



CITY OF WEST HOLLYWOOD CITY COUNCIL AGENDA

MONDAY, JULY 7, 2025

6:00 PM – REGULAR MEETING

**5:30 P.M. – CLOSED SESSION: See attached Closed Session Agenda
(Revised 7/4/25)**

**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 or submit an E-Comment by visiting 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 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.

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:

PRESENTATIONS:

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.

A.1. PUBLIC COMMENTS ON CONSENT CALENDAR ITEMS WHICH HAVE NOT BEEN REMOVED FROM THE CONSENT CALENDAR:

A.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 Monday, July 7, 2025, was posted at City Hall, Plummer Park, the West Hollywood Library, and the Aquatics & Recreation Center (ARC) on Wednesday, July 2, 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 June 23, 2025.

B.3. APPROVAL OF DEMAND REGISTER NO. 973 [E. TSIPIIS, K. BARENG, S. HERNANDEZ]:

SUBJECT: The City Council shall receive the Demand Register for period ending June 27, 2025 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.

RECOMMENDATION: Approve Demand Register No. 973 and Adopt Resolution No. 25-050: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 973".

- B.4. ADOPT ORDINANCE NO. 25-10 (2ND READING): "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, ADOPTING AN AMENDMENT TO TITLE 19, ZONING ORDINANCE OF THE WEST HOLLYWOOD MUNICIPAL CODE, TO REQUIRE A NEIGHBORHOOD MEETING FOR PROJECTS SEEKING DEVELOPMENT AGREEMENTS AND FINDING SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT AND IS OTHERWISE EXEMPT UNDER STATE CEQA GUIDELINES SECTION 15061(B)(3)" [J. JIMENEZ, M. CROWDER, L. MORALES]:**

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-10, adopting an amendment to Title 19, Zoning Ordinance of the West Hollywood Municipal Code, to require a neighborhood meeting for projects seeking development agreements and finding such action does not qualify as a project subject to the California Environmental Quality Act and is otherwise exempt under State CEQA guidelines Section 15061(B)(3).

RECOMMENDATION: Waive further reading and adopt Ordinance No. 25-10: "AN ORDINANCE ADOPTING AN AMENDMENT TO TITLE 19, THE ZONING ORDINANCE OF THE WEST HOLLYWOOD MUNICIPAL CODE, TO DESIGNATE ELECTRIC VEHICLE (EV) CHARGING SITES AND ELECTRIC VEHICLE (EV) SERVICES STATIONS AS A PRIMARY USE IN DESIGNATED COMMERCIAL ZONES AND FINDING THE ACTION EXEMPT FROM CEQA."

- B.5. ADOPT ORDINANCE NO. 25-12 (2ND READING): "AN ORDINANCE ADOPTING AN AMENDMENT TO TITLE 19, THE ZONING ORDINANCE OF THE WEST HOLLYWOOD MUNICIPAL CODE, TO DESIGNATE ELECTRIC VEHICLE (EV) CHARGING SITES AND ELECTRIC VEHICLE (EV) SERVICES STATIONS AS A PRIMARY USE IN DESIGNATED COMMERCIAL ZONES, AND FINDING THE ACTION EXEMPT FROM CEQA" [J. JIMENEZ, M. CROWDER, L. MORALES]:**

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-12, adopting an amendment to Title 19, the Zoning Ordinance of the West Hollywood Municipal Code, to designate electric vehicle (EV) charging sites and electric vehicle (EV) services stations as a primary use in designated commercial zones, and finding the action exempt from CEQA.

RECOMMENDATION: Waive further reading and adopt Ordinance No. 25-12: “AN ORDINANCE ADOPTING AN AMENDMENT TO TITLE 19, THE ZONING ORDINANCE OF THE WEST HOLLYWOOD MUNICIPAL CODE, TO DESIGNATE ELECTRIC VEHICLE (EV) CHARGING SITES AND ELECTRIC VEHICLE (EV) SERVICES STATIONS AS A PRIMARY USE IN DESIGNATED COMMERCIAL ZONES AND FINDING THE ACTION EXEMPT FROM CEQA.”

