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If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (323) 848-6409.

Note: Any agenda item(s) not initiated by 11:00 p.m. may be continued to a subsequent City Council meeting. The City Council may direct staff to continue the item(s) to an already scheduled City Council meeting or may adjourn this meeting to an adjourned regular meeting to consider the item(s).

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
AGENDA
MONDAY, NOVEMBER 3, 2014
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, November 3, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, October 30, 2014.

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 October 20, 2014.

- 2.C. DEMAND REGISTER NO. 753, RESOLUTION NO. 14-4620:**
SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.
RECOMMENDATION: Approve Demand Register No. 753 and adopt Resolution No. 14-4620, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 753".
- 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 claim of Manolo Gomez and refer him to the City's claims adjuster.
- 2.E. ORDINANCE NO. 14-945 (2ND READING) ADOPTING BY REFERENCE, PURSUANT TO GOVERNMENT CODE SECTION 50022.2, THE LOS ANGELES COUNTY SANITARY SEWERS AND INDUSTRIAL WASTE ORDINANCE (TITLE 20, DIVISION 2 – LOS ANGELES COUNTY CODE) [Y. QUARKER, M. CROWDER]:**
SUBJECT: The City Council will waive further reading and adopt Ordinance No. 14-945, to make Section 15.04 of the West Hollywood Municipal Code consistent with the latest version of Title 20 Division 2 of the Los Angeles County Code.
RECOMMENDATION: Waive further reading and adopt Ordinance No. 14-945, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD ADOPTING BY REFERENCE, PURSUANT TO GOVERNMENT CODE SECTION 50022.2, THE LOS ANGELES COUNTY SANITARY SEWERS AND INDUSTRIAL WASTE ORDINANCE (TITLE 20, DIVISION 2 – LOS ANGELES COUNTY CODE)".
- 2.F. COMMISSION ACTION REPORT:**
SUBJECT: The City Council will receive a report from the Public Safety Commission and the Arts and Cultural Affairs Commission on actions taken at their recent meetings.
RECOMMENDATION: Receive and file.
- 2.G. NOTIFICATION OF ADVISORY BOARD ABSENCES [Y. QUARKER, M. CROWDER]:**
SUBJECT: City Council will receive notification that three (3) Advisory Board members have exceeded the number of allowed absences in a twelve-month period.
RECOMMENDATIONS: 1) City Council to receive notification that Drian Juarez and E. Jay Johnson have exceeded the number of allowed absences for the Transgender Advisory Board, and determine not to vacate the seat; and 2) Mayor D'Amico to receive notification that

Valentina Matiji has exceeded the number of allowed absences for the Russian Advisory Board, and determine not to vacate the seat.

2.H. SUPPLEMENTAL FUNDING FOR THE SOBER NEW YEAR'S EVE EVENT [J. DURAN, I. OWENS]:

SUBJECT: The City Council will consider allocating additional funding for the Second Annual Sober New Year's Eve event, which is being produced by a consortium of non-profit agencies on December 31, 2014, at the West Hollywood Park Auditorium.

RECOMMENDATIONS: 1) Approve the use of \$10,000 from budgeted City Council discretionary funds for costs associated with the event; and 2) Authorize the City Manager to sign all required documents relating to this item.

2.I. AGREEMENT FOR SERVICES WITH DUDEK [S. DEWOLFE, J. KEHO, B. SIEGL]:

SUBJECT: The City Council will consider authorizing an agreement for services with Dudek to prepare environmental analysis pursuant to the California Environmental Quality Act for proposed amendments to the Zoning Ordinance regarding off-site signage on Sunset Boulevard.

RECOMMENDATIONS: 1) Authorize the City Manager to execute an Agreement for Services with Dudek in an amount not to exceed \$49,155; and 2) Authorize the Community Development Director to approve change orders to the contract in an amount not to exceed 10% of the contract amount.

2.J. AGREEMENT WITH ECS IMAGING, INC. [E. SAVAGE, D. GIUGNI]:

SUBJECT: The City Council will consider approval of an agreement with ECS Imaging, Inc. to provide document management software that will be used by the Social Services Division to improve efficiency in filing and searching for documents, and also enhance the Division's ability to record and analyze data related to the social service needs of the community.

