



**PLANNING COMMISSION  
SUMMARY ACTION MINUTES  
Regular Teleconference Meeting  
July 1, 2021**

West Hollywood, California

*THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES, WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR DISCUSSION REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE PLANNING COMMISSION MEETINGS AT [www.weho.org/weho-tv/other-city-meetings](http://www.weho.org/weho-tv/other-city-meetings)*

**1. CALL TO ORDER:** Chair Hoopingarner called the meeting of the Planning Commission to order at 6:30 p.m.

**2. PLEDGE OF ALLEGIANCE:** Commission Secretary Gillig led the Pledge of Allegiance.

**3. ROLL CALL:**

Commissioners Present: Carvalheiro, Dutta, Lombardi, Thomas, Vinson, Vice-Chair Jones, Chair Hoopingarner.

Commissioners Absent: None.

Staff Present: Robyn Eason, Long Range Planning Manager, Bryan Eck, Senior Planner, Lauren Langer, City Attorney, and David Gillig, Commission Secretary.

**4. SPECIAL ORDER OF BUSINESS**

**A. ELECTION OF CHAIR.**

Vice-Chair Jones nominated current Chair Hoopingarner to maintain the current seat as Chair. Seconded by Commissioner Thomas.

There were no other nominations.

**ACTION:** Elect current Chair Hoopingarner as continuing Chair of the Planning Commission for a full term through June 30, 2022. **Nominated by Vice-Chair Jones, seconded by Commissioner Thomas and unanimously passes on a Roll Call vote:**

**AYES:** Carvalheiro, Dutta, Lombardi, Thomas, Vinson, Vice-Chair Jones, Chair Hoopingarner.

**NAYES:** None.

**B. ELECTION OF VICE-CHAIR.**

Chair Hoopingarner nominated current Vice-Chair Jones to maintain the current seat as Vice-Chair. Seconded by Commissioner Carvalheiro.

There were no other nominations.

**ACTION:** Elect current Vice-Chair Jones as continuing Vice-Chair of the Planning Commission for a full term through June 30, 2022. **Nominated by Chair Hoopingarner, seconded by Commissioner Carvalho and unanimously passes on a Roll Call vote:**

**AYES:** Carvalho, Dutta, Lombardi, Thomas, Vinson, Vice-Chair Jones, Chair Hoopingarner.

**NAYES:** None.

**5. APPROVAL OF AGENDA.**

Approve the Planning Commission agenda of Thursday, July 1, 2021, as presented. **Moved by Vice-Chair Jones, seconded by Commissioner Carvalho and unanimously passes.**

**6. APPROVAL OF MINUTES.**

**A. June 3, 2021**

**ACTION:** Approve the minutes of Thursday, June 3, 2021 as presented. **Moved by Commissioner Vinson, seconded by Commissioner Dutta and unanimously passes.**

**B. June 17, 2021**

**ACTION:** Approve the minutes of Thursday, June 17, 2021 as presented. **Moved by Vice-Chair Jones, seconded by Commissioner Lombardi and unanimously passes.**

**7. PUBLIC COMMENT.** None.

**8. DIRECTOR'S REPORT.**

John Keho, Director, Planning and Development Services Department stated the next City Council meeting will be on Monday, July 19, 2021. There will be two public hearings regarding billboards at 9157 Sunset Boulevard, and 8752 Sunset Boulevard.

He stated since there were technical issues which caused the City Council meeting on Monday, June 7, 2021 to adjourn early, there will be a special meeting of the City Council on Wednesday, July 21, 2021.

He congratulated Paul Arevalo on his retirement and welcomed David Wilson as the newly appointed City Manager.

**9. ITEMS FROM COMMISSIONERS.**

Vice-Chair Jones commented on the correspondence received regarding the rooftop noise at EP LP and Health House. She questioned if staff could provide an update when the EP LP roof top activities were approved and if there have been any Code Compliance complaints.

John Keho, Director, Planning and Development Services Department stated he will bring back an update regarding these issues, and clarified the alcohol service for EP LP was approved at a Director's Hearing.

**10. CONSENT CALENDAR. None.**

**11. PUBLIC HEARINGS.**

**A. Zone Text Amendment, Improvement to Billboards off Sunset Blvd:**

Bryan Eck, Senior Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, June 17, 2021.

He stated this item is a proposed zone text amendment to allow improvements to existing non-conforming off-site advertising signs (billboards) outside of the Sunset Specific Plan area along the City's commercial arterials. The proposed zone text amendment would allow the relocation and replacement of existing billboards in certain types of development projects, coupled with public benefits, along the City's commercial arterials. Billboard signs along the City's collector streets (namely Robertson Boulevard and Melrose Avenue) would remain legally non-conforming.

The proposed zone text amendment is to create aesthetic improvements, reduce visual blight, generate public benefits, and reduce the negative land use consequences related to the City's non-conforming billboard signs.

He provided background history of the City Council's request and the current legal, non-conforming billboards. He stated these billboards were approved before cityhood and exist today in a legal nonconforming state. They were legally established according to the applicable codes of the time, but do not meet the City's current zoning regulations.

He spoke and detailed the goals: 1) relieve the negative land-use outcomes; 2) create aesthetic improvements; 3) capture value, generate public benefits; and 4) protect the billboard values on Sunset Boulevard.

