

**CITY COUNCIL  
CITY OF WEST HOLLYWOOD  
MINUTES  
MONDAY, JULY 16, 2012  
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS  
625 N. SAN VICENTE BOULEVARD**

**6:30 P.M. – REGULAR MEETING**

**CALL TO ORDER:** Mayor Prang called the meeting to order at 6:51 p.m.

**PLEDGE OF ALLEGIANCE:** Todd Steadman led the Pledge of Allegiance.

**ROLL CALL:**

**PRESENT:** Councilmember D'Amico, Councilmember Duran,  
Councilmember Heilman, Mayor Pro Tempore Land and  
Mayor Prang

**ABSENT:** None

**ALSO PRESENT:** City Manager Arevalo, City Attorney Jenkins, City Clerk  
Schaffer and Assistant City Clerk Quarker

**REPORT OF CLOSED SESSION AGENDA:**

City Attorney Jenkins reported that the closed session was called to order at 6:00 p.m. He stated that there was one speaker during public comment. He reported that one additional Item under Threatened Litigation was added to the Agenda. He stated that the closed session adjourned with no reportable action.

**APPROVAL OF AGENDA:**

City Attorney Jenkins stated that the City received correspondence from the West Hollywood West Association making assertions that the City did not comply with CEQA with respect to Items 2.F., 2.G., and 6.B. He recommended the before City Council takes any action on these Items, Staff provide a written response to the comments made by the West Hollywood West Association. He recommended that Items 2.F., 2.G., and 6.B. be continued to August 20, 2012. He further stated that any speaker slips submitted for those Items would be carried over to the meeting of August 20, 2012. City Attorney Jenkins apologized to anyone that showed up to speak regarding these Items.

City Clerk Schaffer stated that staff is requesting that Item 2.Q. be tabled.

Councilmember Heilman requested that Item 6.A. be moved to the Consent Calendar as Item 2.X.

**Motion by Mayor Pro Tempore Land, seconded by Councilmember Heilman to approve the July 16, 2012 agenda as amended. The agenda was unanimously approved.**

**ADJOURNMENT MOTIONS:**

Mayor Prang requested that the meeting be adjourned in memory of Robert (Bob) Garvin, a Nurse at Cedar Sinai Hospital and West Hollywood resident. He also asked that the meeting be adjourned in memory of the following soldiers who died in Afghanistan since the last City Council meeting: Private 1st Class Cody O. Moosman, 24, Staff Sergeant Raul M. Guerra, 37, Captain, Bruce A. MacFarlane, 46, Corporal, Juan P. Navarro, 23, Specialist, Jonathan Batista, 22, Staff Sergeant Ricardo Seija, 31, Specialist, Erica P. Alecksen 21, Sergeant Clarence Williams III, 23, Private 1st Class Cameron J. Stambaugh, 20, Private 1st Class Alejandro J. Pardo, 21, Private 1st Class Trevor B. Adkins, 21, Sergeant Michael E. Ristau, 25, *(Rank not reported yet)* Sterling W. Wyatt, 21 *(Rank not reported yet)* Roberto A. Rodriguez Jr., *(age not reported yet)*.

**PRESENTATIONS:**

Mayor Pro Tempore Land made a presentation to the GED Graduates from the Jeff Griffith Youth Center, L.A. Gay & Lesbian Center

Mayor Prang announced that National Night Out is August 7, 2012.

**1. PUBLIC COMMENT:**

ED BUCK, WEST HOLLYWOOD, spoke in support of a previous City Council Item regarding closing Robertson Blvd. for evening events.

STEPHANIE HARKER, WEST HOLLYWOOD, thanked Staff for a recent walk through of Plummer Park to discuss maintenance issues.

CATHY BLAIVAS, WEST HOLLYWOOD, thanked Staff for a recent walk through of Plummer Park to discuss maintenance issues. She also spoke in support of the upcoming meeting to discuss the Plummer Park Master Plan.

RUDOLF MARTIN, WEST HOLLYWOOD, spoke regarding Plummer Park and spoke in opposition to Item 4.B.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the upcoming Presidential Election.