RECOMMENDATIONS: 1) Approve an agreement with ECS Imaging, Inc. in an amount not to exceed \$5,000.00 for the license and installation of document management software; and 2) Authorize the City Manager to execute the agreement.

2.K. RECOGNITION AND PROMOTION OF NOVEMBER AS TRANSGENDER AWARENESS MONTH [K. COOK, B. SMITH, D. ESCOBEDO]:

SUBJECT: The City of West Hollywood will recognize November as Transgender Awareness Month.

RECOMMENDATIONS: 1) Proclaim November as Transgender Awareness Month; 2) Authorize the use of the City name and logo on invitations, programs, and other collateral materials; 3) Direct the Public Information Office to utilize all appropriate communication tools to promote the event including, but not limited to, the City's website and

social media tools; 4) Approve the Transgender Award of Appreciation to be presented at a televised meeting of the Transgender Advisory Board on Wednesday, November 12; 5) Approve the use of City venues for Transgender Awareness Month events and a waiver of event permits, parking validations and associated fees. These events include, but are not limited to: a) Flag Raising Ceremony at 10:00AM on November 3 – Mathew Shepard Triangle; b) Announcement of Transgender Awareness Month at November 3 City Council Meeting – City Council Chambers; c) Trans Experience L.A. on November 8 – City Council Chambers; d) Televised Transgender Advisory Board Meeting on November 12 – City Council Chambers; e) Transgender Wellness Fair on November 15 – National Council for Jewish Women; f) Transgender Job Fair on November 17 – National Council for Jewish Women; and g) Transgender Day of Remembrance and march on November 20 – West Hollywood Library; and 6) Authorize the Transgender flag to be flown over City Hall during the month of November and to be flown at half-staff on the Transgender Day of Remembrance, November 20.

2.L. 2015 WEST HOLLYWOOD DOG SHOW UPDATE [J. DURAN, I. OWENS]:

SUBJECT: The City Council will consider approving a date change and allocating additional in-kind support for the 2015 West Hollywood Dog Show.

RECOMMENDATIONS: 1) Approve co-sponsorship of the West Hollywood Dog Show event, authorizing the use of the City name and logo on invitations, programs, and other collateral materials; 2) Approve a not-to-exceed amount of \$1,300 in-kind support for the event; 3) Authorize the Recreation Services Division to work with the event producers to discuss logistics, organize, and publicize the event; 4) 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; and 5) Authorize the City Manager to sign and execute any necessary documents or forms relating to this event.

3. PUBLIC HEARINGS:

3.A. PROPOSED RESOLUTION FINDING THE CITY TO BE IN CONFORMANCE WITH THE CONGESTION MANAGEMENT PROGRAM (CMP) [S. DEWOLFE, J. KEHO, B. SIEGL, B. CHEUNG]:

SUBJECT: The City Council will hold a public hearing to consider adopting a resolution finding the City to be in conformance with the Los Angeles County Congestion Management Program (CMP).

RECOMMENDATION: Adopt Resolution No. 14-____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD FINDING THE CITY TO BE IN CONFORMANCE WITH THE LOS ANGELES COUNTY CONGESTION MANAGEMENT PROGRAM (CMP) AND ADOPTING THE CMP LOCAL DEVELOPMENT REPORT, IN

ACCORDANCE WITH CALIFORNIA GOVERNMENT CODE SECTION 65089”.

3.B. AMENDMENT TO THE ZONING ORDINANCE FOR A NEIGHBORHOOD OVERLAY DISTRICT, DESIGN GUIDELINES AND MAP AMENDMENT PLACING THE OVERLAY ON R1-B PARCELS IN THE WEST HOLLYWOOD WEST NEIGHBORHOOD [S. DEWOLFE, J. KEHO, D. DEGRAZIA, S. REICH]:

SUBJECT: The Council will consider a Zone Text Amendment, Zone Map Amendment and associated Design Guidelines for the West Hollywood West neighborhood.