He described the current major and minor billboard projects, proposed locations, replacement or relocation of existing billboards, billboard square-footage, development agreements, visual field analyses, design considerations, structural improvements, height limits, and incentives.

He stated staff would like to make the following amendments:

Amend Section G.1.a.i.b. – Development Projects located in a commercial zone along an arterial street with 2/3 of the square footage dedicated to residential use that reserve an additional 5% of the base unit count for households not to exceed 180% of the Area Median Income, in addition and subject to the provisions in Section §19.22.

Strike Section G.1.a.i.g. – ~~Additional Findings~~

Move “Definitions” to the Chapter 10.90 – Definitions Glossary

The commission requested legal clarification regarding the noticing for this item and questioned the approval process for development agreements, the creation of new billboards, definition of exceptional design, temporary off-site signage, incentives for not allowing construction timelines to become a hindrance and not drag on, prohibition of digital signage, differences between a digital billboard and a video sign, actual number of billboards, outreach to stakeholders, allowable increased signage area and height limits, billboard size, posting requirements, and additional incentives.

Bryan Eck, Senior Planner suggested the entire subparagraph g. - be removed from draft Resolution No. PC 21-1407, on page 7 of 8:

- ~~g. Additional Findings. The City retains discretion to approve an alternative proposal to the standards of this subsection if the project is shown to further the vision, goals and polices and the following findings can be made:~~
- ~~i. The proposal represents an exceptional design that furthers the vision of the General Plan~~
  - ~~ii. The Project provides an extraordinary benefit to the City.~~

He suggested the following amendment to subparagraph f.iv of draft Resolution No. PC 21-1407, on page 7 of 8:

- f. Findings. In addition to the Required Findings of Zoning Code Section 19.66.030, the approval of the Development Agreement for any major billboard project shall also require the following findings:
  - iv. The billboard does the not remove the appearance of the site as defined by the primary use.

Chair Hoopingarner opened the public hearing for Item 11.A.

ADAM DARVISH, WEST HOLLYWOOD has concerns regarding this item. He spoke regarding legal posting requirements.

**ACTION:** Close public hearing for Item 11.A. **Motion carried by consensus of the Commission.**

The commission had concerns and discussed the possible unintended consequences, protections when applicants want to move a billboard to another location, improvements to the property, advertising revenues, names and location of stakeholders and accessibility to the study, public access to development agreements, canopy trees should not be removed to make way for billboard advertising, billboards should not encroach on the public right-of-way, clarifications and inclusion of lighting requirements, billboard design and heights, lack of specificity regarding visual comfort, contrast and illuminance for video screens, inequalities of the public and arts programming percentages and contributions, adding billboards for affordable housing, public benefits, and explicitly regarding digital billboards.

Robyn Eason, Long Range Planning Manger suggested this item be continued to a date uncertain to allow staff to capture all the additional comments and concerns.

**Chair Hoopingarner moved to: 1) continue to a date uncertain.**

**Seconded by Vice-Chair Jones.**

**ACTION:** 1) Continue to a date uncertain. **Moved by Chair Hoopingarner, seconded by Vice-Chair Jones and unanimously passes.**

**12. NEW BUSINESS.** None.

**13. UNFINISHED BUSINESS.** None.

**14. EXCLUDED CONSENT CALENDAR.** None.

**15. ITEMS FROM STAFF.**

**A. Planning Manager's Update.**

Robyn Eason, Long Range Planning Manger provided an update of tentative items scheduled for upcoming Planning Commission meetings.

**16. PUBLIC COMMENT.** None.

**17. ITEMS FROM COMMISSIONERS.**

**A. Commissioner Comments.**

Commissioner Dutta announced he will be absent from the next Planning Commission meeting on Thursday, July 15, 2021.

**B. Subcommittee Management.**

Robyn Eason, Long Range Planning Manger provided an update of tentative items scheduled for upcoming Design Review Subcommittee, Long Range Planning Projects Subcommittee, and the Sunset Arts & Advertising Subcommittee meetings.

Vice-Chair Jones stated she will be absent from the next Sunset Arts and Advertising Subcommittee meeting on Thursday, July 8, 2021.

Commissioner Dutta stated he will be absent from the next Long Range Planning Projects Subcommittee meeting on Thursday, July 15, 2021.

Chair Hoopingarner requested clarification regarding conversations amongst fellow subcommittee members who may be absent outside of the noticed meeting and how it is governed by the Brown Act.

Lauren Langer, City Attorney advised the commission there should be no conversations with other subcommittee members outside of the legally posted meeting.

- 18. ADJOURNMENT.** The Planning Commission adjourned at 7:45 p.m. to a regularly scheduled meeting on Thursday, July 15, 2021, beginning at 6:30 p.m. This meeting will be a teleconferenced meeting (with detailed instructions for participation included on the posted agenda). **Motion carried by consensus of the Commission.**

**PASSED, APPROVED AND ADOPTED** by the Planning Commission of the City of West Hollywood at a regular meeting held this 15<sup>th</sup> day of July, 2021 by the following vote:

AYES: Commissioner: Carvalheiro, Lombardi, Vinson, Vice-Chair Jones, Chair Hoopingarner.

NOES: Commissioner: None.

ABSENT: Commissioner: Dutta, Thomas.

ABSTAIN: Commissioner: None.

  
LYNN M. HOOPINGARNER, CHAIRPERSON

ATTEST:

  
DAVID K. GILLIG, COMMISSION SECRETARY