

**CITY OF WEST HOLLYWOOD
CITY COUNCIL STUDY SESSION**

MINUTES

Wednesday, January 3, 1996 -- 6:00 P.M.

1. CALL TO ORDER:

The meeting was called to order at 6:12 p.m. by Mayor Heilman.
Assistant City Clerk Thompson led the pledge.

PRESENT: Councilmembers: Guarriello, Koretz, Land, and Mayor Heilman.
Councilmember Martin arrived at 6:32 p.m.

ALSO PRESENT: City Manager Brotzman, City Clerk Love, and
Assistant City Clerk Thompson

2. CITIZEN COMMENTS:

BONNIE KINGRY, GANNETT OUTDOOR, indicated they had sent a letter regarding replacement of billboards. They support leaving language as it is currently recommended by the Planning Department.

BRIAN KENNEDY, WEST HOLLYWOOD, indicated he is a little confused about wall signs and asked for clarification of what policy will be recommended.

ROBERTA SPONSLER, REGENCY OUTDOOR, stated their offices are on Sunset Boulevard and they are concerned about the proposed language regarding replacement signs.

JEFF SEYMORE, WESTERN MEDIA, asked the Council to focus on a definition of "review" as proposed in the plan. Indicated concern of additional "review" placed on a developer.

SYLVIA CASTILLO, ELLER MEDIA, discussed correspondence regarding the Sunset Specific Plan with regard to billboards. She expressed concern about replacement of billboards and the verbiage that is being recommended.

FRANCES MONTGOMERY, WEST HOLLYWOOD, read a letter in response to Area 5 recommendations which specifically asked to reserve the right to demolish 8600 Sunset Boulevard; minimum setbacks of 15 ft. setback on South side and 12 ft setback on North side; statement on page 8 part 2. under options indicates we are in agreement about the value of preserving the building facades of Sunset Plaza, this statement is not true; page 10, part 2 as to height limits on the south side, paragraph B is least onerous; referring to

substance of 3 above on page 9 state that 'all parties agree to Part One which then follows.' This is also not true.

MARK MONTGOMERY, SUNSET PLAZA, summarized a letter which he submitted to Council. Indicated the CHAB and Montgomery Management are NOT in agreement about preserving building facades.

3. UNFINISHED BUSINESS:

A. DISCUSSION OF THE SUNSET SPECIFIC PLAN:

DRAFT REPLACEMENT LANGUAGE AND INFORMATIONAL RESPONSES:

1. *Visual Access to the Park at 4(a)*

The Council discussed the issue and indicated they are concerned about safety issues and overall are not convinced a park should be in this location. However, they would like to leave it as an option if the right development is proposed.

By consensus of the Council they agreed on the language proposed by staff.

2. *Language for Shuttle Van Options*

The City Council discussed concerns about the proposed language which indicates the feasibility study must be done within one year of the adoption of the Sunset Specific Plan. They also discussed the desire to explore multi-jurisdictional shuttle services.

Mayor Heilman suggested that maybe within 18 months the issue of a shuttle on Sunset would be brought back through the Transportation Commission and to the Council to explore whether a feasibility study is warranted.

Council concurred on the language proposed by Mayor Heilman.

3. *Square Footage Bonuses for Improving Pedestrian Orientation to Specific Hotels in Geographic Area Three.*

Ms. Lejeune stated that the Planning Commissioners reviewed the staff proposal and requested the square footage bonus as an alternative to a density bonus.

Council concurred with the recommendation by Planning Commission.

4. *Off-site Parking*

Lucy Dyke, Transportation Manager provided an overview of the issue.

The City Council discussed the recommendations by the Transportation Commission and the general consensus was the proposed language was too restrictive.

Mayor Heilman suggested changing the language to: Generally offsite parking shall not be allowed for any use in a target site building constructed after the adoption of the Plan, except as a part of a City sponsored consolidated parking facility. Offsite parking could be considered for changes of use or intensification of use in non-target site buildings.

By consensus of the City Council they approved the language recommended by Mayor Heilman.

5. *The Design of the Median and Sidewalk at Hart Park*

The Council concurred to leave the median as it was originally proposed.

OPTIONS FOR ISSUES AS DIRECTED BY COUNCIL

1. *Funding Options for the Median and Open Space.*

Mayor Heilman suggested language which states all new development over 2,500 square feet must pay into a median fund.

Council concurred on Option B, everyone pays into the fund except small projects under 2,500 sq. ft. and projects which are immediately adjacent to the median on Sunset Plaza.

2. *Sidewalk Set Back Options for Geographic Areas Four, Five and Six*

The Council viewed a slide show which showed various setbacks.

