

**CITY OF WEST HOLLYWOOD  
PLANNING COMMISSION  
SUNSET ARTS AND ADVERTISING SUBCOMMITTEE  
TELECONFERENCE SPECIAL MEETING AGENDA**

**Thursday  
March 11, 2021  
5:30 P.M.**

IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19 (CORONAVIRUS), THIS PUBLIC MEETING IS HELD PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY CALIFORNIA GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020. THE GOVERNOR OF CALIFORNIA HAS ORDERED ALL CALIFORNIANS TO STAY HOME AND AUTHORIZED PUBLIC MEETINGS TO TAKE PLACE VIA TELECONFERENCE.

**YOU MAY PARTICIPATE AND VIEW THE MEETING VIA THE ZOOM PLATFORM:**

When you enter the meeting, please make sure to turn off your video and mute your audio.

If you wish to make a public comment, please use the 'raised hand' feature in the Zoom application. You will be called at the appropriate time. Please turn on your video and audio to make your public comment.

- [Zoom Link](#)

**IF YOU DO NOT HAVE ACCESS TO A COMPUTER, YOU MAY PARTICIPATE BY PROVIDING PUBLIC COMMENT BY TELEPHONE:** *This option is to provide public comment via phone ONLY.*

1. You are strongly encouraged to E-Mail [dgillig@weho.org](mailto:dgillig@weho.org) in advance of the Sunset Arts and Advertising Subcommittee meeting, to be added to the Public Speaker List for the meeting.
2. In the E-Mail please include your name, the phone number from which you will be calling, and which item you would like to speak on.
3. **Dial-in 10 minutes prior to the start of the meeting (the meeting begins at 5:30 p.m.)**  
*Dial in Codes: \*6 = unmute. \*9 = lets the host know you want to speak on the current item*

Dial-in: (669) 900-6833

Meeting I.D.: 912 1323 9706 #

4. **YOUR PHONE WILL BE MUTED UNTIL YOU ARE CALLED TO SPEAK.** Comments from the public are limited to 3 minutes per speaker.

**IF YOU'D LIKE TO PROVIDE A WRITTEN COMMENT:**

To better facilitate the remote meeting, members of the public who wish to comment on matters before the Sunset Arts and Advertising Subcommittee are strongly encouraged to submit an E-Mail with their comments to [dgillig@weho.org](mailto:dgillig@weho.org) no later than 4:00 p.m. on the Sunset Arts and Advertising Subcommittee meeting day.

*Note: E-Mails received by 4:00 p.m. will be forwarded to the Sunset Arts and Advertising Subcommittee members and posted on the City's website as part of the official meeting record.*

Written materials distributed to the Planning Commission Sunset Arts and Advertising Subcommittee within 72 hours of the Planning Commission Sunset Arts and Advertising Subcommittee meeting are available for public inspection immediately upon distribution on-line at [www.weho.org](http://www.weho.org)

To comply with the American with Disabilities Act of 1990, if you require special assistance to participate in this meeting (e.g., a signer for the hearing impaired), you must call, or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

This agenda was posted at: City Hall, the Planning and Development Services Department Public Counter, the West Hollywood Library on San Vicente Boulevard and the West Hollywood Sheriff's Station.

If you would like additional information on any item appearing on this agenda, please contact Rachel Dimond, AICP, Acting Long Range Planning Manager, in the Planning Division at (323) 848-6846; or via email at: [rdimond@weho.org](mailto:rdimond@weho.org)

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**1. CALL TO ORDER**

**2. ROLL CALL**

**3. APPROVAL OF AGENDA**

**4. PRESENTATIONS:**

**A. 9157-9163 SUNSET BOULEVARD:**

The proposed billboard, named the "Streamlined Arbor," will replace the existing static billboard with a new digital billboard sign of the same sign area measurements. The new sign is proposed to be taller than the existing billboard by 14 feet with a top height of 72'10".

**B. 8730 SUNSET BOULEVARD:**

This project proposes a new, two-sided billboard on the face of the Sunset Towers building. The project has two components: (1) remodel and upgrade of the entire northern façade of the existing 1960s building, and (2) add a vertical five-story billboard from the second level to the top of the building. The billboard will have one digital face (the east side) and one static face (the west side).

**C. 8901 SUNSET BOULEVARD:**

This project proposes a new, combination digital and non-digital billboard above the historic Whisky-A-Go-Go nightclub building. The building has two existing static billboards. The new billboard will have one digital face (west facing); one internally lit, non-digital face (east facing) and one smaller digital face at the junction between the two larger faces. The smaller third face is proposed to be used alternately for City promotions or for additional advertising area. The existing sign area is 1,344 square feet. The total proposed square footage of all three faces is 1,414 square feet.

**5. NEW BUSINESS. None.**

**6. COMMENTS FROM THE PUBLIC.**

**7. COMMENTS FROM STAFF:**

**A. Staff Updates and Upcoming Meetings**

- 8. COMMISSION MEMBER COMMENTS:** Additional general comments, announcements, requests of staff and/or other issues of concern to Sunset Arts and Advertising Subcommittee members.

**ADJOURNMENT:** The Sunset Arts and Advertising Subcommittee will adjourn to a specially scheduled meeting on **Thursday, April 8, 2021** at 5:30 p.m. until completion. Given the local, state and nation state of emergency, this meeting will be a teleconferenced meeting (with detailed instructions for participation included on the posted agenda).

AFFIDAVIT OF POSTING

State of California )  
County of Los Angeles )  
City of West Hollywood )

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk, and that this document was posted on:

Date: March 3, 2021  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk

| <b>UPCOMING MEETING SCHEDULE 2021</b> |            |             |                     |                    |
|---------------------------------------|------------|-------------|---------------------|--------------------|
| <b>Date</b>                           | <b>Day</b> | <b>Time</b> | <b>Meeting Type</b> | <b>Location</b>    |
| April 9                               | Thursday   | 5:30 p.m.   | Special Meeting     | Via Teleconference |
| May 13                                | Thursday   | 5:30 p.m.   | Special Meeting     | Via Teleconference |
| June 10                               | Thursday   | 5:30 p.m.   | Special Meeting     | Via Teleconference |

**PLANNING COMMISSION  
SUNSET ARTS AND ADVERTISING  
SUBCOMMITTEE MEMBERS AND SUPPORT STAFF**

*To contact subcommittee members, please forward your request to:  
David Gillig, Planning Commission Secretary at [dgillig@weho.org](mailto:dgillig@weho.org)*

Stacey Jones, Chair  
Adam G. Bass  
Lynn Hoopingarner

Rachel Dimond, AICP, Acting Long Range Planning Manager  
Jennifer Alkire, AICP, Current & Historic Preservation Planning Manager  
Ric Abramson, Urban Design and Architectural Studio Services Manager  
David Gillig, Secretary – Sunset Arts and Advertising Subcommittee

**The current Planning Commission Sunset Arts and Advertising Subcommittee agenda, memos and architectural plans are available on-line and are tablet and mobile supported**

[www.weho.org](http://www.weho.org)