



PLANNING COMMISSION MINUTES
Regular Meeting
March 20, 2014

West Hollywood Park Public Meeting Room – Council Chambers
625 N. San Vicente Boulevard, West Hollywood, California 90069

1. **CALL TO ORDER:** Chair DeLuccio called the meeting of the Planning Commission to order at 6:38 P.M.
2. **PLEDGE OF ALLEGIANCE:** Stephanie DeWolfe led the Pledge of Allegiance.
3. **ROLL CALL:**
Commissioners Present: Altschul, Buckner, Shink, Yeber, Chair DeLuccio.

Commissioners Absent: Aghaei, Vice-Chair Huebner.

Staff Present: Adrian Gallo, Associate Planner, Jennifer Alkire, Senior Planner, Michael Samuelson, Planning Intern, Bianca Siegl, Senior, Stephanie Reich, Urban Designer, David DeGrazia, Acting Current and Historic Preservation Planning Manager, John Keho, Assistant Community Development Director, Michael Jenkins, City Attorney, and David Gillig, Commission Secretary.
4. **APPROVAL OF AGENDA.**
ACTION: Approve the Planning Commission Agenda of Thursday, March 20, 2014 as presented. **Moved by Commissioner Altschul and carried by consensus of the Commission; noting Commissioner Aghaei and Vice-Chair Huebner absent.**
5. **APPROVAL OF MINUTES.**

A. **March 6, 2014**

ACTION: Approve the Planning Commission Minutes of Thursday, March 6, 2014 as presented. **Moved by Commissioner Buckner, seconded by Commissioner Shink and passes; noting Commissioner Aghaei and Vice-Chair Huebner absent.**
6. **PUBLIC COMMENT.** None.
7. **DIRECTOR'S REPORT.**
Stephanie DeWolfe, Community Development Director presented the Director's Report.

She provided an update on the City Council meeting on Monday, March 17, 2014. She stated at 1343 N. Laurel Avenue the city has been working on a Community Engagement Program. The city council created a Visions Concepts Committee with community members, to help guide that project.

In regards to the West Hollywood Park Phase II Implementation, City Council approved a contract for consultants to do public art guidelines for that phase of the park.

They also approved a contract with Historic Resources Group to study the possible relocation of the Great Hall / Long Hall building in Plummer Park, and they also approved a contract to move forward with the next phase of the Design District Streetscape Plan.

The City Council denied the appeal regarding Cooley's Restaurant, and reversed the Planning Commission's decision regarding the reduction of the size of the patio. All other conditions remained.

She also stated the city is about to begin the next two year budget cycle. There are several opportunities for the public to get involved and to provide feedback on the budget process. She encouraged participation in the on-line budget survey and stated there will be a Budget Fair on Wednesday, April 2, 2014 at Plummer Park, 5:00 p.m. – 8:00 p.m.

8. ITEMS FROM COMMISSIONERS. None.

9. CONSENT CALENDAR. None.

10. PUBLIC HEARINGS.

A. 8497-8499 Sunset Boulevard (Karma Mixed-Use Project):

Applicant is requesting to subdivide a previously approved 28,139 square-foot mixed-use project into thirteen (13) separate air-space parcels.

ACTION: 1) Continue the public hearing to Thursday, April 3, 2014. **Moved by Commissioner Buckner, seconded by Commissioner Shink and passes; noting Commissioner Aghaei and Vice-Chair Huebner absent.**

B. 1302 N. Sweetzer Avenue:

Adrian Gallo, , Associate Planner provided an oral and visual presentation and background information as presented in the staff report dated Thursday, March 20, 2014.

He stated this public hearing is a determination of compliance with the General Plan to utilize a parking facility for city vehicles on a temporary basis at a residentially zoned property. He confirmed the zoning ordinance exempts projects on property leased, owned or licensed by the City from the normal permit review process.

He stated the Commission is being asked if the temporary use of the vacant parking facility on a residentially zoned property is in compliance with the goals and objectives of the General Plan.

