

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
TUESDAY, FEBRUARY 21, 2006**

CALL TO ORDER: The meeting was called to order at 6:34 P.M.

PLEDGE OF ALLEGIANCE: John Stout led the pledge.

ROLL CALL: PRESENT: Councilmember Duran, Guarriello, Prang, Mayor Pro Tempore Heilman and Mayor Land.

ABSENT: None.

ALSO PRESENT: City Manager Paul Arevalo, Assistant City Attorney Hogin, City Clerk Tom West and Assistant City Clerk Corey Schaffer.

REPORT OF CLOSED SESSION AGENDA:

Assistant City Attorney Hogin stated that the Regular Meeting convened at 6:00P.M at which time the City Council took public comment on closed session items. She stated that there was one (1) speaker. She stated that there was one (1) item of pending litigation added to the agenda – United States v. West Hollywood Community Redevelopment Commission – by unanimous vote of the Council after it found that the matter came to the attention of the City after the agenda was posted and there was a need to take action. She stated that the City Council then recessed to Closed Session, discussed the matters on the posted agenda (as amended) and took one reportable action – direct the City Attorney to seek an en banc review in the case of United States v. West Hollywood Community Redevelopment Commission.

APPROVAL OF AGENDA:

Councilmember Guarriello requested that Items 4.A. and 4.G. be moved to the Consent Calendar as Items 2.N. and 2.O.

Mayor Pro Tempore Heilman requested that Item 2.K. be moved to the Excluded Consent Calendar.

Motion by Councilmember Guarriello, seconded by Mayor Pro Tempore Heilman to approve the February 21, 2006 agenda as amended and unanimously approved.

PRESENTATIONS:

Mayor Land presented a proclamation to John Stout “John the Matchmaker”, a West Hollywood business owner, for his work with the gay community, providing matchmaking services and fighting for equal rights.

1. PUBLIC COMMENT:

DAVID BEEBE, WEST HOLLYWOOD, spoke in support of Item 2.O. (4.G.)

ED BUCK, WEST HOLLYWOOD, spoke regarding campaign contributions to Mayor Land for her State Assembly race.

MARK OLSON, WEST HOLLYWOOD, spoke regarding upcoming Southern California Edison upgrades and equipment replacements.

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding various local and national issues.

MICHAEL FISK, WEST HOLLYWOOD, spoke regarding street name changes within the City.

ALLEGRA ALLISON, WEST HOLLYWOOD, spoke regarding campaign contributions to Mayor Land for her State Assembly race.

PETE AUSTRIA, WEST HOLLYWOOD, spoke regarding funding issues for the Los Angeles School District.

VICTOR WOLDER, WEST HOLLYWOOD, spoke regarding problems with attaining a peddler's license in the City.

GEORGE CREDLE, WEST HOLLYWOOD, spoke regarding campaign contributions to Mayor Land for her State Assembly race.

TODD STEADMAN spoke regarding the Sunset Strip Business Improvement District and introduced the Vice President of Block by Block, the new security company working with the Sunset BID.

STEVE HILLARD spoke regarding his company Block by Block, the new security company working with the Sunset BID.

ALEXANDRIA CHRISTINE BRANTLEY, LOS ANGELES, spoke regarding State liability issues.

MARK MONTGOMERY, LOS ANGELES, thanked Council and the community for their support and kind wishes during the recent passing of his father, Francis Montgomery.

ROD MCDONALD, WEST HOLLYWOOD, spoke regarding homeless issues surrounding the St. Victor's Church and an ongoing mixed-use project in the Westside of the City.

JOHN DULLAGHAN, WEST HOLLYWOOD, spoke regarding street name changes within the City.

COUNCILMEMBER COMMENTS:

Councilmember Prang requested staff to work with Southern California Edison to send more distinctive notices regarding scheduled power outages. He spoke regarding issues surrounding West Hollywood joining the Beverly Hills School District. He spoke regarding an upcoming West Hollywood Democratic Club meeting, during which issues with the Los Angeles Unified School District will be discussed.

Councilmember Duran spoke regarding public comments raised concerning street peddling licenses and asked the speaker to contact his Deputy for more information. He spoke regarding public comment about street name changes and the need to investigate the history of the street names during any name change process.

