



MINUTES

CITY OF BELLFLOWER

16600 Civic Center Drive • Bellflower, California 90706 • (562) 804-1424

REGULAR PLANNING COMMISSION MEETING MONDAY, OCTOBER 1, 2018

1 Call to Order

Chairman Nowlin called the October 1, 2018, Planning Commission Meeting to order at 7:04 p.m., at City Hall, 16600 Civic Center Drive, Bellflower.

2 Roll Call

The following members of the Planning Commission responded present to roll call:

Chairman John B. Nowlin
Vice Chairman Wayne Brown
Commissioner Ray Hamada
Commissioner Victor Sanchez
Commissioner George Franzen

City Staff participants:

Elizabeth Corpuz, Director of Planning and Building Services
Rowena Genilo-Concepcion, Planning Manager
Kathryn Brun, Assistant Planner

Also present:

David H. King, Assistant City Attorney

3 Invocation

Commissioner Victor Sanchez led the Invocation.

4 Pledge of Allegiance

Commissioner George Franzen led the Pledge of Allegiance.

5 Public Comment

None.

6-A Approval of the September 4, 2018, Planning Commission Meeting Minutes.

It was moved by Commissioner Franzen, seconded by Commissioner Hamada, and carried by the following roll call vote, to approve Planning Commission Meeting Minutes held September 4, 2018, as presented:

AYES: Commissioners - Sanchez, Hamada, Franzen, Brown, and
Chairman Nowlin

- 7-A Conditional Use Permit / Development Review – Consideration and possible action to conduct a public hearing to consider an application from Jacob Sonenshine (representing Press Bellflower, LLC) for a Conditional Use Permit and Development Review; and adopt Resolution No. PC 18-11 – A Resolution approving Conditional Use Permit Case No. CU 18-06 and Development Review Case No. DR 7-18-9191 to construct a new 2,400-square foot building with two tenant spaces, one of which is a drive-through facility, within the Design for Development for the South Bellflower Commercial Area (DFD) on property located at 17404 Bellflower Boulevard. (Continued from the September 4, 2018, Planning Commission Meeting).**
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Assistant Planner Brun briefly reviewed the staff report highlighting the history, background, and the proposed project. She stated the applicant was present to answer any questions. She along with Director Corpuz, and Planning Manager Genilo-Concepcion answered Commission questions relative to: 1) why the building entrance was designed to face southward, 2) the existing utility pole in the City right-of-way, 3) if staff received any comments, 4) the reduced driveway on a small portion of City property, 5) if there were any businesses sharing the same drive through, 6) the trash enclosure, and 7) deliveries.

Without objection, it was moved by Vice Chairman Brown, and seconded by Commissioner Sanchez, to open the Public Hearing.

In response to Commission questions, Jacob Sonenshine, the applicant, stated 1) they would be using their new corporate name "Dunkin's," 2) he read and agreed to all the conditions in the staff report, 3) hardly any stores do in-house frying, so the donuts will be fried elsewhere and brought to the premises, or they will be baked there, 4) they are looking for a complimentary business to acquire the tenant space next door, and 5) he has not received any comments from the business to the west, "Jenny's Doughnuts."

Assistant Planner Brun along with Director Corpuz further answered Commission questions relative to: 1) removal of the power pole, 2) the right turn only exits, and 3) plans for the properties between the Gardening at Night property and the Prell Bellflower LLC property.

Without objection, it was moved by Commissioner Sanchez, and seconded by Commissioner Franzen, to close the Public Hearing.

It was moved by Commissioner Sanchez to adopt Resolution No. PC 18-11, approving Conditional Use Permit Case No. CU 18-06 and Development Review Case No. DR 7-18-9191, subject to findings and conditions as presented.

Following discussion, Commissioner Sanchez's motion, seconded by Commissioner Hamada, carried by the following roll call vote:

AYES: Commissioners - Sanchez, Hamada, Franzen, Brown, and Chairman Nowlin

For the record, Assistant City Attorney King stated this was the Planning Commission's final decision, and it is subject to a 10-day appeal period.

8 Resolutions for Consideration

None.

- 9-A Study Session – Consideration and possible action to conduct a Study Session concerning a future amendment to the Bellflower Municipal Code pertaining to sign regulations.**
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9-A Study Session –Sign Regulations - Continued

Director Corpuz briefly reviewed the staff report highlighting the history, background, and the proposed project. She introduced Amanda Tropiano, and Megan Thorne, of De Novo Planning Group and stated a slide presentation would be shown.

