Planning Commission Agenda

Tuesday, September 15, 2020 at 7:00 p.m.

TELECONFERENCE
DIAL-IN-NUMBER: 1-669-900-6833
MEETING ID: 831-8714-5140#
https://us02web.zoom.us/j/83187145140

Call To Order

Pledge Of Allegiance

Roll Call

Report On Posting

City Officials:

CHAIRPERSON
Jenny Perez

COMMISSIONERS
Jose Delgado
Jose De La Paz
Diego Sepulveda

VICE CHAIRPERSON
Fabiola Inzunza

COVID 19 Meeting Procedures
Pursuant to Government Newsom's Executive Order N-29-20, dated March 17, 2020, members of the Planning Commission, staff, and the public will participate in the August 4, 2020 meeting via a teleconference. To avoid exposure to COVID-19 this meeting will be held with Planning Commission Members participating via teleconference by calling Dial-in-Number 1-669-900-6833 and Meeting ID: 831 8714 5140# and http://us02web.zoom.us/j/83187145140.

Additionally, you may submit your comments electronically by emailing Erika Soriano, Administrative Services Coordinator at...
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Procedure for Participation:
Any person wanting to participate may request to “speak” on an agenda item. Once acknowledged and authorized by the Chairperson the person may speak. Alternatively, any person may submit comments on an item electronically by emailing esoriano@sogate.org. Submission by email must be received 30 minutes prior to the posted start time of the meeting if emailing subject.

Subject line should read: COMMENT FOR ITEM NO. _______, MEETING OF SEPTEMBER 15, 2020.

Please note, you will enter the meeting muted, but if you want to comment on an Agenda Item or during the public comment portion of the Agenda, raise your hand or press *9 at the appropriate time indicated by the Chairperson. When you are selected to speak, you will hear that you are unmuted, this is the time to make your public comments. Your patience with these changes is appreciated as the City adjusts to new ways of conducting business during the COVID-19 pandemic. Thank you.

Accessibility:
Reasonable accommodations for individuals with disabilities will be handled on a case-by-case basis and in accordance with the Americans with Disabilities Act and Governor Newsom’s Executive Order N-29-20. Please call the Community Development Department at (323) 563-9529.

Meeting Compensation Disclosure
Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Planning Commission Commissioners is $125.00 per meeting.

Item No. 1
The Planning Commission will consider approving the minutes for the Planning Commission meeting of August 4, 2020.

Documents:

ITEM NO. 1.PDF

Item No. 2
The Planning Commission will consider a request for an outdoor mural at 3904 Tweedy Boulevard - Blossom and Vine Floral Designs.

Documents:

ITEM NO. 2.PDF

Comments
At this time, members of the public and staff may address the City Planning Commission regarding any items within the subject matter jurisdiction of the Planning Commission. No action may be taken on items not listed on the agenda unless authorized by law.

Audience Comments

City Staff Comments

Planning Commission Comments

Adjournment

Adjournment to the Regular Planning Commission meeting on Tuesday, October 6, 2020 at 7:00 p.m.

I, Erika Soriano, Administrative Services Coordinator, certify that a true and correct copy of the foregoing Meeting Agenda was properly posted on September 10, 2020 at 6:00 p.m., as required by law.

Erika Soriano, Administrative Services Coordinator  Erika Soriano

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in the Planning Commission Meetings, please contact the Comm.Development Department.

Notification 48 hours prior to the Meeting will enable the City to make reasonable arrangements to assure accessibility.

Any final action of the Planning Commission, on this agenda, is appealable to the City Council upon filing the request with the City Clerk prior to 5:00 pm on Monday, September 28, 2020.

Materials related to an item on the Agenda submitted to the Planning Commission after distribution of the agenda packet are available for public inspection in the City Clerk's office, 8650 California Avenue, South Gate, CA 90280 (323) 563-9510 * fax (323) 563-5411 *

www.cityofsouthgate.org
MINUTES OF THE REGULAR MEETING
OF THE SOUTH GATE CITY PLANNING COMMISSION
TUESDAY, AUGUST 4, 2020

INTRODUCTORY PROCEDURES

Vice Chairperson Jenny Perez called the meeting to order at 7:01 P.M.

