



**PLANNING COMMISSION  
SUMMARY ACTION MINUTES  
Regular Teleconference Meeting  
May 19, 2022**

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:** Acting Chair Jones called the meeting of the Planning Commission to order at 6:31 p.m.
2. **PLEDGE OF ALLEGIANCE:** Commissioner Lombardi led the Pledge of Allegiance.

3. **SPECIAL ORDER OF BUSINESS**

Acting Chair Jones stated this election is to fill the vacancy of Chair Hoopingarner's position. The terms will only run through the end of this term on June 30, 2022.

**A. ELECTION OF CHAIR.**

**ACTION:** Elect Acting-Chair Jones as Chair of the Planning Commission for a partial term through June 30, 2022. **Nominated by Commissioner Lombardi. Moved by Commissioner Thomas, seconded by Commissioner Gregoire and unanimously passes on a Roll Call vote:**

**AYES:** Carvalho, Dutta, Gregoire, Lombardi, Thomas, Acting Vice-Chair Jones.

**NAYES:** None.

**B. ELECTION OF VICE-CHAIR.**

**ACTION:** Elect Commissioner Thomas as Vice-Chair of the Planning Commission for a partial term through June 30, 2022. **Nominated by Commissioner Lombardi. Moved by Commissioner Carvalho, seconded by Commissioner Dutta and unanimously passes on a Roll Call vote:**

**AYES:** Carvalho, Dutta, Gregoire, Lombardi, Thomas, Chair Jones.

**NAYES:** None.

4. **ROLL CALL:**

Commissioners Present: Carvalho, Dutta, Gregoire, Lombardi, Vice-Chair Thomas, Chair Jones.

Commissioners Absent: None.

Staff Present: Jennifer Davis, Senior Contract Planner, John Leonard, Director of Economic Development, Jennifer Alkire, Current and Historic Preservation Planning Manager, Isaac Rosen, Acting City Attorney, and David Gillig, Commission Secretary.

**5. APPROVAL OF AGENDA.**

Chair Jones stated for the record the following items will be continued to a date uncertain: 1) Item 11.A. – Zone Text Amendment, Alcohol Offsite Consumption, and 2) Item 11.C – Zone Text Amendment, Elimination of Outdoor Dining Parking Requirements.

**ACTION:** Approve the Planning Commission agenda of Thursday, May 19, 2022 as presented. **Moved by Vice-Chair Thomas, seconded by Commissioner Gregoire and unanimously passes.**

**6. APPROVAL OF MINUTES.**

**A. April 21, 2022**

**ACTION:** Approve the minutes of Thursday, April 21, 2022 as presented. **Moved by Commissioner Lombardi, seconded by Commissioner Gregoire and unanimously passes.**

**7. PUBLIC COMMENT.**

EDWARD LEVIN, WEST HOLLYWOOD thanked Lynn Hoopingarner for her service to the community and wished her the best. He stated appointed officials are representatives of the City of West Hollywood.

ADAM DARVISH, WEST HOLLYWOOD congratulated Vice-Chair Thomas and Chair Jones. He thanked Lynn Hoopingarner for her service to the community and wished her the best.

**8. DIRECTOR'S REPORT.**

John Keho, Director, Planning and Development Services Department stated City Council on Monday, May 16, 2022 approved the Zone Text Amendment regarding SB9. Council further directed staff to investigate having a historic survey done for the districts impacted by SB9, and they also approved the work plan for the Housing Element.

**9. ITEMS FROM COMMISSIONERS.**

Chair Jones thanked Lynn Hoopingarner for her service and commitment to the community and wished her the best.

Commissioner Gregoire thanked Lynn Hoopingarner for her service and commitment to the community and wished her the best.

Commissioner Dutta congratulated Vice-Chair Thomas and Chair Jones. He thanked Lynn Hoopingarner for her service and commitment to the community and wished her the best. He confirmed his last meeting will be Thursday, June 2, 2022, due to moving out of the City of West Hollywood. He encouraged everyone to get boosted for Covid.

Commissioner Lombardi congratulated Vice-Chair Thomas and Chair Jones. He thanked Lynn Hoopingarner and Commissioner Dutta for their service and commitment to the community and wished them the best.

