

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
MONDAY, OCTOBER 6, 2014
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

6:30 P.M. – REGULAR MEETING

CALL TO ORDER: Mayor D’Amico called the meeting to order at 6:45 p.m.

PLEDGE OF ALLEGIANCE: Jeffrey Seymour led the Pledge of Allegiance.

ROLL CALL:

PRESENT: Councilmember Duran, Councilmember Land,
Councilmember Prang, Mayor Pro Tempore Heilman and
Mayor D’Amico

ABSENT: None

ALSO PRESENT: City Manager Arevalo, City Attorney Jenkins, City Clerk
Quarker, and Assistant City Clerk Crowder

REPORT OF CLOSED SESSION AGENDA:

City Attorney Jenkins reported that the Closed Session was called to order at 6:00 p.m. He stated that there was one public comment. He stated that there was one additional item added to the agenda. The Closed Session adjourned at approximately 6:41 p.m. with no reportable action.

APPROVAL OF AGENDA:

City Clerk Quarker stated that there is a revision to Item 2.T. The execution date of the exclusive negotiation agreement between the Cohen Brothers Realty and Metro is incorrect; the correct date is February 6, 2013.

Councilmember Duran requested that Items 5.A. and 6.A. be moved to the Consent Calendar as Items 2.U. and 2.V. respectively.

Motion by Councilmember Land to approve the October 6, 2014 Agenda as amended, seconded by Councilmember Prang, and approved.

ADJOURNMENT MOTIONS:

Councilmember Prang requested that the meeting be adjourned in memory of Skip E. Lowe, a public access television talk show host. He also asked that the meeting be adjourned in memory of the following soldier who died in Afghanistan since the last City Council meeting: Sergeant 1st Class Andrew T. Weathers (30).

PRESENTATIONS:

Mayor Pro Tempore Heilman presented a Proclamation to West Hollywood Library Manager Jesse Lanz who was promoted and will be leaving the West Hollywood Branch. Council thanked him for his service to the City and its Library.

Mayor Pro Tempore Heilman also presented a plaque to Josh Rubenstein and the CBS2 Morning News Team for their "Pets to Love" pet adoption efforts.

Mayor D'Amico presented a Proclamation to the new City Poet, Steven Reigns.

1. PUBLIC COMMENT:

TOM DEMILLE, WEST HOLLYWOOD, spoke regarding Item 2.E.

JR DIAZ, LOS ANGELES, spoke regarding Item 2.K.

DONALD ELMBLAD, WEST HOLLYWOOD, spoke regarding Item 2.T.

CHARLES COHEN, WEST HOLLYWOOD, spoke regarding Item 2.T.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding Item 2.T.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding Item 2.T.

DAVID NASH, WEST HOLLYWOOD, spoke regarding issues effecting legally blind individuals.

MARVIN AUERBACH, WEST HOLLYWOOD, spoke regarding Zen Healing Center, security at the West Hollywood Library and the COPS program.

BRENDA SIMMONS, CULVER CITY, spoke in support of Item 2.K. and thanked Council for their continued support.

PHILLIP GOLDFARB, WEST HOLLYWOOD, spoke regarding traffic on Doheny Drive.

JANE MARSHALL, WEST HOLLYWOOD, spoke regarding speeding on Doheny Drive.

MAURICE B. PILOSOFF, WEST HOLLYWOOD, spoke regarding Dan Tanas' 50th Anniversary celebration.

SCOTT RICE, WEST HOLLYWOOD, spoke regarding issues with local and national government.

SCOTT HOUSTON, EL SEGUNDO, spoke regarding his candidacy for the West Basin Municipal Water Board.

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS:

Councilmember Prang spoke regarding public comments surrounding speeding and traffic issues on Doheny Drive. He asked that Staff look into additional signage for that area, as well as an increased Sheriff's presence.

Councilmember Duran thanked Jimmy Palmieri and Robert Gamboa for their continued support of the Sober New Year's Eve Event. He spoke regarding public comments surround the MTA site and clarified that the City does not own the property and also indicated that he has not met with Mr. Cohen or Mr. Afriat regarding any proposed development.