MARK LEHMAN, WEST HOLLYWOOD, spoke in support of Item 4.B.

RICK WATTS, WEST HOLLYWOOD, spoke regarding the upcoming International AIDS Conference.

ELYSE EISENBERG, WEST HOLLYWOOD, thanked several City Council members and Staff for attending a recent Sunset Heights Neighborhood Meeting. She spoke regarding the signage in the Library parking garage.

TODD STEADMAN, REPRESENTING THE SUNSET STRIP BUSINESS ASSOCIATION, spoke regarding the Sunset Strip Farmer's Market every Thursday night from 5:00 p.m. – 9:00 p.m. and encouraged everyone to attend.

### **COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:**

Councilmember Duran spoke regarding his recent participation in the "Concrete Hero" fundraiser for APLA, along with Councilmember D'Amico. He also spoke regarding the proposed feasibility study for the Santa Monica Blvd. and San Vicente Blvd. site and spoke in support of the study to consider uses to develop this site. He spoke regarding the possible uses for this location and its limitations due to the fact that the City does not own the entire site.

Councilmember D'Amico spoke in support of community attendance at City meetings. He spoke regarding his recent attendance at the Sunset Heights Neighborhood Meeting. He spoke regarding the success of the Lesbian Discussion Group and the Gay Men's Discussion Group events and encouraged everyone to attend. He spoke regarding National Night Out scheduled for August 7, 2012 and also encouraged residents to register at [www.nextdoor.com](http://www.nextdoor.com).

Councilmember Heilman spoke regarding public comment surrounding signage at the West Hollywood Library parking structure and stated that staff will investigate the issue. He spoke regarding his contribution to the "Concrete Hero" fundraiser. He spoke regarding not being in attendance for the August 6, 2012 City Council meeting as he will be out of the country. He also thanked everyone who is helping organize the upcoming National Night Out events in the City.

Mayor Pro Tempore Land spoke in support of the comments made by Councilmember Duran regarding the feasibility study. She spoke regarding proper signage regarding Library hours and book drop off location in the West Hollywood Library parking garage. She spoke regarding the recent ribbon cutting at the Christopher Guy gallery on Beverly Blvd. She spoke regarding the upcoming "Fill the Boot" Fundraiser scheduled for July 24, 2012. She encouraged everyone to attend the upcoming Summer Sounds and Shakespeare in the Park events this summer.

Mayor Prang spoke regarding the 2<sup>nd</sup> Annual Green Weekend which was a two-day event in the City that included the Citywide Yard Sale and the Document E-Waste Event. He reported that 75 yard sale permits were issued and that over 500 people participated in the document shredding recycling event. He reported that over 8 tons of documents were collected and shredded and over 5 tons of electronic waste was collected and recycled. He thanked staff for putting these events together. He spoke regarding the replacement of parking meters throughout the City and stated that they will all now take credit cards. He spoke in support of STOP signs in the City that have

an arrow indicating where drivers are to stop and encouraged Staff to place more of these types of signs throughout the City. He announced that he will be having a Mayor's Town Hall meeting on Saturday, August 25, 2012 at 2:00 p.m. in the West Hollywood Park Community Room.

Councilmember Duran spoke regarding the upcoming "Buff & Cut" event scheduled for July 28, 2012 event in West Hollywood Park, where representatives from Gyms, Personal Trainers, Chiropractors and others will be present to discuss health and fitness.

### **CITY MANAGER'S REPORT:**

City Manager Arevalo spoke regarding the increase of homeless individuals in the City and how City Staff and the Sheriff's Department are responding to the issue.

Captain Kelly Fraiser spoke regarding the increase in homelessness in the City. She spoke regarding the increase in arrests in the categories of "drunk in public" and petty theft, which are attributed to the homeless increase. She thanked City Council for the additional funding for more patrols in the area and asked residents and business owners to call the Sheriff's station if they have any issues with homeless individuals.

