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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, MARCH 18, 2019**

**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, March 18, 2019 was posted at City Hall, Plummer Park, the Sheriff's Station, and at the West Hollywood Library on Wednesday, March 13, 2019.

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 March 4, 2019.

2.C. APPROVAL OF DEMAND REGISTER NO. 843 [L. QUIJANO, C. CORRALES]:

SUBJECT: The City Council shall receive the Demand Register for period ending March 8, 2019 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.

RECOMMENDATION: Approve Demand Register NO. 843 and adopt Resolution No.19-5153, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING PAYMENT OF DEMANDS PRESENTED ON DEMAND REGISTER NO. 843."

2.D. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will receive Synopses from the Disabilities Advisory Board and Senior Advisory Board regarding actions taken at their recent meetings.

RECOMMENDATION: Receive and file.

2.E. ATTENDANCE REPORTS FOR CITY COMMISSIONS AND ADVISORY BOARDS [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will receive the attendance reports for City Commission and Advisory Board meetings convened between February 2018 and February 2019.

RECOMMENDATION: Receive and file the attendance reports.

2.F. TREASURER'S REPORT FOR JANUARY 2019 [L. QUIJANO, C. CORRALES, K. BARENG, N. CORONADO]:

SUBJECT: The City Council will receive the Treasurer's Reports for the month ended January 2019 pursuant to Section 53646 of the Government Code of the State of California.

RECOMMENDATION: Receive and file the January 2019 Treasurer's Report.

2.G. AGREEMENT FOR SERVICES WITH HERE DESIGN STUDIO, LLC TO CREATE THE WILLOUGHBY AVENUE AND VISTA/GARDNER STREET NEIGHBORHOOD GREENWAY CONCEPT DESIGN [J. KEHO, B. SIEGL, B. CHEUNG, T. WORDEN]:

SUBJECT: The City Council will consider approval of an agreement with Here Design Studio, LLC to provide technical expertise to conduct community outreach, create a temporary street installation, and develop a concept design plan for the Willoughby Avenue and Vista/Gardner Street Neighborhood Greenway.

RECOMMENDATIONS: 1) Approve an agreement for services with Here Design, LLC in the amount not to exceed \$311,880 to create a concept design plan, community engagement, and a temporary test installation for the Willoughby Avenue and Vista/Gardner Street Neighborhood Greenway; and 2) Authorize the City Manager or designee to execute all documents incident to the agreement.

2.H. REQUEST TO DESIGNATE THE BUILDING AT 7156 SANTA MONICA BOULEVARD AS A LOCAL CULTURAL RESOURCE (FORMOSA CAFÉ) [J. KEHO, D. DEGRAZIA, J. ALKIRE, M. PETERSON]

SUBJECT: The City Council will consider the Historic Preservation Commission's recommendation to approve the nomination of the building located at 7156 Santa Monica Boulevard, known as the Formosa Cafe, as a local cultural resource.

RECOMMENDATION: Staff recommends that the City Council uphold the Historic Preservation Commission's recommendation, and adopt Resolution No. 19-__ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DESIGNATING THE PROPERTY AT 7156 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA AS A LOCAL CULTURAL RESOURCE." (ATTACHMENT A)

2.I. WEHO SMART CITY – RING REBATE PILOT PROGRAM ELIGIBILITY EXPANSION [M. LOUIE, F. CONTRERAS, K. KIGONGO, K. COOK]:

SUBJECT: The City Council will consider authorizing staff to expand eligibility for the WeHo Smart City Ring Rebate Pilot Program from only households in Eastside Neighborhood Watch areas to all households in West Hollywood.

RECOMMENDATION: Authorize staff to expand eligibility for the WeHo Smart City Ring Rebate Pilot Program to all households in West Hollywood.

2.J. CITY PARTICIPATION IN THE CENSUS 2020 [J. LEONARD, H. MOLINA]:

SUBJECT: The City Council will consider directing staff to pursue a series of actions to collaborate with the U.S. Census so that a complete count of city residents can be achieved during the 2020 Census.

RECOMMENDATIONS: 1) Direct staff to work collaboratively with Census Bureau personnel with the goal of achieving a complete count of West Hollywood residents; 2) Approve the implementation of a Citywide Complete Count committee (CCC) including City staff, residents from different neighborhoods of West Hollywood, representatives of the West Hollywood Chamber of Commerce and local business owners, and representatives of local non-profit and other organizations; 3) Declare April 1, 2019 as the City of West Hollywood's Census 2020 Countdown Day; 4) Direct the Communications Department's staff to promote City-Census related activities as part of the campaign for a complete Census

count: and 5) Report back to the City Council in 180 days with an update on activities conducted towards achieving a complete count.

2.K. WEST HOLLYWOOD PARK AQUATIC AND RECREATION CENTER DONATIONS [J. HEILMAN, J. LEONARD, A. LOVANO]:

SUBJECT: The City Council will consider directing staff to establish a process for the City to accept donations for the new West Hollywood Park Aquatic and Recreation Center.

