



PLANNING COMMISSION MINUTES
Regular Meeting
August 18, 2005

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

1. CALL TO ORDER:

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

2. PLEDGE OF ALLEGIANCE: Sandy Hutchins led the Pledge of Allegiance.

3. ROLL CALL:

Commissioners Present: Altschul, Bartolo, DeLuccio, Guardarrama, Hamaker, Vice-Chair D'Amico, Chair Thompson.

Commissioners Absent: None.

Staff Present: Debby Linn, Senior Contract Planner, Melodie Bounds-Frisby, Associate Planner, David DeGrazia, Acting Senior Planner, John Chase, Urban Designer, John Keho, Planning Manager, Michael Jenkins, City Attorney and David Gillig, Commission Secretary.

4. APPROVAL OF AGENDA:

ACTION: Approve the Planning Commission Agenda of Thursday, August 18, 2005 as presented. **Motion by Commissioner DeLuccio, seconded by Commissioner Hamaker and unanimously carried.**

5. APPROVAL OF MINUTES.

ACTION: Approve the Planning Commission Minutes of Thursday, July 21, 2005 as presented. **Motion by Commissioner DeLuccio, seconded by Commissioner Hamaker and unanimously carried.**

6. PUBLIC COMMENT.

JEANNE DOBRIN, WEST HOLLYWOOD, commented on the construction activity at the Sunset Marquis Hotel and the Le Montrose Hotel.

ROZ HELFAND, CULVER CITY, co-coordinator of the West Hollywood Book Fair, detailed the upcoming 4th Annual West Hollywood Book Fair, which will be held on Sunday, October 2, 2005, from 10:00 A.M. to 6:00 P.M. at West Hollywood Park.

SIBYL ZADEN, WEST HOLLYWOOD, commented on pedestrian activity at the Coffee Bean and Tea Leaf, street closures and construction activity in the surrounding neighborhood.

DAN SILVER, WEST HOLLYWOOD, commented on land use issues regarding Cabo Cantina.

7. ITEMS FROM COMMISSIONERS.

Commissioner DeLuccio requested staff to comment on the issues brought up regarding Cabo Cantina at a future date.

Commissioner Bartolo requested staff to comment on the issues brought up regarding Cabo Cantina at a future date.

Commissioner Hamaker thanked Roz Helfand for the update on the West Hollywood Annual Book Fair.

Chair Thompson requested staff to comment on the issues brought up regarding Cabo Cantina at a future date.

8. CONSENT CALENDAR. None.

9. PUBLIC HEARINGS.

Commissioner Altschul recused himself from the dais. His residence falls within the 500' radius of 8760 Shoreham Drive, West Hollywood, California.

A. 8760 Shoreham Drive.

Demolition Permit 2004-009, Development Permit 2004-008, Tentative Tract Map 2004-006.

Debby Linn, Senior Contract Planner, presented the staff report. She stated the applicant is requesting the demolition of an existing single-family dwelling and the development of a new, twelve-unit condominium building.

She detailed the history of the project, the neighborhood meeting, previous approvals and actions, landscaping, parking, urban design analyses and resident's concerns.

She stated the proposed project conforms to the City's Zoning Code requirements and there are no variances requested for the project. Staff recommends approval, subject to the conditions of approval stated in Resolution No. PC 06-611.

Commission DeLuccio questioned the residential and commercial parking restrictions.

Vice-Chair D'Amico questioned the parking restrictions and the feasibility of loading and un-loading.

Chair Thompson disclosed for the record, he surveyed the site, spoke to Sybil Zaden, and his only communication with the applicant and applicant's architect, was at the Planning Commission's Design Review Subcommittee meeting.

Commissioner DeLuccio disclosed for the record, he surveyed the site.

Vice-Chair D'Amico presented the Design Review Subcommittee report. He commented on the aesthetics of the base of the building and the conflicts that arose regarding the overall design.

