



**PLANNING COMMISSION
SUMMARY ACTION MINUTES
Regular Meeting
June 15, 2017**

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

THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES; WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR DISCUSSION REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE PLANNING COMMISSION MEETINGS AT www.weho.org/weho-tv/other-city-meetings

1. **CALL TO ORDER:** Chair Aghaei called the meeting of the Planning Commission to order at 6:38 P.M.

2. **PLEDGE OF ALLEGIANCE:** Joe Shooshani, Chair, Beverly Hills Planning Commission led the Pledge of Allegiance.

3. **ROLL CALL:**

Commissioners Present: Altschul, Carvalheiro, *DeLuccio, Hoopingarner, Jones, Vice-Chair Buckner, Chair Aghaei.

Commissioners Absent: None.

Staff Present: Scott Lunceford, Associate Planner, David DeGrazia, Current and Historic Preservation Planning Manager, Sarah Lejeune, Senior Contract Planner, Rachel Dimond, Senior Planner, Bianca Siegl, Long Rang & Mobility Planning Manager, Lauren Langer, Acting Assistant City Attorney and David Gillig, Commission Secretary.

4. **APPROVAL OF AGENDA.**

Chair Aghaei requested Public Hearing Item 10.B. – 1123 N. Formosa Avenue moved to be heard before Item 10.A. – Sunset Strip Off-Site Signage.

ACTION: Approve the Planning Commission Agenda of Thursday, June 15, 2017 as amended. **Moved by Commissioner Jones, seconded by Vice-Chair Buckner and passes, noting Commissioner DeLuccio absent.**

5. **APPROVAL OF MINUTES.**

A. June 1, 2017

ACTION: Approve the Planning Commission regular meeting minutes of Thursday, June 1, 2017 as presented. **Moved by Commissioner Jones, seconded by Vice-Chair Buckner and passes, noting Commissioner DeLuccio absent.**

6. PUBLIC COMMENT.

GENEVIEVE MORRIL, WEST HOLLYWOOD, President, CEO, West Hollywood Chamber of Commerce, thanked Christopher Street West for a successful Los Angeles Pride. She announced the State of the City, which is to be held on Thursday, June 22, 2017 at the Lot, 11:30 a.m. – 1:30 p.m.

7. DIRECTOR'S REPORT.

John Keho, Assistant Director, Community Development Department, presented an update of upcoming items for the City Council meeting on Monday, June 19, 2017.

He stated the City Council will receive an update on the Public Benefits Framework, an agreement regarding the City's Traffic Wide Mobility Study, an agreement developing the Climate Action Plan and Implementation, a zone text amendment regarding commercial uses above the first floor and roof top activities, urban designer job specifications, and the urban design program.

8. ITEMS FROM COMMISSIONERS.

Commissioner Hoopingarner requested if larger documentation, specifically, but not exclusively environmental documents, be made available to the Planning Commission earlier than the normal review period.

9. CONSENT CALENDAR. None.

**Commissioner DeLuccio arrived after official Roll Call at 6:45 p.m.*

The following item was heard out of order as part of the amended agenda:

10. PUBLIC HEARINGS.

B. 1123 N. Formosa Avenue:

Scott Lunceford, Associate Planner, provided a verbal presentation and background information as presented in the staff report dated Thursday, June 15, 2017.

He stated the applicant is requesting to demolish a single-family residence and construct a new three-story, five-unit condominium building over subterranean parking.

He provided a history of the property and surrounding neighborhood, and spoke regarding unit square footage, green points, incentives, common open space, private open space, parking, in-lieu fees, massing, pedestrian friendliness, and neighborhood compatibility.

Staff requested approval.

The commission requested clarification regarding the in-lieu fees, and landscaping.

Chair Aghaei opened public comment for Item 10.B.:

MARGARET TAYLOR, LOS ANGELES, Apex LA, applicant's representative, presented the applicant's report. She provided a history of the project, and detailed the front yard setbacks, landscaping, sewer infrastructure, front stairwell, planter size, parking, and unit sizes and layout. She clarified the trees on the site are not protected.

