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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, NOVEMBER 21, 2011
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD

6:30 P.M. – REGULAR MEETING**

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

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:

SUBJECT: The agenda for the meeting of Monday, November 21, 2011 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, November 17, 2011.

RECOMMENDATION: Receive and file.

2.B. APPROVAL OF MINUTES:

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

RECOMMENDATION: Approve the minutes of November 7, 2011.

2.C. DEMAND REGISTER NO. 686, RESOLUTION NO. 11- 4243:

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

RECOMMENDATION: Approve Demand Register No. 686 and adopt Resolution No. 11-4243, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 686".

2.D. CLAIMS ADMINISTRATION:

SUBJECT: 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 Farmers Insurance (Josef Begelfer), Donald Morris and Alexander Atkinson and refer to the City's claims adjuster.

2.E. ORDINANCE NO. 11-877 (2ND READING), PROHIBITING THE SALE OF FUR APPAREL PRODUCTS WITHIN THE CITY [C. SCHAFFER]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 11-877, a proposed ordinance prohibiting the sale of fur apparel products within the City.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 11-877, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADDING CHAPTER 9.51 TO THE WEST HOLLYWOOD MUNICIPAL CODE TO PROHIBIT THE SALE OF FUR APPAREL PRODUCTS WITHIN THE CITY."

2.F. AMENDMENT TO THE CITY COUNCIL MEETING SCHEDULE FOR CALENDAR YEAR 2012 [C. SCHAFFER, Y. QUARKER]:

SUBJECT: The City Council will consider an amendment to the City Council Regular Meeting Schedule for Calendar Year 2012 to cancel the meeting of September 17, 2012.

RECOMMENDATION: Cancel the meeting of September 17, 2012 with direction to the City Clerk's office to return to Council at a future date with an item to consider rescheduling the meeting in conjunction with their discussion of summer 2012 scheduling.

2.G. WAIVE PERMIT FEES FOR THE FOURTH ANNUAL AVENUES HOLIDAY CELEBRATION 2011 [P. AREVALO, J. HUFFER, M. LOUIE]:

SUBJECT: The City Council will consider waiving city-related event permit fees in The Avenues - Art, Fashion & Design District (The Avenues), the evening of Wednesday, December 7, 2011 for the fourth annual Holiday Celebration.

RECOMMENDATIONS: 1) Waive all City fees associated with The Avenues Holiday Celebration 2011; and 2) Direct the Public Information Office to promote the event utilizing city communication tools including, but not limited to the City's website and social media tools.

2.H. DESERVE DIGNITY PHOTOGRAPHY EXHIBIT AT THE NEW WEST HOLLYWOOD LIBRARY [P. AREVALO, J. HUFFER, A. CAMPBELL, P. BONDS]:

SUBJECT: The City Council will consider authorizing the use of the West Hollywood Library for an after-hours opening reception for the exhibit "Deserve Dignity Photography Exhibit" to be held Saturday, December 10, 2011 (International Human Rights Day) as recommended by the Arts and Cultural Affairs Commission.

RECOMMENDATIONS: 1) Approve the use of the West Hollywood Library for an afterhours opening reception of the exhibit "Deserve Dignity Photography Exhibit" to be held Saturday, December 10, 2011 from 6:30 p.m. – 8:00 p.m. that would include the serving of alcoholic beverages and hors d'oeuvres on City property; and 2) Waive the special event application fee in the amount of \$94.00 for the event.

2.I. CITY CO-SPONSORSHIP OF 2011 AIDSWATCH [H. GOSS, K. EGENBERGER]

SUBJECT: The City Council will consider co-sponsoring the 2011 AIDSWATCH and providing television production, public information support and social service information to this year's Citychannel broadcast.

RECOMMENDATIONS: 1) Approve the City of West Hollywood as co-sponsor of the 2011 AIDSWATCH presentations on Thursday, December 1, 2011; and 2) Authorize the Public Information and Prosecution Services Department to provide support for this project, including use of Citychannel facilities, broadcast time on Citychannel 10, public information support and social services support.

3. PUBLIC HEARINGS:

3.A. APPEAL OF THE HISTORIC PRESERVATION COMMISSION'S TIE VOTE RESULTING IN NO ACTION ON A CERTIFICATE OF APPROPRIATENESS FOR THE PACIFIC DESIGN CENTER LOCATED AT 8687 MELROSE AVENUE [A. MCINTOSH, J. KEHO, A. CASTILLO]:

SUBJECT: The City Council will hold a public hearing to consider an appeal filed by the project applicant, Charles S. Cohen, regarding the Historic Preservation Commission's tie vote resulting in no action on a certificate of appropriateness to install a single horizontal ribbon of vision glass on all floors of the Green Building at the Pacific Design Center. The cultural resource is located at 8687 Melrose Avenue.

