



**PLANNING COMMISSION  
SUMMARY ACTION MINUTES  
Regular Meeting  
October 5, 2023**

West Hollywood Park Public Meeting Room – Council Chambers  
625 N. San Vicente Boulevard, 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 INDIVIDUAL DISCUSSIONS 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)

Land Acknowledgment: “The West Hollywood Planning Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.”

1. **CALL TO ORDER:** Acting Chair Lombardi called the meeting of the Planning Commission to order at 6:33 p.m.

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

3. **ROLL CALL:**

Commissioners Present: Copeland, Edwards, Gregoire, Jones, Matos, Acting-Chair Lombardi.

Commissioners Absent: Chair Carvalho.

Staff Present: Jennifer Davis, Senior Contract Planner, Brian League, Property Development Manager, Jennifer Alkire, Current and Historic Planning Manager, Isaac Rosen, Legal Counsel, and David Gillig, Commission Secretary.

4. **APPROVAL OF AGENDA.**

**ACTION:** Approve the Planning Commission agenda of Thursday, October 5, 2023 as presented. **Moved by Commissioner Jones, seconded by Commissioner Matos and passes, noting Chair Carvalho absent.**

5. **APPROVAL OF MINUTES.**

A. **September 7, 2023**

**ACTION:** Approve the verbatim minutes of Thursday, September 7, 2023 as presented. **Moved by Commissioner Matos, seconded by Commissioner Jones and passes, noting Chair Carvalho absent.**

**B. September 21, 2023**

**ACTION:** Approve the draft action minutes of Thursday, September 21, 2023 as presented. **Moved by Commissioner Jones, seconded by Commissioner Gregoire and passes, noting Chair Carvalho absent.**

**6. PUBLIC COMMENT.**

GENEVIEVE MORRILL, President and CEO, West Hollywood Chamber of Commerce announced Eat and Drink Week, in collaboration with Visit West Hollywood, will be held November 3, 2023 – November 15, 2023. She stated a memorial for John Altschul will be held on Sunday, October 8, 2023 at Kol Ami, 1:00 p.m. There is also a memorial for Richard Settle to be held on Sunday, October 8, 2023 at the Methodist Church, 1:00 p.m.

KAREN EYRES, WEST HOLLYWOOD, Human Services Commission Vice-Chair, introduced herself and stated she will be the liaison from the Human Services Commission to the Planning Commission.

**7. DIRECTOR'S REPORT.**

Nick Maricich, Community Development Director stated at the last City Council meeting on Monday, October 2, 2023 the City Council approved two cultural resource designations located at 7900 and 7906 Santa Monica Boulevard.

He thanked staff in the Community Development Department for their support and assistance in his new role.

**8. CONSENT CALENDAR.** None.

**9. PUBLIC HEARINGS SECTION I:  
PROJECTS SUBJECT TO THE HOUSING ACCOUNTABILITY ACT.** None.

**10. PUBLIC HEARINGS, SECTION II:  
OTHER ITEMS THAT REQUIRE A PUBLIC HEARING UNDER THE LAW.**

**A. 9009 AND 9015 SUNSET BOULEVARD:**

Jennifer Davis, Senior Contract Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, October 5, 2023.

She provided background information on the current sites and existing billboards, and stated the proposal is for the replacement of wall signs with a new one-sided internally lit billboard at 9009 Sunset Boulevard (Roxxy Theatre) and for the conversion of a two-sided static billboard to a new two-sided digital and internally lit billboard at 9015 Sunset Boulevard (Rainbow Bar & Grill)

She stated the previous designs for this project were reviewed in 2021 by the Sunset Arts & Advertising Subcommittee (April 8, 2021), the Historic Preservation Commission (May, 24, 2021), and by the Planning Commission (August 5, 2021). After these reviews and recommendations to approve by both Commissions, the media company was changed to Orange Barrell Media (OBM) and the project was redesigned to provide a better fit for OBM and to respond to some of the issues raised in the previous reviews.

Both billboards have been redesigned since 2021. The Roxy billboard was completely redesigned and is now proposed as a much-simplified vertical, one-sided internally lit billboard that no longer overhangs the Roxy Theatre building.

The Rainbow billboard no longer has the middle section, nor the seating at the bottom of the sign. This change reflects comments from the Historic Preservation Commission that the historic vertical Rainbow can sign was too crowded above and below. Based on these revisions, the Historic Preservation Commission was very supportive of the new designs and unanimously recommended approval of the new project.

She elaborated on the current redesigns, stating the Roxy currently does not have a billboard but does have five undersized advertising wall signs on the sides of the building. All these signs will be replaced with one internally lit (static) billboard for the Roxy and one two-sided billboard for the Rainbow, which will be static on the west face and digital on the east face. The existing rainbow-colored can sign for the Rainbow and rounded "Rocking R" sign for the Roxy will remain, although the Rocking R sign has been lowered in the proposal to provide more legibility.

