



## **PLANNING COMMISSION MINUTES**

**March 16, 2000**

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 6:35 p.m. by Chair Smith.

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

The Pledge of Allegiance was led by Donald Bruhnke.

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

Commissioners Present:

John Altschul, Liz Anderson, David Behr, Brad Crowe, Donald DeLuccio, Steve Smith, and Bradly Torgan

Commissioners Absent:

None.

Staff Present:

Ray Reynolds, Community Development Director; Lisa Heep, Planning Manager; Erika Fleming, Assistant City Attorney; Liz Bar-El, Associate Planner; Hassan Haghani, Senior Planner, Vit Vitatoo, Parking Manager and Emmeline Elzin, Acting Assistant Planner.

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

**Action: To approve the Agenda as amended.**

Motion: Torgan                      Second: Smith

Votes: All Ayes                      Motion Carried

#### **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. **Donald Bruhnke, West Hollywood**, requested that the City's Web Page be updated with the current Planning Commission Agenda's.
- b. **Jeanne Dobrin, West Hollywood**, stated that there is not a restraining order against herself from the La Montrose Hotel.

---

### 3. CONSENT CALENDAR - None

---

#### A. Zoning Text Amendment 99-02 (Zoning Ordinance Revision)

*Location: City-Wide*

*Planner: Liz Bar-El; consultants Paul Crawford and Bruce Jacobson*

*Recommendation: Approve the revised Resolution and attachment.*

**Action: To approve Consent Item 3.A.**

Motion: Crowe                      Second: Altschul

Motion carried, noting the abstention of Behr and the absence of Anderson.

---

### 4. EXCLUDED CONSENT CALENDAR

---

#### A. Minutes – March 2, 2000

**B. Development Permit 99-54 & 99-55, Demolition Permit 99-15 & 99-16, Modification of Standards 00-01 & 00-02, Variance 00-01 & 00-02, Major Conditional Use Permit 99-32 & 99-33, Temporary Tract Map 99-03 & 99-04, Request for Parking reduction: Construct two 3-unit condominium buildings on adjacent lots (6 units total).**

*Applicant: Q.E.S., Inc.*

*Location: 930-38 Hilldale Avenue*

*Planner: Tim Foy*

*Recommendation: Approve the revised Resolution.*

**Action: To approve Excluded Consent Items 4.A and 4.B. as amended.**

Motion: DeLuccio                      Second: Altschul

Votes: All Ayes                      Motion carried

---

### 5. COMMISSION CONSIDERATION

---

**A. Appeal of Creative Bill Board Permit (CBB-2000-15): Miller Beer Bottle at former Marlboro Man site – John Altschul**

Lisa Heep presented the staff report.

**Action: The decision of the Director be appealed by the Planning Commission.**

Motion: Altschul                      Second: Crowe

Motion carried on a roll call vote.

Discussion of Item 5.A included:

- ◆ The implementation of a process of notification to the Commission and a public review of permits approved over the counter.
- ◆ Noticing of the item within a 700-foot radius minimum to residents and property owners to ensure that residents north of the site are reached, and ¼ page noticing in the paper.

- ◆ Commission to determine whether the site will be a landmark in the future.
- ◆ Calculations of the surface area of the three dimensional sign be included in the next staff report.
- ◆ Chair Smith invited the applicants to speak during citizen comments.

**Citizen Comments:**

- a. **Betty Wagner, Los Angeles**, expressed concern with the lighting on the billboard and would like to make sure that the size of the billboard is not allowed to be any larger. She also stated that the entrance of the city should be more than a beer bottle.
- b. **Jeanne Dobrin, West Hollywood**, commented on the approval of the Zoning Ordinance. She also expressed her disapproval of the proposed beer bottle billboard.

- ◆ Chair Smith, once again, invited the applicants to speak on their billboard.

**Action: Agendize the item for May 4, 2000.**

Motion: Altschul                      Second: DeLuccio

Motion passes on a roll call vote.

**Urgency Item:**

***B. Creative Billboard Permit 2000-12: Modification of existing billboard.***

***Location: 8264 West Sunset Boulevard***

Discussion of Item 5.B included:

- ◆ Definition of the word "JumboTron" be included in the next staff report.
- ◆ Staff directed to bring back options for a moratorium on billboards and tall walls at a later date.

