

**MINUTES  
CITY COUNCIL MEETING  
OCTOBER 29, 1990  
WEST HOLLYWOOD PARK  
647 N. SAN VICENTE BOULEVARD  
6:00 P.M.**

**CALL TO ORDER:** Mayor Heilman called the meeting to order at 6:03 p.m.

**PLEDGE OF ALLEGIANCE:** The Pledge was led by Gail Koretz.

**ROLL CALL: PRESENT:** Guarriello, Lang, Land, Koretz,  
Mayor Heilman

**ALSO PRESENT:** City Manager Brotzman  
Asst. City Attorney Hogan

**PRESENTATION:** Mike Radcliffe of the Community Alliance, presented Sal Guarriello and Babette Lang with pictures of the Alliance Dinner.

**1. CITIZEN COMMENTS:** This time has been set aside for the public to address the Council on any item of interest. The following persons came forward to address the Council:

Mike Radcliffe, West Hollywood - Request for time for people to speak who have spoken before.

Stan Lothridge, West Hollywood - Homeless and District Initiatives.

Ray Khorshidpour, West Hollywood - Benches at 7604 Santa Monica - winos and panhandlers and hustlers.

Roslyn Krause, West Hollywood - yes on Prop. AA.

Brent Bussell, West Hollywood - remodeling problems.

Bruce Traub, West Hollywood - Business License Tax - Wait until after the election on November 6, 1990.

Norman Hammer, West Hollywood - Sunset Strip Association - time for speakers.

Jeanne Dobrin, West Hollywood - trees on Santa Monica Blvd.

No on Prop. AA. Opposed to Business License Tax.

Ed Riney, West Hollywood - is this a public hearing on the Business License Ordinance?

Gloria Vassy, West Hollywood - hour of hearing and street trees.

Fred Mashian, West Hollywood - importance of Business Tax.

Mayor Heilman announced that there would be further public comments allowed at the end of the meeting.

**UNFINISHED BUSINESS**

**2. BUSINESS TAX ORDINANCE:** The proposed Business Tax

Ordinance has been revised by the City Attorney's Office to incorporate the changes requested by the City Council at the October 15th Council meeting. Michael Colantuono, from the City Attorney's office, gave the staff report and noted the changes that have been made in the proposed Ordinance. At this point in time, the following persons came forward to address the Council:

Richard Maggio, West Hollywood - opposed  
Gil Turner, West Hollywood - opposed, will increase prices.  
Jeanne Dobrin, West Hollywood - opposed -entertainment industry causes the most problems and should be taxed.  
David Ellis, West Hollywood - opposed.  
Mary Worley, West Hollywood - opposed.  
Gabrielle Boone, West Hollywood - opposed.

Councilmember Land asked about the description of "gross receipts" and their application to only receipts in West Hollywood. The City Attorney stated that Administrative rules would address that concern. Councilmember Land also asked about the Council's ability to change this Ordinance as the need arises.

Councilmember Koretz asked about the various categories and whether there were guidelines for how a category would be assigned. Mr. Colantuono again stressed the importance of staff developing the administrative rules.

Councilmember Guarriello stated that he felt that this Ordinance was being considered without sufficient information or definition.

Mayor Heilman asked about the lower rate for the Neighborhood Service businesses and the 1,000 sq. ft. designation. Mr. Colantuono stated there would be no problem in changing the sq. ft. designation.

Councilmember Lang expressed her thanks to the community for their cards and flowers during her recuperation. She stated that she had reviewed all documents and watched the tapes of all meetings on the proposed tax, and was prepared to participate. She stated she was supporting the Business License Tax, which will be the lowest in the entire area, and will accrue to the benefit of everyone in the City.

Mayor Heilman made a statement of support for the Ordinance.

**ACTION:** To waive further reading. Motion Heilman second Lang.

**AYES:** Land, Lang, Mayor Heilman

**NOES:** Guarriello, Koretz.

Motion requires a unanimous vote, therefore fails.

**FURTHER ACTION:** To introduce on first reading Ordinance No.

277, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD REGARDING THE TAXATION OF LICENSED BUSINESSES IN THE CITY AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE," with a change in the square footage for neighborhood business from 1,000 to 1,200 sq. ft. Direction given to staff to review triple net leases and come back at some future date with proposed revisions to deal with this problem and on staff meeting with businesses to develop the administrative rules. Motion Heilman second Lang.

AYES: Lang, Land, Mayor Heilman

NOES: Guarriello, Koretz.

Motion passes.

Mayor Heilman called a recess at 7:20 p.m.  
The meeting was reconvened at 7:35 p.m.  
Councilmember Lang left the meeting at 7:20 p.m.

### **STUDY SESSION**

**3. STUDY SESSION ON THE PROPOSED ZONING ORDINANCE:** This time is set aside for the City Council to continue with their questions to staff and their discussion, on the proposed Zoning Ordinance, as recommended by the Planning Commission.

Mayor Heilman announced that there were people present to speak on this item and he would allow it. The following spoke:

Gary Dontzig, West Hollywood - spoke on height averaging.  
Maureen Munce, West Hollywood - Section 9215, incentives for low/moderate income senior housing.  
Andonia Katsaros - Section 9215 b - height limits.  
Rachelle Sommers Smith, West Hollywood - Section 9348a - large one-bedrooms justify 2 parking spaces. Gave Councilmembers and City Clerk copies of a report developed by Gene Smith and herself.  
Lester Hirsch, West Hollywood - outdoor dining in sections 9224aa and 9224kk.  
Jeanne Dobrin, West Hollywood - shortage of off-site parking spaces, need more on-site. Need more parking for employees, some requirements will only serve for employee parking.  
Norman Hammer, West Hollywood - need business parking.