Councilmember Land thanked everyone who provided public comment. She reiterated Councilmember Duran's comments regarding the MTA Site and directed City Manager Arevalo to schedule a community meeting to further discuss this potential development project. She shared that the City is co-hosting the screening of the movie *Pride* on October 7, 2014 from 7:00 pm – 9:00 pm. She spoke regarding Item 2.R., and reminded everyone that October 20th is the last day to register to vote for the November 4th election. She announced that October is Domestic Violence Awareness Month and thanked Bonnie Smith of the Public Safety Department for her leadership. She also reminded everyone that October is Breast Cancer Awareness Month and that there will be free breast cancer screenings on Tuesday, October 21st from 10:00 a.m. - 2:00 p.m. at Plummer Park. She spoke regarding the recent water main break on Sunset Boulevard and thanked everyone who worked together to reduce the impact. She spoke encouraged everyone to participate in the City's Edible Gardens program. She reminded everyone that the AIDS Walk is scheduled for Sunday, October 12th.

Mayor Pro Tempore Heilman spoke regarding Item 2.K., and thanked everyone for their continued support of the event. He asked City Manager Arevalo to investigate an additional Security Officer at the Library. He also spoke regarding public comments surrounding traffic and speeding on Doheny Drive and requested that staff meet with the community regarding this issue. He also spoke regarding Item 2.H. and requested that the City Manager ensure that the use of the bus benches and trash cans are not impaired by the proposed advertising. He spoke regarding Item 2.I. and 2.T. and stated that although the City does not own the MTA site, any proposed project will come before the City for approval and asked that the White Paper presented by Staff capture the priorities of the City as it relates to this area.

Mayor D'Amico spoke regarding October being Breast Cancer Awareness Month, Adopt-A-Pet Month, Disabilities Awareness Month, and Domestic Violence Awareness Month. He reported on his most recent attendance at an event held at the White House to discuss HIV/AIDS among Gay and bi-sexual men. He also reported on his attendance at a Rape Foundation Fundraiser. He spoke regarding the Ethics Training held on September 29th. He commented that October 16th is the Great Shakeout Event and encouraged everyone to take earthquake preparedness seriously. He spoke regarding the upcoming low cost pet vaccination and microchip event scheduled for October 18th at Plummer Park. He disclosed that the received campaign contributions

from Jeff Seymour, Steve Afriat, Arman Gabay, and the West Hollywood West Homeowners Association (Item 3.A.)

CITY MANAGER'S REPORT:

City Manager Arevalo spoke regarding the City's response to Governor Brown's Veto of AB 2493, and how it affects the proposed Plummer Park Master Plan as well as new affordable housing in the City. He provided clarification to Mayor Pro Tempore Heilman regarding his concerns surrounding Items 2.H., 2.I. He spoke regarding Item 2.T. and stated that the City will schedule a community meeting with Council to discuss this issue. He also reported that Staff will work with the community and the Sheriff's Department regarding traffic and speeding on Doheny. He stated that Staff will also look into augmenting the current Security Officer staffing in the Library.

FISCAL IMPACT ON CONSENT CALENDAR:

City Clerk Quarker stated that the fiscal impact on the Consent Calendar is \$827,810 in expenditures, \$0 in potential revenue, and (\$4,996) in waived fees.

2. CONSENT CALENDAR:

ACTION: Approve the Consent Calendar, 2.A.,B.,C.,D.,E.,F.,G.,H.,I.,J.,K.,L.,M.,N.,O.,P.,Q.,R.,S.,T.,U.,V. **Motion by Councilmember Land, seconded by Councilmember Prang, and approved.**

2.A. POSTING OF AGENDA:

SUBJECT: The agenda for the meeting of October 6, 2014 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, October 2, 2014.

ACTION: Receive and file. **Approved as part of the Consent Calendar.**

2.B. APPROVAL OF MINUTES:

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

ACTION: Approve the minutes of September 22, 2014. **Approved as part of the Consent Calendar.**

2.C. DEMAND REGISTER NO. 751, RESOLUTION NO. 14-4606:

SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.

ACTION: Approve Demand Register No. 751 and adopt Resolution No. 14-4606, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 751". **Approved as part of the Consent Calendar.**

2.D. CLAIMS ADMINISTRATION:

SUBJECT: The City Council is asked to deny Claims filed against the City, as a routine administrative step in claims processing.

ACTION: Deny the claims of Brandon Gladden and Dimiter Yordanov and refer them to the City's claims adjuster for action. **Approved as part of the Consent Calendar.**

2.E. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

SUBJECT: The City Council will receive reports from the Joint Special Meeting of the Transportation and Public Safety Commission, the Public Facilities Commission and Russian Advisory Board on actions taken at their recent meetings.