THE COMMISSION TOOK A FIVE (5) MINUTE RECESS TO VIEW THE MASSING MODEL AT 7:05 P.M. AND RECONVENED AT 7:10 P.M.

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

MILAN LOJDL, BEVERLY HILLS, architect, representing Ben Soroudi, presented the applicant's report. He detailed the architectural style of the building and the "towers" relation to the overall project.

Commissioner Bartolo questioned the applicant on the architectural style.

Commissioner DeLuccio questioned the side-yard setbacks and the height of the projections.

SIBYL ZADEN, WEST HOLLYWOOD, has concerns regarding this item. She commented on noticing issues regarding the neighborhood meetings, the aesthetics of the project and traffic circulation.

MARCELLO VAVALA, LOS ANGELES, opposes staff recommendation.

PRISCILLA LONDON, WEST HOLLYWOOD, has concerns regarding this item. She commented on construction issues, traffic circulation and the overall architectural design of the project.

MERLE HOPKINS, WEST HOLLYWOOD, has concerns regarding this item. He commented on parking issues, deliveries and traffic circulation.

DAVID WEISSFELD, WEST HOLLYWOOD, opposes staff recommendation.

DICK STEVENSON, LOS ANGELES, opposes staff recommendation.

VICTOR OMELCZENCHO,, WEST HOLLYWOOD, opposes staff recommendation.

JEANNE DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She commented on the architectural design, parking and traffic circulation.

MILAN LOJDL, BEVERLY HILLS, architect, representing Ben Soroudi, presented the applicant's rebuttal. He commented on the architectural design and aesthetics of the project in relation to the surrounding neighborhood.

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

Commissioner Bartolo stated the southeast and southwest corners need to be revised and improved. She would like to see the project sent back for additional modifications.

Staff notated for the record, this project is at the end of the Permit Streamlining Act and is not purview to any further extensions. A decision must be made at this meeting, otherwise, if no action is taken the project will automatically be deemed complete by the State of California.

Commissioner DeLuccio commented on the required setbacks in reference to the 2nd to 4th stories, stated the design needs additional work, and could not support this project at this time.

Commissioner Hamaker stated her approval of the project, specifically regarding the articulation, the interest and detail of the windows. She also commented on the style, (which is not ultra modern).

Commissioner Guardarrama stated the only way he could vote for approval of this project, is if he could adequately be assured, there is some process the city can have with the developer, which will correct or improve upon the design issues.

Vice-Chair D'Amico questioned the requirement of off-site parking.

Commissioner DeLuccio motioned to deny the application without prejudice.

Seconded by Commissioner Guardarrama.

Michael Jenkins, City Attorney, clarified the motion of denial regarding the proposed Resolutions. He stated Resolution No. PC 05-611 needs to be changed to reflect a denial and would include the:

“A Resolution of the Planning Commission of the City of West Hollywood denying Demolition Permit 2004-004 and Development Permit 2004-008...”

- Section 1. [REMAINS WITHOUT CORRECTIONS]**
- Section 2. [REMAINS WITHOUT CORRECTIONS]**
- Section 3. [DELETED]**
- Section 4. [NOW SECTION 3: modified to note the Demolition Permit is being denied because the Development Permit is being denied; and a Demolition Permit cannot be approved without the approval of a Development Permit]**
- Section 5. [NOW SECTION 4: (make specific findings as to the reason for the denial); i.e.: the design of the building does not warrant an exemption to the setback requirement to the 2nd to 4th stories of the building; and any other findings based on the code requirements for the Development Permit.**

John Keho, Planning Manager, quoted a section from the West Hollywood Zoning Ordinance that would be included in the resolution of denial: **“does not meet the development standards listed in Table 2-3”**.

Commissioner DeLuccio stated “compatibility within the neighborhood; regarding the design” should be added.

Michael Jenkins, City Attorney, added: **“compatibility as currently designed is not compatible with the neighborhood”**.

John Keho, Planning Manager, stated the Section that will be referenced regarding “compatibility” will be Section G-08.050.