Commissioner Thomas congratulated Chair Jones. She thanked her colleagues for the nomination of Vice-Chair, and thanked Lynn Hoopingarner and Commissioner Dutta for her service and commitment to the community and wished her the best.

Commissioner Carvalheiro congratulated Vice-Chair Thomas and Chair Jones. He thanked Lynn Hoopingarner and Commissioner Dutta for their service and commitment to the community.

**10. CONSENT CALENDAR.** None.

*Commissioner Carvalheiro recused himself from this item and left the meeting. He stated he has a project he is working on under the Sunset Boulevard Program.*

**11. PUBLIC HEARINGS.**

**A. 8730 SUNSET BOULEVARD:**

Jennifer Davis, Senior Contract Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, May 19, 2022.

She stated the proposal is to construct a new two-sided billboard with digital east face and static west face on the northern façade. This project also includes a façade remodel of the northern face of the building, with signage and landscaping improvements.

The Planning Commission held an initial hearing on December 2, 2021. Several topics were discussed, and the Planning Commission continued the hearing to allow both staff and the applicant to provide additional information.

The items brought back mostly revolve around the sign base design, details of the sign faces, glare, and reflection issues, right of way encroachment and landscaping details.

The negative declaration has also been revised and a lighting study was conducted to address specific glare issues.

The east face digital with 1,753 of sign face area and a maximum of 1,500 square-feet of digital commercial content. There is a permanent 253 square-feet of digital border.

The west face static with 963 square-feet of sign face area and maximum of 500 square-feet of commercial content. Each new ad campaign will require a permit to ensure that it meets the 500 square-foot maximum.

The design of the base of the billboard has been redesigned to address Planning Commission concerns. The green wall was removed and replaced with a sculpted metal base.

The new sculpted base eliminates the concerns of whether the plants on the green wall would survive, theft issues, and other maintenance concerns.

This new base is a sculpted grass and petal pattern fanning out and upwards into a curvilinear bowl like structure, emulating leaves branching out at the top of the "stem."

The base of the billboard sits close to the buildings wall line and creates a unique pedestrian experience. This new canopy base incorporates a drainage system, and a fine steel mesh inside prevents debris from falling through.

She spoke and detailed the landscaping plans and clarified why the encroachment over the right-of-way is requested. Without the encroachment the faces would be flat against the building, eliminating the curved design and reducing readability.

She clarified the lighting study findings for technical and methodological details. The calculation in the study compares two sizes: 1,000 square feet and 1,753 square -feet. The increased size does not affect the brightness, just the overall light being emitted. The calculation included the static backlit (west-facing) portion of the sign and concludes that together with the digital east-facing portion and all building improvements, the calculated illuminance at the closest sensitive residential properties was below the 1.4 footcandle maximum specified in the City's Policy.

The Worl Sign will add light to the opaque surfaces of the 8730 exterior façade. This light from the Worl Sign will increase the background surface brightness within the visual field of view from the residences. This increased background brightness will reduce the contrast ratio of the Netflix sign image when it is visible in the glass and/or the Worl Sign. Therefore, there will not be high contrast glare condition at the 8730 façades.

Glare for Residences: sun hitting the building would not be an issue because the hillside to the north largely blocks the direct sunlight. The façade will be in shade or shadow during most of the day. Only in the early morning or late afternoon on summer solstice would the sun have the potential to bounce off the top of the tower.

Tenant Glare: both the digital and static signs curve away from the façade; most of the sign's light energy will be directed away from the building. As the signs curve around and get closer to the façade, any light cast toward the façade's windows will strike the mirrored glass (a mostly specular surface), with most of that light reflecting at the same angle (in an easterly direction for the digital sign, and westerly direction for the static backlit sign) graphically depicts how the light from the sign strikes the glass and reflects off at the same angle. However, as this glass is transparent (not a perfect mirror), some light will pass through. This will be at a significantly reduced intensity than if viewing with no reflective glass between the sign and viewer.

She confirmed two light tests were done on May 12, 2022.

East Face Sign: the applicant has stated that a static border would create a non-changing, inflexible border that may not always fit artistically with the advertising content. A complementing digital border adds an exciting dynamic element to the east face digital sign design that will more aesthetically frame the allotted advertising content and promote creative visual flexibility and allow for an array of color schemes to interchange within the border.

