

MINUTES

**CITY COUNCIL MEETING
MARCH 14, 1988
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BLVD.
7:00 P.M.**

CALL TO ORDER: Mayor Viterbi called the meeting to order at 7:05 P.M.

PLEDGE OF ALLEGIANCE: The Pledge was led by Ted Kitos.

ROLL CALL: PRESENT: Albert, Heilman, Land, Schulte
Mayor Viterbi

ALSO PRESENT: City Manager Brotzman

APPROVAL OF AGENDA: ACTION: To approve the agenda. Motion Land second Heilman. Hearing no objection it was so ordered.

The Deputy City Clerk reported that this meeting had been noticed in the Post Newspaper, and notice had been posted at City Hall, and the three required posting places.

WORKSHOP ON THE PROPOSED GENERAL PLAN: Having concluded the public hearings on the General Plan, this time had been set for the City Council and staff to continue their workshops on the General Plan, which may include actions and decisions on various aspects of the Plan.

Mayor Viterbi stated that the anticipated order of the discussion would be, first, Section 10.0 - Human Services, next, Section 4.0, Economic Development Strategy, next, Section 3.0, Housing, and next, Section 2.0, Public Open Space Urban Design. Councilmember Land also stated that Council was supposed to discuss Circulation, 5.1.1. Mayor Viterbi stated that if Chuck Bergson, Public Works Director, arrives, at that time they would discuss Circulation.

Section 10.0 - HUMAN SERVICES

Councilmember Heilman was concerned about the reference to the elderly population declining, in Section C.2., which he felt was not correct. Woody Tescher stated that for the purpose of the housing element, legally, we have to have the data; also, every five years we have to update the housing element. Mr. Tescher suggested that we could put in a disclaimer, stating the sources that were used for the data, and stipulating that there is some concern about the veracity, to reflect current conditions in the City in 1988, recognizing that the data is at least eight years old. The decision of the Council was to leave in the data, but to put in a disclaimer.

There was a discussion regarding the "special user representation" under Section D. Council decided that, for "Gay Men/Lesbians", to change "40.0%" to "25% to 35%." Also, "Latino/Black" should not come under "Immigrants."

ORIGINAL

Council directed staff, in the Human Services Element, that the policies be referenced to the implementation number that they go with to be consistent with the rest of the General Plan.

Land: Somewhere in here should be some mention that there will be increased population of people aged 75 and older. Need a strong commitment to address the needs of that population. Re: Homeless, Like to see some policy that talks about doing preventive social services, so we can keep people housed as long as possible. Like to see talk about services to families with children, in future, don't have to see the specific programs.

Schulte: Suggested a periodic review of our commitment to programs, based on changes in the population, seniors, frail elderly, immigrants, children. Perhaps in five years the trends will change, and we ought to review our commitment to programs at that point.

Heilman: In implementation measures, say what staff will be doing rather than is doing.

Schulte: Under E, Goals, Objectives and Policies, would like some of the goals and policies to be more specific, such as 10.2.1.

Land: I.4.1., input from seven special user groups, should be wider, maybe more than seven, maybe less, like to be changed. I.4.4, training on Gay male and Lesbian issues, says this year, should be done periodically, "other types of training" should be its own implementation goals. Nothing said about getting the word out to people about what social services provided. Like to see some implementation goals as to how we let people know what is available.

SECTION 4.0 - ECONOMIC DEVELOPMENT STRATEGY

Woody Tescher reported that this is an excerpt from a document prepared by Economics Research Associates and Dave Wilcox. The programs in this section are a little different than the other sections. While they are correlated to the policies, they are also intended to be a list of some ideas that are suggested by the consultant for the Council and the City to consider but not intended to be the end-all list of potential programs.

Viterbi: One thing missing, nothing about retaining small businesses that are serving neighborhood needs. Policy to stick in. 4.1.5, should say "require" instead of "limit". Would like to add a new goal: "retain small businesses serving neighborhood needs" as an objective, then the policies would be: "programs to include reduced rent space on the first floor of municipally owned parking structures, technical support and local promotion of SBA programs, possible experimentation with the creative industry small business incubator and to continue City-sponsored revitalization efforts to include store-front renovations and general public improvements."