- B.6. ADOPT ORDINANCE NO. 25-13 (2ND READING): “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, MODIFYING THE BASIS AND METHOD OF LEVYING ASSESSMENTS WITHIN THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT BY ESTABLISHING A PROCEDURE FOR WAIVER OF PENALTIES AND INTEREST ON DELINQUENT ASSESSMENTS, CODIFYING THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT REGULATIONS INTO THE WEST HOLLYWOOD MUNICIPAL CODE, AND MAKING FINDINGS UNDER CEQA” [J. JIMENEZ, M. CROWDER, L. MORALES]:**

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-13, modifying the basis and methos of levying assessment within the Sunset Strip Business Improvement District by establishing a procedure for waiver of penalties and interest by establishing a procedure for waiver of penalties and interest on delinquent assessments, codifying the Sunset Strip Business Improvement District regulations into the West Hollywood Municipal Code, and making findings under CEQA. This item is exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3).

RECOMMENDATION: Waive further reading and adopt Ordinance No. 25-13: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, MODIFYING THE BASIS AND METHOD OF LEVYING ASSESSMENTS WITHIN THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT BY ESTABLISHING A PROCEDURE FOR WAIVER OF PENALTIES AND INTEREST ON DELINQUENT ASSESSMENTS, CODIFYING THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT REGULATIONS INTO THE WEST HOLLYWOOD MUNICIPAL CODE, AND MAKING FINDINGS UNDER CEQA.”

- B.7. ADOPT ORDINANCE NO. 25-14 (2ND READING): “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, MODIFYING THE BASIS AND METHOD OF LEVYING ASSESSMENTS WITHIN THE WEST HOLLYWOOD DESIGN DISTRICT BY ESTABLISHING A PROCEDURE FOR WAIVER OF PENALTIES AND INTEREST ON DELINQUENT ASSESSMENTS, UPDATING WEST HOLLYWOOD MUNICIPAL CODE CHAPTER 5.128 TO REFERENCE THE WEST HOLLYWOOD DESIGN DISTRICT, AND MAKING**

FINDINGS UNDER CEQA” [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will waive further reading and adopt Ordinance No. 25-14, modifying the basis and method of levying assessments within the West Hollywood Design District by establishing a procedure for waiver of penalties and interest on delinquent assessments, updating West Hollywood Municipal Code Chapter 5.128 to reference the West Hollywood Design District. This item is exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3).

RECOMMENDATION: Waive further reading and adopt Ordinance No. 25-14: “ AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, MODIFYING THE BASIS AND METHOD OF LEVYING ASSESSMENTS WITHIN THE WEST HOLLYWOOD DESIGN DISTRICT BY ESTABLISHING A PROCEDURE FOR WAIVER OF PENALTIES AND INTEREST ON DELINQUENT ASSESSMENTS, UPDATING WEST HOLLYWOOD MUNICIPAL CODE CHAPTER 5.128 TO REFERENCE THE WEST HOLLYWOOD DESIGN DISTRICT, AND MAKING FINDINGS UNDER CEQA.”

B.8. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [J. JIMENEZ, M. CROWDER, L. MORALES]:

SUBJECT: The City Council will receive Synopses from the Rent Stabilization Commission, the Disabilities Advisory Board, and the Older Adults Advisory Board.

RECOMMENDATION: Receive and file.

B.9. TREASURER’S REPORT FOR MAY 2025 [E. TSIPIS, K. BARENG, S. STEPHENS]:

SUBJECT: The City Council will receive the Treasurer’s Reports for the month ended May 2025 pursuant to Section 53646 of the Government Code of the State of California.

RECOMMENDATION: Receive and file the May 2025 Treasurer’s Report.

B.10. 2024-25 MID-YEAR REPORT ON SOCIAL SERVICES PROGRAMS [C. SAFRIET, T. CARTER, D. MURRAY]:

SUBJECT: The City Council will receive the Mid-Year Report on Social Services Programs for the 2024-25 contract year.

RECOMMENDATION: Receive and file.

B.11. AGREEMENT FOR SERVICES WITH HR&A ADVISORS, INC. FOR HOUSING ELEMENT IMPLEMENTATION PROJECT (COMMUNITY LAND TRUST FEASIBILITY STUDY) [J. ALKIRE, F. CONTRERAS, T. FARRIS, E. ROTMAN]:

SUBJECT: The City Council will consider approval of an Agreement for Services with HR&A Advisors, Inc. to prepare a Community Land Trust Feasibility Study to explore strategies to preserve, improve, and develop

permanent affordable housing in accordance with Programs 3 and 16 of the City's 6th Cycle Housing Element. The study and plan have no potential for direct physical impacts on the environment and are thus not a project under State CEQA Guidelines section 15061(b)(3).

RECOMMENDATIONS: 1) Approve an Agreement for Services with HR&A Advisors, Inc. in an amount not to exceed \$150,000 and a June 30, 2026, expiration date; 2) Authorize the City Manager or designee to sign and execute all documents related to this Agreement.