ACTION: Receive and file. **Approved as part of the Consent Calendar.**

2.F. RECOGNITION OF DISABILITIES AWARENESS MONTH [E. SAVAGE, D. GIUGNI, C. PLANCK]:

SUBJECT: The City Council will recognize October as Disabilities Awareness Month.

ACTION: Receive and file. **Approved as part of the Consent Calendar.**

2.G. AGREEMENT FOR SERVICES TO UPDATE THE WEST HOLLYWOOD PARK ORDINANCE [E. SAVAGE, O. WALKER]:

SUBJECT: The City Council will consider approving an Agreement for Services with PROS Consulting LLC for review and update of the City's park ordinance.

ACTIONS: 1) Approve an Agreement with PROS Consulting LLC in an amount not-to-exceed \$34,000; and 2) Authorize the City Manager to execute the Agreement with PROS Consulting, LLC. **Approved as part of the Consent Calendar.**

2.H. APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT WITH SELBERT PERKINS DESIGN TO CONDUCT A STREET MEDIA ASSET ASSESSMENT & REVENUE GENERATION PROGRAM STUDY [P. AREVALO, S. BAXTER, F. CONTRERAS, L. BELSANTI, B. SAFIKHANI, S. DEWOLFE, M. ANTOL]:

SUBJECT: The City Council will consider approving a professional services agreement with Selbert Perkins Design to conduct a Street Media Asset Assessment & Revenue Generation Program Study.

ACTIONS: 1) Authorize the City Manager to execute an Agreement for Services with Selbert Perkins Design for \$204,900 to conduct a Street Media Asset Assessment & Revenue Generation Program Study; 2) Authorize the City Manager to approve change orders to the contract in an amount not to exceed 10% of the contract amount (\$20,490); and 3) Authorize the City Manager or his designee to sign and execute all documents related to this agreement. **Approved as part of the Consent Calendar.**

- 2.I. AUTHORIZATION TO ISSUE REQUESTS FOR QUALIFICATIONS FOR GRAPHIC DESIGN SERVICES AND PROFESSIONAL PHOTOGRAPHY SERVICES [P. AREVALO, S. BAXTER, L. BELSANTI, J. SCHARE]:**
SUBJECT: The City Council will consider granting approval for staff to issue two Requests For Qualifications (RFQ) to establish a pool of qualified professionals in graphic design services and a pool of professional photographers for the purpose of assisting the City in creating public information and communications materials.
ACTIONS: 1) Authorize staff to release a Requests For Qualifications (RFQ) to establish a pool of qualified graphic designers; and 2) Authorize staff to issue Requests For Qualifications (RFQ) to establish a pool of professional photographers. **Approved as part of the Consent Calendar.**
- 2.J. AGREEMENT WITH JOANNE SHANNAHOFF FOR GRAPHIC DESIGN SERVICES FOR ARTS AND ECONOMIC DEVELOPMENT DIVISION AND FINANCE & TECHNOLOGY SERVICES DEPARTMENT PROJECTS [P. AREVALO, M. LOUIE, A. CAMPBELL]:**
SUBJECT: The City Council will consider approving an agreement with Joanne Shannahoff to provide graphic design and layout services for the Arts and Economic Development Division and the Finance & Technology Services Department through the end of the calendar year, December 31, 2014.
ACTIONS: 1) Approve the agreement in an amount not to exceed \$5,000 for graphic design services for Arts and Economic Development Projects and \$1,000 for Finance & Technology Services Department Projects through December 31, 2014; and 2) Authorize the City Manager to sign the agreement. **Approved as part of the Consent Calendar.**
- 2.K. CO-SPONSORSHIP OF SOBER NEW YEAR'S EVE EVENT [E. SAVAGE]:**
SUBJECT: The City Council will consider co-sponsoring a Sober New Year's Eve special event which is being produced by a consortium of non-profit agencies on December 31, 2014, from 9 pm to 2 am at the West Hollywood Park Auditorium.
ACTIONS: 1) Approve co-sponsorship of a Sober New Year's Eve event on December 31, 2014, to be held in West Hollywood Park Auditorium; 2) Authorize the use of the City of West Hollywood logo on materials associated with the event; 3) Waive facility rental fee, facility security deposit, and any facility staff time for opening, closing and securing the auditorium for the event; 4) Approve validated parking at the five-story Library parking garage for up to 600 persons who park at the garage and attend the event; and 5) Authorize the City Manager to sign all required agreements and documents relating to the December 31, 2014, Sober New Year's Eve event. **Approved as part of the Consent Calendar.**

