



**HISTORIC PRESERVATION COMMISSION
TELECONFERENCE MEETING MINUTES
MONDAY, AUGUST 24, 2020 – 7:00 P.M.**

1. **CALL TO ORDER:** Chair Davidson called the meeting to order at 7:03pm
2. **PLEDGE OF ALLEGIANCE:** Chair Davidson administered the Pledge of Allegiance.
3. **ROLL CALL**
PRESENT: Chair Davidson, Vice-Chair Dubin Commissioners Levin, Ostergren, Charlie and LaJoie
ABSENT: Gallo
STAFF PRESENT: Doug Vu, HPC Liaison, Jennifer Alkire, CHPP Manager, Bryan Eck, Acting Long Range Planner, Jennifer Davis, Senior Contract Planner, and Sharita Houston, HPC Secretary.
4. **APPROVAL OF AGENDA:**
The Historic Preservation Commission is requested to approve the agenda.
Action: Approve the meeting agenda of Monday, August 24, 2020 as presented.
Motion by Commissioner Levin, second by Commissioner Charlie and motion passed.
5. **APPROVAL OF MINUTES:**
The Historic Preservation Commission is requested to approve the minutes of prior Historic Preservation Commission meetings.
Action: Continue Draft, July 27, 2020 meeting minutes to the next regular scheduled meeting of the HPC, **Motion by Commissioner Levin, second by Commissioner Charlie and motion passed.**
6. **PUBLIC COMMENT:** None.
7. **CONSENT CALENDAR:** None.
8. **EXCLUDED CONSENT CALENDAR:** None.
9. **PUBLIC HEARINGS:**
 - A. **8743 SUNSET BOULEARD CERTIFICATE OF APPROPRIATENESS:**

STAFFJENNIFER DAVIS provided a presentation detailing information within the staff report of August 24,2020, a Certificate of Appropriateness (COA) request to permit the conversion of a static billboard to a new digital billboard on the property located at 8743 Sunset Boulevard, West Hollywood, CA under the new Sunset Boulevard Off-Site Signage Policy.

She explained the parameters of approval, provided applicant information, location of the billboard, designation information regarding the property and

briefly discussed the technological aspect of the digital - invisible frame - floating billboard, which adapts to and reflects its environment.

She stated the Commissions role regarding the item, which was to address potential negative impacts to the building. She also provided additional information regarding the COA and said Staff recommends that the HPC adopt Draft Resolution No. HPC 20-142.

CHAIR DAVIDSON opened for Commission disclosures.

COMMISSIONER LEVIN disclosed that he spoke to the applicant about information noted in the staff report and said his firm prepared a COA three years ago to remove additions at the front of the building and restore to its original state, but no longer has a financial relationship with the project therefore recusal was not required.

Item 9.A Commissioner Questions To Staff:

THE COMMISSION AND STAFF discussed the review process of other governing bodies concerning the COA, monitoring the development agreement, monitoring the sign area to ensure it will not expand and future maintenance of the site and/or a work plan.

Item 9.A Commissioner Questions To Staff Closed

Item 9.A Public Comment:

APPLICANT REPRESENTATIVE JEFFERY SEYMOUR, SEYMOUR CONSULTING GROUP, WESTLAKE VILLAGE introduced his team which provided a presentation to remove a static billboard and replace with a digital billboard.

APPLICANT BEN ANDERSON conducted the presentation providing a conceptual design narrative of the request and a history of the owner and previous historic tenants.

He explained the technical advertisement, also known as "Architectural Camouflage," component of the proposal which gives the impression that the billboard disappears or becomes invisible.

APPLICANT REPRESENTATIVES RESHMA PENDLETON OF NETFLIX AND CHRIS BONBRIGHT PARTNER/OWNER spoke in favor of the proposed project and thanked the HPC for hearing their request.

Item 9.A Commissioner Questions To Applicant:

THE COMMISSION AND APPLICANT discussed questions regarding the overall size of the billboard, implementation of invisible technology in a billboard format and owner information.

Item 9.A Commissioner Questions Closed

Item 9.A Public Comment:

VICTOR OMELCZENKO WEST HOLLYWOOD PRESERVATION ALLIANCE (WHPA) WEST HOLLYWOOD expressed concerns about the history of the site and the importance of maintaining the historic, character defining features of the existing resource.

APPLICANT JEFFEREY SEYMOUR AND CHRIS BONBRIGHT briefly responded to public speaker Victor Omelczenko regarding components within the development agreement that will protect the resource and thanked the HPC for their input.

Item 9.A Public Comment Closed

Item 9.A. Commissioner Comments:

THE COMMISSION AND STAFF discussed adding language within the Development Agreement to protect the resource and provide an income stream from proceeds of the billboard to the resource; not to be confused with a Mills Act Contract work plan or maintenance plan.