B.12. AGREEMENT FOR AS-NEEDED FIBER REPAIR AND INSTALLATION SERVICES WITH HP COMMUNICATIONS, INC. [E. TSIPIIS, K. DEVINE]:

SUBJECT: The City Council will consider approving an Agreement with HP Communications Inc., to provide the City of West Hollywood with As-Needed Fiber Repair and Installation Services.

RECOMMENDATIONS: 1) Approve a three-year agreement with HP Communications, Inc. for a total not-to-exceed amount of \$950,000 for As-Needed Fiber Repair and Installation Services; 2) Authorize the Director of Finance and Technology Services to approve change orders related to associated projects; and 3) Authorize the City Manager or designee to execute documents incident to the Agreement.

B.13. EXTENSION OF THE EXCLUSIVE NEGOTIATION AGREEMENT WITH PLENARY BROADBAND INFRASTRUCTURE WH LLC TO DEVELOP A FIBER NETWORK TO IMPROVE BROADBAND SERVICES CITYWIDE [E. TSIPIIS]:

SUBJECT: The City Council will consider extending the Exclusive Negotiation Agreement with Plenary Broadband Infrastructure WH LLC to allow additional time to negotiate the terms for the Public-Private Partnership to develop a fiber network to improve broadband services citywide.

RECOMMENDATIONS: 1) Approve an extension of the Exclusive Negotiations Agreement with Plenary Broadband Infrastructure WH LLC. until October 31st, 2025, to allow additional time to negotiate a Public-Private Partnership to improve broadband services Citywide; 2) Authorize the City Manager or designee to execute documents incident to the Agreement.

B.14. AWARD OF AN AGREEMENT FOR MAINTENANCE SERVICES TO HARDY & HARPER, INC. FOR ANNUAL STREETS AND ALLEYS MAINTENANCE AND REPAIR SERVICES [H. COLLINS, E. HAMANT]:

SUBJECT: The City Council will consider approving the award of an Agreement for Maintenance Services to Hardy & Harper, Inc. to provide annual streets and alleys maintenance and repair services.

RECOMMENDATIONS: 1) Approve an Agreement for Maintenance Services with Hardy & Harper, Inc. to provide annual streets and alleys maintenance and repair services for a total not-to-exceed amount of

\$1,805,650; and 2) Authorize the City Manager, or designee, to execute all documents incident to the Agreement.

B.15. AWARD OF AN AGREEMENT FOR MAINTENANCE SERVICES TO WGJ ENTERPRISES, INC. DBA PCI FOR ANNUAL AND ON-CALL TRAFFIC STRIPING & ROAD MARKINGS MAINTENANCE SERVICES [H. COLLINS, E. HAMANT]:

SUBJECT: The City Council will consider approving the award of an Agreement for Maintenance Services to WGJ Enterprises, Inc. dba PCI to provide annual and on-call traffic striping and road markings maintenance services.

RECOMMENDATIONS: 1) Approve an Agreement for Maintenance Services with WGJ Enterprises, Inc. dba PCI to provide annual and on-call traffic striping and road markings maintenance services for a total not-to-exceed amount of \$1,407,442.50; and 2) Authorize the City Manager, or designee, to execute all documents incident to the Agreement.

B.16. NATIONAL NIGHT OUT AGAINST CRIME IN WEST HOLLYWOOD [D. RIVAS, A. SHANDI]:

SUBJECT: The City Council will consider designating Tuesday, August 5, 2025, as National Night Out Against Crime in West Hollywood and approve various administrative requests to assist in the success of National Night Out events.

RECOMMENDATIONS: 1) Proclaim August 5, 2025 as “National Night Out” in West Hollywood; 2) Approve all street closures and parking restrictions for National Night Out block parties and allow the City Manager to approve additional street closures for National Night Out 2025 as deemed appropriate; 3) Approve the City’s official sponsorship of all West Hollywood National Night Out events and waive all City fees associated with this event; and 4) Approve lifting parking restrictions within neighborhood watch/resident association National Night Out activation vicinities between 4:00 P.M. to 9:00 P.M.

B.17. WOMEN’S EQUALITY DAY 2025 [Y. QUARKER, A. LOVANO, J. DEL TORO, L. FOOKS]:

SUBJECT: The City Council will consider approval of programming for the City’s annual Women’s Equality Day commemoration to take place on Sunday, August 24, 2025.

