



**HISTORIC PRESERVATION COMMISSION
TELECONFERENCE MEETING MINUTES
MONDAY, APRIL 26, 2021 – 7:00 P.M.**

1. **CALL TO ORDER:** Chair Davidson called the meeting to order at 7:00pm.
2. **PLEDGE OF ALLEGIANCE:** Chair Davidson administered the Pledge of Allegiance.
3. **OATH OF OFFICE:**
 - A. Councilmember Sepi Shyne administered the Oath to Michael King
 - B. Councilmember John Erickson administered the Oath to Jacob Sotsky.
 - C. Mayor Lindsey Horvath administered the Oath to Andrew Campbell.
4. **ROLL CALL**

PRESENT: Chair Lola Davidson, Vice-Chair Matt Dubin, Edward Levin, Gail Ostergren, Michael King, Jacob Sotsky, Andrew Campbell.

ABSENT: None

STAFF PRESENT: Doug Vu, HPC Liaison, Jennifer Alkire, CHPP Manager, Jennifer Davis, Senior Contract LRP Planner, Bryan Eck Senior LRP Planner and Sharita Houston, HPC Secretary.
5. **APPROVAL OF AGENDA:**

The Historic Preservation Commission is requested to approve the agenda.
Action: Approve the meeting agenda of Monday, April 26, 2021 as presented.
Motion by Commissioner Levin, second by Commissioner Ostergren and motion passed by acclamation.
6. **APPROVAL OF MINUTES:**

ACTION: Approve the meeting minutes of February 23, 2021 as amended.
Motion by Commissioner Ostergren second by Commissioner Levin and motion passed by acclamation.
7. **PUBLIC COMMENT:**

LYNN RUSSELL WEST HOLLYWOOD commented about forming HPOZ designations for Architectural and Urban Forest properties within the City of West Hollywood.

Item 6.A. Public Comment Closed
8. **CONSENT CALENDAR:** None.
9. **EXCLUDED CONSENT CALENDAR:** None.
10. **PUBLIC HEARINGS:**

- A. 9157 SUNSET BOULEVARD:** Request to permit the conversion of a static billboard to a new digital billboard on the property located at 9157 Sunset Boulevard.

BRYAN ECK, PROGRAM MANAGER SUNSET ARTS AND ADVERTISING PROGRAM/ACTING LONG RANGE PLANNING MANAGER provided background information about the City's Off Site Advertising Policy for projects on the Sunset Strip as it relates to the integration of digital billboard advertisement and historic preservation.

STAFF JENNIFER DAVIS provided a presentation about information in the April 26, 2021 staff report. She discussed the purpose of the item before the commission, addressed potential impacts to the cultural resource and provided additional information about the Billboard Policy component of the proposed project.

She discussed the details of the proposed project and said the billboard will not negatively impact the current use of the resource, it will not adversely impact its architecture or character defining features.

She said because the proposal meets all Certificate of Appropriateness (COA) findings, Staff recommends that the Commission Adopt Draft Resolution No. HPC 21-149 and approve COA20-0009.

Item 10.A. Commissioner Questions to Staff:

COMMISSIONER OSTERGREN AND MEMBERS OF STAFF discussed, for clarification billboard policy advertising square footage and existing billboard applications for cultural resources.

VICE-CHAIR DUBAN AND MEMBERS OF STAFF discussed the status of a proposed billboard project at a neighboring building; per staff, the project will be scheduled at a later date for discussion before the HPC.

COMMISSIONER KING AND MEMBERS OF STAFF discussed information noted in Exhibit D - CEQA Policy document which referenced potential impacts to 8727 Sunset Boulevard and William S. Hart Park.

Per Staff the CEQA document was certified in 2017 and adopted in 2019. It was a review of all buildings on the Sunset Strip with potential impacts to cultural resources however, tonight's project is a site specific.

Item 10.A. Commissioner Questions to Staff closed.

