



**PLANNING COMMISSION  
SUMMARY ACTION MINUTES  
Regular Meeting  
March 7, 2024**

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:** Chair Carvalho called the meeting of the Planning Commission to order at 6:33 p.m.
2. **PLEDGE OF ALLEGIANCE.** Lynn Hoopingarner led the Pledge of Allegiance.
3. **ADMINISTER THE OATH OF OFFICE TO NEWLY APPOINTED PLANNING COMMISSION MEMBER LYNN M. HOOPINGARNER.**

**ACTION:** Councilmember Meister administered the Oath of Office to Lynn M. Hoopingarner to the West Hollywood Planning Commission.

4. **ROLL CALL:**  
Commissioners Present: Edwards, Gregoire, Hoopingarner, Jones, Matos, Vice-Chair Lombardi, Chair Carvalho.

Commissioners Absent: None.

Staff Present: Sean Min, Current and Historic Preservation Planning Intern, Adrian Gallo, Associate Planner, Jennifer Davis, Senior Contract Planner, Ric Abramson, Urban Design and Architecture Studio Manager, Brian League, Property Development Manager, Jennifer Alkire, Current and Historic Planning Manager, Isaac Rosen, Legal Counsel, and David Gillig, Commission Secretary.

5. **APPROVAL OF AGENDA.**  
Chair Carvalho requested Item 13. Unfinished Business, Item 15. Items from Staff and Item 17. Items from Commissioners to be moved and heard after Item 9. Consent Calendar.

**ACTION:** Approve the Planning Commission agenda of Thursday, March 7, 2024, as amended. **Moved by Commissioner Jones, seconded by Commissioner Matos and unanimously passes.**

**6. APPROVAL OF MINUTES.**

**A. February 15, 2024**

**ACTION:** Approve the summary action draft minutes of Thursday, February 15, 2024, as presented. **Moved by Commissioner Matos, seconded by Commissioner Edwards and passes, noting Commissioner Hoopingarner abstained.**

**7. PUBLIC COMMENT.**

NICHOLAS ROYBAL, WEST HOLLYWOOD welcomed Commissioner Hoopingarner and thanked the commission for their service.

**8. DIRECTOR'S REPORT.**

Nick Maricich, Community Development Director congratulated Commissioner Jones on her recent announcement of her pregnancy and welcomed Commissioner Hoopingarner.

He stated the City Council denied the appeal and upheld the Planning Commission's recommendation of approval for the project located 910-916 N. Wetherly Drive.

The city held a Community Workshop on March 2, 2024, regarding the West Hollywood Strategic Plan. There will be additional outreach meetings to the community and additional information can be found at [engage.weho.org/wehostrategicplan](https://engage.weho.org/wehostrategicplan)

The American Planning Association Annual National Planning Conference will be held on April 13-16, 2024 in Minneapolis, MN. Various staff will be attending, and updates will be provided at a later date.

**9. CONSENT CALENDAR. None.**

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

**13. UNFINISHED BUSINESS.**

**A. Planning Commission Subcommittee Temporary Appointments:**

The Planning Commission Chair will appoint one (1) member to the following subcommittees: a) Design Review Subcommittee, b) Long Range Planning Projects Subcommittee, and c) Sunset Arts and Advertising Subcommittee for the remainder of the terms ending June 30, 2024.

The Long Range Planning Projects Subcommittee will be replacing Commissioner Copeland, and the Design Review Subcommittee and Sunset Arts and Advertising Subcommittee appointments will serve in Commissioner Jones absence, beginning once Commissioner Jones formally begins leave (anticipated in March 2024).

### **1. Design Review Subcommittee**

**ACTION:** 1) Appoint Mark R. Edwards, and 2) appoint Michael A Lombardi as Chair to fulfill the Design Review Subcommittee seat in Commissioner Jones absence, for terms ending June 30, 2024, or at which time Commissioner Jones officially returns to fulltime duty.

### **2. Long Range Planning Projects Subcommittee.**

**ACTION:** 1) Appoint Erick J. Matos to the Long Range Planning Projects subcommittee, for a term ending June 30, 2024.

### **3. Sunset Arts and Advertising Subcommittee.**

**ACTION:** 1) Appoint David S. Gregoire to fulfill the Sunset Arts and Advertising subcommittee seat in Commissioner Jones absence, for a term ending June 30, 2024, or at which time Commissioner Jones officially returns to fulltime duty.

