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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 16, 2012  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**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:** The City Council values your comments; however, pursuant to the Brown Act, Council cannot take action on items not listed on the posted agenda. The public comment period is limited to 20 minutes, with 2 minutes allotted for each speaker. This public comment period is to address the City Council on Consent Calendar items, other agenda items (if the member of the public cannot be present at the time the item is considered) or items of general interest within the jurisdiction of the City Council. Another period is also reserved for general comment later in the meeting for those that could not be heard at this time. Public Hearing testimony 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 AND MEETING ATTENDANCE REPORTS:** 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, July 16, 2012 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, July 12, 2012.*

**RECOMMENDATION:** Receive and file.

**2.B. APPROVAL OF MINUTES:**

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

**RECOMMENDATION:** Approve the minutes of July 2, 2012.

**2.C. DEMAND REGISTER NO. 702, RESOLUTION NO. 12-4340:**

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

**RECOMMENDATION:** Approve Demand Register No. 702 and adopt Resolution No. 12-4340, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 702".

**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 Fana Spielberg and refer to the City's claims adjuster.

**2.E. BROWN ACT – ALLEGED VIOLATION AND DEMAND FOR A CURE FILED BY LAUREN MEISTER [M. JENKINS]:**

*SUBJECT: The City Council will consider an allegation from Lauren Meister dated July 3, 2012 that the City violated the Ralph M. Brown Act (Government Code Sections 54950 et seq.) at its regular meeting of July 2, 2012 in connection with its consideration of Ordinance No. 12-890 (Item 3.B) and her request that the Council hold a new hearing on that item.*

**RECOMMENDATION:** Staff recommends that the City Council receive and file this report and direct the City Attorney to send a letter pursuant to Government Code §54960.1 (c)(2) communicating the City Council's determination that no Brown Act violation occurred and therefore that the City Council will not cure or correct the challenged action.

**2.F. ORDINANCE NO. 12-891 (2ND READING), APPROVING ZONE MAP AMENDMENT (ZMA) 012-001 TO INCLUDE THE SUBJECT PROPERTY WITHIN THE AVENUES BONUS OVERLAY ZONING DISTRICT, AND AN AMENDED RESOLUTION ADOPTING A NEGATIVE DECLARATION AND CONDITIONALLY APPROVING A DEVELOPMENT PERMIT FOR THE CONSTRUCTION OF AN APPROXIMATELY 29,445-SQUARE-FOOT, TWO-STORY COMMERCIAL STRUCTURE FOR THE PROPERTY LOCATED AT 8564-8590 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA [J. KEHO, D. DEGRAZIA, A. GALLO]:**

*SUBJECT: At its July 2, 2012 meeting, the City Council re-introduced for first reading Ordinance No. 12-891, an ordinance approving zone map amendment (ZMA) 012-001 to include the property within the Avenues Bonus Overlay Zoning District, and directed staff to return with the resolution approving the project that included revised language for criterion "D" of the Avenues Bonus; additional mitigation to prohibit right hand turns down Westmount; and limit the size of the solid portion of the wall along the front opening to 42".*

**RECOMMENDATIONS:** 1) Waive further reading and adopt Ordinance No. 12-891: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A ZONING MAP AMENDMENT TO

INCLUDE THE SUBJECT PROPERTY WITHIN THE AVENUES BONUS OVERLAY ZONING DISTRICT, IN CONJUNCTION WITH THE PROPOSED COMMERCIAL PROJECT AT 8564 – 8590 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT A); and 2) Adopt Resolution No. 12-4341: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A NEGATIVE DECLARATION AND CONDITIONALLY APPROVING A DEMOLITION PERMIT, DEVELOPMENT PERMIT, AND A LOT LINE ADJUSTMENT FOR THE DEMOLITION OF SIX COMMERCIAL STRUCTURES TO CONSTRUCT A TWO-STORY, 29,445-SQUARE-FOOT COMMERCIAL STRUCTURE, FOR THE PROPERTIES LOCATED AT 8564-8590 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT B)

