



PLANNING COMMISSION MINUTES
Regular Meeting
June 16, 2005

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

1. CALL TO ORDER:

Chair Altschul called the meeting of the Planning Commission to order at 6:35 P.M.

2. PLEDGE OF ALLEGIANCE: David DeGrazia led the Pledge of Allegiance.

3. ROLL CALL:

Commissioners Present: Bartolo, D'Amico, DeLuccio, Guardarrama, Hamaker, Vice-Chair Thompson, Chair Altschul.

Commissioners Absent: None.

Staff Present: Rachel Heiligman, Assistant Planner, John Chase, Urban Designer, John Keho, Planning Manager, Michael Jenkins, City Attorney and David Gillig, Commission Secretary.

4. APPROVAL OF AGENDA:

ACTION: Approve the Planning Commission Agenda of Thursday, June 16, 2005 as presented. **Motion by Commissioner DeLuccio, seconded by Vice-Chair Thompson and unanimously carried.**

5. APPROVAL OF MINUTES.

ACTION: Approve the Planning Commission Minutes of Thursday, May 19, 2005 as presented. **Motion by Vice-Chair Thompson, seconded by Commissioner DeLuccio and unanimously carried.**

6. PUBLIC COMMENT. None.

7. ITEMS FROM COMMISSIONERS. None.

8. CONSENT CALENDAR. None.

9. PUBLIC HEARINGS.

A. 950 N. Orange Grove Avenue.

Demolition Permit 2004-035, Development Permit 2004-052, Modification 2004-014, Modification 2005-006, Modification 2005-016, Tentative Tract Map 2004-025.

This item was continued from Thursday, May 19, 2005.

Rachel Heiligman, Assistant Planner, presented the staff report. She identified and detailed the additional neighborhood meeting, which was held on Thursday, June 9, 2005 and confirmed that notices were mailed to a 500' foot radius, which included residences and property owners.

She stated Condition 7.4 of the draft approval has been revised to require a 24-inch boxed Jacaranda mimosifolia to be planted in the tree well in the parkway strip.

All modifications requested by the Commission have been incorporated into the findings of draft Resolution No. PC 05-602.

Staff continues to recommend approval of this application request.

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 05-602 as presented "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING DEMOLITION PERMIT 2004-035, DEVELOPMENT PERMIT 2004-052, MODIFICATION 2004-014, MODIFICATION 2005-006, MODIFICATION 2005-016 ON AN APPLICATION OF C+B GROUP, TO PERMIT THE DEMOLITION OF A SINGLE-FAMILY RESIDENCE AND SECOND DWELLING UNIT AND THE CONSTRUCTION OF A THREE-STORY, 5-UNIT CONDOMINIUM BUILDING OVER A SEMI-SUBTERRANEAN GARAGE"; 3) Adopt Resolution No. 05-603 "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING TENTATIVE TRACT MAP 2004-025 (MINOR LAND DIVISION 62397), FOR THE PROPERTY LOCATED AT 950 N. ORANGE GROVE AV3ENUE, WEST HOLLYWOOD, CALIFORNIA"; and 4) close Public Hearing Item 9.A. **Motion by Commissioner DeLuccio, seconded by Commissioner D'Amico and unanimously carried.**

**B. 8225 Sunset Boulevard.
Creative Billboard 2005-001.**

John Chase, Urban Designer, presented the staff report. He presented a history of the billboard site, stating the location and the past uses of the billboard, which included the Marlboro Man, Miller Beer Bottle and Absolut Vodka bottle.

He stated the applicant is requesting approval of a Creative Billboard design. The design meets all the requirements of the Creative Billboard Chapter of the Zoning Ordinance.

Staff recommends approval of the application for the full two year period.

Commissioner Hamaker questioned the final color palette and shading of the silhouette.

Chair Altschul questioned the height of the new sign.

Commissioner Guardarra asked staff to explain the application process for a creative billboard and how it differs from other sign permits.

