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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, JULY 18, 2011
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD**

**Councilmember Heilman will be participating
via telephone from the
Hotel NH Calderón
Rambia Catalunya, 26
Barcelona, Spain 08007**

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, July 18, 2011 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, July 14, 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 June 20, 2011.

2.C. DEMAND REGISTER NO. 677, RESOLUTION NO. 11-4193:

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

RECOMMENDATION: Approve Demand Register No. 677 and adopt Resolution No. 11-4193, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 677".

2.D. DEMAND REGISTER NO. 678, RESOLUTION NO. 11-4194:

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

RECOMMENDATION: Approve Demand Register No. 678 and adopt Resolution No. 11-4194, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 678".

2.E. 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 Ranjna Gill, Sue Tsang, Sierra Towers Condominium Association, Ken Borenstein, Jacqueline Berg and Andrew Ramlow and refer to the City's claims adjuster.

2.F. TREASURER'S REPORTS FOR FEBRUARY 2011 [A. GANDHY, G. SCHUCHARD]:

The City Council will receive the Treasurer's Report for the months ended February 2011 pursuant to Section 53646 of the Government Code of the State of California.

RECOMMENDATION: Receive and file

2.G. ORDINANCE NO. 11-868 (2ND READING), REGARDING LIVING WAGE REQUIREMENTS FOR SERVICE CONTRACTS [C. SCHAFFER]:

The City Council will waive further reading and adopt Ordinance No. 11-868, a proposed ordinance regarding living wage requirements for service contracts.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 11-868, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING WEST HOLLYWOOD MUNICIPAL CODE CHAPTER 3.20, LIVING WAGE REQUIREMENTS FOR SERVICE CONTRACTS."

2.H. A RESOLUTION ESTABLISHING A LIVING WAGE RATE FOR 2011-2012 OF \$11.42/HR WITH HEALTH BENEFIT CONTRIBUTIONS AND \$12.67/HR WITHOUT HEALTH BENEFIT CONTRIBUTIONS [V. LOVE, T. BROWN]:

The City Council will consider adopting a resolution that establishes the living wage rate for 2011-2012 to be \$11.42/hr. with health benefit contributions and \$12.67/HR without health benefit contributions effective August 17, 2011 for all new contracts and upon renewal of existing contracts that are subject to Chapter 3.20 of the Municipal Code.

RECOMMENDATION: Adopt Resolution No. 11-4195 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ESTABLISHING PURSUANT TO MUNICIPAL CODE SECTION 3.20.040 A LIVING WAGE RATE FOR 2011-2012 OF \$11.42/HR WITH HEALTH BENEFIT CONTRIBUTIONS OF AT LEAST \$1.25/HR AND \$12.67/HR WITHOUT HEALTH BENEFIT CONTRIBUTIONS OF AT LEAST \$1.25/HR".

2.I. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

The City Council will receive reports from the Disabilities Advisory Board, the Public Safety Commission and the Women's Advisory Board on actions taken at their recent meetings.

RECOMMENDATION: Receive and file.

2.J. POTENTIAL COLLABORATION WITH ZIPCAR [J. HEILMAN, F. SOLOMON]:

The City Council will consider giving direction to staff to explore a potential collaboration with Zipcar.

RECOMMENDATIONS: 1) Direct staff to meet with representatives of Zipcar to analyze whether it is mutually beneficial to enter into an agreement with the company to provide its services to residents and visitors in the City of West Hollywood; and 2) If found to be beneficial, authorize staff to negotiate the terms of an agreement with Zipcar and present the agreement and related recommendations to the Transportation Commission and City Council for approval.

2.K. WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION THIRD QUARTER REPORT FOR 2010-2011 AND ANNUAL CONTRACT FOR 2011-2012 [A. WINDERMAN, J. SKORNECK, R. BURNLEY]:

The City Council will receive the Third Quarter Report of the West Hollywood Community Housing Corporation (WHCHC) for Fiscal Year 2010-2011 and consider approval of an annual contract for 2011-2012.

RECOMMENDATIONS: 1) Receive and file the Third Quarter Report for 2010-2011; and 2) Authorize the City Manager to execute the annual contract for 2011-2012 in an amount not to exceed \$225,000 in substantially the form attached.