RECOMMENDATION: Direct the Director of Finance and Technology Services to establish an account to accept tax-deductible donations earmarked for pool equipment at the new West Hollywood Park Aquatic and Recreation Center.

2.L. REPLICA OF THE HISTORIC ORIGINAL PRIDE FLAG [J. DURAN, J. LEONARD, A. LOVANO, Z. ATLAS]:

SUBJECT: The City Council will consider accepting the gift of a hand-dyed replica of the original pride flag from Lynn "Faerie Argyle Rainbow" Segerblom, one of the original pride flag creators.

RECOMMENDATIONS: 1) Accept the gift of a hand-dyed replica of the original pride flag from Lynn "Faerie Argyle Rainbow" Segerblom; and 2) Authorize the Director of Finance and Technology Services to allocate \$2,000 from budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with framing and installing the flag and a memorial plaque.

2.M. CO-SPONSORSHIP OF HOMEWARD LA [J. HEILMAN, L. MEISTER, J. LEONARD, A. LOVANO, Z. ATLAS]:

SUBJECT: The West Hollywood City Council will consider co-sponsoring two productions of Homeward LA in the City Council Chambers on April 26 and April 27, 2019.

RECOMMENDATIONS: 1) Approve co-sponsorship of two productions of Homeward LA on Friday, April 26, 2019 and Saturday, April 27, 2019 in the City Council Chambers; 2) Authorize the use of the City name and logo on invitations, programs, and other collateral materials; 3) Authorize the use of City facilities for the event and waive facility use fees and parking fees at the 5-story West Hollywood Park garage for event attendees (estimated \$2,132 in waived fees); 4) Direct the Communications Department to utilize all appropriate communications tools aquatic

to promote the event such as the City's website and social media tools; 5) Authorize the Director of Finance and Technology Services to allocate \$1,350 from budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with providing technical support (Waveguide) for the events; and 6) Authorize the City Manager or designee to execute documents incident to the co-sponsorship agreement.

3. PUBLIC HEARINGS:

3.A. ZONE TEXT AMENDMENT AND SUNSET SPECIFIC PLAN AMENDMENT TO MODIFY STANDARDS FOR OFF-SITE SIGNAGE IN THE SUNSET SPECIFIC PLAN AREA [J. KEHO, B. SIEGL, B. ECK, S. LEJEUNE]:

SUBJECT: The City Council will receive an Initial Study/Negative Declaration, and draft Sunset Specific Plan Amendment and Zone Text Amendment, to update the City's off-site signage policy and adopt new standards for billboards on Sunset Boulevard. The purpose of this item is to establish new policy for the size, location, design, and operation of off-site advertising signage on Sunset Boulevard.

RECOMMENDATIONS: Staff recommends the City Council hold a public hearing, listen to all pertinent testimony, and: 1) Adopt Resolution No. 19-_____: A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING A NEGATIVE DECLARATION FOR THE SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY, IN THE CITY OF WEST HOLLYWOOD, CALIFORNIA and 2) Introduce on first reading Ordinance No. 19-_____: AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AN AMENDMENT TO MUNICIPAL CODE TITLE 19, ZONING ORDINANCE AND AN AMENDMENT TO THE SUNSET SPECIFIC PLAN AMENDMENT TO MODIFY STANDARDS AND POLICIES FOR OFF-SITE SIGNAGE IN THE SUNSET SPECIFIC PLAN AREA IN THE CITY OF WEST HOLLYWOOD, CALIFORNIA.

4. UNFINISHED BUSINESS:

4.A. PUBLIC SAFETY UPDATE [K. COOK, L. CAMPBELL, B. MOULDER, A. WILLIAMS, D. MICK, C. PLANCK, D. GIUGNI]:

SUBJECT: The City Council will receive an update on public safety activities and provide additional direction to staff.

RECOMMENDATION: Receive an update on and provide additional direction to staff regarding public safety priorities such as crime prevention, resources to address homelessness and neighborhood livability, and public education.

5. NEW BUSINESS:

5.A. L.A. PRIDE FOOTPRINT AND PROGRAMMING PROPOSAL [M. LOUIE, C. SMITH, M. REATH, J. HEREDIA]

SUBJECT: The City Council will consider an updated venue footprint and corresponding street closure requests related to the 2019 L.A. Pride Festival; Council will also receive a preliminary programming proposal from Christopher Street West and provide direction related to both the Festival and the Parade.

RECOMMENDATIONS: 1) Approve expanded venue footprint and corresponding street closure requests related to the 2019 L.A. Pride Festival; 2) Approve the closure of Santa Monica Blvd. from La Cienega Blvd. to Doheny Dr. from 10:00 a.m. on Friday, June 7, 2019 through 7:00 a.m. on Monday, June 10, 2019 and waive corresponding street closure fees; 3) Approve the closure of San Vicente Blvd. from Melrose Ave. to Santa Monica Blvd. from 7:00 p.m. on Thursday, June 6, 2019 through 7:00 a.m. on Monday, June 10, 2019 and waive corresponding street closure fees; 4) Approve the closure of Robertson Blvd. from Melrose Ave. to Santa Monica Blvd. from 8:00 p.m. on Friday, June 7, 2019 through 12:00 a.m. on Monday, June 10, 2019 and waive corresponding street closure fees; 5) Approve the potential loss of parking meter revenue in the amount of \$43,644; 6) Authorize the Director of Finance and Technology Services to allocate \$418,000 from unallocated General Fund Reserves to Public Safety account number 100-2-04-04-534318 for personnel costs related to the street closures; 7) Receive programming presentation from Christopher Street West and provide staff direction related to Christopher Street West's presentation (Attachment 2); 8) Approve an agreement for services with JJLA in an amount not to exceed \$140,000 for services to supply and build a medical care center inside the L.A. Pride Festival, emergency exit balloons and surveillance cameras (Attachment 3) and authorize City Manager to execute documents incident to the agreement.

5.B. COMMISSION AND ADVISORY BOARD APPOINTMENTS [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider making direct appointments to the Arts & Cultural Affairs Commission, Historic Preservation Commission, Lesbian and Gay Advisory Board, and the Public Facilities Commission.

RECOMMENDATION: 1) Mayor D'Amico will make one (1) direct appointment to the following: a. Historic Preservation Commission, b. Lesbian & Gay Advisory Board-(Female); and 2) Councilmember Heilman will make one (1) direct appointment to the following: a. Arts & Cultural Affairs Commission, b. Public Facilities Commission.

5.C. APPOINTMENT OF A COUNCILMEMBER TO THE CSW/PRIDE COUNCIL SUB-COMMITTEE [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider appointing a member to the Christopher Street West/ PRIDE (CSW/Pride) Council Sub-Committee.

RECOMMENDATION: Appoint a Councilmember to the CSW/Pride Council Sub-Committee.

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

6. LEGISLATIVE:

6.A. PROPOSED DOCKLESS BIKE SHARE PILOT PROGRAM [J. KEHO, B. SIEGL, T. WORDEN, S. CAMPBELL, V. GUARINO, C. WAGMAN]:

SUBJECT: The City Council will receive an update regarding options to replace the City's current bike share system, consider a proposed 18-month pilot program to permit a limited number of dockless electric bikes in the City of West Hollywood and consider related municipal code amendments to allow for dockless bike share in order to continue to provide healthy, flexible transportation options.

RECOMMENDATIONS: 1) Direct staff to establish an 18-month pilot program to permit one company to operate a limited number of dockless electric bikes in West Hollywood; 2) In order to allow for permitted dockless bike share operations within City boundaries, staff recommends the City Council introduce on first reading the following ordinance: Ordinance No. 19-_____: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 11 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO EXEMPT PERMITTED DOCKLESS BICYCLE SHARING SYSTEMS FROM THE BAN ON SHARED ON-DEMAND PERSONAL MOBILITY DEVICES AND SERVICES, CITYWIDE;" 3) Authorize the City Manager or designee to create a selection process and implement administrative regulations for the West Hollywood Dockless Bicycle Sharing Pilot Program Guidelines; and 4) Direct staff to prepare a fee schedule for the 18-month pilot program for inclusion in the Proposed Fee Resolution for Fiscal Year 2019-20.

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 its next regular meeting, which will be on Monday, April 1, 2019 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

UPCOMING MEETING SCHEDULE				
Date	Day	Time	Meeting Type	Location
April 1	Monday	6:30 PM	Regular Meeting	West Hollywood Park Council Chambers
April 15	Monday	6:30 PM	Regular Meeting	West Hollywood Park Council Chambers
May 6	Monday	6:30 PM	Regular Meeting	West Hollywood Park Council Chambers

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are available on-line at
www.weho.org**

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
CLOSED SESSION AGENDA**

**MONDAY, MARCH 18, 2019
6:00 P.M.**

**COUNCIL CHAMBERS, CLOSED SESSION ROOM,
625 N. SAN VICENTE BLVD.
WEST HOLLYWOOD, CA 90069**

- 1. PUBLIC COMMENT ON THE CLOSED SESSION AGENDA**
- 2. CONFERENCE WITH REAL PROPERTY NEGOTIATORS G.C. 54956.8**

- a. Property:** 4336-010-270 and 4336-010-271
621 North Robertson Blvd.
City Negotiator: City Manager or designee
Property Owner: City of Beverly Hills
Under Negotiation: Price and Terms of Payment (Purchase)
- b. Property:** 5554-025-900
8383 Santa Monica Blvd.
City Negotiator: City Manager or designee
Property Owner: City of West Hollywood
Under Consideration: Various Leasing Options

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
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Date: 3-13-19
Signature: C. Ross