**2.G. ORDINANCE NO. 12-895 (2ND READING), APPROVING ZONE MAP AMENDMENT (ZMA) 010-003 TO INCLUDE THE SUBJECT PROPERTY WITHIN THE AVENUES BONUS OVERLAY ZONING DISTRICT, AND A RESOLUTION ADOPTING A NEGATIVE DECLARATION AND CONDITIONALLY APPROVING A DEVELOPMENT PERMIT FOR THE CONSTRUCTION OF AN APPROXIMATELY 23,045-SQUARE-FOOT THREE-STORY COMMERCIAL STRUCTURE FOR THE PROPERTY LOCATED AT 8711 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA [J. KEHO, F. CONTRERAS]:**

*SUBJECT: At its July 2, 2012 meeting, the City Council introduced for first reading Ordinance No. 12-895, an ordinance approving zone map amendment (ZMA) 010-003 to include the property within the Avenues Bonus Overlay Zoning District, and directed staff to return with the resolution approving the project that included revised language for criterion “D” of the Avenues Bonus.*

**RECOMMENDATIONS:** 1) Waive further reading and adopt Ordinance No. 12-895: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A ZONING MAP AMENDMENT TO INCLUDE THE SUBJECT PROPERTY WITHIN THE AVENUES BONUS OVERLAY ZONING DISTRICT, IN CONJUNCTION WITH THE PROPOSED COMMERCIAL PROJECT AT 8711 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT A); and 2) Adopt Resolution No. 12-4342: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A NEGATIVE DECLARATION AND CONDITIONALLY APPROVING A DEVELOPMENT PERMIT FOR THE CONSTRUCTION OF AN APPROXIMATELY 23,045-SQUARE-FOOT THREE-STORY COMMERCIAL STRUCTURE (RETAIL AND WHOLESALE DESIGN SHOWROOM), FOR THE PROPERTY LOCATED AT 8711 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT B).

**2.H. COMMISSION AND ADVISORY BOARD ACTION REPORTS:**

*SUBJECT: The City Council will receive reports from the Arts and Cultural Affairs Commission and the Public Facilities Commission on actions taken at their recent meetings.*

RECOMMENDATION: Receive and file.

**2.I. WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION FOURTH QUARTER REPORT FOR 2011-2012 AND ANNUAL CONTRACT FOR 2012-2013 [S. BAXTER, E. SAVAGE, R. BURNLEY]:**

*SUBJECT: The City Council will receive the Fourth Quarter Report of the West Hollywood Community Housing Corporation (WHCHC) for Fiscal Year 2011-2012 and consider approval of an annual contract for 2012-2013.*

RECOMMENDATIONS: 1) Receive and file the Fourth Quarter Report for 2011-2012; and 2) Authorize the City Manager to execute the annual contract for 2012-2013 in an amount not to exceed \$231,000 in substantially the form attached.

**2.J. RESOLUTION AMENDING THE AFFORDABLE HOUSING SCHEDULE FOR THE INCLUSIONARY HOUSING PROGRAM [S. BAXTER, E. SAVAGE, J. LEONARD]:**

*SUBJECT: The City Council will consider adopting a resolution amending the Affordable Housing Schedules for the Inclusionary Housing Program by establishing the 2012-2013 rent levels, income requirements and unit sales price for inclusionary units.*

RECOMMENDATION: Adopt Resolution No. 12-4343 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE AFFORDABLE HOUSING SCHEDULES".

**2.K. AWARD OF CONTRACT, ON-CALL MAINTENANCE SERVICES FOR CITY FACILITIES [O. DELGADO, S. CAMPBELL, H. COLLINS]:**

*SUBJECT: The City Council will consider awarding a contract to the most responsive and responsible proposer for On-Call Maintenance Services for City Facilities.*

RECOMMENDATIONS: 1) Accept the proposal dated May 24, 2012 and award a contract for a not to exceed amount of \$619,680.40 for a period of two years as submitted by Omega Construction Company, Inc.; 2) Authorize the City Manager to sign an Agreement with Omega Construction Company Inc., in the amount of \$619,680.40 for On-Call Services as Needed for City Facilities; and 3) Reject all remaining proposals and return associated Proposal Bonds.