2.L. RESOLUTION AMENDING THE AFFORDABLE HOUSING SCHEDULE FOR THE INCLUSIONARY HOUSING PROGRAM [A. WINDERMAN, J. SKORNECK, R. BURNLEY]:

The City Council will consider adopting a resolution amending the Affordable Housing Schedules for the Inclusionary Housing Program by establishing the 2011-2012 rent levels, income requirements and unit sales price for inclusionary units.

RECOMMENDATION: Adopt Resolution No. 11-4196 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE AFFORDABLE HOUSING SCHEDULES."

2.M. APPROVAL OF ONE NEW AND ONE REVISED CLASSIFICATION SPECIFICATIONS AND AUTHORIZE RECLASSIFICATION OF FOUR POSITIONS [V. LOVE, L. BOCK, S. SCHUMACHER]:

The City Council will consider the recommendation from the Human Resources Division for approval of one revised, one new classification specification, and reclassification of four positions.

RECOMMENDATIONS: 1) Approve the reclassification of the Digital Media Coordinator position within the Public Information and Prosecution Services Department. Approve the revised classification specification of Digital Media Coordinator. Authorize salary placement from Grade 5250 to Grade 6270. The salary difference has been included in the FY 2011-2012 budget; 2) Authorize the reclassification of one of the Administrative Specialist IV positions within the Administration Division of the Community Development Department to Administrative Coordinator. Approve the new classification specification of Administrative Coordinator and authorize salary placement from Grade 5220 to Grade 5026. The salary difference has been included in the FY 2011-2012 budget; 3) Authorize the reclassification of one Maintenance Technician position to Senior Maintenance Technician within the Facilities and Field Services Division of the Human Services Department. Authorize salary placement from Grade 5190 to Grade 5210. The salary difference has been included in the FY 2011-2012 budget; and 4) Authorize the reclassification of the Plan Check Engineer position to Senior Plan Check Engineer within the Building and Safety Division of the Community Development Department. Authorize salary placement from Grade 5270 to Grade 5290. The salary difference has been included in the FY 2011-2012 budget.

2.N. WEST HOLLYWOOD LIBRARY GRAND OPENING AND 10TH ANNUAL BOOK FAIR [S. BAXTER, O. WALKER, C. WORLAND]:

The City Council will consider approving a contract amendment with Authentic Agency to provide production services for the 10th Annual West Hollywood Book Fair on Sunday, October 2, 2011, and signage, equipment and stage production for the Dedication and Grand Opening of the New West Hollywood Library on Saturday, October 1, 2011.

RECOMMENDATIONS: 1) Approve the Second Amendment to Agreement with Authentic Agency for staging and production services

increasing the agreement amount by \$130,000.00; 2) Authorize the contingency expenditure of an amount not to exceed 10% of this Contract Amendment Agreement amount, as approved by the Human Services Department Director; and 3) Authorize the City Manager to execute the Second Amendment to Agreement.

2.O. APPROVAL OF AGREEMENT FOR CONSULTANT SERVICES FOR CITY'S 10th ANNUAL BOOK FAIR AND WOMEN'S LEADERSHIP CONFERENCE 2012 [S. BAXTER, O. WALKER, V. LOVE]:

The City Council will consider approving a contract with Roz Helfand to provide consulting services related to the 2011, 10th Annual Book Fair, and the Women's Leadership Conference in 2012.

RECOMMENDATIONS: 1) Approve a one-year contact from July 1, 2011 through June 30, 2012 with Roz Helfand in the amount of \$15,000 for consulting services relating to the City's 10th Annual Book Fair and the 2012 Women's Leadership Conference; 2) Authorize the City Manager to sign the Agreement; and 3) Authorize City staff to issue a Request for Proposal for consulting services for the 2012 West Hollywood Book Fair.

2.P. AGREEMENT RENEWAL WITH JEWISH FAMILY SERVICES FOR RECEPTIONIST SERVICES AT THE PLUMMER PARK COMMUNITY CENTER [S. BAXTER, O. WALKER]:

The City Council will consider renewing the agreement with Jewish Family Services for reception services at the Plummer Park Community Center.

RECOMMENDATIONS: 1) Approve a one-year agreement from July 1, 2011 through June 30, 2012 with Jewish Family Services in an amount not to exceed \$40,000 for reception area services at the Plummer Park Community Center; and 2) Authorize the City Manager to sign the agreement.