The commission requested clarification regarding the calculations for the stairwell protrusions, and questioned the rooftop dimensions,

SHARON KNOLLE, WEST HOLLYWOOD, opposes staff's recommendation of approval.

JOYA CAFFEY, WEST HOLLYWOOD, has concerns regarding this item. She spoke regarding neighborhood compatibility, aesthetics, and construction.

STEPHEN CHRISTENSEN, WEST HOLLYWOOD, opposes staff's recommendation of approval.

CATHY BLAIVAS, WEST HOLLYWOOD, has concerns regarding this item. She spoke regarding neighborhood compatibility and ongoing construction.

MARGARET TAYLOR, LOS ANGELES, Apex LA, applicant's representative, presented the applicant's rebuttal. She spoke regarding driveway location, balcony sizes, and construction timelines.

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

Discussion was held regarding neighborhood compatibility, landscaping, common open space, roof deck, design criteria, side setbacks, and criteria for historic designations, enclosed balconies, massing, and required setbacks.

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

Seconded by Chair Aghaei.

Commission DeLuccio would like staff to work with the applicant regarding the frontage and landscaping.

Commissioner Altschul and Chair Aghaei agreed to this amendment to the motion.

ACTION: 1) Approve the application, 2) Adopt Resolution No. PC 17-1203 as amended: Section 7.1) *Applicant shall work with staff to improve the front landscaping to create a more usable space;*” “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING A DEMOLITION PERMIT AND A DEVELOPMENT PERMIT FOR THE DEMOLITION OF THREE DWELLING UNITS AND THE CONSTRUCTION OF A THREE-STORY, FIVE-UNIT CONDOMINIUM BUILDING, LOCATED AT 1123 NORTH FORMOSA AVENUE, WEST HOLLYWOOD, CALIFORNIA;” 3) Adopt Resolution No. PC 17-1204 as presented: “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, APPROVING A TENTATIVE TRACT MAP (MAJOR LAND DIVISION NO. 74203), FOR THE PROPERTY LOCATED AT 1123 NORTH FORMOSA AVENUE, WEST HOLLYWOOD, CALIFORNIA;” and 4) Close the Public Hearing for Item 10.B. **Moved by Commissioner Altschul, seconded by Chair Aghaei, and passes, noting Commissioner Hoopingarner voting NO.**

Commissioner Altschul recused himself from the meeting at this time; due to living within 500’ of the proposed Sunset Strip Off-Site Signage Policy area, located along Sunset Boulevard, West Hollywood, California.

Vice-Chair Buckner recused herself from the meeting at this time; due to living within 500’ of the proposed Sunset Strip Off-Site Signage Policy area, located along Sunset Boulevard, West Hollywood, California.

A. Sunset Strip Off-Site Signage Policy:

Bianca Siegl, Long Range and Mobility Planning Manager introduced the Sunset Strip Off-Site Signage Policy. She stated this is a discussion for new regulations for off-site signage on the Sunset Strip.

She provided a history of the signage on the Sunset Strip, and spoke regarding City Council’s directive, stating the off-site signage policy should focus on: 1) creativity; 2) aesthetics; 3) land use; 4) new technology; and 5) balanced quantity.

Sarah Lejeune, Senior Contract Planner provided a verbal presentation and background information as presented in the staff report dated Thursday, June 15, 2017.

In 2012, the City Council directed staff to develop a new process for review of off-site sign applications to better address a number of new signage requests. Staff reached out to residents, off-site signage operators and artists to identify a vision and new approach to off-site signage. The proposed policy consists of:

- Future vision for off-site signage that continues to enhance the Sunset Strip
- Guiding principles that direct implementation of the vision
- Detailed policies that regulate location, approval, construction, and operations for new and modified billboards

The proposed regulations would create a Sunset Strip Billboard District and permit improvements to existing signs as well as the phased addition of no more than 18 new signs over 15 years. New billboards will be integrated into new development and significant façade remodel projects via negotiated development agreements. The proposed regulations would allow limited improvements to the 89 existing billboards, and an overall limit of 20 digital signs (either new or modified) installed over the 15 year period. Proposed regulations for off-site signs include specific standards for size, lighting, community benefits, public art components, protection of public view sheds and vegetation.