RECOMMENDATIONS: 1) Approve programming recommendations from the Women’s Advisory Board to host a Women’s Equality Day 2025 Commemoration on Sunday, August 24, 2025 in Fiesta Hall; and 2) Direct the Communications Department to utilize all appropriate communications tools to promote the event such as the City’s website and social media tools.

B.18. SPINNING SUNSET – SUNSET STRIP BID ACTIVATION EVENT [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 Sunset Strip Business Improvement District (District) and approving the waiver of Temporary Peddler's License Permit Fees for merchants participating in the "Spinning Sunset" activation event, which will be held on Saturday, August 16, 2025.

RECOMMENDATIONS: 1) Approve the waiver of Special Event Permit Fees, Parking Meter Fees, and Encroachment Permit Fees for City businesses within the Sunset Strip Business Improvement District that are activating their businesses on August 16, 2025, for "Spinning Sunset" in an amount not to exceed \$5,000 in waived fees; and 2) Approve the waiver of Temporary Peddler's License Permit Fees for merchants participating in the "Spinning Sunset" activation parking lot, located at 8495 W. Sunset Boulevard on August 16, 2025, in an amount not to exceed \$3,675 in waived fees.

B.19. RESOLUTION APPROVING THE SEWER SYSTEM MANAGEMENT PLAN (SSMP) UPDATE [H. COLLINS, J. GILMOUR]:

SUBJECT: The City Council will consider a resolution approving the Sewer System Management Plan Update.

RECOMMENDATION: Adopt Resolution No. 25-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE SEWER SYSTEM MANAGEMENT PLAN (SSMP) UPDATE, AS REQUIRED BY THE STATE WATER RESOURCES CONTROL BOARD (SWRCB) GENERAL ORDER NO. 2022-0103-DWQ".

B.20. RESOLUTION AMENDING THE SCHEDULES FOR THE INCLUSIONARY HOUSING PROGRAM FOR 2025-2026 [C. SAFRIET, G. AVILES, A. BORGE]:

SUBJECT: The City Council will consider adopting a Resolution amending the schedules for the Inclusionary Housing Program setting 2025-26 rent limits and income requirements.

RECOMMENDATION: Adopt Resolution No. 25-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING THE INCLUSIONARY HOUSING SCHEDULES."

C. PUBLIC HEARINGS: None.

D. LEGISLATIVE:

D.1. WEHO TARGET VISION ZERO - SPEED LIMIT REDUCTION UPDATES AND INTRODUCTION OF AN ORDINANCE ON FIRST READING [N. MARICICH, J. ALKIRE, F. CONTRERAS, D. FENN, H. COLLINS, J. GILMOUR, R. GARLAND]:

SUBJECT: The City Council will consider introducing an ordinance on first reading that codifies speed limit reductions on a subset of narrow residential streets and consider directing staff to conduct additional analysis and coordination for expanded speed limit reduction opportunities on Harratt Street, Almont Drive, and Melrose Avenue. This item is not subject to CEQA (“Public Resources Code section 21000 et seq.) because it does not qualify as a “project” under CEQA.

RECOMMENDATIONS: 1) Receive and file the “Response to City Council Direction Regarding Speed Limit Recommendations Report”; 2) Direct staff to conduct a speed survey for Harrat Street to determine the feasibility of a mandatory lower-speed school zone (15-20 mph); 3) Direct staff to conduct a speed survey for Almont Drive south of Melrose Avenue to determine the feasibility of a lower speed limit (20 mph); 4) Direct staff to work with the City of Los Angeles to evaluate whether both cities can jointly lower the speed limit on Melrose Avenue after the City completes the next Design District Streetscape Segment so the entire West Hollywood corridor can benefit from the reduced speed limit and enhance safety on both sides of the respective city borders; and 5) Introduce on First Reading Ordinance No. 25-_____: “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10, VEHICLES AND TRAFFIC OF THE WEST HOLLYWOOD MUNICIPAL CODE, UPDATING THE LIST OF CONTEXT-APPROPRIATE SPEED LIMITS IN CONFORMANCE WITH THE CALIFORNIA VEHICLE CODE; AND FINDING THAT SUCH ACTION DOES NOT QUALIFY AS A PROJECT SUBJECT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT AND IS OTHERWISE EXEMPT UNDER STATE CEQA GUIDELINES SECTION 15061(B)(3).

