



**CITY OF WEST HOLLYWOOD  
PLANNING COMMISSION AGENDA  
Thursday, November 4, 2021**

**TELECONFERENCE MEETING AT 6:30 P.M.**

IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), AB 361 HAS AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE BECAUSE STATE AND LOCAL OFFICIALS ARE RECOMMENDING MEASURES TO PROMOTE SOCIAL DISTANCING.

**TO VIEW THE PLANNING COMMISSION MEETING:**

Planning Commission meetings are broadcast live on WeHoTV and on Spectrum Ch. 10 in West Hollywood. You can also view on YouTube at [www.youtube.com/wehotv](http://www.youtube.com/wehotv). WeHoTV programming is additionally available on multiple streaming platforms, including Android TV, Apple TV, Fire TV, and Roku. Digital streaming platform viewers can easily find programming by searching for "WeHoTV" within the search functions of these services. WeHoTV and Spectrum Ch. 10 are the only official viewing platforms. The other viewing options and platforms are made available as a courtesy to viewers and their reliability cannot be assured by the city. If you experience technical difficulties while viewing the meeting on one of these platforms, please access WeHoTV at the City's website [www.weho.org/wehotv](http://www.weho.org/wehotv), and visit <https://www.weho.org/city-government/boards-commissions/commissions/planning-commission> for updated information and assistance on meeting access.

**TO PARTICIPATE BY PROVIDING AN E-COMMENT:**

To better facilitate the remote meeting, members of the public who wish to comment on matters before the Planning Commission are strongly encouraged to submit an E-Comment using the form located at <https://www.weho.org/city-government/boards-commissions/commissions/planning-commission> no later than 4:00 p.m. on the Planning Commission meeting day.

*Note: E-Comments received by 4:00 p.m. will be forwarded to the Planning Commission and posted on the City's website as part of the official meeting record.*

**TO PARTICIPATE BY PROVIDING PUBLIC COMMENT BY TELEPHONE:**

*This option is to provide public comment via phone ONLY. To view the meeting, please see information on how to view the meeting provided above.*

1. You are strongly encouraged to Email [dgillig@weho.org](mailto:dgillig@weho.org) in advance of the Planning Commission meeting, to be added to the Public Speaker List for the meeting. Please include your name, the phone number from which you will be calling, and which item you would like to speak on.
2. Dial-in 10 minutes prior to the start of the meeting (*the meeting begins at 6:30 p.m.*)  
***Dial in Codes: \*6 = unmute. \*9 = lets the host know you want to speak on the current item***

Dial-in: 669-900-6833  
Meeting I.D.: 871 8944 9020 #

3. **YOUR PHONE WILL BE MUTED UNTIL YOU ARE CALLED TO SPEAK.** Comments from the public are limited to 3 minutes per speaker.

To comply with the American with Disabilities Act of 1990, if you require special assistance to participate in this meeting (e.g., an American Sign Language interpreter for people who are Deaf or hard of hearing), you must call, or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Written materials distributed to the Planning Commission within 72 hours of the Planning Commission meeting are available for public inspection immediately upon distribution on-line at [www.weho.org](http://www.weho.org)

This agenda was posted at: City Hall, the Planning and Development Services Department Public Counter, West Hollywood Library on San Vicente Boulevard, Plummer Park, and the West Hollywood Sheriff's Station.

**NOTE: Any agenda item which has not been initiated by 10:30 P.M. may be continued to a subsequent Planning Commission Agenda.**

For additional information on any item listed below, please contact Jennifer Alkire, AICP, Current and Historic Preservation Planning Manager ([jalkire@weho.org](mailto:jalkire@weho.org)) (323) 848-6487 or Robyn Eason, AICP, LEED AP, Long Range Planning Manager ([reason@weho.org](mailto:reason@weho.org)) (323) 848-6558.

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**1. CALL TO ORDER**

**2. PLEDGE OF ALLEGIANCE**

*I pledge Allegiance to the flag of the United States of America, and to the Republic for which it stands, one nation under God, indivisible, with Liberty and Justice for all.*

**3. ROLL CALL**

**4. APPROVAL OF THE AGENDA**

*SUBJECT: The Planning Commission is requested to approve the Agenda.*

*RECOMMENDATION: 1) Approve the Agenda of Thursday, November 4, 2021.*

**5. APPROVAL OF MINUTES**

*SUBJECT: The Planning Commission is requested to approve the minutes of prior Planning Commission meetings.*

