



Monday, September 21, 2015

A regular meeting of the Planning Commission was called to order by Chairperson Garcia at 5:58 p.m., in the City Hall Council Chambers, 6615 Passons Boulevard, Pico Rivera, CA.

**STAFF PRESENT:**

Benjamin A. Martinez, Director  
Julia Gonzalez, Deputy Director  
Christina Gallagher, Associate Planner

**ROLL CALL:**

**PRESENT:** Commissioners Celiz, Elisaldez, Garcia, Gomez, Zermeno

**ABSENT:** None.

**FLAG SALUTE:** Led by Commissioner Celiz.

**APPROVAL OF MINUTES:**

To be approved at the next Planning Commission meeting.

**PUBLIC HEARING:** None

**NEW BUSINESS:**

Presentation by the Los Angeles County Office of Education – “Comprehensive Prevention Services Program”.

Presenter and resident Monica Sanchez presented programs in the City for alcohol prevention and prevention of sales to minors. The Los Angeles County Office of Education (LACO) received a grant from the LA County Department of Public Health to provide services in Pico Rivera, Downey, and Bellflower. A coalition by the name of Southeast Community Alliance was formed whose goal is to encourage healthy communities through education and business partnerships with responsible businesses that prevent youth access to alcohol.

The Program Activity Specialist with LACO informed commissioners of a pseudo decoy program that monitors business sales to minors. Fourteen businesses failed to check ID for alcohol sales. This program is to prevent youth access to alcohol.

Ms. Sanchez stated that many of the outreach team is composed of volunteers whom visit liquor stores throughout the city to monitor and check.

Ms. Sanchez informed the Commission of the Responsible Merchant Award and working with the Chamber of Commerce to highlight responsible businesses in the City by evaluating for requirements.

The Program Activity Specialist with LACO would like to further expand operations in the City in the next year and provide recommendations to the Planning Commission. The presenter recommends mandatory responsible sales training, increase merchant and community education, implement stronger code enforcement, increase fines for violations, conduct research for alcohol licenses and oversaturation of alcohol sales businesses, ban or limit alcohol advertisement, include RBSS training as a condition in future conditional use permits.

Commissioner Zermeno asked if the 33% window coverage law was State or county. Presenter confirmed it to be a State business code.

Deputy Director Gonzalez stated ABC would check for compliance with these regulations.

Commissioner Zermeno recommended coordination between presenters, Chamber of Commerce, and distributing companies in the future.

Commissioner Gomez asked if tobacco sales were also included in operations.

Commissioner Celiz asked how the city is enforcing sign regulations. Deputy Director stated that code enforcement has the ability to address these types of issues, but staffing problems persist. Commissioner Celiz requested investigation into some particular businesses.

Commissioner Elisaldez stated careful attention should be paid to new businesses in the future to prevent oversaturation of alcohol sales.

Commissioner Garcia stated the importance of involving distribution companies to limit the discounts provided to vendors for placing extra signage. The Commissioner stated the need to take an economic angle when addressing the issue.

Commissioner Gomez asked if the survey of businesses included restaurants and other on-site sales businesses. The presenter stated only off-site sales businesses were included in the survey.

**PUBLIC COMMENTS – NON-AGENDA ITEMS:** None.

**CONTINUED/OLD BUSINESS:**

- a) Possible sprinkler malfunction in industrial areas.

Deputy Director Gonzalez stated that there were concerns about sprinklers not functioning properly. Public Works was notified and investigated the situation. Investigation concluded it was a vandalism issue and has an ongoing investigation that is being addressed.

b) Bed & Breakfast

Deputy Director Gonzalez received a complaint about a Bed and Breakfast businesses in the City. The Municipal code is outdated regarding bed and breakfast businesses. The investigation found that subject property possessed an illegal structure and the issue will be addressed through code enforcement.

Commissioner Zermeno asked about signage on San Gabriel River Parkway for the golf course and process to get a sign installed. Deputy Director Gonzalez stated there will be further investigation into the matter.

**PLANNING COMMISSION REPORTS:**

CITY COUNCIL MEETING of Tuesday, August 25, 2015 - Commissioner Ruben Garcia did not find any information pertinent to report.

CITY COUNCIL MEETING of Tuesday, September 8, 2015 – Commissioner Esther Celiz did not have any information to report.

PLANNING COMMISSION REPRESENTATIVE TO THE CITY COUNCIL MEETING OF Tuesday, September 22, 2015. - Commissioner Fred Zermeno confirmed to attend.

There being no further business the Planning Commission meeting was adjourned at 6:29pm.

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Ruben L. Garcia, Chairperson

**ATTEST:**

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