Social Services Manager Daphne Dennis spoke regarding the increase of homeless individuals in the City, particularly during summer months, and spoke regarding the City's relationship with social services agencies to try to assist with this issue. She spoke regarding an increase in street outreach to help those that need emergency shelter and transition to permanent housing. She spoke regarding the City being able to provide permanent housing to twenty six people since October. She spoke regarding various regional committees that the City participates in to help with this ongoing issue.

Mayor Prang spoke regarding the monetary resources the City commits to social services each year and stated that the services that the City provides are connected with the County and the State. He spoke regarding State funding cuts that have caused prisoners to be released back onto the streets who are in need of mental care; which also contributes to the increase in the homeless population.

Mayor Pro Tempore Land thanked Ms. Dennis and Captain Frasier for coming out to speak. She encouraged residents to call the Sheriff's station if they need assistance, as the Sheriffs can help individuals get the services that they need. She spoke regarding West Hollywood setting the bar for providing services to assist the homeless, and also spoke regarding the services provided by the surrounding cities as well.

Councilmember Duran requested demographic data on the homeless population in the City. Ms. Dennis provided clarification on the demographics of the homeless in the City.

Councilmember D'Amico spoke regarding the successes in dealing with homeless issues in the City. He requested clarification regarding areas that still need improvement and whether there are limitations based on funding or other issues. Ms.

Dennis spoke regarding the additional programs that will be provided by PATH, Housing Works, and the Saban Free Clinic, due to major new funding enhancements through the United Way's Home for Good initiative. This initiative provides funding for street outreach, mental health services, and housing vouchers.

Councilmember D'Amico requested clarification from Captain Frasier regarding whether or not the Sheriffs are delivering the message that while it is not illegal to be homeless, it is illegal to commit crimes. Captain Frasier stated that there has been a 23% increase in contacts between the Sheriff's Department and the homeless population to ensure that those who are here in the City are not committing crimes.

City Manager Arevalo spoke regarding the meeting that was tentatively set for August 20, 2012 to discuss the Plummer Park project. He spoke regarding there still being issues surrounding funding, particularly redevelopment funding, and stated that over the next 90-days the Department of Finance will be submitting the next Recognized Obligation Schedule along with requests regarding housing project funding to the State. He recommended that the meeting on August 20, 2012 move forward as a regular City Council Meeting and that the meeting to discuss Plummer Park be rescheduled to a later date.

#### **FISCAL IMPACT ON CONSENT CALENDAR:**

City Clerk Schaffer stated that the following individual expressed opposition to Item 2.E. but did not wish to speak: VICTOR OMELCZENKO

City Clerk Schaffer stated that the fiscal impact on the Consent Calendar is \$1,597,191 in expenditures and \$0 in potential revenue.

#### **2. CONSENT CALENDAR:**

**ACTION:** Approve the Consent Calendar, 2.A.,B.,C.,D.,E.,H.,I.,J.,K.,L.,M.,N.,O.,P.,R.,S.,T.,U.,V.,W.,X. **Motion by Councilmember Duran, seconded by Mayor Pro Tempore Land and approved, noting Councilmember D'Amico's NO vote on Item. 2.E.**

##### **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.*

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

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

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

**ACTION:** Approve the minutes of July 2, 2012. **Approved as part of the Consent Calendar.**

**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.*

**ACTION:** 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". **Approved as part of the Consent Calendar.**

**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.*

**ACTION:** Deny the claims of Fana Spielberg and refer to the City's claims adjuster. **Approved as part of the Consent Calendar.**

**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.*

**ACTION:** 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. **Approved as part of the Consent Calendar, noting Councilmember D'Amico's NO vote.**

**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".*

**ACTIONS:** This Item was Continued to August 20, 2012.

- 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.*

**ACTIONS:** This Item was Continued to August 20, 2012.

- 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.*

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

- 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. **Approved as part of the Consent Calendar.**

- 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.*

**ACTION:** Adopt Resolution No. 12-4343 "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE

AFFORDABLE HOUSING SCHEDULES". **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTION: This Item was tabled.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**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.*

**ACTIONS:** 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. **Approved as part of the Consent Calendar.**

**2.X. (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.*

**ACTION:** Staff recommends that the City Council introduce on first reading Ordinance No. 12-896, "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." **Approved as part of the Consent Calendar.**

**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.*

The Item was noticed as required by law.