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

## **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 Commissioner Jones on her recent announcement of her pregnancy and welcomed Commissioner Hoopingarner. She informed the commission they are allowed and encouraged to attend any training or seminars as it relates to Planning Commission purview. The city will reimburse registration costs.

### **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.

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

**16. ITEMS FROM COMMISSIONERS.**

**A. Commissioner Comments.**

Commissioner Jones congratulated Commissioner Hoopingarner and welcomed her back to the commission. She wished former commissioner Kimberly Copeland all the best. She stated her leave of absence will be approximately six to eight weeks, and this will be her official last meeting.

Commissioner Gregoire congratulated Commissioner Hoopingarner and welcomed her back to the commission.

Commissioner Matos congratulated Commissioner Hoopingarner and welcomed her back to the commission. He thanked former commissioner Kimberly Copeland for her service and wished her the best.

Vice-Chair Lombardi congratulated Commissioner Hoopingarner and welcomed her back to the commission.

Commissioner Edwards congratulated Commissioner Hoopingarner and welcomed her back to the commission.

Chair Carvalho congratulated Commissioner Hoopingarner and welcomed her back to the commission. He wished Commissioner Jones all the best with the new baby.

Commissioner Hoopingarner thanked everyone for welcoming her back, she thanked former commissioner Kimberly Copeland for her service and wished Commissioner Jones all the best.

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

**A.** None.

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

**A. 1051 N. SPAULDING AVENUE:**

Sean Min, Current and Historic Preservation Planning Intern provided a verbal presentation and background information, as presented in the staff report dated Thursday, March 7, 2024.

He provided background information and stated the current proposal is a request for a tentative tract map for the subdivision of a three-story, five-unit residential development into a common interest (condominium) development. The proposed subdivision is for a new residential development that is currently under construction and is not the conversion of existing rental units.

The multi-family building was administratively approved on August 10, 2021. Pursuant to Section §19.40.020 of the West Hollywood Municipal Code (WHMC).

Staff made the following amendment to draft Resolution No. PC 24-1537:

Condition 1.6) All conditions of approval placed on Development Permit 19-0025, Development Permit Amendment 22-0011, and Development Permit Amendment 23-0015 are expressly incorporated herein and made a part of this approval to the extent applicable.

There were no official disclosures.

There were no public speakers for this item.

**Commissioner Matos moved to 1) approve staff's recommendation of approval.**

**Seconded by Commissioner Hoopingarner.**

**ACTION:** 1) Approve staff's recommendation of approval; 2) **Adopt Resolution No. PC 23-1537 as amended:** a) amend Condition 1.6) "*All conditions of approval placed on Development Permit 19-0025, Development Permit Amendment 22-0011, and Development Permit Amendment 23-0015 are expressly incorporated herein and made a part of this approval to the extent applicable.*" "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, ADOPTING A CATEGORICAL EXEMPTION PURSUANT TO CEQA GUIDELINES SECTION §15332 (IN-FILL DEVELOPMENT PROJECTS) AND CONDITIONALLY APPROVING A VESTING TENTATIVE TRACT MAP (MAJOR LAND DIVISION NO. 84359) FOR THE SUBDIVISION OF A THREE-STORY, FIVE-UNIT RESIDENTIAL BUILDING INTO A COMMON INTEREST DEVELOPMENT LOCATED AT 1051 NORTH SPAULDING AVENUE, WEST HOLLYWOOD, CALIFORNIA." and 3) Close the Public Hearing for Item 11.A. **Moved by Commissioner Matos seconded by Commissioner Hoopingarner and unanimously passes.**

*Commissioner Carvalho recused himself from the dais and left the meeting, stating a conflict with the Sunset Arts and Advertising Program.*

*Vice Chair Lombardi officially assumed the role of Acting Chair for the remainder of the meeting.*

**B. 8497-8499 SUNSET BOULEVARD:**

Jennifer Davis, Senior Contract Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, March 7, 2024.