He provided a history of the request, stating the city is beginning construction on the new automated parking garage and community plaza in the space now occupied by the existing city hall surface parking lot.

Construction is expected to continue until August 2015. During the construction period, the city hall parking lot will be closed to all vehicles. City Hall visitors parking will be accommodated at the Kings Road Municipal Parking Garage. Staff will park at either 901 Hancock Avenue or the West Hollywood Gateway parking facilities.

Additional parking spaces within walking distance of city hall are needed for staff to have quick access.

The parking garage at the subject site provides 24 parking stalls within walking distance to City Hall and shall serve as parking mitigation during construction to park city vehicles and/or designated employee vehicles.

The city's General Plan lays out policies to utilize existing parking, both publicly and privately owned, as effectively and efficiently as possible. The property is currently unoccupied and the use of the parking facility within the building would remedy the shortfall of parking from the closure of the City Hall parking lot.

This agreement will be in effect until the completion of the automated parking garage or when the property owner moves forward with the entitlements to utilize the property for residential condominiums or an Urban Inn.

Staff recommends the Planning Commission determine that the temporary parking facility for city vehicles is consistent with the General Plan.

Chair DeLuccio opened the public hearing for Item 10.B.:

RICK WATTS, WEST HOLLYWOOD, has concerns regarding this item. He spoke regarding the current owner and landlord of 1302 N. Sweetzer Avenue, and stated his concerns with the ongoing issues, problems and difficulties he has put his former tenants and the City through.

ACTION: Close public hearing for Item 10.B.: **Motion carried by consensus of the Commission.**

Commissioner Altschul stated for the record the item before the commission is to determine the consistency of the General Plan, not to determine the concerns that were brought up under public comments.

Commissioner Altschul moved to: 1) approve staff's recommendation.

Seconded by Chair DeLuccio.

Chair DeLuccio agreed this is strictly to determine if the use is consistent with the General Plan. He stated it does meet those findings, and the financial arrangement between the city and the applicant is not under purview of the Commission.

Commissioner Shink thanked Mr. Rick Watts for speaking on this matter; however those concerns are for a different conversation. She stated her support of staff's recommendation for approval.

Commissioner Buckner had concerns, but stated the issues brought forward are not under the purview of the Commission. She stated her support of staff's recommendation for approval.

Commissioner Yeber stated he struggled with the concerns stated, but supports staff's recommendation for approval.

Chair DeLuccio stated for the record this is a temporary use only. It is not permanent.

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 14-1077 as presented: "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, DETERMINING THAT THE TEMPORARY USE OF A PARKING FACILITY FOR CITY VEHICLES ON A RESIDENTIALLY ZONED PROPERTY, LOCATED AT 1302 N. SWEETZER AVENUE, WEST HOLLYWOOD, CALIFORNIA"; and 3) Close Public Hearing Item 10.B. **Moved by Commissioner Altschul, seconded by Chair DeLuccio and passes; noting Commissioner Aghaei and Vice-Chair Huebner absent.**

C. 1250 N. Fairfax Avenue:

Jennifer Alkire, Senior Planner provided an oral and visual presentation and background information as presented in the staff report dated Thursday, March 20, 2014.

She stated the request is to combine three residential parcels located at 1242, 1244-1248, and 1250-1262 N. Fairfax Avenue; demolish all structures on the site, including four two-story multi-family structures and two accessory structures; and construct a five-story, fifty-three unit rental apartment building with twelve units of affordable housing, eighty parking spaces, and utilizing the Courtyard Housing Design Standards.

She provided a history of the property site and spoke on neighborhood compatibility, lot size and current parcel amenities. She stated the current owner has initiated the Ellis process to evict the existing tenants on the site. This process should conclude in July, 2014.

The applicant has elected to provide twelve inclusionary housing units, eight-units required by code, and four voluntary units. Therefore, the project qualifies for a fourteen-unit (35%) density bonus, bringing the total number of units to 53. The inclusionary units will be a mix of one- and two-bedroom units, to be determined by the City's Housing Services and Rent Stabilization Department.

