



**HISTORIC PRESERVATION COMMISSION
TELECONFERENCE MEETING MINUTES
MONDAY, JUNE 28, 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. 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 Davis, Senior Contract Planner (LRP), Antonio Castillo, Senior CHPP Planner, Jennifer Alkire, CHPP Manager, and Sharita Houston, HPC Secretary.
- 4. APPROVAL OF AGENDA:**
The Historic Preservation Commission is requested to approve the agenda.
Action: Approve the meeting agenda of Monday, June 28, 2021 as amended. Commissioner Levin moved Item 10.A.- Housing Element Update to the July 26, 2021 meeting. **Motion by Commissioner Levin, second by Commissioner Ostergren and motion passed by acclamation.**
- 5. APPROVAL OF MINUTES:**

Action: Approve the meeting minutes of April 26, 2021 as presented. **Motion by Vice-Chair Dubin, second by Commissioner Levin and motion passed by acclamation.**

Action: Approve the meeting minutes of May 24, 2021 as amended. **Motion by Commissioner Levin, second by Vice-Chair Dubin and motion passed by acclamation.**
- 6. PUBLIC COMMENT:**

LYNN RUSSELL WEST HOLLYWOOD spoke against design components of 9157 Sunset Boulevard; request to convert a static billboard to a new digital billboard previously discussed during the 04/26/2021 HPC Commission meeting.

CATHY BLAIVAS WEST HOLLYWOOD expressed concerns about and alerted the HPC to cannabis business owners' interests in potentially opening shop at local cultural resources within West Hollywood.

Item 6.A. Public Comment Closed

7. **CONSENT CALENDAR:** None.

8. **EXCLUDED CONSENT CALENDAR:** None.

9. **PUBLIC HEARINGS:**

A. **9165 SUNSET BLVD (BERMAN/KOHNER BUILDING):** Request to permit a new billboard on the property located at 9165 Sunset Boulevard.

Item 9.A. Commission Disclosures:

- Chair Davidson, Commissioners Campbell, Sotsky and Levin disclosed they met or spoke with a member of the applicant team and discussed information relating to the staff report only.
- Commissioners King, Ostergren, and Vice-Chair Dubin disclosed they were contacted by the applicant but declined to meet.

STAFF JENNIFER DAVIS, LRP CONTRACT PLANNER provided a presentation about information in the June 28, 2021 staff report. She said the commission is asked to review the COA to determine if there were negative impacts to the existing designated cultural resource.

She said the building is adjacent to a cultural resource located at 9157 Sunset Boulevard, it was constructed in 1936 and said it's an excellent example of the Regency Revival architectural style.

She said it was designed by master architect, Paul R. Williams and provided a comprehensive overview of the proposed projects details, information concerning Sunset Boulevard Off-Site Signage and Advertising Policy protocols and addressed the three proposed elements of the billboard.

She talked about the applicant's proposal to demolish and rebuild the addition at the rear of the structure and said the building will maintain its original use, its character defining features will not be removed and said if the addition was removed, it would not impact the designated resource.

She said the proposed billboard is differentiated from the historic building and does not create a false sense of historical development.

Therefore, Staff recommends that the HPC recommend to the Planning Commission and City Council to approve certificate of appropriateness COA20-0022 and adopt Resolution No. HPC 21-153 with a revision of adding the following language to Section 8, Condition F:

“The rear addition will be demolished and rebuilt in a configuration that shields the billboard pole structure from view. This rebuilt addition may contain additional square footage needed to accommodate ADA requirements.

Item 9.A. Commissioner Questions to Staff:

COMMISSIONER OSTERGREN AND STAFF discussed the windows and doors at the rear façade of the building and determined they were original to the building but not character defining features and wouldn't be impacted by the addition.

COMMISSIONER KING asked about the use of the rear addition. The rear addition was and will continue to be utilized as a restroom facility for building occupants only.

Item 9.A. Commissioner Questions to Staff Closed

Item 9.A. Applicant Presentation:

APPLICANT REPRESENTATIVE AARON GREEN, PRESIDENT AFRIAT CONSULTING GROUP introduced members of the applicant team and the property owner. He gave a brief history of preservation efforts by the owner to preserve the designated resource.

He provided a powerpoint presentation stating that the proposed, modern sign will be cantilevered over the building roof to replicate the style of the original Berman Furs gantry sign.

He addressed the three following elements of the billboard:

- gantry sign structure that will have channel letters with changing advertising copy,
- a band of transparent LED sticks that form a panel which allows diffuse and programmable imagery
- lighted facade projections that will project content onto the smooth stucco surface of the exterior wall to provide supplemental advertising visible at night.