She provided background information and stated the proposal is to replace a previously approved static billboard and construct a new 2,577 square foot, full motion animation off-site advertising billboard on the new building currently being constructed.

This project proposes a new, full motion, animated billboard as an important component of the new 22,566 square foot commercial development at 8497-8499 Sunset Boulevard, called "The NOW." This development project was entitled, at staff level, with a non-animated, or static, billboard as part of its plans.

The project includes a three-sided "media cube" that projects from the eastern end of the building with dramatic effect. The content on the entire cube can be animated on: the south face, the east face and even the face underneath the billboard that overlooks the public plaza below, will have this capability. The lighting levels of three sides of the media cube can be adjusted separately. As conditioned, only one advertising campaign can be placed on the cube surfaces at a time.

The billboard, or "media cube," is wall mounted below the roofline of the building and projects from the surface of the building wall line on the south and east sides. The principal advertising face is the south face, measuring 1,170 square feet, but Orange Barrel Media will use all three full motion animation faces for a total of 2,525 square feet of the sign face area for advertising, which includes all three faces of the billboard.

Most significantly, the cube shape and the size of the billboard will allow for three-dimensional (3D) full motion animation content and will be the first 3D billboard proposed for Sunset Boulevard. When it is not used for 3D, the advertising content will be two-dimensional full motion animation.

She stated On June 10, 2021, the Sunset Arts & Advertising Subcommittee reviewed this project to provide design feedback. They were supportive of the proposed billboard and gave substantial input on the proposed art installation and site improvements.

In viewing the overall frame of the billboard, they suggested that it may make more sense to fill the frame allotted on the façade for southern face of the “cube” with full motion animated content, increasing the sign face area from 1,000 square feet to 1,200 square feet. The Subcommittee suggested this was an improvement from a design point of view. The applicant is now presenting a proposed billboard with larger sign faces that can present 3D content as well as other changes.

To meet the project’s extraordinary benefit obligation for the increased sign face area, the applicant will dedicate 50% of the 17.5% of art programming on the media cube to 3D city and art content. The benefit would be the provision 3D programming which doesn’t currently exist in our art portfolio. This art will be proposed by the applicant but must be approved by the Arts Commission. Once approved, the applicant will pay for the creation of the 3D art on the cube.

As a public realm improvement, the owner/operator will expand the size of the public area in front of the building, enhance the streetscape in front of the building, and participate in City coordinated improvements to the La Cienega/Sunset intersection. The approved development project at this site was conditioned to construct a new curb extension along the north side of Sunset as part of required public right-of-way upgrades.

The applicant is required to pay a streetscape fee of \$500,000 to benefit the intersection improvements. The required elements of the future ecology garden along the front of the project along Sunset, are stipulated in the development agreement. The improvements will include an expanded space with ample landscaping, irrigation, drainage, lighting, signage and an observation deck, terrace, or promenade with or without seating that uses informational or educational components to describe the ecology garden features.

Ric Abramson, Urban Design and Architecture Studio Manager, presented the design review report. He detailed the ground plane, pedestrian engagement, and public realm enhancements regarding landscaping.

Jennifer Davis, Senior Contract Planner continued the staff report. She stated the Orange Barrel Media (OBM) logo will be located on the east edge of the south face at the bottom of the cube and the lettering will measure eight inches in height, as conditioned. The billboard will not encroach into the public right-of-way. The billboard will not create any light impacts for residences because the rear of the structure is up against a hill and the cube is not located on top of the roof of the new building, but rather within the building’s envelope.

She explained in detailed the California Environmental Quality Act (CEQA) process, which included an Addendum to the Mitigated Negative Declaration.

The modified project would not alter the lighting associated with the commercial building itself. However, the proposed expansion of the full motion animation advertising area for the billboard component would introduce additional, potentially brighter light sources to the project. The billboard would be subject to requirements for lighting levels, lighting controls, and visual comfort established in the Sunset Boulevard Off-Site Signage Policy. The applicant would reduce nighttime lighting levels below the standard imposed by the policy, to further the policy's design principles of billboards acting "as a good neighbor to surrounding area by limiting light spill-over and visual intrusion." The applicant has agreed to lower the candela level from 300 to 200 candelas to ensure that the project remains a good neighbor to surrounding uses.