Councilmember Guarriello thanked staff for organizing the recent senior Valentine's Day dance at the House of Blues. He spoke regarding a new marketing firm opening in the City and wished them well.

Mayor Pro Tempore Heilman spoke regarding public comments made by Southern California Edison, and requested staff to work with Edison to ensure timely and routine maintenance of street lights in the City. He spoke regarding the possibility of West Hollywood joining the Beverly Hills School District and stated that he will continue to try to work with Beverly Hills. He spoke regarding public comment surrounding homeless issues in the City and asked the speaker to work with the City's Public Safety Department. He spoke regarding public comment about street name changes and directed staff to investigate the issue.

Mayor Land spoke regarding street name changes in the City and asked staff to explore the possibility of name changes with a focus on the history of street names during the process. She read an excerpt from a student regarding his recent coming out story and thanking the City and City Council for their support of gay and lesbian rights. She spoke regarding the recent passage of SB912, which would repeal the 5% MediCal provider rate cut. She spoke regarding Item 4.G., the Well West Hollywood Program report and thanked staff and community for their support of the program. She requested an update from the City Manager regarding an animal peddler on Sunset Boulevard. She spoke regarding homeless issues in the City raised during public comment and efforts being made by the City.

CITY MANAGER'S REPORT:

Helen Goss, Director of Public Information and Prosecution Services, provided an update regarding an animal peddler on Sunset Boulevard. She spoke regarding the efforts on behalf of the Sheriff's Station to apprehend the peddler and the obstacles in resolving the matter. Captain Dave Long spoke regarding working with the District Attorney's office in the case and clarified that the Sheriff's Station is aggressively patrolling potential problem areas.

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk West stated that the fiscal impact on the Consent Calendar is \$324,779.00 in expenditures and \$5,347,763.00 in potential revenue.

2. CONSENT CALENDAR:

ACTION: Approve the Consent Calendar as amended 2.A.,B.,C.,D.,E.,F.,G.,H., I.,J.,L.,M.,N.,O. **Motion by Councilmember Guarriello, seconded by Mayor Pro Tempore Heilman and unanimously approved.**

2.A. POSTING OF AGENDA:

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

2.B. APPROVAL OF MINUTES:

ACTION: Approve the minutes of the Study Session of January 21, 2006 and the regular meeting of February 6, 2006. **Approved as part of the Consent Calendar.**

2.C. DEMAND REGISTER NO. 548, RESOLUTION NO. 06-3353:

ACTION: Approve Demand Register No. 548 and adopt Resolution No. 06-3353, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 548." **Approved as part of the Consent Calendar.**

2.D. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

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

2.E. CALIFORNIA BICYCLE TRANSPORTATION ACCOUNT FOR THE INSTALLATION OF BICYCLE PARKING FACILITIES:

ACTION: 1) The Council will approve participation in the Streets and Highways Code Section 2106 (b) and Sections 890 through 894.2 for the construction of Bicycle Transportation Account project to install bicycle parking facilities by accepting a Bicycle Transportation Account Grant in the amount of \$67,500.00; 2) Authorize the Deputy City Manager to execute the Agreement; and 3) Authorize the Director of Finance to increase budgeted expenditures in Account 202-3-08-705019 \$67,500 and budgeted revenues in Account 202-423095 to allocate \$7,500 from the unallocated reserves in the Air Quality Improvement Fund and to increase budgeted fund expenditures, Account No. 207-3-08-83-705019 by \$7,500.00. **Approved as part of the Consent Calendar.**

2.F. GRANT APPLICATION AND EXPENDITURE PLAN FOR THE JUSTICE ASSISTANCE GRANT (JAG) PROGRAM:

ACTION: 1) Authorize staff to apply for and accept, if applicable, the US Department of Justice's Bureau of Justice Assistance allocation to the City of West Hollywood of \$25,363 for the Justice Assistance Grant (JAG)

Program for Federal Fiscal Year 2006; 2) If the grant is awarded, authorize the Director of Finance to adjust the budget to reflect the actual grant award of \$25,363 for a total of \$25,363 in expenditures; 3) Authorize the expenditure of JAG funds for the continuation of the City Parks Patrol Program; 4) Authorize the expenditure of remaining grant funds to be used for special patrols as necessary with the approval of the City Manager, the Public Safety Manager, and the Sheriff's Captain; 5) Authorize the City Manager to reprogram all savings and interest earnings towards the City Parks Patrol Program or special patrols. **Approved as part of the Consent Calendar.**