Antonio Castillo, Associate Planner, provided background information as outlined in the Staff Report dated July 16, 2012.

Councilmember Duran disclosed that he spoke with Mr. Lehman and visited the property. He also disclosed that he is personally acquainted with two of the owners as they are members of the same gym.

Councilmember D'Amico disclosed that he visited the property and spoke with Mrs. Fickett.

Councilmember Heilman disclosed that he visited the property.

Mayor Pro Tempore Land disclosed that she visited the property and spoke with Mr. Lehman.

Mayor Prang disclosed that he visited the property and met with representatives in the past.

Mayor Prang opened the public hearing and the following speakers came forward:

MARK LEHMAN, REPRESENTING THE APPELLANT, spoke in support of the appeal. He spoke regarding the building's many maintenance issues.

MARCELLO VAVALA, LOS ANGELES, spoke in opposition to the appeal and in support of designating the property as historic.

ALAN HESS, IRVINE, spoke in opposition to the appeal and in support of designating the property as historic.

KAREN SILVER HOROWITZ, BEVERLY HILLS, spoke in support of the appeal and in opposition to designating the property as historic.

DAN SILVER, HOLLYWOOD, spoke in support of the appeal and in opposition to designating the property as historic.

EDWIN SILVER, LOS ANGELES, spoke in support of the appeal and in opposition to designating the property as historic.

BRUCE HOROWITZ, BEVERLY HILLS, spoke in support of the appeal and in opposition to designating the property as historic.

GARY PEARLSON, WEST HOLLYWOOD, spoke regarding the hardship of making repairs to this property and what can happen during a disaster.

JEFFREY BORNMAN, WEST HOLLYWOOD, spoke in opposition to the appeal and in support of designating the property as historic.

VICTOR OMELCZENKO, WEST HOLLYWOOD, spoke in opposition to the appeal and in support of designating the property as historic.

ELYSE EISENBERG, WEST HOLLYWOOD, spoke in opposition to the appeal and in support of designating the property as historic.

JOYCIE FICKETT, BEVERLY HILLS, spoke in opposition to the appeal and in support of designating the property as historic.

STEVE WARD, BEVERLY HILLS, spoke in opposition to the appeal and in support of designating the property as historic.

CATHY BLAIVAS, WEST HOLLYWOOD, spoke in opposition to the appeal and in support of designating the property as historic.

LYNN RUSSELL, WEST HOLLYWOOD, spoke in opposition to the appeal and in support of designating the property as historic.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in opposition to the appeal and in support of designating the property as historic.

ALLEGRA ALLISON, WEST HOLLYWOOD, spoke in opposition to the appeal and in support of designating the property as historic.

MARK LEHMAN, REPRESENTING THE APPELLANT, provided a brief rebuttal.

RAY AREO, spoke in opposition to the appeal and in support of designating the property as historic.

The following individual expressed opposition to the Appeal but did not wish to speak: RUDOLF MARTIN

Mayor Prang closed the public hearing.

Councilmember Duran requested clarification from City Attorney Jenkins regarding public funds being used to assist property owners. He also

requested clarification regarding the City's program regarding a Rent Adjustment Increase for landlords.

City Attorney Jenkins spoke regarding the possibility of the City utilizing public funds for direct subsidies for a private property and stated that he would need to investigate the issue further.

City Manager Arevalo spoke regarding the Rent Increase Program and stated that requests for a rent adjustment go before the Rent Stabilization Commission for approval or denial.

Councilmember Duran spoke regarding the ongoing struggle between designating historic properties where the landlords have tenants in rent controlled properties and the difficulties for the landlords to renovate the properties based on these rents. He spoke in support of the property being designated as historic, but expressed concerns regarding the possibility of the renters being evicted under the Ellis Act.