Revised Negative Declaration: The draft negative declaration has been revised to include both the lighting study and the revised findings in the Light and Glare section. The revisions include a more expansive description of the consultation and correspondence that occurred with the Gabrieleno Band of Mission Indians - Kizh Nation tribe and enumerates the information and documents the tribe submitted during consultation.

Although, staff did not conclude that the tribe provided sufficient evidence of a tribal cultural resource on this specific project site, to address their concerns, staff revised condition language.

Staff is recommending approval of the resolution recommending that the City Council approve the sign permit, administrative permit, zoning map amendment, development agreement and adopt the negative declaration allowing a new billboard and façade improvements at 8730 Sunset Boulevard.

The commission questioned and requested clarification on the lighting study and candelas, public art and programming, neighborhood outreach, crosswalk and intersection improvements, resolution language regarding the continuation, replacement or addition of street trees, public benefits, encroachment over the public right-of-way, reflections and glare concerns, alternative projects, and standard sign standards and policies.

Commissioner Dutta disclosed for the record he spoke with the applicant. They discussed matters contained in the staff report.

Vice-Chair Thomas disclosed for the record she had a Zoom meeting with the applicant. They discussed matters contained in the staff report.

Chair Jones disclosed for the record she had a Zoom meeting with the applicant. They discussed matters contained in the staff report.

Chair Jones opened the public hearing for Item 11.A.

MARK LEHMAN, WEST HOLLYWOOD, applicants' representative, provided the applicant's report. He provided a history of the projects and spoke and detailed the signage border, encroachment over the public right-of-way, and view impacts along Sunset Boulevard. He introduced the design team for the project.

BARRY SCOTT, WEST HOLLYWOOD has concerns regarding the impacts of people living and working in the neighborhood and spoke on the illumination and glare study.

LYNN HOOPINGARNER, WEST HOLLYWOOD has concerns regarding this item. She spoke regarding the face of the design, reflectivity of the base, sign border and advertising, CPI percentages, and crosswalk improvements.

MARK LEHMAN, WEST HOLLYWOOD, applicants' representative, provided the applicant's rebuttal. He spoke regarding impacts, sign border, and confirmed there will be a matte finish to the base.

The commission questioned the aesthetics of the sign, façade improvements, canopy and drainage, intent of the sign border, and calculation points of the light levels.

**ACTION:** Close the public hearing for Item 11.A. **Motion carried by consensus of the Commission.**

The commission spoke in support of the design and stated their concerns with the size and base of the sign, advertising border specifications, policy and public benefits, intersection improvements, light levels, façade improvements, and encroachment over the public right-of-way.

They discussed the possibility of reviewing the lighting levels after installation, capturing the crosswalks, reflectivity of the post and canopy, and adjustments to the consumer price index.

John Leonard, Director of Economic Development, confirmed improvements to the crosswalk are referenced in the resolution, however they could be referenced in the development agreement as well. He spoke and justified the financial components of the development agreement.

The commission was in agreement to move the item for recommendation to the City Council with the following amendments: 1) crosswalks are included in the public benefits; 2) light levels are reviewed at 3, 6 and 12 months, assuring the reflectivity around the base and canopy is a matte finish; and 3) have City Council look at the public benefits package, making sure it is in alignment with the extraordinary project.

Jennifer Davis, Senior Contract Planner added all three resolutions will be amended striking out the extra sentence: ...~~“At this meeting, the Planning Commission decided to continue the item to a date uncertain in order to give staff and the applicant time to address questions raised at the public hearing.”~~

She confirmed the billboard resolution states lighting monitoring is required at 6 months after installation, then in three year intervals.