The Pledge of Allegiance was led by Commissioner Jose Delgado.

ROLL CALL: By Erika Soriano, Recording Secretary.

Present: Vice-Chairperson Jenny Perez, Commissioners Jose Delgado, Jose De La Paz, Fabiola Inzunza, and Diego Sepulveda.

Absent/Excused: None.

Staff: Management Analyst Dianne Guevara, Senior Planner Erika Ramirez, City Attorney Craig Hardwick and Recording Secretary Erika Soriano.

REPORT ON POSTING: By Erika Soriano, Recording Secretary.

1. MINUTES

The Planning Commission considered approving the minutes for the special Planning Commission meeting of July 23, 2020. Commissioner Jose De La Paz moved and Commissioner Diego Sepulveda seconded the motion to approve the special Planning Commission minutes of July 23, 2020.

Roll call vote was taken as follows:

Chairperson Jenny Perez: Yes
Vice Chairperson Fabiola Inzunza: Yes
Commissioner Jose Delgado: Yes
Commissioner Jose De La Paz: Yes
Commissioner Diego Sepulveda: Yes

The motion carried (5-0), with all Commissioners in favor.

2. PRESENTATION

Management Analyst Dianne Guevara introduced Jim Simon, RSG consultant. Mr. Simon gave a power point presentation regarding local housing policy and the proposed inclusionary housing ordinance. Mr. Simon informed the Planning Commission that increasing the housing inventory is a priority of California, Los Angeles County and the City, particularly as it pertains to affordable housing. Renters are most impacted, as approximately 2 out of every 3 South Gate renters are paying more than 30 percent of their income on housing. The local issues of the deficiency of housing and high rents are coupled with the anticipated fair share allocation of housing production from the Regional Housing Needs Assessment (RHNA), through which the State will require 8,263 new units to be built in the City. Since it is likely that market conditions may result in most the new units to be listed at rents above levels of affordability, the City needs to consider taking proactive actions to ensure that South Gate residents are not facing gentrification as a result of these challenges. Staff is preparing
an inclusionary housing ordinance that would require that a percentage of new housing built in South Gate be restricted for low- and moderate-income households.

Commissioner Jose De La Paz asked what the penalties are if the RHNA numbers are not met by the Cities. Mr. Simon informed the Commission that if the RHNA numbers are not met, the State can elect to a ministerial process to get projects approved in those jurisdictions.

Commissioner Jose Delgado informed the Commission that the State has also announced they will not release Gas Tax funds to the Cities that do not meet their RHNA numbers.

Chairperson Jenny Perez asked why the RHNA numbers are so high. Mr. Simon informed the Commission that the methodology that HCD used to calculate the RHNA numbers were transit accessibility, job accessibility and extremely disadvantaged community.

Commissioner Jose Delgado asked for the number of households experiencing rent burden. Consultant Jim Simon informed the Commission that he did not have that information but will provide the information at a later date.

Commissioner Jose Delgado asked if there are forecasts that the pandemic will cause the rents in South Gate to lower. Consultant Jim Simon informed the Commission that possibly rents will go down, since unemployment rates are high.

Commissioner Jose Delgado asked if there are any resources to assist small landlords struggling to pay their mortgage due to renters not paying amid to coronavirus layoffs. Management Analyst Dianne Guevara informed the Commission that staff is seeking resources through the CARES Act, LA County and Federal Government. Also, the City will be hosting a virtual meeting to provide information and resources to property owners.

Commissioner Jose De La Paz asked if the City has a map of City owned open land. Mr. Simon informed the Commission that the City owns two vacant housing sites, 9019 Long Beach Boulevard and 13050 Paramount Boulevard.