Councilmember Heilman thanked everyone who came to speak on this Item. He spoke in opposition to the public comments made about the property owner being negligent. He spoke regarding Mr. Fickett being a notable architect, but spoke in support of ensuring the protection of the current tenants over protecting the architect. He expressed concern with comments made regarding using public resources to maintain private buildings where someone else is taking in revenue with no public benefit. He spoke regarding the possibility of deferring the application for historic preservation, but keeping the application open to prevent the property from being demolished while the City investigates the possibility of incentives for the owner to renovate the property.

Mayor Pro Tempore Land thanked everyone who came to speak on this Item. She spoke in support of the historic designation of the building, but expressed concerns regarding the maintenance needs for the building. She spoke in support of the Council drafting a set of incentives for property owners that have historic properties, but are in need of funding for renovations. She spoke regarding the need to protect tenants in the City. She spoke in support of using public funds to preserve and protect affordable housing stock in the City.

Councilmember D'Amico spoke in support of denying the appeal. He expressed concern over the many maintenance issues with the building. He expressed concerns regarding the property owner's repairs over the years and expressed concerns regarding future repairs if they are not completed under a historic preservation designation.

Mayor Prang thanked everyone who came out to speak. He spoke in support of the original design of the building. He spoke in opposition to

comments that the owners have been negligent, but expressed concerns regarding changes to the property over the years. He spoke regarding the Historic Preservation Commission's unanimous recommendation to designate the property as historic, as well as Staff's recommendation. He spoke regarding the issues with attempting to provide meaningful and adequate incentives for owners to repair historic properties in the City. He spoke in support of the Item and denial of the appeal.

Councilmember Duran requested clarification as to whether tabling the Item to a date uncertain would ensure that the application would remain open and override any demolition application that may be submitted.

John Keho, Planning Manager, stated that this would be the case.

**ACTION:** Continue the Item to a date uncertain. **Motion by Councilmember Duran, seconded by Mayor Pro Tempore Land, and approved with Mayor Prang voting NO.**

**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.*

The Item was noticed as required by law.

Francisco Contreras, Senior Planner, provided background information as outlined in the Staff Report dated July 16, 2012.

Mayor Prang opened the public hearing and the following speakers came forward:

TODD ELLIOTT, LOS ANGELES, spoke in support of the Item with proposed revisions submitted by Staff.

JEFF SEYMOUR, WESTLAKE VILLAGE, spoke in support of the Item with proposed revisions submitted by Staff.

**ACTION:** Hold a public hearing, consider all pertinent testimony, and approve the proposed project by the following actions: 1) Introduce for first reading Ordinance No. 12-897, "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), with a revision to permit airspace subdivisions for mixed use, multi-story buildings within commercial zoning districts and adjacent residential parcels which are a part of the mixed use project; and

2) Adopt Resolution No. CC 12-4344,"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) **Motion by Councilmember Duran, seconded by Councilmember Heilman and approved noting the NO vote of Councilmember D'Amico and the Abstention of Councilmember Prang.**

#### **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.*

City Manager Arevalo provided background information as outlined in the Staff Report dated July 16, 2012.

KAREN O'KEEFE, WEST HOLLYWOOD, spoke in support of funding designated for bicycle improvements.

DAVID WARREN, WEST HOLLYWOOD, thanked the City for adding traffic relief into the City's work plans and spoke in support of prioritizing improvements that have already been approved in existing studies.

VICTOR OMELCZENKO, WEST HOLLYWOOD, expressed concerns over the number of consultant contracts in the Budget.

RUTH CISLOWSKI, WEST HOLLYWOOD, spoke in support of the City's commitment to social services.

Councilmember Heilman spoke in support of public comments surrounding prioritizing some of the existing improvements that were contained in previous studies.

City Manager Arevalo stated that this would be incorporated into the implementation of the budget.

Mayor Pro Tempore Land spoke in support of looking into the success of the Farmers' Market on Sunset and incorporating some of those ideas into developing ways to improve the Plummer Park Farmer's Market. She spoke regarding the additional funding for training of staff and social services agencies and spoke regarding the possibility of communicating with the larger social services agencies to better utilize the funds to help the smaller agencies.

