

**MINUTES
CITY COUNCIL MEETING
MAY 10, 1993
FIESTA HALL, PLUMMER PARK
7377 SANTA MONICA BLVD.
6:00 P.M.**

**STUDY SESSION - EAST END REVITALIZATION
TASK FORCE REPORT**

CALL TO ORDER: Mayor Pro Tem Land called the meeting to order at 6:14 p.m.

PLEDGE OF ALLEGIANCE: The Pledge was led by Stephen Rosenblit.

ROLL CALL:

PRESENT: Heilman, Koretz, Lang, and Mayor Pro Tem Land.

ABSENT: Mayor Guarriello (excused)

ALSO PRESENT: City Manager Brotzman
City Attorney Jenkins

PRESENTATION OF THE EAST END REVITALIZATION TASK FORCE REPORT:

Mayor Pro Tem Land stated that Mayor Guarriello is not here because he is at a hearing at West Hollywood Park on the gambling initiative which will be before the voters in June, and is representing the Council at that hearing. However, she stated, Mayor Guarriello has communicated to her his concerns and ideas regarding this report, which she will interject this evening.

DEBBIE POTTER, Economic Development Manager, stated that the East End Revitalization Task Force has been working with City staff for a little over a year to develop the report that is before Council. She introduced the members of the Task Force who were in the audience: Wayne Schlock, Fred Vanacore, James Litz (Planning Commission), Ann Ehrental (West Hollywood Community Housing), Jim Bobinyec, Ms. Mori Morrison, Lisa Karako, Ralph Mayo (CORE Program). Ms. Potter indicated that some of the members were unable to attend this evening and sent their regrets. She introduced Martin Coren of Hinderliter, deLlamas, Coren & Cone. Ms. Potter stated that Anne Browning, Planning Manager, is also here to answer any zoning questions, and Bee Wilkening of Community Development Department, who was one of the key staff persons on the Task Force.

Ms. Potter explained the procedure to be followed: first, a quick overview of The East End Revitalization Task Force Report dated May 1993; then a short presentation from Martin Coren on a study which his firm conducted on the financial feasibility of redevelopment; then questions and discussion by Council. Finally, she would like Council to give feedback and direction

regarding implementing the recommendations in the Report. She would also like Council to discuss how some of the recommendations in the Report could be funded by the Public Benefit Fee which Warner Studios is paying as part of their master plan. In addition, she would like Council to give feedback with regard to pursuing redevelopment.

Ms. Potter made two technical corrections to the staff report--where it refers to a \$770,000 Public Benefit Fee to be paid by Warner, it should be \$682,000; in addition, it states "over a ten year period", however, it may be longer because it is tied to actual development.

Ms. Potter explained that the Report was the culmination of a 12-month planning effort undertaken by a 21-23 member Task Force. The Task Force grew out of a four-day intensive design workshop held in November 1991. A team of outside experts held that four-day workshop and interviewed over 100 East End "stakeholders" and came up with a report that outlined a vision for the East End. The purpose of the East End Revitalization Task Force was to come up with a plan of action to achieve that vision, and that is what is before Council this evening.

Ms. Potter further explained that the original vision conceived of the East End as being made up of three components: a Retail Corridor from about Fairfax Avenue to Gardner, a Town Center, and a Studio District, from about Fuller to La Brea and then north and south on La Brea. The Task Force, as they worked, broke up into three working groups--one group looked at economic development; one group looked at neighborhood improvements in the town center; and one looked at the studio district. Tonight there will be presentations regarding each of those categories.

Ms. Potter also mentioned that some accomplishments to date are: the RFP for a master plan for Plummer Park, contracts signed with Edison for the pedestrian lighting project, and improvements to alleyways, which has started.

PRESENTATIONS:

FRANK TAPLIN, Task Force Member, reported on financing mechanisms that could be used to carry out the East End Revitalization.

JORDAN WEXLER, Task Force Member and business owner, reported on economic development. Mr. Wexler gave recommendations for strengthening the East End Retail District by promoting real estate development, attracting more businesses to the area, and encouraging the participation of businesses and property owners in the revitalization of the Retail District.

CHRIS WELCH, Task Force Member and business owner, reported on recommendations for the Studio District, as outlined in the

Report.

STEPHEN ROSE, Task Force Member, reported on recommendations regarding a Town Center, open space, and neighborhood improvements that would improve the quality of life for residents on the East End.

At this time Mayor Pro Tem Land asked two members of the Task Force who had arrived late to stand and introduce themselves, Hamp Simmons and Mark Goldfarb.

MARTY COREN, of Hdl Coren & Cone, reported on the feasibility of adopting a redevelopment plan. He concluded that an East End project area would be feasible; if other conditions are met, an East End and West End project area together would be feasible.

COUNCIL QUESTIONS AND DISCUSSION:

Discussion was held regarding redevelopment.

Councilmember Koretz asked why the Warner project would not be included in a redevelopment plan.

Mr. Coren responded that there is already a development plan for that--the City is required to inform other taxing entities of developments that are going to take place.

Councilmember Koretz asked why the Community Alliance had not been involved in this Task Force.

