



PLANNING COMMISSION MINUTES
Regular Meeting
July 15, 2010

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

1. CALL TO ORDER:

Chair DeLuccio called the meeting of the Planning Commission to order at 6:37 P.M.

2. PLEDGE OF ALLEGIANCE: Luis Marquez led the Pledge of Allegiance.

3. ROLL CALL:

Commissioners Present: Altschul, Bernstein, Buckner, Guardarrama, Hamaker, Vice-Chair Yeber, Chair DeLuccio.

Commissioners Absent: None.

Staff Present: Michael Barney, Assistant Planner, Antonio Castillo, Associate Planner, Anne McIntosh, Deputy City Manager / Director of Community Development, John Keho, Planning Manager, Lauren Feldman, Acting City Attorney, and David Gillig, Commission Secretary.

4. SPECIAL ORDER OF BUSINESS:

A. ELECTION OF CHAIR.

Elect Marc Yeber as Chair of the Planning Commission for a term ending June 30, 2011. **Moved by Commissioner Hamaker, seconded by Commissioner Guardarrama and unanimously carried.**

B. ELECTION OF VICE-CHAIR.

Elect Joseph Guardarrama as Vice-Chair of the Planning Commission for a term ending June 30, 2011. **Moved by Commissioner Altschul, seconded by Commissioner Hamaker and unanimously carried.**

5. APPROVAL OF AGENDA:

ACTION: Approve the Planning Commission Agenda of Thursday, July 15, 2010 as presented. **Moved by Commissioner Bernstein, seconded by Commissioner DeLuccio and unanimously carried.**

6. APPROVAL OF MINUTES.

A. June 17, 2010

ACTION: Approve the Planning Commission Minutes of Thursday, June 17, 2010 as presented. **Moved by Commissioner DeLuccio, seconded by Commissioner Hamaker and unanimously carried.**

7. PUBLIC COMMENT.

STEVE MARTIN, WEST HOLLYWOOD, commented on the General Plan Workshop and spoke regarding expected growth within the City of West Hollywood.

JEANNE DOBRIN, WEST HOLLYWOOD, commented on the draft General Plan and transportation issues.

8. ITEMS FROM COMMISSIONERS.

Commissioner Altschul requested the meeting adjourned in memory of architect Steven Kanner.

Commissioner Guardarrama commended outgoing Chair DeLuccio for his service over the past year.

Commissioner DeLuccio congratulated incoming Chair Yeber and Vice-Chair Guardarrama. He spoke of the recent passing of Steven Kanner, architect.

Commissioner Buckner congratulated incoming Chair Yeber and Vice-Chair Guardarrama. She spoke regarding rotation, which would give everyone the opportunity to serve in a leadership capacity for the Planning Commission.

Chair Yeber commended outgoing Chair DeLuccio for his service over the past year and thanked everyone for their support for the coming year.

9. CONSENT CALENDAR. None.

10. PUBLIC HEARINGS.

**A. 8575 Melrose Avenue (J. Gerard Design Studio Peace Gallery).
Creative Sign Permit 2007-007:**

Michael Barney, Assistant Planner, provided a visual presentation and background information as presented in the staff report dated Thursday, July 15, 2010.

He stated the proposal is a request for a unique sign, a type of sign that requires Planning Commission approval as a Creative Sign because it is otherwise not permitted by the Zoning Code, and because the requested sign exceeds the sign area permitted by the Zoning Code.

He detailed the current artwork, stating there are currently two roof signs, one awning sign, one wall sign, one window sign, one bulkhead sign, one sidewalk sign, and one entrance wall sign. The additional components of the sign request all incorporate a unique and creative composition of architectural detail.

Staff believes this proposal meets the necessary criteria for a creative sign because of the artfulness, sophistication and striking character of the signs. The signage is an aesthetic improvement.

It is conditioned so that no future signs may be placed in the public right-of-way and conditioned so that the retail store will be prohibited from using the roof-mounted sign frames for anything other than on-site advertising.

Staff recommends approval.

Commissioner Hamaker requested clarification regarding the approval timeframe.

Chair Yeber requested clarification regarding the number of signs. He questioned the total square footage of all the combined signage.

Michael Barney, Assistant Planner, stated all signs comprise approximately 800 square feet.

Commissioner DeLuccio questioned the signage on the sidewalk.

Commissioner Buckner had concerns with future signage and questioned the conditions of control if signage may not seem appropriate.

Commissioner Buckner disclosed for the record she made a drive-by site visit.

Commissioner Altschul disclosed for the record he made a drive-by site visit.

Commissioner DeLuccio disclosed for the record he made a drive-by site visit.

Commissioner Hamaker disclosed for the record she made a drive-by site visit.

Vice-Chair Guardarrama disclosed for the record he made a drive-by site visit.

Chair Yeber disclosed for the record he made a drive-by site visit.

Chair Yeber opened public testimony for Item 10.A.:

JULIA GERARD, WEST HOLLYWOOD, presented the applicants report. She provided a detailed history of the property and neighborhood. She spoke regarding the evolution of the signage. She requested approval.

SUSAN HARTZLER, NORTHRIDGE, continued the applicants report. She spoke in support of the requested signage application.

DAVID LASKY, WEST HOLLYWOOD, continued the applicants report, He spoke in support of the requested signage application.

JEANNE DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She spoke regarding the square footage and the aesthetics of the signage.

JULIA GERARD, WEST HOLLYWOOD, presented the applicants rebuttal. She spoke regarding the aesthetics of the signage and confirmed there would be no other advertising. She requested approval.

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

Commissioner Bernstein moved to: 1) approve staff's recommendation of approval.

Seconded by Commissioner Hamaker.

Commissioner DeLuccio stated his concerns regarding the signage on the sidewalk. He stated his support of the application request.

Vice-Chair Guardarrama stated his support of the application request.

Chair Yeber had concerns with the square footage and the timelines of the application process. He stated he does not believe the amount of signage at this location fits into the urban design quality along that stretch of Melrose Avenue.

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 07-769 as presented: "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, APPROVING CREATIVE SIGN PERMIT 2007-007, FOR THE PROPERTY LOCATED AT 8575 MELROSE AVENUE (J. GERARD DESIGN STUDIO PEACE GALLERY), WEST HOLLYWOOD, CALIFORNIA; and 3) Close Public Hearing Item 10.A. **Moved by Commissioner Bernstein, seconded by Commissioner Hamaker and passes on a Roll Call Vote:**

AYES: Altschul, Bernstein, Buckner, DeLuccio, Hamaker, Vice-Chair Guardarrama.

NOES: Chair Yeber.

ABSENT: None.

RECUSED: None.

**B. 9000 Sunset Boulevard (Sunset Strip Music Festival).
General Plan Consistency 2010-002:**

Antonio Castillo, Associate Planner, provided a visual presentation and background information as presented in the staff report dated Thursday, July 15, 2010.

He presented a detailed history of the request and stated the proposal is a request to determine the General Plan Consistency for a city-initiated application to place a temporary special event sign as part of the Sunset Strip Music Festival (SSMF) on the east face of the existing parking structure.

Clarification was provided by staff regarding tall wall signage and banners. Also clarified and discussed were signage material, size, design and lighting issues.

Chair Yeber opened public testimony for Item 10.B.:

TODD STEADMAN, LOS ANGELES, Executive Director, Sunset Strip Business Association and Executive Director, Sunset Strip Music Festival, spoke in support of staff's recommendation of approval.

HARRIET SEGAL, WEST HOLLYWOOD, has concerns regarding this item. She spoke regarding placement, size and light reflection.

JEANNE DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She spoke regarding placement, size and light reflection.

ACTION: Close public testimony for Item 10.B: **Motion carried by consensus of the Commission.**

Commissioner Altschul requested clarification of the location and placement of the sign.

Commissioner DeLuccio moved to: 1) approve staff's recommendation finding that placement of the special event sign is consistent with the General Plan.

Seconded by Commissioner Hamaker.

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 10-934 as presented: "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, DETERMINING THAT THE PLACEMENT OF A TEMPORARY SPECIAL EVENT SIGN AS PART OF THE SUNSET STRIP MUSIC FESTIVAL ON THE EAST FACE OF THE EXISTING PARKING STRUCTURE, LOCATED AT 9000 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA; and 3) Close Public Hearing Item 10.B. **Moved by Commissioner DeLuccio, seconded by Commissioner Hamaker and passes on a Roll Call Vote:**

AYES: Altschul, Bernstein, Buckner, DeLuccio, Hamaker, Vice-Chair Guardarrama, Chair Yeber.
NOES: None.
ABSENT: None.
RECUSED: None.

11. **NEW BUSINESS.** None.

12. **UNFINISHED BUSINESS.** None.

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

14. **ITEMS FROM STAFF.**

A. Quarterly Director's Report.

Anne McIntosh, Deputy City Manager / Community Development Director, presented the Director's Report. She spoke and detailed upcoming project developments and the upcoming hearings regarding the General Plan.

B. Planning Manager's Update.

John Keho, Planning Manager, provided an update of upcoming projects tentatively scheduled for Planning Commission.

15. **PUBLIC COMMENT.** None.

16. **ITEMS FROM COMMISSIONERS.**

Commissioner Bernstein commended outgoing Chair DeLuccio for his service over the past year, and congratulated incoming Chair Yeber and Vice-Chair Guardarrama.

17. **ADJOURNMENT:** The Planning Commission adjourned in memory of Steven Kanner at 8:00 P.M. to a regularly scheduled meeting of the Planning Commission, which will be on Thursday, August 5, 2010 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 5TH DAY OF
AUGUST, 2010.



CHAIRPERSON

ATTEST:



COMMISSION SECRETARY