Councilmember D'Amico spoke regarding traffic mitigation studies contained in development agreements and spoke in support of starting with implementing these studies. He spoke in support of a future discussion regarding a thorough look at traffic improvements in the City and spoke in support of moving into the implementation phase as quickly as possible on some of the studies. He spoke regarding public comment surrounding funding to study buildings that the City can purchase and stated that the City currently has funding set aside for this purpose.

Mayor Prang spoke regarding property that has been purchased over the years by the City. He requested clarification for the funding to investigate the lighting on Palm Avenue and whether lighting needs to be looked at on other streets. He spoke regarding Item 15 in the staff report and provided clarification that the City may need to engage with the County about the renovation of Fire Station 8, and spoke regarding the need to ensure that the County pays for the renovations. He spoke regarding the funding for training for social services agencies and expressed concerns regarding this funding. He thanked Staff for their work on the Item.

Councilmember D'Amico spoke regarding the increase to social services funding and requests from the community to add additional funds for services.

City Manager Arevalo spoke regarding the next two-year budget cycle, and a possible increase in funds for public safety, private security, investment of the City's infrastructure, and social services contract funding.

**ACTIONS:** 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.  
**Motion by Councilmember Duran, seconded by Mayor Pro Tempore Land and unanimously approved.**

**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.*

Oscar Delgado, Director of Public Works, provided background information as outlined in the Staff Report dated July 16, 2012.

City Clerk Schaffer read the names of the following individuals who expressed support of the Item but did not wish to speak: RICHARD BRENNER and VICTORIA SHEMARIA

City Clerk Schaffer read the names of the following individuals who expressed opposition to the Item but did not wish to speak: RUDOLF MARTIN and SHAWN THOMPSON

GENEVIEVE MORRILL, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the Item.

STEPHANIE HARKER, WEST HOLLYWOOD, spoke in opposition to the Item.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in support of the Item.

Mayor Pro Tempore Land thanked Staff for the community outreach. She asked the City Manager to speak regarding the funding for the project. She spoke regarding the City's fiscal responsibility throughout the years.

City Manager Arevalo spoke regarding bringing a detailed financial plan to Council. He spoke regarding funding for the project, including funding for street and roadway improvements on Sweetzer Avenue. He spoke regarding additional funding coming from the City's General Fund reserves, and the issuance of a general obligation bond that will be paid for by parking revenues which will come from the night-time fees for parking. He spoke regarding the civic feasibility study for the Santa Monica Boulevard and San Vicente Boulevard location and clarified that this type of study is for a very long-term project. He spoke regarding the current shortage of parking at City Hall, both during the day and parking in the area at night.

Mayor Pro Tempore Land spoke in support of the project and spoke regarding the need for parking on Santa Monica Boulevard. She spoke in support of using recycled materials and ensuring that the materials compliment the artwork associated with the building.

Councilmember Heilman requested clarification regarding the design and the site plan and where the building begins on the South side of the project. He spoke in support of the project. He spoke in support of moving forward with the project as quickly as possible, particularly due to the shortage of parking in the area. He spoke regarding the added value

of building the garage and spoke in support of the City retaining the garage, even if City Hall is relocated in the future.

Councilmember Duran spoke regarding utilizing the Public Facilities Commission more during the other stages of design. He spoke in support of the Item and the increase in parking for night-time use; which can help the smaller stores in the mid-city area. He spoke in support of keeping the building under the City's ownership, even if City Hall is relocated. He spoke regarding the possibility of using the building in the future for non-profit organizations.

Councilmember D'Amico spoke in support of utilizing the Public Facilities Commission more during this process. He expressed concerns regarding using glowing materials in the design, particularly in regards to impacts on the neighbors. He expressed concerns with an automated parking garage that is currently being built at UCLA, and spoke regarding problems with that garage. He requested clarification from staff regarding the City's study of the functionality of the proposed garage.

Oscar Delgado spoke regarding UCLA using four different technologies for one structure and stated that the City will be using technology from one company which will ensure that it will work.

Mayor Prang spoke in support of a design that fits into the residential neighborhood. He spoke regarding the lack of parking in the area and spoke in support of the project to help mitigate those issues. He spoke regarding efforts to increase parking in the City over the years.