Parking is provided in an at-grade parking level that is located beneath the residential levels, and pulled away from the street to allow the frontage of the building along Fairfax Avenue to be almost entirely occupied by habitable space.

The parking level is laid out with 27 pairs of tandem spaces, all of which will be allocated for the two- and three-bedroom units. There are 26 single-car spaces which would be used for the one-bedroom units. The applicant is requesting to provide 35 compact spaces.

Pursuant to the Affordable Housing Section, two spaces are provided for each of the two- and three-bedroom units, and one space for each of the one-bedroom units. No guest parking is required pursuant to this section. The total number of required parking spaces is eighty (80).

Parking was an issue brought up at the neighborhood meeting. The city cannot require additional parking for this project site, because it is taking advantage of the State Density Bonus for affordable housing.

To alleviate some of the street parking concerns, staff has included the standard condition restricting the number of on-street guest parking passes for single-use to fifty (50) per unit per year, and eliminated any potential resident on-street parking permits for the residents of the building.

The proposed project is designed utilizing the Courtyard Housing Standards and incentives. The project deviates from one of the courtyard standards; whereas it is located above grade, rather than at street level. This deviation is allowed by provision for flexibility in the Courtyard Housing Standards. Staff supports this deviation because of the location of the building along Fairfax Avenue.

The project has a number of amenities for the residents; which include: a bike storage and pet washing area with direct pedestrian access from the sidewalk along Fairfax Avenue, and a large deck with a pool, seating, landscaping, and an adjacent enclosed space housing a community room and a fitness center is located on the roof of the southern portion of the site.

Stephanie Reich, Urban Designer presented the design review report.

She stated this is an extremely well designed project. It will truly enhance the boulevard along Fairfax Avenue. The streetscape is very active with a lobby entry, the grand stair, and entries to townhouse units.

The project is fairly substantial for Fairfax Avenue. The massing is very complimentary to the existing context; it is broken up into several different forms and the courtyard is beautifully designed for a high level of functionality and it's refreshing to see a project with such clear design intent. The Design Review Subcommittee was extremely complimentary

Commissioner Altschul provided the Design Review Subcommittee report. He stated the subcommittee was amazed by what this project brings to Fairfax Avenue, and the addition it will give to the city. It is quite unique and sensational.

Chair DeLuccio continued the Design Review Subcommittee report. He read into the record, the comments from Vice-Chair Huebner. The subcommittee was enthusiastically in support of the project for its excellent design. The project is thoughtful and it fits in well with its surroundings. It will be a great addition to this segment of Fairfax Avenue and this should set an example for future development.

Stephanie Reich, Urban Designer spoke regarding the art component, which is fully integrated into the project.

Jennifer Alkire, Associate Planner stated the project meets all the applicable standards of zoning ordinance; it achieves a high level of functionality and design.

Staff supports the application and is recommending approval.

Chair DeLuccio requested clarification regarding the upper level; which is the fifth story and includes the pool.

Commissioner Yeber disclosed for the record he spoke with the applicant's representative. They discussed matters contained in the staff report.

Commissioner Buckner disclosed for the record she met and spoke with the applicant's representative and architect. They discussed matters contained in the staff report.

Commissioner Shink disclosed for the record she met and spoke with the applicant's representative and architect. They discussed matters contained in the staff report.

Commissioner Altschul disclosed for the record he met and spoke with the applicant's representative and architect. They discussed matters contained in the staff report.

Chair DeLuccio disclosed for the record he spoke with the applicant's representative and architect. They discussed matters contained in the staff report.

Chair DeLuccio opened the public hearing for Item 10.C.:

JEFFREY SEYMOUR, WESTLAKE VILLAGE, applicant's representative, presented the applicants report. He stated for the record there are twenty-six one-bedroom, twenty-five two-bedrooms, and two three bedroom units. The units range in size from approximately 960 square-feet to 1,700 square-feet.

