

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
MINUTES
MONDAY, FEBRUARY 12, 1996
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD**

1. **CALL TO ORDER:** Mayor Heilman called the meeting to order at 6:08 P.M.
2. **PLEDGE OF ALLEGIANCE:** Bonnie Kingrey of Regency Outdoor led the Pledge.
3. **ROLL CALL:**
PRESENT: Councilmembers-Guarriello, Land, Martin and Mayor Heilman.
ALSO PRESENT: City Manager Brotzman, City Clerk Love and
Assistant City Clerk Thompson.
4. **APPROVAL OF AGENDA:** Approve the agenda as presented by consensus of the City Council.
5. **CITIZEN COMMENTS:** None.
6. **COUNCILMEMBER COMMENTS:**
Mayor Heilman indicated that there were some complaints relative to Checca Restaurant and asked City Manager Brotzman to look into it.
7. **UNFINISHED BUSINESS:**
 - A. **URGENCY ORDINANCE RELATING TO THE SALE OF "SATURDAY NIGHT SPECIALS"**
Mayor Heilman stated that since adoption of the Saturday Night Special Ordinance staff has worked to compile a roster of firearms. Creating this list has been a challenging process and will require more time than is provided for in the ordinance which designates February 16th as the deadline. This ordinance will provide that the Saturday Night Special ordinance shall not be enforced until the roster is completed and distributed to local gun dealerships.

ACTION: (1) Adopt Ordinance No. 96-459U, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD RELATING TO THE SALE OF "SATURDAY NIGHT SPECIALS" AND AMENDING THE WEST HOLLYWOOD MUNICIPAL CODE AND DECLARING THE URGENCY THEREOF."
Motion Councilmember Guarriello, seconded by Councilmember Land and unanimously carried.

B. DISCUSSION OF THE SUNSET SPECIFIC PLAN:

Sarah Lejeune, Project Manager, provided background information as outlined in the staff report dated February 12, 1996, and read some corrections into the record. Page 4, last two paragraphs "On the north side of the street, from 8589-8711, Maximum Height of 35 feet is required for a depth of *15 feet*, to a maximum height of 45 feet after the first setback." Secondly, "New buildings on both the north *and south* side of the street will be permitted to be built to the height of the building that is demolished, so that if a building over 25 feet is demolished, a new building may be built on this site to its original height but no higher". Lastly, a typographical error in item 13, which should read *7.C.* instead of *70.C.*

URBAN DESIGN AND HISTORIC ISSUES FOR SUNSET PLAZA

Ms. Lejeune showed to Council models depicting the original recommendation of the Sunset Specific Plan; a model showing the preference of the Montgomery's and lastly, a model which demonstrated the staff recommendation which is a compromise between the two previous recommendations. There is still some difference of opinion on the height.

The City Council concurred that there should be some design guidelines.

Mr. Muhlstein, representing Montgomery Management stated that the only discrepancy the Montgomery's have is the 25' versus 35' height limit in that a number of the buildings already exceed the 25' height limit.

Mayor Heilman inquired whether adding language that allows the rebuilding of existing building heights would alleviate their concerns.

Mr. Muhlstein responded that the verbiage would make it easier.

There was some discussion relative to the history behind the recommendation relative to height.

Councilmember Martin stated that perhaps allowing a 35' limit for a certain percentage of each development, as a way to give the development some extra height but also to preserve roof line concerns.

Ms. Winderman suggested looking at the proportion of buildings over 25' as the guideline to maintain the character.

Councilmember Guarriello and Mayor Heilman agreed with the Councilmember Martin's suggestion.

Staff is directed to inventory the existing buildings to come up with a percentage of buildings which are now over 25' and would be allowed but not to exceed 35' on the South side of the street.

Mr. Muhlstein indicated that they were comfortable if this applied to both the north and south side of the street.

SETBACKS

Mr. Muhlstein indicated the Montgomery's are comfortable with the setback as recommended by staff.

Council concurred with the staff recommendation with the directions as given above.

ENVIRONMENTAL ANALYSIS, E.I.R., BOUNDARY ADJUSTMENTS

Amy Anderson, Gruen Associates, provided information as outlined in the staff report relative to Item II.

Mayor Heilman asked if there were any questions from the public on the environmental review.

Ms. Anderson responded that because there was no significant issue relative to the Environmental Analysis the document was not circulated.

The Council expressed its concerns that the proposed changes had not been circulated to the public nor had the public been able to comment on the changes. Although the public would have direct input if the Council expressed interest in a zone change at that hearing, the Council stressed they would have liked public input at this stage of the process.

Mayor Heilman indicated there are two options before the City Council, 1) if the Council decides to go forward with this then there would be a notification process for a public hearing; or 2) decide to not move forward with the zone change.

The Council determined they would like public comment before discussing the idea of a zone boundary change.

Ms. Lejeune indicated that a notice could be mailed to the surrounding residents that the City Council is considering the zone change on a specific date for a hearing.

BILLBOARD AND ART

Ms. Lejeune stated a proposal had been received to install a large screen video and the proposal asked for a specific provision for video signage be added to the Sunset Specific plan, to be approved, by a creative sign permit, through the Planning Commission.