**2.L. AGREEMENT FOR ON-CALL PUBLIC WORKS INSPECTION AND CONSTRUCTION MANAGEMENT SERVICES [O. DELGADO, S. CAMPBELL, H. COLLINS]:**

*SUBJECT: The City Council will consider awarding an Agreement with Wolfe Engineering, for Public Works Inspection and Construction Management Services.*

**RECOMMENDATIONS:** 1) Approve an Agreement for Services through June 30, 2013 in the not to exceed amount of \$50,000 with Wolfe Engineering, for the provision of On-Call Public Works Inspection and Construction Management Services; and 2) Authorize the City Manager to execute the Agreement in the not to exceed amount of \$50,000..

**2.M. ELECTRIC VEHICLE CHARGING STATION LICENSE AGREEMENT WITH ECOTALITY, INC. [J. KEHO, M. ANTOL, C. CORRAO, R. DUARTE]:**

*SUBJECT: The City Council will consider whether the City should enter into a one-year agreement with ECotality, to install, operate and maintain Electric Vehicle Charging Stations (EVCS) in the City.*

**RECOMMENDATIONS:** 1) Approve a one-year agreement with ECotality, Inc. to replace existing outdated EVCS in two locations with new units, install charging units in three new locations, and enter into an advertising revenue sharing agreement; and 2) Authorize the City Manager to execute the Agreement.

**2.N. AMENDMENT TO AN AGREEMENT FOR URBAN DESIGN CONSULTING SERVICES [J. KEHO, M. ANTOL, D. DEGRAZIA, B. ROME]:**

*SUBJECT: The City Council will consider approving an amended agreement for ongoing Urban Design consulting services with Todd Gish, Consultant for the Community Development Department. The Urban Designer recruitment period closed on July 12, 2012 and should be filled by September. This amendment funds the contract until the recruitment process is completed.*

**RECOMMENDATIONS:** 1) Approve the amended agreement for Urban Design consulting services with Todd Gish, Consultant to increase the not-to-exceed amount of \$55,000 by an additional \$20,000 for a total of \$75,000 to cover the costs of providing continued services; and 2) Authorize the City Manager to sign the agreement.

**2.O. THIRD AMENDMENT TO THE AGREEMENT WITH PCI [O. DELGADO, S. CAMPBELL, H. COLLINS]:**

*SUBJECT: The City Council will consider approving an Amendment to the Agreement with PCI for the provision of City wide annual street striping, legends and road markings.*

**RECOMMENDATIONS:** 1) Approve the Third Amendment to the Agreement with PCI, for the provision of annual street striping, legends

and road markings in the not to exceed amount of \$200,000; and 2) Authorize the City Manager to execute the Third Amendment to Agreement.

**2.P. APPROVAL OF THREE NEW CLASSIFICATION SPECIFICATIONS FOR SPECIAL EVENTS MANAGER, ECONOMIC DEVELOPMENT AND CULTURAL AFFAIRS COORDINATOR, AND ASSISTANT TO THE CITY MANAGER AND ONE REVISED CLASSIFICATION SPECIFICATION OF RECREATION COORDINATOR [V. LOVE, L. BOCK, S. SCHUMACHER]:**

*SUBJECT: The City Council will consider approval of the new classification specifications of Special Events Manager, Economic Development and Cultural Affairs Coordinator, Assistant to the City Manager, and the revised classification specification of Recreation Coordinator.*

**RECOMMENDATIONS:** 1) Approve the new classification specification of Special Events Manager; 2) Authorize salary placement for the Special Events Manager classification at Grade 2131; 3) Approve the new classification specification of Economic Development and Cultural Affairs Coordinator; 4) Authorize salary placement for the Economic Development and Cultural Affairs Coordinator at Grade 5260; 5) Approve the new classification specification of Assistant to the City Manager; 6) Authorize salary placement for the Assistant to the City Manager at Grade 5290; and 7) Approve the revised classification specification of Recreation Coordinator.

