

**MINUTES OF THE REGULAR MEETING OF THE
PLANNING COMMISSION OF THE CITY OF BELL GARDENS
7100 GARFIELD AVENUE, BELL GARDENS, CA 90201**

Wednesday, November 15, 2017

CALL TO ORDER

The meeting was called to order in City Hall Council Chambers by Chairperson Rivera at 6:00 p.m.

INVOCATION & PLEDGE OF ALLEGIANCE

Associate Planner, Hailes Soto gave the invocation.

City Planner, Carmen Morales led the Pledge of Allegiance.

ROLL CALL

Present: Commissioner Hernandez, Commissioner Leon, Vice-Chairperson Carrillo and Chairperson Rivera.

Absent: None

Staff Present: Abel Avalos, Director of Community Development, John W. Lam, Assistant City Attorney, Carmen H. Morales, City Planner, Hailes Soto, Associate Planner, Erika Gutierrez, Planning Secretary and Samantha Lubrani, Translator

APPROVAL OF MINUTES

Chairperson Rivera asked for a motion on the minutes of September 20, 2017. A motion was made by Vice-Chairperson Carrillo and seconded by Commissioner Hernandez to approve the minutes of September 20, 2017. Motion carried by a vote of 4-0.

PUBLIC COMMENT

With no one wishing to speak, Chairperson Rivera closed public comment.

PUBLIC HEARING

A. Planning Commission

1. **Zoning Code Amendment No. 2017-060 – Ordinance No. 884
Commercial Building Setbacks**

(File No. 2017-060)

Ms. Morales stated that it was requested the Commission continue the public hearing on this item to the next regularly scheduled meeting on Wednesday, December 20, 2017 to allow staff additional time to finalize the analysis requested by the Planning Commission on September 20, 2017.

With no questions from the Commission, Chairperson Rivera asked for a motion on this item.

A motion was made by Vice-Chairperson Carrillo and seconded by Commissioner Hernandez to continue the public hearing item to the next regularly scheduled meeting. Motion carried by a 4-0.

**2. Zoning Code Amendment No. 2017-043 – Ordinance No. 886
Electronic Billboard Overlay Display
(File No. 2017-043)**

Mr. Avalos gave the presentation on Zoning Code Amendment No. 2017-043 – Ordinance No. 886.

Chairperson Rivera asked the Commission if there were any comments for staff on the Public Hearing Item.

Mr. Scott Sheldon representative of Terra Realty Advisors approached the podium stating that they are the Planning Consultants assisting the City in crafting this ordinance, as well as in any future digital sign projects in the City.

Chairperson Rivera asked Mr. Sheldon how much revenue the City could expect to receive with these types of electronic display signs. Mr. Sheldon stated it all depends on the exposure and quality of the traffic in the designated area where the sign would be located, but it would be somewhere in the hundred thousand dollar range. Chairperson Rivera stated he would like to make sure the City receives the maximum amount of revenue.

Chairperson Rivera asked Mr. Sheldon about the safety of these types of signs in terms of the illumination. Mr. Sheldon stated that the maximum brightness levels allowed cannot exceed 0.3 foot candles above ambient light measured by a foot candle meter. He further explained that in this case is the safety factor to regulate the lighting of these types of signs to ensure they are not distracting nor will cause a glare or safety problem. Mr. Sheldon also stated that there is no flashing allowed with these types of signs.

Mr. Sheldon advised the Commission that as part of the lease agreement with sign companies, they must participate in the Amber Alert program and any kind of emergency or natural disaster by automatically advertising the information. Also, if space is available the City would get public service announcements at no cost.

Chairperson Rivera asked Mr. Sheldon if the City would have any liability with the signs or would the liability lie on the sign companies. Mr. Sheldon stated that the City would be leasing a particular piece of the land to the sign company in which the sign company would be liable for property taxes, utilities and maintenance as well as generating revenue, which they would obtain by selling a certain amount of ads per year.

Commissioner Leon asked Mr. Sheldon with these electronic display signs in place, could there be an option to eliminate non-illuminated signs. Mr. Sheldon stated by doing this, it would create an economic impact due to the fact that one source of revenue would be removed to potentially create another one which sign companies would have to take into account the cost factor to see if it would be beneficial or not.

With no further questions from the Commission, Chairperson Rivera opened the public hearing.

With no one wishing to speak and no further comments, Chairperson Rivera closed the public hearing item and asked for a motion on this item.

A motion was made by Vice-Chairperson Carrillo and seconded by Commissioner Hernandez to approve Zoning Code Amendment No. 2017-043 – Ordinance No. 886. Motion carried by a 4-0.

B. Substandard Properties – None

DISCUSSION ITEMS

- 1. Extension of Site Plan Review No. 2016-043
Automobile General Repair Building
8110 Eastern Avenue
(File No. 2016-043)**

Mr. Soto gave the presentation on the Extension of Site Plan Review No. 2016-043.

Chairperson Rivera asked the Commission if there were any comments for staff on the discussion item.

With no questions from the Commission, Chairperson Rivera asked for a motion on this item.

A motion was made by Vice-Chairperson Carrillo and seconded by Commissioner Hernandez to approve the extension of Site Plan Review No. 2016-043. Motion carried by a 4-0.

STAFF INFORMATION ITEMS

Planning Commission Meeting December 20, 2017.

Ms. Morales advised the Commission that the next Planning Commission meeting was schedule on Wednesday, December 20, 2017, a week before Christmas. Ms. Morales confirmed the Commissioners attendance in order to ensure a quorum for the meeting.

COMMISSION INFORMATION ITEMS – None

ADJOURNMENT

Chairperson Rivera made a motion to adjourn the meeting at 6:53 p.m.

RECORDED BY:



ERIKA GUTIERREZ, PLANNING SECRETARY