Item 10.A. Applicant presentation:

APPLICANT JEFFREY SEYMOUR OF SEYMOUR CONSULTING provided a brief overview of the proposed project and gave the remainder of the presentation to the design team.

APPLICANT REPRESENTATIVE BEN ANDERSON ARCHITECT OFFICE UNTITLED, addressed information about project location, period of design, streamline moderne style, year of construction, builder information and previous restoration projects to its façade.

He said the design approach of the billboard is of a metallic, synthetic nature and the footprint of the building remains the same. He explained that the project does negatively impact the cultural resources.

He said the project was recently revised based on the City's Planning Commission Design Review Subcommittee (DRSC) recommendations.

APPLICANT REPRESENTATIVE ANDREW GOODRICH AND KATIE HORAK OF ARG addressed information about the Secretary of the Interior Standards requirements relating to the project. He said because the proposal will be a free standing structure and does not include removing character defining features it meets standards nine and ten.

He said the new billboard will read as a new addition to the historic site and will be differentiated from its historic fabric. Therefore, ARG believes the new billboard will not adversely impact the resource and its design meets the Secretary of the Interior Standards.

Item 10.A. Commissioner Questions to the Applicant:

COMMISSIONER LEVIN AND THE APPLICANT discussed proposed materials, uplight illumination, finishes, reflection mitigation studies and height of the current proposed billboards.

COMMISSIONER OSTERGREN asked Staff to clarify language within the resolution, page 5 section C that referenced "historic districts". Per Staff, the language will be edited to state the property is not within a historic district.

COMMISSIONERS CAMPBELL disclosed that he met with the applicant and visited the site.

COMMISSIONER LEVIN disclosed that his company was contracted by the owner in 2019 for storefront work. After review of the extensive work and of the site, he opted to terminate the contract and refunded the retainer therefore he does not a financial or technical recusal.

Item 10.A. Public Comment:

LYNN RUSSEL WEST HOLLYWOOD expressed concerns about potential revenue benefits to the owner, and none to the community. She expressed concerns about light trespass and light pollution within the City as a result of this proposal. She requested that the HPC deny the COA.

VICTOR OMELCZENKO WEST HOLLYWOOD AND PRESIDENT OF THE WHPA welcomed the new commissioners and commented, about

the importance of preserving the existing structure. He said he attended the DRSC meeting and is satisfied with the changes to the design plan as a result of the meeting, and supports the COA as it is written.

Item 10.A. Public Comment Closed

Item 10.A. Commissioner Comments:

CHAIR DAVIDSON responded to public speaker Lynn Russell's comments concerning light trespassing/pollution, revenue for community benefits and said all of which are not within the purview of the HPC.

COMMISSIONER LEVIN addressed information about CEQA thresholds and to what extent the billboard relates to the building. He said he does not support illuminating the billboard at night, he commented in favor of about moving the billboard forward and the increased height of the billboard to 6ft. He said he supports the proposal which disassociates the billboard from the cultural resource.

HPC SECRETARY HOUSTON re-opened public comment for Applicant Representative responses to both staff and public speaker comments that was inadvertently overlooked.

Item 10.A. Applicant Response to Comments

APPLICANT JEFFREY SEYMOUR thanked the Commission for reviewing the project and responded to public speakers Russell and Omelczenko about the design teams efforts towards meeting the Secretary of the Interior Standards and protecting this and other resources within the City.

Item 10.A. Public Comment Closed

Item 10.A. Commissioner Comments:

COMMISSIONER CAMPBELL said the project meets the City and the Secretary of the Interior Standard guidelines, therefore supports the proposal as it is written.

COMMISSIONER SOTSKY said he echoes Commissioner Campbell & Levin's comments and said he supports the project. He said he agreed with Commissioner Levin about the balance of moving the billboard forward and said the differentiation of elevating it addressed any issues concerning the cultural resource.

