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**CITY COUNCIL
CITY OF WEST HOLLYWOOD**

AGENDA

MONDAY, APRIL 20, 2026

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

6:30 P.M. – ADJOURNED REGULAR MEETING

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.”

STATEMENT OF SHARED RESPONSIBILITY FOR RESPECT:

During public meetings, community gatherings, interactions with the public, and with one another, the City endeavors for all participants and attendees to conduct City business and treat others with respect, a core value of the City. This includes being polite, professional, and thoughtful when interacting with others. Our collective commitment to West Hollywood requires intention, cooperation, courtesy, consideration, tolerance, forgiveness, acceptance, inclusiveness, kindness, compassion, and patience. Our respect is expressed not only in the words we choose, but also in our tone, our demeanor, and our actions toward one another.

TO VIEW THE CITY COUNCIL MEETING:

***Please note that City's website (www.weho.org/wehotv) is the only official viewing platform for the City of West Hollywood's public meetings. To afford the public with a multitude of viewing options and in order to expand access to our public meetings, broadcasts are also available as a courtesy on local cable television and multiple streaming platforms. However, because they are a third party and operate independently from the City of West Hollywood, their reliability cannot be guaranteed. Broadcasts of public meetings can be found on Spectrum Cable Television's Channel

10 within West Hollywood's borders. Digital streaming platform viewers can easily find programming by searching for "WeHoTV" within the search functions of the following services. Android TV, Apple TV, Fire TV, Roku and YouTube.

If your video or audio device has buffering or streaming issues while accessing our LIVE feed, please access the meeting at the City's website www.weho.org/wehotv for updated information and troubleshooting tips for your device and visit www.weho.org/councilagendas for information on how to participate by phone. If you are having difficulties connecting to the meeting you can also call (323) 848-3151.

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 course of the meeting; however, they may be offered at this time if the 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.



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. If special assistance to participate in this meeting is required, (e.g., an American Sign Language interpreter for people who are Deaf or hard of hearing), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6800 at least 48 hours prior to the meeting. The City TTY line is (323) 848-6496.

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:

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:

SUBJECT: The agenda for the meeting of Monday, April 20, 2026, was posted at City Hall, Plummer Park, and the Aquatics & Recreation Center (ARC) on Wednesday, April 15, 2026.

RECOMMENDATION: Receive and file.

B.2. APPROVAL OF MINUTES:

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

RECOMMENDATION: Approve the minutes of April 6, 2026.

B.3. APPROVAL OF DEMAND REGISTER NO. 990 [O. JONES, K. BARENG, S. HERNANDEZ]:

SUBJECT: The City Council shall receive the Demand Register for period ending April 10th, 2026 pursuant to Sections 37201 to 37210 of the Government Code of the State of California.

RECOMMENDATION: Approve Demand Register No. 990 and Adopt Resolution No. 26-028: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 990".

B.4. TREASURER'S REPORT FOR FEBRUARY 2026 [O. JONES, K. BARENG, S. PELOSO, S. STEPHENS]:

SUBJECT: The City Council will receive the Treasurer's Reports for the month ended February 2026 pursuant to Section 53646 of the Government Code of the State of California.

RECOMMENDATION: Receive and file the February 2026 Treasurer's Report.

B.5. COMMISSION AND ADVISORY BOARD MEETING SYNOPSES [M. CROWDER, L. MORALES]:

SUBJECT: The City Council will receive synopses from the Arts & Cultural Affairs Commission, the Human Services Commission, the Transportation & Mobility Commission, the Rent Stabilization Commission, the Disabilities Advisory Board, and the Older Adults Advisory Board regarding actions taken at their recent meetings.

RECOMMENDATION: Receive and file.

B.6. NOTICE OF COMPLETION FOR 8305 SANTA MONICA BOULEVARD BUILD-OUT PROJECT [H. COLLINS, P. TICUN, K. TRUDEAU, D. GONZALEZ]:

SUBJECT: The City Council will consider approving the Notice of Completion for the 8305 Santa Monica Boulevard Build-Out Project performed by PCL Construction Services, Inc.

RECOMMENDATION: Accept the work and authorize the following: a) File the Notice of Completion with the City Clerk for recording with the Los Angeles County Registrar-Recorder/County Clerk, b) Issue the final payment to the contractor at the end of the 35-day lien period, c) Release of the Performance Bond on the date of recordation of the Notice of Completion, and d) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices from material suppliers or subcontractors.