Section 5. [ADD: WITHOUT PREJUDICE]

Michael Jenkins, City Attorney, clarified the motion of denial regarding the proposed Resolutions. He stated Resolution No. PC 05-613 needs to be changed to reflect a denial and would include the:

“A Resolution of the Planning Commission of the City of West Hollywood denying Tentative Tract Map 2004-006 (Minor Land Division 061268)...”

- Section 1. [REMAINS WITHOUT CORRECTIONS]**
- Section 2. [REMAINS WITHOUT CORRECTIONS]**
- Section 3. [DELETED]**

Section 4. [NOW SECTION 3: (FINDINGS FOR DENIAL): 1) “absent the approval of a Development Permit , there is no basis for approving a Tract Map for the division of air space for a condominium”; and 2) “there can be no review of plans relative to assuring there would be no public health problems due to the fact these plans have not been approved”.

Section 5. [NOW SECTION 4: (ADD): WITHOUT PREJUDICE]

ACTION: 1) Deny the application; 2) Adopt Resolution No. PC 05-611 as amended “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, DENYING DEMOLITION PERMIT 2004-004 AND DEVELOPMENT PERMIT 2004-008; and 2) Adopt Resolution No. PC 05-613 as amended “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, DENYING TENTATIVE TRACT MAP 2004-006 (MINOR LAND DIVISION 061268), FOR THE PROPERTY LOCATED AT 8760 SHOREHMA DRIVE , WEST HOLLYWOOD, CALIFORNIA”; and 3) close Public Hearing Item 9.A.
Motion by Commissioner DeLuccio, seconded by Commissioner Guardarrama and passes on a Roll Call Vote:

AYES: Commissioners Bartolo, DeLuccio, Guardarrama, Vice-Chair D’Amico, Chair Thompson.
NOES: Commissioner Hamaker.
RECUSED: Commissioner Altschul.
ABSENT: None.

THE COMMISSION TOOK A TEN (10) MINUTE RECESS AT 8:00 P.M. AND RECONVENED AT 8:10 P.M.

Commissioner Altschul returned to the dais at this time.

**B. 8811 Santa Monica Boulevard. (Eleven)
Conditional Use Permit 2005-001, Development Permit 2005-005,
Administrative Permit 2005-041, Modification 2005-020, Rehabilitation
Incentive 2005-003.**

Melodie Bounds-Frisby, Associate Planner, presented the staff report. She stated the applicant is requesting to adaptively reuse the culturally designated structure (formerly known as Larrabee Sound Studios), for a new nightclub and restaurant with outdoor lounge area and a third floor dwelling unit addition. A modification of standards to allow a ten percent increase in Floor Area Ratio (FAR) is requested to accommodate the proposed third floor residential addition. The applicant has also applied for Rehabilitation Incentives to allow for a reduction in the City’s parking standards to decrease the required off-street parking.

The project involves reuse and alterations to an existing local cultural resource, and it is the purview of the Historic Preservation Commission to review and take action on the proposed exterior alterations with regard to the design, restoration, and rehabilitation of the building. It is the authority of the Planning Commission to review and take action with regard to the proposed new uses on the site and request for reduction in the City's development standards.

She stated for the record, the Historic Preservation Commission has reviewed the proposal to adaptively reuse the building for a nightclub and the applicant's request for a reduction in parking requirements, and supports an approval of these requests.

She detailed the following:

- Building's History;
- Neighborhood Meeting;
- Nightclub & Alcohol Service:

The applicant is proposing to convert 5,763 square feet of the existing 6,956 square feet of building floor area for the use of a new nightclub and restaurant. Approximately 1,193 square feet of floor space will be removed from the second floor to allow for an atrium that is open to the first floor below. The proposed floor plan includes a lounge area and bar located on the first floor with a main dining area and second bar on the second floor. No dance floor is proposed.