Vice Chairperson Fabiola Inzunza asked if staff is considering future City projects in the development of the Inclusionary Housing Ordinance. Mr. Simon informed the Commission that the Inclusionary Housing Ordinance will include different requirements within the Gateway District Specific Plan area.

Commissioner Jose Delgado thanked staff and Consultant Jim Simon for the presentation.

Commissioner Diego Sepulveda requested a copy of the PowerPoint presentation.

Vice Chairperson Fabiola Inzunza motioned and Chairperson Jenny Perez seconded to receive and file the report.

Roll call vote was taken as follows:

Chairperson Jenny Perez: Yes
Vice Chairperson Fabiola Inzunza: Yes
Commissioner Jose Delgado: Yes
Commissioner Jose De La Paz: Yes
Commissioner Diego Sepulveda Yes
The motion carried (5-0), with all Commissioners in favor.

**Audience Comments**
None

**City Staff Comments**
Management Analyst Dianne Guevara informed the Planning Commission of the following upcoming events, projects, and staffing updates:

- Los Angeles Homeless Service Authority (LAHSA) provided the 2020 Greater Los Angeles Homeless Count results. The City of South Gate has 399 people experiencing homelessness.
- Census Update:
  - Census Enumerators will begin door knocking on August 9th at the households that have not yet responded to the 2020 Census.
  - Deadline to submit the 2020 Census has been moved up to September 30, 2020
- The City will be going live soon with the QLess appointment system that will allow residents, contractors and business owners to schedule appointments at City Hall. Members of the public will be able to sign up for appointments online via the City Website, mobile app, or by walking in and signing in to the queue.

**Planning Commission Comments**
Commissioner Diego Sepulveda thanked staff for all the hard work and dedication especially during the pandemic.

Chairperson Jenny Perez echoed Commissioner Sepulveda’s sentiments.

**ADJOURNMENT**
There being no further business before the Planning Commission, Chairperson Perez adjourned the meeting to August 18, 2020. The meeting was adjourned at 8:28 P.M.

Respectfully,

________________________________________
Joe Perez, Secretary

APPROVED:

________________________________________
Jenny Perez, Chairperson
**City of South Gate**

**PLANNING COMMISSION**

**AGENDA BILL**

For the Regular Meeting of **September 15, 2020**

Management Analyst: [Signature]  Community Development Director: [Signature]

**SUBJECT:** PROPOSED MURAL FOR 3904 TWEEDY BOULEVARD – BLOSSOM AND VINE FLORAL DESIGNS

**PURPOSE:** To consider a request to approve a painted outdoor mural at 3904 Tweedy Boulevard.

**RECOMMENDED ACTION:**

1. **CONSIDER** the proposed painted mural for 3904 Tweedy Boulevard, Blossom and Vine Floral Designs.

**ANALYSIS:** The property owner of the Blossom and Vine Floral Designs building, submitted a request for the approval of a painted mural on the exterior western wall of the Blossom and Vine building at 3904 Tweedy Boulevard. The business is located on the southeast corner of Tweedy Boulevard and San Juan Avenue and features 2,292 square feet of commercial retail space. The business operates Monday through Friday, from 10:00 am to 6:00 pm and Saturday through Sunday from 10:00 am to 3:00 pm.

Blossom and Vine Floral Designs is a family-owned flower shop that provides fresh flowers for all occasions. They specialize in weddings, quinceaneras, sweet sixteen celebrations, corporate events, proms, graduations, holidays and funerals. Blossom and Vine has been operating in South Gate since January 2019.

The property is located within the Tweedy Boulevard Specific Plan area. The proposed mural would be visible to pedestrian and vehicular traffic heading eastbound on Tweedy Boulevard and along San Juan Avenue. The proposed mural would measure approximately 10’ feet high by 20’ feet wide and would be painted on the western wall facing San Juan Avenue (Exhibit A). Because this project is installed on private property, maintenance of the mural would be the responsibility of the business and property owners.