Council indicated they were comfortable with the language which allows for an average footage.

The Council approved an average of 15 feet on the north side and an average of 20 feet on the south side.

3. *Options for allowing extra review period for development in Geographic Areas Four, Five and Six to avoid the possibility of disproportionate concentration of development.*

Ms. Lejeune and Ms. Dyke outlined the various options for the City Council.

Council discussed the various options.

Ms. Heep explained that at any time the Council can review the plan, a review does not necessarily need to be codified in the document.

Mayor Heilman asked that language be added in the plan to include a review of these areas at the time of the 5 year EIR review.

The City Council concurred with the suggestion to add language which will include a review of the development in Geographic Areas Four, Five and Six at the time of the five year EIR review.

POLICY DECISIONS TO BE MADE BY THE COUNCIL

1. *Planning Commission Review at 30,000 square feet.*

The Council discussed this issue and requested clarification of the language for sending projects to the Commission which are less than the 30,000 square feet. The Planning Commission has recommended 20,000 square feet and the Council has said the threshold will be 30,000 and the Director will have the authority to send to the Commission projects with significant controversy.

Ms. Lejeune outlined the language and the Council concurred with proposed language.

THE CITY COUNCIL RECESSED AT 8:00 P.M.
RECONVENED AT 8:10 P.M.

2. *Billboard Policy, Allowing Billboards on the Side of Buildings*

Ms. Lejeune provided a synopsis of the City Attorney opinion on the possibility of allowing billboards/murals on the sides of buildings within limited categories. She also outlined some of the history on this issue.

The City Council concurred to allow and call on the people to voluntarily use public service announcements with a review in two years and which incorporate the restrictions that are proposed.

The second issue is the one-for-one replacement of billboards.

The Council discussed the various options for this issue and decided to go with the Planning Commission recommendation that allows the existing billboards and allows for additional billboards incorporated with new development, not a one for one replacement.

Mayor Heilman moved the Planning Commission recommendation, seconded by Councilmember Guarriello and carried with Mayor Pro Tem Koretz voting no.

3. *Discussion of Arts Policy*

This item was deferred until the Supreme Court decision which is expected on January 6, 1996.

4. *Nightclub Cap*

Ms. Winderman outlined the direction of discussions with nightclubs on the feasibility of a Business Improvement District or Parking Assessment District.

Mayor Heilman clarified what the discussion was with regard to Nightclubs. He suggested deferring this item until the assessment district is up and running.

Councilmember Martin stated that the assessment district is not really the issue it was Code Enforcement. He would be comfortable with the 25,000 square feet cap on Sunset Boulevard.

Mayor Pro Tem Koretz stated he would support halting the development of new nightclubs until the current code enforcement issues are resolved.

Councilmember Land indicated she is comfortable with the 25,000 sq. ft. cap. and review it at a later date.

Councilmember Guarriello also favors a cap until code enforcement issues are addressed.

Mayor Heilman recapped that Council is comfortable with the 25,000 sq. ft. of new nightclub use cap which is proposed by the Planning Commission but adding the caveat of looking at this issue when the assessment district is up and running.

5. ***Dual Jurisdiction Properties***

Mayor Heilman clarified that there was no need to add this verbiage to the plan but Council wanted to ensure that this process was in motion.

ADDITIONAL CITIZEN COMMENTS:

GEORGE MIHLSTEN, MONTGOMERY MANAGEMENT, stated that they agree with staff to defer the matters with regards to preservation until the next meeting to resolve the differences. Concerns with the set-backs on the North Side being 15 feet will be very difficult to meet and dealing with urban in-fill. They concur with staff that option B is much more workable for the height option.

JEANNE DOBRIN, WEST HOLLYWOOD, she urged Council to consider not giving density bonuses to mixed use buildings and is against mixed use. She also commented on parking.

ISSUES RELATED TO THE PROPERTY OWNED BY MONTGOMERY MANAGEMENT, GEOGRAPHIC AREA FIVE: SUNSET PLAZA, SITES 5-D AND 5-E

Staff has requested that the remainder of the issues be deferred to allow for time to negotiate some of the issues and in addition to glean legal advice.

4. **COUNCILMEMBER COMMENTS:** The Council set the final study session for February 12th at 6:00 p.m.
5. **ADJOURNMENT:** The City Council adjourned at 9:15 p.m. to its next regular meeting on Tuesday, January 16, 1996 at 7:00 P.M. at West Hollywood Park, 647 N. San Vicente Boulevard.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 16TH DAY OF
JANUARY, 1996.

John Heelman
MAYOR

ATTEST:

[Signature]
City Clerk