The modified billboard's expanded full motion animation advertising signage area and 3D capabilities are not considered a roadway design feature having the potential to increase hazards in the CEQA initial study checklist. However, even though traffic does not rise to an impact under CEQA, a traffic safety memorandum was prepared because the modified billboard component would still introduce a visual element to the Sunset Boulevard/La Cienega Boulevard intersection that would be more visually engaging compared with the billboard that was contemplated at the time of the MND.

The City conducted a study of the modified billboard component to determine whether it could potentially create an adverse traffic safety issue in the project area. Based on a review of literature pertaining to billboard effects on driver attentiveness and traffic safety, as well as a review of recent collision data along the Sunset Strip and at an intersection in the City of Los Angeles that features a newly installed full motion animation billboard with 3D capabilities, the study did not yield conclusive evidence that full motion animation or 3D full motion animation signage increases risks of collision in urban environments or along the Sunset Strip specifically. Nevertheless, despite the lack of a conclusive causal relationship between billboards and collisions, the summary memo notes that there have been several recent academic studies suggesting the potential for increased collision risk in environments where full motion animation billboards are present.

The Sunset Boulevard/La Cienega Boulevard intersection improvements being considered, and that this intersection currently has unique geometric characteristics that could affect traffic safety regardless of billboards, the traffic safety memo has set forth several recommendations for safety improvements, for City decision makers to consider.



- Incorporate yellow retro-reflective borders around each traffic signal head, increasing the visibility of traffic signals that would be in view of the 3D billboard and would also improve visibility of signals during existing sunrise and sunset conditions.
- Prohibit northbound vehicles on La Cienega Boulevard from making a right turn onto Sunset Boulevard during a red light. Prohibiting right turns on red would improve the safety of the intersection, regardless of the billboard.

These recommendations are not required for the purposes of mitigating or avoiding a significant environmental impact under CEQA, nor as a condition of approval for the project. Nevertheless, they are discussed as improvements that would generally promote traffic safety at an already complex intersection in the future.

The addendum determined that impacts associated with this project would remain less than significant, as set forth in the previously adopted MND. The modified project would not, therefore, result in new significant impacts, or a substantial increase in the severity of previously identified significant impacts that would substantially increase hazards due to a design feature or an incompatible use.

She amended draft Resolution No. PC 24-1544 by modifying the following condition as follows:

3.11) The luminance of the proposed billboard may not exceed 200 candelas per meter squared from sunset until 20 minutes prior to sunrise nightly. At a minimum of six months after the Permitted Sign Payment Commencement Date (at the required 6-month light monitoring test), applicant may request that the City conduct an independent light study to measure illuminance of Constructed Sign in foot candles. If the Constructed Sign measures no more than 1.4-foot candles at sensitive uses in the vicinity, the Community Development Director, at their discretion may approve an increase to the maximum nighttime luminance of constructed sign so long as the increase does not surpass illuminance of 1.4-foot candles at sensitive uses.

The commission questioned the reasoning and requested clarification regarding the clause stating the proposed billboard may not exceed 200 candelas per meter squared from sunset until 20 minutes prior to sunrise nightly.

They questioned if there are any plans for the "Pink Dot" property, and if there will be any impact on the new billboard. They further questioned who will be paying for the proposed railing and light improvements.

The commission requested the definition and clarification of the “paper street,” and questioned the ecology garden, public participation, traffic study, 3D animation capabilities, transition rates, lighting study, gateway billboard projects and the city’s gateway project, past and present impacts, nighttime candelas and adjustments, development agreement payments, public realm enhancements, lighting calculation study and how it was prepared, 3D viewing models, and residential zoning study criteria.

Jeremiah Rose, Fehr and Peers, spoke regarding the City of Los Angeles’ traffic studies regarding the 3D billboard located at Figueroa Street and Pico Boulevard in downtown Los Angeles.

Jacob Graige, Francis Krave Associates spoke and detailed the lighting calculation study regarding the 3D animation billboard, lighting software, directionality of light, luminance, and light distribution.