- 2.L. CO-SPONSORSHIP OF C.I.T.Y. x1 THANKSGIVING EVENT FOR LGBTQ YOUTH [E. SAVAGE, J. BOOK]:**
SUBJECT: The City Council will consider co-sponsoring the 2014 C.I.T.Y. x1 Thanksgiving event for LGBTQ youth, and authorizing an expenditure for it.
ACTION: Approve co-sponsorship of 2014 C.I.T.Y. x1 Thanksgiving celebration for LGBTQ youth, and authorize reimbursement of up to \$500 for purchase of food for the event. **Approved as part of the Consent Calendar.**
- 2.M. AWARD OF CONSTRUCTION CONTRACT FOR CIP 1405, RESIDENTIAL STREET PAVING PROGRAM [O. DELGADO, S. PERLSTEIN]:**
SUBJECT: The City Council will consider awarding a construction contract for the Residential Street Paving Program, CIP 1405.
ACTIONS: 1) Accept the bid dated September 17, 2014 submitted by All American Asphalt; 2) Authorize the City Manager to enter into a contract with All American Asphalt in the amount of \$387,700.00 for the construction of CIP 1405, Residential Street Paving Program; 3) Authorize the City Engineer to manage Change Orders for work on the construction contract in an amount not to exceed 15% of the contract amount; and 4) Approve Resolution 14-4607, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD APPROVING THE DESIGN AND PLANS FOR THE CONSTRUCTION OF CIP 1405, RESIDENTIAL STREET PAVING PROGRAM PURSUANT TO GOVERNMENT CODE SECTION 830.6 AND ESTABLISHING A PROJECT PAYMENT ACCOUNT". **Approved as part of the Consent Calendar.**
- 2.N. APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT WITH RBF CONSULTING FOR CONSTRUCTION MANAGEMENT AND INSPECTION SERVICES ON CIP 1405, RESIDENTIAL STREET PAVING PROGRAM [O. DELGADO, S. PERLSTEIN]**
SUBJECT: The City Council will consider approving a professional service agreement with RBF Consulting for construction management and inspection services on CIP 1405, Residential Street Paving Program.
ACTION: Approve a professional services Agreement in an amount not to exceed \$71,065 with RBF Consulting for construction management and inspection services on CIP 1405, Residential Street Paving Program, and authorize the City Manager to sign the Agreement. **Approved as part of the Consent Calendar.**
- 2.O. JANITORIAL SERVICES [O. DELGADO, S. CAMPBELL, H. COLLINS]:**
SUBJECT: The City Council will consider authorizing a fixed dollar amount for extra janitorial services as required to maintain the City's facilities.

ACTION: Authorize Diversified Maintenance Services, Incorporated (DMS) to provide other related janitorial services and urgency/ emergency maintenance services, at those unit costs established in the Agreement, for an annual amount not to exceed \$45,000 per fiscal year. **Approved as part of the Consent Calendar.**

2.P. RECOGNITION OF NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH AND THE WORK OF THE DOMESTIC VIOLENCE COMMUNITY RESPONSE TEAM [K. COOK, B. SMITH]:

SUBJECT: The City Council will recognize October as National Domestic Violence Awareness Month and receive an update on the activities of the Domestic Violence Community Response Team.

ACTION: Receive and file the annual Domestic Violence Report. **Approved as part of the Consent Calendar.**

2.Q. SPONSORSHIP OF A SCREENING OF THE MOVIE *PRIDE* [A. LAND, J. ERICKSON, J. HEILMAN, J. FELTON]:

*SUBJECT: The City Council will consider sponsoring a screening of the movie *Pride* at the West Hollywood City Council Chambers on Tuesday, October 7, 2014 at 7:00 pm.*

ACTIONS: 1) Direct the Public Information Office and the Arts & Economic Development Division to assist with promotion of the event through all of the City's channels, social media networks, and website; 2) Direct the Public Information Office to issue a press release regarding the event to promote awareness; 3) Approve fee waivers for use of space in West Hollywood City Council Chambers; and 4) Waive parking fees and provide parking validation in the City parking structure at 625 N. San Vicente Boulevard for use by attendees. **Approved as part of the Consent Calendar.**

2.R. RESOLUTION IN SUPPORT OF STATE BALLOT PROPOSITION 1 (WATER QUALITY, SUPPLY, AND INFRASTRUCTURE IMPROVEMENT ACT OF 2014) [A. LAND, J. ERICKSON, J. GUZON]:

SUBJECT: The City Council will consider adopting a resolution in support of State Ballot Proposition 1 (Water Quality, Supply, and Infrastructure Improvement Act of 2014).