RECOMMENDATIONS: Staff recommends that the City Council hold a public hearing and introduce on first reading: 1) ORDINANCE No. 14-____: “AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD, ADOPTING ZONE TEXT AMENDMENT 14-0006 FOR THE WEST HOLLYWOOD WEST NEIGHBORHOOD OVERLAY DISTRICT” (ATTACHMENT A); 2) ORDINANCE No. 14-____: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING ZONING MAP AMENDMENT ZMA14-0005 PLACING ALL R1B PROPERTIES BETWEEN DOHENY DRIVE, LA CIENEGA BOULEVARD, MELROSE AVENUE AND BEVERLY BOULEVARD, IN THE WEST HOLLYWOOD WEST NEIGHBORHOOD OVERLAY ZONE, WEST HOLLYWOOD, CALIFORNIA” (ATTACHMENT B); and 3) RESOLUTION No. 14-____: “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING DESIGN GUIDELINES ASSOCIATED WITH THE NEIGHBORHOOD OVERLAY DISTRICT FOR THE WEST HOLLYWOOD WEST NEIGHBORHOOD (WHWNOD)” (ATTACHMENT C).

3.C. REQUEST TO REPLACE A ROOF-MOUNTED SIGN WITH A 14 FT. x 48 FT., TWO-SIDED BILLBOARD ATOP A POLE LOCATED AT 9015 SUNSET BOULEVARD [S. DEWOLFE, D. DEGRAZIA, A. GALLO]:

SUBJECT: The City Council will consider a request to replace a double-sided roof-mounted sign with a 14 ft. x 48 ft. billboard atop a pole. The top of the billboard structure will have a maximum height of 110 ft. The proposed project is located at 9015 Sunset Boulevard.

RECOMMENDATIONS: Staff recommends that the West Hollywood City Council hold the public hearing, consider all pertinent testimony, adopt the Mitigated Negative Declaration, and conditionally approve the application request by adopting the following: 1) Introduce on first reading Ordinance No. 14-____: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A MITIGATED NEGATIVE DECLARATION AND A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE PROPOSED DEVELOPMENT AGREEMENT, FOR THE PROPERTY LOCATED AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” (ATTACHMENT A); 2) Introduce on first reading Ordinance No. 14-____: “AN ORDINANCE OF THE CITY

COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT ASSOCIATED WITH A DOUBLE-SIDED 14 FT. WIDE x 48 FT. HIGH BILLBOARD ATOP A POLE, LOCATED AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT B); and 3) Adopt Resolution No. 14-4626: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING A BILLBOARD PERMIT TO REPLACE A ROOF-MOUNTED SIGN WITH OF A DOUBLE-SIDED 14 FT. WIDE x 48 FT. HIGH BILLBOARD ATOP A POLE, LOCATED AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." (ATTACHMENT C).

4. UNFINISHED BUSINESS:

4.A. APPROVAL OF AN UPDATED AGREEMENT WITH ATHENS SERVICES WHICH ENHANCES THE SCOPE OF SERVICES AND EXTENDS THE TERM OF THE AGREEMENT FOR INTEGRATED WASTE MANAGEMENT SERVICES [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider approving an updated Agreement with Athens Services for Integrated Solid Waste Management Services which enhances the scope of services and provides for extension of the contract term with specific ties to meeting performance requirements, as well as updates contract provisions for consistency with current best practice terms and conditions.

RECOMMENDATIONS: 1) Approve an exclusive franchise to Arakelian Enterprises, Inc. d.b.a. Athens Services for the collection, transportation, recycling, and disposal of residential and commercial solid waste, recyclables, and green waste; and authorize the City Manager to sign the Agreement; and 2) Approve Amendment No. 2 to the professional services Agreement with R3 Consulting Group, Inc. in an amount not to exceed \$8,300 to provide technical assistance in drafting the new Agreement for Integrated Solid Waste Management Services between the City and Athens Services.

5. NEW BUSINESS:

5.A. APPROVE A FIVE YEAR AMENDMENT TO THE PARKING ENFORCEMENT SERVICES CONTRACT WITH SERCO, INC. [O. DELGADO, J. ROCCO, R. MARQUEZ]:

SUBJECT: The City Council will consider approval of a five year amendment to the agreement with Serco, Inc. to provide parking enforcement services.

RECOMMENDATIONS: 1) Approve a five year contract amendment with Serco, Inc. to provide Parking Enforcement Services in an amount not to exceed \$2,382,617 for fiscal year 2015/2016, \$2,412,802 for fiscal year 2016/2017, \$2,399,145 for fiscal year 2017/2018, \$2,431,035 for fiscal

year 2018/2019, \$2,463,140 for fiscal year 2019/2020; and 2) Authorize the City Manager to sign the amendment.

