commission is requested to approve the minutes of prior Community Development Commission meetings.

RECOMMENDATION: Approve the minutes of the meeting on February 22, 2011.

6. PUBLIC HEARING: None

7. UNFINISHED BUSINESS:

7.A. LOAN AGREEMENT WITH ALTERNATIVE LIVING FOR THE AGING FOR AN AFFORDABLE HOUSING DEVELOPMENT AT 937 NORTH FAIRFAX AVENUE [A. WINDERMAN, J. SKORNECK, R. BURNLEY]:

The Community Development Commission will consider the approval of a Loan Agreement with Alternative Living for the Aging (ALA) in the amount of \$2,482,025 to develop 17 units of affordable senior housing at 937 North Fairfax Avenue.

RECOMMENDATIONS: 1) Approve a Loan Agreement for Affordable Housing Development with ALA, in substantially the form attached, for an amount not to exceed \$2,482,025 to develop 17 units of affordable senior housing at 937 North Fairfax Avenue; 2) Authorize the Director of Finance & Technology to allocate \$2,482,025 from unallocated reserves in the Redevelopment Low & Moderate Housing Fund to account 305-4-06-65-703058 for the purpose of funding this loan to ALA; and 3) Authorize the City Manager to execute documents substantially in the form attached.

8. NEW BUSINESS:

8.A CONVEYANCE OF THREE PROPERTIES OWNED BY THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION TO THE CITY OF WEST HOLLYWOOD [A. WINDERMAN, A. GANDHY]:

The Commission will consider conveying three properties located at 7530 Santa Monica Boulevard and 1060 Sierra Bonita Avenue, 7718 Santa Monica Boulevard, and 1151-1155 Detroit Street, to the City of West Hollywood.

RECOMMENDATIONS: 1) Convey three properties located at 7530 Santa Monica Boulevard and 1060 Sierra Bonita Avenue, 7718 Santa Monica Boulevard, and 1151-1155 Detroit Street, to the City of West Hollywood; 2) Approve Resolution No. 11- RESOLUTION OF THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION APPROVING THE CONVEYANCE OF THE PROPERTIES AT 7530 SANTA MONICA BOULEVARD AND 1060 SIERRA BONITA AVENUE (APN 530-019-900), 7718 SANTA MONICA BOULEVARD (APN 5530-016-900), AND 1155 DETROIT STREET (APNs 5531-009-900 and 5531-009-901), TO THE CITY OF WEST HOLLYWOOD; and 3) Authorize the Chair to sign the Grant Deeds.

9. COMMUNITY DEVELOPMENT COMMISSIONER COMMENTS: This portion of the meeting is set aside for general comments, announcements, requests of staff, and/or other issues of concern from members of the Community Development Commission.

10. ADJOURNMENT: