

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

**TUESDAY, FEBRUARY 18, 2025**

**5:30 P.M.**

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

- 1. CONVENE IN OPEN SESSION**
- 2. PUBLIC COMMENT ON THE CLOSED SESSION AGENDA**
- 3. RECESS TO CLOSED SESSION**
- 4. LITIGATION**

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:

**CONFERENCE WITH LEGAL COUNSEL- ANTICIPATED LITIGATION G.C.  
§ 54956.9(d)(2) and e(3): 1 matter**

Threat of litigation and claim from Attorney Jerry Neuman in a letter dated June 24, 2024, related to the streetscape and gathering space improvements on Melrose between Norwich and Huntley.



# CITY OF WEST HOLLYWOOD CITY COUNCIL AGENDA

**TUESDAY, FEBRUARY 18, 2025**

**6:00 PM – ADJOURNED REGULAR MEETING**

**5:30 P.M. – CLOSED SESSION: See attached Closed Session Agenda**

**WEST HOLLYWOOD PARK PUBLIC MEETING ROOM  
COUNCIL CHAMBERS – 625 N. SAN VICENTE BOULEVARD**

**Council Chambers opens at 5:15 p.m. when there is a Closed Session Scheduled.  
Otherwise, Council Chambers opens at 5:30 p.m.**

## **LAND ACKNOWLEDGEMENT:**

“The West Hollywood City Council acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.”

## **PUBLIC COMMENT AND RULES OF DECORUM:**

The City Council values your comments and acknowledges the right of the public to address issues that are within the City’s jurisdiction and invites the public to do so during the City Council meeting. However, this public participation must be balanced with the need of the City Council to conduct the public’s business in a fair and efficient manner, free from disruption or disturbance. The City offers multiples ways for the public to participate during the meeting.

During the first Public Comment section of the agenda, any member of the public may address the City Council on items appearing on the Consent Calendar. Comments concerning other items on the agenda will be heard at the time the item is considered during the meeting; however, they may be offered at this time if a member of the public cannot be in attendance later in the evening. Members of the public may also comment upon any other item of interest that is within the subject matter jurisdiction of the City Council at this time, or later in the meeting under the second Public Comment period. Please see Agenda Item No. 1 below for more information.

The City expects that everyone who participates in the meeting will do so with respect and dignity. Please refrain from using abusive, derogatory, and slanderous language, or behaving in a way that disrupts the meeting.

Speakers should not bring to the podium any items other than a prepared written statement and/or writing materials.

Speakers and any other members of the public may not approach the dais at any time during the meeting without prior consent from the Mayor.

Speakers may only speak once on any agenda item. Donating public comment time to others is prohibited.

Members of the audience shall not engage in disorderly or boisterous conduct, including the utterance of loud, threatening, or abusive language, whistling, stamping of feet or other acts which disturb, disrupt, impede, or otherwise render the orderly conduct of the City Council meeting unfeasible.

Persons in the audience should refrain from creating, provoking, or participating in any type of unwelcome physical contact.

Please see the Rules of Conduct for City Council meetings for additional rules and expectations for conducting the City Council meetings.

If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (323) 848-6800.



#### **TO PARTICIPATE BY PROVIDING WRITTEN CORRESPONDENCE OR AN E-COMMENT:**

Members of the public who wish to comment on matters before the City Council are strongly encouraged to submit written correspondence to [publiccomment@weho.org](mailto:publiccomment@weho.org) or submit an E-Comment by visiting [www.weho.org/wehotv](http://www.weho.org/wehotv) no later than 12:00 p.m. on Council meeting day. *Note: Written Correspondence and E-Comments will not be read into the record during the City Council meeting; however, correspondence received by 12:00 p.m. will be forwarded to the City Council and posted on the City's website as part of the official meeting record. Your comments and information will become part of the official public record. If you do not want your personal information included in the official record, please do not include your address and/or phone number.*

#### **TO PARTICIPATE BY PROVIDING PUBLIC COMMENT BY TELEPHONE:**

(Please note: This option is to provide public comment via phone ONLY. To view the meeting, please see information on how to view the meeting provided above.)

1. You are required to register to speak via Zoom by emailing [publiccomment@weho.org](mailto:publiccomment@weho.org) no later than 12:00 p.m. on the City Council meeting day, to be added to the Zoom Public Speaker List for the meeting. Please include your name, the phone number from which you will be calling, and which item(s) you would like to speak on.
2. Dial-in 10 minutes prior to the start of the meeting (the meeting begins at 6:00 p.m.). During Approval of the Agenda items may be moved to the Consent Calendar; therefore, members of the public who have signed up to speak on any

item with the City Clerk's Office should be in the queue by 5:50 p.m. **\*\*Please note that City Clerk staff cannot respond to emails during the meeting. This means that email and text message requests made to speak by phone on additional agenda items during the meeting cannot be accommodated during the meeting.**

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting. For people who are Deaf or hard of hearing dial 711 or 1-800-735-2929 (TTY) or 1-800-735-2922 (voice) for California Relay Service (CRS) assistance. If you require accommodations to participate in the meeting, please contact the City Clerk's Office at (323) 848-6800 at least 72 hours before the meeting date.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, call 323-GO-METRO (323/466-3876) or go to [www.metro.net](http://www.metro.net).

If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (323) 848-6800.

***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).***

**CALL TO ORDER:**

**PLEDGE OF ALLEGIANCE:**

**ROLL CALL:**

**REPORT OF CLOSED SESSION AGENDA:**

**APPROVAL OF AGENDA:**

**LEVINE ACT DISCLOSURES:** This time has been set aside for any Councilmember to provide their disclosures subject to the Levine Act for any item(s) on the posted agenda.

**ADJOURNMENT MOTIONS:**

- A. PUBLIC COMMENT:** The City Council values your comments; however, pursuant to the Brown Act, the 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. **PUBLIC COMMENTS ON CONSENT CALENDAR ITEMS WHICH HAVE NOT BEEN REMOVED FROM THE CONSENT CALENDAR:**
2. **PUBLIC COMMENTS, GENERAL INTEREST:**

**CITY MANAGER'S REPORT:** This time has been 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:**

- B. **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.
  - B.1. **POSTING OF AGENDA [J. JIMENEZ, M. CROWDER, L. MORALES]:**  
*SUBJECT: The agenda for the meeting of Tuesday, February 18, 2025, was posted at City Hall, Plummer Park, the West Hollywood Library, and the Aquatics & Recreation Center (ARC) on Wednesday, February 12, 2025.*  
RECOMMENDATION: Receive and file.
  - B.2. **APPROVAL OF MINUTES [J. JIMENEZ, M. CROWDER, L. MORALES]:**  
*SUBJECT: The City Council is requested to approve the minutes of the prior City Council meeting.*  
RECOMMENDATION: Approve the meeting minutes of February 3, 2025
  - B.3. **APPROVAL OF DEMAND REGISTER NO. 964 [L. QUIJANO, K. BARENG, S. STEPHENS]:**  
*SUBJECT: The City Council shall receive the Demand Register for period ending February 7, 2025 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.*  
RECOMMENDATION: Approve Demand Register No. 964 and Adopt Resolution No. 25-011: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 964".

**B.4. CLAIMS ADMINISTRATION [J. JIMENEZ, M. CROWDER, Y. ZHOSAN]:**

*SUBJECT: The City Council is receiving notification that the City's third-party administrator Carl Warren & Co. has denied three (3) Claims for Damages from Alan Dunn, Elliott Dunn, and Patricia Dunn.*

RECOMMENDATION: Receive and file.

**B.5. ADOPT ORDINANCE NO. 25-03 (2ND READING): "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, AMENDING SECTIONS 15.16.030, 15.28.010, 15.36.030, 15.36.040, 15.36.080, 15.40.010, 15.40.030 AND 15.40.040 OF TITLE 15 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO REMOVE THE PERMIT REQUIREMENT FOR THE SELF-HAULING OF SOLID WASTE AND CLARIFY TERMINOLOGY APPLICABLE TO RESIDENTS FOR SOLID WASTE SERVICES" [J. JIMENEZ, M. CROWDER, L. MORALES]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-03, amending Sections 15.16.030, 15.28.010, 15.36.030, 15.36.040, 15.36.080, 15.40.010, 15.40.030 and 15.40.040 of Title 15 of the West Hollywood Municipal Code to remove the permit requirement for the self-hauling of solid waste and clarifying terminology applicable to the residents for solid waste services.*

RECOMMENDATION: Waive further reading and adopt Ordinance No. 25-03: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, AMENDING SECTIONS 15.16.030, 15.28.010, 15.36.030, 15.36.040, 15.36.080, 15.40.010, 15.40.030 AND 15.40.040 OF TITLE 15 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO REMOVE THE PERMIT REQUIREMENT FOR THE SELF-HAULING OF SOLID WASTE AND CLARIFY TERMINOLOGY APPLICABLE TO RESIDENTS FOR SOLID WASTE SERVICES."

**B.6. ADOPT ORDINANCE NO. 25-04 (2ND READING): "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 19.36 OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE REGULATING ACCESSORY DWELLING UNITS AND, JUNIOR ACCESSORY DWELLING UNITS AND FINDING THE ACTION TO BE STATUTORILY EXEMPT FROM CEQA UNDER PUBLIC RESOURCES CODE §21080.17 AND SECTION 15061(B)(3) OF THE STATE CEQA GUIDELINES" [J. JIMENEZ, M. CROWDER, L. MORALES]:**

*SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-04, amending Chapter 19.36 of the City of West Hollywood Municipal Code regulating accessory dwelling units and junior accessory dwelling units and finding the action to be statutorily exempt from CEQA under Public Resources Code Section 21080.17 and Section 15061(b)(3) of the State CEQA guidelines.*

RECOMMENDATION: Waive further reading and adopt Ordinance No. 25-04: "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 19.36 OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE REGULATING ACCESSORY DWELLING UNITS AND, JUNIOR ACCESSORY DWELLING UNITS AND FINDING THE ACTION TO BE STATUTORILY

EXEMPT FROM CEQA UNDER PUBLIC RESOURCES CODE §21080.17 AND SECTION 15061(b)(3) OF THE STATE CEQA GUIDELINES.”

**B.7. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [J. JIMENEZ, M. CROWDER, L. MORALES]:**

*SUBJECT: The City Council will receive Synopses from the Human Services Commission.*

RECOMMENDATION: Receive and file.

**B.8. TREASURER’S REPORT FOR DECEMBER 2024 [L. QUIJANO, K. BARENG, S. STEPHENS]:**

*SUBJECT: The City Council will receive the Treasurer’s Reports for the month ended December 2024 pursuant to Section 53646 of the Government Code of the State of California.*

RECOMMENDATION: Receive and file the December 2024 Treasurer’s Report.

**B.9. 2024 CO-SPONSORED AND COUNCIL-INITIATED EVENTS [Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will receive a summary of co-sponsored events and Council-initiated events from 2024.*

RECOMMENDATION: Receive and file.

**B.10. UPDATE ON CAPITAL PROJECTS IMPLEMENTATION [S. CAMPBELL, B. LEAGUE, A. BARTLE, R. ABRAMSON, M. BARKER, H. COLLINS, J. GILMOUR]:**

*SUBJECT: This is a quarterly update on major capital improvement projects related to City-owned properties and public parks (exclusive of infrastructure related projects), including status of the projects and timelines. The projects are listed in priority of completion.*

RECOMMENDATION: Receive an update on the City’s major capital program.

**B.11. DESIGN WEST HOLLYWOOD 2025 [L. BIERY, P. KESPRADIT]:**

*SUBJECT: The City Council will consider approving the waiver of Special Event Permit fees, Parking Meter Fees, and Encroachment Permit Fees for City businesses within the West Hollywood Design District during “Design West Hollywood” which will be held from March 4 - 6, 2025.*

RECOMMENDATION: Approve the waiver of Special Event Permit fees, Parking Meter Fees, and Encroachment Permit Fees for City businesses within the West Hollywood Design District for activating their businesses between March 4 and March 6, 2025, for “Design West Hollywood”, in an amount not to exceed \$5,000 in waived fees.

**B.12. AGREEMENT TO PURCHASE SHARP MULTI-FUNCTIONAL PRINTERS WITH MAINTENANCE AND SUPPLIES VIA SOURCEWELL COOPERATIVE PURCHASING AGREEMENT [L. QUIJANO, E. TSIPIS, K. DEVINE]:**

*SUBJECT: The City Council will consider approving an agreement to purchase Sharp Multi-Functional Printers with five-year maintenance and consumable supplies for the duration of the agreement.*

RECOMMENDATIONS: 1) Approve a Sourcewell Cooperative Agreement with Sharp Electronics to replace 11 Multi-Functional Printers and five years of support for a total not-to-exceed amount of \$375,000; and 2) Authorize the City Manager or designee to execute documents incident to the Agreement.

**B.13. AMENDMENT NO. 4 TO THE AGREEMENT FOR SERVICES WITH MAGNA CONSULTING & DESIGN FOR DESIGN SERVICES FOR CIP 2204, RULE 20B OVERHEAD TO UNDERGROUND CONVERSION LA PEER DRIVE & ALMONT DRIVE [H. COLLINS, J. GILMOUR]:**

*SUBJECT: The City Council will consider amending the Agreement for Services with Magna Consulting & Design for design services for CIP 2204, Rule 20B Overhead to Underground Conversion La Peer Drive & Almont Drive, to increase the not-to-exceed amount of the Agreement.*

RECOMMENDATIONS: 1) Approve Amendment No. 4 to the Agreement for Services with Magna Consulting & Design to increase the amount of the agreement by \$198,625 for a total not-to-exceed amount of \$468,678; and 2) Authorize the City Manager or designee to execute documents incident to the agreement.

**B.14. AWARD OF AN AGREEMENT FOR PROFESSIONAL SERVICES TO SWA GROUP, INC. FOR THE PLUMMER PARK MASTER PLAN: PHASE 1: ASSESSMENT, OUTREACH AND PROGRAMMING (CIP 41-05) [J. ROCCO, S. CAMPBELL, R. ABRAMSON, M. BARKER, S. MARTINEZ, H. COLLINS]:**

*SUBJECT: The City Council will consider approving the award of an Agreement for Professional Services to SWA Group, Inc., to provide professional services related to the Plummer Park Master Plan: Phase 1 (CIP 41-05), including community outreach and stakeholder engagement, park programming analyses, and an updated park needs assessment.*

RECOMMENDATIONS: 1) Approve an Agreement for Professional Services with SWA Group, Inc. to provide community engagement, park programming, and design-related professional services for the Plummer Park Master Plan (CIP 41-05), Phase 1: Assessment, Outreach, and Programming in the amount of \$312,130 with a contingency of up to 10% for related services for a total not-to-exceed amount of \$343,343; and 2) Authorize the City Manager or designee to execute all documents incident to the Agreement.

**B.15. NATIONAL WOMEN'S HISTORY MONTH 2025 [Y. QUARKER, A. LOVANO, J. DEL TORO, L. FOOKS]:**

*SUBJECT: The West Hollywood City Council will consider approving programming for the City's annual celebration of National Women's History Month.*

RECOMMENDATIONS: 1) Approve programming for National Women's History Month 2025 and direct the appropriate City staff to coordinate the production and promotion of National Women's History Month activities; 2) Authorize the use of

the City's name and logo on invitations, programs, and other collateral materials; 3) Direct the Communications Department to utilize all appropriate communications tools to promote the City's celebration of National Women's History Month via social media platforms and distribution of information; 4) Approve the use of the West Hollywood Aquatic Center Doheny Room and waiver of the facility fee (estimated \$384) and waiver of parking fees in the five-story parking structure for the Hollywood NOW Herstory Awards (estimated \$300); and 5) Approve the waiver of parking fees in the five-story parking structure for the V-Day/One Billion Rising event (estimated \$900).

**B.16. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD FOR RECEIPT OF \$102,750 IN YEAR 5 PERMANENT LOCAL HOUSING ALLOCATION FUNDING (PLHA) FROM THE LOS ANGELES COUNTY DEVELOPMENT AUTHORITY [S. CAMPBELL, B. LEAGUE, A. BARTLE]:**

*SUBJECT: The City Council will adopt a Resolution for receipt of \$102,750 in Year 5 Permanent Local Housing Allocation Funding (PLHA) from the Los Angeles County Development Authority. The funding allocation will be placed in the Affordable Housing Trust Fund to support the production affordable housing developments in the City of West Hollywood.*

RECOMMENDATION: 1) Adopt Resolution No. 25-\_\_\_\_\_: "RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD FOR RECEIPT OF YEAR 5 PERMANENT LOCAL HOUSING ALLOCATION FUNDING FROM THE LOS ANGELES COUNTY DEVELOPMENT AUTHORITY IN AN AMOUNT UP TO \$102,500; 2) Authorize the City Manager or designee to apply for and execute the Agreement and all necessary contracts, payment requests, and amendments to secure the grant funds; and 3) Authorize the Director of Finance and Technology Services to increase budgeted revenues in the Affordable Housing Trust Fund by the amount of the grant application, \$102,500.

**C. PUBLIC HEARINGS:**

**C.1. A RESOLUTION OF INTENTION TO MODIFY THE BASIS AND METHOD OF LEVYING ASSESSMENTS WITHIN THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT BY ESTABLISHING A PROCEDURE FOR WAIVER OF PENALTIES AND/OR INTEREST ON DELINQUENT ASSESSMENTS [ ]:**

*SUBJECT: The City Council will consider adopting Resolution No. \_\_\_\_\_, which proposes to modify the basis and method of levying assessments within the Sunset Strip Business Improvement District (BID) by establishing a new procedure for waivers of penalties and interest on delinquent assessments. It is recommended that the City Council proceed with adopting this resolution and set a date, time, and location for a public hearing to consider the proposed modifications.*

RECOMMENDATION: This Public Hearing is Continued to a Date Uncertain.

**D. LEGISLATIVE:**

**D.1. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO SECTION 10.28.050 OF THE MUNICIPAL CODE REGARDING UTILIZING THE PARKING CREDITS POOL [H. COLLINS, N. MARICICH, J. ALKIRE, V. GUARINO, B. BORTFELD]:**

*SUBJECT: The City Council will consider approving an ordinance amending section 10.28.050 of the West Hollywood Municipal Code regarding utilizing the parking credits pool.*

RECOMMENDATION: Introduce on first reading, by title only, Ordinance No. 25-\_\_\_\_\_: "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE MUNICIPAL CODE REGARDING UTILIZING THE PARKING CREDITS POOL."

**E. UNFINISHED BUSINESS:**

**E.1. MID-YEAR UPDATE OF THE FISCAL YEAR 2024-25 OPERATING BUDGET AND PROGRESS ON WORK PLAN PRIORITIES [D. WILSON, J. ROCCO, C. SAFRIET, M. LINDLEY]:**

*SUBJECT: The City Council will receive a report on revenues and expenditures for Fiscal Year 2023-24 and a mid-year budget update for the first half of Fiscal Year 2024-25, including proposed mid-year budget adjustments, adding three new full-time equivalent (FTE) positions, a reclassification of one position, and a report of progress on departmental work plan priorities.*

RECOMMENDATIONS: 1) Receive a report on Fiscal Year 2023-24 revenues and expenditures; 2) Receive an update on the Fiscal Year 2024-25 Budget and approve budget adjustments identified in the attached "Proposed Mid-Year Adjustments to the Fiscal Year 2024-25 Budget"; 3) Receive and file the Progress on FY 2024-25 Departmental Work Plan Priorities and FY 2025-26 Budget Schedule; 4) Approve adding three full-time equivalent (FTE) regular positions: a. 1 Senior Planner, Community Development, b. 1 Project Development Administrator, Community Development, c. 1 Administrative Specialist IV, Community Development; and 5) Approve the reclassification of the Traffic Management Program Specialist position to Assistant Engineer (Civil) within the Engineering Division of the Department of Public Works.