Land: No mention of Economic Development of the citizens that live here. No encouragement of citizens to reinvest in community. Like to see the following: job training mentioned more and more specific; programs to encourage businesses to hire people that live here; wording to talk about programs like "nifty to be 60" where our own citizens will be encouraged to spend their money in our city; a whole goal, set of objectives and policies, as well as implementation, to talk about citizens having some economic viability in the City.

I'd like to have a little discussion here--we keep talking about bringing people in --have to look at what exactly we want to bring in--how much traffic we're talking about, the lack of parking, what kind of businesses we want to encourage to be here.

Heilman: Agree with Abbe we need to have some discussion of that issue. I also agree with Alan and Abbe about small businesses, local-serving businesses. Staff's commentary on that very good. Alan's suggestions good. Staff can incorporate additional objectives and policies that meet that need.

Agree needs to be more in here about job development and job training, mandating there be some linkage between marketing and promotion activities and new development and job training programs for our residents. Whatever economic development strategies we have have to be linked to benefit the residents through job training. Diversification--seems all our economic strengths are what I term luxury businesses in a sense--hotels and interior design, entertainment--I'm wondering what happens to us in the event there's a sudden downturn in the economy and some of those luxury items are not needed--I would like to see that addressed in some way--some study to make sure we're sufficiently diversified, so we're not going to have problem. Other thing, the economic development and marketing programs that are outlined in the implementation, I think we need to send a message here that they should capitalize. Not really capitalizing on some of our strengths--our strengths are: our people here--the capital of gay and lesbian community, the Russian immigrant community in So. California, and pioneering things for seniors. Include something in here indicating that we believe that part of our promotion should be to promote the fact that we are the center for those activities and for those people and for this community. That's really important--people want to go where there are other people.

Albert: We need to make sure we address the service needs of the people who live here--we've worked hard on social services, we also need to be careful of business service needs.

Objective 4.1:

Schulte: Question re 4.1.4- Needs expansion in terms of our attempt to make this a policy behind the whole land use design.

Tescher: I just realized it's not here. Something that basically says, enforce the land use plan of zoning and general plan, and I

think by adding that particular wording that would tie that in to this.

Objective 4.5:

Land: For the districts, one of the districts is the studio district, I'd like to somehow see this mandated, when we decide to formulate a district, the major thrust of that district is willing to work with the City. The principal participant in that district should participate.

Objective 4.7:

Schulte: 4.7, implementation strategies, just a listing of exactions we've been trying to develop?

Have two questions, one is the lack of clarity, and whether or not we're starting something new; second thing is, why not the broader view?

Potter: We have drafted language we could bring back to Council for incorporation into the final document, and it would address the housing element, the human services element, the land use. If you like we could bring back that draft language.

Heilman: Would that be language on all the exactions?

Tescher: Yes, we would go back and pull together that original package as it's been modified and bring it forward for consistency purposes, and bring it in our submittals for Council.

Objective 4.8:

Heilman: On 4.8.4, re capturing intergovernmental grants, I think that should be a policy throughout all of the appropriate elements, always be looking for outside moneys to fund it.

Objective 4.9:

Heilman: 4.9.1, produce an annual "State of the City" document, it should not just be limited to economics, we should produce it for the entire city for all of our programs.

Tescher: Suggest we might put that into Land Use, and make it umbrella for the City.

Objective 4.11

Heilman: Add more concrete language about job development, job training, mandating all our economic development programs have a job training program component where possible.

Implementation Programs:

Heilman: I16, photojournalism program, strike it.

Delete I19

I18--Concerned about losing restaurant industry. How we retain cutting edge--come up with something addressing that.

I21--Delete I21 and revise into a broader policy.

I30--Clarify "clear private sector needs", specific private sector needs. Also programs should be designed for residents needs, not only private sector needs. should be looking at job needs --skilled

nurses--what needs are in the industry, etc.

Schulte: I47-sounds strange, what we're saying is we have to have revenues to cover expenses. What I guess it's saying is the City is making a commitment to spend whatever is necessary to support its business community and do that partly as a reflection of the fact that a great portion of its revenues come from the business community. Also, for future debate, should be expanded to suggest that is one of a number of City commitments to desirable goals.