2.G. NOTICE OF COMPLETION FOR CIP 0501 TRAFFIC SIGNAL CLOSED CIRCUIT TELEVISION SYSTEM:

ACTION: 1) Accept the work and authorize the following: a) Filing a Notice of Completion by the City Engineer, b) Final payment to the contractor at the end of the 35 day lien period, c) Release of the Performance Bond on the date of recordation of the Notice of Completion, and d) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices. **Approved as part of the Consent Calendar.**

2.H. NOTICE OF COMPLETION FOR CIP 0504 CONCRETE REPAIR PROGRAM:

ACTION: 1) Accept the work and authorize the following: a) Filing a Notice of Completion by the City Engineer, b) Final payment to the contractor at the end of the 35 day lien period, c) Release of the Performance Bond on the date of recordation of the Notice of Completion, and d) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices. **Approved as part of the Consent Calendar.**

2.I. REAL TIME CAPTIONING OF ALL TELEVISED CITY COMMISSION AND ADVISORY BOARD MEETINGS AND ALL CITY PRODUCED CABLE PROGRAMS BEGINNING JULY 1, 2006:

ACTION: Consider in the 06-08 budget process funding for real time captioning of all televised City Commission and Advisory Board meetings and all City produced cable programs aired on CityChannel 10. **Approved as part of the Consent Calendar.**

2.J. CONTRACT AWARD INCREASE FOR CIP 5050-04-02-R, ANNUAL PAVEMENT STRIPING, LEGENDS AND PAINTING:

ACTION: Authorize an increase of \$80,000 to the contract for Annual Pavement Striping, Legends and Painting, CIP 5050-04-02-R between the City and California Traffic Maintenance, Incorporated. **Approved as part of the Consent Calendar.**

- 2.K. APPROVAL OF EXPENSE REIMBURSEMENT POLICY PURSUANT TO AB1234 (GOVERNMENT CODE SECTIONS 53232.2 AND 53232.3):**
ACTION: Moved to the Excluded Consent Calendar.
- 2.L. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF AB 1363 (JONES), "THE OMNIBUS CONSERVATORSHIP AND GUARDIANSHIP REFORM ACT OF 2006":**
ACTION: Adopt Resolution No. 06-3355, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPORT OF A.B 1363 (JONES), THE OMINIBUS CONSERVATORSHIP AND GUARDIANSHIP ACT OF 2006." **Approved as part of the Consent Calendar.**
- 2.M. A RESOLUTION TO SUPPORT THE CONTINUATION OF THE MUNICIPAL OPERATORS SERVICE IMPROVEMENT PROGRAM:**
ACTION: Direct Staff to submit a resolution supporting the joint motion made by Metro Board members Antonovich, Fasana, Knabe, Lowenthal and Roberts, which supports the continuation of the MOSIP funding at current levels. **Approved as part of the Consent Calendar.**
- 2.N. (4.A.) UPDATE OF THE 2005-2006 OPERATING BUDGET AND VISION 2020:**
ACTION: 1) Receive and file the attached report on the Primary Strategic Goals; 2) Authorize the Director of Finance and Technology to increase budgeted revenues as follows: General Fund by \$5,255,000; Redevelopment Agency Revenues by \$800,000; Redevelopment Low/Mod Housing Fund by \$200,000; Park Development Fund by \$114,500; Art and Beautification Fund by \$60,000; Affordable Housing Trust Fund by \$520,600; and Citywide Business Improvement District Fund (Hotel Marketing Assessment) by \$196,000; 3) Authorize the Director of Finance to allocate part of the General Fund revenue increase to offset \$3.7 million in previous Council appropriations; and 4) Authorize the Director of Finance to increase the General Fund budgeted expenditures by a total of \$1,334,968; Redevelopment Agency expenditures by \$200,000; and Housing Trust Fund expenditures by \$90,000 as detailed below. **Approved as part of the Consent Calendar.**
- 2.O. (4.G.) WELL WEST HOLLYWOOD FINAL REPORT AND ACTION:**
ACTION: 1) Receive and file report; 2) Authorize the Finance Director to appropriate \$25,000 from unallocated reserves to the Human Services Department budget and direct it towards the development of the Well West Hollywood program, which includes physical improvements to create City walking courses, outreach and publicity, including PSAs, street banners and posters, printing, educational and promotional materials; 3) Direct City Staff (Community Development and Planning, Social Services, Transportation and Engineering, Parks and Recreation and Public Information) to create and promote 3 walkways in our City that will provide

