



PLANNING COMMISSION MINUTES
Regular Meeting
August 21, 2008

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

1. CALL TO ORDER:

Chair Altschul called the meeting of the Planning Commission to order at 6:38 P.M.

2. PLEDGE OF ALLEGIANCE: Nick Grouf led the Pledge of Allegiance.

3. ROLL CALL:

Commissioners Present: Bernstein, D'Amico, Guardarrama, Hamaker, Yeber, Vice-Chair DeLuccio, Chair Altschul.

Commissioners Absent: None.

Staff Present: Laurie Yelton, Associate Planner, Francisco Contreras, Senior Planner, Susan Healy Keene, Community Development Director, 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, August 7, 2008 as presented. **Moved by Vice-Chair DeLuccio, seconded by Commissioner Hamaker and unanimously carried.**

5. APPROVAL OF MINUTES.

Vice-Chair DeLuccio requested individual Commissioner comments incorporated into Item 10.A. (General Plan Update Item).

A. August 7, 2008

ACTION: Tabled to Thursday, September 7, 2008. **Moved by Vice-Chair DeLuccio and unanimously carried by consensus of the Commission.**

6. PUBLIC COMMENT.

ALLEGRA ALLISON, WEST HOLLYWOOD, thanked Commissioner D'Amico for his term of service on the Planning Commission.

7. ITEMS FROM COMMISSIONERS.

Commissioner Guardarrama commended and thanked Commissioner D'Amico for his term of service on the Planning Commission.

Vice-Chair DeLuccio commended and thanked Commissioner D'Amico for his term of service on the Planning Commission.

Chair Altschul commended and thanked Commissioner D'Amico for his term of service on the Planning Commission. He read excerpts from an article from *Architects News*, regarding several exceptional projects that are located within the City of West Hollywood.

8. **CONSENT CALENDAR.** None.

9. **PUBLIC HEARINGS.**

A. **1136-1142 N. La Cienega Boulevard.
Demolition Permit 2006-038, Development Permit 2006-052, Tentative
Trace Map 2006-020:**

Continued from Thursday, June 5, 2008 and Thursday, July 17, 2008. Applicant is requesting to demolish two single-family structures and construct a fourteen-unit courtyard condominium project.

Applicant requested a continuance.

ACTION: Continue to Thursday, September 18, 2008. **Moved by Vice-Chair DeLuccio, seconded by Commissioner Hamaker and unanimously carried as part of the approved agenda.**

B. **1259 N. La Brea Avenue (High Voltage Tattoo)
Creative Sign Permit 2008-002:**

Laurie Yelton, Associate Planner, provided a visual presentation and background information as presented in the staff report dated Thursday, August 21, 2008.

She provided a background history of the establishment and stated the request is to approve an existing 576 square-foot creative sign at the rear of a tattoo establishment and two existing front window stickers.

Staff supports approval of the existing 576 square-foot mural located on the rear of the building.

Staff does not support the two window signs in the front windows, stating they do not meet the requirements of a creative sign.

Commissioner Hamaker questioned the square footage surrounding the signage on the window space.

Chair Altschul opened public testimony for Item 9.B:

NAHEED SIMJEE, HOLLYWOOD, General Manager, presented the applicant's report. She spoke regarding the *High Voltage Tattoo* signage, and *L.A. Ink* signage. She commented on square-footage surrounding the window signage and neighborhood impacts.

JEANNE DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She spoke on code compliance issues, creative signage and the use of name recognition regarding “Los Angeles” and “West Hollywood”.

NAHEED SIMJEE, HOLLYWOOD, General Manager, presented the applicant’s rebuttal. She clarified the City of West Hollywood is in fact located within the County of Los Angeles.

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

Commissioner D’Amico questioned if this signage is considered advertising for off-site activities.

Commissioner Yeber questioned the maintenance of the mural on the rear of the building and commented on the name recognition issues.

Chair Guardarrama commented on and confirmed the creative sign criteria.

Chair Guardarrama moved to: 1) approve staff’s recommendation of approval of the 576 square-foot creative (mural) sign; and 2) approve the two window signs; which shall be permitted to remain on the building at all times.