**Commissioner Lombardi moved to: 1) approve staff’s recommendation of approval, with the following amendments: a) add crosswalks to the development agreement as a public benefit; b) the column base and canopy shall be of a matte finish, and not a glare reflection hazard to vehicular traffic; and c) recommend City Council consider adjusting the public benefits potentially to Consumer Price Index (CPI) and look when the public benefits take effect.**

**Seconded by Vice-Chair Thomas.**

**ACTION:** 1) Approve staff’s recommendation of approval; 2) **Adopt Resolution No. PC 22-1397 as amended:** a) remove duplicate sentence in Section 4. ~~“At this meeting, the Planning Commission decided to continue the item to a date uncertain in order to give staff and the applicant time to address questions raised at the public hearing.”~~ b) add crosswalks to the development agreement as a public benefit. “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A DEVELOPMENT AGREEMENT AND NEGATIVE DECLARATION IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 8730 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA”;

3) **Adopt Resolution No. PC 22-1398 as amended:** a) remove duplicate sentence in Section 2. ~~“At this meeting, the Planning Commission decided to continue the item to a date uncertain in order to give staff and the applicant time to address questions raised at the public hearing.”~~ “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONING MAP AMENDMENT AND NEGATIVE DECLARATION IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 8730 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA”;

4) **Adopt Resolution No. PC 22-1399 as amended:** a) remove duplicate sentence in Section 4. ~~“At this meeting, the Planning Commission decided to continue the item to a date uncertain in order to give staff and the applicant time to address questions raised at the public hearing.”;~~ b) the column base and canopy shall be of a matte finish, and not a glare reflection hazard to vehicular traffic. “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT, ADMINISTRATIVE PERMIT, AND NEGATIVE DECLARATION INCONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBAORD AND SITE IMPROVEMENTS AT 8730 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA”;

5) include in the recommendation that the City Council will consider adjusting public benefits to the Consumer Price Index (CPI) and consider when the benefits take effect; and 6) Close the Public Hearing for Item 11.A. **Moved by Commissioner Lombardi, seconded by Vice-Chair Thomas and passes, noting Commissioner Carvalho as recused.**

12. **NEW BUSINESS.** None.

13. **UNFINISHED BUSINESS.** None.

14. **EXCLUDED CONSENT CALENDAR.** None.

15. **ITEMS FROM STAFF.**

**A. Planning Manager’s Update.**

Jennifer Alkire, Current and Historic Preservation Planning Manager provided an update of tentative items scheduled for upcoming Planning Commission meetings.

She congratulated Chair Jones and Vice-Chair Thomas, and thanked Lynn Hoopingarner for her service and commitment to the community and wished her the best.

16. **PUBLIC COMMENT.** None.



## **17. ITEMS FROM COMMISSIONERS.**

### **A. Commissioner Comments.**

Commissioner Dutta stated he will be recusing himself from the public hearing item at the next Planning Commission meeting on Thursday, June 2, 2022, for the project located at 1201-1207 N. Detroit Street. He stated his employer is engaged as a sustainability consultant for this project.

Commissioner Lombardi clarified he recused himself from the project located at 8850 Sunset Boulevard which was heard at the Design Review Subcommittee meeting on Thursday, April 28, 2022. He stated he is not working on this project, but he is working with the developer on a residential project, which is not located in the City of West Hollywood. The City Attorney suggested recusal.

Chair Jones congratulated Vice-Chair Thomas.

### **B. Subcommittee Management.**

Chair Jones stated the subcommittees shall remain in effect with the current members appointed. New appointments will be made when there is a full sitting commission.

Commissioner Lombardi requested staff to verify the radius of his property with the proposed development located at 1317 N. Crescent Heights Boulevard, which is tentatively scheduled for the Design Review Subcommittee meeting on Thursday, June 9, 2022.

Jennifer Alkire, Current and Historic Preservation Planning Manager provided an update of tentative items scheduled for Design Review Subcommittee, Long Range Planning Projects Subcommittee, and Sunset Arts and Advertising Subcommittee meetings.

**ADJOURNMENT.** The Planning Commission adjourned at 9:00 p.m. to a regularly scheduled meeting on Thursday, June 2, 2022, beginning at 6:30 p.m. 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 2<sup>nd</sup> day of June, 2022 by the following vote:

AYES:           Commissioner:       Carvalho, Dutta, Gregoire, Lombardi, Vice-Chair Thomas, Chair Jones.

NOES:           Commissioner:       None.

ABSENT:        Commissioner:       None.

ABSTAIN:       Commissioner:       None.

  
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STACEY E. JONES, CHAIRPERSON

ATTEST:

  
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DAVID K. GILLIG, COMMISSION SECRETARY