City of West Hollywood
California 1984

PLANNING COMMISSION
SUMMARY ACTION MINUTES
Regular Meeting
November 20, 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 6:32 p.m.

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

3. ROLL CALL:

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 14.A and 14.B should be moved and heard out of order after the Item 7. Director's Report.

He confirmed Item 10.C. Zone Text Amendment, State Parking Bill Implementation will be officially continued to a date uncertain, and Item 10.D. Zone Text Amendment, Streamline Qualifying Housing Projects with a Development Agreement will be officially continued to Thursday, January 15, 2026.

ACTION: Approve the Planning Commission agenda for Thursday, November 20, 2025, as amended. **Moved by Chair Gregoire, seconded by Commissioner Hoopingarner and unanimously passes. (7/0)**

ITEM 5.A.

5. APPROVAL OF MINUTES.

A. November 6, 2025

ACTION: Approve the Planning Commission minutes for Thursday, November 6, 2025, as presented. **Moved by Vice Chair Jones, seconded by Commissioner Carvalheiro and unanimously passes. (7/0)**

6. PUBLIC COMMENT.

GENEVIEVE MORRILL, WEST HOLLYWOOD, President/CEO West Hollywood Chamber of Commerce, stated she officially tendered her resignation, and thanked the Planning Commission for everything they have done for the community and the West Hollywood Chamber of Commerce over the years. She invited everyone to the West Hollywood Chamber of Commerce Holiday Mixer on Thursday, December 8, 2025, at La Boheme.

ANITA GOSWAMI, WEST HOLLYWOOD questioned the amount of billboard revenue the City of West Hollywood receives and suggested a public report should be made available. She spoke on the Priorities Chart put out by the Administration Department and the Zoning Improvement Program.

7. DIRECTOR'S REPORT.

Nicholas Maricich, Community Development Director, addressed and clarified the process notated in the West Hollywood Zoning Ordinance Section §19.34.060 regarding Creative Signs.

He stated at the City Council meeting on Monday November 17, 2025, he provided the Community Development Department work plan activities, quarterly status update of major development projects, and an update on various initiatives as a council directive. The council approved on first reading the Equitable Housing Performance Standards Ordinance.

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

14. ITEMS FROM STAFF.

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

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.

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. 8600 MELROSE AVENUE:
There were no official public disclosures.

Dereck Purificacion, Associate Planner, provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 20, 2025.

He stated the proposal is a request to allow the installation of a 1,604 square-foot creative sign on the north front elevation of an existing commercial building for a new tenant (Meta Lab).

He confirmed that any creative sign larger than 50 square-feet, requires review and approval by the Planning Commission per West Hollywood Zoning Ordinance Section §19.34.060.d.

He provided a history of the property, location, current commercial building, and provided a visual rendering of the current overlay (vinyl wrap).

He clarified the creative sign has already been installed, due to the fact it was connected to a special event permit, which was approved by the Director of Public Works, which allowed for a thirty day approval of the signage. The special event permit will expire on Monday, November 24, 2025.

He provided the Design Review Subcommittee report. Overall, the subcommittee was supportive of the signage, however, there was some concern regarding sustainability as well as maintenance, daily wear and tear, and weather exposure. Further clarifications were made by Commissioner Hoopingarner regarding the subcommittee comments regarding 3-D, dimensionality, and no additional signage should be added to this image, and landscaping.

Staff recommends approval of the creative sign.

DRAFT

Chair Gregoire opened public comments for Item 10.A.

JEFF MC CONNELL, LA CANADA FLINTRIDGE, provided the applicant's report. He provided a history of the Met Lab brand store, and spoke regarding the creative signage, site code requirements, pedestrian access, landscaping, and maintenance plan.

RICK GUNTER, LA CANADA FLINTRIDGE, continued the applicant's report. He spoke and clarified augmented reality, signage scale, vinyl wrapping and maintenance issues.

GENEVIEVE MORRILL, WEST HOLLYWOOD, President/CEO West Hollywood Chamber of Commerce, spoke in support of staff's recommendation of approval.

GREGORY RANG, LOS ANGELES, Executive Director of West Hollywood Design District, spoke in support of staff's recommendation of approval.

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

The commission gave their support of the creative sign, stating it is bold, creative, stylistic; and commented on the creative sign ordinance. They suggested a condition stating there shall be no additional signage.

Commissioner Hoopingarner moved to: 1) Approve staff's recommendation of approval, with an added condition stating there shall be no additional signage.

Seconded by Commissioner Carvalheiro.

Isaac Rosen, Deputy Legal Counsel, read into the record additional language for the added condition: "No additional signage will be permitted outside the plans reviewed and approved by the Planning Commission at its meeting held on Thursday, November 20, 2025, absent any necessary city approvals set forth in the Municipal Code."

