



Monday, October 15, 2012

A regular meeting of the Planning Commission was called to order by Chairperson Zermeno at 6:00 p.m., in the City Hall Council Chambers, 6615 Passons Boulevard, Pico Rivera, CA.

STAFF PRESENT:

Ben Martinez, Director
Julia Gonzalez, Deputy Director
John Lam, City Attorney
Christina Gallagher, Assistant Planner

ROLL CALL:

PRESENT: Commissioners Celiz, Elisaldez, Garcia, Martinez, Zermeno

ABSENT: None

FLAG SALUTE: Led by Commissioner Esther Celiz

APPROVAL OF MINUTES:

October 1, 2012

Commissioner Garcia had one correction on the minutes to change Commissioner Garcia to Commissioner Zermeno on page 2.

It was moved by Commissioner Garcia to approve the minutes of October 1, 2012 once the correction was submitted, seconded by Commissioner Elisaldez. Motion carried by the following roll call vote:

AYES: Celiz, Elisaldez, Garcia, Martinez, Zermeno

NOES: None

ABSTAIN: None

ABSENT: None

PUBLIC COMMENTS: None

NEW BUSINESS:

a) It was moved by Commissioner Martinez for staff to conduct research on newspaper

stands throughout the City right of ways. The Planning Commission would review and discuss at the next available Planning Commission meeting. Motion seconded by Commissioner Garcia. Motion carried by the following roll call vote:

AYES: Celiz, Elisaldez, Garcia, Martinez, Zermeno
NOES: None
ABSTAIN: None
ABSENT: None

b) REVIEW OF SIGNAGE AND ADVERTISING REGULATIONS AS THEY PERTAIN TO BUILDING IDENTIFICATION SIGNAGE AND CREATIVE SIGNAGE

Assistant Planner Gallagher presented the staff report dated October 15, 2012. She stated that due to outdated regulations, businesses are having a hard time updating their image. Staff has preliminarily researched parallel projecting signage which would be placed on an architectural projection such as an awning or underneath a canopy. She also discussed perpendicular projecting, often called blade signage, perpendicular to the façade of the building. Pedestrian oriented signage, which is smaller than perpendicular and would be hanging from a wall or walkway would also be considered. Creative signage would allow special deviations from regulations. Staff would develop special sign criteria.

Staff would return within 30 to 60 days with a staff report and possible amendment for Planning Commission consideration.

Commissioner Garcia asked if the architect would be able to present an idea for signage to staff when presenting plans.

Assistant Planner Gallagher replied that an architect would be able to present the idea as well as staff presenting the idea for signage to the architect.

Commissioner Martinez asked if staff was going to create standards for the signs and if this would affect existing signs on businesses.

Assistant Planner Gallagher answered that staff would be proposing development standards for building signs and for creative signage. Also, this would not affect existing businesses and they would be able to update their signs if they choose to.

Commissioner Martinez asked if a business renovated their signs, would the surrounding businesses need to update their signs as well.

Deputy Director Gonzalez answered that these regulations are offering options for the signage. For new developments, staff has been requiring a master sign program, meaning that all businesses would have to abide by the same signage as the first tenant.

Commissioner Elisaldez asked if we have a limit of signs that each business can have.

Staff replied that limiting the signs would be part of this process.

Commissioner Martinez asked if when a shopping center goes through a renovation if staff can implement something to renovate the signs.

Director Martinez answered that staff can research into requiring the renovation signs.

Deputy Director Gonzalez also answered that staff has been encouraging businesses to update the signs. Staff will survey other cities on how they currently encourage their businesses.

Commissioner Celiz thanked staff for recommending this zone code amendment and that this would help make the City look better and be business friendly.

There being no further discussion, it was moved by Commissioner Celiz, seconded by Commissioner Garcia. Motion carried by the following roll call vote:

AYES: Commissioners Celiz, Elisaldez, Garcia, Martinez, Zermeno
NOES: None
ABSENT: None
ABSTAIN: None

CONTINUED BUSINESS: None.

OLD BUSINESS: None.

PLANNING COMMISSION REPORTS:

- a) CITY COUNCIL MEETING OF October 9, 2012 – Commissioner Elisaldez was unable to attend.
- b) PLANNING COMMISSION REPRESENTATIVE TO THE CITY COUNCIL MEETING OF Tuesday, October 23, 2012 - Commissioner Zermeno confirmed his attendance.

Deputy Director Gonzalez brought up the email she had sent to the Planning Commissioners regarding the reorganization. The City Council will have their reorganization on December 11, 2012. The ordinance states the Planning Commission must have their reorganization within thirty days after the City Council.

Commissioner Martinez asked if there is a protocol on our reorganization.

Deputy Director Gonzalez responded that we follow the ordinance that is in place.

Deputy Director Gonzalez asked if the deliveries of the Planning Commission Agendas can be done at any time of the day.

Commissioners responded that any time of the day would be fine.

There being no further business the Planning Commission meeting was adjourned at 6:35 p.m.



Fred Zermeño, Chairperson

ATTEST:



Benjamin A. Martinez, Secretary
Planning Commission
Director of Community and Economic Development