

**JOINT MEETING OF THE WEST HOLLYWOOD
CITY COUNCIL AND THE
PLANNING COMMISSION
MINUTES
MONDAY, APRIL 24, 2000
WEST HOLLYWOOD PARK**

6:00 P.M. – CITY COUNCIL CLOSED SESSION

7:00 P.M. – JOINT MEETING WITH THE PLANNING COMMISSION

CLOSED SESSION: 6:00 P.M.

1. **RECESS INTO CLOSED SESSION:** The City Council recessed into Closed Session at 6:00 P.M. to discuss Public Employee Employment under G.C. 54957 for the position of City Manager.
2. **CALL TO ORDER:** Mayor Prang called the meeting to order at 7:02 P.M.
3. **ROLL CALL:**
PRESENT: Councilmembers Guarriello, Heilman, Martin, Mayor Pro Tempore Koretz, and Mayor Prang.
Commissioners Anderson, Behr, Crow, Deluccio, Torgan, and Chair Smith (arrived at 7:20 P.M.).
ABSENT: Commissioner Altschul.
ALSO PRESENT: City Attorney Jenkins, City Manager Arevalo, City Clerk Thompson and Administrative Staff Assistant Bursztin.
4. **PLEDGE OF ALLEGIANCE:** Rich Dawson led the Pledge.
5. **APPROVAL OF THE AGENDA:**
Staff requested that the City Council add "Report of Closed Session" to the Agenda of Monday, April 24, 2000.

ACTION: Approve the Monday, April 24, 2000 Agenda as amended.
Motion Councilmember Heilman, seconded by Mayor Pro Tempore Koretz and unanimously carried.
6. **REPORT OF CLOSED SESSION:** City Attorney Jenkins reported that the City Council added two items to the Closed Session Agenda by a unanimous vote: one item of Anticipated Litigation, under G.C. Section 54956.9(b), and, one matter of Public Employee Employment – City Manager Contract, under G.C. Section 54957. He reported that there were no reportable actions.

7. STAFF PRESENTATION:

Overview of issues and types of off-site signage, proposals recommended in draft Zoning Ordinance. Topics include replacement of billboard structures and new billboards on Sunset Boulevard, Creative Billboards, Tall Walls, Large-Screen Video Signs, Original Art Advertising, Legal Issues, Protections of Views and Landscaping, Issues of Light and Glare.

Planning Manager Heep provided background information as outlined in the staff report dated April 24, 2000. She also presented a slide presentation on the topics detailed in the staff report.

8. DISCUSSION ON OFF- SITE SIGNAGE AND PROPOSALS TO AMEND THE ZONING CODE:

Mayor Prang asked if the new construction would mean more than four jumbotrons. Planning Manager Heep confirmed that it would not. He also asked if Tall Walls would apply to the various hotels along Sunset Boulevard. Planning Manager Heep addressed his inquiry. He also discussed the Ordinance and the Council's original intent and how it may differ from what the Council decides. He stressed that he did not want second-guessing.

Councilmember Martin asked for clarification on the Tall Walls and the 15% of window coverage. Planning Manager Heep addressed his inquiry. He also stated that a change is needed for both the Planning Commission and the City Council. He stated that the Council has adapted and learned how to make the best use of Tall Walls. He stated that the Council was working in partnership with the Planning Commission to maximize the benefits of such advertising as Tall Walls. He also discussed the changing technology including jumbotrons and that the Council does not want too many distractions for motorists.

Councilmember Heilman asked Planning Manager Heep for clarification on the purpose of this Study Session. Planning Manager Heep stated that she hoped it would be an educational process prior the Zoning Ordinance coming before the Council and an educational process with the issues that the Planning Commission deals with and hoped for direction on interpretation and feedback from the Council. He stated that Temporary Use Permits were album covers for the Whiskey and Tower Records and hoped that this could be included with the Creative Sign Permits eliminating the art provision in the Code. Mayor Pro Tempore Koretz and Councilmember Heilman expressed support for such an amendment.

Councilmember Koretz further discussed the Tall Walls and the different philosophies between the City Council and the Planning Commission. He discussed narrowing the interpretation in this area. He also discussed that

the City Council did not want a Times Square situation on Sunset Boulevard.

Chair Smith commented on how the Commission's thinking process has evolved. He discussed a recent trip to New York and the various signage in Times Square. He discussed contractual obligations on Tall Walls and suggested contracts reinforcing the six-month review and renewal process.