**E.2. UPDATE ON MAJOR DEVELOPMENT PROJECTS [N. MARICICH, J. ALKIRE, B. GALAN]:**

*SUBJECT: The City Council will receive a quarterly update on the status of major development projects, as requested.*

RECOMMENDATION: Receive and file this report.

**F. NEW BUSINESS:**

**F.1. REQUEST FOR A COMMITMENT LETTER FOR A GROUND LEASE AND AUTHORIZATION TO ISSUE A LOAN FROM THE AFFORDABLE HOUSING TRUST FUND IN THE AMOUNT OF \$1,000,000 FOR DEVELOPMENT OF AN**

**AFFORDABLE HOUSING PROJECT AT 1047-1057 CRESCENT HEIGHTS BOULEVARD AND \$200,000 FOR ASSOCIATED PLAN CHECK FEES [S. CAMPBELL, B. LEAGUE, A. BARTLE]:**

*SUBJECT: The City Council will consider issuing a commitment letter for a long-term Ground Lease and a loan from the Affordable Housing Trust Fund to the Community Corporation of Santa Monica, a non-profit housing developer and operator, in the amount of \$1,000,000 for development costs at 1047 and 1057 N. Crescent Heights Boulevard.*

*RECOMMENDATIONS: 1) Authorize the City Manager or designee to execute a commitment letter in substantially the form attached, pledging \$1,000,000 for associated development costs for the development of 39 affordable housing units at 1047-1057 Crescent Heights Boulevard and authorize the City Manager, or designee, to execute all documents incident to the Agreement; 2) Authorize the City Manager or designee to execute long term Ground Lease Option for the development of 39 affordable housing units at 1047-1057 N. Crescent Heights Boulevard. and authorize the City Manager, or designee, to execute all documents incident to the Ground Lease; and 3) Authorize the Director of Finance and Technology Services to allocate \$1,000,000 from the Affordable Housing Trust fund for the purposes of funding the loan and \$200,000 from the Affordable Housing Trust Fund to cover the cost of plan check fees.*

**F.2. SUNSET STRIP STREET POLE BANNER POLICY UPDATE AND APPROVAL OF A LICENSE AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT FOR THE USE OF CITY STREET POLES FOR SIGNAGE [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:**

*SUBJECT: The City Council will consider adopting the updated Sunset Strip Street Pole Banner Policy and approving the License Agreement Between the City of West Hollywood and the Sunset Strip Business Improvement District for the Use of City Street Poles for Signage.*

*RECOMMENDATIONS: 1) Adopt the updated Sunset Strip Business Improvement District Street Pole Banner Policy; 2) Approve a License Agreement Between the City of West Hollywood and the Sunset Strip Business Improvement District for the Use of City Street Poles for Signage; and 3) Waive Encroachment and Extended Hours Permit fees for each installation and removal for a total estimated annual fee waiver cost of approximately \$19,000.*

**F.3. WEST HOLLYWOOD DESIGN DISTRICT STREET POLE BANNER POLICY UPDATE AND APPROVAL OF A LICENSE AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE WEST HOLLYWOOD DESIGN DISTRICT FOR THE USE OF CITY STREET POLES FOR SIGNAGE [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:**

*SUBJECT: The City Council will consider adopting the updated West Hollywood Design District Street Pole Banner Policy and approving the License Agreement Between the City of West Hollywood and the West Hollywood Design District for the Use of City Street Poles for Signage.*

*RECOMMENDATIONS: 1) Adopt the updated West Hollywood Design District*

Street Pole Banner Policy; 2) Approve a License Agreement Between the City of West Hollywood and the West Hollywood Design District for the Use of City Street Poles for Signage; and 3) Waive Encroachment and Extended Hours Permit fees for each installation and removal for a total estimated annual fee waiver cost of approximately \$19,000.