*RECOMMENDATION: 1) Continue to Thursday, November 18, 2021:*

**A. October 21, 2021**

**6. PUBLIC COMMENT**

This time, limited to a maximum of twenty (20) minutes, has been set aside for the public to address the Planning Commission on any item that is not set for public hearing or any item that is not on tonight's agenda. In accordance with the Brown Act, public comment relating to business not appearing on the agenda cannot be acted upon or discussed by the Commission during the meeting but may be referred to staff for report on a future agenda, ordered received and filed, or referred to the proper department for administrative resolution. Staff requests that all persons wishing to address the Commission fill out a Speaker's Slip and give it to the Commission Secretary prior to speaking. The Commission requests that when you begin speaking you state your name and the name of the city where you reside. Individuals may address the Commission for up to three (3) minutes each unless the Commission determines a different time limit.

**7. DIRECTOR'S REPORT**

**8. ITEMS FROM COMMISSIONERS**

**9. CONSENT CALENDAR. None.**

## 10. PUBLIC HEARINGS.

### A. 9165-9169 SUNSET BOULEVARD.

*SUBJECT: Officially continued from Thursday, August 19, 2021 and Thursday, October 7, 2021. The Planning Commission will hold a public hearing to consider a request for a new billboard above a cultural resource, located at 9165-9169 Sunset Boulevard, West Hollywood, California.*

**Applicant:** Clay Collett, Orange Barrel Media

**Planner:** Jennifer Davis, Senior Contract Planner

**Recommendation:** 1) Approve the application; 2) Adopt draft Resolution Nos. PC 21-1381 recommending to the City Council approval of a development agreement for the property located at 9165-9169 Sunset Boulevard, West Hollywood, California; 3) Adopt draft Resolution No. PC 21-1382 recommending to the City Council approval of a zoning map amendment, for the property located at 9165-9169 Sunset Boulevard, West Hollywood, California; and 4) Adopt draft Resolution No. PC 21-1383 recommending to the City Council approval of a sign permit and certificate of appropriateness for the property located at 9165-9169 Sunset Boulevard, West Hollywood, California.

### B. 8730 SUNSET BOULEVARD.

*SUBJECT: The Planning Commission will hold a public hearing to consider a request to remodel the north façade of the building and to construct a new two-sided billboard on the façade, located at 8730 Sunset Boulevard, West Hollywood, California.*

**Recommendation:** 1) Continue to Thursday, November 18, 2021.

### C. 8746 SUNSET BOULEVARD.

*SUBJECT: The Planning Commission will hold a public hearing to consider a request for an amendment to a development agreement to remove the land use restriction on the property for retail use only, and remove the limit on the hours of operation, for the property located at 8746 Sunset Boulevard, West Hollywood, California.*

**Applicant:** Jeffrey A. Seymour, Seymour Consulting Group

**Planner:** Antonio Castillo, Senior Planner

**Recommendation:** 1) Approve the application; and 2) Adopt draft Resolution No. PC 21-1431 amending a development permit, for the property located at located at 8730 Sunset Boulevard, West Hollywood, California.

## 11. NEW BUSINESS.

### A. COALITION FOR ECONOMIC SURVIVAL PRESENTATION:

*SUBJECT: The Planning Commission will receive an informational presentation by the Coalition for Economic Survival regarding their work with the City of West Hollywood's tenants, and available services.*

**12. UNFINISHED BUSINESS.** None.

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

**14. ITEMS FROM STAFF**

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

**15. PUBLIC COMMENT**

This time has been set aside for members of the public who were unable to address the Commission during the twenty-minute public comment period provided in Agenda Item No. 6. The same rules set forth under Agenda Item No. 6 apply.

**16. ITEMS FROM COMMISSIONERS**

**A. Commissioner Comments.**

**B. Subcommittee Management.**

*SUBJECT: This time has been set aside for commissioners serving on standing subcommittees to report any scheduled absences or conflicts of interest that would prevent them from being present at an upcoming subcommittee meeting. If more than two subcommittee members cannot be present at a meeting, the Chair may reschedule the time or date of the meeting or change the composition of the subcommittee to ensure a quorum can be present.*

**ADJOURNMENT.** The Planning Commission will adjourn to a regularly scheduled meeting on **Thursday, November 18, 2021** beginning at 6:30 P.M. until completion via teleconference (with detailed instructions for participation included on the posted agenda).