APPLICANT REPRESENTATIVE JOHN LOCASCIO provided information about the building's 2018 cultural designation under Criterion A1: excellent example of Regency Revival commercial architecture and Criterion D: excellent example of the work of master architect Paul Revere Williams.

He addressed findings concerning the COA, the existing character defining features, previous signs dating from the 1939-Berman Furs and the 1953-Stans Drive-In sign, removed in 1960 and the proposed rear addition originally constructed by Architect James Sullivan in 1939 that is not a character defining feature.

He addressed The Secretary of Interior Standards No. 9 and 10 for Rehabilitation and Guidelines for Rehabilitating Historic Buildings. He said the sign will not affect existing character defining features and the building will not be touched.

He discussed potential cumulative effects of the proposal, stating that one aspect of the project may not be consistent with recommendations found in the guidelines, but the overall project will meet the standards for rehabilitation.

Item 9.A. Public Comment:

LYNN RUSSELL WEST HOLLYWOOD spoke against the proposed project stating that the visuals of the three design elements of the project (particularly the gantry sign) are a bit extreme, may become excessive and detracts from notable architect Paul Revere Williams Regency Revival style.

ROY OLDENKAMP WEST HOLLYWOOD spoke against the proposed project. He said he supports Lynn Russell's comments and said the gantry element will cause the resource to become greatly diminished and should be reduced in scale to match the height of the building.

CATHY BLAIVAS WEST HOLLYWOOD spoke against the proposed project stating she supports public speaker comments of Lynn Russell and Roy Oldenkamp. She said the two billboards overpower the resource and detract from the building, and the height and massing does not compliment the building.

Item 9.A. Public Comment Closed

APPLICANT REPRESENTATIVE AARON GREEN'S RESPONSE TO PUBLIC COMMENTS: He said public comments will be codified within the development agreement and reviewed by the City Council. He addressed comments concerning digital stick lighting transparency and the gantry sign and said the intent is to create a modern interpretation of what previously existed with the flexibility towards advertising methods.

He said the proposal coincides with potential financial incentives for property owners who allow creative signage over designated resources along the Sunset Strip.

Item 9.A. Public Comment Closed:

Item 9.A. Commissioner Questions to Applicant:

VICE-CHAIR DUBIN, COMMISSIONER OSTERGREN AND APPLICANT REPRESENTATIVE AARON GREEN discussed questions regarding the proposed building illumination components relating to the gantry sign. It

was concluded that the illumination will be projected at the building and a small portion of the gantry sign.

COMMISSIONER LEVIN AND APPLICANT REPRESENTATIVE AARON GREEN discussed if the gantry structure was fully engineered. Per applicant, after a six-month process, the structure sign is fully engineered.

COMMISSIONER CAMPBELL commented in favor of the proposed billboard design and projection/advertising components. He said the proposal gives homage to the original sign and said he would like to hear further discussion about concerns stated by public speakers with respect to the size and scale of the billboard.

COMMISSIONER KING expressed concerns about projections of commercial advertising onto the building that may cause negative impacts to the integrity of the historic structure and its design. Commissioner Campbell responded that commercial/projections on historic structures are common and have been done in the past.

CHAIR DAVIDSON commented in favor of the proposal as submitted. She said the advertising projection component of the proposal would not affect the physical building, the massing, size and scale would follow neighboring buildings and does not morph the original sign.

COMMISSIONER LEVIN commented in favor about the proposal. He spoke about COA review protocols and said the purpose of the item before the commission was to address potential negative impacts to the designated resources.

He said there were no negative impacts resulting from the proposed modifications to the rear addition, the gantry structure mimics signs of its origin and said the concept for signs/signage for the existing structures is appropriate.

He supports comments by Commissioner King about potential negative impacts resulting from commercial advertising onto the building's façade. He recommended that the COA be conditionally approved, adding a condition that projections onto the building are not permitted.

COMMISSIONER OSTERGREN commented in favor of the proposed billboard but also had concerns with projections onto the building's façade.

VICE-CHAIR DUBIN spoke in favor of the proposed modifications to the rear addition and the design of the proposed billboard although, preferably he would like it 20% smaller and said, except for special City events, he too does not support projections on the structure's façade.

