



**PLANNING COMMISSION  
SUMMARY ACTION MINUTES  
Regular Teleconference Meeting  
November 5, 2020**

West Hollywood, California

*THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES, WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR DISCUSSION REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE PLANNING COMMISSION MEETINGS AT [www.weho.org/weho-tv/other-city-meetings](http://www.weho.org/weho-tv/other-city-meetings)*

1. **CALL TO ORDER:** Chair Bass called the meeting of the Planning Commission to order at 6:34 p.m.

2. **PLEDGE OF ALLEGIANCE:** Commissioner Altschul led the Pledge of Allegiance.

3. **ROLL CALL:**  
Commissioners Present: Altschul, \*Buckner, \*Carvalho, \*Hoopingarner, Jones, \*Vice-Chair Erickson, Chair Bass.

Commissioners Absent: None.

Staff Present: Roger Rath, Assistant Planner, Bob Cheung, Senior Transportation Planner, Rachel Dimond, Senior Planner, Jennifer Davis, Senior Contract Planner, Bryan Eck, Acting Long Range Planning Manager, Jennifer Alkire, Current and Historic Preservation Planning Manager, Lauren Langer, Assistant City Attorney, and David Gillig, Commission Secretary.

4. **APPROVAL OF AGENDA.**  
Chair Bass recommended Item 10.A. – 8743 Sunset Boulevard be moved after New Business Item 11.A. – Senate Bill 743 Update.

**ACTION:** Approve the Planning Commission agenda of Thursday, November 5, 2020 as amended. **Moved by Commissioner Buckner, seconded by Commissioner Altschul and unanimously passes.**

5. **APPROVAL OF MINUTES.**

A. **October 15, 2020**

**ACTION:** Approve the minutes of Thursday, October 15, 2020 as presented. **Moved by Vice-Chair Erickson, seconded by Commissioner Altschul and unanimously passes.**

6. **PUBLIC COMMENT.** None.

**7. DIRECTOR'S REPORT.**

John Keho, Director, Planning and Development Services Department provided an update on the recently adopted state guidelines regarding housing issues, and parking with 100% affordable housing.

**8. ITEMS FROM COMMISSIONERS.**

Commissioner Altschul congratulated John Erickson on his election win to the West Hollywood City Council.

Commissioner Buckner congratulated John Erickson on his election win to the West Hollywood City Council.

Commissioner Jones congratulated John Erickson on his election win to the West Hollywood City Council. She thanked everyone who voted.

Commissioner Carvalheiro congratulated John Erickson on his election win to the West Hollywood City Council.

Commissioner Hoopingarner congratulated John Erickson and Sepi Shyne on their election win to the West Hollywood City Council. She requested an update from staff on the number and size of projects in the city.

Chair Bass congratulated John Erickson on his election win to the West Hollywood City Council.

Vice-Chair Erickson thanked his fellow commissioners for their support and service.

**9. CONSENT CALENDAR. None.**

**10. PUBLIC HEARINGS.**

**A. 8743 Sunset Boulevard**

Request to convert an existing static billboard and pole to a new digital billboard.

**ACTION:** This item was moved after New Business Item 11.A. – Senate Bill 743 Update as part of the amended agenda. **Moved by Commissioner Buckner, seconded by Commissioner Altschul and unanimously passes.**

*\*Commission Hoopingarner recused herself from this item stating she is within 500' of the project site. She was placed into a virtual waiting room.*

**B. 1006 N. Hancock Avenue:**

Roger Rath, Assistant Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 5, 2020.

He stated this is a request to subdivide a four-story, six-unit residential building into a common interest development.

There were no public comments.

**ACTION:** 1) Approve staff's recommendation; 2) **Adopt Resolution No. PC 20-1371 as presented:** "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, APPROVING A VESTING TENTATIVE TRACT MAP (MAJOR LAND DIVISION NO. 83133) FOR THE SUBDIVISION OF A FOUR-STORY, SIX-UNIT RESIDENTIAL BUILDING INTO A COMMON INTEREST DEVELOPMENT, LOCATED AT 1006 N. HANCOCK AVENUE, WEST HOLLYWOOD CALIFORNIA;" and 3) Close the Public Hearing for Item 10.B. **Moved by Commissioner Altschul, seconded by Commissioner Buckner, and passes, noting Commissioner Hoopingarner recused.**

*The Resolution the Planning Commission just approved memorializes the Commission's final action on this matter. This action is subject to appeal to the City Council. Appeals must be submitted within ten calendar days from this date, to the City Clerk's office. Appeals must be in writing and accompanied by the required fees. The City Clerk's office can provide appeal forms and information about waiver of fees.*

*\*Commission Hoopingarner officially returned to the meeting at this time.*

### **C. Zone Text Amendment**

#### **Alcohol Service in R3C-C and R4B-Z Zones:**

Rachel Dimond, Senior Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 5, 2020.