ACTIONS: 1) Adopt Resolution No. 14-4608, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF STATE BALLOT PROPOSITION 1 (WATER QUALITY, SUPPLY, AND INFRASTRUCTURE IMPROVEMENT ACT OF 2014); and 2) Send copies of the signed resolution to California Governor Jerry Brown and members of the California State Legislature, Paul Wenger, President of the California Farm Bureau, Charles Wilson, Chairman of the Southern California Water Committee, and Mike Sweeney, California President of the Nature Conservancy. **Approved as part of the Consent Calendar.**

2.S. CITY OF HOPE 2014 EVENT SAN VICENTE BOULEVARD ROAD CLOSURE REQUEST [E. SAVAGE, C. SMITH]:

SUBJECT: The City Council will consider approval of the request from City of Hope, for their 2014 Special Event scheduled for Thursday, October 23, 2014.

ACTION: Approve the closure of San Vicente Boulevard between Melrose Avenue and Santa Monica Boulevard from 2:00 p.m. on Thursday, October 23, 2014 to 3:00 a.m. on Friday, October 24, 2014.
Approved as part of the Consent Calendar.

2.T. DEVELOPMENT FEASIBILITY CONSIDERATIONS FOR THE METRO DIVISION 7 AND LOS ANGELES COUNTY SHERIFF'S STATION SITE [S. DEWOLFE, J. KEHO, J. HANKAMER]:

SUBJECT: The City Council will receive a White Paper Report summarizing development feasibility considerations and potential next steps for the City regarding the Metro Division 7 and Los Angeles County Sherriff's Station site.

ACTIONS: 1) Receive and file; and 2) Direct staff to return with a discussion item at a future date to be determined. **Approved as part of the Consent Calendar.**

2.U. (5.A.) RESOLUTIONS REGARDING THE ADMINISTRATION OF THE GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, MARCH 3, 2015 [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider approving the necessary resolutions for conducting the General Municipal Election to be held on Tuesday, March 3, 2015.

ACTIONS: 1) Adopt Resolution No. 14-4609, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA, CALLING AND GIVING NOTICE OF A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, MARCH 3, 2015 FOR THE ELECTION OF CERTAIN OFFICERS AS REQUIRED BY THE PROVISIONS OF THE LAWS OF THE STATE OF CALIFORNIA RELATING TO GENERAL LAW CITIES"; 2) Adopt Resolution No 14-4610, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES TO RENDER SPECIFIED SERVICES TO THE CITY RELATING TO THE CONDUCT OF A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, MARCH 3, 2015"; and 3) Adopt Resolution No. 14-4611, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, CALIFORNIA ADOPTING REGULATIONS FOR CANDIDATES FOR ELECTIVE OFFICE PERTAINING TO CANDIDATES' STATEMENTS SUBMITTED TO THE VOTERS AT AN ELECTION TO BE HELD ON TUESDAY, MARCH 3, 2015". **Approved as part of the Consent Calendar.**

2.V. (6.A.) AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 15.52 OF THE WEST HOLLYWOOD MUNICIPAL CODE AND RESOLUTION OF THE CITY OF WEST HOLLYWOOD ESTABLISHING DESIGNATED IRRIGATION DAYS [O. DELGADO, J. AUBEL]:

SUBJECT: On October 6, 2014, the City Council will consider amending Section 15.52 of Title 15, Chapter 15.52 of the West Hollywood Municipal Code relating to regulation of irrigation practices and adopting a resolution to establish designated irrigation days consistent with Beverly Hills and Los Angeles Department of Water and Power watering schedules.

ACTION: Staff recommends that the City Council introduce on first reading Ordinance No. 14-944, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 15.52 OF THE WEST HOLLYWOOD MUNICIPAL CODE RELATING TO THE REGULATION OF IRRIGATION PRACTICES" and adopt Resolution No. 14-4612, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ESTABLISHING DESIGNATED IRRIGATION DAYS".
Approved as part of the Consent Calendar.