Seconded by Vice-Chair DeLuccio.

Commissioner Hamaker stated her support of the 576 square-foot mural. She had concerns with the two window signs, stating the lack of creativity with creative signage. She would like to see the applicant enhance the building itself.

Commissioner Bernstein stated his support of the 576 square-foot mural. He commented on utilization of window space and aesthetics.

Commissioner Yeber commented on the utilization of window space and building aesthetics.

Commissioner Bernstein requested clarification regarding the utilization of window signage and the calculation of window square-footage.

Commissioner D’Amico commented on the aesthetics of creative signage. He could not support the current motion.

Chair Altschul commented on the aesthetics of creative window signage.

ACTION: 1) Approve the application as amended: a) approve two creative window signs, which shall be permitted to remain on the building at all times; 2) Adopt Resolution No. PC 08-829 "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING CREATIVE SIGN PERMIT 2008-002, FOR THE PROPERTY LOCATED AT 1259 N. LA BREA AVENUE, WEST HOLLYWOOD, CALIFORNIA"; and 3) Close Public Hearing Item 9.B. **Moved by Commissioner Guardarrama, seconded by Vice-Chair DeLuccio and passes on a Roll Call Vote:**

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

THE COMMISSION TOOK A TEN (10) MINUTE RECESS AT 7:20 P.M. AND RECONVENED AT 7:30 P.M.

C. 9200 Sunset Boulevard (SoHo House)

Administrative Permit 2008-014, Development Permit 2008-010, Minor Conditional Use Permit 2008-004, Parking Use Permit 2008-004:

Applicant is requesting the intensification of penthouse office space into a private membership restaurant with full alcohol service, outdoor dining, accessory dj background music, and the provision of off-site parking.

Applicant requested a continuance.

ACTION: Continue to Thursday, November 6, 2008. **Moved by Vice-Chair DeLuccio, seconded by Commissioner Hamaker and unanimously carried as part of the approved agenda.**

D. 9000 Sunset Boulevard (HBO)

Creative Sign Permit 2008-007:

Francisco Contreras, Senior Planner, provided a visual presentation and background information as presented in the staff report dated Thursday, August 21, 2008.

He provided a history of the project property and stated the request is to install a 997 square-foot creative sign at the rooftop of the office building to identify a major tenant in the building, HBO.

He spoke on light, illumination, graphic character, and LED lighting.

Staff supports the applicant's request and recommends approval.

Commissioner Hamaker questioned the visibility from the sidewalk.

Chair Altschul opened public testimony for Item 9.D:

JEFFREY SEYMOUR, WOODLAND HILLS, applicant's representative, presented the applicants report. He detailed the history of the signage and building and spoke on design, lighting and spectrum of color.

JEANNE DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She requested clarification between creative signs and billboards. She spoke on visibility and the aesthetics of the rear of the sign.

HARRIET SEGAL, WEST HOLLYWOOD, spoke in support of staff's recommendation.

JEFFREY SEYMOUR, WOODLAND HILLS, applicant's representative, presented the applicants rebuttal. He spoke and detailed the aesthetics and location of the signage. He commended Commissioner D'Amico for his term of service on the Planning Commission.

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

Commissioner Yeber requested clarification regarding the size and framing of the signage.

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

Seconded by Vice-Chair DeLuccio.

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 08-827 as presented "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING CREATIVE SIGN PERMIT 2008-007 ("HBO"), FOR THE PROPERTY LOCATED AT 9000 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; and 3) Close Public Hearing Item 9.D. **Moved by Commissioner D'Amico, seconded by Vice-Chair DeLuccio and passes on a Roll Call Vote:**

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

10. NEW BUSINESS.

A. Boards and Commission's Annual Congress.

John Keho, Planning Manager, provided a history of the achievements and goals, which will be presented at the Annual Boards and Commissions meeting on Saturday, September 13, 2008 at Plummer Park Community Center.