The proposed billboard for the Rainbow exceeds the height of the existing billboard by two feet. The proposed billboard exceeds the maximum allowable sign area of 1,000 square-feet of digital and 500 square-feet of static.

The proposed billboard for the Roxy exceeds the height limit of the Sunset Specific Plan (60') by 21'-8" feet.

She expanded on the proposed site improvements: new planter boxes, string lights, outdoor seating, new gate, three new trees and uplighting, poster wall, new permeable pavers, removed curb cut, and landscaping.

Staff made the following amendment to:  
Draft Resolution No. PC 23-1525, Section 1., page 1, add: "Administrative Permit (AP21-0016)"

Staff recommends approval of the recommendation to City Council.

Commissioner Jones disclosed for the record she had a brief discussion with the applicant's representative. They discussed matters contained in the staff report.

Commissioner Edwards disclosed for the record he had a brief discussion with the applicant's representative. They discussed matters contained in the staff report.

Commissioner Copeland disclosed for the record she had a brief discussion with the applicant's representative and made multiple site visits. They discussed matters contained in the staff report.

Commissioner Matos disclosed for the record he met with the applicant's representative and spoke to members of the public. They discussed matters contained in the staff report.

Acting Chair Lombardi disclosed for the record he met with the applicant's representative and made site visits. They discussed matters contained in the staff report.

Commissioner Gregoire had no official disclosures.

The commission questioned and requested clarification regarding the public benefits package, how the 1% market value of the static and digital signage is earmarked for the public benefit, and if there was any opposition to the proposed billboards.

Commissioner Jones presented the Sunset Arts & Advertising Subcommittee design review update. She spoke on the past iterations, and stated the subcommittee discussed and detailed the relationship of both signs in relation to each other, the encroachment over the public right-of-way, blockage of views, and materials and cladding.

Commissioner Matos continued the Sunset Arts & Advertising Subcommittee design review update. He clarified the discussion held was to ensure the billboard did not protrude or create a blank, back wall space that protruded out from the back of the building.

The commission requested clarification regarding the number of feet the billboard was moved back, and the evolution of the design of the greenspace in the rear of the property.

Acting Chair Lombardi opened public comments for Item 10.A.

AARON GREEN, BURBANK, President, Afriat Consulting Group, presented the applicant's report. He provided a history of the properties and spoke and detailed both proposed billboards, the non-advertising side of the Roxy billboard, pole materials, driveway and outdoor courtyard, poster wall, decluttering the space below the signs, billboard heights, cultural resource designations, rear and airspace of the Roxy, views and visibility, and the public benefits package.

The commission questioned the applicant about the public access to the space between the two privately owned buildings and keeping it a public realm enhancement, total amount of dollars secured and length of the development agreement, courtyard security and seating, signage dimensions, property improvements, public space and public-right-of-way improvements, and remote adjustability for billboard lighting and brightness.

Brian League, Property Development Manager clarified development agreement conditions regarding light levels and monitoring, landscape amphitheater, maintenance of existing greenspace, static signage dimensions. and light testing.

AARON GREEN, BURBANK, President, Afriat Consulting Group, confirmed for the record they are amicable to a condition that the sign lighting be adjustable.

SEAN FODOR, WEST HOLLYWOOD spoke in support of staff's recommendation of approval to the City Council.

MIKEAL MAGLIERI, WEST HOLLYWOOD, owner, operator of the Rainbow Bar & Grill and Roxy Theatre, spoke in support of staff's recommendation of approval to the City Council.

ROBER ROIG, WEST HOLLYWOOD spoke in support of staff's recommendation of approval to the City Council.

VINCENT KIRK, LOS ANGELES spoke in support of staff's recommendation of approval to the City Council.

RICHARD W. EASTMAN, EAST HOLLYWOOD spoke in support of staff's recommendation of approval to the City Council.

RICHARD BAKER, WEST HOLLYWOOD spoke in support of staff's recommendation of approval to the City Council.

GENEVIEVE MORRILL, President and CEO, West Hollywood Chamber of Commerce  
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JACQUELINE SAINT ANNE, WEST HOLLYWOOD has concerns regarding this item. Her written comments were regarding light trespass and light pollution.

AARON GREEN, BURBANK, President, Afriat Consulting Group, presented the applicant's rebuttal. He spoke regarding lighting standards and concerns.

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

The commission spoke in support of the proposed billboards and commented on the historic resource and cultural resource designations, verifying the public art and programming component of digital billboard signage, Legends of Sunset public realms enhancements, new design, viability of local businesses, signage height, and seating area.