ACTION: 1) **Adopt Resolution No. PC 25-1627 as amended:** a) add Condition 6.5) "*No additional signage will be permitted outside the plans reviewed and approved by the Planning Commission at its meeting of November 20, 2025, absent receiving necessary City approvals set forth in the Municipal Code.*" **"**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, ADOPTING A CATEGORICAL EXEMPTION PURSUANT TO CEQA GUIDELINES SECTION §15301 (EXISTING FACILITIES) AND §15303 (NEW CONSTRUCTION OR CONVERSION OF SMALL STRUCTURES) APPROVING A 1,604 SQUARE-FOOT CREATIVE SIGN ON THE NORTH ELEVATION OF AN EXISTING COMMERCIAL BUILDING FOR A NEW TENANT (META LAB), LOCATED AT 8600 MELROSE 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)**

Commission Secretary Gillig read into the record: Resolution No. PC 25-1627 approved by the Planning Commission for the property located at **8600 Melrose Avenue, West Hollywood** memorializes the Commission's final action on this matter. This action is subject to appeal to the City Council. Appeals must be submitted within ten calendar days from this date to the City Clerk's office. Appeals must be in writing and accompanied by the required fees. The City Clerk's office can provide appeal forms and information about waiver of fees. Deadline to file an Appeal on this decision is **Monday, December 1, 2025, at 5:00 p.m.**

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

B. 9039 SUNSET BOULEVARD:

There were no official public disclosures.

Jennifer Davis, Senior Contract Planner, provided a verbal presentation and background information, as presented in the staff report dated Thursday, November 20, 2025.

She stated the proposal is to construct a double-sided full motion animated billboard on the roof and one static billboard on the front and side façade. The proposal also includes public realm enhancements that explore the project's approach to sustainability and renewal materials.

She provided background information, stating the site is currently developed with a restaurant/nightclub (Keys) and there is a two-sided, rooftop, billboard and moving image marquis billboard sign currently on-site.

Each face of the roof top, full motion billboard measures 960 square feet. In addition, a new static billboard is being requested, to replace the existing moving image marquis billboard sign on the front façade. This new static billboard would wrap around the east face of the building, and the total square footage would measure 743 square feet. This static billboard will contain only one ad campaign, as conditioned.

The proposed design was reviewed by the Sunset Arts & Advertising Subcommittee (SAASC) on January 25, 2024. The subcommittee had clarifying questions regarding the type of sign, and lighting and materials. Several questions had to do with the proposed public realm enhancements, including the planter in the public right-of-way.

She detailed the proposed lighting, project materials, façade, concrete paving's, educational exhibit, eastbound and westbound views, CEQA addendum analyses, and stated the existing billboard steel will be re-used.

She made the following amendments to the development agreement:

2.5 Current Project Approvals. The project includes, without limitation, all items described in Exhibit B and the following that have been approved by the City as of the Approval Date (the "Project Approvals"):

- ~~Zone Map Amendment to place the Property within the DA Overlay Zone~~
- This Development Agreement
- The Permitted Sign Approval

4.2.7 Coordination Technology. Owner shall, or shall cause any Tenant to, coordinate with the City to permit the City Content to be displayed on the Permitted Sign during the City Content Allocation. The City shall provide proposed content no later than five (5) business days prior to the date the proposed content is to be displayed on the Permitted Sign. All such content must meet the specific screen specifications of the Permitted Sign, and the City shall notify Owner and/or the Tenant of the proposed start and end dates for such displays.

4.4 Public Realm Enhancement Maintenance.

4.8.1 Operators of all new or modified off-site advertising signs subject to a development agreement are required to allow the City's independent lighting consultant to prepare and conduct testing for the purpose of preparing a Lighting Monitoring Report. Light monitoring test results shall be reviewed and approved by the Community Development Director.

6.3 Annual/Special Review and Annual Report

6.3.1 Annual Review and report.

She confirmed any type of formatting consistency issues will be corrected before it is taken to the City Council.

Staff recommends adopting the proposed resolutions recommending City Council approval.

The commission requested clarification regarding the current tall wall on the east face of the building, and questioned if there is an existing agreement for the east side tall wall. They questioned if there is a media logo, extraordinary benefits, and public realm enhancements.

DRAFT

Staff amended the following sentence in Resolution No. PC 25-1629, Section 7.1.b.: "This proposed billboard project meets both the stated design principles and the vision and intent of the Policy."

Chair Gregoire opened public comments for Item 10.B.

IRVIN SHAIFA, LOS ANGELES, RIOS, Project Designer, presented the applicants report. He provided a background history of the business and detailed the design aspects, the existing billboard, sustainability and maneuverability, the aesthetics of the billboard at night, pedestrian experience and activation, exterior wood façade, and limited lighting strategy.

ELANA BARRIA, WEST HOLLYWOOD, owner, continued the applicant's report. He clarified the history of the current signage on the building, including the east and west wall advertising.