B.7. ACCEPT AN EASEMENT AND RIGHT OF WAY FOR PUBLIC STREET AND SIDEWALK PURPOSES ALONG THE FAIRFAX AVENUE FRONTAGE OF THE ALPINE EQUITIES LLC DEVELOPMENT PROJECT AT 1282 FAIRFAX AVENUE [H. COLLINS, J. GILMOUR]:

SUBJECT: The City Council will consider accepting an easement and right of way for street and sidewalk purposes along the Fairfax Avenue frontage of the Alpine Equities, LLC development project located at 1282 Fairfax Avenue. This item is categorically exempt from the California Environmental Quality Act (CEQA), acceptance of the Grant of Easement for Public Sidewalk and Parkway Purposes pursuant to CEQA Guidelines sections 15301 and 15305.

RECOMMENDATIONS: 1) Adopt Resolution No. 26-_____: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ACCEPTING GRANT OF EASEMENT FOR PUBLIC SIDEWALK AND PARKWAY PURPOSES AT 1282 FAIRFAX AVENUE IN THE CITY OF WEST HOLLYWOOD"; and 2) Direct the City Clerk to submit a certified copy of Resolution No. 26-_____: as well as the Easement in Exhibit A of Attachment A for recordation by the office of the Recorder of the County of Los Angeles.

B.8. APPROVE PUBLIC SAFETY COSTS FOR PRIDE HOUSE LA – WEST HOLLYWOOD FUNDRAISER [Y. QUARKER, C. SMITH, M. REATH, D. RIVAS]:

SUBJECT: The City Council will consider covering the Public Safety costs for the Pride House LA – West Hollywood Fundraiser scheduled for April 25, 2026 in West Hollywood Park.

RECOMMENDATION: Approve the use of City contracted services for public safety personnel services in an amount estimated at \$10,000.

C. PUBLIC HEARINGS:

C.1. PUBLIC HEARING ON THE STATUS OF STAFF VACANCIES IN THE CITY OF WEST HOLLYWOOD AS REQUIRED BY GOVERNMENT CODE SECTION 3502.3 [J. JIMENEZ, R. NAPPER, C. LEUNG]:

SUBJECT: The City Council will hold a public hearing and receive a report on the City of West Hollywood’s workforce vacancies and recruitment and retention efforts in compliance with Government Code Section 3502.3.

RECOMMENDATION: Receive the informational report on City of West Hollywood vacancies and recruitment and retention efforts pursuant to Government Code Section 3502.3.

C.2. REQUEST TO PERMIT A TWO-SIDED FULL MOTION ANIMATED BILLBOARD, A STATIC DIGITAL BILLBOARD, AND PUBLIC REALM ENHANCEMENTS AT 9039 SUNSET BOULEVARD [N. MARICICH, J. ALKIRE, P. CAPORASO]:

SUBJECT: The Stand Project (Project) would construct a two-sided, full-motion animated billboard with 960 square feet on the east-facing sign (East Face) and 960 square feet on the west-facing sign (West Face), a one-sided, curved, static digital billboard with 743 square feet on the south-facing sign (South Face), as well as public realm enhancements at 9039 Sunset Boulevard (Project Site). The Project is subject to the California Environmental Quality Act (CEQA) and a Negative Declaration (2019), with subsequent Addendum (2025), were prepared.

RECOMMENDATIONS: 1) Introduce on first reading Ordinance No. 26-_____ : “AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND PUBLIC REALM ENHANCEMENTS AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA”; and 2) Adopt Resolution No. 26-_____ : “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING A SIGN PERMIT AND NEGATIVE DECLARATION AND ADDENDUM IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND PUBLIC REALM ENHANCEMENTS AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.”

D. LEGISLATIVE:

D.1. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADDING CHAPTER 9.22 (ALGORITHMIC RENTAL PRICE FIXING) TO TITLE 9 (PUBLIC PEACE AND SAFETY), OF THE CITY'S MUNICIPAL CODE, TO PROHIBIT THE USE, SALE AND LICENSE OF ALGORITHMIC RENTAL PRICE FIXING [L. LANGER]:

SUBJECT: Consideration of an ordinance prohibiting the use, sale and license of algorithmic rental price fixing.

