City of West Hollywood
California 1984

# PLANNING COMMISSION
# SUMMARY ACTION MINUTES
## Regular Meeting
## November 6, 2025

West Hollywood Park Public Meeting Room – Council Chambers
625 N. San Vicente Boulevard, West Hollywood, California

THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES, WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR INDIVIDUAL DISCUSSIONS REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE PLANNING COMMISSION MEETINGS AT www.weho.org/weho-tv/other-city-meetings

Land Acknowledgment: "The West Hollywood City Council 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."

**1. CALL TO ORDER:** Chair Gregoire called the meeting of the Planning Commission to order at 6:30 p.m.

**2. PLEDGE OF ALLEGIANCE.** Chair Gregoire led the Pledge of Allegiance.

**3. ROLL CALL:**

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| Commissioners Present: | Carvalheiro, Edwards, Harris, Hoopingarner, Solomon, Vice Chair Jones, Chair Gregoire. |
| Commissioners Absent: | None. |
| Staff Present: | Kasey Conley, Associate Planner, Ric Abramsom, Urban Design and Architectural Studio Manager, Jennifer Davis, Senior Contract Planner, Saima Qureshy, Current and Historic Preservation Planning Manager, Jennifer Alkire, Assistant Director, Isaac Rosen, Deputy Legal Counsel, and David Gillig, Commission Secretary. |

**4. APPROVAL OF AGENDA.**

Chair Gregoire suggested Items from Staff, Items 14.A and 14.B moved to be heard after the Item 7. Director's Report and New Business Items 11.A. and 11.B. moved to be heard after Item 8. Consent Calendar.

**ACTION:** Approve the Planning Commission agenda for Thursday, November 6, 2025, as amended. **Moved by Chair Gregoire, seconded by Commissioner Solomon and unanimously passes. (7/0)**

ITEM 5.A.

## 5. APPROVAL OF MINUTES.

### A. October 16, 2025

**ACTION:** Approve the Planning Commission minutes for Thursday, October 16, 2025, as presented. **Moved by Commissioner Hoopingarner, seconded by Vice Chair Jones and unanimously passes. (7/0)**

## 6. PUBLIC COMMENT. None.

## 7. DIRECTOR'S REPORT.

Nicholas Maricich, Community Development Director, stated the City Council on Monday October 20, 2025, received and filed an update on the proposed Equitable Building Performance Standards ordinance.

On Monday, November 3, 2025, the City Council reviewed and discussed the Economic Feasibility Study and staff analyses regarding an update to the city's inclusionary housing ordinance and approved the amendments to the Sunset Boulevard Off-Site Signage Policy.

He stated on Monday, November 24, 2025, the city will be celebrating 41 years of cityhood with a West Hollywood Day and State of Community celebration to be held at the West Hollywood Aquatic and Recreation Center, 6:00 p.m. – 8:30 p.m. More information and ticket information can be found at www.weho.org/community/cityhood

*The following items were heard out of order as part of the amended agenda.*

## 14. ITEMS FROM STAFF.

### A. Planning Manager's Update.

Saima Qureshy, Current and Historic Preservation Planning Manager provided an update of tentative items scheduled for upcoming Planning Commission meetings.

### B. Subcommittee Management.

Saima Qureshy, Current and Historic Preservation Planning Manager provided an update of tentative items scheduled for Design Review Subcommittee, Sunset Arts and Advertising Subcommittee and Long-Range Planning Projects Subcommittee meetings.

## 8. CONSENT CALENDAR. None.

*The following items were heard out of order as part of the amended agenda.*

## 11. NEW BUSINESS:

### A. 2026 SACRAMENTO LEGISLATIVE ACTION DAY FOR APPOINTED OFFICIALS:

The Planning Commission will appoint one delegate and one alternate to represent the Planning Commission during the Legislative Action Day in Sacramento to take place on Thursday, February 5, 2026.

**ACTION:** 1) Appoint Chair Gregoire as the Delegate and 2) appoint Commissioner Carvalheiro as the Alternate. **Commissioner Solomon moved to: 1) officially acknowledge the Delegate and Alternate as chosen, seconded by Vice-Chair Jones and unanimously passes. (7/0)**

### B. APPROVAL OF MEETING DATES FOR PLANNING COMMISSION AND SUBCOMMITTEES FOR CALENDAR YEAR 2026:

The Planning Commission will consider approving the Planning Commission, Design Review Subcommittee, and Long Range Planning Projects Subcommittee regular meeting dates for calendar year 2026, cancelling or rescheduling any meetings throughout the year that conflict with holidays.