5.B. SUNSET BLVD. GATEWAY ENTRANCE – 8225, 8228 & 8240 SUNSET BLVD. [O. DELGADO, S. CAMPBELL, H. COLLINS]:

SUBJECT: The City Council will consider a recommendation from the Public Facilities Commission, in response to an application by the property owner E.T. Legg & Associates, to re-designate eleven street tree sites in the Flowering Tree District adjacent to 8225, 8228 and 8240 Sunset Blvd to a Palm Tree District and to approve the request to remove two trees from the District adjacent to 8225 Sunset Boulevard and replace with alternate landscape materials.

RECOMMENDATIONS: 1) Re-designate eleven street tree sites in the Eastern Flowering Tree District adjacent to 8225, 8228 and 8240 Sunset Boulevard to a Palm Tree District; 2) Authorize the removal of eleven existing flowering street trees adjacent to 8225, 8228 and 8240 Sunset Boulevard and permit the relocation of those trees to the adjacent private property at the applicant's sole expense; 3) Authorize the applicant to replace nine of the removed street trees with mature Mexican Fan Palms and replace two of the removed street trees with alternate low growing landscape materials at the applicant's sole expense; 4) Accept the terms of use for designated portions of the property at 8225 Sunset Blvd. for erection of a replacement "Welcome to West Hollywood" signage; 5) Accept the terms of use for designated portions of the property at 8225 Sunset Blvd. for the display of public art; and 6) Authorize the City Manager to sign a license agreement (Attachment "A"), for a term of not less than 15 years, with the E. T. Legg & Associates as outlined in this staff report.

5.C. INCREASE IN THE GRANTS IN THE SCHOOLS PROGRAM BUDGET [A. LAND, J. ERICKSON]:

SUBJECT: The City Council will consider increasing the total budget of the West Hollywood Grants in the Schools Program.

RECOMMENDATIONS: 1) Increase the budget for the Grants in the Schools Program from \$10,000 to \$24,000; 2) Authorize the Director of Finance & Technology Services to allocate \$14,000 from unallocated reserves in the General Fund to account number 100-3-05-53-536025, Family & Community Programs, for the Grants in the Schools Program; and 3) Authorize the City Manager to sign and execute all necessary documents related to the additional funding for the Grants in the Schools Program.

5.D. DISCUSSION OF CITY COUNCIL MEETING SCHEDULE FOR CALENDAR YEAR 2015 AND SCHEDULING DATES FOR ELECTION AND INSTALLATION OF NEW MAYOR AND MAYOR PRO TEMPORE FOR 2015 [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider approving the City Council Regular Meeting Schedule for Calendar Year 2015, canceling or rescheduling several meetings throughout the year that conflict with holidays, and scheduling the dates for the election and installation of the new Mayor and Mayor Pro Tempore in 2015.

RECOMMENDATIONS: 1) Consider cancelling the meeting of January 5, 2015; 2) Reschedule the meeting of January 19, 2015 to January 20, 2015; 3) Reschedule the meeting of February 16, 2015 to February 17, 2015; 4) Reschedule the meeting of September 7, 2015 to September 8, 2015; 5) Schedule the election of the new Mayor and Mayor Pro Tempore for March 16, 2015; 6) Schedule the installation of the new Mayor and Mayor Pro Tempore for April 20, 2015; and 7) Approve the City Council Regular Meeting Schedule for Calendar Year 2015.

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

6. LEGISLATIVE: None

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, November 17, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

UPCOMING MEETING SCHEDULE:

Date: November 17, 2014 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: December 1, 2014 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: December 15, 2014 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: January 5, 2015 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

CITY COUNCIL
CITY OF WEST HOLLYWOOD
CLOSED SESSION AGENDA
MONDAY, NOVEMBER 3, 2014
6:00 P.M.

COUNCIL CHAMBERS, CLOSED SESSION ROOM,
625 N. SAN VICENTE BOULEVARD

CONFERENCE WITH LEGAL COUNSEL

The City Council finds, based on advice from the City Attorney, that discussion in open session of the following described matters will prejudice the position of the City in existing and anticipated litigation.

1. PENDING LITIGATION.....G.C. 54956.9(d)(1)

City of West Hollywood v. Woods
Los Angeles County Superior Court
Case No. BH 05C00580

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: Oct. 30, 2014

Signature 