Commissioner D'Amico questioned the silhouettes final version.

Commissioner DeLuccio requested the dimensions of the sign.

Chair Altschul opened public testimony for Item 9.B.:

RYAN BROOKS, SAN FRANCISCO, Vice-President of Viacom Outdoors, presented the applicant's report. He gave a brief history of Viacom's interaction with the City of West Hollywood and chronicled the financial disbursements to the community. He detailed the sign and provided the dimensions of the sign: 45' feet wide at the bottom, 95' feet high and 28' feet wide at the top.

JEANNE DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She commented on the design of the billboard.

RYAN BROOKS, SAN FRANCISCO, Vice-President of Viacom Outdoors, presented the applicant's rebuttal.

ACTION: Close public testimony for Item 9.B. **Motion carried by consensus of the Commission.**

Clarification was made the 95' foot tall billboard begins at ground level.

Vice-Chair Thompson stated his approval of the silhouette.

Commissioner DeLuccio motioned to approve the item.

Commissioner Guardarrama questioned if the Design Review Subcommittee had reviewed this item and if the subcommittee would be interested in having this item come forward for review.

Chair Altschul amended the motion to include: 1) subject to Design Review Subcommittee review and approval; at the next Design Review Subcommittee meeting of the Planning Commission (Thursday, June 23, 2005); and 2) grant approval for a six month period, subject to three additional six month periods of extension by the Director of Community Development.

Commissioner DeLuccio agreed to this amendment.

Seconded by Commissioner Hamaker.

Commissioner Guardarrama stated he would like the Design Review Subcommittee to focus on the level of creativity.

ACTION: 1) Approve the permit; and 2) Adopt Resolution No. PC 05-604 as amended "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD TO ALLOW THE CREATIVE BILLBOARD (EAST ELEVATION) AS A CREATIVE BILLBOARD, LOCATED AT 8225 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; 3) final review by the Design Review Subcommittee on Thursday, June 23, 2005; and 4) close Public Hearing Item 9.B. **Motion by Commissioner DeLuccio, seconded by Commissioner Hamaker and passes on a Roll Call Vote:**

AYES: Commissioners Bartolo, D'Amico, DeLuccio, Guardarrama, Hamaker, Vice-Chair Thompson, Chair Altschul.

NOES: None.

ABSENT: None.

10. **NEW BUSINESS.** None.

11. **UNFINISHED BUSINESS.** None.

12. **EXCLUDED CONSENT CALENDAR.** None.

13. **ITEMS FROM STAFF.**

John Keho, Planning Manager, presented an update of upcoming projects for the next Planning Commission meeting.

14. **PUBLIC COMMENT.**

JEANNE DOBRIN, WEST HOLLYWOOD, commented on the size of the Apple iPod creative billboard sign.

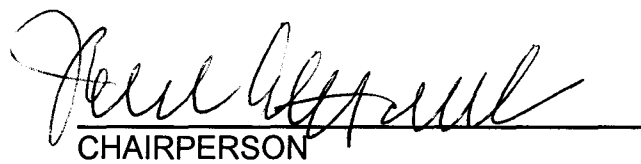
15. **ITEMS FROM COMMISSIONERS:**

ACTION: Cancel the Planning Commission meeting of Thursday, July 21, 2005. **Motion carried by consensus of the Commission.**

ACTION: Defer the election of Chair and Vice-Chair of the Planning Commission to Thursday, August 4, 2005. **Motion carried by consensus of the Commission.**

16. **ADJOURNMENT:** The Planning Commission adjourned at 7:00 P.M. to a regularly scheduled meeting of the Planning Commission, which will be on Thursday, July 7, 2005 at 6:30 P.M. at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard, West Hollywood, California. **Motion carried by consensus of the Commission.**

APPROVED BY A MOTION OF THE PLANNING COMMISSION ON THIS 7TH DAY OF
JULY, 2005.


CHAIRPERSON

ATTEST:


COMMUNITY DEVELOPMENT DIRECTOR