



HISTORIC PRESERVATION COMMISSION
REGULAR MEETING MINUTES
MONDAY, APRIL 24, 2017 – 7:00 P.M.

1. **CALL TO ORDER** Chair Ostergren called the meeting to order at 7:01 p.m.
2. **ADMINISTER OATH OF OFFICE:** Councilmember John D'Amico administered the Oath of office to Commissioner Kevin Yavari.
3. **ROLL CALL**
PRESENT: Commissioners Yavari, Anthony, Blaivas, Vice-Chair Levin, and Chair Ostergren.
ABSENT: Commissioners Bonacci and Charlie.
STAFF PRESENT: Jennifer Alkire AICP, HPC Liaison, Rachel Dimond Senior Planner, Sarah Lejeune Contract Senior Planner and Sharita Ellies Commission Secretary.
4. **APPROVAL OF AGENDA:**
The Historic Preservation Commission (HPC) is requested to approve the meeting agenda.
Recommendation: Approve the meeting agenda of Monday, April 24, 2017 as amended. **Moved by Vice-Chair Levin, seconded by Commissioner Anthony and carried.**
AMENDMENT: Item 10.B - 645 N. Robertson Boulevard (DEIR) continued to a date uncertain due to Vice-Chair Levin and Commissioner Anthony's recusal and lack of quorum.
5. **APPROVAL OF MINUTES:**
The Historic Preservation Commission is requested to approve the minutes of prior Historic Preservation Commission meetings.
Recommendation: Approve the meeting minutes of March 15, 2017 as amended. **Moved by Vice-Chair Levin, seconded by Commissioner Blaivas and carried.**
6. **PUBLIC COMMENT:**
ITEM 10.B. PUBLIC COMMENTS HEARD OUT OF ORDER UNDER ITEM 6.A. FOR WRITTEN RECORD.

DOUG STICHLER, WEST HOLLYWOOD, spoke in favor of the proposed project.

OWEN WARD, WEST HOLLYWOOD, spoke in favor of the proposed project.

KAREN KUO, WEST HOLLYWOOD BUSINESS OWNER, spoke in favor of the proposed project.

TOD CARSON, LOS ANGELES, WEST HOLLYWOOD BUSINESS OWNER, spoke in favor of the proposed project.

TRACY PATTIN, WEST HOLLYWOOD/ WEST HOLLYWOOD EMPLOYEE, spoke in favor of the proposed project.

ROY OLDENKAMP, WEST HOLLYWOOD/PRESIDENT WEST HOLLYWOOD PRESERVATION ALLIANCE, congratulated Commissioner Yavari on his appointment, spoke in favor of the proposed project but also expressed concerns regarding proposed changes to its location and character defining features.

JOE CLAPSADDLE, WEST HOLLYWOOD, spoke in favor of the proposed project.

SHELIA KADISHA, WEST HOLLYWOOD, spoke on behalf of the PRESIDENT, RICHARD GIESBRET OF THE WEST HOLLYWOOD WEST RESIDENCE ASSOCIATION in favor of the proposed project.

ADRIAN S. FINE, LOS ANGELES CONSERVANCY, spoke in favor of the proposed project and extended an invitation to the May 25, 2017 LGBTQ Historic Places of Los Angeles event.

TONY VILLANUEVA, HOLLYWOOD, spoke in favor of the proposed project and commented regarding historic preservation within the City.

GEORGE CREDLE, WEST HOLLYWOOD, expressed concerns regarding the proposed changes to the site but also spoke in favor of the proposed project.

KEITH NAKATA, LOS ANGELES/FOUNDER FRIENDS OF LYTTON SAVINGS, spoke in favor of the proposed project particularly the adaptive reuse of The Factory.

GENEVIEVE MORRLL, LOS ANGELES/PRESIDENT AND CEO OF WEST HOLLYWOOD CHAMBER OF COMMERCE spoke in support of the proposed projects adaptive reuse of The Factory and designation of the Hotel.

TOM DOHERTY, WEST HOLLYWOOD RESIDENT AND BUSINESS OWNER, spoke in favor of the proposed project particularly the adaptive reuse of The Factory.

CHARLES LENHOFF, WEST HOLLYWOOD RESIDENT/EMPLOYEE, spoke in favor of the proposed project.

KATE EGGERT, WEST HOLLYWOOD, distributed copies of designation nomination for the Factory to members of the HPC. She stated the local and

national designation history of the building as well as its history as a LGBT historic site.

Chair Ostergren closed Public Comment.

7. CONSENT CALENDAR: None.

8. EXCLUDED CONSENT CALENDAR: None.

9. PUBLIC HEARINGS: None.

10. NEW BUSINESS:

A. SUNSET BOULEVARD BILLBOARD POLICY: The Historic Preservation Commission (HPC) will consider the Historic Preservation incentives included in the proposed Sunset Specific Plan Amendment for the Sunset Strip Off-Site Signage Policy and make recommendations to City Council.

CONTRACT SENIOR PLANNER SARAH LEJEUNE presented information listed in the April 24, 2017 staff report regarding a proposed amendment to the Sunset Specific Plan for Off-Site Signage targeting billboards and billboard policy.

She addressed information relating to the project which would amend the City's Zoning Ordinance and the Sunset Specific Plan to allow potential new billboards to be integrated into new developments and significant façade remodels.

The amendment would also add regulations for a limited number of digital billboards, and update permitted modifications for existing billboards while preserving the iconic history of the Sunset Strip.

She said members of the HPC will not take action but provide input on the draft policy and initial study/negative declaration as directed by City Council in 2013/2014.

She said the proposed policy update would improve the urban design of the Sunset Strip, the proposal would include a Sunset Strip Billboard District that would provide public art and said billboards would be allowed to convert to digital on designated historic sites with existing billboards.

She discussed the proposed incentives, stated the number of allowable billboards, the process (certificate of appropriateness) and parameters of the program, she discussed potential and eligible properties as well as public/pedestrian oriented benefits.

Item 10.A. Commissioner Questions To Staff:

MEMBERS OF THE COMMISSION AND STAFF discussed the proposed amendment to the Sunset Boulevard Billboard Policy.

COMMISSIONER ANTHONY requested examples of images of converted digital billboards on historic sites from other cities.

COMMISSIONER BLAIVAS requested clarification of the public arts portion of the proposal.

SENIOR PLANNER RACHEL DIMOND addressed examples of recently added digital billboards within the City and creative ways of potentially integrating public art within the proposed program.

MEMBERS OF THE COMMISSION AND STAFF addressed terminology and definition of off-site signage, the proposed Sunset Strip billboard District, clarification of the process of the proposed lottery, mitigating energy usage and its costs, shape/design of new billboards and the potential negative impact of removing/replacing traditional historic signage with digital billboards to designated resources.

Item 10.A. Public Comments:

MICHAEL WOJTKIELEWICZ, WEST HOLLYWOOD, expressed concerns regarding the proposed policy changes and the structure of the off-site signage report. He said page 23 of the report is missing bullet number 3; skips from numbers 2 to 4.

Commissioner Ostergren closed Public Comments

Item 10.A. Commissioner Comments:

COMMISSIONERS ANTHONY, BLAIVAS AND CHAIR OSTERGREN expressed concerns regarding the lottery of properties and requested additional study be given to its process.

COMMISSIONER BLAIVAS also expressed concerns with shapes of the signs previously addressed by Commissioner Anthony.

VICE-CHAIR LEVIN suggested that section 3.1, Aesthetics, bullet A. be changed from "Less Than Significant Impact" to "No Impact".

He agreed with public speaker Michael Wojtkielewicz to correct the numbering on page twenty-three of the off-site signage report.

He requested that the billboards maintain traditional shapes on traditional buildings.

He requested that the lottery be revised to reflect that in cases of potential historic districts, the district as a whole must be designated not the individual building alone.

CHAIR OSTERGREN said "Attachment A - 2017 Billboard Inventory" referenced in the draft document was not included in the actual report and suggested that it be included within the final.

She commented about the potential negative impact of the digital billboards on the historic resources of the strip.

COMMISSIONER ANTHONY reiterated his request for images of historic sites with converted signage are added to the report. He also commented about the public art component of the digital billboards.

11. UNFINISHED BUSINESS: None.

12. ITEMS FROM STAFF:

A. UPCOMING PROJECTS:

HPC LIAISON JENNIFER ALKIRE discussed the following items:

- Annual HPC Event/Venue to be held May 22, 2017
- Robertson Lane Project (DEIR) continued to a date uncertain
- Beach Nation construction underway

13. PUBLIC COMMENTS:

MICHAEL WOJTKIELEWICZ, WEST HOLLYWOOD, expressed concerns regarding existing campaign with explicit language on street signs and sidewalks as well as the Robertson Lane Project.

14. HISTORIC PRESERVATION COMMISSIONER COMMENTS:

CHAIR OSTERGREN further explained that the continuation of Item 10.B was due to a lack of quorum as a result of two commissioner recusals.

VICE-CHAIR EDWARD LEVIN welcomed Commissioner Yavari to the Commission and explained his recusal from Item 10.B.

COMMISSIONER BLAIVAS welcomed Commissioner Yavari to the Commission and thanked the members of the community for their attendance.

COMMISSIONER ANTHONY welcomed Commissioner Yavari to the Commission and commended staff for the report presented in Item 10.A.

COMMISSIONER YAVARI thanked members of the Commission and said he looks forward to serving on the Commission.

CHAIR OSTERGREN commented about the Rock 'N' Roll Billboards on the Sunset Strip event scheduled for 04/26/2017 at 7:30pm.

ADJOURNMENT: *The Historic Preservation Commission adjourned at 8:41 pm to a regular meeting of the Historic Preservation Commission to **May 22, 2017, 7:00PM** at Plummer Park – 7377 Santa Monica Boulevard, West Hollywood, California.*

APPROVED BY A MOTION OF THE HISTORIC PRESERVATION
COMMISSION ON THIS 26th DAY OF JUNE 2017.



CHAIR GAIL OSTERGREN

ATTEST:



HISTORIC PRESERVATION COMMISSION
SECRETARY SHARITA ELLIES

NOTE: A copy of the audio recording of this meeting can be obtained from the City Clerk's office upon request. *(Disclaimer: Staff records the meetings for the sole purpose of composing the official meeting minutes; therefore the recordings are not of commercial quality.)*