Amanda Tropiano, Principal Planner, De Novo Planning Group, stated they were very fortunate to work with the City and were excited to share their findings. She reviewed the feedback received from staff, businesses, and sign manufacturers on the “Functionality of the Current Sign code” regarding:

- Current sign code does not allow enough flexibility for business owners when coming up with signs for the TC zone
- Too much flexibility outside of the TC zone
- Poor quality signs
- Lots of temporary signs
- Want to allow electronic billboards

Megan Thorne, Senior Planner and Designer, DeNovo Planning Group, presented and reviewed the following:

1. Legal Issues in sign regulations referencing court case Reed v. Town of Gilbert
2. How Bellflower Compares Regionally indicating some areas of difference which include: Design Guidelines, Non-residential Building Signs, Non-residential Freestanding Signs, and Suggestions: Allow for more flexibility and creativity of permanent signs and tighter restrictions on temporary signs
3. The Community Intercept Survey. She indicated they received 100 responses.
4. Stakeholders Reviews
5. Next Steps for the Sign Code
6. Questions for the Discussion

Ms. Thorne stated they wanted to facilitate a discussion with the Commission on some of the things they like about the current code, areas they would like to see improvement, what they feel is working or not working, and if there are any areas outside the TC zone they feel deserve special attention.

Director Corpuz stated the focus will be on the 3 questions on Page 2 of the staff report.

The Commission recommended the following be considered with regard to Questions 1, 2, and 3: 1) companies that have established corporate signage, such as Kaiser Permanente, should be considered and reviewed quickly, 2) have more flexibility, 3) be creative and unique, 4) there should be more consistency, 5) have good design, 6) signage on other major thoroughfares, 7) consider types of signs, how they are fabricated, and what type of technology is being used, 8) use of graphics, 9) traditional and modern signs, 10) consider higher quality entry signs for special area, 11) the use of foreign languages and characters on signs and the potential safety concerns (i.e. fireman trying to find a location when they cannot read the signs), 12) focus on points of interest in the City, 13) work with multi-tenant complexes in the Industrial and Commercial zones to get sign consistency, 14) constraints on how many signs can be displayed, 15) sign maintenance, and who would be responsible to remove the signs when a business leaves, 16) keeping up with new technology, 17) allow for creativity that is not expensive, 18) sign proposals that actually hurt the design of the building, 19) historical signs, 20) create a Master Sign Program, and 21) have language that would help facilitate the understanding of signage.

With regard to using the American Flag for commercial purposes, Assistant City Attorney King stated U.S. Sign code is regulated by the Federal government and it addresses the commercial use of the American Flag. He stated he did not think that was something the City could undertake, and it would probably be up to the Federal government to enforce.

9-A Study Session –Sign Regulations - Continued

The Commission further recommended the following be considered: 1) have more restrictions on temporary banners, 2) allow neon lights, 3) height of signs, 4) pylon signs, 5) require address signs be put on all for businesses, 6) Murals and Art work, and 7) abandoned signs.

Director Corpuz stated staff received a lot of feedback from the Commission, and they are welcome to contact her if they had any additional recommendations and she would relay the information to Ms. Tropiano and Ms. Thorne.

The Commission recommended the following also be considered: 1) window paintings such as seasonal art work, 2) going-out-of-business signs, 3) graphic descriptions, and 4) placement of signs within a certain distance away from a window within a building.

With regard to sign area calculations, Ms. Thorne stated it would be difficult for an average person to understand calculations allowed on signage parameters, and stated they will be looking at the best approach. She thanked the Commission for their recommendations and stated they will draft a signage code update for the Commission's consideration and direction.

Vice Chairman Brown requested the signage code update be given to them in a timely manner so they have time to review it.

10 Consent Calendars

None.

11 Director's Report on Upcoming Agenda Items and Schedule

Director Corpuz briefly reviewed the Upcoming Agenda Item Schedule.

12 Commission Comments/Reports

The Commission made various comments and reports regarding: 1) the car wash on Rosecrans Avenue, 2) vacant used car lots, 3) the banners, signs, and painting on the Moto United building on Bellflower Boulevard, 4) possible illegal activity occurring at the Flan Carwash on Bellflower Boulevard, 5) the status of the property maintenance issues at the south east corner of Walnut and Clark Avenues, 6) businesses converting their front area to create an outdoor dining area, such as the "2nd Health Eatery" business on Clark Avenue, and 7) businesses using original manufacturers logos without their approval.

13 Adjournment

Without objection, Chairman Nowlin adjourned the meeting at 9:14 p.m. to the next meeting at 7 p.m. on Monday, October 15, 2018.

Attest:

Elizabeth Corpuz, Secretary

Approved: November 5, 2018