**ACTIONS:** 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.  
**Motion by Mayor Pro Tempore Land, seconded by Councilmember Duran and approved.**

**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.*

GENEVIEVE MORRILL, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the recent PRIDE event.

Mayor Prang requested clarification as to how attendees are counted for the event.

Sam Baxter stated that the attendance count is based on ticket sales and estimates by Christopher Street West and the Sheriff's Department.

Councilmember Duran requested clarification as to whether a Subcommittee of the City Council would be attending the Christopher Street West board meetings. He spoke regarding the water feature and requested clarification on the impacts on the grass.

Sam Baxter provided clarification that the majority of grass damage was caused by foot traffic and vehicle traffic.

Councilmember Duran spoke in support of charging for the event to ensure crowd control.

Councilmember Heilman requested clarification as to whether the City Council appointed a Subcommittee.

Sam Baxter stated that during the January 17, 2012 meeting a Subcommittee was discussed but no formal action was taken.

Councilmember Heilman spoke in support of charging for the event. He spoke in support of making it a week-long event, with some free programming. He spoke in support of creating an official invitation for residents that highlights the performers and events, instead of just providing a notice of street closures.

Councilmember D'Amico thanked CSW for a putting together a great event. He spoke regarding participating in future meetings with CSW. He spoke regarding the possibility of providing free entrance to the West Hollywood Community, while continuing to charge for the event for other participants. He spoke in support of the water park and stage element of the event. He spoke regarding extending the events throughout the month of June. He spoke regarding the Parade and suggested that changes be made to include a political aspect as well as looking at ways to shorten it.

Mayor Pro Tempore Land thanked Staff for the report and CSW for their hard work. She spoke in support of events earlier in the week, but expressed concerns regarding closing the Library for an extended period

of time. She spoke regarding the Subcommittee being an advisory tool to CSW. She spoke regarding the comments made by Councilmember D'Amico to include more politics in the parade and less commerce, and spoke regarding looking at what the younger crowd would like to see in the parade. She spoke in support of exploring how to realistically grow the event given space limitations on the park.

Councilmember Duran spoke regarding his comments in support of charging for the event to ensure crowd control, and provided clarification that his intent was to ensure that the crowd remains friendly to the LGBT community.

**ACTIONS:** 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. **Carried by Consensus of the Council.**

**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.*

**ACTION:** City Council appointed Councilmember D'Amico as the Voting Delegate and Councilmember Heilman and Mayor Pro Tempore Land as the Voting Delegate – Alternates 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.*

Sharon Perlstein, City Engineer, provided background information as outlined in the Staff Report dated July 16, 2012.

Councilmember D'Amico requested clarification regarding the difference between the 15-year and the 8-year contract extensions.

Councilmember Heilman requested clarification regarding the length of the current contract and clarification as to whether the amendment to that existing contract was approved without a formal bid. Sharon Perlstein

provided confirmation of the length of the current contract and the approval of an amendment to that contract.

Mayor Pro Tempore Land requested clarification of the City's current street sweeping contract and when the City would need to go out to bid for that contract. Sharon Perlstein provided clarification that depending on Council direction the street sweeping contract might have to go to bid this year.

GARY CLIFFORD, REPRESENTING ATHENS SERVICES, provided clarification of the length of the proposed extensions and spoke in support of the City extending its contract with Athens.

SCOTT SCHMIDT, WEST HOLLYWOOD, spoke in support of the Item.

TROY LEGG, WEST HOLLYWOOD, spoke in support of the Item.

JIM SMITH, LOS ANGELES, spoke in opposition to the Item and in opposition to the work environment of Athens employees.

ALLEGRA ALLISON, WEST HOLLYWOOD, spoke in support of the Item.

ELYSE EISENBERG, WEST HOLLYWOOD, spoke in support of the Item.

GENEVIEVE MORRILL, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the Item.

STEVE MARTIN, WEST HOLLYWOOD, spoke in support of the Item.

ROSELYN WANG, SANTA MONICA, spoke in opposition to the Item.