**2.Q. NOTICE OF COMPLETION FOR SAN VICENTE BLVD. STREET PAVING PROGRAM, CIP 1203 [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT: The City Council will consider approving the Notice of Completion for the San Vicente Blvd. Street Paving Program, CIP 1203.*

**RECOMMENDATION:** 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..

**2.R. APPROVAL OF FINAL PARCEL MAP NO. 70672 FOR THE CONDOMINIUM PROJECT LOCATED AT 9008 KEITH AVENUE [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT: The City Council will consider the approval of Final Parcel Map No. 70672, a three unit condominium, located on Keith Avenue, between Ramage Street and Willey Lane.*

**RECOMMENDATIONS:** 1) Make findings for the Final Parcel Map as follows: a) That this project will not violate any of the provisions of Sections 66474, 66474.1, and 66474.6 of the Subdivision Map Act; b) That the proposed subdivision, together with the provisions for its design

and improvement, is consistent with the General Plan required by Article 5 (commencing with Section 65300) of Chapter 3 of Division 1 of the Government Code or any specific plan adopted pursuant to Article 8 (commencing with Section 65450) of Chapter 3 of Division 1 of the Government Code; and c) That the development of the property in the manner set forth on the subject division of land will not unreasonably interfere with the free and complete exercise of any public entity and/or public utility rights of way and/or easements within the subject division of land, pursuant to Section 66436(a)3A(i-viii) of the Subdivision Map Act; 2) Approve Final Parcel Map No. 70672; and 3) Instruct the City Clerk to endorse on the face of the map of Final Parcel Map No. 70672, the certificate that embodies the approval of said map.

**2.S. SPONSORSHIP AND CITY SUPPORT OF THE 2012 SUNSET STRIP MUSIC FESTIVAL [P. AREVALO, S. BAXTER, J. HUFFER, C. SMITH]:**

*SUBJECT: The City Council will consider sponsorship of the 5th Annual Sunset Strip Music Festival (SSMF) and the authorization of a closure for a portion of Sunset Boulevard for a street music festival component scheduled for August 16 through August 18, 2012.*

**RECOMMENDATIONS:** 1) Approve sponsorship of the Sunset Strip Music Event (SSMF) and authorize the use of the City name and logo in promotions and on invitations, programs and other collateral materials; 2) Authorize the Economic Development/Special Projects Division, Public Information and Prosecution Services Department, Department of Human Services and Rent Stabilization to work with the Sunset Strip Business Association and SSMF, LLC the event producers to organize and publicize the event; 3) Approve a waiver of special event permit fees and other City related fees for the Sunset Boulevard Music Festival to be held on August 16 through 18, 2012 on Sunset Boulevard in West Hollywood; 4) Authorize the closure of Sunset Boulevard between San Vicente Boulevard/Clark Street and Doheny Drive from 3:00 am Saturday, August 18, 2012 until no later than 7:00 am on Sunday, August 19, 2012; 5) Approve temporary signs promoting the SSMF located on public and private property along Sunset Boulevard upon approval of the Festival's Special Event Permit. Temporary signage (approximately 20 feet by 30 feet) at 9000 Sunset Boulevard and or/ the 8730 Sunset Boulevard Building shall be in place no longer than 45 days once all requirements are met with the Community Development Department. Any signage must be removed within one week following the Festival; 6) Approve the waiver of residential permit parking for districts 3, 4 and 5 from 7:00 pm on Saturday, August 18, 2012 through 7:00 am Sunday, August 19, 2012; 7) Direct the Sunset Strip Business Association and SSMF event producers to conduct neighborhood and business meetings in advance of the Festival and to mail notices to the adjacent businesses and residents in West Hollywood and Los Angeles; 8) Direct the Sunset Strip Business Association and/or the Sunset Strip Music Festival to staff a "hotline" telephone number 24 hours a day during the event to deal with any issues

from public safety officials, residents and the adjoining neighborhoods and the Sunset Strip business community; 9) Approve in kind support in the form of fee waivers for the event totaling a not-to-exceed amount of \$12,000 (Class A Special Event Permit Fee; Encroachment Permit and Meters Fees; and Building and Safety Inspection Fees and overtime labor costs; and 10) Authorize the City Manager to sign and execute any documents or forms with the Sunset Strip Business Association and/or SSMF, LLC that may be necessary for the successful implementation of this event