The commission questioned the size of the educational plaques and asked for further clarification regarding the current on-site advertising on the east wall.

ANITA GOSWAMI, WEST HOLLYWOOD, has concerns regarding this item. She stated the proposed signage is too large and spoke regarding the context of the educational plaques. She questioned the proposed financial benefits.

ELANA BARRIA, WEST HOLLYWOOD, owner, presented the applicant's rebuttal. He stated he is open to suggestions regarding the color of the stucco and spoke regarding the economic benefits.

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

The commission spoke in support of the pedestrian and public right-of-way activations and the proposed design. They discussed the issues regarding the current on-site signage on the east wall, financial and revenue projections, and the language in the development agreement.

Staff clarified in legal terms the difference between on-site and off-site advertising.

Isaac Rosen, Deputy Legal Counsel suggested an added condition to Resolution No. PC 25-1629: "The on-site sign on the east wall shall be reduced in size to accommodate the new static billboard and the rear portion of the east wall shall remain on-site advertising "

Commissioner Edwards moved to: support staff's recommendations of approval to the City Council, with the amendments by staff as read into the record.

DRAFT

Seconded by Commissioner Jones.

ACTION: 1) **Adopt Resolution No. PC 25-1628 as presented:** "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 NEW OFF-SITE ADVERTISING BILLBOARDS AND PUBLIC REALM ENHANCEMENTS AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;" 2) **Adopt Resolution No. PC 25-1629 as amended:** *a) add one Condition: "The on-site sign on the east wall shall be reduced in size to accommodate the new static billboard and the rear portion of the east wall shall remain on-site advertising." ."*A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A SIGN PERMIT FOR NEW OFF-SITE ADVERTISING BILLBOARDS AND PUBLIC REALM ENHANCEMENTS AT 9039 SUNSET BOULEVARD, WEST HOLLYWOOD, CALIFORNIA;." and 3) Close the Public Hearing for Item 10.B. **Moved by Commissioner Edwards, seconded by Vice Chair Jones and passes, noting Commissioner Hoopingarner and Commissioner Solomon voting NO and Commissioner Carvalheiro recused. (4/2/1)**

C. ZONE TEXT AMENDMENT
STATE PARKING BILL IMPLEMENATION:
Officially continued from Thursday, October 16, 2025. Consideration of a resolution of the Planning Commission of the city of West Hollywood, recommending to the City Council approval of an ordinance adopting an amendment to Title 19, the Zoning Ordinance of the West Hollywood Municipal Code, to comply with the requirements of Assembly Bills 1317 (Unbundled Parking) and 894 (Shared Parking), and remove minimum parking requirements citywide.

At its meeting on May 5, 2025, the City Council provided directions to staff on several initiatives aimed at expediting the City's approval and permitting processes for new housing developments, including the elimination of parking minimums, citywide.

Staff continues to conduct analysis and research on this directive and will incorporate it into a holistic parking code amendment that also implements recent State parking legislation.

ACTION: Continued to a date uncertain.

D. ZONE TEXT AMENDMENT
STREAMLINE QUALIFYING HOUSING PROJECTS WITH A DEVELIOPMENT AGREEMENT:
Approval of the permitting process for new housing developments, including the streamlining of residential projects citywide.

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At its meeting on May 5, 2025, the City Council provided directions to staff on several initiatives aimed at expediting the City's approval and permitting processes for new housing developments, including the streamlining of residential projects. Staff continues to conduct analysis to align the proposed streamlining procedures within the constraints of State law.

ACTION: Continue to the Planning Commission meeting on Thursday, January 15, 2026.

11. NEW BUSINESS. None.

12. UNFINISHED BUSINESS. None.

13. EXCLUDED CONSENT CALENDAR. None.

14. ITEMS FROM STAFF.

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

A. Planning Manager's Update.

B. Subcommittee Management.

15. PUBLIC COMMENT. None.

16. ITEMS FROM COMMISSIONERS.

Commissioner Hoopingarner thanked Genevieve Morrill for her years of service on the West Hollywood Chamber of Commerce. She wished everyone a Happy Thanksgiving.

Vice Chair Jones thanked Genevieve Morrill for her years of service on the West Hollywood Chamber of Commerce. She wished everyone a safe holiday.

Commissioner Edwards thanked Genevieve Morrill for her years of service on the West Hollywood Chamber of Commerce. He wished everyone a great holiday.

ADJOURMENT. The Planning Commission adjourned at 8:45 p.m. to a regularly scheduled meeting on Thursday, December 4, 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.**

DRAFT

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held on this 15th day of January 2026 by the following vote:

AYES: Commissioner:

NOES: Commissioner:

ABSENT: Commissioner:

ABSTAIN: Commissioner:

DAVID S. GREGOIRE, CHAIRPERSON
PLANNING COMMISSION

ATTEST:

DAVID K. GILLIG, COMMISSION SECRETARY

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