



## PLANNING COMMISSION MINUTES

July 5, 2001

West Hollywood Park Auditorium, 647 N San Vicente Boulevard, West Hollywood, California 90069

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### 1. CALL TO ORDER

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Chair DeLuccio called the meeting of the Planning Commission to order at 6:30 PM.

#### A. Pledge of Allegiance

The Pledge of Allegiance was led by Steven Afriat.

#### B. Roll Call

Commissioners Present: Altschul, Behr, Crowe, DeLuccio, Hamaker, Hewitt and Torgan

Commissioners Absent: None.

Staff Present:

Ray Reynolds, Acting Community Development Director; John Keho, Acting Planning Manager; Christi Hugin, Assistant City Attorney; Jack McGee, Contract Planner; David Gillig, Administrative Staff Assistant to the Planning Manager and Carlo Aceytuno, Assistant to Planning Staff.

#### C. Approval of Agenda Action:

Approve the Planning Commission Agenda of Thursday, July 5, 2001 as presented.

**Motion Commissioner Altschul, seconded by Commissioner Behr and unanimously carried.**

#### D. Report on Posting of Agenda

This agenda was posted at City Hall, the Community Development Department counter, West Hollywood Library on San Vicente Boulevard, Plummer Park, and the West Hollywood Sheriff's station.

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### 2. PUBLIC COMMENT

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None.

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### 3. ITEMS FROM COMMISSIONERS

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Chair DeLuccio requested that all Commissioners enunciate and speak clearly into the microphones. He also reminded the public at this time to turn off all cellular phones and pagers.

**ITEM 5.A**

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#### 4. CONSENT CALENDAR

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##### A. APPROVAL OF MINUTES:

**ACTION:** Approve the Planning Commission Minutes of Thursday, June 7, 2001 as amended to include the date change as stated by Chair DeLuccio.

**Motion Chair DeLuccio, seconded by Commissioner Behr and unanimously carried.**

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#### 5. EXCLUDED CONSENT CALENDAR

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None.

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#### 6. COMMISSION CONSIDERATION

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Chair DeLuccio announced that the following are currently serving on the following Sub-Committees:

- 1) Transportation Sub-Committee: Commissioners Behr and Torgan;
- 2) Tree Task Force: Chair DeLuccio
- 3) Planning Commission Design Review Sub-Committee: Chair DeLuccio, Commissioner Crowe and
- 4) Commissioner Hamaker was appointed to the Planning Commission Design Review Sub-Committee and the Project Area Committee.

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#### 7. PUBLIC HEARINGS

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##### A. Sunset Specific Plan Amendment 2001-02, Modification to the Sunset Millennium Development Agreement. Billboard Permits 2001-16, 2001 -20 & 2001-26, Creative Billboard Permit 2001-22, Negative Declaration:

Amendment to the Sunset Specific Plan to allow new billboards in the area 5-C to allow additional height for the billboards in that Millennium Development Agreement to include approval of billboards. Additionally, permits are requested for three new V-shaped billboard structures for a total of six new billboard faces and one creative billboard-tall wall.

**Applicant:** Sunset Millennium Associates, LLC

**Location:** 8560-8590 Sunset Boulevard

**Planner:** Jack McGee

**Recommendation:** Review the application and forward a recommendation to the City Council

Jack McGee, presented the staff report.

Cindy Starrett, Los Angeles, representing Latham & Watkins and Mark Siffin, Los Angeles, Developer of the Sunset Millennium Development presented the applicants report.

Commissioner Altschul commented how the Sunset Millennium Development has a sensational design and tremendous merit, however, the amendment isn't requesting anything new, other than what appears to be an economic driven reason. He questioned if there is any compelling reason other than an economically driven situation for which the amendment should be granted?

Commissioner Crowe questioned how the public interest is better served by changing these signs from on-site signs to off-site signs? He stated that there are fifty-two (52) billboards permitted along the Sunset Strip as an incentive where they were needed. But going from on-site to off-site not only diminishes the value of Site 5C (and the buildings that will be erected), the effectiveness and usefulness of those buildings is diminished substantially by not having the creative identification signs. He believes that the requested amendment is not in the public interest and not in conformance with the Development Agreement.

Commissioner Torgan commented and questioned the so-called solvency of the Sunset Millennium Project if the amendment is not granted.

Commissioner Behr asked for a copy of the parcel map and questioned the control of the signage, encroachment issues and the possibility of putting "time limits" on billboards.

City Attorney Hogan stated the Outdoor Advertising Act governs billboards and "time limits", which creates a right; is not easily extinguished due to the strength of the billboard lobby.

Chair DeLuccio questioned staff about the Streamlining Act and if there is a Deadline to meet. He then opened the Public Hearing:

CARLA RYHAL, WESTLAKE VILLAGE, representing Regency Outdoor, has concerns regarding this item. She states the current signs, are not consistent with the current regulations in the Development Agreement and handed out a summarized letter that listed all specific concerns to the Commissioners.

PAT MC GINN, LOS ANGELES, spoke in support of this item.

RICHARD SLAWSON, TORRANCE, spoke in support of this item.

JOHN SHEEHAN, WEST HOLLYWOOD, spoke in support of this item.

MICHAEL TOBIAS, WEST HOLLYWOOD, spoke in support of this item.

MICHAEL EPSTEEN, SANTA MONICA, spoke in support of this item.

MARTY SHAPIRO, WEST HOLLYWOOD, spoke in support of this item.

MILES WHITE, WEST HOLLYWOOD, spoke in support of this item.

ROSEMARY MINSKY, WEST HOLLYWOOD, spoke in support of this item.