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

*SUBJECT: The City Council will consider designating Tuesday, August 7, 2012 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 7, 2012 "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.U. WOMEN'S EQUALITY DAY COMMEMORATION [V. LOVE, L. FOOKS]:**

*SUBJECT: The City Council will consider approval of programming for a Women's Equality Day commemoration sponsored by the Women's Advisory Board.*

**RECOMMENDATIONS:** 1) Approve programming for Women's' Equality Day Commemoration sponsored by the Women's Advisory Board and use of the City facilities; and 2) Direct staff to coordinate, promote and broadcast the program.

**2.V. CO-SPONSORSHIP OF LOCAL LEADERSHIP CONFERENCE WITH THE NATIONAL COUNCIL OF JEWISH WOMEN/LOS ANGELES [A. LAND, C. PLANCK, D. SOKOLOVSKY]:**

*SUBJECT: The City Council will consider co-sponsoring a local leadership and education conference with the Los Angeles chapter of the National Council of Jewish Women.*

**RECOMMENDATIONS:** 1) Approve the City of West Hollywood's co-sponsorship of the conference and allow the use of the City's name and logo on printed materials associated with the event; and 2) Direct staff to assist with the promotion of the event.

**2.W. CO-SPONSORSHIP OF THE 2012 AMERICAN CANCER SOCIETY "MAKING STRIDES AGAINST BREAST CANCER" EVENT [J. HEILMAN, F. SOLOMON, A. LAND, C. PLANCK, K. ANDERSON]:**

*SUBJECT: The City Council will consider co-sponsorship of the American Cancer Society's "Making Strides Against Breast Cancer" event on August 25, 2012.*

**RECOMMENDATIONS:** 1) Approve sponsorship of the American Cancer Society's "Making Strides Against Breast Cancer" event, authorizing the use of the City name and logo on invitations, programs, and other collateral materials; and 2) Authorize the Public Information Office to utilize all appropriate communications tools to promote the event, including, but not limited to the City's website, and social media tools

**3. PUBLIC HEARINGS:**

**3.A. APPEAL OF THE HISTORIC PRESERVATION COMMISSION'S RECOMMENDATION TO DESIGNATE THE PROPERTY AT 1422 NORTH SWEETZER AVENUE AS A LOCAL CULTURAL RESOURCE [J. KEHO, D. DEGRAZIA, A. CASTILLO]:**

*SUBJECT: The City Council will hold a public hearing to consider an appeal by Edwin Silver regarding the Historic Preservation Commission's recommendation to the City Council to designate the property at 1422 North Sweetzer Avenue as a local cultural resource.*

**RECOMMENDATION:** Adopt Draft Resolution No. 12-\_\_\_\_: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, DENYING AN APPEAL BY EDWIN SILVER AND DESIGNATING THE PROPERTY LOCATED AT 1422 NORTH SWEETZER AVENUE, WEST HOLLYWOOD, CALIFORNIA AS A LOCAL CULTURAL RESOURCE (CRD 010-002)." (EXHIBIT A)

**3.B. AMENDMENTS TO THE CITY'S MUNICIPAL CODE TO REGULATE AIRSPACE SUBDIVISIONS [J. KEHO, F. CONTRERAS]:**

*SUBJECT: The City Council will hold a public hearing to consider amendments to the City's Municipal Code to include regulations that govern airspace subdivisions.*

**RECOMMENDATION:** Hold a public hearing, consider all pertinent testimony, and approve the proposed project by the following actions: 1) Introduce for first reading Ordinance No. 12-\_\_\_\_: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING AMENDMENTS TO THE MUNICIPAL CODE TO INCLUDE REGULATIONS THAT GOVERN AIRSPACE SUBDIVISIONS." (ATTACHMENT A); and 2) Adopt Resolution No. CC 12-\_\_\_\_: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A NEGATIVE DECLARATION FOR A ZONE TEXT AMENDMENT REGARDING REGULATIONS THAT GOVERN AIRSPACE SUBDIVISIONS." (ATTACHMENT B)

