



PLANNING COMMISSION MINUTES
Regular Meeting
November 5, 2009

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: Bruce Robertson led the Pledge of Allegiance.

3. ROLL CALL:

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

Commissioners Absent: Buckner, Hamaker.

Staff Present: David DeGrazia, Senior Planner, John Keho, Planning Manager, Christi Hogin, Assistant City Attorney, and David Gillig, Commission Secretary.

4. APPROVAL OF AGENDA:

ACTION: Approve the Planning Commission Agenda of Thursday, November 5, 2009 as presented. **Moved by Commissioner Altschul, seconded by Commissioner Bernstein and unanimously carried; notating the abstention of Commissioner Buckner and Commissioner Hamaker.**

5. APPROVAL OF MINUTES.

A. October 15, 2009

ACTION: Approve the Planning Commission Minutes of Thursday, October 15, 2009 as presented. **Moved by Commissioner Altschul, seconded by Vice-Chair Yeber and unanimously carried; notating the abstention of Commissioner Buckner and Commissioner Hamaker.**

6. PUBLIC COMMENT.

ELLIA THOMPSON, Jeffer, Mangels, Butler and Marmaro, requested Consent Calendar Item 8.A. (8457 Melrose Avenue) pulled from the Consent Calendar and moved to Excluded Consent Calendar for discussion regarding parking restriction issues.

TODD STEADMAN, LOS ANGELES, Executive Director, Sunset Strip Business Association, commented on Agenda Item 9.A. (8300 Sunset Boulevard, The Standard Hotel). He reiterated the services available regarding noise and safety issues on the Sunset Strip.

JACK SIMANTOB, LOS ANGELES, commented on Consent Calendar Item 8.A. (8457 Melrose Avenue) regarding parking restriction issues.

JEANNE DOBRIN WEST HOLLYWOOD, commented on Consent Calendar Item 8.A. (8457 Melrose Avenue) regarding various uses of the property and appeal procedures.

7. ITEMS FROM COMMISSIONERS.

Commissioner Bernstein, suggested information directed to the commission should be addressed and distributed in a more timely fashion.

Vice-Chair Yeber requested the Planning Commission meeting adjourned in memory of Ray Reynolds, Director of Economic Development/Special Projects.

8. CONSENT CALENDAR.

A. 8457 Melrose Avenue:

On Thursday, October 1, 2009, the Planning Commission directed staff to prepare a resolution of partial approval for a major remodel project.

ACTION: 1) Adopt Resolution No. 09-887 "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, PARTIALLY GRANTING THE APPEAL (A00 2009-005) OF JACK SIMANTOB AND CONDITIONALLY APPROVING DEMOLITION PERMIT 2009-003, DEVELOPMENT PERMIT 2009-004 AND MINOR PARKING USE PERMIT 2009-006, FOR THE MAJOR REMODEL PROJECT, LOCATED AT 8457 MELROSE AVENUE, WEST HOLLYWOOD, CALIFORNIA". **Moved by Commissioner Altschul, seconded by Vice-Chair Yeber and unanimously carried; notating the abstention of Commissioner Buckner and Commissioner Hamaker.**

B. 8600 Sunset Boulevard (Sunset Plaza Shopping Center):

On Thursday, September 17, 2009, the Planning Commission directed staff to prepare a resolution of approval for the demolition of an existing structure and construction of a new commercial structure.

ACTION: 1) Continue to Thursday, November 19, 2009. **Moved by Chair DeLuccio, seconded by Commissioner Altschul and unanimously carried; notating the abstention of Commissioner Buckner and Commissioner Hamaker.**

9. PUBLIC HEARINGS.

A. 8300 Sunset Boulevard (The Standard Hotel).

Conditional Use Permit 20047-010:

David DeGrazia, Senior Planner, provided a visual presentation and background information as presented in the staff report dated Thursday, October 15, 2009.

He provided a detailed history of the property and stated the applicant is requesting to extend the hours of alcohol sales, service, and consumption in the outdoor poolside area. The proposed hours would be 9:00 A.M. to 12:00 A.M. Sunday through Wednesday, and 9:00 A.M. to 2:00 A.M. Thursday through Saturday.

The request would not expand or change the area of alcohol sales, service and consumption at the hotel. He spoke regarding mitigated noise impacts on the residential neighborhood and code compliance cases.

This location has successfully operated with few complaints during its operation as The Standard Hotel, including its dining and outdoor poolside patio areas with alcohol service.

As conditioned, the proposed use will not create any significant adverse impacts to adjacent businesses or residents, and is permitted by the West Hollywood Municipal Code in the Sunset Specific Plan Zone District.

Staff recommends approval.

Chair DeLuccio opened public testimony for Item 9.A.:

ELIZABETH PETERSON, LOS ANGELES, representing the applicant, presented the applicants report. She detailed the history of the property and spoke regarding the modification request of the existing hours of operation to the outdoor pool area, noise impacts, sound wall, economic viability, current reduced bed tax, and amenities. She reiterated there shall be no amplified sound or music on the outdoor poolside patio area. She requested approval of the extended hours.

JOAN HENEHAN, TOLUCA LAKE, Chair, West Hollywood Chamber of Commerce, spoke in support of staff's recommendation of approval.

STEVEN SUÉ (soo-ay), LOS ANGELES, spoke in support of staff's recommendation of approval.

SHARON SANDOW, LOS ANGELES, West Hollywood Chamber of Commerce, spoke in support of staff's recommendation of approval.

NIC ADLER, LOS ANGELES, owner, Roxy Nightclub, spoke in support of staff's recommendation of approval.

STAN KIM, WEST HOLLYWOOD, opposes staffs recommendation of approval.

