

**MINUTES
CITY COUNCIL MEETING
APRIL 12, 1993
WEST HOLLYWOOD PARK
647 N. SAN VICENTE BOULEVARD
6:00 P.M.**

STUDY SESSION - SUNSET SPECIFIC PLAN

CALL TO ORDER Mayor Lang called the meeting to order at 6:10 p.m.

PLEDGE OF ALLEGIANCE: The Pledge was led by Jeff Seymour.

ROLL CALL: PRESENT: Guarriello, Heilman, Koretz, Land, and Mayor Lang

ALSO PRESENT: City Manager Brotzman

I. INTRODUCTION AND BACKGROUND:

Community Development Director Gay Forbes provided background information regarding the Sunset Specific Plan including the number of public meetings which were conducted with the expanded advisory group. The staff is looking for approval in concept and direction and will not be covering Transportation Demand Management (TDM) ordinance and economic issues. She outlined the evolution in purpose and overall philosophy as well as identified difficult areas such as equity to property owners, density and the tension between City control versus market control.

II. ADVISORY GROUP PRESENTATION:

Charlie Mercer gave a short presentation stating that the plan represents three years of work. He indicated there are five areas where additional direction is needed and stated that the plan creates flexible standards that are fair. Finally, Council should recognize that the plan is only the beginning and it will require a strong implementation component--which has yet to be addressed.

Following Mr. Mercer, Jamie Wolf, of the Advisory Group, gave a short presentation.

III. PRESENTATION OF CONCEPT PLAN - SLIDE SHOW:

Tim Gawronski, Community Development Department, did a slide presentation, describing the following: history of the Sunset Strip; Sunset Boulevard as it is today; the architecture; the problems/challenges; the Street tomorrow (vision in the future); the reason for a specific plan; landmarks; preservation of views; open space; and regulations for preserving billboards.

IV. EIR UPDATE:

Anne Browning, Planning Manager, gave a brief update on the status of the EIR (environmental impact report). She stated

that currently the consultants are analyzing data and the report will be circulated by the end of summer.

V. DISCUSSION OF ISSUE AREAS:

1. **DENSITY:** Tim Gawronski of the Planning Division discussed the options regarding density. He indicated this will be characterized as either a pro-growth plan or a growth management plan. Currently there are eight different zoning designations; the majority are either commercial or mixed use. He described seven methods which staff investigated for setting the FAR on Sunset.

Following Mr. Gawronski's report, the Councilmembers asked questions and discussed the issues of FAR, "Cap" (square footage limit), time limits on development, target sites, and TDR (transfer of development rights).

2. **USE MIX:** Jennifer Davis of the Planning Division discussed five methodologies for use mix. She indicated that staff recommends that any new project be allowed to have a mix of uses, non-specified, as long as the ground floor is devoted to pedestrian friendly uses. She recommended there be no limitations on placement of nightclubs.

Councilmember Heilman indicated he was generally comfortable with staff's recommendation to leave things pretty much as they are; he was concerned about allowing possible retail on the second and third floor, as it hasn't worked in other locations.

3. **HISTORIC:** Bill Meeker of the Planning Division discussed historic preservation issues. He indicated there were two approaches: 1) to create historic districts and designate individual structures as cultural resources, or 2) create a conservation element in the Specific Plan which would contain incentives for preservation of buildings. In no instance has the Cultural Heritage Advisory Board recommended preservation of the interior of buildings. Owners may request demolition. The Board does not wish to discourage development.

The Councilmembers asked questions and discussed this issue, but did not reach agreement. Anne Browning suggested that staff draft something and bring it back to Council for review at some point.

4. **STREETSCAPE:** John Jakupcak of the Planning division reported on the streetscape. He stated that staff has reevaluated the Urban Design Streetscape Masterplan (UDSM), and he gave arguments for and against implementing the existing plan. He indicated that staff

recommends keeping what does work and replacing what doesn't work with new elements, such as canopy trees in the middle section, crosswalks in middle section, additional median, wider sidewalks where feasible, pavement transitions from public to private property.

The Councilmembers discussed the issues of trees, street furniture, and funding.

5. **PARKING STRUCTURES:** Rhonda Sherman reported on parking. She stated that staff recommends several parking options: 1) keeping status quo, 2) modifications, 3) shared parking, and 4) consolidated parking structures.

Councilmember Heilman said he had hoped for more out of the parking discussion, and indicated that he mainly disagreed with Item 1. Councilmembers Land and Koretz indicated they would like staff to come back later with more information. Councilmember Guarriello suggested that the City look into building a parking structure as a co-partnership.

VI. PUBLIC COMMENT:

JEFF SEYMOUR, Morey, Seymour and Associates, Santa Monica, stated that he was representing his client, Dennis Holt, of Western International Media, owner of frontage on Sunset, and also he was a member of the advisory committee on this plan. He commended Tim Gawronski and staff on their concept in relation to site 12, Mr. Holt's site. He requested that Council consider several issues and stated he submitted a packet of information relative to site 12. He asked that Council give flexibility to the site with regard to density, the issue of exaction, and the time limit for construction, because of an environment where it is exceedingly difficult to find financing for construction.

VII. FURTHER COUNCIL DISCUSSION:

Councilmember Heilman asked if there is anything in the existing plan about improving the facade or amenities of existing buildings.

Gay Forbes replied that the City does not have much control over existing buildings.

Councilmember Heilman directed staff to look at how to encourage improvements to existing buildings.

Councilmember Land commented on the importance of being realistic.

Councilmember Koretz commented that imposing a timeline of

three years or even five years for construction might not be practical in the present economic climate.

Gay Forbes thanked Council for their time and directions.

Mayor Lang thanked staff for their work.

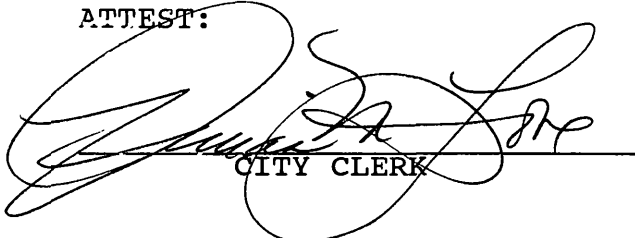
ADJOURNMENT: The meeting was adjourned at 8:35 p.m. to the next regular meeting, April 19, 1993, at West Hollywood Auditorium, for a closed session at 6:00 p.m. and a regular meeting at 7:00 p.m.

APPROVED BY MOTION OF THE CITY COUNCIL THIS 6TH DAY OF SEPTEMBER, 1994.



MAYOR

ATTEST:



CITY CLERK