



## **PLANNING COMMISSION MINUTES**

**February 1, 2001**

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

---

### **1. CALL TO ORDER**

---

The meeting of the Planning Commission was called to order at 6:30 p.m. by Chair DeLuccio.

#### **A. Pledge of Allegiance**

The Pledge of Allegiance was led by Jeanne Dobrin.

#### **B. Roll Call**

Commissioners Present:

John Altschul, David Behr, Brad Crowe, Donald DeLuccio, Barbara Hewitt, and Brad Torgan

Commissioners Absent:

None.

Staff Present:

Ray Reynolds, Community Development Director; Lisa Heep, Planning Manager; Bob Pittman, Assistant City Attorney; Emmeline Elzin, Assistant Planner; Jack McGee, Contract Planner; and Jennifer Diaz, Administrative Staff Assistant.

#### **C. Approval of Agenda**

**Action: Approve the Agenda**

Motion: Crowe            Second: Altschul

Vote: All Ayes

#### **D. 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.

---

### **2. PUBLIC COMMENT**

---

- a. **John Paul Drayer**, West Hollywood, commented on the plan approval process at the planning counter. Also does not approve of the double-sided billboards.
- b. **Jeanne Dobrin**, West Hollywood, commented on the Town Hall Meeting held at the auditorium and what was learned about the businesses on Sunset.

---

### **3. ITEMS FROM COMMISSIONERS**

---

- Altschul:** Suggested having a meeting at Plummer Park in the future and proposed that a discussion of lighting during an energy crisis be agendaized to implement a plan for the billboard agencies.
- Crowe:** Requested an update on the status of appealed cases.
- Torgan:** Stated that he would also like to discuss billboard lighting during an energy crisis.
- Behr:** Inquired about restaurants and their conditional use permits to make sure they do not operate as bars. Also stated that the Governor has mandated a 50% reduction of outdoor lighting and agreed that it should be agendaized.

---

#### 4. CONSENT CALENDAR

---

**A. Minutes – January 4, 2001**

**Action:** Approve the Minutes of January 4, 2001.

Motion: Behr                      Second:        Hewitt

Votes:    All Ayes, noting the abstention of Commissioner Altschul.

---

#### 5. EXCLUDED CONSENT CALENDAR

---

None.

---

#### 6. COMMISSION CONSIDERATION

---

**A. *Withdrawal of Conditional Use Permit 2000-16: Request to amend previously issued CUP 92-17 for a wireless telecommunications facility.***

**Applicant:** Mark Harvery for Verizon Wireless

**Location:** 8899 Beverly Boulevard

**Planner:** Terry Blount

**Recommendation:** Accept and file the withdrawal.

*Withdrawal accepted and filed without objection.*

**B. *Extension of time allowed to rebuild fire damaged structure.***

**Applicant:** Ed Roane

**Location:** 7426-30 Santa Monica Boulevard

**Planner:** Emmeline Elzin

**Recommendation:** Conditionally approve the request subject to the findings and conditions in the proposed resolution.

Emmeline Elzin presented the staff report.

**Public Comment:**

1. **Jeanne Dobrin**, West Hollywood, stated that the resolution reads "to commence construction".

**Action: Move staff recommendation with six months as the time to commence construction.**

Motion: Altschul Second: DeLuccio

Votes: All Ayes

**Motion passes**

**C. Appeal of Billboard Permit 2000-38: Appeal of staff denial of a billboard permit.**

**Appellant:** Leonard and Company

**Location:** 8853 Sunset Boulevard

**Planner:** Jack McGee

**Recommendation:** Deny the appeal and uphold staff's denial of the permit.

Commissioner Altschul requested that Item 7.C be heard after the public hearings to review a multi-page document presented by the appellants prior to the start of the meeting.

Jack McGee presented the staff report.

Monica Witt presented the appellant's report.

**Public Comment:**

1. **Jeanne Dobrin**, West Hollywood, stated that Leonard and Company have tried to innocently violate the City's laws; Suggested that the City should follow Beverly Hills and outlaw billboards altogether; and encouraged the Commission to uphold the staff's recommendation.

Monica Witt presented a rebuttal.