CHRISTIAN ROBERT, SANTA ANA, architect, continued the applicants report. He provided a history of the project and stated they incorporated three key courtyards into the building. He spoke and detailed the elevated staircases, landscaping, front and rear setbacks, walkways, building footprint, design process, detailed the perforated massing, courtyard amenities, material palette, pool deck, ground level units, lobby, building amenities, and common areas, apartment unit sizes, balconies, pedestrian accessibility, art component, and street façade.

GENEVIEVE MORRILL, MARINA DEL REY, President/CEO, West Hollywood Chamber of Commerce, spoke in support of staff's recommendation of approval.

JAMES SHUTE, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval. He questioned the low income housing list requirements.

DON REEVE, WEST HOLLYWOOD, had concerns regarding this item. He spoke regarding landscaping, noise, traffic, parking and building height. He spoke in support of staff's recommendation of approval.

RANDALL DERRICK, WEST HOLLYWOOD, has concerns regarding this item. He spoke regarding guest parking. He spoke in support of staff's recommendation of approval.

BORIS SHPUNT, LOS ANGELES, spoke in support of staff's recommendation of approval.

EUGENE LEVIN, LOS ANGELES, spoke in support of staff's recommendation of approval.

BELLA SOLODKAYM, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval.

JEFFREY SEYMOUR, WESTLAKE VILLAGE, applicant's representative presented the applicants rebuttal. He stated they are very well aware in regards to the concerns regarding guest parking. The project is parked to code under the requirements set forth by SB 1818. He stated they have done as much as they can in relation to the parking lot. Other options have been discussed; however, it is very difficult. At the moment, unfortunately there is no answer. He stated they are willing to do what they can to alleviate some of the issues with the guest parking.

CHRISTIAN ROBERT, SANTA ANA, architect, continued the applicants rebuttal. He spoke and clarified noise concerns and detailed the proposed landscaping.

Chair DeLuccio requested clarification regarding guest parking.

Commissioner Buckner stated this is a well-designed project. She spoke regarding the massing; the buildings differentiation and spoke in support of the courtyard design; stating it is very creative and imaginative. She spoke in support of the rental units and hoped the current tenants will have an opportunity to find adequate housing. This is a good example to other developers and architects to follow.

Commissioner Shink spoke in support of the affordable housing units, and stated it is pedestrian friendly in an area that is not right now. She stated it seems the architect has really tried to look at the compatibility in terms of the scale, bulk and massing. She had concerns regarding the guest parking, and questioned if the extra height casts any additional shade and shadows onto the street or onto the surrounding neighbors.

CHRISTIAN ROBERT, SANTA ANA, architect, stated they did a shadow analyses; which led them to pull back the building significantly on the upper floors. They actually have an increased set-back to alleviate that.

Commissioner Yeber stated this is one of the better designed projects. He commended the architect on his presentation and the clarification of the design process. He stated his support of the art component which becomes a focal point, or center for entry into the building.

Commissioner Altschul stated one of the goals of the city is to provide as much housing as is feasible, and this project accomplishes that goal in a wonderful and sensational way. He spoke regarding the population of West Hollywood and parking concerns. He reiterated this is an urban area, and if we are going to have an urban infill project for fifty-plus people, it can't get any better than this. On a street that doesn't look so good now, wait until this project is finished. He stated his support of the project.

Chair DeLuccio stated his support of the project. He spoke regarding the massing, height and articulation of the buildings.

Chair DeLuccio moved to: 1) approve staff's recommendation of approval with the following amendment: a) change Section 10.8 from 50 annual one-day parking passes to 30 one-day visitor parking passes.

Seconded by Commissioner Altschul.

JEFFREY SEYMOUR, WESTLAKE VILLAGE, applicant's representative, clarified the requested 50 per unit one-day parking passes. There is a negative economic impact if the passes are dropped from 50 to 30.

Commissioner Altschul questioned if 40 one-day parking passes would be acceptable.

JEFFREY SEYMOUR, WESTLAKE VILLAGE, applicant's representative, agreed to this amendment.