Staff recommends maintaining the current meeting template for the Sunset Arts and Advertising Subcommittee meetings. The subcommittee shall meet on an as-needed basis on either the 2nd or 4th Thursday of the month, noting a Design Review subcommittee meeting will be officially cancelled in its place.

Historically, the Planning Commission has cancelled the last meeting in December.

Staff recommended the following regular meeting dates cancelled:

Planning Commission:
- Thursday, April 2, 2026 (Passover begins)
- Thursday, July 2, 2026 (July 4th holiday week)
- Thursday, December 17, 2026 (historically cancelled)

Long Range Planning Projects Subcommittee:
- Thursday, December 17, 2026 (historically cancelled)

Design Review Subcommittee:
- Thursday April 9, 2026 (Passover final day)
- November 26, 2026 (Thanksgiving)
- December 24, 2025 (Christmas Eve)

**Commissioner Edwards moved to: 1) approve the Planning Commission and subcommittee regular meeting dates as presented for calendar year 2026.**

**Seconded by Vice Chair Jones.**

**ACTION:** 1) Approve staff's recommendations as presented and adopt the regularly scheduled meeting dates for Planning Commission, Design Review Subcommittee and Long Range Planning Projects Subcommittee as presented for calendar year 2026. **Moved by Commissioner Edwards, seconded by Vice Chair Jones and unanimously passes. (7/0)**

**9. PUBLIC HEARINGS SECTION I:**
**PROJECTS SUBJECT TO THE HOUSING ACCOUNTABILTY ACT.** None.

**10. PUBLIC HEARINGS, SECTION II:**
**OTHER ITEMS THAT REQUIRE A PUBLIC HEARING UNDER THE LAW.**

**A. 8341 DE LONGPRE AVENUE (HART PARK):**
Commissioner Solomon disclosed for the record he participated in discussions regarding this matter as a member of the Public Facilities Commission.

Commissioner Harris disclosed for the record she received a call from a member of the public, and they did not discuss any items mentioned in the staff report.

Kasey Conley, Associate Planner, provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 6, 2025.

She stated the requested action is a Planning Commission determination of general plan consistency for the proposed accessibility upgrades to the grounds at Hart Park, and minor restoration to a designated cultural resource, the William S. Hart House located within the park, on a city-leased property at 8341 De Longpre Avenue, West Hollywood, California.

She provided background information stating on December 6, 1993, when the City Council adopted Resolution No. 93-1231 designating the Hart House at 8341 De Longpre Avenue as a local cultural resource.

On March 18, 2018, the City Council directed staff to develop a comprehensive plan for improvements to Hart Park. With extensive public outreach and recommendations from the Public Facilities, Recreation, and Infrastructure Commission, on April 3, 2023, the City Council further directed staff to proceed with Phase 1 Improvements to Hart Park. On May 12, 2025, the Historic Preservation Commission reviewed the proposed project and provided comments in support of the Phase 1 Improvements.

Certificates of Appropriateness for the site work and shingle restoration at the northwest corner of Hart House were administratively approved in May and September 2025, respectively.

The proposed work surrounding Hart House and the minor restoration to the building is consistent with the Secretary of the Interior Standards for the Treatment of Historic Properties, and consists of the following scope of work:

Installation of new stairs, reconfiguration of the parking area, installation of a new accessible lift, reconfiguration of the existing water feature fountain, reconfiguration of existing park paths, removal of existing southwestern stairs, reconfiguration of the temporary off-leash dog play area, grading improvements at the AIDS Memorial, removal of the southwestern staircase, removal of selected trees with twelve new plantings, and restoration of up to 40 square feet of shingles on the northwest corner of the Hart House.

She confirmed pursuant to Government Code Section §65401, no public works projects shall be constructed unless determined by the Planning Commission to be consistent with the City‘s adopted General Plan.

Staff recommends approving the general plan consistency.

Chair Gregoire opened public comments for Item 10.A.

TASHA LOWE, WEST HOLLYWOOD has concerns regarding this item. She spoke on the proposed grading and impacts to the park trees.

Staff read the following name into the record, stating this correspondence was received after the deadline with concerns: Tom Campbell, West Hollywood.

**ACTION:** Close public comment portion of the public hearing for Item 10.A. **Motion carried by consensus of the Commission.**

The commission requested clarification regarding the regrading of the park grounds, and commented on the park trees.

