



PLANNING COMMISSION MINUTES

September 7, 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 6:30 p.m. by Chair DeLuccio.

A. Pledge of Allegiance

The Pledge of Allegiance was led by Allyne Winderman.

B. Roll Call

Commissioners Present:

John Altschul, David Behr, Brad Crowe, Donald DeLuccio, and Bradley Torgan.

Commissioners Absent:

Steve Smith.

Staff Present:

Ray Reynolds, Community Development Director; Lisa Heep, Planning Manager; Bob Pittman, Assistant City Attorney; John Chase, Urban Designer; Terry Blount, Assistant Planner; Emmeline Elzin, Assistant Planner; and Jennifer Diaz, Administrative Staff Assistant.

C. Approval of Agenda

Action: To approve the Agenda as amended.

Motion: Altschul Second: DeLuccio

Motion carried by a consensus of the Commission.

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

None.

3. ITEMS FROM COMMISSIONERS

A. Altschul – Requested an update on the Shoshoni project and the old Butterfields.

B. DeLuccio – Requested an updated Status Report.

4. CONSENT CALENDAR

A. Minutes – August 3, 2000.

Action: To approve the minutes.

Motion: Crowe Second: Behr

Votes: All Ayes

5. EXCLUDED CONSENT CALENDAR

None

6. COMMISSION CONSIDERATION

A. Public Outreach Plan for the City of West Hollywood Updated Housing Element. Allyne Winderman. Receive an update of the City's Housing Element of the General Plan and appoint three members to serve on an ad hoc housing element subcommittee.

Allyne Winderman gave an update on the City's Housing Element plan and answered questions from the Commission.

Commissioners Behr and DeLuccio will sit on the AdHoc Subcommittee.

B. Creative Sign Permit 2000-04: Display additional signage.

Applicant: Ralph Gentile (Hollywood Stock Exchange)

Location: 8441 Santa Monica Boulevard

Planner: John Chase

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

John Chase presented the staff report.

David Wells, Hollywood Stock Exchange, presented the applicants report.

Public Comment:

1. **Jeanne Dobrin, West Hollywood**, commented on the redneck quote in one of the photos presented; stated the sign is unattractive and a safety hazard; inquired about what kind of money the City will derive from HSX.

Commissioner Comments:

- Signage creates a hazard for drivers and might create accidents
- The conclusion of the Design Review Committee was to proceed with the sign and have the Director of Community Development make any necessary adjustments over time.
- A traffic study should be done before approval.
- The sign is not appropriate off of the Strip.

Action: Approve the staff report with the findings of approval of the 10 foot extension and denying the 30 foot signage.

Motion: Torgan Second: Behr

Votes: Ayes: Crowe, Behr, Torgan

Nays: Altschul, DeLuccio

Motion passes

C. Creative Sign Permit 2000-05: Display roof signs.

Applicant: Richard Edwards (Pet Spa)

Location: 8248 Santa Monica Boulevard

Planner: John Chase

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

John Chase presented the staff report.

Public Comment:

1. **Jeanne Dobrin, West Hollywood**, objects to the drawing on the sign and hopes the actual sign looks better.

Action: Approve the staff recommendation as amended.

Motion: DeLuccio Second: Crowe

Votes: All Ayes

7. PUBLIC HEARING

A. Conditional Use Permit 2000-13: Operation of a pet grooming and supply business.

Applicant: Richard Edwards (Pet Spa)

Location: 8248 Santa Monica Boulevard

Planner: Terry Blount

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

Terry Blount presented the staff report

Public Comment:

1. **Jeanne Dobrin, West Hollywood**, commented on the parking spaces allowed and is in favor of the item.

Action: Close the public hearing

Motion: Altschul Second: Behr

Motion passes by a consensus of the Commission

Action: Approve the staff report

Motion: Crowe Second: Altschul

Votes: All Ayes

B. Sign Modifications 2000-34 & 35: Display signage in excess of that permitted by the zoning code. Continued from August 3, 2000.

Applicant: Tait & Associates for Arco Products Co.

Location: 7564 Santa Monica Boulevard and 8906 Sunset Boulevard

Planner: John Chase

Recommendation: Continue to October 5, 2000.

Continued to October 19, 2000.

C. Development Permit 2000-12 and Variance 2000-09: Add a new unit to an existing 12-unit building by converting an existing storage space. Variance requests a ten foot rear yard set back instead of the required 15 feet.

Applicant: George Birnbaum

Location: 1312-1316 Laurel Avenue

Planner: Emmeline Elzin

Recommendation: Conditionally approve the development permit and deny the variance subject to the findings and conditions in the proposed resolution.

Emmeline Elzin presented the staff report.

George Birnbaum presented the applicant's report.

Public Comment:

1. **Jeanne Dobrin, West Hollywood**, inquired whether the storage space is for landlord or tenant usage; questioned if there will be a space for a trash dumpster and recycling containers and if there will be the required number of washers and dryers.

George Birnbaum presented a rebuttal.

Action: Close the Public Hearing.

Motion: Altschul Second: Crowe

Votes: All Ayes

Action: Reject the staff recommendation and grant both the development and variance permits.

Motion: Torgan Second: DeLuccio

Votes: All Ayes

9. PUBLIC COMMENT

A. Jeanne Dobrin, West Hollywood, thankful for Commissioner Torgan's comments and believes that this will be a benefit to the city; stated that there are two cases in the City that are in violation of their conditional use permits and the cases are getting favoritism by city officials by selective enforcement.

10. ITEMS FROM COMMISSIONERS

- A. **Behr** – Would like staff to determine where the staff of the Hollywood Stock exchange are parking.
- B. **Altschul** – Questioned if the policy on Santa Monica is the same on Sunset regarding street frontage as retail or mandatory retail.

11. ITEMS FROM STAFF

- A. **Ray Reynolds** – Informed the Commissioners that there has been an application to re-open the old Butterfield's by the owners of Saddle Ranch and Miyagi's. As to date, no permit has been issued.

12. ADJOURNMENT

Action: To adjourn to the next regular meeting of the Planning Commission on Thursday, September 21, 2000, at the West Hollywood Park Auditorium, 647 N. San Vicente Boulevard.

Motion: Torgan Second: DeLuccio
Motion carried by consensus of the Commission.

PASSED, APPROVED AND ADOPTED THIS DAY OF Sept. 21, 2000.

CHAIRPERSON: Donald M. DeLuccio

ATTEST:

COMMUNITY DEVELOPMENT DIRECTOR: Ray Reynolds