The proposed hours of operation for the nightclub are 11:00 A.M. to 2:00 A.M. Monday through Friday; and 10:00 A.M. to 2:00 A.M. Saturday and Sunday. The same hours of operation are proposed for the outdoor lounge area to be located in front of the building along Santa Monica Boulevard. Food service will be provided from 11:00 A.M. to 11:00 P.M. Monday through Friday with small plates offered from 6:00 P.M. to 2:00 P.M. daily. The sale, service, and consumption of alcohol are proposed during business operating hours of the nightclub and outdoor lounge;

- Queuing of Patrons;
- Entertainment:
The applicant is requesting to have amplified DJ music and live entertainment in the nightclub. Staff recommends that the applicant provide a floor plan to show the location of proposed entertainment;
- Surrounding Alcohol License and Service Establishments;
- Crime Statistics;
- Outdoor Lounge:
- Staff recommends that revised plans be submitted for review and approval of the City's Urban Designer prior to the issuance of building permits;

- Third Floor Addition;
- Parking Requirements; and
- Rehabilitation Incentives:

The Historic Preservation Commission recommends approval of these two incentives to allow the building to continue to be maintained; and, in addition, is requiring the applicant to restore and rehabilitate the historic fabric of the building.

Staff recommends the following conditions be added to Resolution No. PC 05-610:

- 1) No interior access between the dwelling unit and the nightclub; unless required by building code;
- 2) Third floor residential unit and outdoor deck shall be used for residential uses only, and shall not be part of the nightclub;

Staff recommends approval of this project request.

Chair Thompson questioned the Historic Preservation Commission's function and the role of the Planning Commission's Design Review Subcommittee. He also inquired if there was a building and safety issue regarding limiting access to the third floor dwelling unit from inside the nightclub.

Commissioner Altschul commended staff on the quality of the staff report. He questioned the ownership of both pieces of property and further questioned staff regarding the assessment of having no access to the residence from the nightclub.

Commissioner Bartolo questioned staff for the definition of a "nightclub" versus a "restaurant with a full bar" and the different parking requirements. She also questioned what the total occupancy for the building would be.

Commissioner Guardarrama questioned if a nightclub is required to serve food and if it could be conditioned.

Vice-Chair D'Amico asked staff to clarify the purview of the Planning Commission's role and the Historic Preservation Commission's role.

Commissioner Altschul questioned staff if it would be feasible for a joint meeting of the Historic Preservation Commission Design Review Subcommittee and the Planning Commission Design Review Subcommittee.

Commissioner DeLuccio questioned the entrances and exists, and inquired what type of Alcohol License the applicant is applying for (Type 47 or Type 48).

Commissioner Hamaker questioned why the Historic Preservation Commission recommended a reduction in parking standards.

Chair Thompson disclosed for the record, he personally met with the applicant's lawyers, Todd Elliott and Brad Torgan.

Commissioner DeLuccio disclosed for the record, he made a site visit and met with Sid Kroft and Richard Rosie.

Vice-Chair D'Amico disclosed for the record, he spoke with the applicant's attorneys.

Commissioner Hamaker, disclosed for the record, she had a brief conversation with Todd Elliott and Norman Chamroff.

Commissioner Guardarrama disclosed for the record, he made a site visit and had a meeting with Norman Chamroff and the applicant. He also had a brief discussion with Todd Elliott, Brad Torgan and Harriet Segal. He also had a conversation, and is a good friend with bar-owner Trip Wilmont (East/West Lounge), and indicated this friendship will in no way influence his decision.

Chair Thompson opened public testimony for Item 9.B.:

TODD ELLIOTT, LOS ANGELES, representing Richard Grosse, proposed applicant and lessee of the property, presented the applicant's report. He detailed the history of the project and stated for the record, the applicant is applying to the Alcohol Bureau of California (ABC), for a Type 47 License (restaurant license).

He commented on and provided details regarding the proposed entertainment, including the DJ, furniture location and configuration, outdoor lounge area and seating configuration, third floor dwelling addition, Design Review Subcommittees, parking requirements and Floor Area Ratios (FAR) modification.

