

## RESOLUTION NO. PC 19-1337

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF AN AMENDMENT TO THE SUNSET SPECIFIC PLAN TO CLARIFY CERTAIN PROVISIONS RELATED TO MODIFICATION OF EXISTING OFF-SITE ADVERTISING SIGNS, TO REMOVE INCONSISTENCIES IN THE REVIEW AUTHORITY OF CERTAIN TYPES OF SIGNS IN THE SUNSET SPECIFIC PLAN AREA, WEST HOLLYWOOD, CALIFORNIA.**

The Planning Commission of the City Of West Hollywood does hereby resolve as follows:

SECTION 1. The City of West Hollywood initiated an amendment to the Off-Site Advertising Section of the Sunset Specific Plan to add clarity to the newly adopted provisions that regulate the modification of existing billboards.

SECTION 2. A public hearing was duly noticed for the Planning Commission meeting of August 15, 2019 by publication in the Beverly Press newspaper and through mailed notice.

SECTION 3. On June 15, 2017 the Planning Commission adopted PC Resolution 17-1203, recommending approval of the Sunset Boulevard Off-Site Advertising Policy and finding, based on the whole of the record pursuant to the California Environmental Quality Act, that there is no substantial evidence the project would have a significant impact on the environment.

SECTION 4. On March 18, 2019 the City Council adopted Resolution 19-5155, which adopted a Mitigated Negative Declaration (MND) for the Sunset Off-Site Advertising Policy. The proposed technical clarifications are within the scope of analysis of the adopted MND.

SECTION 5. The Planning Commission of the City of West Hollywood hereby finds that the amendment to the Sunset Specific Plan (SPA19-0002) and the amendment to the Zoning Ordinance (ZTA 19-0005) are consistent with the Goals and Policies of the General Plan. General Plan Policy G-2 directs the city to “maintain transparency and integrity in West Hollywood’s decision-making process”, which the proposed modifications achieve by adding clarity and consistency to the decision-making and approval process. Additionally, General Plan Policy states that the City should “maintain Sunset Boulevard as a regional, national, and international destination for entertainment, and the primary economic engine of the City.” The proposed update is in support of and part of the larger Sunset Boulevard Off-Site Advertising Signage program, which supports the economic vitality of Sunset Boulevard.

SECTION 6. Based on the foregoing, the Planning Commission of the City of West Hollywood hereby recommends approval to the City Council of the amendment to the Sunset Specific Plan (SPA19-0002) and approval the amendment to the Zoning Ordinance (ZTA19-0005).

**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 August, 2019 by the following vote:

AYES: Commissioner: Bass, Erickson, Hoopingarner, Chair Jones.

NOES: Commissioner: None.

ABSENT: Commissioner: None.

ABSTAIN: Commissioner: None.

RECUSED: Commissioner: Altschul, Buckner, Vice-Chair Carvalheiro.

  
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STACEY E. JONES, CHAIRPERSON

ATTEST:



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BIANCA SIEGL, LONG RANGE PLANNING MANAGER  
CURRENT & HISTORIC PRESERVATION PLANNING

*Decisions of the Planning Commission are subject to appeal in accordance with the procedures set forth in West Hollywood Municipal Code Chapter 19.76. Any action to challenge the final decision of the City of West Hollywood made as a result of the public hearing on this application must be filed within the time limits set forth in Code of Civil Procedure Section §1094.6.*