Mr. Layne Lawson, Eller Media, Los Angeles, discussed the item. He also answered questions and clarified that the billboard will not have any moving parts, but will be a screen that projects a static image for 10 seconds and then changes to another image. The project is considered a creative billboard and will be smaller than the existing billboard.

**Action: Consider the appeal of Creative Billboard Permit 2000-12 on May 4<sup>th</sup>, 2000, with the same notice requirements as Creative Billboard Permit 2000-15.**

Motion: Torgan                      Second: Altschul

Votes: All ayes                      Motion carries

**6. PUBLIC HEARING**

***A. Conditional Use Permit 99-28, Development Permit 99-48, Development Permit 99-49, and Creative Sign Permit 2000-02: Amend the existing Conditional Use Permit and Development Permit for the Key Club to allow for the addition of a 1,000 square-foot outdoor dining area, entry vestibule, 150 square-foot storage building and two creative signs.***

**Applicant:** Mark Lehman for the Key Club  
**Location:** 9035-9039 Sunset Boulevard  
**Planner:** John Keho  
**Recommendation:** Continue to April 6, 2000.

**Action: Continued to April 6<sup>th</sup>, 2000**

Motion carried by Chair Smith with no objection by the Commissioners.

**B. Development Permit 99-05, Conditional Use Permit 99-02, Demolition Permit 99-02, Major Conditional Use Permit 99-06:** Conversion of existing suites and 4<sup>th</sup> floor facilities to add 22 new room/suites; addition of a new bar in the new lounge area; opening the restaurant to the public with an additional 250 square-foot sidewalk dining area on Sunset Boulevard; allowing alcohol service throughout the hotel (room service, etc.); with 7 on-site additional parking spaces with valet service and parking-in-lieu fee for 33 spaces.

**Applicant:** Park Sunset

**Location:** 8462 Sunset Boulevard

**Planner:** Hassan Haghani

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

Commissioner Altschul recused himself from the hearing.

Mr. Haghani presented the staff report.

Discussion of Item 6.B included:

- ◆ Availability of long term, off-site parking to meet parking requirements was questionable as the applicants had not been able to present a long-term parking lease agreement satisfactory to the City.
- ◆ The language suggested is to guarantee that the 33 parking spaces are paid for to protect the public interest.
- ◆ The Commission discussed concerns regarding the potential loss of 16 parking spaces in the back of the property.

**Vit Vittatoe, Parking Manager**, clarified that the description of the western side of Sunset is in the City and east of La Cienega; there has not been suggestion of participation by the applicant, except to be obligated to monthly parking that will be reserved; clarified that the location of the parking site is on the north side of Sunset Boulevard and it will service businesses on the south side of the street as well; expects the parking structure in question will be finished by 2003 at the latest and cars will be parked at surrounding businesses in the mean time; stated the fees will go into the parking improvement fund, which is set aside for building parking facilities; there is currently is 3.6 million dollars in the fund; the additional \$660 thousand, along with the current fund, will only be about half of the estimated cost for the projected parking structure on Sunset Boulevard.

**Mr. Haghani**, in response to the Commission's concern, stated that the applicants would only be able to obtain a valet parking business license with 24-hour valet and

the condition will be put in the valet parking business license. He also informed the commission that the project did not exceed CEQA's requirements as originally assumed and the applicant's ability to increase on-site parking spaces was limited due to new handicap parking requirements which were implemented.

**Ms. Fleming** distinguished the difference between a bond and a letter of credit.

The Applicant's report was presented by Gene Smith.

### **Citizens Comments**

- a. **John Fitts, Los Angeles**, President of Outrigger Lodging Services, gave a brief history of the company and described the business changes that will take place in the Hotel.
- b. **O'Malley Miller, Pasadena**, provided an analysis of the easement and provided clarification as to what the easement means and what it would look like.
- c. **Dennis Pascua, Laguna Beach**, LSA Associates, described the traffic analysis for three Hotels and determined parking rates for the hotels and indicated that the realistic parking rates are much lower than those required by the City.
- d. **James Litz, West Hollywood**, representing Outrigger Lodging, Park Sunset Hotel, The Grafton, spoke in support of the project and on the desire for hotel renovations to keep up with the level of service to provide guests.
- e. **Jeff Silver, Beverly Hills**, spoke in favor of the project.
- f. **Brian Paul, West Hollywood**, spoke in favor of the project because of its need for improvement and it will promote West Hollywood.
- g. **Terry Morgan, West Hollywood**, spoke in favor of the project because of it will be an asset to the City.
- h. **Mark Gonzaga, West Hollywood**, spoke in favor of the project and it's need for renovation and the additional income it will bring to the city.
- i. **Stan Lothridge, West Hollywood**, spoke in favor of the project and its benefit to the City
- j. **Thomas Jones, West Hollywood**, spoke in favor of the project and will create a positive atmosphere on the Strip.
- k. **Cindy Starrett, Alta Dena**, from Latham and Watkins, spoke in support of the project and would like the applicants to purchase the easement and the lease of 50 spaces from the Sunset Millenium property. Ms. Starrett also clarified that the easement is valid for another year and after such time cannot be blocked and may be purchased. She also stated that there is a lease between the Park Sunset and Sunset Millennium of 50 parking spaces for 10 years.