The discussion was returned to staff and Council at this time.

Sign Ordinance - Page 150-170.

Councilmember Guarriello asked about size and illumination of signs. Debbie Potter was instructed to come back with further information and possible changes on illumination.

Mayor Heilman stated he was concerned about not encouraging

creativity in signage and asked staff for suggestions on how to have color and creativity without garishness. On monument signs, he felt it was unnecessarily restrictive to only list the address and the major tenant, and would like further information from staff.

Councilmember Koretz stated he would like to look at how to handle realtors' open-house signs. Maybe they could be allowed at either end of the block in the public right-of-way. He also stated his objection to the tall post signs with hanging signs.

Mayor Heilman questioned the sizes of real estate signs and asked why they were chosen. Debbie Potter stated that she had heard that some realtors have had to have custom signs made for West Hollywood and would check on the required sizes.

Mayor Heilman felt that Grand Opening Banners only being allowed for 5 days prior to opening and 2 weeks after and the need for a temporary use permit, costing \$110, may be too restrictive. Tom Hamlett agreed and felt a separate banner permit, for a cost consistent with a sign permit (\$27.50) should be developed and the time could be lengthened if there is consensus by the Council.

Councilmember Koretz asked the "Lost Pet Signs" be included in the exempted signs on page 164. He felt that these signs should be dated and removed in a specified time.

Councilmember Land stated she felt the Arrow Market pole sign was creative and attractive. Maybe some flexibility could be made for creative signs. Mayor Heilman agreed. Staff will return with options and suggestions.

9415 - Temporary banners related to civic events - time limit too restrictive. Put in total time limit, not before and after, and return for further discussion.

9419 - Animated or moving signs - How to open the door to some creative signs such as on Melrose, without allowing the garish, bad signs. Staff to return with options. Modification procedures in 9420 seem too burdensome.

Mayor Heilman asked for explanation on the abatement period for non-conforming signs, to be brought back at the next meeting.

Page 203 - Variances and Modifications

New Construction vs. rehab on garages - Allowances for safety reasons. Councilmember Guarriello stated that Building and Safety should inspect any structure prior to permits being issued. Staff to meet with Building & Safety personnel and come back with report.

Page 206 - Parking Variance Permit - termination dates. Staff suggested that the Council may want to look at reduced fees for existing businesses. Staff to return with options - no fee, low fee, or annualized assessment.

Page 207-210 - Temporary Use Permits. Recycling, polystyrene, environmental concerns to be addressed.

Page 208 - Farmers Market - delete 2 consecutive day restriction.

Make sure there is a provision for non-profits to get permits without a fee.

Permitted uses on 9552 - clarification on temporary outdoor display/sales - additional information requested.

Pages 211-213 - Demolition Permits  
Adjust language to read that demolition permits should not be allowed or issued on Commercial projects until development is approved except for public safety.

9566 D - should read designated "as an historic resource".

Page 213 - 9567 A - change to "permit is approved" in first sentence which now reads "permit is sought".

Tougher conditions need to be imposed on vacant lots where demolition has occurred. Need methods to get easier access and clean-up done.

9574 - Do all 5 conditions have to be met? If so language should be placed in for clarification.

Pages 221-226 - Development Fees -  
Section 9593 F - needs clarification.  
9595 B, 1, b - 2nd paragraph - needs clarification.

9623 - Notice - revise.

General comments & directions from Mayor Heilman:

Look at environmental concerns across the board.  
Commercial Development on East end of town - would like to see some prototypes - look at lots and see what could be built.

City Attorney to receive a copy of the proposed ordinance for full legal review.

Explore rules for appeals.

Land:

Look at terracing to mitigate height.

Koretz:

Exemptions for single employees in residential areas.

Meeting Schedule:

November 26 - staff report and public comment on proposed zoning ordinance - 6:00 p.m.

December 10 - Study Session - 6:00 p.m.

December 17 - Regular meeting

Hold January 14 open if 2nd study session is needed.

**CITIZEN COMMENTS:**

Mary Worly, West Hollywood - parking on S. side of Rosewood.

Effie Reuveni, West Hollywood - parking on Norwich Drive.

**COUNCIL COMMENTS:**

Councilmember Land asked for the City Manager to come back with 5 year projections of revenues and expenses. Mr. Brotzman replied he would bring them to the Dec. 17th Council meeting.

Councilmember Koretz asked that the City Manager report back on the matters addressed by the last 2 speakers.

Council to meet in closed session to discuss matters pertaining to litigation, potential litigation, personnel, and/or claims. The Council adjourned to a closed session at 9:14 p.m.

**ADJOURNMENT** The meeting was reconvened and Mayor Heilman announced that direction was given to staff on personnel matters and on litigation. The meeting was adjourned at 9:35 P.M., to a regular adjourned meeting on November 5, 1990, at West Hollywood Park Auditorium, at 6:00 p.m.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 19TH DAY OF NOVEMBER, 1990.

  
MAYOR

ATTEST:

  
CITY CLERK