3. PUBLIC HEARINGS:

3.A. REQUEST TO DEMOLISH ALL STRUCTURES ON SITE AND CONSTRUCT A MIXED-USE DEVELOPMENT WITH 76 RESIDENTIAL UNITS, RETAIL, RESTAURANT, AND OFFICE USES LOCATED AT 9040-9098 SANTA MONICA BOULEVARD, 9001-9035 MELROSE AVENUE AND 601-633 ALMONT DRIVE (MELROSE TRIANGLE PROJECT) [S. DEWOLFE, J. KEHO, D. DEGRAZIA, J. ALKIRE]:

SUBJECT: This item was continued from the August 18, 2014 City Council Meeting. The proposal is a request to redevelop a site of approximately three acres with a new five-story mixed-use development including approximately: a) 82,000 square feet of retail, showroom, gallery and restaurant; b) 137,000 square feet of office space; and c) 76 residential units. This item was heard by the Council on August 18, 2014. At that time, the Council certified the Environmental Impact Report, adopted a Statement of Overriding Considerations, and introduced on first reading an ordinance to change the Zoning Ordinance to include a Gateway Mixed Use Overlay Zone and the Zoning Map to place the subject site within the overlay. The Council continued the public hearing for the demolition permit, development permit and lot line adjustment, and directed staff to return with additional information and conditions pertaining to seven items which are discussed in detail in the staff report.

This Item was noticed as required by law.

Senior Planner Jennifer Alkire provided background information as outlined in the staff report dated October 6, 2014.

Mayor Pro Tempore Heilman asked staff to clarify the recommendation for traffic circles in the West Hollywood West neighborhood.

Mayor D'Amico opened the public hearing and the following speakers came forward:

JEFF SEYMOUR, REPRESENTING THE APPLICANT, spoke regarding the project and stated that they are in agreement with Staff recommendations.

JOSH MORGERMAN, WEST HOLLYWOOD, spoke in support of the project.

MICHAEL HORTON, WEST HOLLYWOOD, spoke in support of the project.

MISTI COOPER, WEST HOLLYWOOD, spoke in support of the project.

MANNY RODRIGUEZ, WEST HOLLYWOOD, spoke in support of the project.

GENEVIEVE MORRILL, REPRESENTING THE WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the project.

MATT PALAZZOLO, WEST HOLLYWOOD, spoke in support of the project.

LYNDIA LOWY, WEST HOLLYWOOD, spoke on behalf of the West Hollywood Preservation Alliance regarding the lawsuit filed by the Los Angeles Conservancy.

HAYWOOD WILKERSON, WEST HOLLYWOOD, spoke in support of the project.

ROY OLDENKAMP, WEST HOLLYWOOD, spoke in opposition to the project.

ADRIAN SCOTT FINE, LOS ANGELES, spoke on behalf of the Los Angeles Conservancy.

STEVE MARTIN, WEST HOLLYWOOD, spoke in support of the project.

ANSON SNYDER, WEST HOLLYWOOD, spoke in support of the project.

WADLEY, LOS ANGELES, spoke in opposition to the project.

RICHARD GIESBRET, WEST HOLLYWOOD, spoke on behalf of the West Hollywood West's Homeowners Association.

DAVID WARREN, WEST HOLLYWOOD, spoke in support of the project.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in support of the project.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding traffic mitigation in the West Hollywood West neighborhood.

COE HOLBROOK, WEST HOLLYWOOD, expressed concerns with some of the conditions, specifically the provision to provide metro passes for residents of the proposed project.

KRISY GOSNEY, WEST HOLLYWOOD, spoke in opposition of the project.

VICTOR OMELCZENKO, WEST HOLLYWOOD, spoke in opposition of the project.

COLE ETTMAN, WEST HOLLYWOOD, spoke in support of the project.

Mr. Seymour provided a brief rebuttal and requested that Council approve the Item.

Mayor D'Amico closed the public hearing.

Councilmember Land suggested that the use of social media as an effective tool for Transportation Demand Management.

Ms. Alkire provided clarification on the timeline of the project.

Mayor Pro Tempore Heilman spoke regarding possible improvements to the intersection of Doheny Drive and Santa Monica Boulevard. He commented on the unit mix of the development.

Councilmember Prang requested that a review of the 2-hour parking in the permitted zone be done six-months after project completion to determine if it's impacts on the residents in that area.