a safe thoroughfare for daily physical activity by all members of the community and return to Council in 60 days with a timeline; 4) Authorize the Finance Director to appropriate \$2,500 from unallocated reserves to the Council Special Projects and direct it towards a Well West Hollywood kick-off event, which will include: promotional items such as t-shirts and pedometers and kick-off entertainment of a "line dance for health"; and 5) Direct City Staff (Social Services, Parks and Recreation and Public Information and the Mayor's Office) to program and promote a Well West Hollywood 2-part kick-off event, with Part 1 on April 1st in West Hollywood Park and Part 2 in fall of '06 once the walking courses have been installed.
Approved as part of the Consent Calendar.

THE CITY COUNCIL RECESSED AND RECONVENED AS THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION: 7:27 P.M.

The Community Development Commission approved the minutes from the January 17, 2006 meeting and received an update on the Request for Qualifications for developers in the East Side Redevelopment Project Area. The actions are more fully described in the West Hollywood Community Development Commission minutes.

THE WEST HOLLYWOOD COMMUNITY DEVELOPMENT COMMISSION RECESSED AND RECONVENED AS THE CITY COUNCIL: 8:14 P.M.

3. PUBLIC HEARINGS:

3.A. APPEAL OF THE PLANNING COMMISSION'S DENIAL OF A TALL WALL ADVERTISEMENT ON THE EAST FACING ELEVATION OF THE STRUCTURE LOCATED AT 8730 SUNSET BOULEVARD:

ACTION: Staff recommends that the City Council continue the appeal to the March 6, 2006 City Council meeting due to scheduling constraints. The appellant has agreed to this timeframe. **Carried by consensus of the Council.**

4. UNFINISHED BUSINESS:

4.A. UPDATE OF THE 2005-2006 OPERATING BUDGET AND VISION 2020:

ACTION: Moved to the Consent Calendar as Item 2.N.

4.B. WESTSIDE SPECIFIC PLAN WORK PLAN:

Francie Stefan, Senior Planner, presented background information on the staff report dated February 21, 2006.

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding the need to include broad community outreach during the planning process.

STEVEN GOLIGHTLY, WEST HOLLYWOOD, spoke in support of the Item and spoke regarding the need to include the neighborhood associations in the planning process.

GEORGE CREDLE, WEST HOLLYWOOD, spoke regarding the need to include citizen participation in the planning process.

MINDY BRADISH, BURBANK, spoke in support of the Item.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding concerns of over-development in the Westside and the possibility of a moratorium on campaign contributions from developers during the planning process.

Councilmember Duran spoke regarding the need to ensure that the plan helps preserve the gay and lesbian community presence in the Westside. He spoke regarding the possibility of combining the kick-off event for the plan with the Christopher Street West Pride event.

Councilmember Guarriello spoke regarding the need to include a broad representation from the community during the planning process.

Councilmember Prang spoke regarding the need for the plan to ensure that the Westside continues to be an economically vital area. He spoke regarding the need to carefully time the Westside Specific Plan with the Mixed-Use Overlay Zone process.

Mayor Land spoke regarding the need to look at changing market and resident demographics during the process. She spoke regarding the possibility of using the plan to help unify areas in the City. She spoke regarding concerns about the length of the planning process and the possibility of including planning meetings with other ongoing events in the City.

Mayor Pro Tempore Heilman spoke regarding the need to look at ongoing development, including the Melrose Triangle area and the MTA site. He spoke regarding the need to plan for development to protect the Westside and provide the types of development the City wants. He spoke regarding removing the target sites from the plan in order to start with a clean-slate for the process. He spoke regarding removing Phase Five from the contract. He asked staff to look at the possibility of combining the kick-off events for the plan with other events that are already planned in the City to attract a more diverse participation. He spoke regarding timing concerns with the Mixed-Used Overlay Zone process.