She stated the zone text amendment would allow the sale of beer, wine and alcohol for on-site consumption with a minor conditional use permit, and sale of beer, wine, and alcohol for off-site consumption with a conditional use permit, in the R3B-C and R4C-C zone districts.

She provided a history of the zoning districts, stating both the R3C-C and R4B-C Districts allow certain neighborhood serving commercial uses on the first floor, including art galleries, general retail stores, restaurants less than 1,200 square feet, and restaurant outdoor dining of less than 250 square feet.

She spoke and detailed current allowable land uses in the requested zones, required findings, alcohol service, and commercial parking.

The commission requested clarification regarding commercial extending into residential zones.

Chair Bass disclosed for the record he lives within 500' of these parcels on Fairfax Avenue. He stated he is a month to month renter and has no financial conflicts.

Chair Bass opened the public hearing for Item 10.C.

DAN CONSTANT, WEST HOLLYWOOD opposes staff's recommendation to City Council allowing alcohol service in the R3B-C and R4C-C zones.

BABETTE DICKERSON, WEST HOLLYWOOD opposes staff's recommendation to City Council allowing alcohol service in the R3B-C and R4C-C zones.

BOBBY GREEN, WEST HOLLYWOOD supports staff's recommendation to City Council allowing alcohol service in the R3B-C and R4C-C zones.

BEN NAYBERG, WEST HOLLYWOOD opposes staff's recommendation to City Council allowing alcohol service in the R3B-C and R4C-C zones.

SUNNY GILL, WEST HOLLYWOOD supports staff's recommendation to City Council allowing alcohol service in the R3B-C and R4C-C zones.

VICTOR OMELCZENKO, WEST HOLLYWOOD opposes staff's recommendation to City Council allowing alcohol service in the R3B-C and R4C-C zones.

SHELDON DOING, WEST HOLLYWOOD supports staff's recommendation to City Council allowing alcohol service in the R3B-C and R4C-C zones.

**ACTION:** Close public hearing for Item 10.C. **Motion carried by consensus of the Commission.**

The commission questioned the square-footage of existing restaurants, the proposed square-footage of Tail O' the Pup, and on-site parking. They spoke regarding the previous zoning, why it was changed, and the intent.

The commission had concerns and discussed land use conflicts, intent of alcohol in residential zones, setting precedent in a residential zone, right type of uses for the neighborhood, beer and wine vs full alcohol, parking and traffic, separate zones, possible revised recommendation to City Council, and neighborhood and business outreach.

**Commissioner Jones moved to: 1) not move forward with staff's recommendation to City Council; and 2) if it does move forward, staff will inform the commission if they proceed with an alternate recommendation to City Council.**

**Seconded by Commissioner Hoopingarner.**

**Vice-Chair Erickson presented a substitute motion: 1) return to staff, 2) all concerns from the commission and public comments shall be addressed, and 3) return to a near date.**

**Seconded by Commissioner Buckner.**

**ACTION:** 1) Return to staff, 2) all concerns from the commission and public comments shall be addressed, and 3) return at a future date. **Substitute motion made by Vice-Chair Erickson, seconded by Commissioner Buckner, and passes, noting Commissioner Hoopingarner and Commissioner Jones voting NO.**

**THE COMMISSION TOOK A TEN (10) MINUTE RECESS AT 8:35 P.M. AND RECONVENED AT 8:45 P.M.**

## **11. NEW BUSINESS.**

### **A. Senate Bill 743 Update.**

Bob Cheung, Senior Transportation Planner, provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 5, 2020.

He provided a brief history of SB 743, stating a goal of the law was to help California combat climate change by reducing greenhouse gas emissions related to transportation.

SB 743 mandates that cities replace the current traffic impact analysis metric, Level of Service (LOS), with Vehicle Miles Traveled (VMT). LOS is currently the City's adopted metric as outlined in the City's Traffic Impact Guidelines and is based on vehicular delay at intersections.

He detailed LOS vs VMT, proposed screening criteria, by screening out both residential and commercial development projects consistent with the State's Office of Planning and Research (OPR)'s guidelines, low VMT areas, transportation demand management, and proposed informational analysis.

Staff is recommending the following:

- Following the guidance of the California Office of Planning and Research (OPR) and the CEQA Guidelines section 15064.3, consider a development project to not have a significant impact on transportation if said project is located within a high-quality-transit areas and is not subject the exclusionary criteria listed above.
- Adopt a Local Threshold of Significance of 15% VMT reduction below local average for all projects that are excluded from screening.
- Specify that information-only LOS analysis should be included in future traffic impact studies and considered in the analysis of the project, outside of the CEQA process.
- Specify that information-only residential street analysis be included in future traffic impact studies and considered in the analysis of the project, outside of the CEQA process.
- Direct staff to engage in ongoing analysis of the VMT threshold and recommend adaptations as necessary as the VMT program is implemented in West Hollywood and throughout California.

The commission requested clarification on the Southern California Association of Governments (SCAG) guidelines and data, and commented on the significance of regional concerns.

**ACTION:** 1) Receive and file. **Motion carried by consensus of the Commission.**

*The following item was moved and heard out of order as part of the amended agenda.*

*\*Commissioner Buckner recused herself from the meeting at this time stating she is within 500' of the project site.*

*\*Commissioner Carvalheiro recused himself from the meeting at this time, stating he has a conflict of interest, due to a project he is working on that is located within the Sunset Boulevard Signage area.*

*\*Vice-Chair Erickson recused himself from the meeting at this time, stating he wants to remain fair and impartial to hear this item when it comes before the City Council.*

*Commissioner Altschul will remain seated to hear this item, even though he is within the 500' radius of the project, he stated he does not see the project site and it has no impact from his unit.*

**A. 8743 Sunset Boulevard.**

Jennifer Davis, Senior Contract Planner, provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 5, 2020.

She stated the request is to permit the conversion of a static billboard to a new digital billboard. She provided a history of the project site, detailed the Sunset Boulevard Off-Site Signage Policy, stating this is the first billboard application to be processed under the recently adopted Sunset Boulevard Off-Site Signage Policy (2019).

The billboard conversion is proposed on a site with a designated cultural resource, the Historic Preservation Commission reviewed a certificate of appropriateness and recommended that the City Council approve the certificate of appropriateness.

She spoke and detailed public benefits, green energy practices, arts programming, lighting and architectural lighting, development agreement, site plan, digital technology, renderings and context, size, height, and conformance,

Staff is recommending a recommendation of approval to City Council.

The commission requested clarification regarding the reflective material on the back of the billboard, financial calculations, public benefits, transferability, transparency, and oversight of the development agreement.

Commissioner Jones disclosed for the record she had a meeting via the Zoom platform with the applicant and applicant's representatives. They discussed matters contained in the staff report. She stated she works in social and digital advertising, and conferring with the City Attorney, there are no conflicts.

Commissioner Altschul disclosed for the record he had a conversation with the applicant's representative. They discussed matters contained in the staff report. He further stated he conferred with the City Attorney regarding the recusal process.

Chair Bass disclosed for the record he had a meeting via the Zoom platform with the applicant and applicant's representatives. They discussed matters contained in the staff report. He also made a site visit.

Commissioner Hoopingarner had no official disclosures.

Chair Bass opened the public hearing for Item 10.A.

JEFFREY SEYMOUR, WESTLAKE VILLAGE, Seymour Consulting Group, applicant's representative, presented the staff report. He introduced the consulting team.

BEN ANDERSON, project architect, continued the applicant's report. He provided a brief history of creative signage and history along Sunset Boulevard, and spoke regarding cultural resources and modern billboards, and detailed the reflective material on the backing, height, size, lighting conditions, LED lighting, "floating" components, back-camera system, architectural camouflage, and the invisible effect.

CHRISTOPHER V. BONBRIGHT, property owner, continued the applicant's report. He spoke regarding the team and requested approval.

The commission had concerns with the cutting-edge technology and feasibility and requested clarification regarding the base support.

COLE ETTMAN, WEST HOLLYWOOD has concerns regarding this item. He spoke regarding safety, increased traffic, and quality of life.

VICTOR OMELCZENKO, WEST HOLLYWOOD, West Hollywood Preservation Alliance, has concerns regarding this item. He spoke on the development agreement and the language regarding the upkeep of the building, view shed analyses, Arts and Cultural Affairs Commission, and the back of the proposed billboard.

RESHMA PENDLETON, U.S. Strategy Manager, Netflix, presented the applicant's rebuttal. She spoke regarding the history and creativity on the Sunset Strip and encouraged approval.

**ACTION:** Close public hearing for Item 10.A. **Motion carried by consensus of the Commission.**

**Commissioner Hoopingarner moved to: 1) approve staff's recommendation of approval to City Council, with a six-month review, and reflection impacts are addressed.**

**Seconded by Commissioner Altschul.**

The commission had concerns regarding the technology and implementation.

They stated their support of the billboard. It was suggested language address the reflectivity on the back of the billboard, and the continued maintenance of the building.



Bryan Eck, Acting Long Range Planning Manager addressed the brightness and reflectivity concerns, the technology concerns, cultural resource language and maintenance plan.

Lauren Langer, Assistant City Attorney, suggested a portion of the language in draft Resolution No. PC 20-1370, Section 3.4 read: “A Lighting Monitoring Report must confirm final materials do not create reflection impacts is required upon installation and to neighboring properties at six months and three- year intervals thereafter pursuant to this Section of the Policy.”

Discussion was held regarding the language of the maintenance plan.

**ACTION:** 1) Approve staff’s recommendation; 2) **Adopt Resolution No. PC 20-1368 as presented:** “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE DIGITAL BILLBOARD CONVERSION WITH STANDARD MODIFICATIONS AT 8743 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA”; 3) **Adopt Resolution No. PC 20-1369 as presented:** “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE DIGITAL BILLBOARD CONVERSION WITH STANDARD MODIFICATIONS AT 8743 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;” 4) **Adopt Resolution No. PC 20-1370 as amended:** portion of Section 3.4 shall be amended as follows: ...“A Lighting Monitoring Report must confirm final materials do not create reflection impacts is required upon installation and to neighboring properties at six months and three- year intervals thereafter pursuant to this Section of the Policy.”... “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT IN CONJUNCTION WITH THE DIGITAL BILLBOARD CONVERSION WITH STANDARD MODIFICATIONS AND CERTIFICATE OF APPROPRIATENESS AT 8743 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;” and 5) Close the Public Hearing for Item 10.A. **Moved by Commissioner Hoopingarner, seconded by Commissioner Altschul, and passes, noting Commissioner Buckner, Commissioner Carvalheiro and Vice-Chair Erickson recused.**

12. **UNFINISHED BUSINESS.** None.

13. **EXCLUDED CONSENT CALENDAR.** None.

**14. ITEMS FROM STAFF.**

**A. Planning Manager's Update.**

Jennifer Alkire, Current and Historic Preservation Planning Manger provided an update of tentative items scheduled for upcoming Planning Commission meetings. She stated an update will be provided on January 21, 2021 regarding the number of projects approved at staff level.

**15. PUBLIC COMMENT.**

VICTOR OMELCZENKO, WEST HOLLYWOOD suggested certain projects should be noticed with a 1,000' radius.

**16. ITEMS FROM COMMISSIONERS.**

**A. Commissioner Comments.**

Commissioner Hoopingarner requested watermarks used on documents use a lighter opacity.

**B. Subcommittee Management.**

Jennifer Alkire, Current and Historic Preservation Planning Manger provided an update on tentative upcoming projects for the Design Review Subcommittee and stated the following meetings have been cancelled: Thursday, November 12, 2020 and Thursday, November 26, 2020.

**17. ADJOURNMENT.** The Planning Commission adjourned at 10:20 p.m. to a regularly scheduled meeting on Thursday, November 19, 2020 beginning at 6:30 p.m. 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). **Motion carried by consensus of the Commission.**

**PASSED, APPROVED AND ADOPTED** by the Planning Commission of the City of West Hollywood at a regular meeting held this 3<sup>rd</sup> day of December, 2020 by the following vote:

AYES: Commissioner:

NOES: Commissioner:

ABSENT: Commissioner:

ABSTAIN: Commissioner:

  
\_\_\_\_\_  
ADAM G. BASS, CHAIRPERSON

ATTEST:

  
\_\_\_\_\_  
DAVID K. GILLIG, COMMISSION SECRETARY