2.Q. APPROVAL OF MOU AGREEMENTS WITH LOS ANGELES COUNTY METROPOLITAN TRANSIT AUTHORITY (LACMTA) RELATED TO PROPOSITION A INCENTIVE FUNDS AND THE DIAL A RIDE AND TAXI COUPON TRANSIT PROGRAMS [S. BAXTER, D. DENNIS, P. GOODMAN]:

The City Council will consider the approval of a one year agreement with the Los Angeles County Metropolitan Transit Authority (LACMTA) which will reimburse Proposition A shared incentive funds for coordination of services with the City of Beverly Hills and for reporting statistics to the National Transit Database (NTD) for the Dial A Ride and Taxi Coupon transit programs.

RECOMMENDATIONS: 1) Authorize the City Manager to execute MOU agreements with the Los Angeles County Metropolitan Transit Authority (LACMTA) for Proposition A shared incentive funds for the coordination of services with the City of Beverly Hills and for the reporting of statistical data to the National Transit Database; and 2) Authorize the Director of Finance to accept up to twenty-five percent (25%) reimbursement of Prop

A net operating costs for the Taxi Coupon and Dial A Ride programs to be re-deposited to the Prop A expense account.

2.R. CONTRACT WITH THE CITY'S LEGISLATIVE ADVOCATE, CHRISTINE MINNEHAN & ASSOCIATES [A. WINDERMAN, D. MEADOWS]:

The City Council will consider the approval of a Contract for housing legislative advocate Christine Minnehan & Associates (CM&A).

RECOMMENDATIONS: 1) Approve a Contract with CM&A for an amount not to exceed \$44,200 from July 1, 2011 to June 30, 2012 to represent the City as a legislative advocate; and 2) Authorize the City Manager to execute the agreement.

2.S. CONTRACT WITH TOTAL RECALL FOR CAPTIONING OF CITY MEETINGS AND SPECIAL EVENTS [H. GOSS, S. BAXTER, D. DENNIS]:

The City Council will consider contracting with Total Recall for captioning of City Council, Planning Commission, Rent Stabilization Commission, Disability Advisory Board meetings and select City special events.

RECOMMENDATIONS: 1) Approve a contract with Total Recall for two years for \$31,000 each year to provide captioning services for the select City meetings and special events; and 2) Authorize the City Manager to sign the agreement.

2.T. APPROVAL OF AN INCREASE TO THE CHANGE ORDER CONTINGENCY FOR THE CONSTRUCTION CONTRACT FOR CIP 1107, METRO RAPID BUS TRAFFIC SIGNAL SYSTEM INTERCONNECT (IN SAN VICENTE BLVD. FROM SANTA MONICA BLVD. TO MELROSE AVE) [O. DELGADO, S. PERLSTEIN]:

The City Council will consider increasing the contingency for the City Engineer to manage Change Orders for work on the construction contract on CIP 1107, Metro Rapid Bus Traffic Signal System Interconnect (in San Vicente Blvd. from Santa Monica Blvd. to Melrose Avenue).

RECOMMENDATION: Authorize the City Engineer to manage Change Orders for work on the construction contract for CIP 1107, Metro Rapid Bus Traffic Signal System Interconnect (in San Vicente Blvd. from Santa Monica Blvd. to Melrose Avenue) in an amount not to exceed 25% of the contract amount.

2.U. NATIONAL NIGHT OUT AGAINST CRIME IN WEST HOLLYWOOD [K. COOK, L. MANUKIAN]:

The City Council will consider designating Tuesday, August 2, 2011 as National Night Out in West Hollywood and approve various administrative requests to assist in the success of National Night Out events.

RECOMMENDATIONS: 1) Proclaim August 2, 2011 "National Night Out" in West Hollywood; 2) Approve all street closures for National Night Out block parties; and 3) Approve the City's official sponsorship of all West

Hollywood National Night Out events and waive all City fees associated with this event.

2.V. CHANGE OF DATE, THE HUDSON WEST HOLLYWOOD BLOCK PARTY [S. BAXTER, O. WALKER, C. SMITH]:

The City Council will consider a requested date change for The Hudson West Hollywood Block Party.

RECOMMENDATION: Approve a requested date change for The Hudson's West Hollywood Block Party from July 30, 2011 to August 13, 2011.

2.W. A RESOLUTION IN SUPPORT OF "CLEAN L.A." [A. LAND, C. PLANCK, J. PRANG, M. HAIBACH, C. LOPEZ]:

The City Council will consider adopting a resolution in support of "Clean L.A.": a Los Angeles County pledge to promote a cleaner, safer and healthier environment for its residents.