ACTION: 1) Receive and file Work Plan described in staff report; and 2) Approve an agreement with Godbe Research for the Market Analysis Survey in an amount not-to-exceed \$72,385 (\$65,805 base plus 10%

contingency) to be taken from account 100-3-07-71-533036 allocated as part of the mid-year budget and authorize the City Manager to sign the agreement. **Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Guarriello and unanimously approved with the following additions:**

- 1. Include Neighborhood Associations in the planning process**
- 2. Weave in the Mixed-Use Overlay Zone during the process**
- 3. Find creative ways to expand community involvement**
- 4. Investigate rezoning issues in the Doheny area south of Santa Monica Boulevard**
- 5. Reconsider order of Phase 1 regarding design competition**
- 6. Investigate economic development in gay and lesbian communities in other large cities.**

4.C. HERITAGE TREE PROGRAM:

Sam Baxter, Facilities and Landscape Manager, presented background information on the staff report dated February 21, 2006.

ANGIE BECKETT, WEST HOLLYWOOD, spoke in support of the Item.

GEOFF BUCK, WEST HOLLYWOOD, spoke in support of the Item.

JULIE SUMMER, WEST HOLLYWOOD, spoke in support of the Item.

NORMAN CHRAMOFF, WEST HOLLYWOOD, spoke in support of the Item.

TOM DEMILLE, WEST HOLLYWOOD, spoke in support of the Item.

Councilmember Duran thanked staff and the task force for bringing the Item forward. He spoke regarding concerns about the process of the Item, and spoke regarding the possibility of using the Public Facilities Commission in place of creating a separate committee. He spoke regarding basing the committee appointments on the current model for City Commissions with a direct appointee from each Councilmember. He spoke regarding the need for appellate training for Committee Members. He spoke regarding concerns about making the decisions of the committee final, rather than being able to be appealed to the City Council. He expressed concerns that the tree nomination process is currently too vague and requested that it be more clearly defined in order to avoid possible litigation.

Councilmember Prang thanked staff and the task force for bringing the Item forward.

Mayor Pro Tempore Heilman thanked staff and the task force for bringing the Item forward. He spoke regarding concerns about noticing, and

requested that the City follow normal noticing procedures. He spoke regarding the Heritage Tree Committee as being a sub-committee to the Public Facilities Commission.

Mayor Land requested clarification from Assistant City Attorney Hogin about litigation possibilities regarding the nomination process. She also directed staff to return to Council in the future with an update of the process.

ACTION: That the City Council approves the Heritage Tree Program as attached to and described in this report. **Motion by Councilmember Prang, seconded by Councilmember Guarriello and approved with Councilmember Duran ABSTAINING.**

4.D. EASTSIDE ECONOMIC DEVELOPMENT TEAM UPDATE:

Nicole Kading, Economic Development Project Administrator, presented background information on the staff report dated February 21, 2006.

MINDY BRADISH, BURBANK, spoke in support of the Item.

J.W. MOORE, IV, WEST HOLLYWOOD, spoke in support of the Item.

WILLIAM NEISH, NO CITY OF RESIDENCE, spoke in opposition to the Item.

Mayor Land spoke regarding the need to better promote activities at Plummer Park during the process.

ACTION: Approve the development of a brochure highlighting events and businesses located on the Eastside. **Motion by Councilmember Guarriello, seconded by Councilmember Prang and unanimously approved.**

4.E. AGREEMENT FOR SERVICES WITH PFEIFFER PARTNERS TO CONDUCT CULTURAL CENTER NEEDS ASSESSMENT AND FEASIBILITY STUDY:

Nicole Kading, Economic Development Project Administrator, presented background information on the staff report dated February 21, 2006.

J.W. MOORE, IV, WEST HOLLYWOOD, spoke in support of the Item.

LIZA AMTMANIS, LOS ANGELES, spoke in opposition to the Item.

Councilmember Duran spoke regarding the possibility of surveying the level of interest of existing arts organizations to participate. He spoke regarding the inclusion of assessing the acquisition of a pipe-organ during

the process. He spoke regarding the possibility of looking at other cities as models for financing options.

Councilmember Guarriello requested staff to clarify the size and scope of the proposed cultural center. He also directed staff to consider the proposed cultural meeting space included in the West Hollywood Library plans when developing the needs assessment.