- l. **David Gold, West Hollywood**, spoke in support of the project.
- m. **Don Bruhnke, West Hollywood**, spoke in support of the renovation and the outdoor dining and urged the Commission to approve the project.
- n. **Hillary Selvin, Los Angeles**, Chamber of Commerce, spoke in support of the project and urged the Commission to approve the project.
- o. **Roslyn Krause, West Hollywood**, spoke in support of the project.
- p. **Mark Siffin, Los Angeles**, confirmed that he would provide 5 Million dollars for a public facility for public benefit. He also stated that he is willing to work with Park Sunset and the easement and lease agreement.
- q. **Jeanne Dobrin, West Hollywood**, commented on the previous conditions of the Park Sunset Hotel and the parking issue.

**Applicants rebuttal:**

James Fitts contested that the parking study is accurate and stated that they are not prohibiting Sunset Millennium access to the Peterson building and don't believe they should be prohibited from using the spaces on the south side of the property. They would like to be assured, by the City and Sunset Millennium, that the license agreement will be upheld in that the 50 parking spaces will be available for use on a 24 hour period as originally agreed to in the License Agreement. He also stated that Park Sunset is willing to be flexible in reaching another reasonable agreement.

Continued discussion:

- ◆ Staff relayed that any request for parking reduction was rejected and the parking study was not analyzed as part of the staff report
- ◆ A solution regarding the 16 space gap would be to close the bar until 16 spaces are replaced and limit the bar to hotel guests.

**ACTION: To Close the public hearing.**

Motion: Torgan Second: DeLuccio

Motion passes by a consensus of the Commissioners, and with the abstention of Altschul.

**ACION: Move the Staff Report with the following changes: Condition 9.7 – to require an irrevocable letter of credit in the amount of in-lieu-fees for 16 spaces; Condition 9.6 – to allow the City to act on the letter of credit with out action by applicant; and include the wording “with out delay/ forthwith/ immediately/ and shall”**

Motion: Torgan Second: Crowe

Motion passes on a roll call vote, and with the abstention of Altschul.

---

**7. PUBLIC COMMENT**

---

a. **John Paul Drayer, West Hollywood**, commented on minimum amount of parking spaces at local business. Inquired it is against the law for City Council Members to alter business dinner receipts.

---

## 8. ITEMS FROM COMMISSIONERS - None

---

**Behr**

- ◆ inquired about partial demolished buildings that were observed.

---

## 9. ITEMS FROM STAFF

---

A. Kosmont Study

Allyne Winderman, briefed the Commission on Councils Housing Study Session.

Discussion of Kosmont Study:

- ◆ Concern with inaccuracy of the information in the study and information used to conduct the study.
- ◆ Condominium data did not reflect West Hollywood sales.
- ◆ The study did not examine quality of life issues and neighborhood protection, and only focused on economic feasibility.
- ◆ Fees were out of line and the properties available need to be looked at.
- ◆ R-3 and R-4 buildings are over the maximum allowable density limit.
- ◆ The study should have included the existing stock to increase housing units and parking requirements.
- ◆ Housing staff and Commission should be involved in the next study.

---

## 10. ADJOURNMENT

---

**Action:** To adjourn to the next regular meeting of the Planning Commission on April 6, 2000, at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard.

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

**PASSED, APPROVED AND ADOPTED THIS DAY OF** April 6<sup>th</sup>, 2000.

**CHAIRPERSON:** Steph A. Jones

**ATTEST:**

**COMMUNITY DEVELOPMENT DIRECTOR:** Roy Reynolds