



## PLANNING COMMISSION MINUTES

**September 3, 1998**

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

### 1. CALL TO ORDER

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

#### A. Pledge of Allegiance

The Pledge of Allegiance was led by Thinh Tran

#### B. Roll Call

Commissioners Present:

John Altschul, Liz Anderson, David Behr, Brad Crowe, Donald DeLuccio, Thomas Jones, Steve Smith

Staff Present:

Ray Reynolds, Community Development Director; Lisa Heep, Planning Manager; Thinh Tran, Administrative Staff Assistant; Amanda Susskind, City Attorney's Office; John Keho, Associate Planner

#### D. Approval of Agenda

**Action: To approve the Agenda.**

Motion: Crowe

Second: Behr

Votes: All Ayes (Jones, Smith absent)

Motion carried.

#### E. 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. CONSENT CALENDAR

#### *A. August 20, 1998 Minutes*

**Action: To approve the Consent Calendar.**

Motion: Crowe

Second: DeLuccio

Votes: All Ayes (Jones, Smith absent)

Motion carried.

### 4. EXCLUDED CONSENT CALENDAR - none

### 5. COMMISSION CONSIDERATION - none

## 6. PUBLIC HEARING

**A. Variance 98-06, Billboard Permit 98-16:** *A variance from the 45-foot height limit to permit the replacement of an east face of a two-sided billboard with a vertical billboard that would be 81 feet 8 inches tall.*

**Applicant:** *Tim Fox, Outdoor Advertising*  
**Location:** *8420 Sunset Boulevard*  
**Planner:** *John Keho*  
**Recommendation:** *To deny the request.*

Commissioner Altschul stated that he has a limited partnership but would continue chairing the meeting, without commenting or voting.

Mr. Keho presented the staff report. Commissioner Jones present from this point forward.

The Commission discussed the following:

- The Argyle
- Economic viability
- Back side of sign
- Economic impact to City of West Hollywood
- Adjacent site's jumbotron

**a. Chris Massey**, Applicant, presented Applicant's report.

Commissioner Smith present from this point forward.

The Commission discussed:

- Special circumstances/rationale
- Cover-up of back side

**a. Roberta Sponsler**, Applicant, commented on impacts to neighborhoods and responded to question and covering of backsides of billboards; she stated that it was feasible and has been done before on one of their signs.

**b. Goldie Kahn**, West Hollywood, expressed opposition to the project.

The Commission discussed:

- Basic arguments are economical
- Residential landlord concerns

**Action: To approve Resolution PC 98-185, denying the request.**

Motion: Behr Second: Crowe

Votes: Ayes - Anderson, Behr, Crowe, DeLuccio, Jones

Noes - none

Abstain - Altschul, Smith

Motion carried.

## 7. PUBLIC COMMENT - none

## 8. ITEMS FROM COMMISSIONERS

- a. Commissioner Jones inquired about legality of repositioning of billboards; Ms. Heep stated that the billboard must stay in the same location, but the angle can be changed.
- b. Commissioner Behr stated that in front of House of Blues, there are people selling tickets. He also stated that according to tonight's public testimony by Outdoor Systems, that back sides of billboards can be made attractive.
- c. Commissioner Smith stated that there was a neighborhood meeting of the PDC and commended Hassan Haghani. He also commended Ray Reynolds for last night's SMBASC. The issue of trees was decided on. Artistic and landscape treatments of bus stops were also suggested.
- d. Commissioner DeLuccio stated that the Plummer Park Advisory Committee would be having a joint meeting with the Public Facilities Commission on Wednesday, September 9 to discuss the proposed Community Center.
- e. Commissioner Crowe stated that at the last DRC meeting, they reviewed several new projects on Sunset. Also, Sav-On windows need to be investigated to meet their conditions in their CUP.

## 10. ITEMS FROM STAFF

### a. Director's Report – Ray Reynolds

Mr. Reynolds reported on the following items: San Vicente Housing, Standard Hotel, Santa Monica Boulevard.

## 11. ADJOURNMENT

**Action:** To adjourn to a regular meeting on September 17, 1998, from 6:30 PM until completion at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard.

**PASSED, APPROVED AND ADOPTED THIS DAY OF SEPTEMBER 17, 1998.**

**CHAIRPERSON:** \_\_\_\_\_ 

**ATTEST:**

**COMMUNITY DEVELOPMENT DIRECTOR:** \_\_\_\_\_ 