Chair DeLuccio changed the motion to read: a) change Section 10.8 from 50 annual one-day parking passes to 40 one-day visitor parking passes per resident per year.

ACTION: Close public hearing for Item 10.C.: **Motion carried by consensus of the Commission.**

Discussion and clarification was had regarding the visitor parking passes.

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 14-1078 as amended: *a) Section 10.8 shall read as follows "...Each individual unit within the project may be granted up to forty (40) one-day visitor parking passes annually...":* "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING A DEMOLITION PERMIT, DEVELOPMENT PERMIT AND A LOT LINE ADJUSTMENT TO COMBINE THREE CONTIGUOUS PARCELS, DEMOLISH ALL STRUCTURES ON SITE AND CONSTRUCT A NEW, FIVE-STORY, FIFTY-THREE UNIT COURTYARD APARTMENT BUILDING WITH TWELVE UNITS OF AFFORDABLE HOUSING, FOR THE PROPERTY LOCATED AT 1250 N. FAIRFAX AVENUE, WEST HOLLYWOOD, CALIFORNIA"; and 3) Close Public Hearing Item 10.C. **Moved by Chair DeLuccio, seconded by Commissioner Altschul and passes; noting Commissioner Aghaei and Vice-Chair Huebner absent.**

Commission Secretary Gillig officially read into the record the appeal procedure for 1250 N. Fairfax Avenue, West Hollywood, California:

The Resolution the Planning Commission just approved memorializes the Commission's final action on this matter. This action is subject to appeal to the City Council. Appeals must be submitted within ten calendar days from this date, to the City Clerk's office. Appeals must be in writing and accompanied by the required fees. The City Clerk's office can provide appeal forms and information about waiver of fees.

THE COMMISSION TOOK A TEN (10) MINUTE RECESS AT 7:45 P.M. AND RECONVENED AT 7:55 P.M.

D. Zone Text Amendment (Miscellaneous):

Bianca Siegl, Senior Planner and Michael Samuelson, Planning Intern provided an oral and background information as presented in the staff report dated Thursday, March 20, 2014.

Michael Samuelson, Planning Intern stated there are miscellaneous zone text amendments that are being implemented to make the Zoning Ordinance more accurate and easier to understand for users.

Staff has been collecting these updates for several years and they fall broadly into four categories: 1) typographical errors; 2) minor corrections and clarifications of definition language; 3) codifying existing policy; and 4) bringing the Zoning Ordinance into State laws.

There are two items which are slightly different from the staff report.

Bianca Siegl, Senior Planner noted clarifications to the following Sections of Resolution No. PC 14-1079; Attachment A:

Section 10. Subsection C(2) of Section 19.26.040 of Chapter 19.26 of Title 19 of the West Hollywood Municipal Code is amended to read as follows:

~~c. A mature non-canopy tree may be replaced with either a canopy or non-canopy tree.~~

dc. The Director may allow trees to be replaced with other types of landscaping if the property includes other trees that provide shade such that additional trees are not necessary, or if a replacement tree would be out of character or form in conjunction with an approved comprehensive landscaping plan, or if in the opinion of the Director there is no suitable location on the property for a replacement tree.

Section 27. The following rows of Table 4-2 in Section 19.48.030 of Chapter 19.48 of Title 19 of the West Hollywood Municipal Code are amended to read as follows:

Type of Use or Project	Review Authority	
	Director	Commission
Project of 10,000 sq.ft. or more of new or additional gross floor area, or requires 492 or more parking spaces, or requires a Conditional Use Permit or Variance		■
Project of less than 10,000 sq.ft. of new or additional gross floor area, or requires less than 492 parking spaces, and does not require a Conditional Use Permit or Variance	■	

Commissioner Altschul requested clarification regarding hedge heights. He stated he thought they were removed in 2003.

Bianca Siegl, Senior Planner stated for the record the language was mistakenly put back into the zoning ordinance when another change was made. Therefore, staff is correcting that original error.

Chair DeLuccio questioned the outdoor smoking section. He thought that it was to be removed from the land use section.