COMMISSINER OSTERGREN said she concurs with previous comments by the Commission, she thanked Commissioner Levin for his thorough analysis and said she supports the project.

CHAIR DAVIDSON said she appreciated the design teams efforts to maintain the streamline moderne style of the resource, she supports comments by Commissioner Levin and supports the proposed project.

VICE-CHAIR DUBIN echoed previous comments by Commissioner Levin about elevating the billboard; it was a great way of separating the sign from the resource. He said he supports previous comments about illuminating a new building against a historic building and that proposed element of the project is worthy of review and consideration by the HPC.

He thanked staff for adding section 5.A. in the staff report which states, "maintenance of the cultural resource will be outlined in the required development agreement". He said there will be revenue generated by the billboards and will be put back into protecting and preserving the resource.

COMMISSIONER LEVIN moved to approve Staff's recommendation subject to corrections to clarify language within the resolution, page 5 section 10.C which referenced "historic districts" and seconded by Vice-Chair Dubin.

COMMISSIONER LEVIN said he will not include the request of not illuminating the billboard as part of the motion, however, the language should be addressed by staff.

STAFF BRYAN ECK said the request to not illuminate the billboard will be noted in the staff report.

ACTION: Approve Draft Resolution No. HPC 20-149 **Motion by Commissioner Levin, second by Vice-Chair Dubin and passes unanimously on roll call vote:**

AYES:	Campbell, King, Levin, Ostergren, Sotsky Vice-Chair Dubin and Chair Davidson
NOES	None
ABSENT:	None
ABSTAIN:	None
RECUSALS:	None

DRAFT RESOLUTION NO. HPC 21-149 A RESOLUTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING THAT THE PLANNING COMMISSION AND CITY COUNCIL APPROVE A CERTIFICATE OF APPROPRIATENESS IN CONJUNCTION WITH THE DIGITAL BILLBOARD CONVERSION AT 9157 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.

B. 8901 SUNSET BOULEVARD WHISKEY A GO GO: Request to permit the conversion of a two-faced static billboard to a new combination digital and static billboard on the property located at 8901 Sunset Boulevard.

STAFF JENNIFER DAVIS provided a presentation relating to the April 26, 2021 staff report. She discussed the purpose of the item before the commission provided detailed information about the internal, external, and digital faces of the billboard. She said the project proposes improvements to the pavement at the entrance of the Whiskey A Go Go.

She said the billboard will not alter the resources character defining features, the building will maintain its current use, the project will replace the existing roof mounted billboard with a product similar in size and location and will be separate from the resource.

She said because the proposal meets all Certificate of Appropriateness (COA) findings, Staff recommends that the HPC Adopt Draft Resolution No. HPC 21-150 and approve Certificate of Appropriateness COA20-0014.

Item 10.B. Commissioner Questions to Staff: None.

Item 10.B. Applicant Presentation:

APPLICANT AARON GREEN, AFRIAT GROUP introduced members of his project team including property owner, Michael Maglieri who commented about the history and importance of the Whiskey to the community and his family.

APPLICANT AARON GREEN stated his company previously presented the designation application of the resource to the HPC. He addressed information about the history of the structure, about outdoor advertising on Sunset Blvd specific to the proposed project and said the design team's intentions were to maintain a distinction between the historic and non-historic structures.

He briefly discussed project details concerning materials, lighting, an artwork component, structural information and gave the remainder of the presentation to applicant representative John LoCascio of HRG.

APPLICANT REPRESENTATIVE JOHN LOCASCIO, PRESERVATION CONSULTANT OF HRG provided a powerpoint presentation of modern additions to historic buildings and discussed information regarding COA findings noted in Exhibit B of the staff report.

He explained their approach to conforming to the Secretary of the Interior Standards and said the project will replace the existing roof-mounted billboards on the site with a new, two-sided, cantilevered billboard of similar size and configuration to the existing and in the same location.

He said the new billboard and its support pole will be a free-standing structure and will not result in substantial alterations to the Whisky à Go Go or its character defining features, materials, and said the spatial relationship will remain intact.