LAUREN AHKIAM, LOS ANGELES, spoke in opposition to the Item.

JOHN GUEVARRA, LOS ANGELES, spoke in opposition to the Item.

KURT BRATTON, MARINA DEL REY, spoke in opposition to the Item.

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

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in support of Athens; but expressed concern over extending the contract and expanding the services Athens provides without issuing an RFP.

MATT GREENE, HOLLYWOOD, spoke in support of the Item.

FARHAD ESHAGHPOUR, WEST HOLLYWOOD, spoke in support of the Item.

TIM KITCHENS, HOLLYWOOD, spoke in support of the Item.

TODD STEADMAN, REPRESENTING THE SUNSET STRIP BUSINESS ASSOCIATION, spoke in support of the Item.

Mayor Pro Tempore Land thanked all the public speakers. She spoke regarding Athens being a great community supporter and providing good service. She spoke regarding the proposal and spoke in support of issuing an RFP when the current Athens contract expires to ensure that the City receives the best possible service. She spoke in support of issuing an RFP for street sweeping in the upcoming year. She spoke regarding the continual changes to waste management technology and the need to thoroughly analyze these technologies to ensure that the City is getting the best services.

Councilmember D'Amico spoke regarding the difficulties in enforcing recycling in the City. He spoke in support of the Item and a long-term contract with Athens with the proposed enhancement of services.

Councilmember Duran spoke in support of the Item and spoke regarding the extraordinary services provided by Athens. He spoke in support of the enhancement of services.

Councilmember Heilman thanked everyone for their comments. He spoke in support of the work that Athens does in the City. He spoke regarding the Council's obligation to ensure that the City negotiates to get the best deal. He spoke regarding the amendments already approved to Athens current contract, including a fee increase and an extension on the length of the contract. He spoke in support of issuing an RFP to ensure that the City is getting the best deal.

Mayor Prang spoke in support of Athens and the work that they have provided to the City. He spoke in support of the proposed enhancements to assist with the City's recycling needs. He expressed concerns with long-term contract extensions as well as rolling contracts, due to the ever evolving changes in the solid waste industry. He spoke regarding the current contract being a twelve-year contract and spoke in support of the City issuing an RFP to ensure that the City is getting the best deal possible.

**MOTION:** Deny the request, direct staff to continue to discuss the proposal with Athens, and direct staff to develop an RFP prior to the expiration of the current contract with Athens. **Motion by Councilmember Heilman, seconded by Mayor Pro Tempore Land. Motion FAILED with Councilmember D'Amico and Councilmember Duran voting NO, and Mayor Prang Abstaining.**

**MOTION:** 1) Direct staff to report back with an Amendment to the Agreement for Integrated Solid Waste Management Services, and 2) 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. **Motion by Councilmember Duran, seconded by Councilmember D'Amico. Motion FAILED with Councilmember Heilman and Mayor Pro Tempore Land voting NO, and Mayor Prang Abstaining.**

**ACTION:** Table the Item. **Motion by Councilmember Heilman, seconded by Mayor Pro Tempore Land, and approved noting the NO vote of Councilmember D'Amico and Councilmember Duran.**

**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.*

**ACTION:** This Item was Tabled. **Carried by Consensus of the Council.**

**EXCLUDED CONSENT CALENDAR: None.**

**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.*

**ACTION:** This Item was moved to the Consent Calendar.

**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."*

**ACTION:** This Item was Continued to August 20, 2012.

**PUBLIC COMMENT: None.**

**COUNCILMEMBER COMMENTS: None.**

**ADJOURNMENT:** The City Council adjourned at 12:25 a.m. in memory of Robert (Bob) Garvin and all the soldiers who died in Afghanistan since the last City Council meeting. The City Council adjourned to their next regular meeting, which will be on Monday, August 6, 2012 at 6:30 P.M. in the West Hollywood Park Public Meeting Room - Council Chambers, 625 N. San Vicente Boulevard.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 6<sup>th</sup> day of August, 2012 by the following vote:

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

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JEFFREY PRANG, MAYOR

ATTEST:

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COREY SCHAFFER, CITY CLERK