COMMISSIONER CHARLIE briefly spoke in support of Staff's recommendation.

COMMISSIONER LEVIN moved to approve staff's recommendation to adopt Draft Resolution No. HPC 20-142, second by Commissioner La Joie.

Action: Approve Staff's recommendation to approve Draft Resolution No. HPC 20-142, **Motion by Commissioner Levin, second by Commissioner La Joie and motion passes on roll call vote:**

AYES:	Chair Davidson, Vice-Chair Dubin, Levin, Ostergren, Charlie and LaJoie
NOES	None
ABSENT:	Gallo
ABSTAIN:	None
RECUSALS:	None

Draft Resolution No. HPC 20-142: A RESOLUTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING THAT THE CITY COUNCIL APPROVE A CERTIFICATE OF APPROPRIATENESS IN CONJUNCTION WITH THE DIGITAL BILLBOARD CONVERSION WITH STANDARD MODIFICATIONS AT 8743 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.

10. NEW BUSINESS: None.

11. UNFINISHED BUSINESS:

A. MULTI-FAMILY INCENTIVES PROGRAM UPDATE: Item continued from July 27, 2020 special teleconference meeting.

STAFF DOUG VU gave a presentation to update the Historic Preservation Commission on the topic of implementing Multi-Family Incentives Program for rent stabilized resources.

He commented about October 2018 directives from City Council to approve and execute the incentives and the initial update brought before the Commission in January 2019.

He discussed the following five incentives:

- 1) Technical Assistance: Assistance from the City's on call consultant Chattel, Inc., and the City's Urban Design & Architecture Studio
- 2) Fee Waivers – Building and Safety Permits Implemented
- 3) Alternative Painting Standards – Adopted March 2020
- 4) Mills Act Program
- 5) Historical Apartment Preservation Program

Item 11.A. Commissioner Questions To Staff:

THE COMMISSION AND STAFF discussed and requested better forms of public outreach be researched and put into action to better accommodate today's technological/social media environment.

Item 11.A. Commissioner Public Comment:

VICTOR OMELCZENKO WEST HOLLYWOOD PRESERVATION ALLIANCE (WHPA) WEST HOLLYWOOD thanked staff for the update, supports the request for better outreach and suggested that staff, the HPC and specified members of the community possibly meet to organize methods of public outreach concerning the incentive programs.

CATHY BLAIVAS WEST HOLLYWOOD spoke in favor of the incentive programs and expressed concerns about the urgency of implementing each of them for rent stabilized property owners within the community.

12. ITEMS FROM STAFF:

A. UPCOMING PROJECTS:

HPC LIAISON DOUG VU provided the following updates:

- HPC will consider six proposed projects for the Sunset Arts Digital Billboard Program in the course of the next few months.

13. PUBLIC COMMENT:

VICTOR OMELCZENKO WEST HOLLYWOOD PRESERVATION ALLIANCE (WHPA) WEST HOLLYWOOD commented about and requested minutes from the July 2020 HPC meeting.

Item 13.A. Public Comment Closed

14. ITEMS FROM COMMISSIONERS:

COMMISSIONER CHARLIE expressed concerns about the cost and size of the printed packet, continued public awareness of the HPC meetings and its newly established teleconference zoom platform.

VICE-CHAIR DUBIN thanked staff for the presentation and the public for their attendance and reiterated the importance of public outreach regarding the Multi-Family Incentives Program.

COMMISSIONER LEVIN thanked staff for the presentations, the public for their attendance and commended Chair on managing tonight's meeting. He commented about benefits, or the lack thereof for rent stabilized property owners applying for a Mills Act Contracts.

CHAIR DAVIDSON, thanked Staff, members of the public, applicants, the Commission and WHPA President Victor Omelczenko for their participation with tonight's meeting.

- 15. **ADJOURNMENT.** The Historic Preservation Commission adjourned at **9:34pm to a regular scheduled meeting on Monday, October 26, 2020 beginning at 7:00 P.M.** until completion. Given the local, state and nation state of emergency, this meeting will be a teleconferenced meeting (with detailed instructions for participation included on the posted agenda).

APPROVED BY A MOTION OF THE HISTORIC PRESERVATION COMMISSION ON THIS 26th DAY OF OCTOBER 2020.

DocuSigned by:

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CHAIRPERSON LOLA DAVIDSON

ATTEST:

DocuSigned by:

HISTORIC PRESERVATION COMMISSION
SECRETARY SHARITA HOUSTON

NOTE: A copy of the audio recording of this meeting can be obtained from the City Clerk's office upon request. (Disclaimer: Staff records the meetings for the sole purpose of composing the official meeting minutes; therefore, the recordings are not of commercial quality.)