He said the proposed project meets the Secretary of the Interior's Standards for Rehabilitation and is considered to have a less than significant impact on the historical resource. He said the structure is compatible with the building and therefore merits approval.

Item 10.B. Commissioner Questions to Applicant:

VICE-CHAIR DUBIN, COMMISSIONER LEVIN AND APPLICANT REPRESENTATIVE LOCASCIO discussed information about the illumination/LED feature of the proposal.

Item 10.B. Public Comment:

LYNN RUSSELL WEST HOLLYWOOD spoke in favor of the design element of the proposal but has concerns with the digital component. She said the staff report lacked information concerning potential negative impacts to its neighboring homes and said there was nothing within the report about digital lighting impacts.

VICTOR OMELCZENKO WEST HOLLYWOOD AND WHPA PRESIDENT commented about the history of the site and the importance of maintaining its art-deco architecture style.

He said the building is registered as a cultural resource on all three levels and said the DRSC found that the proposed design overwhelms the historic structure. He recommended that the project design be revisited to determine if it meets standard 5 and merits the COA. He concluded his comments by requesting there be a neighborhood or community meeting to further discuss the proposed billboard.

Item 10.B. Applicant Response To Comments:

AARON GREEN AND JOHN LOCASCIO responded to comments by WHPA President Victor Omelczenko and Lynn Russell about neighboring property impacts, DRSC findings and the history, size, scale, and massing of previous billboards at the structure and said the proposed project meets all required standards and criteria.

Item 10.B. Public Comment closed

Item 10.B. Commissioner Comments

COMMISSIONER KING expressed concerns about a potential safety/traffic issue due to size variations of the billboard's panels and the location of the billboard noted in the project renderings. Applicant representative said the billboards components mirror the existing at the structure.

COMMISSIONER CAMPBELL disclosed that he met with the applicants and visited the site. He commented in favor of the proposal and commended staff for this and other proposals which will greatly enhance the Sunset Strip. He said he likes the added visual of the billboard directed towards Clark Street and said he supports the recommendation as presented.

COMMISSIONER LEVIN disclosed that he spoke with the applicant and the designer by phone. He said he generally agrees with Commissioner Campbell's comments but has concerns with the visual separation between the building. He said he also has concerns with the proposed illumination dynamics of the billboard and requests that it will not be a continuous, dynamic change.

He commented about public Speaker Omelczenko's concerns with the Vista on the strip; said there has always been billboards there and said he supports the recommendation.

COMMISSIONER SOTSKY disclosed that he spoke with the applicants by phone. He said he agrees with Commissioner Levin's concerns regarding the illuminating lighting aspect of the billboard; it would somewhat conflict with and/or distract from the digital billboard and may cause light pollution.

VICE-CHAIR DUBIN expressed concerns about the design and structure of the billboard. He said some components compete with the resource and said he has concerns with the lighting at night.

He said he does not support finding number 9 in the staff report and said the new structure is not subordinate to the historic resource.

COMMISSIONER OSTERGREN said although she had difficulties visioning the structure based on the project renderings, she was able to determine that the proposed billboard faces are roughly in the same position as the existing billboard, the design element to elevate the structure over the building clearly distinguishes it between the resource and the new structure and said the Whiskey would remain intact if the billboards were removed.

She agreed with concerns about the possible detraction the proposed dynamic lighting may cause to the historic structure and said she agreed with the findings that the project meets the Secretary of the Interior Standards.

COMMISSIONER LEVIN said he supports some of Vice-Chairs Dubin concerns and agrees with Commissioner Ostergrens that, there are no adverse impacts under CEQA guidelines and the proposal does meet the Secretary of the Interior Standards, and with the exception of lighting, supports the project.

COMMISSIONER LEVIN moved to approve Draft Resolution No. HPC 21-150 with amended language to the Planning Commission that the constant changing dynamic lighting is not permitted, seconded by Commissioner Ostergren.