RECOMMEDATIONS: Staff recommends that the City Council hold the public hearing, consider all pertinent testimony, and approve the appeal by adopting the following: Resolution No. 11-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AN APPEAL FILED BY CHARLES S. COHEN AND CONDITIONALLY APPROVING A CERTIFICATE OF APPROPRIATENESS TO INSTALL A SINGLE HORIZONTAL RIBBON

OF VISION GLASS ON ALL FLOORS OF THE GREEN BUILDING AT THE PAFICIC DESIGN CENTER LOCATED AT 8687 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT A)

3.B. AMEND DEVELOPMENT AGREEMENT TO EXTEND TERM AND PERIOD TO COMMENCE CONSTRUCTION (PALM RESTAURANT DEVELOPMENT) [A. MCINTOSH, J. KEHO, J. ALKIRE]:

SUBJECT: The applicant is requesting to amend the term of a development agreement and the time period to commence the two phases of construction. Previously approved project is for the construction of a new mixed-use building with retail, restaurant, market-rate, and affordable housing and two levels of subterranean parking (Palm Restaurant Development)

RECOMMENDATIONS: Staff recommends that the City Council hold a public hearing, consider all pertinent testimony, and conditionally approve the proposed amendment subject to the conditions in the following draft ordinance and resolution: 1) Introduce on First Reading Draft Ordinance No. ____: AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD APPROVING THE FIRST AMENDMENT TO A DEVELOPMENT AGREEMENT BY AND BETWEEN THE CITY OF WEST HOLLYWOOD AND 9001 SANTA MONICA BOULEVARD LLC FOR THE CONSTRUCTION OF A NEW MIXED USE DEVELOPMENT PROJECT LOCATED AT 9001 SANTA MONICA BOULEVARD (PALM RESTAURANT DEVELOPMENT). (Exhibit A); and 2) Draft Resolution No. ____: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING AMENDMENTS TO RESOLUTION NO. 07-3625 AND DEVELOPMENT PERMIT 2006-015 PERTAINING TO THE TIMING OF THE PHASES OF DEVELOPMENT (PALM RESTAURANT DEVELOPMENT). (Exhibit B)

4. UNFINISHED BUSINESS: NONE

5. NEW BUSINESS:

5.A. ENTERTAINMENT SHUTTLE [J. DURAN, H. MOLINA, J. D’AMICO, M. REX]:

SUBJECT: The City Council will consider directing staff to explore different options for developing and implementing a shuttle line around West Hollywood’s main thoroughfares and key points of interest.

RECOMMENDATIONS: 1) Direct staff to explore different options for the establishment of an entertainment shuttle aimed at serving West Hollywood residents and visitors patronizing local entertainment venues on Sunset and Santa Monica Boulevards; and 2) Staff to report back in 90 days. Report shall include options for implementation and different costs associated with such bus line, potential funding sources from METRO and other organizations; In addition, staff should consider engaging the Sunset

Strip Business Association, interested venues on Santa Monica Boulevard, and the like.

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:

6.A. CITY OF WEST HOLLYWOOD BUSINESS LICENSE CODE [O. DELGADO, J. AUBEL]:

SUBJECT: The City Council will consider amending Sections 5.08.140 b and 5.08.140 c of Title 5, Chapter 5.08 of the West Hollywood Municipal Code allowing businesses to change their name or location by updating their existing license(s).

RECOMMENDATION: Introduce on first reading Ordinance No. 11-____, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE BUSINESS LICENSE ORDINANCE PERTAINING TO BUSINESS LICENSE TRANSFERS AND CHANGES AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE."

6.B. AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE RENT STABILIZATION PROVISIONS OF THE MUNICIPAL CODE RELATING TO CHANGES IN THE TERMS OF TENANCY REGARDING SMOKING AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE AND DECLARING THE URGENCY THEREOF [A. WINDERMAN]:

SUBJECT: The City Council will consider adopting an urgency ordinance - Ordinance No. 11-____ "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE RENT STABILIZATION PROVISIONS OF THE MUNICIPAL CODE RELATING TO CHANGES IN THE TERMS OF TENANCY REGARDING SMOKING AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE AND DECLARING THE URGENCY THEREOF."

RECOMMENDATIONS: 1) Introduce on first reading Ordinance No. 11-____ "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE RENT STABILIZATION PROVISIONS OF THE MUNICIPAL CODE RELATING TO CHANGES IN THE TERMS OF TENANCY REGARDING SMOKING AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE"; 2) Adopt Urgency Ordinance No. 11-____ U "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE RENT STABILIZATION PROVISIONS OF THE MUNICIPAL CODE RELATING TO CHANGES IN THE TERMS OF TENANCY REGARDING SMOKING AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE AND DECLARING THE URGENCY

THEREOF"; and 3) Authorize the City Manager to take any additional actions to implement the Ordinance.

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, December 5, 2011 at 6:30 P.M. in Council Chambers at West Hollywood Library, 625 N. San Vicente Boulevard.

UPCOMING MEETING SCHEDULE:

Date: December 5, 2011 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: December 19, 2011 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: January 17, 2012 – Tuesday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: February 6, 2012 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

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www.weho.org