

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
MONDAY, AUGUST 28, 1995
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD
7:00 P.M. - SPECIAL MEETING**

1. **CALL TO ORDER:** Mayor Heilman called the meeting to order at 7:10 p.m.
2. **PLEDGE OF ALLEGIANCE:** Sarah Lejeune led the Pledge.
3. **ROLL CALL:**
PRESENT: Councilmembers Guarriello, Land, Martin, Koretz and Mayor Heilman.
ALSO PRESENT: City Manager Brotzman, Assistant City Clerk Thompson, and
Deputy Clerk Lucero
4. **REPORT OF CLOSED SESSION:** Mayor Heilman stated that at approximately 6:00 p.m. he called the meeting to order and the City Council recessed into a Closed Session to discuss the items on the Closed Session Agenda, no action items to report.

APPROVAL OF THE AGENDA: Mayor Pro Tem Koretz wished to add an additional item to the agenda prior to hearing item 6.A. "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN OPPOSITION TO THE PENDING 310 AREA CODE SPLIT AND THE PROCESS BY WHICH IT WAS DETERMINED." Mayor Pro Tem Koretz stated that this item came to the attention of the City after the Agenda was posted, and that the City in fact needed to act on this item.

MOTION: Councilmember Land, seconded by Mayor Pro Tem Koretz and unanimously carried.

Hearing no other additions or modifications the Agenda was approved as amended, by consensus of the City Council,

COUNCILMEMBER COMMENTS: Mayor Heilman announced that Brian Wolfson and his wife Ann had a baby boy Sunday Morning named Alexander . He also announced that City Channel 10 is a finalist in National Association of Telecommunication Officers and Advisors for three different categories.

Councilmember Land announced that the City co-sponsored a Women's Equality Day event last Saturday, in downtown Los Angeles.

5. **CITIZEN COMMENTS:**
JEANNE DOBRIN, WEST. She stated her disagreement with Councilmember Koretz's defense of Bijan at the public hearing.

URGENCY ITEM:

A. PROPOSED RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD OPPOSING THE PENDING 310 AREA CODE SPLIT AND THE PROCESS BY WHICH IT WAS DETERMINED:

Leah Archibald, Deputy to Mayor Pro Tem Koretz, provided background information as outlined in the staff report dated August 28, 1995..

Mayor Heilman indicated he does not want to see the City split but he is not sure that he is in favor of an overlay zone.

Ms. Archibald stated the resolution, as drafted, does not commit the City to supporting an overlay zone, and agrees that an overlay zone can be problematic.

Councilmember Land supports that the proposed resolution is open ended. She states that according to California law, the PUC cannot split a City into two or more area codes.

ACTION: (1) Adopt Resolution No. 95-1486, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD OPPOSING THE PENDING 310 AREA CODE SPLIT AND THE PROCESS BY WHICH IT WAS DETERMINED"; (2) Direct staff to notify the CPUC, Pacific Bell, other local elected officials, West Hollywood residents and businesses of this action; (3) Direct staff to examine alternatives to this geographic split and present them to Council for consideration in order to determine the most favorable strategies; and (4) Send representatives to the CPUC's meeting on September 7th at 10:00 a.m. at the State Building, 107 S. Broadway, Room 5109.

Motion Councilmember Land, seconded by Mayor Pro Tem Koretz and unanimously carried.

Councilmember Land would like to work with the business community in resolving this issue. She also directed City Manager Brotzman to investigate the agreement the City has with the phone company to ensure that residents have access to both 213 and 310 telephone books.

6. UNFINISHED BUSINESS:

A. DISCUSSION OF THE SUNSET SPECIFIC PLAN:

Sarah Lejune, Contract Project Manager, provided background information as outlined in the staff report dated August 28, 1995.

Mayor Heilman asked all the Councilmembers if they thought the Sunset Specific Plan is feasible, and all Councilmembers indicated affirmatively.

The Council outlined various issues they would like to discuss with respect to particular zones of the Sunset Specific Plan:

Zone One:

The deletion of site 1B by the Planning Commission. Clarification on the Marlboro Man Billboard, and maintaining the existing height on the landmark site.

Zone Two:

Hart Park Median. Renovation of the Golden Crest site. Change name to Argyle from the Saint James Club. Concerns with the proposed heights on 2.A, the area behind Carneys and all proposed heights on the northern side of Sunset Boulevard and more flexibility regarding the base height and additional height for target site.