He stated for the record, the objection of Resolution No. PC 05-610; Section 9.1), stating flexibility is needed.

Chair Thompson questioned if the applicant will return in the future for approval of a dance floor.

TODD ELLIOTT, LOS ANGELES, representing Richard Grosse, proposed applicant and lessee of the property, stated the applicant is open to an added condition stating "no dance floor".

Commissioner Hamaker questioned the accessibility of the outdoor dining area and inquired if the applicant would be willing to purchase additional parking spaces.

TODD ELLIOTT, LOS ANGELES, representing Richard Grosse, proposed applicant and lessee of the property, stated for the record, the applicant would not proceed without the reduction in parking.

HARRIET SEGAL, WEST HOLLYWOOD, opposes staff's recommendation.

SCOTT SCHMIDT, WEST HOLLYWOOD, spoke in support of staff's recommendation.

SANDY HUTCHENS, LOS ANGELES, spoke in support of staff's recommendation.

JAMES O'HALLORAN, PASADENA, spoke in support of staff's recommendation.

WES ADAMS, WEST HOLLYWOOD, spoke in support of staff's recommendation.

TONY DIAGUANNO, WEST HOLLYWOOD, spoke in support of staff's recommendation.

TODD HESSE, WEST HOLLYWOOD, spoke in support of staff's recommendation.

JEANNE DOBRIN, WEST HOLLYWOOD, opposes staff's recommendation.

TODD ELLIOTT, LOS ANGELES, representing Richard Grosse, proposed applicant and lessee of the property, presented the applicant's rebuttal. He commented on the conditions of approval, food service (agreeing to an added condition the kitchen would stay open with food service until 2:00 A.M.), parking, and the outdoor dining area (stating they are willing to work with the Design Review Subcommittees and the Urban Designer) to help finalize the design. He also requested Resolution No. PC 05-610; Condition 9.1), be modified in some way that would benefit both parties.

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

Commissioner Altschul stated his support for adaptive re-use and indicated this project as a sensational example. **He motioned for approval with the following conditions: 1) there shall be food service until 2:00 A.M.; 2) configuration of the outdoor dining area and seating area shall be re-worked and brought back to the department; subject to approval by the Director of Community Development; 3) a six (6) month review of outdoor hours of operation (in regards to noise or unforeseen consequences); 4) the off-site covenant shall be executed by the property owner (Monte Overstreet); 5) there shall be no dance floor; 6) Resolution No. PC 05-610; Section 9.1) shall be amended: *"...there shall be no significant rearranging of the furniture, and in no case shall the furniture of the interior configuration be changed so as to provide space for a dance floor, or space for assembly not contemplated by this action"*; and 7) the third floor residence (dwelling unit) shall not be accessed from the nightclub.**

Commissioner DeLuccio seconded the motion.

Chair Thompson amended the motion by adding a condition stating: 1) there shall be a prohibition of patrons from the nightclub on the balcony.

Commissioner Altschul and Commissioner DeLuccio agreed to this amendment.

Chair Thompson directed staff: 1) to schedule a joint meeting of the Historic Preservation Commission's Design Review Subcommittee and the Planning Commission's Design Review Subcommittee.

Commissioner Guardarrama stated his support for this type of establishment and design. He has concerns conditioning this business as a "nightclub" and believes it should be conditioned as a restaurant.

Commissioner Hamaker stated her support for the venue and overall idea. She has concerns over the reduced parking requirements and would like to see the applicant provide more off-site parking spaces.

Chair Thompson questioned staff about the history of Rehabilitation Incentives regarding parking reductions.

Commissioner Bartolo stated her comfort regarding the nightclub and restaurant; in relation to the floor plan, and reiterated the need for occupancy loads referenced in staff reports; which can be obtained from the Fire Department. She commented on the parking situation.