RECOMMENDATIONS: 1) Adopt Resolution No. 11-4197, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF CLEAN L.A.: A LOS ANGELES COUNTY PLEDGE TO PROMOTE A CLEANER, SAFER AND HEALTHIER ENVIRONMENT FOR ITS RESIDENTS"; 2) Direct Public Information staff to provide promotional assistance for the events of Clean L.A., including, but not limited to, inclusion of resources and program information on the City's website and news briefs; and 3) Direct staff in the Department of Public Works to facilitate participation in Clean L.A. from businesses and residents.

2.X. A RESOLUTION IN SUPPORT OF SB 568 (LOWENTHAL) RECYCLING: POLYSTYRENE FOOD CONTAINERS [A. LAND, C. PLANCK, C. LOPEZ]:

The City Council will consider adopting a resolution in support of SB 568 (Lowenthal) Recycling: Polystyrene Food Containers.

RECOMMENDATIONS: 1) Adopt Resolution No. 11-4198, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF SB 568 (LOWENTHAL) RECYCLING: POLYSTYRENE FOOD CONTAINERS; and 2) Direct staff to send copies of the signed resolution to State Senators Alan Lowenthal and Fran Pavley, State Assemblymembers Julia Brownley, Bob Wieckowski and Mike Feuer.

2.Y. SUPPORT OF FIREFIGHTERS' "FILL THE BOOT" CAMPAIGN TO BENEFIT THE MUSCULAR DYSTROPHY ASSOCIATION [A. LAND, C. PLANCK]:

The City Council will consider supporting the "Fill the Boot" campaign conducted annually by firefighters throughout the country to benefit the Muscular Dystrophy Association, and in West Hollywood August 3-5, 2011.

RECOMMENDATIONS: 1) Approve the City of West Hollywood's support for the "Fill the Boot" campaign conducted annually by firefighters throughout the country to benefit the Muscular Dystrophy Association; 2) Approve the use of the intersection at Sunset Boulevard and Doheny August 3-5 and waive special event permit fees; and 3) Direct PIO staff to assist with the coordination and promotion of the event.

3. PUBLIC HEARINGS:

3.A. PUBLIC HEARING TO SOLICIT COMMENTS ON THE PROPOSED MASTER LOAN AGREEMENT AMONG THE CALIFORNIA STATEWIDE COMMUNITIES DEVELOPMENT AUTHORITY, FIRST REPUBLIC BANK AND THE CENTER FOR EARLY EDUCATION [A. GANDHY, G. SCHUCHARD]:

The City Council will hold a public hearing to consider approval of a resolution granting the California Statewide Communities Development Authority (CSCDA) authorization and direction to enter into a Master Loan Agreement with First Republic Bank and The Center for Early Education (the "Borrower") to finance and refinance various capital improvements with respect to certain educational facilities located at 563 North Alfred Street in West Hollywood, California (the "Project"). The adoption of the resolution will not require the City to be financially obligated nor liable, nor provide any financing to the Project.

RECOMMENDATIONS: 1) Conduct a public hearing under the Tax Equity and Fiscal Responsibility Act of 1982 ("TEFRA") in connection with the proposed Master Loan Agreement by the California Statewide Communities Development Authority in an amount not to exceed \$18,000,000 for the purpose of financing and refinancing The Center for Early Education (the "Project"); and 2) Adopt Resolution No. 11-____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A PROPOSED MASTER LOAN AGREEMENT AMONG THE CALIFORNIA STATEWIDE COMMUNITIES DEVELOPMENT AUTHORITY, FIRST REPUBLIC BANK AND THE CENTER FOR EARLY EDUCATION."

3.B. REQUEST TO REPLACE AN EXISTING DOUBLE-SIDED ROOF MOUNTED BILLBOARD WITH A LARGER DOUBLE-SIDED POLE MOUNTED BILLBOARD AT 8335 SUNSET BOULEVARD [A. MCINTOSH, J. KEHO, D. DEGRAZIA]:

The Council will consider an application to replace a roof mounted double-sided 10 ft. x 30 ft. billboard with a pole mounted, v-shaped double-sided 14 ft. x 48 ft. billboard and raise the height by ten feet for a maximum height of 70 ft. The proposed project is located at 8335 Sunset Boulevard.

