

**SPECIAL MEETING OF  
THE SUNSET ARTS & ADVERTISING SUBCOMMITTEE**

**WEST HOLLYWOOD LIBRARY – COMMUNITY MEETING ROOM  
625 N. SAN VICENTE BOULEVARD  
WEST HOLLYWOOD, CALIFORNIA, 90069**

**THURSDAY, NOVEMBER 9, 2023**

**6:00 P.M.**

I, Rogerio Carvalheiro, Chair of the Planning Commission, hereby call a Special Meeting of the Sunset Arts & Advertising Subcommittee at the time and place noted above to discuss the matters listed in the attached agenda.

**SPECIAL MEETING AGENDA**

- 1. Special Meeting of the Sunset Arts & Advertising Subcommittee**  
(See attached agenda)
- 2. Adjournment**

*David K. Gillig*

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David Gillig, Commission Secretary

**SPECIAL MEETING AGENDA  
PLANNING COMMISSION  
SUNSET ARTS & ADVERTISING SUBCOMMITTEE**

**THURSDAY, NOVEMBER 9, 2023**

**6:00 P.M.**

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Land Acknowledgement: The West Hollywood Planning Commission Sunset Arts & Advertising Subcommittee acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.

**TO PARTICIPATE IN-PERSON:**

The Sunset Arts & Advertising Subcommittee public meeting, commission members, city staff, and members of the public will participate in the West Hollywood Library Community Meeting Room, located at 625 N. San Vicente Boulevard, West Hollywood, California 90069. Members of the public have the option to participate via teleconference using the Zoom platform.

**PUBLIC COMMENT AND RULES OF DECORUM:**

The Sunset Arts & Advertising Subcommittee values your comments and acknowledges the right of the public to address issues that are within the City's jurisdiction and invites the public to do so during the Sunset Arts & Advertising Subcommittee meeting. However, this public participation must be balanced with the need of the Sunset Arts & Advertising Subcommittee to conduct the public's business in a fair and efficient manner, free from disruption or disturbance.

Any member of the public may address the Sunset Arts & Advertising Subcommittee on items not appearing on the agenda under Comments from the Public. Comments concerning other items on the agenda will be heard at the time the item is considered during the course of the meeting.

Speakers should not bring to the podium any items other than a prepared written statement and/or writing materials.

Speakers and any other members of the public may not approach Sunset Arts & Advertising Subcommittee members at any time during the meeting without prior consent from the Chair. Speakers may only speak once on any agenda item. Donating public comment time to others is prohibited.

The City expects that everyone who participates in the meeting will do so with respect and dignity. Please refrain from using abusive, derogatory, and slanderous language, or behaving in a way that disrupts the meeting.

Members of the audience shall not engage in disorderly or boisterous conduct, including the utterance of loud, threatening, or abusive language, whistling, stamping of feet or other acts which disturb, disrupt, impede, or otherwise render the orderly conduct of the Sunset Arts & Advertising Subcommittee meeting unfeasible. Persons in the audience should refrain from creating, provoking, or participating in any type of unwelcome physical contact.

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

Invite Link: <https://us06web.zoom.us/j/89572798371>

1. When you enter the meeting, please make sure to turn off your video and mute your audio.
2. 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.

**TO PARTICIPATE BY PROVIDING WRITTEN CORRESPONDENCE OR AN E-COMMENT:** Members of the public who wish to comment on matters before the Sunset Arts & Advertising Subcommittee are strongly encouraged to submit an Email to [pcsubpubliccomments@weho.org](mailto:pcsubpubliccomments@weho.org) no later than 4:00 p.m. on the Sunset Arts & Advertising Subcommittee meeting day.

*Note: E-Comments received by 4:00 p.m. will be forwarded to the Sunset Arts & Advertising Subcommittee members and posted on the City's website as part of the official meeting record. Your comments and information will become part of the official public record. If you do not want your personal information included in the official record, please do not include your address and/or phone number.*

## TO PARTICIPATE BY PROVIDING PUBLIC COMMENT BY TELEPHONE:

*This option is to provide public comment via phone ONLY.*

1. Sign-up to speak via the QR code, or send your name, the phone number you will be calling from, and which item you wish to speak on to: [pcsubpubliccomments@weho.org](mailto:pcsubpubliccomments@weho.org)



2. Dial-in 10 minutes prior to the start of the meeting (the meeting begins at 6:00 p.m.)  
Dial in Code: \*6 = unmute  
Dial in Code: \*9 = lets the host know you want to speak on the current item

Dial-in: 669-900-6833  
Meeting I.D.: 895 7279 8371, then press #

**This agenda was posted at:** City Hall, Plummer Park Community Center, West Hollywood Library, and the West Hollywood Sheriff's Station.

**Written materials received** by the Planning Commission Sunset Arts & Advertising Subcommittee after the legal posting of the digital agenda packet will be available for public inspection on-line at [www.weho.org](http://www.weho.org).

**To comply with the American with Disabilities Act of 1990**, Assistive Listening Devices (ALD) will be available for checkout at the meeting. 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) 848-6800 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk at least 48 hours prior to the meeting. For information on public transportation, call 1-323-GO-METRO (323/466-3876) or go to [www.mta.net](http://www.mta.net)

**For additional information** on any item on the posted agenda, please contact Jennifer Alkire, AICP, Current and Historic Preservation Planning Manager at: [jalkire@weho.org](mailto:jalkire@weho.org) (323) 848-6487, or Ric Abramson, Urban Design & Architecture Studio Manager at: [r Abramson@weho.org](mailto:r Abramson@weho.org) (323) 848-6476.

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. APPROVAL OF AGENDA**

**4. PRESENTATIONS:**

**A. 8410 SUNSET BOULEVARD  
PROPOSED DEVELOPMENT PROJECT:**

The proposal involves the demolition of the existing café, newsstand, and video screens to construct an iconic structure that integrates digital billboards attached to a Sphere's design. Inside the sphere is a broadcast studio with support facilities, and a public viewing terrace.

**AA. 8410 SUNSET BOULEVARD  
PROPOSED BILLBOARD APPLICATION:**

Proposed are three separate digital billboards, two of which are placed on the surface of a sphere structure, the third billboard is a discreet vertical board. These billboards would replace two existing video screens, or digital billboards currently on-site.

**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 date uncertain. The Sunset Arts & Advertising Subcommittee agenda will be legally posted at such time as a special meeting to be held at 6:00 P.M. until completion at West Hollywood Library Community Meeting Room, 625 N. San Vicente Boulevard, West Hollywood, California 90069.

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: November 2, 2023  
Signature: \\Alyssa T. Poblador\  
Office of the City Clerk

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

Michael A. Lombardi, Chair  
Stacey Jones  
Erick J. Matos

**CONTACT | SUPPORT STAFF | PUBLIC COMMENTS**

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

Jennifer Alkire, AICP, Current & Historic Preservation Planning Manager  
Ric Abramson, Urban Design and Architectural Studio Services Manager  
David Gillig, Planning Commission Secretary – Design Review Subcommittee

City of West Hollywood, Community Development Department  
8300 Santa Monica Boulevard, West Hollywood, CA 90069-4314  
323.848.6475 (main) | 323.848.6569 (fax)

[pcsubpubliccomments@weho.org](mailto:pcsubpubliccomments@weho.org)

**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)