ACTIONS: Staff recommends that the City Council hold a public hearing, consider all pertinent testimony, approve the project, and adopt the following: Resolution No.14-4613: "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING LOT LINE ADJUSTMENT 003-001, DEMOLITION PERMIT 003-001, AND DEVELOPMENT PERMIT 003-003 FOR THE CONSTRUCTION OF A NEW MIXED-USE DEVELOPMENT LOCATED AT 9040-9098 SANTA

MONICA BOULEVARD, 9001-9035 MELROSE AVENUE, AND 601-633 ALMONT AVENUE (MELROSE TRIANGLE)." (ATTACHMENT A). **Motion by Councilmember Duran to approve the Item with additional direction given to staff to: a) investigate whether the left-turn signal should be removed or if another type of traffic calming improvement could be used in that area, and to use funds provided by the developer toward that improvement; and b) include verbiage that after the project is complete, there will be a periodic review to determine if the 2-hour parking in the permitted area should be kept or removed. The motion was seconded by Councilmember Land, and unanimously approved.**

Council recessed at 8:55 p.m. and reconvened at 9:05 p.m.

4. UNFINISHED BUSINESS:

4.A. WEST HOLLYWOOD PARK PHASE II MASTER PLAN IMPLEMENTATION PROJECT – CONFIRMATION OF SCHEMATIC DESIGN PHASE COMPLETION AND AUTHORIZATION TO PROCEED INTO THE DESIGN DEVELOPMENT PHASE [P. AREVALO, S. BAXTER, F. CONTRERAS, L. BELSANTI, J. SCHARE, S. DEWOLFE, J. HANKAMER, D. WILSON, J. LEONARD]:

SUBJECT: The City Council will consider and confirm the Schematic Design Phase of the West Hollywood Park Phase II Master Plan Implementation Project ("Project") and authorize staff to proceed into the Design Development Phase.

Innovation and Strategic Initiatives Manager Francisco Contreras provided background information as outlined in the staff report dated October 6, 2014.

Samantha Harris of Rios Clementi Hale Studios presented the schematic design elements of the park. Rick D'Amato of LPA, Inc. presented the schematic design elements of the exterior of the sports complex.

Mr. Contreras briefly reviewed the schematic design options, and also provided an update on the additional studies requested by Council.

JAMES BALLARD, LOS ANGELES, spoke regarding the Item and his role on the Design Steering Committee for this project.

MANNY RODRIGUEZ, WEST HOLLYWOOD, spoke regarding various aspects of the project.

COE HOLBROOK, WEST HOLLYWOOD, spoke regarding the off-leash dog park.

WADLEY, WEST HOLLYWOOD, spoke regarding the pool.

STEVE MARTIN, WEST HOLLYWOOD, spoke regarding the off-leash dog park.

DAVID WARREN, WEST HOLLYWOOD, spoke regarding the off-leash dog park.

ELENA GOLDENBERG, WEST HOLLYWOOD, spoke in favor of the project, however, expressed concern with the location of the changing area and showers.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding the off-leash dog park.

COLE ETTMAN, WEST HOLLYWOOD, spoke regarding the off-leash dog park.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke regarding the off-leash dog park.

MIKE CROSBY, LOS ANGELES, spoke regarding the pool and the off-leash dog park.

BRAM TESTER, LOS ANGELES, spoke regarding the pool.

Councilmember Duran thanked the consultant and staff for their hard-work. He spoke in support of the project and provided direction on each of the schematic design options.

Mayor Pro Tempore Heilman thanked everyone who spoke as well as staff and the consultant. He spoke in support of the project and provided direction on each of the schematic design options.

Councilmember Land thanked staff and her colleagues. She spoke in support of the project and commented on each of the schematic design options presented by staff.

Councilmember Prang spoke in support of the project and in support of the inclusion of an off-leash dog park.

Mayor D'Amico spoke in support of the project and provided direction on each of the schematic design options.

ACTIONS: 1) Confirm the Project's Schematic Design elements as recommended to Council, including the following components: a) Façade design concept for Aquatic and Recreation Center (Attachment A); b)

Treatment of South Elevation of Aquatic and Recreation Center (Attachment B); c) Park Plaza (Attachment C); d) Park Presence at El Tovar and Robertson (Attachment D); e) Enhancements of Park Access from El Tovar (Attachment E); f) San Vicente entry (Attachment F); g) Adult fitness equipment locations (Attachment G); h) Free-standing bathroom(s) in park (Attachment H); and i) Robertson Commons (Attachment I); 2) Review updates to Council-requested studies and direct staff to continue with feasibility and environmental review studies for additional parking and off-leash dog area options and return to Council once these studies are completed for Council's consideration; 3) Authorize staff to direct the design team to proceed with the Design Development Phase of the Project and direct staff to return to City Council at the completion of the Design Development Phase for authorization to proceed with the Construction Document Phase; 4) Approve Amendment #1 to the Agreement of Services with LAP to add new scope as approved at the July 21, 2014 City Council meeting and to increase the contract amount by \$250,000 from \$4,818,887 to \$5,068,887; and 5) Authorize the City Manager to execute all necessary documents related to the contracts and agreements approved by Council as part of this item and make any minor modifications. **Motion by Councilmember Prang to approve the Item with additional direction given to staff regarding each of the items listed in Recommendation #1, including additional design options for the proposed off-leash dog park area. The motion was seconded by Mayor Pro Tempore Heilman, and unanimously approved.**