Commissioner Torgan discussed the integrity of the Ordinance and Tall Walls. He requested language in the revised ordinance that the Commission could follow more easily.

Commissioner Anderson complimented Planning Manager Heep on her detailed report. Planning Manager Heep thanked Associate Planner Liz Bar-El for her assistance in the preparation of the report as well as the presentation.

Commissioner Crow discussed the Sunset Specific Plan and how technology has changed the billboard from paper to video. He stated that no matter how fast the plans are amended, the technology changes and lawyers discover new ways to work around the regulations.

Councilmember Guarriello discussed art and special conditions granted on Temporary Use Permits such as Tower Records. Planning Manager Heep provided additional information and clarification on Temporary Use Permits, the use of art and the thirty (30) day time period. He asked the Planning Commission on how they came up with the figure of four jumbotrons and Commissioner Behr addressed his question.

Commissioner Deluccio discussed comments that the Planning Commission has been less liberal than the City Council on past projects.

Planning Manager Heep provided additional information on taxation and a moratorium.

Councilmember Heilman suggested that the discussion follow the issues detailed on page four of the staff report.

Planning Manager Heep discussed in detail "moving images."

Commissioner Behr asked for clarification on the six-month renewal and review process. Planning Manager Heep provided clarification on the six-month revision of the Ordinance. He also inquired on the brightness of the

video images on the new billboards. Planning Manager Heep addressed the issue stating that this is a new issue and just now being researched.

Community Development Director Reynolds discussed creative billboards and what direction billboards are going with the new technology.

Councilmember Heilman commented on whether creative signs are allowed to include video technology and the Council really does not have the knowledge of this area and a trial basis may be implemented as a test. He asked for a distinction between a video billboard from a jumbotron. He spoke on the image changing every ten seconds be changed to once a day. He discussed the impact on the residents in the surrounding areas. He asked if one applies for the creative sign permit that the conditions itself would be binding. He stated that he is not in favor in changing the Code at this time.

Commissioner Deluccio discussed the Sunset Millennium Project and jumbotrons. Community Development Director Reynolds and Planning Manager Heep addressed his statement.

Councilmember Martin suggested it be referred back to staff at a later date with billboard designers. He stated that increasing the number of jumbotrons has surfaced some negative feelings.

Mayor Prang asked for a clearer distinction between videotrons and jumbotrons.

Chair Smith asked for item number two be delayed. City Attorney Jenkins confirmed that what Chair Smith said may have some merit but general discussion would be appropriate such as site/locations and duration. He asked the City Attorney to clarify signage and legalities about the Code and if a contract were signed, would it stand up in a court of law. City Attorney Jenkins confirmed this. He stated that the Commission did not want to control content.

Councilmember Heilman discussed the creative billboard at the Standard Hotel and wondered how it got approved, and, if it did in fact get approved. He also discussed trimming tress to accommodate the billboard. He discussed the view from residential areas.

Planning Manager Heep confirmed that the billboard did not have the full permits when it was put up. She confirmed that the billboard company trimmed the trees and again stated that the six-month renewal would help in such situations.

Councilmember Koretz questioned the logic on limiting Tall Walls a certain sheft life and not allowing it be renewed. Planning Manager Heep clarified the intent of the limiting of the Tall Walls.

Community Development Director Reynolds discussed the language on the Sunset Specific Plan and Tall Walls. Planning Manager discussed the advantages of having the time limit.

Councilmember Martin asked to hear the public input.

9. PUBLIC COMMENT:

MIKE McNEILLY, BEVERLY HILLS, thanked the City for allowing for creative freedom for artists and keeping the Sunset Strip exciting and changing.

ESTHER BAUM, WEST HOLLYWOOD, spoke in support of Tall Walls and how it should be taxed more. She spoke in opposition of the moving signs and its impact with traffic.

MARK LEHMAN, WEST HOLLYWOOD, spoke about creative billboards and timeframes but felt the six-month period was too short. He asked for more flexibility. He spoke about the proximity of billboards and how no criteria exists. He also spoke about the replacement of billboards and the need for increased flexibility.

JACK FLEISHMAN, WEST HOLLYWOOD, spoke about the rotating cube above the Standard Hotel. He discussed the miscommunication among the contractors. He spoke about the tree trimming at Hart Park and working with Landscape and Building Manager Sam Baxter.

BEAU PALLEY, WEST HOLLYWOOD, spoke about Tall Walls and the draft task force report. He spoke of the need of alternatives for special circumstances. He suggested that the City consider Tall Walls less than 5,000 feet.

JEANNE DOBRIN, WEST HOLLYWOOD, spoke in opposition of the billboard developers and the continual requests for flexibility. She also stated that the Billboards should bring in more money to the City.

DON BRUHNKE, WEST HOLLYWOOD, spoke about the changing technology of billboards.

PAMELA WISHARD, LOS ANGELES, spoke in opposition of the revolving billboard above the Standard Hotel. She read statements from Code

Compliance Officers Tom Benedetti and Jeffrey Aubel in a report that supported her opposition.

GEOFFREY SMITH, WEST HOLLYWOOD, spoke in opposition of the revolving billboard above the Standard Hotel.

G.G. VEROME, LOS ANGELES, spoke in opposition of Tall Walls and a specific problem with lighting near her home.

LYNNE SEGALL, WEST HOLLYWOOD, spoke in opposition of electronic billboards and its impact on the quality of life for residents as an intrusion.

BEX BERGSTRAND, WEST HOLLYWOOD, spoke in support of the changing billboard technology.

The City Council took a recess at 8:47 P.M.

The City Council reconvened at 8:55 P.M.

10. DIRECTION TO STAFF:

City Manager Arevalo stated that this was an introduction of the item and general discussion was intended for tonight's meeting. He asked Community Development Director Reynolds and Planning Manager Heep to address the concerns mentioned.

Commissioner Crow spoke about the Sunset Specific Plan and how the signs impact the residents. He suggested a public hearing.

Commissioner Torgan supported Commissioner Crow's statements.

Chair Smith discussed the tax proposal on the ballot and spoke about flexibility and technology. He also commented on the revolving cube above the Standard Hotel.

Commissioner Deluccio spoke about the American Planning Association Conference and how Sunset Boulevard should be visually exciting and not visually cluttered.

Commissioner Anderson thanked the City Council for clarification on what direction the Planning Commission should take.

Commissioner Behr spoke about time standards on billboards when they are going to be lit. He also spoke about the six-month time limit.

Councilmember Martin thanked the staff and the Planning Commission for the staff report and spoke of taxation of billboards being placed on the ballot. He expressed concern about the Tall Walls and the 15% of windows, art-advertising signs, creative signs and the how the City should keep its options open when concerned about changing technology. He also expressed concern on creative billboards and the impact on the residents.

Councilmember Guarriello thanked Planning Manager Heep and staff for the report and requested a checklist. He suggested a Study Session every six months with the Planning Commission.

Councilmember Heilman thanked the Planning Commission and staff for the report. He discussed the frustration on how a project goes up resulting in the suffering of the local residents. He discussed the code section that deals with impact on the residents and specifically discussed the revolving cube on the Standard Hotel. He asked for better language on residential impact and if it does affect the residents in a negative manner, it should be denied.

Mayor Pro Tempore Koretz spoke about Tall Walls and spoke about the renewal process of signs. He also spoke in opposition of the revolving cube above the Standard Hotel.

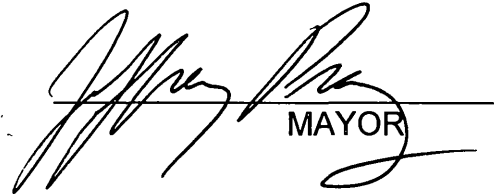
Mayor Prang thanked the Planning Commission for their work as well as staff for the outstanding report and recognized that more work is needed as well as clearer policy. He asked staff to schedule another Study Session within six months.

Planning Manager Heep stated that she had enough input and direction from the City Council to move forward.

City Manager Arevalo spoke about the Zoning Ordinance and suggested that an update should be scheduled into the established schedule of City Council Meetings for discussion.

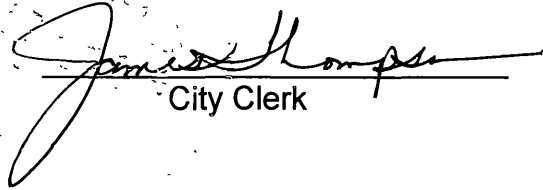
10. **ADJOURNMENT:** The City Council adjourned at 9:18 P.M. in the memory of those who died in the 1915 Armenian Homicide to their next Regular Meeting on Monday, May 1, 2000 at 7:00 P.M. at West Hollywood Park, 647 N. San Vicente Blvd.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL
THIS 15th DAY OF MAY, 2000.



MAYOR

ATTEST:



City Clerk