RECOMMENDATION: Introduce on first reading, by title only, of Ordinance No. 26-_____ : "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA ADDING CHAPTER 9.22 (ALGORITHMIC RENTAL PRICE FIXING) TO TITLE 9 (PUBLIC PEACE AND SAFETY) OF THE CITY'S MUNICIPAL CODE TO PROHIBIT THE USE, SALE AND LICENSE OF ALGORITHMIC RENTAL PRICE FIXING, AND FINDING SAID ACTION EXEMPT FROM CEQA"

E. UNFINISHED BUSINESS:

E.1. APPROVE AMENDMENT #2 WITH JJLA FOR 2026 OUTDOOR ICE SKATING RINK EVENT PRODUCTION AND MANAGEMENT [Y. QUARKER, S. MARTINEZ, C. JUBREY]:

SUBJECT: The City Council will consider approving a one-year extension to the agreement with JJLA for the Production and Management of an Outdoor Ice Skating Rink in December 2026.

RECOMMENDATIONS: 1) Approve Amendment 2 and the recommendation to extend the agreement with JJLA for Production and Management Services for an additional year to facilitate an outdoor ice skating rink on the outdoor basketball courts at West Hollywood Park in December 2026 – January 2027 and increase the amount by \$665,000; 2) Alternative recommendation to approve Amendment 2 and the recommendation to extend the agreement with JJLA for Production and Management Services for an additional year to facilitate an outdoor ice skating rink on the Great Lawn at West Hollywood Park in December 2026 – January 2027 and increase the amount by \$711,128; 3) Authorize the City Manager or their designee to execute documents incident to the Agreement; 4) Authorize the Director of Finance & Technology Services to allocate \$165,000 if the City Council recommendation number one, and \$211,000 if the City Council approves recommendation two from unallocated General Fund reserves in fiscal year 2027 for event production and management services for an outdoor ice skating rink; and 5) Approve the waiver of Building and Safety Permit fees, Encroachment Permit fees, Film Permit fees, Parking fees, and Special Event Permit fees (estimated amount of \$20,000).

E.2. UPDATE ON THE CITY'S DELEGATION TO WORLDPRIDE 2026 [J. ROCCO, A. LOVANO]:

SUBJECT: The City Council will receive an update on the City's delegation to WorldPride 2026 in Amsterdam.

RECOMMENDATIONS: 1) Receive an update on the City's WorldPride delegation; 2) Authorize the Director of Finance & Technology Services to allocate up to \$15,000 from unallocated General Fund reserves to Travel Conference & Meetings Account Number 100-1-01-01-521006 for costs associated with City Staff WorldPride delegation travel costs; and 3) Provide direction on either rescheduling the August 3, 2026 Council meeting to August 31, 2026, or cancelling the August 3, 2026 Council meeting.

E.3. UPDATE ON BUSINESS RETENTION PROGRAMS FOR RESTAURANTS [L. BIERY, P. KESPRADIT, L. D'AMBROSIA]:

SUBJECT: The City Council will receive an update on business retention programs designed to retain restaurant business in the City of West Hollywood.

RECOMMENDATIONS: 1) Receive an update on the Restaurant Grant Program; 2) Authorize staff to award 20 waitlisted applicants restaurant grants and award one approved business the remainder of a partially awarded grant by authorizing an additional \$205,000 to the Restaurant Grant Program; 3) Direct staff to partner with an organization to provide restaurant-specific technical assistance programs, such as one-on-one advising and group facilitated workshops for West Hollywood restaurant businesses, in an amount not to exceed \$50,000; 4) Authorize staff to develop comprehensive guidelines for a second round of the Restaurant Grant Program to support restaurant businesses in FY 27 and partner with an organization to administer the program to provide grants and administration of the program totaling up to \$1,295,000. Each eligible restaurant business, excluding those located on the premises of, connected to, or operated in conjunction with a hotel, may receive up to \$12,500; and 5) Authorize the Director of Finance & Technology Services to allocate \$1,550,000 from unallocated reserves in the General Fund Reserves for the award of restaurant grants to waitlisted applicants, the proposed second round of the Restaurant Grant Program, and restaurant-specific technical assistance programs.