**4. UNFINISHED BUSINESS:**

**4.A. UPDATE AND DISCUSSION ON THE CITY BUDGET [P. AREVALO, D. WILSON]:**

*SUBJECT: The City Council will receive information and is requested to provide direction on twenty-five items that the City Council commented on during June 18, 2012 budget discussion.*

**RECOMMENDATIONS:** 1) Adopt the staff recommended changes to the budget totaling \$130,000, as shown in Attachment A; 2) Direct staff to develop a Long-range and Mobility 5-Year Plan for Council consideration at the first available meeting; 3) Direct the Interim Finance Director to increase budgeted revenues by \$75,000 and budgeted expenditures by \$115,000 in the General Fund; and 4) Direct the Interim Finance Director to increase budgeted expenditures by \$15,000 in the Lighting District Fund.

**4.B. 25TH ANNIVERSARY CAPITAL PROJECT: CITY HALL AUTOMATED GARAGE AND COMMUNITY PLAZA PROJECT CONFIRMATION OF THE SCHEMATIC DESIGN PHASE AND AUTHORIZATION TO PROCEED INTO DESIGN DEVELOPMENT PHASE [O. DELGADO, J. ROCCO, S. BAILEY]:**

*SUBJECT: The City Council will consider the Schematic Design of the City Hall Automated Garage and Community Plaza Project and provide direction to staff.*

**RECOMMENDATIONS:** 1) Approve the City Hall Automated Garage and Community Plaza Project's Schematic Design Phase as presented to Council and described in this report; 2) Authorize staff to proceed with the Design Development Phase of the City Hall Automated Garage and Community Plaza Project; 3) Direct staff to return to the City Council at the end of the Design Development Phase for final confirmation of scope prior to beginning the construction documents, permitting and bidding phases; and 4) Approve an amendment with LPA, Inc. for an additional \$108,717 increasing the not to exceed amount of the contract to \$1,613,485.

**4.C. CHRISTOPHER STREET WEST'S 42nd ANNUAL LESBIAN, GAY, BISEXUAL, AND TRANSGENDER PRIDE CELEBRATION AND PARADE OVERVIEW [S. BAXTER, O. WALKER, C. SMITH]:**

*SUBJECT: The City Council will receive an overview of the 2012 LA PRIDE Festival and Parade produced by Christopher Street West, and is being requested to provide further direction to staff regarding future PRIDE Events.*

**RECOMMENDATIONS:** 1) Receive and file an overview of the 2012 LA Pride Festival and Parade produced by Christopher Street West; and 2) Provide direction regarding future PRIDE events.

**4.D. APPOINTMENT OF VOTING DELEGATES FOR THE LEAGUE OF CALIFORNIA CITIES [C. SCHAFFER, Y. QUARKER]:**

*SUBJECT: The City Council will consider appointing a Voting Delegate and Voting Delegate – Alternate(s) for the League of California Cities in preparation for their upcoming Annual Conference.*

**RECOMMENDATION:** Appoint a Voting Delegate and Voting Delegate – Alternate(s) to the Annual Conference of the League of California Cities.

**5. NEW BUSINESS:**

**5.A. CONSIDERATION OF ATHENS SERVICES PROPOSAL FOR ENHANCED SERVICES AND EXTENDED TERM OF THE AGREEMENT FOR INTEGRATED SOLID WASTE MANAGEMENT SERVICES [O. DELGADO, S. PERLSTEIN]:**

*SUBJECT: The City Council will consider a request by Athens Services to enhance the scope of services and term of the Agreement for Integrated Solid Waste Management Services.*

**RECOMMENDATIONS:** 1) Consider Athens Services' proposal for enhanced services and contract term, and provide direction to staff on whether to report back with an amendment to the Agreement for Integrated Solid Waste Management Services; and 2) If the City Council directs staff to report back with an Amendment to the Agreement for Integrated Solid Waste Management Services, authorize the Director of Finance to allocate \$50,000 from unallocated Solid Waste Fund Reserves in fiscal year 2012-13 to account number 603-3-08-84-531005, Contract Services, to hire a consultant with special expertise in solid waste contracts to assist with writing the detailed scope of services.