COMMISSIONER LEVIN moved to reopen public comment for applicant input only, **motion passed unanimously by consent.**

Item 9.A. Public Comment Reopened:

APPLICANT REPRESENTATIVE AARON GREEN said he supports the recommendation to conditionally approve the COA adding language that projections will be allowed for special event permits or approved by the Arts and Cultural Commission, and said he'd discuss the recommendation with the property owner.

Item 9.A. Public Comment Closed:

COMMISSIONER OSTERGREN recommended the following change to Page 2, Section 5.A. of the resolution:

and 4) is ~~an architect who significantly contributed to the development of the Regency Revival style.~~ **^identified with Paul R. Williams, a master architect.**

COMMISSIONER LEVIN moved to approve the COA subject to the following conditions:

- Subject to modification of language in Section 5.A. concerning Architect Paul R. Williams proposed by Commissioner Ostergren
- Projections on the building be limited to the time specified in the development agreement for City use of the billboard only.

Action: Motion to approve Draft Resolution No. HPC 21-153 Certificate of Appropriateness as amended, **Moved by Commissioner Levin, second by Commissioner Campbell and passes unanimously on 7/7 roll call vote.**

Draft Resolution No. HPC 21-153 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 A NEW BILLBOARD AT 9165 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA.

10. NEW BUSINESS:

- A. HOUSING ELEMENT UPDATE:** The Historic preservation Commission will receive an update on the City's Housing Element.
Action: Continued to the July 26, 2021 Teleconference Meeting.

11. UNFINISHED BUSINESS:

- A. COMMISSION TRAINING:** The Historic Preservation Commission continued discussion from the May 24, 2021 meeting of training topics and the proposed schedule for completion.

HPC LIAISON DOUG VU AND MEMBERS OF THE COMMISSION briefly addressed topics and subject matter pertaining to the proposed training schedule/sessions relating to the Commissions purview and meeting protocols.

The trainings will begin at the next teleconference meeting of the HPC, and an outline of future training sessions will be provided then.

12. ITEMS FROM STAFF:

A. UPCOMING PROJECTS: HPC Liaison Doug Vu discussed information concerning the following information:

July 2021 meeting:

- Housing Element Draft Update Review
- Chair and Vice-Chair Nominations for term ending June 2022
- HPC Training Session

August 2021 meeting:

- Two Billboard Applications (tentative)

13. PUBLIC COMMENT: None

14. ITEMS FROM COMMISSIONERS:

COMMISSIONER CAMPBELL discussed future teleconference meeting dates and locations with Staff. Campbell commented about the California Preservation Foundation Conference, a Sunset Strip walking tour (Rock n' Walk) and provided information about an upcoming community virtual meeting at the Gathering Space on Melrose and Norwich at 6pm for those interested.

COMMISSIONER KING spoke about a presentation of preserving historic windows at the California Preservation Foundation Conference and suggested information relating to rehabilitation of windows in older structures and/or historic buildings be available on the City's website. He thanked HPC Liaison Doug Vu for providing the State Office of Historic Preservation online training course to the HPC.

CHAIR DAVIDSON thanked Staff for the trainings/educational tools that assist the HPC in fulfilling their duties and said she also attended the California Preservation Foundation Conference. She thanked members of the public and the Applicants for their attendance. She concluded her comments with well wishes to family members of loved ones lost in Miami.

COMMISSIONER LEVIN said he supports Commissioner Kings request concerning information made available to the public but not limited to windows and said the National Park Service Technical Bulletins provides various areas of

rehabilitation information and would be a good tool to add to the City’s website as well.

He commented about previous public speaker comments by Cathy Blaivas concerning the Business License meeting taking place congruent to the HPC meeting and said other governing bodies are allowed to approve projects concerning existing or potential cultural resources but applicants are required to obtain approval from the HPC concerning changes to the exterior of buildings.

STAFF LIAISON DOUG VU commented about the recent appointment of Senior Planner Antonio Castillo to the California Preservation Foundation’s Board of Trustees.

COMMISSIONER LEVIN extended congratulations on behalf of the Commission to Senior Planner, Antonio Castillo on his appointment to the California Preservation Foundation.

- 15. **ADJOURNMENT:** The Historic Preservation Commission adjourned at 8:41pm *to a regular scheduled teleconference meeting on Monday, July 26, 2021 beginning at 7:00 P.M.* until completion. Given the local, state and nation state of emergency, this meeting will be a teleconference meeting (with detailed instructions for participation included on the posted agenda).

APPROVED BY A MOTION OF THE HISTORIC PRESERVATION COMMISSION ON THIS 23rd DAY OF AUGUST 2021.

DocuSigned by:

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 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.)*