She detailed and spoke regarding the following directives:

VISION

Seek creativity and synergy; Integrate signage and structures; prevent signs that dictate inappropriate land-use; and define the right type of new.

GUIDING PRINCIPLES

Urban Design; Public Art; Economic Development; and Cultural Resources.

She spoke briefly and detailed the following sections: 1) New Signs: Integrated into buildings as remodel or new construction; 2) Digital Signs: up to 20; 3) Modifications to existing signs permitted; 4) Incentives for preserving cultural resources; 5) Development agreements with community benefit; 6) Temporary creative opportunities; and 7) Sunset Strip Billboard District with arts programming

Michelle Webb, Dudek consultant presented and detailed the CEQA process.

The commission requested clarification regarding letters and correspondence received in regards to the CEQA document. They questioned the development standards, technology, and protection of the view corridors, number of new versus digital signs, urban design rational, and signage inventory.

Chair Aghaei opened public comment for Item 10.A.:

HENNING NOPPER, WEST HOLLYWOOD has concerns regarding this item. He spoke regarding impacts of current digital signage, and arts programming.

GENEVIEVE MORRIL, WEST HOLLYWOOD, President, CEO, West Hollywood Chamber of Commerce has concerns regarding this item. She spoke regarding business aspects, industry standards, art programming, policy and process, and screen times.

LAYNE LAWSON, LOS ANGELES, representing Clear Channel Outdoor, has concerns regarding this item. He spoke regarding approval criteria, illumination standards, and public art requirements.

ELYSE EISENBERG, WEST HOLLYWOOD, Chair of West Hollywood Heights Neighborhood Association, has concerns regarding this item. She spoke regarding the number of billboards, integration into new construction projects and architectural integrity.

DJ MOORE, LOS ANGELES, Latham & Watkins, has concerns regarding this item. He spoke regarding potential allowance for offsite signage for designated historic resources on the Sunset Strip.

DAVID THOMPSON, LONG BEACH, Latham & Watkins, has concerns regarding this item. He spoke regarding potential allowance for offsite signage for designated historic resources on the Sunset Strip.

THOMAS WISCOMBE, LOS ANGELES, spoke in support of staff's recommendations for the Sunset Strip Off-Site Signage Policy.

PETE SCANTLAND, LOS ANGELES, spoke in support of staff's recommendations for the Sunset Strip Off-Site Signage Policy.

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

The commission had discussion and concerns regarding the following recommendations.

INTEGRATION NEW DEVELOPMENT PROJECTS AND MAJOR FAÇADE MODELS: General consensus in support. Concerns were raised regarding the design process; which should be thoughtful and integrated into the project.

DISTRIBUTION RATIONALE, PRESERVE MINIMAL OFF-SITE PRESENCE IN CENTRAL REGION: General consensus in support. There was discussion and clarification regarding cultural resource designations.

TALL WALLS-MODIFICATION ONLY OF EXISTING WITHOUT DIGITAL: General consensus in support. Concerns regarding changes in current signage over time for billboards. Some consideration should be given to new technologies and new possibilities that might be acceptable in the future, where modifications could be permitted.

18 NEW SIGNS OVERALL OF WHICH 17 COULD BE DIGITAL. 20 DIGITAL SIGNS OVERALL, ALLOCATED AS FOLLOWS:

(3) Conversions to digital on designated cultural resource sites; (7) new signs via significant façade remodels; and (10) via new development projects: General consensus in support. Concerns raised were visualizing the actual number and size of future digital signs.

Francis Kraye, of Francis Kraye and Associates, provided an update on light emission standards and regulations.