Bianca Siegl, Senior Planner stated for the record the smoking ordinance will be done separately from this item at a later date.

ACTION: 1) Adopt Resolution No. PC 14-1079 as presented; “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT TO FIX TYPOGRAPHICAL ERRORS, CLARIFY CERTAIN EXISTING LANGUAGE AND TO ALLOW FOR COTTAGE FOOD OPERATIONS IN RESIDENTIAL ZONES, WEST HOLLYWOOD, CALIFORNIA”; and 2) Close Public Hearing Item 10.D. **Moved by Chair DeLuccio, seconded by Commissioner Shink and passes; noting Commissioner Aghaei and Vice-Chair Huebner absent.**

11. NEW BUSINESS.

A. Sunset Boulevard Off-Site Signage Study Update:

Bianca Siegl, Senior Planner provided an oral and visual presentation and background information as presented in the staff report dated Thursday, March 20, 2014.

She stated the city is in the process of developing new guidelines that would improve existing and also regulate new off-site signage on the Sunset Strip. It is a project that has a lot of potential to take what is a great landmark asset on The Strip, and make it better in the future. Staff has been working with a strong consultant team that provides additional expertise in urban design, economics, as well as signage and the billboard industry.

The scope of the project is entirely within the Sunset Specific Plan area. The Strip currently has 81 off-site signs, and about 100 off-site sign faces. Some of those signs are double-sided. The study includes both billboards and tall walls.

She stated the study informs us the signage on the Sunset Strip is extremely valuable, and is one of the top three locations of advertising revenue in the world. The total value of all the signs on the Sunset Strip is around 45 million dollars a year in advertising revenue.

The Sunset Strip is a vibrant destination day and night. It is a major nightlife and entertainment destination; it is a major economic engine for the City. It has very high levels of vehicular traffic; approximately 50-60,000 cars a day. The Sunset Strip has a long tradition of innovative signage; dating back to the music industry in the 60's and 70's. The tradition of innovative signage continues to this day, although we are hoping this project will encourage a new version of new, innovative sign installations that was seen a few decades ago.

The purpose of the project is to update the Sunset Specific Plan guidelines as well the Zoning Ordinance policies that relate to off-site signage on the Sunset Strip. There are five key issues that will be addressed in the project:

- 1) Encourage creativity in off-site signage;
- 2) Improve the aesthetics of sign structures and integrate with buildings;
- 3) Address non-desirable land use patterns driven by off-site signage;
- 4) Explore rationale and mechanism for capping off-site signage; and
- 5) Framework to better address new sign proposals and new technologies.

The project team developed a series of aspirations that are guiding the work:

- 1) Keep the Sunset Strip iconic;
- 2) Continue to attract and welcome visitors;
- 3) Provide an immersive urban experience like no other;
- 4) Promote good design; and
- 5) Protect and enhance the value of existing and new signage.

The Comprehensive Sign Study is part of a much larger process that will include review of all pending applications for off-site signs on Sunset Boulevard. The part staff is working on now is essentially the research and regulations phase.

In terms of the overall project's schedule, staff is planning to come back to the Planning Commission in May 2014, and City Council in June 2014, to discuss draft proposed policy directions to be incorporated into the Sunset Specific Plan. Once those discussions have taken place, and have reached some level of comfort with the direction of the policy, staff will be reopening the application window; so those applicants with projects currently on hold can resubmit in order to comply with the new proposed guidelines. New applications would also be accepted at that time. All of those applications, as well as the regulations, will be studied comprehensively, and an environmental impact report. Public hearings would take place on the policy, as well as pending off-site sign applications in the Fall of 2015.

She spoke and detailed the study process, including research and analyses, explorations, regulations and outreach. Some of the key themes heard from the stakeholders during project outreach are:

- 1) Billboards should remain central to the image of the Sunset Strip;
- 2) Billboards should once again be an attraction;
- 3) There is room for limited additional signage, but preserving clear views of existing signs is important;
- 4) Some digital signage is appealing, if properly controlled;
- 5) A mix of static and digital signs is desirable;
- 6) The sign industry responds well to competition; the City should encourage and promote creative custom sign installations.