Mayor Pro Tempore Heilman spoke regarding the need to inform the designer about the proposed cultural meeting space in the West Hollywood Library plan. He spoke regarding the need to ensure that the proposed cultural center is financially viable and to determine whether the community can support it.

Councilmember Prang spoke in opposition to the Item. He spoke regarding logistical problems in locating space for the cultural center. He spoke regarding parking concerns with the project. He spoke regarding the possibility of looking at a cultural center as a more long-term goal.

Mayor Land spoke regarding the need to assess the viability of a cultural center as part of a long-term plan, while using the assessment data to look at other options for existing locations in the near future.

ACTION: 1) Authorize the City Manager to finalize and execute an agreement with Pfeiffer Partners to conduct Phase One of a Two-Phase comprehensive Needs Assessment and Feasibility Study; and 2) Authorize Director of Finance to appropriate \$44,500 from unallocated General Fund Reserves to account 100-1-00-10-531004 to cover Phase One of the study. **Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Duran and approved with Councilmember Prang voting NO.**

4.F. SUMMARY OF CITY COUNCIL STUDY SESSION ON PROPOSED MIXED-USE OVERLAY ZONE:

Susan Healy Keene, Director of Community Development, and John Keho, Planning Manager, presented background information on the staff report dated February 21, 2006.

ED BUCK, WEST HOLLYWOOD, spoke in opposition to the Item.

WILLIAM NEISH, NO CITY OF RESIDENCE, spoke regarding concerns about height growth in the City and spoke in opposition to the Item.

DONALD ELMBLAD, WEST HOLLYWOOD, spoke regarding the need to provide notices to residents during construction on Santa Monica Boulevard, and the need to preserve parking spaces during development.

GEORGE CREDLE, WEST HOLLYWOOD, spoke regarding the need for citizen input during the process. He spoke regarding traffic concerns with the proposal.

TOM BUTTGEBACH, WEST HOLLYWOOD, spoke in support of the need to include an open dialogue with the public during the process.

LIZA AMTMANIS, LOS ANGELES, spoke in opposition to the Item.

MINDY BRADISH, BURBANK, addressed concerns about parking, height limitations, and affordable housing.

STEVE MARTIN, WEST HOLLYWOOD, spoke in opposition to the Item.

J.W. MOORE, IV, WEST HOLLYWOOD, spoke in support of the Item.

DAN MORIN, WEST HOLLYWOOD, spoke regarding affordable housing concerns in the City and spoke in opposition to the Item.

ALLEGRA ALLISON, WEST HOLLYWOOD, spoke in opposition to the Item.

MARK LEHMAN, WEST HOLLYWOOD, spoke in support of the Item.

Mayor Pro Tempore Heilman spoke regarding height limitations and FAR bonuses. He spoke regarding the possibility of returning to Council with a Mixed-Use Ordinance that only addresses the Eastside. He spoke in support of looking at shared parking options in development. He spoke in support of limiting the amount of space for loading zones to protect parking spaces. He spoke regarding allowing for a reduction of the affordable housing units on a case-by-case basis. He spoke regarding the inclusion of smaller retail space in the Mixed-use development. He spoke regarding the inclusion of the neighborhood watch groups to gain more public input.

Councilmember Prang spoke regarding the need to reevaluate the City's current Mixed-use Ordinance to increase incentives for developers. He spoke regarding the possibility of using Mixed-use to protect residential neighborhoods by providing more housing in commercial areas. He spoke regarding the need to look at FAR bonuses and height averaging to protect residential neighborhoods. He spoke in support of bringing forward a Mixed-use Ordinance for the Eastside first. He spoke in support of looking at shared parking options in Mixed-use development. He asked for clarification from the staff about retaining alley space in the developments. He spoke regarding the need to revisit a review of the General Plan.

Councilmember Duran spoke regarding the affordable housing crisis and the number of rental units that have been lost during the past five years. He spoke about the erosion of rent stabilization protection in the City and the need to create new affordable housing units. He spoke about the need to direct development in the City to protect existing businesses while allowing for new development. He spoke regarding the possibility of including the Palm Restaurant, and the area at Kings Road on the South side of Santa Monica Boulevard as target sites.