**5.B. CITY COUNCIL DISCUSSION REGARDING PRESENTATIONS GIVEN AT CITY COUNCIL MEETINGS [J. PRANG, M. HAIBACH, J. D'AMICO, M. REX]:**

*SUBJECT: The city council will consider modifications to the City Council agenda relative to ceremonial presentations made at City Council meetings.*

**RECOMMENDATION:** Council will provide staff direction on suggested changes to the City Council agendas regarding ceremonial presentations made at City Council meetings. Modifications may include: 1) Establish a limit to the number of presentations at any given city council meeting, or, limit time allocated for presentations (e.g., 20 minutes); 2) Delegate to the mayor the discretion to limit or to postpone presentations, in consultation with the city manager, on occasions when the regular agenda is anticipated to be lengthy; 3) Limit proclamations at council meetings to those that recognize individuals and local organizations; 4) Require that proposed presentations be scheduled with the city clerk at the time the city council agenda is posted (72 hours prior to the meeting) in order to assess their collective timing impact on the agenda; 5) Discontinue or limit

presentations related to general purposes (e.g., Public Works Week, Bike to Work, Emergency Preparedness Week, etc.) during council meetings. Alternatively, encourage such routine and general presentations to take place at corresponding events or as a component of awareness campaigns. Continue to announce these events at council without formal ceremony. For instance, "The council has adopted a resolution for the following: Public Works Week, etc.. More information can be found ..."; 6) Direct staff to promote various awareness days/weeks/months and social marketing campaigns through alternative methods, such as at related community events, digital and lobby displays, PSA's and under councilmember comments, as opposed to formal presentations; and 7) Limit the time allotted for recipients' remarks to three minutes..

**EXCLUDED CONSENT CALENDAR: Items removed from the Consent Calendar for separate discussion are considered at this time.**

**6. LEGISLATIVE:**

**6.A. AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE BUSINESS LICENSE ORDINANCE PERTAINING TO THE RENEWAL OF BUSINESS LICENSES AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE [O. DELGADO, J. AUBEL]:**

*SUBJECT: The City Council will consider amending West Hollywood Municipal Code Chapter 5.08 to require all associated fees be paid upon renewal of a business license.*

**RECOMMENDATION:** Staff recommends that the City Council introduce on first reading Ordinance No. 12-\_\_\_\_\_, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING THE BUSINESS LICENSE ORDINANCE PERTAINING TO THE RENEWAL OF BUSINESS LICENSES AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE."

**6.B. ORDINANCE NO. 12-890 (2ND READING) ADOPTING A ZONE TEXT AMENDMENT THAT ESTABLISHES THE AVENUES BONUS OVERLAY DISTRICT, ADDING A NEW CHAPTER [19.14.100] TO TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE, AND AMENDING CHAPTERS 19.04.020 AND 19.10.050 [C. SCHAFFER, Y. QUARKER]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 12-890, adopting a Zone Text Amendment that establishes the Avenues Bonus Overlay District, adding a new Chapter [19.14.100] to Title 19 of the West Hollywood Municipal Code, and amending Chapters 19.04.020 and 19.10.050."*

**RECOMMENDATION:** Waive further reading and adopt Ordinance No. 12-890, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADOPTING A ZONE TEXT AMENDMENT THAT ESTABLISHES THE AVENUES BONUS OVERLAY DISTRICT, ADDING A NEW CHAPTER

[19.14.100] TO TITLE 19 OF THE WEST HOLLYWOOD MUNICIPAL CODE, AND AMENDING CHAPTERS 19.04.020 AND 19.10.050.”

**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.

**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 6, 2012 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

**UPCOMING MEETING SCHEDULE:**

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

Date: August 20, 2012 – Monday – 6:30 PM – Regular Meeting – Plummer Park, Fiesta Hall.

Date: September 4 – Tuesday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: October 1 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

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