FRANCIS J. MONTGOMERY, BEVERLY HILLS, opposes this item. He stated that the Developer is asking for more than they originally agreed too and requested that the application be denied.

LAUREN MEISTER, WEST HOLLYWOOD, opposes this item. She indicated that the applicant is not taking into consideration how Sunset Boulevard is going to look once this development is finished and request that the application be denied.

DR. JEHUDA RENAN, WEST HOLLYWOOD, spoke in support of this item.

BOB KNOTEK, LOS ANGELES, opposes this item. He raised issues on this project and how it will affect his views, from his house and back yard. He stated that they are too big and request that the application be denied.

HANK MC CANN, LOS ANGELES, opposes this item. He commented on an article that appeared in the Los Angeles Times regarding the proliferation of billboards.

CHRISTOPHER REID, WEST HOLLYWOOD, has concerns regarding this item and questioned the material that will be appearing on these billboards.

G.G. VERONE, LOS ANGELES, opposes this item and raised issues on how this will affect her views and request that the application be denied.

JEAN MATHISON, WEST HOLLYWOOD, opposes this item, stating that the Sunset Specific Plan should be adhered to and that additional blight would be added to Sunset Boulevard. She requested that the application be denied.

PETER MC LAREN, LOS ANGELES, opposes this item. He stated that he purchased his property specifically for the views of the skyline, which will be compromised and destroyed if this item passes.

DAVID GOLDSTEIN, LOS ANGELES, opposes this item and stated how it will directly affect the views from his property. He requested the application be denied.

STEVEN AFRIAT, LOS ANGELES, spoke in support of this item.

KATHY LUCOFF, LOS ANGELES, spoke in support of this item.

HILLARY SELVIN, LOS ANGELES, Director of the West Hollywood Chamber of Commerce, spoke in support of this item.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in support of this item.

**THE COMMISSION TOOK A TEN (10) MINUTE RECESS AND RECONVENED AT 8:25 P.M.**

Cindy Starrett, Los Angeles, representing Latham & Watkins and Mark Siffin, Los Angeles, Developer of the Sunset Millennium Development gave a five (5) minute rebuttal on the issue(s) raised.

**ACTION:** Motion to close the Public Hearings to public speakers. **Motion Commissioner Crowe, seconded by Commissioner Altschul and unanimously carried.**

Commissioner Altschul moved approval of the application be approved as to the aspect of correcting the listed height of the building known as the Playboy Building, as specified in the Staff Report and that in all other respects the application be denied. **Motion Commissioner Altschul, seconded by Commissioner Crowe.**

Commissioner Behr requested that the motion be amended to include the Creative Wall since it was in the Development Agreement.

Commissioner Altschul and Commissioner Crowe agreed to the amendment to the motion.

Commissioner Torgan stated that he hopes the outcome of this is that the Commission would give the applicant the opportunity to go back to the drawing board before the recommendation(s) goes before the City Council. He further stated that he cannot support any proposal that is going to encroach in public airspace and commented on and questioned the financial feasibility of the Sunset Millennium Development project if this amendment does not pass.

Commissioner Altschul stated once again for the record that this item should be denied. At this time, that he would not want to disturb and/or alter the [Sunset Specific Plan] document.

Commissioner Crowe reiterated his position and commented regarding on-site signs versus off-site signs.

Commissioner Hewitt stated that she would be voting against Commissioner Altschul's motion and agreed with Commissioner Torgan's recommendation, that the Developer have the opportunity to go back and make revisions before the recommendations go before the City Council for final approval.

Chair DeLuccio would like to have seen this item continued to the July 19<sup>th</sup> Planning Commission meeting, out of courtesy to the applicant.

Commissioner Hamaker stated her concerns with billboards converted from creative signs and preserving the current airspace.

Commissioner Behr agreed with the majority of the Commission and noted that in essence he doesn't think he could ever approve billboards on this site. He also stated that economics cannot play a part in the Planning Commission's decision regarding this item.

**ACTION:** Approve Creative Billboard Permit 2001-22; to amend the Sunset Specific Plan to correct the listed height in the existing building and to deny the remaining permits without prejudice. **Motion Commissioner Altschul, seconded by Commissioner Crowe and carried on a Roll Call vote:**

Crowe:	Aye
Altschul	Aye
Hamaker	Aye
Torgan	Nay
Hewitt	Nay
Behr	Aye
DeLuccio	Nay

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## 8. PUBLIC COMMENT

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None.

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## 9. ITEMS FROM COMMISSIONERS

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None.

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## 10. ITEMS FROM STAFF

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Ray Reynolds, Acting Community Development Director stated that John Jalili was currently on vacation and the meeting regarding Cedars-Sinai Medical Center was tentatively set for Wednesday, August 1, 2001.

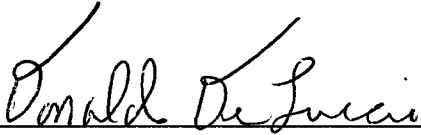
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## 11. ADJOURNMENT

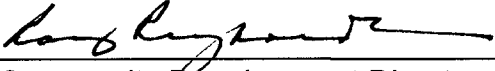
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The Planning Commission adjourned at 9:35 P.M. to the next regular meeting of the Planning Commission, which will be on Thursday, July 19, 2001, at the West Hollywood Park Auditorium, 647 N. San Vicente Boulevard, West Hollywood, California. **Motion carried by consensus of the Commission.**

APPROVED BY A MOTION OF THE PLANNING COMMISSION ON THIS 2<sup>ND</sup> DAY OF AUGUST, 2001.

  
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CHAIRPERSON

ATTEST:

  
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Community Development Director