RECOMMENDATIONS: Hold a public hearing, consider all pertinent testimony, deny the application request and adopt: 1) Introduce on first reading Ordinance No. ____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DENYING A ZONING MAP AMENDMENT, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 8335 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT A); 2) Introduce on first reading Ordinance No. ____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DENYING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A TWO-SIDED 14-FOOT-HIGH x 48-FOOT-WIDE BILLBOARD ATOP A SINGLE-POLE STRUCTURE, LOCATED AT 8335 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT B); and 3) Adopt Resolution No. ____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DENYING A BILLBOARD PERMIT TO REPLACE AN EXISTING DOUBLE-SIDED 10-FOOT-HIGH X 30-FOOT-WIDE BILLBOARD WITH A DOUBLE-SIDED 14-FOOT-HIGH x 48-FOOT-WIDE BILLBOARD AND RAISE THE HEIGHT BY 10 FEET TO A MAX HEIGHT OF 70 FEET FOR THE PROPERTY LOCATED AT 8335 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT C)

3.C. REQUEST TO REPLACE AN EXISTING V-SHAPED BILLBOARD WITH A TWO-SIDED BILLBOARD AND RAISE APPROXIMATELY 14 FEET IN OVERALL HEIGHT LOCATED AT 8535 SUNSET BOULEVARD [A. MCINTOSH, J. KEHO, A. GALLO]:

The City Council will consider a request to replace a two-sided 16 ft. x 25 ft. billboard atop a single-pole structure with a two-sided 14 ft. x 48 ft. billboard and raise the height by fourteen feet for a maximum height of 68 ft. The proposed project is located at 8535 Sunset Boulevard.

RECOMMENDATIONS: Staff recommends that the City Council hold the public hearing, consider all pertinent testimony, and conditionally approve the project by adopting the following: 1) Introduce on first reading Ordinance No. 11-____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING A ZONE MAP AMENDMENT, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 8535 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT A); 2) Introduce on first reading Ordinance No. 11-____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A TWO-SIDED 14-FOOT-HIGH x 48-FOOT-WIDE BILLBOARD ATOP A SINGLE-POLE STRUCTURE, LOCATED AT 8535

SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT B); and 3) Resolution No. 11-_____: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING A BILLBOARD PERMIT, TO REPLACE AN EXISTING TWO-SIDED 16-FOOT-HIGH X 25-FOOT-WIDE BILLBOARD WITH A TWO-SIDED 14-FOOT-HIGH x 48-FOOT-WIDE BILLBOARD AND RAISE THE HEIGHT BY 14 FEET TO A MAX HEIGHT OF 68 FEET FOR THE PROPERTY LOCATED AT 8535 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT C)

3.D. REQUEST TO CONSTRUCT A V-SHAPED BILLBOARD SIGN ON AN EXISTING HOTEL BUILDING LOCATED AT 8462 SUNSET BOULEVARD. (THE GRAFTON HOTEL) [A. MCINTOSH, J. KEHO, J. ALKIRE]:

A request to install a new v-shaped billboard to be located above the roof of an existing hotel (Grafton Hotel). The proposed project is located at 8462 Sunset Boulevard.

RECOMMENDATIONS: Staff recommends that the West Hollywood City Council hold the public hearing, consider all pertinent testimony, and conditionally approve the application request by adopting the following: 1) Introduce on first reading Ordinance No. 11-_____: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A NEGATIVE DECLARATION AND A ZONING MAP AMENDMENT IN CONJUNCTION WITH A PROPOSED DEVELOPMENT AGREEMENT FOR THE PROPERTY AT 8462 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT A); 2) Introduce on first reading Ordinance No. 11-_____: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A NEW V-SHAPED BILLBOARD LOCATED ABOVE THE ROOF OF THE EXISTING HOTEL (THE GRAFTON HOTEL) LOCATED AT 8462 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT B); and 3) Adopt Resolution No. 11-_____: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A BILLBOARD PERMIT TO INSTALL A NEW 48 FOOT WIDE BY 14 FOOT TALL V-SHAPED BILLBOARD STRUCTURE ABOVE THE ROOF OF AN EXISTING HOTEL BUILDING (THE GRAFTON HOTEL) LOCATED AT 8462 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT C).

3.E. REQUEST TO INSTALL A NEW TWO-SIDED BILLBOARD ATOP OF THE EXISTING COMMERCIAL BUILDING AT 9039 SUNSET BOULEVARD. (KEY CLUB) [A. MCINTOSH, J. KEHO, A. CASTILLO]:

The City Council will consider a request to install a new 48-foot-wide x 14-foot-tall, two-sided billboard with an overall height of 70 feet atop of an existing commercial building located at 9039 Sunset Boulevard (Key Club).