**THE COMMISSION TOOK A FIVE (5) MINUTE RECESS AT 8:10 P.M. AND RECONVENED AT 8:15 P.M.**

Commissioner Jones presented the Sunset Arts and Advertising subcommittee report from June 10, 2021. She stated overall the subcommittee had a positive response to the design and stated this was a strong example of what the subcommittee would like to see more of. They discussed illumination studies, pedestrian experience, interconnectivity, and durability.

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

Commissioner Jones disclosed for the record she had a phone conversation with the applicant’s representative. They discussed matters contained in the staff report.

Commissioners Edwards, Gregoire, Hoopingarner and Acting Chair Lombardi had no official disclosures.

Acting Chair Lombardi opened public comments for Item 11.B.

JEFFREY A. SEYMOUR, WESTLAKE VILLAGE, Seymour Consulting Group, presented the applicant’s report. He spoke briefly about the history of the project and introduced his team.

DAMIAN POSSIDENTE, LOS ANGELES, Mithun Architecture, continued the applicant’s presentation. He spoke regarding the concept design, current construction times, massing, visibility of the eastern façade, media cube integration, outdoor and indoor terraces, entry plaza, glass railing, art

bollards, relocation of the main entry ramp and stairs, new location, and modifications of the third floor, angle of the billboard relative to the street, 3-D capability, and anamorphic artwork.

JEFF APPELL, LOS ANGELES, property owner, continued the applicant's presentation. He spoke regarding the history of the project.

ELLAN EVANS, LOS ANGELES, speaking on behalf of Doheny Sunset Plaza Neighborhood Association, opposes staff's recommendation of approval to the City Council.

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

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

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

AARON KAMIN, LOS ANGELES opposes staff's recommendation of approval to the City Council.

GRACE SULLANO, WEST HOLLYWOOD, is in support of staff's recommendation of approval to the City Council.

DEVIN CAROTHERS, LOS ANGELES, Orange Barrel Media, presented the applicant's rebuttal. He thanked staff and stated his team is available for questions.

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

The commission expressed their overall support for the 3D billboard project, however they raised concerns about the implementation, the development agreement terms, refresh and transmission rates, public safety issues and implications, billboard policy versus animation and 2D, traffic concerns, the three year review period, 33% of new sign area with no increase in revenue, 3D content generating less revenue for the city, and cumulative effects of billboards.

Discussion was held regarding the review period from 3 years versus a three-, six- or twelve-month period, eco garden terms, size and scale to the neighborhood, possible outreach with additional neighborhood and community meetings, cumulative effects of billboards, possible language change to the 33%. It was noted the resolutions have a broad issue resolution clause for mitigation purposes.

Isaac Rosen, Legal Counsel clarified the 33% and stated the Sunset Boulevard Off-Site Signage Policy states: (c). An existing billboard may add 33% of new sign area up to a maximum area of 1,200 square feet per face. Approval of such increases shall be limited to once every 36 months.

Further discussion was held regarding the 33% and how it may affect this signage and the development agreement. It was suggested if the recommendation to City Council could have this paragraph stricken out, and if not striking the paragraph, there may be an opportunity to at least have a public notification, or planning commission notification in the event there is a significant increase.

Additional discussion was held regarding the transition timing.

**Commissioner Matos moved to: 1) approve staff's recommendation of approval to the City Council, recommending: a) remove minor changes subsection provision 6.2.1(c):-a square footage adjustment of up to 33% which increase shall not be subject to Section 4.1.2 of this agreement, and b) If that Section is not removed, some form of public notification or Planning Commission notification of an increased size or a minor change amendment.**

**Seconded by Commissioner Edwards.**

**Commissioner Hoopingarner requested an amendment to the motion to include the attachment of the Ecology Gardens Enhancements to the Development Agreement.**

**Commissioner Matos respectively declined the requested amendment.**

**Commissioner Edwards respectively declined the requested amendment.**

Isaac Rosen, Legal Counsel read into the record the motion on the floor: "A recommendation to move staffs recommended approval forward to City Council with the modification to the condition of approval read into the record and recommended by staff, with a recommendation that council shall consider the removal of Section 6.2.1(c) of the Development Agreement, if Council is not in favor of its removal, some sort of public notification or planning commission review if there is going to be an increase in the square-footage to the size contemplated by that section."