**Commissioner Hoopingarner moved to: 1) approve staff's recommendation making general plan consistency findings.**

**Seconded by Commissioner Carvalheiro.**

**ACTION:** 1) **Adopt Resolution No. PC 25-1621 as presented:** ”A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, ADOPTING CATEGORICAL EXEMPTIONS PURSUANT TO CEQA GUIDELINES SECTIONS §15301 (EXISTING FACILITIES) AND §15331 (HISTORICAL RESOURCE RESTORATION/REHABILITATION), AND FINDING CONSISTENCY WITH THE GENERAL PLAN FOR ACCESSIBILITY UPGRADES TO HART PARK, AND MINOR RESTORATION TO A CULTURAL RESOURCE, THE WILLIAM S. HART HOUSE, LOCATED AT 8341 DE LONGPRE AVENUE, WEST HOLLYWOOD, CALIFORNIA;” and 2) Close the Public Hearing for Item 10.A. **Moved by Commissioner Hoopingarner, seconded by Commissioner Carvalheiro and unanimously passes. (7/0)**

Commissioner Carvalheiro recused himself from the meeting stating he has personally worked in the past on the Sunset Boulevard Billboard Projects (Phase 1).

**B. 9200 SUNSET BOULEVARD:**

Vice Chair Jones disclosed for the record she spoke to the applicant’s representative, and they discussed matters contained in the staff report.

Commissioner Solomon disclosed for the record he spoke to the applicant’s representative, and they discussed matters contained in the staff report.

Commissioner Harris disclosed for the record she spoke to the applicant’s representative, and they discussed matters contained in the staff report.

Jennifer Davis, Senior Contract Planner, provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 6, 2025.

She provided background information and stated the proposal is to construct a new single-faced, full motion billboard in the area in front of 9200 Sunset Boulevard. The proposal also includes site improvements at the base of the billboard structure with pedestrian plazas including seating and interactive plaques describing the history of the billboards along the Sunset Strip. The proposal is called “The Legacy Loop.”

This is a revised project proposal based on direction from a City Council hearing on February 3, 2025. At the February 3, 2025, hearing on this project, the City Council requested that the applicant revise the project to replace the static billboard with a full motion billboard. The applicant has revised the project and is returning to the Planning Commission to seek review and recommendation of the revised project and development agreement.

She recapped the previous billboard and provided the changes that have been integrated within the new digital billboard.

The billboard structure is proposed for the existing landscaped area in the front of and on the western side of the building. The structure's base is located so that it can tie into the existing basement garage structure for support. To construct the new billboard structure, it will necessitate the removal of two trees and a section of green space. One of the trees is being replaced on-site at the back of the billboard. The other tree will be replaced in accordance with the city's adopted Landscape and Tree Canopy standards in the Zoning Code. The one tree that will be replaced on-site will be at the back of the billboard face. The billboard structure does not encroach into the public right-of-way. All proposed work including the plaza space will be on private property.

The revised proposal now exceeds the standard of a maximum of 1,000 of full motion sign face and therefore is an alternatives standard project. This necessitates the extraordinary benefit as outlined in the development agreement.

She provided a summary of the principal deal terms for the 9200 Sunset billboard Development Agreement. The projected revenues have been increased over the previous proposal, and an extraordinary benefit is now required due to the sign face size. The project also must provide 17.5% of content time to the city.

She read into the record minor amendments to the Development Agreement:

Section 1.15- paragraph on "Force Majeure"

Section 1.19, "Permitted Sign" definition. "…as generally ~~depicted~~ described on Exhibit B …"

Section 3.1, "Vested Rights" both subsections are listed as (b), whereas they should instead read (a) and (b).

Section 3.4.5.1 – Remove duplicative heading: "No Guarantee of Economic Benefit"

Section 4.8 – Add "Community Development" to Director

Sections 4.8.1 and 4.8.2 – Replace this section (~~Section 4.8, Light Monitoring~~) with: in Section 5, Lighting and Operational Standards of Chapter 8 of the Sunset Specific Plan"

Section 4.9 – Change references from ~~4.8~~ to 4.9

Section 8.29 – The agreement consists of 40 pages ~~33~~ pages…

The Commission noted additional formatting and spacing errors throughout the document.

Staff confirmed those errors would be amended throughout the document.

Staff requested approval and adoption of the recommendation to the City Council.

Chair Gregoire opened public comments for Item 10.B.

JEFFRREY SEYMOUR, WESTLAKE VILLAGE, Seymour Consulting Group, presented the applicant's team.