She stated there is a project website available at: www.wweho.org/sunsetsigns

Commissioner Buckner stated she had concerns regarding too much revenue that comes with these billboards. She specified there are owners and landlords that have not done anything with the buildings themselves, other than to collect the revenue from the signs. It appears there is no incentive for development, improvement or upkeep to these properties. She cited the old Spago's site as an example. She questioned if there is any way to regulate this, and how is it to be addressed.

John Keho, Assistant Community Development Director stated there are two ways to address those concerns. The City does have a committee that looks at vacant and abandoned properties. Owners are contacted to secure the property. He stated he will bring forth the Spago's property to the committee. Going forward, there would be additional regulations that would address the occupancy and maintenance of the buildings.

Commissioner Buckner requested clarification regarding the current applications that are still pending and questioned if they will involve development agreements.

Bianca Siegl, Senior Planner stated the pending applications may or may not each comply with the proposed new policy. They will have an opportunity to revise their applications to comply.

John Keho, Assistant Community Development Director stated there may be some proposed changes that would be considered "minor"; those may not require development agreements. However, there may be some changes that would be considered "major", and those would require a development agreement.

There are currently a couple billboards the City Council directed staff to move forward. Eventually, the commission will see these billboards come forward, prior to all of the documentation staff is working on at this time.

Commissioner Shink commented on digital billboards and questioned the mitigation of the distractions and issues surrounding those digital billboards. She also questioned what the residents' main concerns are.

Bianca Siegl, Senior Planner stated digital billboard distraction is a major consideration. Staff will be looking at research regarding digital billboards. That was also a major concern raised by the residents. Staff will make sure the policy includes limitations on the amount of motion and reduction of distraction.

She commented on the neighborhood meeting with the West Hollywood Heights Neighborhood. There were some concerns with light and glare w regarding digital billboards. There was a great deal of support amongst the residents' and understanding the Sunset Strip is defined by its signage. Staff did not hear signage should go away. All issues will be addressed.

Commissioner Yeber had concerns with the older office edifices; where the income generated by the advertising far exceeds the income that lease holders would provide. He spoke regarding billboards in parking lots, parcels of land that are underutilized with no incentives. He questioned what the mechanism is to allow them to increase or be part of that signage community while also looking at the architecture, the amenities and the infrastructure of their buildings. He would like to see this addressed in the future.

Bianca Siegl, Senior Planner stated for the record these are all things that are being looked at in the policy.

Chair DeLuccio commented on residents and their past concerns with the glare and light from digital billboards. He spoke regarding vacant lots holding the billboards, and buildings becoming billboards.

ACTION: 1) Receive and file. **Motion carried by consensus of the Commission.**

12. **UNFINISHED BUSINESS.** None.

13. **EXCLUDED CONSENT CALENDAR.** None.

14. **ITEMS FROM STAFF.**

A. Planning Manager's Update.

John Keho, Assistant Community Development Director, stated the next Commission meeting on Thursday, April 3, 2014 will have a creative sign permit, a two-unit condominium building, and the continuation of a tentative tract map for the Karma Mixed-Use Project.

15. **PUBLIC COMMENT.** None.

16. **ITEMS FROM COMMISSIONERS.**

Commissioner Shink encouraged participation in the upcoming Women's Leadership Conference.

Commissioner Yeber stated the latest and fully redesigned Cal Planner is currently now available every month.

17. **ADJOURNMENT:** The Planning Commission adjourned at 8:25 P.M. to the next regularly scheduled meeting which will be on Thursday, April 3, 2014 beginning at 6:30 P.M. until completion at West Hollywood Park Public Meeting Room – Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, California. **Motion carried by consensus of the Commission.**

APPROVED BY A MOTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD ON THIS 3RD DAY OF APRIL, 2014.


DONALD DELUCCIO, CHAIRPERSON

ATTEST:


DAVID K. GILLIG, COMMISSION SECRETARY