MELISSA VOLPERT, REDONDO BEACH, Director of Sales and Marketing, The Standard Hotel, spoke in support of staff's recommendation of approval.

COURTNEY KEMP, LOS ANGELES, Communications Manager, Sunset Strip Business Association, spoke in support of staff's recommendation of approval.

JAN HENNINGSTEN, LOS ANGELES, General Manager, The Standard Hotel, spoke in support of staff's recommendation of approval.

Chair DeLuccio requested clarification of the current pool hours.

JASON LOPEZ, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval.

DALIA ERMANN, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval.

ELIZABETH BELL, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval.

GEORGE GOETZ, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval.

BRAD BURLINGAME, LOS ANGELES, CEO, West Hollywood Marketing and Visitors Bureau, spoke in support of staff's recommendation of approval.

JEANNED DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She spoke regarding alcohol service hours and noise impacts.

JACEK PODJACKI, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval.

ERIC PARMATER, WEST HOLLYWOOD, spoke in support of staff's recommendation of approval.

POPPY OPHANIEDES, HOLLYWOOD, spoke in support of staff's recommendation of approval.

ELIZABETH PETERSON, LOS ANGELES, representing the applicant, presented the applicants rebuttal. She spoke and detailed sound testing and noise impacts. She reiterated there will be no dancing or live entertainment on the pool deck. She stated the hotel tax revenue is down.

Chair DeLuccio disclosed for the record he made a site visit.

Commissioner Guardarrama disclosed for the record he spoke with Jeanne Dobrin regarding matters she brought up in her public comment.

ACTION: Close public testimony for Item 9.A: **Motion carried by consensus of the Commission.**

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

Seconded by Commissioner Guardarrama.

Commissioner Guardarrama requested clarification regarding current compliance of Section 7.6: *"All new employees serving alcoholic beverages to patrons shall enroll in and complete a certified training program approved by the State Department of Alcoholic Beverage Control (ABC) for the responsible sales of alcohol. The training shall be offered to new employees on no less than a quarterly basis."*

John Keho, Planning Manager, stated for the record he would follow-up with the Code Compliance Division to confirm current and future enforcement practices.

Chair DeLuccio stated he would like to see the six month review returned to the Director of Community Development.

Commissioner Altschul agreed to this amendment.

Commissioner Guardarrama agreed to this amendment, adding the Director of Community Development shall also look at Section 7.6. regarding compliance.

ACTION: Approve staff's recommendation; 2) Adopt Resolution No. 09-895 as amended: a) a six month review shall be heard by the Director of Community Development, b) compliance of Section 7.6 of Resolution No. PC 05-592 shall be confirmed by the Director of Community Development at the six month review; 3) "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY AMENDING CONDITIONAL USE PERMIT 2004-010 (AMP 2009-031), TO EXTEND THE HOURS OF ALCOHOL SERVICE,

SALES, AND CONSUMPTION FOR THE OUTDOOR POOLSIDE AREA AT THE STANDARD HOTEL, LOCATED AT 8300 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;” and 4) Close Public Hearing Item 9.A. **Moved by Commissioner Altschul, seconded by Commissioner Guardarrama and passes on a Roll Call Vote:**

AYES: Altschul, Bernstein, Guardarrama, Vice-Chair Yeber, Chair DeLuccio.

NOES: None.

ABSENT: Buckner, Hamaker.

RECUSED: None.

B. 9015 Sunset Boulevard.

Billboard Permit 2009-004, Development Agreement 2009-002, Zoning Map Amendment 2009-009, Negative Declaration:

Applicant is requesting to replace a double-sided roof mounted sign with a 20' x 60' billboard atop a pole.

ACTION: Continue to Thursday, November 19, 2009. **Moved by Commissioner Altschul, seconded by Commissioner Bernstein and unanimously carried as part of the approved agenda; notating the abstention of Commissioner Buckner and Commissioner Hamaker.**

10. NEW BUSINESS.

A. General Plan Update.

John Keho, Planning Manager, confirmed and detailed the Joint Study Session between the City Council and Planning Commission on Thursday, November 16, 2009, West Hollywood Park Auditorium at 6:30 P.M. The focus will be land use issues.

B. General Plan Advisory Committee Update.

The General Plan Advisory Committee (GPAC) held its second meeting on October 7, 2009 at the West Hollywood Park Auditorium.

Chair DeLuccio opened public comment for Item 10.B.:

JEANNE DOBRIN, WEST HOLLYWOOD, commented on the lack of public participation and interaction on the part of the general constituency

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

ACTION: Receive and file. **Motion carried by consensus of the Commission.**

11. UNFINISHED BUSINESS. None.
12. EXCLUDED CONSENT CALENDAR. None.
13. ITEMS FROM STAFF.
 - A. **Planning Manager's Update.**
John Keho, Planning Manager, provided an update of upcoming projects tentatively scheduled for Planning Commission.
 - B. **Director's Report.** None.
14. PUBLIC COMMENT. None.
15. ITEMS FROM COMMISSIONERS. None.

ADJOURNMENT: The Planning Commission adjourned in memory of Ray Reynolds, at 7:50 P.M. to the City Council Joint Study Session on Monday, November 16, 2009 at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard, West Hollywood, California. **Motion carried by consensus of the Commission.**

The next regularly scheduled meeting of the Planning Commission, will be on Thursday, November 19, 2009 at 6:30 P.M. at West Hollywood Park Auditorium, 647 N. San Vicente Boulevard, West Hollywood, California.

APPROVED BY A MOTION OF THE PLANNING COMMISSION ON THIS 19TH DAY OF NOVEMBER, 2009.


CHAIRPERSON

ATTEST:


COMMUNITY DEVELOPMENT DIRECTOR