Outstanding Accomplishments

- Green Building Regulations won awards from the American Planning Association California Chapter and the Los Angeles Chapter.
- Recommended Zone Text Amendments and General Plan Amendments:
Solar panels and Gas Station Vapor Recovery Equipment
- Approved New Commercial and Multi-Family Housing Projects including:
The Palm Mixed-use
- Reviewed High-Impact Land Uses.
- Reviewed the 2008-2013 Capital Improvement Plan
- Participated in the City Hall expansion working group

Important Contributions to Community

- Decision-making that ensures that all proposed changes to land use maintain the City's unique urban balance with emphasis on residential neighborhood livability.

Vision 2020 Goals and Strategic Programs Impacted

- *Maintain the City's unique urban balance with emphasis on residential neighborhood livability:* with each development proposal, ensure that the design makes a positive contribution to the neighborhood and greater community.
- *Adaptability to future change:* review projects that implement mixed-use aspects, review, and approved green building regulations.

Looking Forward

- Review of several large projects:
General Plan Update
Hanover Properties Mixed-Use(Santa Monica/Formosa)
Movietown Plaza
Walgreen's
Kings Road Mixed-Use
Melrose Triangle Mixed-Use
Sunset Time (House of Blues site)
8497 Sunset (mixed-use)
8801 Sunset (David Barton Gym)
9016 Sunset (Gabay)
9040 Sunset (Weintraub)
La Peer Hotel

Chair Altschul requested to incorporate substantial portions of the article from *Architectural News*, which highlight the many achievements and performance standards of staff and the commission.

11. UNFINISHED BUSINESS. None.

12. EXCLUDED CONSENT CALENDAR. None.

13. ITEMS FROM STAFF.

A. General Plan Update.

Susan Healy Keene, Community Development Director, commented on the upcoming community meeting to be held on Saturday, November 8, 2008. She confirmed three additional upcoming workshops: Wednesday, September 3, 2008 at City Hall, Tuesday, September 9, 2008 at Plummer Park Community Center, and Wednesday, September 10, 2008, at Plummer Park Community Center. The workshops will take place in the evening hours.

B. Director's Report.

Susan Healy Keene, Community Development Director, commended and thanked Commissioner D'Amico for his term of service on the Planning Commission.

She provided an update of City Council actions from Monday, August 18, 2008. An Interim Urgency Ordinance was addressed regarding extended hours permitting; which was denied by City Council. Direction was given to return within 45 days with an internal policy.

She stated the California Chapter of the American Planning Association is holding their Annual Conference September 21-24, 2008, to be held at the Renaissance Hotel in Hollywood. She encouraged participation.

C. Planning Manager's Update.

John Keho, Planning Manager, provided an update of upcoming projects tentatively scheduled for Planning Commission. He thanked Commissioner D'Amico for his term of service on the Planning Commission.

14. PUBLIC COMMENT.

JEANNE DOBRIN, WEST HOLLYWOOD, thanked Commissioner D'Amico for his term of service on the Planning Commission. She commented on the annual Historic Preservation event.

JOHN MICHAEL MONTGOMERY, WEST HOLLYWOOD, commented on construction mitigation issues.

15. ITEMS FROM COMMISSIONERS.

Commissioner Yeber commented on construction mitigation issues and commended and thanked Commissioner D'Amico for his term of service on the Planning Commission.

Commissioner Hamaker commended and thanked Commissioner D'Amico for his term of service on the Planning Commission. She commented on commission protocol regarding motions, discussion and deliberation.

Commissioner Guardarrama commented on commission protocol regarding motions, discussion and deliberation.

Commissioner Bernstein commended and thanked Commissioner D'Amico for his term of service on the Planning Commission.

Vice-Chair DeLuccio commented on commission protocol regarding motions, discussion and deliberation.

Chair Altschul commented on commission protocol regarding motions, discussion and deliberation.

Commissioner D'Amico thanked staff, fellow commissioners and City Council for all the support during his tenure as a Planning Commissioner.

- 16. ADJOURNMENT:** The Planning Commission adjourned 8:10 P.M. to a regularly scheduled meeting of the Planning Commission, which will be on Thursday, September 4, 2008 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 4TH DAY OF SEPTEMBER, 2008.



CHAIRPERSON

ATTEST:



COMMUNITY DEVELOPMENT DIRECTOR