Councilmember Guarriello spoke regarding using Mixed-use to regain affordable housing units. He spoke regarding the limited space in the City and the inability to build numerous 10-story buildings.

Mayor Land spoke regarding keeping the focus of the Ordinance on the Eastside, going East from Fairfax Avenue. She spoke regarding the possibility of including measures to encourage affordable rental housing in the Ordinance. She spoke regarding the need to protect smaller businesses while allowing for more development. She spoke regarding addressing the concerns raised by Councilmember Prang about alley space in the Ordinance. She spoke regarding beginning to look at the area of the City between the Eastside and Westside, from Fairfax Avenue to La Cienega.

ACTION: Provide direction to staff on: 1) Proposed modifications to the Mixed-use Ordinance; 2) Holding additional neighborhood meetings on the proposed changes and; 3) Returning to the City Council for a public hearing on the proposed Mixed-use Ordinance changes. **Carried by consensus of the Council with additional direction to staff and limiting the Mixed-use Ordinance to the Eastside.**

4.G. WELL WEST HOLLYWOOD FINAL REPORT AND ACTION:

ACTION: Moved to the Consent Calendar as Item 2.O.

4.H. COMMISSION AND ADVISORY BOARD APPOINTMENTS:

1) Make one (1) direct appointment (Duran) to the Human Services Commission;

DEBRA FARMER

5. NEW BUSINESS:

5.A. DEVELOPMENT OF GUIDELINES FOR REQUEST FOR QUALIFICATIONS (RFQ) TO DESIGN, INSTALL AND MAINTAIN LANDMARK DEVICES ON SUNSET BOULEVARD TO ASSIST TOURISTS IN IDENTIFYING SITES OF SIGNIFICANCE AND LEARNING ABOUT THE HISTORY OF THE SUNSET STRIP:

Council Deputy Hernan Molina presented background information on the staff report dated February 21, 2006.

NORMAN CHERNER, WEST HOLLYWOOD, spoke regarding including considerations for the disabled community during the design and installation.

Councilmember Prang spoke regarding a recommendation for staff to return to Council and the Historic Preservation Commission with a draft RFQ prior to issuance.

ACTION: 1) Direct staff to prepare and issue an RFQ for the development, installation and maintenance of a landmark information system on Sunset Boulevard; and 2) Provide direction to staff as to specific conditions and requirements to be fulfilled by the RFQ respondents. **Motion by Mayor Pro Tempore Heilman, seconded by Councilmember Guarriello and unanimously approved with additional direction for staff to consult with the appropriate City Boards and Commissioners and return to Council with a draft RFQ prior to issuance.**

EXCLUDED CONSENT CALENDAR:

2.K. APPROVAL OF EXPENSE REIMBURSEMENT POLICY PURSUANT TO AB1234 (GOVERNMENT CODE SECTIONS 53232.2 AND 53232.3):

Mayor Pro Tempore Heilman spoke regarding two changes to the Resolution.

ACTION: Adopt Resolution No. 06-3354, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ESTABLISHING A REIMBURSEMENT POLICY IN ACCORDANCE WITH GOVERNMENT CODE §§ 53232.2 AND 53232.3." **Motion by Councilmember Prang, seconded by Mayor Pro Tempore Heilman and unanimously approved with the following change: In Section IV. A. 4. replace "and" with "or".**

PUBLIC COMMENT:

NORMAN CHERNER, WEST HOLLYWOOD, thanked City Council for their support of the disabled community. He spoke regarding concerns about the City's TTY telephone number.

6. LEGISLATIVE:

6.A. None.

COUNCILMEMBER COMMENTS:

Mayor Land requested the City Manager to address the concerns about the City's TTY telephone number raised during Public Comment. She wished Councilmember Guarriello a happy birthday.

ADJOURNMENT: The City Council adjourned at 11:27 P.M. to their next regular meeting, which will be on Monday, March 6, 2006 at 6:30 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 6th of March, 2006 by the following vote:

AYES:	Councilmember:	Guarriello, Mayor Pro Tempore Heilman, Prang, and Mayor Land.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	Duran.
ABSTAIN:	Councilmember:	None.

ABBE LAND, MAYOR

ATTEST:

THOMAS R. WEST, CITY CLERK