Zone Three:

Clarify the vagueness in the plan on the actual density and height that will be allowed for the Hyatt on Sunset, encourage the rehabilitation. Clarify parking structure a portion of which is in Los Angeles.

Zone Four:

The Planning Commission has deleted the proposed tower at the corner of Sunset and La Cienega. Sarah Lejeune indicated they have not deleted it entirely, but it is not a target site. Increase in traffic at La Cienega and Sunset and the amount of development at that area. Concerns over target sites 4.C, 4.D, 4.E. Concerns at site 4.A the tower. Concerns with park hidden from public view. Need further discussion on the proposed bridge and tunnel links proposed zones C and D.

Zone Five:

Questions regarding second story retail. Further discussion on area 5.E. Concerns of size of sidewalks and setbacks not only in this zone, but in all the zones. Further analysis regarding height 100 feet and 75 feet at zone 5.D.

Zone Six:

Further discussion on proposed heights on the North Side. Discuss 6.B that Holloway Drive may be overwhelmed by the proposed 120 foot height, and could also cause additional problems to Palm Avenue.

Zone Seven:

7.D has no current plans to develop and it is a target site. 7.C is a vacant lot that could easily be developed but it is not a target site.

Zone Eight:

8.C and 8.D are proposed target sites, the owner of 8.C has no intention to re-develop, maybe the target site should be moved to a site that the owner is more likely to develop.

General Issues that effect the entire Plan:

(1) Heights on the North side of Sunset. (2) Density bonus for housing. (3) Process is cumbersome to become a target site. (4) Dual jurisdiction issues, and addressing properties that are in West Hollywood and Los Angeles. (5) More flexibility on the approval of large scale windows. (6) General discussion on height bonuses, and clarification if you can get both height bonuses, and what those bonuses add up to in each situation. (7) Nightclub problems and policies, additional seismic studies, boundary zone for 5.E, general issues regarding traffic and parking, residential density, streetscape policy, billboard policy, and recent CHAB recommendations. (8) Clarification on the target sites that have multiple owners. (9) Cul-de-sac policy, Fund for the Arts carved out just for Sunset, and art requirements. (10) Water run-off issues and problems, and landscaping of parking lots and large concrete areas. (11) Sidewalk arcades and encroachment to the public right-a-way. (12) Sidewalk setbacks and parking issues. (13) Further discussion with ground floor pawnshops.

ED DATO, PATRICK MEDIA GROUP, complimented the Council and staff on the work which has been done, however, he is concerned about the limitation placed on billboards and how billboards will be regulated.

BONNIE KINGRY, GANNETT OUTDOOR, stated they are satisfied with the language regarding height of the Marlboro Man.

RON CIPRIANI, VAN WAGNER OUTDOOR, stated that they do not have any signs in the City, but they would like to build a sign and would like to see a plan that includes not only replacement signs but allows new signs.

JEANNE DOBRIN, WEST HOLLYWOOD, condemned mixed use projects. The current mixed use projects in the City have all been disappointments.

MARK MONTGOMERY, SUNSET PLAZA, would like additional space at their headquarters. If this were designated as a cultural resource, the addition would not be allowed. He does not agree with the height limits on some buildings on the Plaza.

GEORGE MILTSTEIN, LATHAM & WATKINS, REPRESENTS MONTGOMERY, does not believe that the Sunset Specific Plan is an appropriate medium in which to designate cultural resources. He indicated the 25 foot height requirement along with the setback requirement will be problematic on very

shallow lots. Stated he has concerns over the size of proposed view terraces on 5.D.

BETTY WAGNER, LOS ANGELES, feels that the Marlboro Man obstructs views from both hillside homes and the Chateau Marmont. She also has concerns regarding nightclubs on Sunset, accessibility and autos broken into, thefts and parking.

ACTION: Two Study Sessions were set: (1) Monday, October 9, 1995 at 7:00 p.m. with no Closed Session prior to the Study Session. (2) Monday, October 30, 1995 at 6:00 p.m. with no Closed Session prior to the Study Session, by consensus of the City Council.

The Council moved to a discussion of nightclubs on Sunset Boulevard.

Mayor Heilman stated that the City Council gave direction to the Community Development Department to develop an assessment district with the existing clubs for security, and to provide cleanup and parking and asked why this has not happened.

Gay Forbes, Community Development Director, discussed with the clubs and the Chamber the possibility of nightclubs voluntarily entering into an assessment district. However, most clubs concluded that they would not experience savings.