Commissioner Bartolo amended the motion by adding: 1) the additional fourteen spaces for parking shall be required; and 2) the existing seating (amount of seating) shall be retained.

Commissioner Altschul did not agree to the amendment regarding: 1) the additional fourteen spaces for parking shall be required.

Commissioner Altschul agreed to the amendment regarding the seating; however changed the wording to read: 2) *“the amount of seating shall be retained as presented in the original seating plan and approved by the Director of Community Development”*.

Commissioner DeLuccio questioned the valet operations and parking lot . He would like to see an additional condition to reconfigure the valet parking plan.

Discussion was held regarding the different configurations for the current valet plan.

Commissioner DeLuccio questioned if the applicant is amenable to finding the additional fourteen parking spaces.

TODD ELLIOTT, LOS ANGELES, representing Richard Grosse, proposed applicant and lessee of the property, stated, the amount the applicant will be spending to restore the historic building, is a fair trade-off for the parking reduction.

Vice-Chair D’Amico amended the motion by adding: 1) the housing unit shall be completed before the business can be opened.

Commissioner Altschul and Commissioner DeLuccio agreed to this amendment.

Discussion was held regarding parking, food service and entertainment in relation to the definitions of a “nightclub” and restaurants”.

Commissioner Hamaker stated, if there is not an increase in parking (from the recommended forty spaces), this item needs to be amended to include a review in six months before the Planning Commission (not the Director of Community Development).

Discussion was held regarding the additional fourteen spaces of parking.

Chair Thompson reiterated the amended motions on the floor:

- 1) **Food service until 2:00 A.M.;**
- 2) **Outdoor seating shall be subject to the Director of Community Development approval and will not be fixed;**
- 3) **Hours of outdoor operations will be subject to a six month review by the Director of Community Development;**
- 4) **Covenant that ties the two parcels together, shall be signed by the property owner;**
- 5) **No dance floor;**
- 6) **Section 9.1) shall be modified to include: “...there shall be no significant movement of the interior furniture, and in no event shall the interior furniture be moved, so as to create space for a dance floor or an assemblage that is not contemplated by this entitlement ...”;**
- 7) **Residential unit shall not be accessed from the nightclub;**
- 8) **Patrons of the restaurant/bar, shall not have access to the roof deck (balcony);**
- 9) **The amount of seating shall be retained as presented in the original seating plan and approved by the Director of Community Development, prior to issuance of the permit;**
- 10) **Housing unit shall be completed prior to the issuance of Certificate of Occupancy;**
- 11) **Six month parking review before the Planning Commission (at which time no more than fourteen spaces could be added) if applicable; and**

Two directional items to staff:

- 1) **Include a delegate (preferably John D’Amico) in the joint meeting of the Historic Preservation Commission’s Design Review Subcommittee and the Planning Commission’s Design Review Subcommittee; and**
- 2) **Future staff reports shall include occupancy numbers and issues from the Fire Department.**

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 05-610 as amended “A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING CONDITIONAL USE PERMIT 2004-010, DEVELOPMENT PERMIT 2005-005, ADMINISTRATIVE PERMIT 2005-011, MODIFICATION 2005-020, REHABILITATION INCENTIVE 2005-003 TO ADAPTIVELY REUSE A LOCAL CULTURAL RESOURCE FOR A NIGHTCLUB WITH OUTDOOR LOUNGE; CONSTRUCT A THIRD FLOOR RESIDENTIAL ADDITION; RESTORE AND MAKE ALTERATIONS TO THE RESOURCE; MODIFY

MAXIMUM FLOOR AREA REQUIREMENTS TO ALLOW A TEN PERCENT INCREASE IN FLOOR AREA RATIO; AND REDUCE THE REQUIRED PARKING USE, FOR THE PROPERTY LOCATED AT 8811 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA"; and 3) close Public Hearing Item 9.B. **Motion by Commissioner Altschul, seconded by Commissioner DeLuccio and passes on a Roll Call Vote:**

AYES: Commissioners Altschul, Bartolo, DeLuccio, Guardarrama, Hamaker, Vice-Chair D'Amico, Chair Thompson.