COMMISSIONER SOTSCKY suggested to amend the motion to allow a percentage of the operating time for City Arts Programs or special circumstances as noted in the staff report.

COMMISSIONER LEVIN amended the motion to allow the possibility of some dynamic internal illumination when used for art and subject to approval by the Arts Commission, amendment seconded by Commissioner Campbell.

ACTION: Approve Draft Resolution No. HPC 21-150 as amended **Motion by Commissioner Levin, second by Commission Campbell and passes on roll call vote 6/1:**

AYES:	Campbell, King, Levin, Ostergren, Sotsky, and Chair Davidson
NOES	Vice-Chair Dubin
ABSENT:	None
ABSTAIN:	None
RECUSALS:	None

as amended,

Draft Resolution No. HPC 21-150 A RESOLUTION OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING THAT THE PLANNING COMMISSION AND THE CITY COUNCIL APPROVE A CERTIFICATE OF APPROPRIATENESS IN CONJUNCTION WITH THE NEW BILLBOARD AT 8901 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.

11. NEW BUSINESS: None.

12. UNFINISHED BUSINESS:

A. HISTORIC CONTEXT STATEMENT: Historic Context Statement (HCS) update for the Citywide Historic Resources Survey of residential properties in the R2, R3, And R4 Multiple-Family Zoning Districts and selection of a new Ad-Hoc Committee to work with Staff and GPA Consulting on the proposed Context Statement.

STAFF ANTONIO CASTILLO, CHPP SENIOR PLANNER welcomed new commissioners and provided an update concerning the HCS AD-HOC Committee.

He said GPA Consulting has been contracted to prepare the Historic Resources Survey, he briefly discussed components of the HCS and requested that the Commission reappoint commissioners in place of inactive members and also reaffirm Commissioner Ostergrens participation to the committee.

He said the first draft of the HCS is underway and anticipates there will be one-two meetings before the final draft is presented to the HPC. He said provided additional information regarding meeting platforms and protocols.

ACTION: AD-HOC Committee Appointments. Commissioner Levin and Chair Davidson were appointed to the AD-HOC Committee and Commissioner Ostergren confirmed her appointment, **motion passed by acclimation.**

MEETING RECORDING FAILED – Item 13.A. Upcoming Projects And Item 14 Public Comments Not Available.

13. ITEMS FROM STAFF

14. PUBLIC COMMENT

15. ITEMS FROM COMMISSIONERS:

COMMISSIONER LEVIN requested to agendize a discussion item be added to the next HPC teleconference meeting agenda for additional commissioner training as noted in a memorandum created by him and Commissioner Ostergren.

COMMISSIONER OSTERGEN AND STAFF discussed for clarification commissioner disclosure procedures and present/future methods of agenda packet contents and delivery methods.

COMMISSIONER OSTERGREN welcomed new Commissioners Campbell, King and Sotsky and thanked former members Charlie, Gallo and LaJoie for their service.

CHAIR DAVIDSON concurred with Commissioner Ostergren's comments about newly and previously served Commissioners and thanked members of Staff for the meeting.

16. ADJOURNMENT: The Historic Preservation Commission adjourned at **9:48pm to a regular scheduled meeting on Monday, May 24, 2021 beginning at 7:00 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).

APPROVED BY A MOTION OF THE HISTORIC PRESERVATION
COMMISSION ON THIS 28th DAY OF JUNE 2021.

DocuSigned by:


CHAIRPERSON, LOLA DAVIDSON

ATTEST:

DocuSigned by:


HISTORIC PRESERVATION COMMISSION
SECRETARY, SHARITA HOUSTON

NOTE: A copy of the audio recording of this meeting can be obtained from the City Clerk's office upon request. (Disclaimer: Staff records the meetings for the sole purpose of composing the official meeting minutes; therefore, the recordings are not of commercial quality.)