Ms. Lejeune stated the proposed language as "Large screen video signage which has high quality moving images utilizing video technology in which may include visuals are considered off-site advertising shall be permitted through the creative sign process with Planning Commission review in Geographic areas 3, 4, 6 and 7. There shall be no more than four such signs on the entire Sunset Boulevard. Each sign shall be reviewed on a case by case basis designed for safety and traffic considerations will be included at each review.

MARK LEHMAN, WEST HOLLYWOOD, the project for this sign has been in the works for about 6 months. The Creative Sign application has been in process. This is a jumbotron screen. The difference here is a signage opportunity which utilizes digital technology. The Code currently limits such a sign to on-site advertising. The Fine Arts Advisory Board is interested and would like to see some "art" use of the signage. My client would like to have the flexibility of off-site advertising to justify the expense which will be over \$ 2 million.

Councilmember Land asked if he supports the language as presented by Ms. Lejeune.

Mr. Lehman responded they were comfortable with the language.

Councilmember Land asked if the City could regulate the types of advertising on the sign, she wants to ensure we have some artistic value to the billboard.

Ms. Heep responded that the way the code currently reads the City could approve the format which somewhat limits what could be advertised to products and services on-site, we would not allow logos or names of businesses that would contribute to be on the sign itself. Staff has worked with the City Attorney and the Council cannot limit or regulate what the sign says. So if the Council were to allow off-site advertising the City could not limit or say a certain percentage must be a certain type of ad.

Councilmember Guarriello inquired about the language which is in the code that allows this sign.

Ms. Heep responded that the sign could be approved through the Planning Commission process for a creative sign. These signs are limited to on-site advertising meaning they could only advertise products or services which are

available on-site and does not allow advertising for some other product or even Public Service Announcements.

Mayor Pro Tem Koretz indicated he does not see a problem with the language.

MARK MONTGOMERY, SUNSET PLAZA, indicated he has had drunk drivers hit the island in the middle of Sunset Blvd. Traffic safety engineers consider this type of video billboard as a hazard.

Ms. Heep indicated that Cal Trans has some regulations

Councilmember Land stated she has some concerns about the cost of the sign to be someone's percentage of the Arts requirement since we can not regulate the use of the sign.

Ms. Heep stated that just to avoid any surprises, she wanted to clarify that if there is an approval of off-site advertising the vendor or another monetary contributor can be permanently advertised.

Mayor Heilman inquired about whether or not the Council likes the proposed verbiage.

By consensus of the Council they included the verbiage as recommended by Sarah Lejeune relative to Billboards/signage.

COUNCIL CONCERNS

Art Policies and Programs:

Ms. Lejeune stated that Council may want to make a preliminary decision relative art, although the Culver City decision will not be made for another couple of months. Does the Council want to have a separate art fund for the Sunset Specific Plan area.

The City Council directed staff to bring this back as they were undecided on this issue.

Existing View Study site 7.C:

Ms. Lejeune stated the results of the study does not create any substantial new impact. None of the properties affected would have more than 1/3 of their view obstructed by the increase in height.

Set-Back for Area 4, 5, and 6 South Side of Street:

MARK MONTGOMERY, SUNSET PLAZA, asked Council to reconsider the setback for the South side of Sunset Plaza.

Council discussed the setback issue on Sunset Plaza.

Mayor Pro Tem Koretz indicated he would be satisfied with the 15 foot setback.

Councilmember Martin stated he concurred with the 15' setback.

Councilmember Guarriello concurred with the 15' setback.

Councilmember Land stated that she supports the 20' setback.

Mayor Pro Tem Koretz indicated that the discussion is on the Montgomery property and he would like to see them go to 15' as it will give them additional flexibility.

Mayor Heilman stated that there is no clear passage way to walk which is why he supports the 20' setback. If there is new development there should be enough area for people to walk, outside dining and/or displays.

MARGARET TAYLOR, REPRESENTS DENNIS HOLT IN AREA 4.D, it is in the best interest to maintain as much flexibility as possible. She supports the 15' setback.

MOTION: Change to 15' setback by Mayor Pro Tem Koretz, seconded Councilmember Martin and carried on a roll call vote:

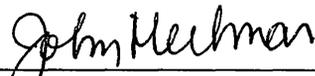
AYES: Councilmember: Guarriello, Koretz, Martin
NOES: Councilmember: Land, Heilman

Discussion of Future Sessions:

By consensus of the City Council the hearing of the Sunset Specific Plan was set for April 1, 1996.

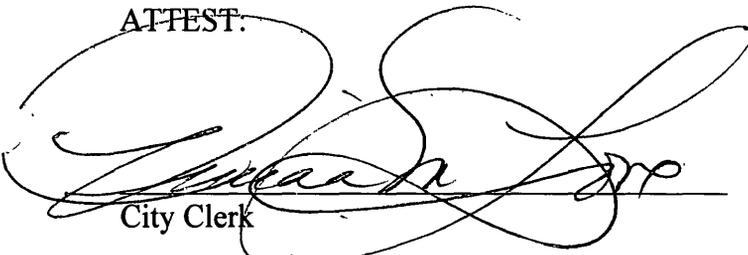
8. **ADJOURNMENT:** The City Council adjourned at 7:35 P.M. to its next Regular Meeting on TUESDAY, February 20, 1996 at 7:00 p.m., West Hollywood Park, 647 N. San Vicente Boulevard.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 4TH DAY OF MARCH, 1996.



MAYOR

ATTEST:



City Clerk