LIGHT EMISSION REGULATIONS: General consensus in support. Concerns were raised about illumination time periods regarding animated digital billboards.

DEVELOPMENT AGREEMENT BENEFITS INCLUDE IMPROVEMENTS TO PUBLIC REALM: General consensus in support. Concerns were raised regarding the operations fee, and the percentage of dollars which may be identified for specific allocation usage.

ESTABLISH BILLBOARD DISTRICT WITH 25% PROGRAMMING FOR PUBLIC ART: General consensus in support. Concerns regarding the process for tracking, monitoring and implementation of the 25% programming. Percentage for public art could be higher.

OTHER CONCERNS: Discussion and clarification was held regarding eight seconds versus sixteen seconds time for each digital advertisement. No general consensus.

Discussion and clarification regarding proposed historic off-site signage on designated historic properties. General consensus directed staff, that historic properties with off-site signage should be considered: a) that it goes through a design review process; and b) the new or off-site signage in congruent with the original signage on the original building.

Discussion and clarification was held regarding height modifications for existing signs. Concerns were modifications should go through a public review process.

Chair Aghaei moved to: 1) approve draft Resolution No. PC 17-1203 as amended as a recommendation to the City Council.

Seconded by Commissioner DeLuccio.

ACTION: 1) Adopt draft Resolution No. PC 17-1203 as amended: a) *modifications to signs that are modifying the height, City Council to consider receiving a higher level of review; b) consider eight seconds versus sixteen seconds, however, leaving it at 16 for the recommendation to City Council; c) lowering lighting levels by 20%; d) amend the inventory document to show all other signs, but those are not subject to the modifications to this policy; e) case studies shall be correctly numerically numbered; f) City Council to consider whether to direct back to staff to study the historic signage and review process; g) noting Item Nos. 1 – 8 as a general consensus; “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING THAT THE CITY COUNCIL ADOPT A NEGATIVE DECLARATION FOR THE SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY; APPROVE AN ORDINANCE AMENDING SECTIONS §19.34.080 AND §19.34.090 OF THE WEST HOLLYWOOD MUNICIPAL CODE TO STRIKE OUTDATED SIGNAGE LANGUAGE AND REFERENCE THE SUNSET SPECIFIC PLAN; AND APPROVE A RESOLUTION AMENDING PART TWO, SECTION 8 OF THE SUNSET SPECIFIC PLAN TO ADOPT THE NEW SUNSET BOULEVARD OFF-SITE SIGNAGE POLICY, LOCATED IN WEST HOLLYWOOD, CALIFORNIA;” and 2) Close the Public Hearing for Item 10.A. **Moved by Chair Aghaei, seconded by Commissioner DeLuccio, and passes, noting Commissioner Hoopingarner voting NO, and the abstentions of Commissioner Altschul and Vice-Chair Buckner.***

11. **NEW BUSINESS.** None.

12. **UNFINISHED BUSINESS.** None.

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

14. **ITEMS FROM STAFF.**

A. **Planning Manager’s Update.** None.

15. **PUBLIC COMMENT.** None.

16. **ITEMS FROM COMMISSIONERS.**

Commissioner Carvalho stated he would like to see the Planning Commission work with the Arts and Cultural Affairs Commission on a plan that elevates the design discourse in the City of West Hollywood.

17. **ADJOURNMENT:** Noting the cancellation of the Planning Commission regular meeting on Thursday, July 6, 2017, the Planning Commission adjourned at 10:30 P.M. to a regularly scheduled meeting on Thursday, July 20, 2017 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.**

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held this 20th day of July, 2017 by the following vote:

AYES: Commissioner: Altschul, Carvalheiro, Hoopingarner, Jones, Acting Chair Buckner.

NOES: Commissioner: None.

ABSENT: Commissioner: Chair Aghaei.

ABSTAIN: Commissioner: Bass.



SUE BUCKNER, ACTING CHAIRPERSON

ATTEST:



DAVID K. GILLIG, COMMISSION SECRETARY