Mayor Heilman stated that the direction of the Council was to do a voluntary assessment district, however if they could not work out an assessment district with staff, that an assessment district should be mandated, or the City could perhaps start revocation proceedings for the nightclubs that are not complying with their existing conditions.

Councilmember Martin stated he would like to discuss an assessment district for the purpose of additional code enforcement, which would be a tool for the City to make sure all the conditions on the clubs are being observed.

Councilmember Koretz indicated he prefers to monitoring to mandating. He is in favor of a moratorium on further nightclub development, until this process is done.

Councilmember Guarriello stated some of these clubs have not been operating within their conditions for years and they will not change unless the City gets tough on the clubs.

Mayor Heilman stated he concurs with Mayor Pro Tem Koretz. He finds it hard to have a discussion regarding new clubs, when there are outstanding problems with the existing clubs that have not been corrected.

ACTION: Mayor Heilman directed City Manager Brotzman to investigate a Promoter's Ordinance and an assessment district by consensus of the City Council.

Gay Forbes, Community Development Director, stressed to the Council the danger in creating a moratorium on new nightclub development. She stated that such a moratorium could stifle the dynamic international attention the Sunset Strip has received. Such a moratorium could also stifle the related design and entertainment industries. She feels that an adequate review process is already in place.

ACTION: Mayor Heilman directed the City Manager to investigate and report back the City Council if a moratorium could be placed on new clubs, by consensus of the City Council,.

City Manager Brotzman stated that the Council has given good direction, and he can bring back to the City Council some specific information on specific issues, and then the City Council can provide further direction on how wide or restrictive they may want a moratorium, a limit, and what tasks the Council would like to accomplish.

The Council moved to a discussion of billboards on Sunset Boulevard.

Councilmember Martin indicated some interest in supporting an increase of signs on Sunset for a tradeoff elsewhere in the City.

Mayor Pro Tem Koretz stated that billboards are an asset on Sunset Boulevard whereas they are visual clutter elsewhere, he concurs with Councilmember Martin and would support a one for one exchange.

City Manager Brotzman stated that with the growth of trees of Santa Monica Boulevard, billboards on this street may be relocated to Sunset Boulevard.

Councilmember Land indicated support having an equal playing field, that new companies as well as current companies have an opportunity to build new signs. She also wanted to know how many billboards are proposed.

Mayor Heilman indicated his concern over this concept, if billboards are visual blight in other areas of the City, why are they not on Sunset. He stated his support

for eliminating some of the billboards on Sunset, except for those which meet the creative sign requirements.

Sarah Lejune indicated creative signs will only be allowed on certain sites 2.A, 2.B, 4.A, 4.C, 4.D, 4.F, 7.C, and 8.A. She added this allows for any company to build on those sites with the property owners agreement, and only in conjunction with new development.

B. AWARD OF CONTRACT FOR CONDUCTING ADDITIONAL ENVIRONMENTAL STUDY AS PART OF THE SUNSET SPECIFIC PLAN:

Sarah Lejune, Contract Project Manager, provided background information as outlined in the staff report dated August 28, 1995.

Mayor Heilman suggested deferral of discussion on this item because it is contingent on resolution of the above issues.

RECOMMENDATION: (1) Approve the agreement with Green Associates in an amount not to exceed \$7,000. for the performance of additional environmental study of the proposed Sunset Plaza zone boundary adjustment in connection with the Sunset Specific Plan; and (2) Authorize the City Manager to execute the agreement.

MOTION: Councilmember Martin seconded by Mayor Pro Tem Koretz and carried on a roll call vote:

AYES: Councilmembers - Guarriello, Martin, Koretz

NOES: Councilmembers - Land, Mayor Heilman

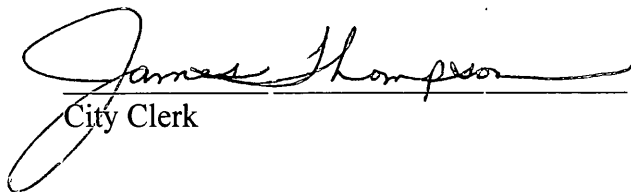
7. **ADJOURNMENT:** The City Council adjourned at 9:13 p.m. to its next regular meeting on TUESDAY, September 5, 1995 at 7:00 p.m., at West Hollywood Park, 647 N. San Vicente Blvd.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 2ND DAY OF OCTOBER, 1995.



MAYOR

ATTEST:



City Clerk