**F.4. ANNUAL JUNETEENTH EVENT [Y. QUARKER, A. LOVANO, J. DEL TORO, J. DUCKWORTH]:**

*SUBJECT: The City Council will consider a request to increase the event budget for the City of West Hollywood's annual Juneteenth commemorative event. Programming for this year's event will feature Black-owned vendors and business owners, speakers, and live entertainment at West Hollywood Park on Saturday, June 21, 2025, from 11:00am to 5:00pm.*

RECOMMENDATIONS: 1) Approve an increase to the event budget associated with the City's annual Juneteenth event from \$2,000 to \$10,000 as requested by the Social Justice Advisory Board; 2) Approve the waiver of fees for Facility Use, Event Permits, Encroachment Permits, and Building & Safety Permits, and provide parking validations for participants and attendees at the 5-story parking structure (estimated \$8,550); 3) Authorize the Director of Finance and Technology Services to allocate \$8,000 from General Fund reserves for costs associated with the event; 4) Authorize the use of the City name and logo on invitations, programs, and other collateral materials for the event; and 5) Direct the Communications Department to utilize all appropriate communication tools to promote the events including, but not limited to, the City's website, a press release, and social media tools.

**F.5. ARTS PROGRAMMING IN RECOGNITION OF BLACK HISTORY MONTH 2026 [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO]:**

*SUBJECT: The City Council will consider directing staff to work with the Arts and Cultural Affairs Commission to develop arts programming for Black History Month 2026.*

RECOMMENDATION: Direct staff to work with the Arts and Cultural Affairs Commission to develop arts programming for Black History Month 2026.

**F.6. WEHO LOVES LOCALS PROGRAM EXPANSION, NEW GIFT CARD PROGRAM [C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will direct staff to develop a gift card program in partnership with Visit West Hollywood, as an expansion of the WeHo Loves Locals program. This initiative aims to stimulate local economic activity, encourage community members to shop and dine locally, and provide direct support to West Hollywood businesses.*

RECOMMENDATIONS: 1) Direct staff to partner with Visit West Hollywood to establish a gift card program as an expansion of the WeHo Loves Locals program; and 2) Direct staff to obtain cost estimates from Visit West Hollywood for implementing and managing the program and return to the City Council with a request for funding and timeline for the launch of the program.

**F.7. SISTER CITIES PROGRAM [C. BYERS, D. HANG, Y. QUARKER, A. LOVANO, J. DEL TORO, J. CARTER]:**

*SUBJECT: The City Council will direct staff to explore establishing a sister city program. As part of this direction, staff will evaluate a possible membership with Sister Cities International, an organization focused on strengthening the sister city network. Joining this network fosters partnership with an international community, provides access to events and programs, and promotes citizen diplomacy.*

RECOMMENDATIONS: 1) Direct staff to explore establishing a sister city program in West Hollywood; and 2) Direct staff to return to the City Council with recommendations on formally establishing the sister city program, including becoming a member of Sister Cities International, options for reviewing and establishing sister city partnerships, staff time and involvement, and a funding request if needed.

**EXCLUDED CONSENT CALENDAR:**

**PUBLIC COMMENT:**

**COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:** This portion of the meeting is set aside for general comments, announcements, requests of staff, subcommittee meeting reports, and/or other issues of concern from members of the City Council.

**ADJOURNMENT:** The City Council will adjourn to a Joint Study Session of the City Council and Planning Commission which will be on Monday, February 24, 2025 at 6:00 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

**City Council Agendas and Staff Reports  
are available on-line at  
[www.weho.org](http://www.weho.org)**

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 this document was posted on:

Date: February 12, 2025  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk