



PLANNING COMMISSION MINUTES

February 15, 2001

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 6:30 PM.

A. Pledge of Allegiance

The Pledge of Allegiance was led by Mark Olson.

B. Roll Call

Commissioners Present:

John Altschul, David Behr, Brad Crowe, Donald DeLuccio, Barbara Hewitt, and Brad Torgan

Commissioners Absent:

None.

Staff Present:

Ray Reynolds, Community Development Director; Lisa Heep, Planning Manager; Bob Pittman, Assistant City Attorney; John Keho, Senior Planner; Terry Blount, Assistant Planner; Jack McGee, Contract Planner; and Jennifer Diaz, Administrative Staff Assistant.

C. Approval of Agenda

Action: Approve the Agenda

Motion: Crowe Second: Altschul

Vote: All Ayes

D. Posting of Agenda

This agenda was posted at City Hall, the Community Development Department counter, West Hollywood Library on San Vicente Boulevard, Plummer Park, and the West Hollywood Sheriff's station.

2. PUBLIC COMMENT

None.

3. ITEMS FROM COMMISSIONERS

None.

4. CONSENT CALENDAR

None.

5. EXCLUDED CONSENT CALENDAR

None.

6. COMMISSION CONSIDERATION

A. Appeal of Creative Billboard Permit 99-52: Appeal of staff approval of a creative billboard.

Applicant: Eller Media

Appellants: Regency Outdoor and Montgomery Management

Location: 8370 Sunset Boulevard

Planner: Jack McGee

Recommendation: Deny the appeal and uphold staff's approval of the permit.

Jack McGee presented the staff report.

Mark Montgomery, Montgomery Management, presented the appellant's report.

Steve Afriat, for Regency Outdoor Advertising, presented the appellant's report.

Paul Jacobs, Eller Media, presented the applicant's report.

Public Comment:

1. **Layne Lawson**, Los Angeles, urged the Commission to uphold the staff's recommendation.
2. **Brian Kennedy**, Los Angeles, stated that his company did not submit an application due to the information received from the Planning Department.
3. **Bonnie Kingry**, Pasadena, stated that there is not enough visibility for the tall wall and it will not be sellable.
4. **Jeanne Dobrin**, West Hollywood, stated that the City does not have personality anymore due to the billboards all over the place. Eller Media should not be allowed to put up a tall wall at this requested location and urged the Commission to uphold the appeal.

Mark Montgomery presented a rebuttal.

Steve Afriat presented a rebuttal.

Commission Deliberation:

- The economic situation the company places itself in and how the sign is put up and serviced is irrelevant to the consideration and findings of approving the permit.
- A survey should be done to make sure that the billboard is not on Montgomery

- property before the Commission gives approval.
- There should not be approval of any additional billboards during an energy crisis.
 - It appears that the calculations are not correct and doughnut holes are a part of the image area. Allowing the billboard companies to avoid the 15% window rule in the Zoning Code is setting a precedence for the billboard companies to become more creative in avoiding the rule.
 - The intent of the Sunset Specific Plan is to create a scheme that does not create visual clutter.

Action: Deny the appeal and uphold staff's approval of the permit.

Motion: Altschul Second: Crowe

Votes: Ayes: Crowe, Altschul

Noes: Behr, Torgan, Hewitt, DeLuccio

Motion fails

Action: Grant the appeal of Regency Outdoor and Montgomery Management.

Motion: Torgan Second: DeLuccio

Votes Ayes: Behr, Torgan, Hewitt, DeLuccio

Noes: Crowe, Altschul

Motion passes

B. Commission Discussion on outdoor lighting and the energy crisis.

Planner: Lisa Heep

Recommendation: Receive and File.

Lisa Heep presented the staff report.

Mark Olson, Region Manager for California Edison, gave a presentation.

Jim Donovan was available for questions.

7. PUBLIC HEARINGS

A. Conditional Use Permit 2000-19: Operation of a pet grooming business within a pet supply store.

Applicant: Anthony Taylor Consultants

Location: 508 N. Doheny Drive

Planner: Terry Blount

Recommendation: Conditionally approve the request subject to the findings and conditions in the proposed resolution.

Terry Blount presented the staff report.

Chris Post, Anthony Taylor Consultants, presented the applicants report.

Public Comment:

1. **Carole Sheehan**, Beverly Hills, stated her concerns of Petco employees parking on Doheny and asked that a condition be included in the CUP stating that Petco employees must park in their designated lot.
2. **Richard Kaleh**, West Hollywood, stated that the building has not been maintained and believes that the aesthetic element of the neighborhood should be taken into consideration when allowing banners and temporary signs for Petco. He also stated that as part of the CUP, no C permits should be issued to employees of Petco.
3. **Jeanne Dobrin**, West Hollywood, commented on the parking problems at the current store and hopes that the new store will have a better parking lot and have larger spaces for SUV's.

Chris Post presented a rebuttal.

Action: Close the public hearing

Motion: Crowe Second: Behr

Votes: All Ayes

Action: Move the staff report with the following conditions: The staff must park in the parking lot and not on the street, no C permits issued for any employees, the operations section needs to be augmented to include language regarding the use of the parking lot and outside facilities for community activities, such as vaccination clinics, pet adoptions, and obedience training, Implement a management plan for trash collecting and use of the alley, Hours of operation (9:00 AM to 9:00 PM), and a strengthened plan for landscaping of the parking lot.

Motion: Crowe Second: DeLuccio

Votes: All Ayes

Motion passes

B. Conditional Use Permit 93-37 and Conditional Use Permit 96-10: Six-month review of the Key Club's operations.

Applicant: Key Club

Location: 9035-9039 Sunset Boulevard

Planner: John Keho

Recommendation: Take public testimony.

John Keho presented the staff report.

Bonnie Kopp, Afriat Consulting, presented the applicants report.

Public Comment:

1. **Lauren Stalneck**, Los Angeles, stated that he lives directly behind the Key Club and appreciates the security guard that the Club provides and the owners of the club have been very cordial and helpful to him.

2. **Lucy Pollack**, Los Angeles, came to thank the Commission for listening to the neighbors and their concerns regarding the Key Club. Stated that the security guards have been a great help although the noise is still an issue.
3. **Henry Sommerfeld**, Los Angeles, stated that the lights are still bright and flash into his home.
4. **Jeff Hall**, West Hollywood, stated that there are still problems and has not seen any security guards. He said that there are always people in the street and trash around his residence that he sometimes has to pick up.
5. **Jeanne Dobrin**, West Hollywood, stated that she was surprised when Eve White left the club.

Bonnie Kopp presented a rebuttal.

Action: Close the public hearing

Motion: Altschul Second: Behr

Votes: All Ayes

Commission Deliberation:

- Lighting condition needs to be reviewed.
- Cleaning crew needs to be more thorough.

Action: Receive and file the staff report and modify Conditional Use Permit 2000-324 to include: Noticed review of the Key Club in six months, August 2001, by the Planning Commission, The Key Club must send contact postcards to residents within a 1,000 foot radius as well as to the Club's mailing list, Continuance of quarterly neighborhood meetings noticed to residents within a 1,000 foot radius, and Clarification on the lighting.

Motion: Torgan Second: DeLuccio

Votes: All Ayes

Motion passes

8. PUBLIC COMMENT

A. Jeanne Dobrin, West Hollywood, stated that she has been made fun of because of her hearing aide and stated that she will complain to the City Attorney.

9. ITEMS FROM COMMISSIONERS

None.

10. ITEMS FROM STAFF

- There are no available dates to hold a meeting at Plummer Park.

11. ADJOURNMENT

Action: To adjourn to the next regular meeting of the Planning Commission on Thursday, March 1, 2001, at the West Hollywood Park Auditorium, 647 N. San Vicente Boulevard.

Motion: Altschul Second: Hewitt
Motion carried by consensus of the Commission.

PASSED, APPROVED AND ADOPTED THIS DAY OF 4-5, 2001.

CHAIRPERSON: Donald M. De Zuccis

ATTEST:
COMMUNITY DEVELOPMENT DIRECTOR: John J. J. J.