E. UNFINISHED BUSINESS:

E.1. UPDATE ON CANNABIS MARKETING AND AMENDMENT TO THE AGREEMENT FOR MARKETING SUPPORT WITH WEST HOLLYWOOD TOURISM MARKETING FUND, DBA EMERALD VILLAGE [L. BIERY, P. KESPRADIT, L. D’AMBROSIA, D. RIVAS, L. LANGER]:

SUBJECT: The City Council will receive an update on cannabis marketing support and consider amending the Agreement for Marketing Support with West Hollywood Tourism Marketing Fund, DBA Emerald Village West Hollywood, for cannabis marketing to extend the term of the agreement by five months to December 31, 2025.

RECOMMENDATIONS: 1) Receive an update on cannabis marketing support; and 2) Authorize the City Manager to negotiate and approve Amendment No. 3 to the Marketing Support Agreement with West Hollywood Tourism Marketing Fund, DBA Emerald Village West Hollywood, to extend the term of the agreement by five additional months to December 31, 2025.

F. NEW BUSINESS:

F.1. CO-SPONSORSHIP OF HOLLYWOOD FOOD COALITION PICKLEBALL FUNDRAISER [J. ERICKSON, C. BYERS, Y. QUARKER, A. LOVANO, J. DEL TORO, J. DUCKWORTH]:

SUBJECT: The City Council will consider a request to Co-Sponsor Hollywood Food Coalition's Pickleball Fundraiser on Saturday, September 6, 2025, at the West Hollywood Park Tennis & Pickleball Courts.

RECOMMENDATIONS: 1) Approve a Co-sponsorship Agreement for the Hollywood Food Coalition's Pickleball Fundraiser on Saturday, September 6, 2025, at the West Hollywood Park Tennis & Pickleball Courts; 2) Authorize the City Manager or his designee to execute documents incident to the Co-Sponsorship Agreement between the City and the Hollywood Food Coalition; 3) Authorize the Director of Finance & Technology Services to allocate \$2,500 from budgeted funds in the Fiscal Year 2026 Special Council Programs account number 100-1-01-00-531001 for costs associated with the event; 4) Authorize the use of the West Hollywood Park Tennis & Pickleball Courts; 5) Approve the waiver of parking fees at the 5-story parking lot for event participants (estimated \$1,200 in waived fees); 6) Authorize the use of the City name and logo on invitations, programs, and other collateral materials for the event; and 7) Direct the Communications Department to utilize all appropriate communication tools to promote the Hollywood Food Coalition's Pickleball Fundraiser, including, but not limited to, the City's website and social media tools.

F.2. CO-SPONSORSHIP OF AMERICAN BORN CHINESE FOUNDATION'S 2025 LOS ANGELES CHILDREN'S BOOK FESTIVAL [D. HANG, J. HEILMAN, A. LOVANO, J. DEL TORO, M. MÁRQUEZ]:

SUBJECT: The City Council will consider co-sponsoring the American Born Chinese Foundation's (ABCF) Los Angeles Children's Book Festival in West Hollywood Park on Sunday, September 7, 2025.

RECOMMENDATIONS: 1) Approve a Co-Sponsorship Agreement with the American Born Chinese Foundation for the Los Angeles Children's Book Festival in West Hollywood Park on Sunday, September 7, 2025; 2) Authorize the City Manager to execute documents incident to the Agreement; 3) Authorize the use of the City name and logo on invitations, programs, and other collateral materials; 4) Waive the Facility Use Fee, Special Event Permit Fee, Encroachment fee, parking at the 5-story parking structure for up to 35 event volunteers and vendors, peddler's permits and business tax licensing fees for vendors at the event, and any other ancillary fees for vendors and event organizers (estimated \$13,397); 5) Direct the Communications Department to utilize all appropriate communication tools to promote the event such as the City's website and social media tools; and 6) Authorize the Director of Finance and Technology Services to allocate \$15,000 from budgeted funds in the Fiscal Year 2026 Special Council Programs account number 100-1-01-00-531001 for costs associated with the event.

F.3. DISCUSSION OF RECENT IMMIGRATION ENFORCEMENT ACTIVITY IN THE LOS ANGELES REGION AND WEST HOLLYWOOD [D. WILSON, L. LANGER]:

SUBJECT: The City Council will consider giving direction to staff on support strategies for affected community members and local businesses and other additional City response activities.

RECOMMENDATION: Discuss and provide direction to staff.

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

PUBLIC COMMENT: This time has been 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 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 its next regular meeting, which will be on Monday, August 4, 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**

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: July 4, 2025
Signature: \\Lulu Morales\\
Office of the City Clerk