BEN ANDERSON, STUDIO CITY, Office Untitled presented the applicant's report. He provided a history of the proposal and confirmed this is a rear service LED.

SPENCER KALLICK, LOS ANGELES, continued the applicant's presentation. He spoke regarding public comments received, CEQA addendum, conformance memorandum, lighting evaluation, and non-impacts.

**ACTION:** Close public comment portion of the public hearing for Item 10.B. **Motion carried by consensus of the Commission.**

The commission asked for clarification on certain terms of the Development Agreement regarding building occupancy, public benefit and payments, public art components, depiction of meet and confer, city content allocation, funding capital improvement projects, and asked for further clarification regarding CEQA review and the public process.

The commission stated their support of staff's recommendation , and spoke in favor of the pedestrian plaza, the positive improvements to the billboard, native plantings, and stated their concerns regarding accumulative light impacts to nearby and adjacent residents, and commented on the lack of notification to the residents with this new iteration.

**Commissioner Solomon moved to: 1) approve staff's recommendation of approval and recommendation to the City Council with the amendments read into the record.**

**Seconded by Vice Chair Jones.**

**ACTION:** 1) **Adopt Resolution No. PC 25-1611 as amended:** *a) Section 1.15- paragraph on "Force Majeure"; b) Section 1.19, "Permitted Sign" definition. "…as generally ~~depicted~~ described on Exhibit B …"; c) Section 3.1, "Vested Rights" both subsections are listed as (b), whereas they should instead read (a) and (b); d) Section 3.4.5.1 – Remove duplicative heading: "No Guarantee of Economic Benefit"; e) Section 4.8 – Add "Community Development" to Director; f) Sections 4.8.1 and 4.8.2 – Replace this section (~~Section 4.8, Light Monitoring~~) with: in Section 5, Lighting and Operational Standards of Chapter 8 of the Sunset Specific Plan"; g) Section 4.9 – Change references from ~~4.8~~ to 4.9; h) Section 8.29 – The agreement consists of 40 pages ~~33~~ pages; and i) amend additional formatting and spacing errors throughout the document.* "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A DEVELOPMENT AGREEMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 9200 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA". 2) **Adopt Resolution No. PC 25-1612 as presented:** "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONING MAP AMENDMENT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 9200 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." 3) **Adopt Resolution No. PC 25-1610 as presented:** "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT IN CONJUNCTION WITH THE NEW OFF-SITE ADVERTISING BILLBOARD AND SITE IMPROVEMENTS AT 9200 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA." and 4) Close the Public Hearing for Item 10.B. **Moved by Commissioner Solomon, seconded by Vice Chair Jones and passes, noting Commissioner Hoopingarner voting NO and Commissioner Carvalheiro recused. (5/1/1)**

*The following items were moved and heard out of order after the Consent Calendar as part of the amended agenda:*

**11. NEW BUSINESS.** None.

**A. 2026 SACRAMENTO LEGISLATIVE ACTION DAY FOR APPOINTED OFFICIALS:**

**B. APPROVAL OF MEETING DATES FOR PLANNING COMMISSION AND SUBCOMMITTEES FOR CALENDAR YEAR 2026:**

**12. UNFINISHED BUSINESS.** None.

**13. EXCLUDED CONSENT CALENDAR.** None.

*The following items were moved and heard out of order after the Directors Hearing Update as part of the amended agenda:*

**14. ITEMS FROM STAFF.**

**A. Planning Manager's Update.**

**B. Subcommittee Management.**

**15. PUBLIC COMMENT.** None.

**16. ITEMS FROM COMMISSIONERS.**
Commissioner Hoopingarner thanked everyone who came out and supported the movie "Below the Belt".

Commissioner Edwards commented on the movie and panel discussion regarding the movie "Below the Belt".

**ADJOURMENT.** The Planning Commission adjourned at7:45 p.m. to a regularly scheduled meeting on Thursday, November 6, 2025, beginning at 6:30 p.m. until completion at West Hollywood Park Public Meeting Room – Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, California. **Motion carried by consensus of the Commission.**

**PASSED, APPROVED AND ADOPTED** by the Planning Commission of the City of West Hollywood at a regular meeting held on this 20th day of November 2025 by the following vote:

AYES: Commissioner:

NOES: Commissioner:

ABSENT: Commissioner:

ABSTAIN: Commissioner:

DAVID S. GREGOIRE, CHAIRPERSON
PLANNING COMMISSION

ATTEST:

DAVID K. GILLIG, COMMISSION SECRETARY