AFFIDAVIT OF POSTING

State of California )  
County of Los Angeles )  
City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk, and that this document was posted on:

Date: October 28, 2021  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk

<b>UPCOMING MEETING SCHEDULE 2021/22</b> APPROVED BY CONSENSUS OF THE PLANNING COMMISSION				
<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Meeting Type</b>	<b>Location</b>
November 18	Thursday	6:30 PM	Regular Meeting	Via Teleconference
December 2	Thursday	6:30 PM	Regular Meeting	Via Teleconference
December 16	Thursday	6:30 PM	Cancelled	--
January 6, 2022	Thursday	6:30 PM	Cancelled	--

## **PLANNING COMMISSION MEMBERS**

*To contact Planning Commissioners, please forward your request to:  
David Gillig, Planning Commission Secretary at [dgillig@weho.org](mailto:dgillig@weho.org)*

**Lynn M. Hoopingarner, Chair**  
**Stacey E. Jones, Vice-Chair**

Rogério Carvalheiro, Commissioner  
Tushar R. Dutta, Commissioner  
Michael A. Lombardi, Commissioner  
Marquita Thomas, Commissioner  
Katrina Vinson, Commissioner

### **STAFF**

John Keho, AICP, Director, Planning & Development Services Department  
Jennifer Alkire, AICP, Current and Historic Preservation Planning Manager (CHPP)  
Robyn Eason, AICP, LEED AP, Long Range Planning Manager (LRP)  
Lauren Langer, City Attorney  
David Gillig, Commission Secretary

City of West Hollywood, Planning & Development Services Department  
8300 Santa Monica Boulevard, West Hollywood, CA 90069-4314  
323.848.6475 (main) Δ 323.848.6569 (fax)

## AGENDA POLICIES

*The Planning Commission considers a range of requests for development permits, appeals, and planning policy matters, and conducts public hearings on many of its agenda items. Due to the number, complexity and public interest associated with many agenda items, meetings of the Planning Commission are generally lengthy. The Planning Commission makes every effort to proceed as expeditiously as possible; your patience and understanding is appreciated.*

**REQUEST TO SPEAK** on an item must be submitted on a Speakers Request Form and submitted to the Planning Commission Secretary. All requests to address the Planning Commission on Public Hearings items must be submitted prior to the Planning Commission's consideration of the item.

**CONSENT CALENDAR** items will be acted upon by the Planning Commission at one time without discussion unless a Planning Commissioner pulls a specific item for discussion.

**PUBLIC HEARINGS PROCEDURES** on each Public Hearing item include presentation of a staff report; Planning Commission questions of staff; a ten (10) minute presentation by the project applicant or applicant's representative or team, if any; Planning Commission questions of the applicant; three (3) minutes for each member of the public wishing to speak to the item; five (5) minutes for the project applicant to respond to the public or clarify issues raised by the public; Planning Commission deliberations and decisions. To facilitate a fair and proper hearing the Chair or Commission may lengthen or shorten the time allotted per speaker on a particular agenda item based on the number of persons in attendance wishing to speak or the complexity of the matter under consideration.

**PRESENTATIONS BY MEMBERS OF THE PUBLIC** should begin with the speaker stating his or her name and city of residence, followed by a statement regarding the item under consideration. Please speak to the Planning Commission as a whole.

**PROFESSIONALS APPEARING BEFORE THE PLANNING COMMISSION** should clearly identify their status, such as "attorney", "paralegal", "architect", "designer", or "landscape architect". Instances of misrepresentation of professional status may be referred to the City Attorney for possible prosecution.

**LETTERS OR WRITTEN MATERIALS** regarding agenda items may be submitted to the City Planning Division staff prior to or at the Planning Commission meeting; written materials submitted at least eight (8) days in advance of the meeting will be included in the Planning Commission's meeting packet. Materials submitted after the deadline may be difficult for the Planning Commission to adequately review.

**ASSIGNING OF TIME** is not permitted.

**ACTION OF THE PLANNING COMMISSION** on most matters occurs with the affirmative votes of at least four (4) Planning Commissioners.

## APPEAL PROCEDURES

Any final determination by the Planning Commission may be appealed, and such appeal must be filed within ten (10) calendar days after the Planning Commission action. This appeal shall be made in written form to the City Clerk's Office, accompanied by an appeal fee or required number of signatures.

The City Clerk, upon filing of said appeal, will set petition for a public hearing before the City of West Hollywood's City Council at the earliest date.

If you challenge any City of West Hollywood decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on this agenda, or in a written correspondence delivered to the Planning Commission at, or prior to, the public hearing.

The current Planning Commission Agenda and Staff Reports  
are available on-line and are tablet supported

[www.weho.org](http://www.weho.org)