NOES: None.

ABSENT: None.

THE COMMISSION TOOK A TEN (10) MINUTE RECESS AT 9:40 P.M. AND RECONVENED AT 9:50 P.M.

**C. 708-710 Westbourne Drive.
Tentative Tract Map 2005-006.**

David DeGrazia, Acting Senior Planner, presented the staff report. He stated the proposal is a request to convert two detached single-family residences on one lot into condominiums. He detailed the history and zoning requirements for the site.

Commissioner Altschul questioned if it meets all the current setback requirements.

It was stated for the record, it meets all setback requirements.

ACTION: 1) Approve the application; 2) Adopt Resolution No. PC 05-608 as presented "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING TENTATIVE TRACT MAP 2005-006 (MINOR LAND DIVISION 62199), FOR THE PROPERTY LOCATED AT 708-710 WESTBOURNE DRIVE, WEST HOLLYWOOD, CALIFORNIA"; and 3) close Public Hearing Item 9.C. **Motion by Commissioner DeLuccio, seconded by Commissioner Altschul and unanimously carried.**

10. NEW BUSINESS.

A. 8445 Santa Monica Boulevard. (Hollywood Stock Exchange)

Creative Sign Permit 2005-004: John Chase, Urban Designer, presented the staff report. He detailed the history of this signage and stated the applicant is requesting approval of a creative sign permit for an existing sign originally approved for the Hollywood Stock Exchange.

Staff is recommending denial because the findings for the approval of the new creative sign cannot be made.

Chair Thompson opened public testimony for New Business Item 10.A.:

STEVEN AFRIAT, LOS ANGELES, representing the applicant, presented the applicant's report. He detailed the history of the signage and the implications it would have to the owner if requested to have it dismantled. He spoke on the current tenants and the historic status of the building. He requested a condition to allow the sign to remain, but turned off; except in the case of a future tenant, at which time a new creative sign permit could be applied for.

JEANNE DOBRIN, WEST HOLLYWOOD, has concerns regarding this item. She commented on past tenants, safety issues and stated the sign should be removed.

ACTION: Close public testimony for New Business Item 10.A. **Motion carried by consensus of the Commission.**

Commissioner Bartolo motioned to approve: 1) Assistant City Attorney Christi Hogin's recommendation; with the following amendments: 1) sign shall be turned off; 2) subject to Director of Community Development's approval; may be turned back on for Public Service Announcements (PSA's); and 3) only reactivated for any other use subject to the reapplication process and approval by the Director of Community Development.

Commissioner Altschul seconded the motion.

ACTION: 1) Approve the application; and 2) Adopt Resolution No. PC 05-609 as amended "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD APPROVING CREATIVE SIGN PERMIT 2005-004, LOCATED AT 8445 SANTA MONICA BOULEVARD, WEST HOLLYWOOD, CALIFORNIA". **Motion by Commissioner Bartolo, seconded by Commissioner Altschul and unanimously carried.**

B. Appointment to the Design Review Subcommittee.

Joseph Guardarrama was appointed to replace Eric Thompson on the Planning Commission Design Review Subcommittee. **Motion carried by consensus of the Commission.**

11. UNFINISHED BUSINESS. None.

12. EXCLUDED CONSENT CALENDAR. None.

13. ITEMS FROM STAFF.


John Keho, Planning Manager, updated forthcoming future agenda items.

14. PUBLIC COMMENT. None.

15. ITEMS FROM COMMISSIONERS. None.

16. ADJOURNMENT: The Planning Commission adjourned at 10:15 P.M. to a regularly scheduled meeting of the Planning Commission, which will be on Thursday, September 1, 2005 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 1ST DAY OF SEPTEMBER, 2005.



CHAIRPERSON

ATTEST:



COMMUNITY DEVELOPMENT DIRECTOR