Potter: We'll bring it back.

Heilman: Need to address also that our revenues come from both the businesses and the residents through the businesses, and we should set priorities based on the greatest needs.

Didn't see an implementation measure specifically addressing the question of empty buildings in the City or empty retail stores--I think we need to have a specific implementation measure in here indicating that the City will use all of its efforts to make sure empty buildings are quickly filled with quality tenants that are consistent with our general goals of promoting certain industries and also of providing services to the residents.

Schulte: I49--needs some clarification.

Recess at 8:32 P.M.

Reconvene at 8:50 P.M.

5.1.1 - Councilmember Schulte requested language be added like "with authority to improving local and through traffic patterns rather than simply facilitating thru traffic which is not meant for the city." Councilmember Schulte also stated, "there ought to be statement here, where our priorities of commitments lies." Councilmember Heilman suggested to add staff's recommendation, that Laurel, Sweetzer, Cynthia, and Larrabee be considered local collectors. Councilmember Schulte stated that Council wanted to register their concern that the streets not be widened.

Element #3- Housing.

Woody Tescher: "This is the one of the elements that requires State review."

Councilmember Heilman stated that he had comments on the background data regarding seniors. "There was an indication in the background data that even though we have the same poverty level as other areas of the county we have fewer people receiving public assistance and I'm wondering why that is. There is also indication in the background data regarding the high unemployment rate particularly in the east end. This really isn't a housing issue, but I think that should be somehow addressed or discussed in the economic development section.

Mayor Viterbi commented, " I agree with John, I've got to frankly say a couple of things. One is its true that West Hollywood

is willing to take on a greater responsibility compared to other communities but frankly I don't think the argument saying we're doing more therefore we're doing enough, holds any water. For two reasons: one is we all agree that whatever anybody else is doing is wholly inadequate; the second thing and more importantly, we have a unique mix of people in our community, which I think is different than other neighboring cities, I think it's completely unrealistic to compare us to Beverly Hills,"

Heilman: "My general sense is especially with the recommendations for commercial development here and what I see as the intensity of it, I would much prefer that we have intense residential development as opposed to intense commercial development, because residential at least provides people with someplace to live, which I think is key.

Schulte: "It seems to me that the figure that they've tried to work through, both GPAC and the Planning Commission, comes to something that reflects a lot of community discussion about that sort of level of intensity, so my reluctance would be with going much beyond that 900 figure.

Mayor Viterbi suggested that rather than fixing on #3.1, the hour was getting late and suggested Council move on.

3.3.3 - Councilmember Land questioned whether this would be the area that would mention co-ops? Woody Tescher stated it was. Councilmember Schulte wanted to make note that the maintenance of units is not just a rent control issue, it is also the maintenance of buildings with respect to community development and that ought to be noted throughout this segment.

3.4.4 - Councilmember Heilman requested additional language indicating something like "provided the impact on neighborhoods and impact on residential housing are sufficiently mitigated".

Item 3 - Housing Rehab Program - Councilmember Schulte expressed his feelings that he was not happy with the way it was worded. He felt it was totally inadequate to what Council is talking about regarding rehab for the city.

Item 6 - Shelter for the Homeless - Councilmember Heilman suggested it be updated or put into more current terms.

Councilmember Schulte mentioned a disturbing article that appeared in the Los Angeles Times regarding the Human Services Homeless Program. Council directed the City Manager to direct a letter to Dr. Leonard Britton, Superintendent, L.A. Unified School District, letting him know how disturbing the article was.

Councilmember Schulte then informed Council that he was approached by Irish residents of the City to fly their flag on Saint Patrick's Day over City Hall. Council approved.

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Council adjourned to closed session.

City Council reconvened.

CITIZEN COMMENTS:

Bruce Traub - Off site housing

Michael Chernick -Banners should say "A Creative City"

Council adjourned at 10:17 P.M. to Great Hall, Plummer Park, 7:00 P.M., Wed. March 23rd.

APPROVED BY MOTION OF THE CITY COUNCIL THE 20TH DAY OF JUNE, 1988.



MAYOR

ATTEST:



CITY CLERK