E.4. SEMI-ANNUAL MANDATORY SEISMIC RETROFIT PROGRAM UPDATE [N. MARICICH, J. ALKIRE, B. GALAN, C. ZABALA]:

SUBJECT: The City Council will receive an update on West Hollywood's mandatory seismic retrofit program and seismic grant program and provide staff direction regarding reimbursements on active seismic grant applications.

RECOMMENDATIONS: 1) Receive Seismic Program update; and 2) Provide direction to staff regarding six (6) applications currently pending FEMA review with one of the following options: A. Direct staff to notify

applicants that grant funding is not guaranteed prior to the October 9, 2026, program closeout deadline and that, due to federal review delays, there is a risk that reimbursement may not be received. Applicants may elect to proceed at their own risk; or B. Direct staff to notify applicants that, should FEMA approval not be received in sufficient time to complete construction prior to the October 9, 2026, program closeout deadline, the City will honor anticipated grant awards using City funds not to exceed a total of \$90,000.

F. NEW BUSINESS:

F.1. WEST HOLLYWOOD EXPANDED RENTER PROTECTION AND HOMELESSNESS PREVENTION PROGRAMMING [Y. QUARKER, T. CARTER, D. KAHN-EPSTEIN, B. LUBIN]:

SUBJECT: The City Council will consider accepting the City's share of Renter Protection and Homelessness Prevention funds, generated through Measure A, administered by Los Angeles County Affordable Housing Solutions Agency (LACAHS), and allocated to the City through the Westside Cities Council of Governments, to expand the West Hollywood Homelessness Prevention and Rental Assistance Program. The City Council will also consider approving amendments to Agreements for Services with current non-profit partners administering rental assistance to support program expansion using these additional funds.

RECOMMENDATIONS: 1) Authorize the Director of Finance and Technology Services to accept the City's allocation of the Westside Cities Council of Governments' Measure A funds, totaling \$631,449, by increasing the revenue and expenditure budget in the Grants Fund; 2) Approve Amendment No.1 to the Agreement for Services with the National Council for Jewish Women, Los Angeles (NCJW|LA) for \$175,000 to administer an expanded rental assistance program and distribute a portion of the City's Fiscal Year 26 Measure A, Phase 1 allocation; 3) Approve Amendment No.1 to the Agreement for Services with APLA Health - Alliance for Housing and Healing (APLA) for \$175,000 to administer an expanded rental assistance program and distribute a portion of the City's Fiscal Year 26 Measure A, Phase 1 allocation; and 4) Authorize the City Manager or designee to execute documents incident to the Agreements.

F.2. CONSIDERATION OF LAUNCHING AN E-BIKE VOUCHER PROGRAM (WEHO E-BIKE INCENTIVE PROGRAM) [H. COLLINS, T. FUHRER, C. CORRAO, P. PORTWOOD, C. NORDBERG]:

SUBJECT: The City Council will consider launching an e-bike voucher program (WeHo E-Bike Incentive Program) to provide 50 eligible West Hollywood residents with an e-bike, necessary bicycle safety equipment, and educational programming opportunities such as training sessions and community rides.

RECOMMENDATIONS: 1) Review the proposed WeHo E-Bike Incentive Program framework and direct Staff to proceed with launching the WeHo E-Bike Incentive Program; and 2) Direct Staff to return with an update on the program after one year of implementation.

F.3. EXPLORATION OF THE REINSTALLATION OF THE WEST HOLLYWOOD SIGN [J. ERICKSON]:

SUBJECT: The City Council will direct Staff to take steps to re-establish a "West Hollywood" sign, including conducting outreach to the property owner of the original sign to assess interest in reinstalling a temporary West Hollywood Sign artwork and, if feasible, to explore commissioning an artist and initiating the City's public art review process.

RECOMMENDATIONS: 1) Direct Staff to engage with the private property owner of the original sign location to assess interest in reinstalling a temporary West Hollywood Sign public artwork; 2) Direct Staff to evaluate feasibility, including site conditions, costs, maintenance responsibilities, funding sources, and timeline; and 3) If feasible, direct Staff to return with a subsequent item outlining the next steps for the Arts and Cultural Affairs Commission, including proposed artist selection process and budget, in accordance with the City's public art policies.

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, May 4, 2026 at 6:00 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

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are available on-line at**

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