4.B. APPROVAL OF PEDESTRIAN SIGNALS ON SANTA MONICA BOULEVARD BETWEEN LA CIENEGA AND SAN VICENTE BOULEVARD; CONSIDERATION OF OTHER SHORT-TERM PEDESTRIAN SAFETY MEASURES; AND DIRECTION TO DEVELOP A PEDESTRIAN SAFETY IMPLEMENTATION PLAN [S. DEWOLFE, J. KEHO, M. ANTOL, B. CHEUNG, O. DELGADO, S. PERLSTEIN, K. COOK, L. BELSANTI]:

SUBJECT: Staff will respond to City Council's directives to install signalized crosswalks on Santa Monica Boulevard between La Cienega Boulevard and San Vicente Boulevard; to initiate a citywide crosswalk study to identify other potential locations for improvements; and discuss staff coordination efforts for any physical improvement of crosswalks with education and enforcement programs.

KEVIN BURTON, WEST HOLLYWOOD, spoke regarding a multi-pronged approach.

STEVEN GREENE, WEST HOLLYWOOD, spoke regarding pedestrian signals.

DAVID WARREN, WEST HOLLYWOOD, spoke regarding the various recommendations.

GENEVIEVE MORRILL, REPRESENTING WEST HOLLYWOOD CHAMBER OF COMMERCE, spoke in support of the Item, but expressed concerns with the removal of the left-turn lane leading into the Ramada Hotel.

LAUREN MEISTER, WEST HOLLYWOOD, spoke regarding a multi-pronged approach.

LARRY BLOCK, WEST HOLLYWOOD, spoke regarding the various recommendations.

Councilmember Land suggested that the Item be continued. She requested that the Item be sent to the Transportation Commission for further review and brought back to Council at the October 20, 2014 meeting.

Council briefly commented on Staff's recommendations, expressed concern with some of the Items and requested clarification on others.

ACTION: Motion by Councilmember Land to direct Staff to present the Item to the Transportation Commission at their next meeting and receive input to be incorporated into an Item that will be brought back to Council on October 20, 2014. The motion was seconded by Mayor Pro Tempore Heilman and unanimously approved.

5. NEW BUSINESS:

5.A. RESOLUTIONS REGARDING THE ADMINISTRATION OF THE GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, MARCH 3, 2015 [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider approving the necessary resolutions for conducting the General Municipal Election to be held on Tuesday, March 3, 2015.

ACTION: This Item was moved to the Consent Calendar.

6. LEGISLATIVE:

6.A. AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 15.52 OF THE WEST HOLLYWOOD MUNICIPAL CODE AND RESOLUTION OF THE CITY OF WEST HOLLYWOOD ESTABLISHING DESIGNATED IRRIGATION DAYS [O. DELGADO, J. AUBEL]:

SUBJECT: On October 6, 2014, the City Council will consider amending Section 15.52 of Title 15, Chapter 15.52 of the West Hollywood Municipal Code relating to regulation of irrigation practices and adopting a resolution

to establish designated irrigation days consistent with Beverly Hills and Los Angeles Department of Water and Power watering schedules.

ACTION: This Item was moved to the Consent Calendar.

PUBLIC COMMENT:

RICK WATTS, WEST HOLLYWOOD, spoke regarding Disabilities Awareness Month.

JOHN ALLENDORFER, WEST HOLLYWOOD, spoke regarding the movie production bill recently passed by Governor Brown.

ADJOURNMENT: The City Council adjourned at 11:26 p.m. in memory of Skip E. Lowe and the soldier who died in Afghanistan since the last City Council meeting. The City Council adjourned to the Annual Congress for Commissions & Advisory Boards, which will be on Wednesday, October 8, 2014 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 20TH day of October, 2014 by the following vote:

AYES:	Councilmember:	Duran, Land, Prang, Mayor Pro Tempore Heilman and Mayor D'Amico.
NOES:	Councilmember:	None.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.

JOHN D'AMICO, MAYOR

ATTEST:

YVONNE QUARKER, CITY CLERK