Ms. Potter explained that membership was through an application process, and explained how the Task Force was structured.

Councilmember Koretz asked if the proposed Chabad project was looked at.

Ms. Potter replied that if they open up to everyone, it will help meet some needs.

Councilmembers Lang and Koretz commented that other cities have made mistakes in redevelopment and we need to be sure that we avoid those mistakes.

Councilmember Heilman thanked everyone and stated that he especially liked the recommendation regarding facade improvement; he felt the parking discussion needed further work. He asked about the recommendation regarding La Brea.

Ms. Potter said they had focussed on the fact that La Brea is underdeveloped and could take a lot of the entertainment.

Councilmember Heilman asked staff to re-look at that when they come back to Council with more specific zoning changes.

Councilmember Heilman also stated he was uncomfortable with the recommendation for Fairfax, north of Norton; he suggested more intense residential, more higher density senior housing.

Ms. Potter suggested that staff could do an analysis when they come back with recommended zone changes.

Councilmember Heilman asked that staff look at lot consolidation in the residential zone, as well as the commercial areas. He was in support of the recommendation with regard to parking overlay in conjunction with mixed use projects that front on Santa Monica Boulevard.

There was discussion regarding green space/pocket parks, cul de sacs, angle parking. Councilmember Heilman stated that he didn't want the idea of more green space to get lost.

Debbie Potter stated that perhaps the green space could be considered along with the Plummer Park Master Plan. The issue of programming, or controlling the use of the green space, would have to be addressed.

Councilmember Heilman asked if staff could do a timeline for completion of all the items.

City Manager Brotzman commented that there are some things that can't be put into a specific timeline; however, there are a wide range of things that can be put on a timeline.

Further discussion was held regarding redevelopment. The Councilmembers were supportive of redevelopment, but wanted more specifics, especially ways to avoid pitfalls.

Ms. Potter stated that the next technical step would be to conduct a blight analysis.

Direction was give to staff to come back with a report with more specifics regarding redevelopment and with the recommendation to do the blight analysis. The report should address themes, some estimated cost, timeline, things that have gone wrong and right in other cities, how to avoid pitfalls, perhaps a couple of scenarios.

Councilmember Lang said she would like to see it "locked in" in some way so that pitfalls can be avoided in the future.

City Manager Brotzman stated that you can't really "lock in", as you can't preclude future Councils from exercising their judgment. In smaller cities, like West Hollywood, Councils are more sensitive to the community than in large cities, like L.A. He stated it would be helpful if Councilmembers could give any specific examples of other cities that staff could look into.

Mayor Pro Tem Land commented that there are common themes that go on--gentrification, displacement, the community not being part of the process, etc. Councilmember Heilman indicated that another theme is affordable housing funds not being spent. He asked that staff address, in their report, all those themes of problems with redevelopment agencies, and also countervailing stories, and come back with the recommendation to do a blight analysis, with how much that will cost and whether there are funds in the budget.

Mayor Pro Tem Land gave further comments, regarding the importance of timelines, the parking issue, pocket parks (green space), ownership of Santa Monica Boulevard. She summarized the directions to staff--to bring a report back to Council regarding the following: 1) timelines; 2) a more thorough discussion on some of the parking issues; 3) more information regarding finances; 4) some redevelopment scenarios; 5) addressing the zoning on La Brea and the concern about the commercial further north on Fairfax; 6) the parking overlay; 7) cul-de-sac-ing; and 8) Warner Brothers' Public Benefit Fee.

Discussion was held regarding the use of the Public Benefit Fee to be paid by Warner Studios. Councilmember Heilman suggested developing a theatre space on the East Side, as a destination point. The Councilmembers made other suggestions, including a municipal art gallery, street beautification, and creation of a "Studio District", with special signage, lighting, etc.

Councilmember Heilman stated he would like the fee used for one significant project, rather than diverted into several projects.

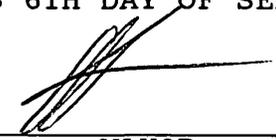
Debbie Potter pointed out that the Public Benefit Fee is tied to the phases of development.

Councilmember Heilman suggested that if the City Council goes ahead with redevelopment, there is the possibility of tax increment bonds.

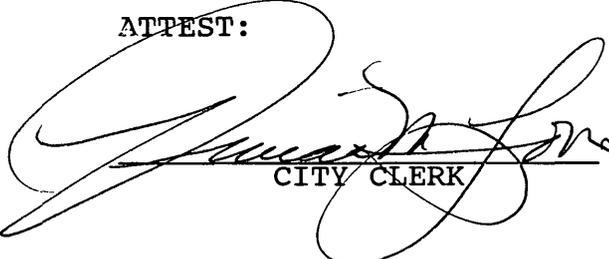
City Council Minutes
May 10, 1993
Page 6

Mayor Pro Tem Land thanked staff and everyone who had participated. The meeting was adjourned at 8:02 p.m. to May 17, 1993, at West Hollywood Park, for a closed session at 6:00 p.m. and a regular meeting at 7:00 p.m.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 6TH DAY OF SEPTEMBER, 1994.



MAYOR

ATTEST:


CITY CLERK