RECOMMENDATIONS: Staff recommends that the City Council hold the public hearing, consider all pertinent testimony, adopt the Negative Declaration, and conditionally approve the project by adopting the following: 1) Introduce on first reading Ordinance No. 11-_____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING A NEGATIVE DECLARATION AND OF ZONING MAP AMENDMENT, IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA (KEY CLUB)." (ATTACHMENT A); 2) Introduce on first reading Ordinance No. 11-_____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A NEW TWO-SIDED 48-FOOT-WIDE x 14-FOOT-TALL BILLBOARD ATOP OF THE EXISTING COMMERCIAL BUILDING AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA (KEY CLUB)." (ATTACHMENT B); and 3) Adopt Resolution No. 11-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING A BILLBOARD PERMIT TO INSTALL A NEW 48-FOOT-WIDE X 14-FOOT-TALL, TWO-SIDED BILLBOARD ATOP OF AN EXISTING COMMERCIAL BUILDING AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA (KEY CLUB)." (ATTACHMENT C)

4. UNFINISHED BUSINESS: None

5. NEW BUSINESS:

5.A. DISCUSSION OF ADVISORY BOARDS [J. D'AMICO, M. REX, J. PRANG, M. HAIBACH]:

The City Council will discuss issues related to the organization of the City's Advisory Boards.

RECOMMENDATION: Approve the following recommendations and direct staff to prepare a resolution reflecting the following changes to the membership of the City's Advisory Boards: 1) Membership: Each Advisory Board, with the exception of the Lesbian and Gay Advisory Board, will consist of four members appointed at-large by the City Council in addition to one member directly appointed by each Councilmember, for a total of nine (9) members per Advisory Board. The Lesbian and Gay Advisory Board will consist of five male members directly appointed by each Councilmember, respectively and five female members directly appointed by each Councilmember, respectively for a total of ten (10) members. a) Each member of an Advisory Board appointed directly by individual councilmembers shall serve a two-year term commencing on June 1st following a general municipal election. Upon expiration of the term of office, each such Advisory Board member shall continue to serve until his/her successor is appointed and qualified. Each such member of the Advisory Board serves at the pleasure of the appointing

councilmember and may be removed by that councilmember at any time. In the event the office of a councilmember becomes vacant during the term thereof, and until the office is filled, the Advisory Board member appointed by such councilmember may be removed by a majority vote of the City Council; and b)The four Advisory Board members appointed by the Council as a whole shall serve two-year terms commencing on June 1st following a general municipal election. Upon expiration of the term of office, each such Advisory Board member shall continue to serve until his/her successor is appointed and qualified. Such members may be removed by a majority vote of the City Council; provided, however, that no member of the Advisory Board may be removed prior to June 1st following any municipal election.

5.B. COMMISSION, ADVISORY BOARD, AND PROJECT ADVISORY COMMITTEE APPOINTMENTS AND RE-APPOINTMENTS [C. SCHAFFER]:

The City Council will consider making direct and at-large appointments to City Commissions, Advisory Boards, and Committees.

RECOMMENDATION: The Council will make appointments to Boards and Commissions as detailed in the Staff Report.

5.C. SET DATES FOR MOCK CITY COUNCIL MEETING(S) FOR TRAINING PURPOSES IN ADVANCE OF THE FIRST OFFICIAL MEETING IN THE CITY'S NEW CITY COUNCIL CHAMBERS LOCATED AT WEST HOLLYWOOD PARK [V. LOVE, C. SCHAFFER, Y. QUARKER, J. HUFFER]:

The City Council will consider scheduling training sessions in a mock City Council format in order to familiarize the users of the new City Council Chambers with its functions and capabilities in advance of the first formal meeting to be held in the facility - tentatively scheduled for Monday, October 3, 2011.

RECOMMENDATIONS: Direct the City Clerk to schedule the following meeting dates and times for the purposes described above: 1) Monday, September 26, 2011 at 6:30 p.m.; 2) Saturday, October 1, 2011 at 9:00 a.m.; 3) Alternate dates decided upon by Council.

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, August 15, 2011 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

UPCOMING MEETING SCHEDULE				
Date	Day	Time	Meeting Type	Location
August 15	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.
September 6	Tuesday	6:30 PM	Regular Meeting	W.H. Park Aud.
September 19	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.
October 3	Monday	6:30 PM	Regular Meeting	W.H. Park Aud.

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