**Action: Move staff report with amendments, which include, in section 5.3 add an introductory sentence "The proposed new billboard is inconsistent with the Sunset Specific Plan" followed by the remainder of the finding. After section 5.3, add additional finding of "Also prefaced the proposed new billboard is inconsistent with the Specific Plan" and include "the billboard should use the industry standard of 14 x 48, smaller billboards are not encouraged", and make reference to that portion of the Specific Plan in the finding.**

Motion: Torgan Second: Altschul

Votes: All Ayes

**Motion passes**

---

## **7. PUBLIC HEARINGS**

---

**A. Development Permit 2000-33: Addition of two (2) bedroom apartments to existing three (3) unit building for a total of a four (4) unit building.**

**Applicant:** Willy Tsai

**Location:** 841 Westbourne Drive

**Planner:** Emmeline Elzin

**Recommendation:** *Conditionally approve the request subject to the findings and conditions in the proposed resolution.*

Emmeline Elzin presented the staff report.

**Action: Move the staff report.**

Motion: Crowe                      Second: Behr

Votes: All Ayes

**Motion passes**

**B. Billboard Permit 2000-44:** *Conversion of an existing single-face billboard to a double-face billboard.*

**Applicant:** *Regency Outdoor Advertising*

**Location:** *8349 Sunset Boulevard*

**Planner:** *Jack McGee*

**Recommendation:** *Conditionally approve the request subject to the findings and conditions in the proposed resolution.*

Jack McGee presented the staff report.

Bonnie Kingry, Regency Outdoor Advertising, presented the applicants report.

**Public Comment:**

1. **Jeanne Dobrin**, West Hollywood, stated that she is opposed to two-sided billboard's and that the Wishard's and their neighbors are entitled to peace around their homes. She also stated that the Commission should inquire about the clause in the contract between the billboard and electric companies which requires the billboards to be turned off during an electric crisis.
2. **Pam Wishard**, Los Angeles, informed the Commission that her bedroom is 50 yards from the billboard and does not have a problem with the billboard but is concerned with how the lighting will be done and currently the under-lighting is shining into the bedroom. She also stated that Bonnie Kingry is working on the lighting problems.

**Action: Close the public hearing**

Motion: Torgan                      Second: Altschul

Votes: All Ayes

**Commission Deliberation:**

- Regency was commended for trying to work with neighbors and taking responsibility for the problems arising from their billboards.
- The second side of the billboard should not be constructed until the energy crisis is over.

**Action: Move Staff Report with clear language in section 6 to include both sides of the billboard.**

Motion: Torgan Second: Altschul

Votes: Ayes: Crowe, DeLuccio, Altschul, Torgan, Hewitt

No: Behr

**Motion passes**

**C. Billboard Permit 2000-75:** Proposal to convert an existing single-face billboard to a double-face billboard.

**Applicant:** Infinity Outdoor Advertising

**Location:** 8373 Sunset Boulevard

**Planner:** Jack McGee

**Recommendation:** Conditionally approve the request subject to the findings and conditions in the proposed resolution.

Jack McGee presented the staff report.

Roberta Sponsler presented the applicant's report.

**Public Comment:**

1. **Pam Wishard**, Los Angeles, stated that she does not believe this billboard will have any lighting impact on her home, but would like Infinity to come to her home to make sure there will not be a problem.
2. **Jeanne Dobrin**, West Hollywood, stated that she is opposed to double sided billboards and that the city has not developed any plan to enforce maintenance of the back of the billboards.

Roberta Sponsler gave a rebuttal.

**Action: Close the public hearing.**

Motion: Altschul Second: Crowe

Votes: All Ayes

**Discussion**

- The second side of the billboard should not be constructed until the energy crisis is over.

**Action: Move staff report with the lighting amendment applied to both sides of the billboard.**

Motion: Altschul Second: DeLuccio

Votes: Ayes: Altschul, Crowe, Torgan, Hewitt, DeLuccio

No: Behr

**Motion passes**

---

**8. PUBLIC COMMENT**

---

None.

---

**9. ITEMS FROM COMMISSIONERS**

---

None.

---

**10. ITEMS FROM STAFF**

---

- Updates given on the Sunset Millennium design, The Guess Cube, Appeal of Pacific Hills School, Seniorita's on Sunset, Town Hall Meeting, and energy supply possibilities.

---

**11. ADJOURNMENT**

---

**Action: To adjourn to the next regular meeting of the Planning Commission on Thursday, February 15, 2001, at the West Hollywood Park Auditorium, 647 N. San Vicente Boulevard.**

Motion: Altschul                      Second: Behr  
Motion carried by consensus of the Commission.

**PASSED, APPROVED AND ADOPTED THIS DAY OF** 4-5, 2001.

**CHAIRPERSON:** Donald M. DeSantis

**ATTEST:**  
**COMMUNITY DEVELOPMENT DIRECTOR:** John J. Jahn