**Commissioner Matos agreed to the motion as read in the record.**

**Commissioner Edwards agreed to the motion as read in the record.**

**ACTION:** 1) Approve staff's recommendation of approval; 2) **Adopt Resolution No. PC 23-1542 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 REPLACING A PREVIOUSLY APPROVED STATIC BILLBOARD WITH A NEW FULL MOTION ANIMATION OFF-SITE ADVERTISING BILLBOARD AT 8497-8499 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;" 3) **Adopt Resolution No. PC 24-1543 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 REPLACING A PREVIOUSLY APPROVED STATIC BILLBOARD WITH A NEW FULL MOTION ANIMATION OFF-SITE ADVERTISING BILLBOARD AT 8497-8499 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;" 4) **Adopt Resolution No. PC 24-1544 as amended:** "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT AND MITIGATED NEGATIVE DECLARATION ADDENDUM IN CONJUNCTION WITH REPLACING A PREVIOUSLY APPROVED STATIC BILLBOARD WITH A NEW FULL MOTION ANIMATION OFF-SITE ADVERTISING BILLBOARD AT 8497-8499 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." a) amend Condition 3.11) *The luminance of the proposed billboard may not exceed 200 candelas per meter squared from sunset until 20 minutes prior to sunrise nightly. At a minimum of six months after the Permitted Sign Payment Commencement Date (at the required 6-month light monitoring test), applicant may request that the City conduct an independent light study to measure illuminance of Constructed Sign in foot candles. If the Constructed Sign measures no more than 1.4 foot candles at sensitive uses in the vicinity, the Community Development Director, at their discretion may approve an increase to the maximum nighttime luminance of constructed sign so long as the increase does not surpass illuminance of 1.4 foot candles at sensitive uses.* 5) A recommendation to move staff recommendation of approval forward to City Council as amended with a recommendation that the City Council shall consider the removal of Section 6.2.1(c) of the Development Agreement, ~~(c) A square footage adjustment of up to 33 percent (33%) (which increase shall not be subject to Section 4.1.2 of this Agreement).~~ if Council is not in favor of its removal, some sort of public notification, or Planning Commission review if there is going to be an increase in the square-footage to the size contemplated by that section." and 6) Close the Public Hearing for Item 11.B. **Moved by Commissioner Matos, seconded by Commissioner Edwards and passes, noting Chair Carvalho recused.**

**12. NEW BUSINESS.** None.

**13. UNFINISHED BUSINESS.**

*The following item was moved and heard out order after agenda Item 8. - Excluded Consent Calendar as part of the amended agenda.*

**A. Planning Commission Subcommittee Temporary Appointments:**

The Planning Commission Chair will appoint one (1) member to the following subcommittees: a) Design Review Subcommittee, b) Long Range Planning Projects Subcommittee, and c) Sunset Arts and Advertising Subcommittee for the remainder of the terms ending June 30, 2024. The Long Range Planning Projects Subcommittee will be replacing Commissioner Copeland, and the Design Review Subcommittee and Sunset Arts and Advertising Subcommittee appointments will serve in Commissioner Jones absence, beginning once Commissioner Jones formally begins leave (anticipated in March 2024).

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

**15. ITEMS FROM STAFF.**

*The following items were moved and heard out order after agenda Item 8. - Excluded Consent Calendar as part of the amended agenda.*

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

**B. Subcommittee Management.**

**16. PUBLIC COMMENT.** None.

**17. ITEMS FROM COMMISSIONERS.**

*This item was moved and heard out order after agenda Item 8.- Excluded Consent Calendar as part of the amended agenda.*

**ADJOURNMENT.** The Planning Commission adjourned at 9:30 p.m. to a regularly scheduled meeting on Thursday, March 21, 2024, 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 21<sup>st</sup> day of March, 2024 by the following vote:

AYES: Commissioner: Edwards, Gregoire, Hoopingarner, Matos, Vice Chair Lombardi, Chair Carvalho.

NOES: Commissioner: None.

ABSENT: Commissioner: Jones.

ABSTAIN: Commissioner: None.



\_\_\_\_\_  
ROGERIO CARVALHEIRO, CHAIRPERSON

ATTEST:



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