**Commissioner Matos moved to: 1) approve staff's recommendation of approval to the City Council.**

**Seconded by Commissioner Jones.**

Issac Rosen, Legal Counsel, read into the record the following changes:

Add to draft Resolution No. PC 23-1525, Section 1., page 1, "Administrative Permit (AP21-0016)", and replace the elevation on page 21 of the project plans with the revised one showing the Roxy raised six feet.

**Commissioner Matos agreed to these amendments to the motion.**

**Commissioner Jones agreed to these amendments to the motion.**

**ACTION:** 1) Approve staff's recommendation of approval; 2) **Adopt Resolution No. PC 23-1526 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 NEW OFF-SITE ADVERTISING BILLBOARD AT 9009 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA."; 3) **Adopt Resolution No. PC 23-1525 as amended: a) add to Section 1, page 1 "Administrative Permit (AP21-0016)", "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 NEW OFF-SITE ADVERTISING BILLBOARD AT 9009 AND 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.";** 4) **Adopt Resolution No. PC 23-1524 as presented:**

“A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT, CERTIFICATE OF APPROPRIATENESS, AND ADMINISTRATIVE PERMIT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9009 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.”; 5) **Adopt Resolution No. PC 23-1528 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 NEW OFF-SITE ADVERTISING BILLBOARD AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.”; 6) **Adopt Resolution No. PC 23-1527 as presented:** “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT, AND CERTIFICATE OF APPROPRIATENESS IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AT 9015 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.” 6) page 21 of the project plans shall be replaced with a revised elevation page showing the Roxy raised six feet; and 7) Close the Public Hearing for Item 10.A. **Moved by Commissioner Matos, seconded by Commissioner Jones and passes, noting Chair Carvalheiro absent.**

11. **NEW BUSINESS.** None.
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 Manager provided an update on the policies and procedures regarding Planning Commission meetings and current public disruptions throughout the State of California at public meetings.

Starting with the next meeting, staff will begin enforcing existing protocols regarding the Zoom platform, to avoid the type of disruption that has been happening lately in public meetings amongst other governmental jurisdictions. This will include anyone wishing to speak on the Zoom platform to make a public comment(s), must register with the Planning Commission Secretary in advance of commencement of the meeting.

She provided an update of tentative items scheduled for upcoming Planning Commission meetings.

She confirmed there is a project that needs to be legally noticed for the regularly scheduled Planning Commission meeting on Thursday, December 21, 2023.

**B. Subcommittee Management.**

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

She confirmed the Design Review Subcommittee meeting for Thursday, October 12, 2023 will be cancelled.

There will be a specially scheduled meeting of the Design Review Subcommittee meeting on Thursday, October 26, 2023, which will be relocated to Plummer Park Community Center, Rooms 5 and 6.

The Sunset Arts & Advertising Subcommittee will have a special meeting on Thursday, November 9, 2023 in the Library Community Meeting Room, 625 N. San Vicente Boulevard at 6:00 p.m.

Due to the special meeting of the Sunset Arts & Advertising Subcommittee on Thursday, November 9, 2023, the regularly scheduled meeting of the Design Review Subcommittee will be cancelled.

**15. PUBLIC COMMENT.** None.

**16. ITEMS FROM COMMISSIONERS.**

**A. Commissioner Comments.**

Commissioner Matos suggested a future discussion regarding the standard requirements ensuring public realm enhancements are accessible to the public. He had concerns staff are having difficulty having the ability verifying that public art and programming are being completed. He also pointed out the adjustable lighting requirement.

Jennifer Alkire, Current & Historic Preservation Planning Manager confirmed staff is working on updates and clarifications to the policy, which will be brought before the commission in the coming months. She confirmed the concerns the commission has brought forward will be incorporated into this.

It was clarified this is regarding development agreements for digital billboards and a percentage of time dedicated to the display of public art, public programming, and the assurance this condition is being fulfilled.



**ADJOURNMENT.** The Planning Commission adjourned at 8:20 p.m. to a regularly scheduled meeting on Thursday, October 19, 2023 beginning at 6:30 p.m. until completion at West Hollywood Park Public Meeting Room – Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, California. **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 19<sup>th</sup> day of October, 2023 by the following vote:

AYES: Commissioner: Copeland, Edwards, Gregoire, Jones, Matos, Vice-Chair Lombardi, Chair Carvalho.

NOES: Commissioner: None.

ABSENT: Commissioner: None.

ABSTAIN: Commissioner: None.



A handwritten signature in black ink, appearing to read 'Rogerio Carvalho', written over a horizontal line.

ROGERIO CARVALHEIRO, CHAIRPERSON

ATTEST:



A handwritten signature in blue ink, appearing to read 'David K. Gillig', written over a horizontal line.

DAVID K. GILLIG, COMMISSION SECRETARY