The proposed mural is being facilitated by Beautify Earth a 501(c)(3) nonprofit that creates impactful murals in neglected areas by engaging with cities, developers, small businesses, neighborhood organizations, schools, and individuals. Their organization networks artists, volunteers, and leaders around the idea that physical change through art creates wellness and positive emotional living experiences. Their mission is to put an end to blighted walls and aesthetic apathy by empowering artists, encouraging social responsibility and instilling community pride. Beautify Earth recently partnered with Estrella Jalisco in Los Angeles to sponsor an “Artist in Residence Program,” a collective of artists who bring colorful art to communities in California, Arizona, New Mexico and
Texas. Estrella Jalisco is a Mexican beer manufacturing company that launched in the U.S. in 2015. They have selected various community leaders and artists and have partnered with Beautify Earth to select the mural locations. The City of South Gate and the Business owner of Blossom and Vine applied for the mural program and were selected as one of the grant recipients to receive a free mural.

The art work for the mural is a portrait of a local community member “Eric Contreras” with a quote that reads “When spaces don’t exist, create them.” (Exhibit B). The attached photo shows the use of six colors; black, grey, blue, white, yellow, and orange. Eric Contreras is a poet, a teacher and a father. For the last six years, he has held ALIVIO, a monthly open mic set in a garage in the City of Bell. The garage functions as an art gallery and performance space where local poets, musicians and artists can share their work. In addition, he is a community organizer and has set up "know your rights" workshops, and recently a fundraiser to help local artists out of work due to the coronavirus. Mr. Contreras is also an organizer of the SELA Arts Festival which takes place in the L.A. River. Mr. Contreras has an active YouTube channel, where he offers his perspective/advice on social issues. His open-mic spoken word show was featured in LA Times, as he moved the in-person shows to Instagram Live.

The artist, Marcel Blanco, is a prominent muralist with his artwork covering numerous buildings throughout Los Angeles County (Exhibit C). He is a Los Angeles based, multifaceted artist best recognized by his murals that evoke emotion and thought through his use of color, narrative imagery and movement. His foundation began in the early ’80s when he started designing logos and t-shirts for local bands around Los Angeles. Mr. Blanco focuses his creativity on computer graphics and art direction in the music and entertainment industries working on packaging and marketing material for indie and major record labels. Today his work expresses an introspective reflection designed to provide a sense of individual wonder that easily grabs the eye.

The Planning Commission is charged with reviewing mural requests including size, height, location and other restrictions the Planning Commission may deem appropriate. General criteria that can be used in evaluating wall murals include aesthetic quality and harmony of the art work.

Conditions of Approval

If the Planning Commission approves the mural, it is recommended that the conditions included as Exhibit D be imposed. Significant conditions of approval include:

1. Applicant shall maintain and preserve the mural in good condition to the satisfaction of the City.
2. The design of the mural shall be consistent with professional graphic standards.

BACKGROUND: In 2015, PWS – The Laundry Company commissioned a mural at 12000-12030 Garfield Avenue. The mural, which was approved by the Planning Commission, depicted iconic images of South Gate’s past and present including businesses, restaurants, landmarks and schools without offering direct advertising for PWS (Exhibit E).

In February 2018, the Planning Commission approved a wall mural for the Hound Bar at 4626 Firestone Boulevard. The owner of the Hound Bar commissioned artist James Haunt to create an 11’ by 15’ mural (Exhibit F) that depicts one-half of a woman’s face adjoining one-half of a wolf’s face on a black background. The artist, James Haunt, is a Southern California native who combines graffiti, anime and graphic novel genres to produce his signature large scale murals.
In April 2018, the Planning Commission approved a wall mural for Mariscos El Costeño Family Restaurant at 12019 Garfield Avenue. The mural, which was approved by the Planning Commission, depicts a tropical setting with beach front shack and aquatic life with a shoreline in the foreground and a mountainous range in the background (Exhibit G). The muralist, Creative Art Solutions, used three basic colors; blue, yellow and orange. Creative Art Solutions has been producing murals and community art projects since 1996.

Most recently, on October 2, 2018, the Planning Commission approved a mural for Hooters Restaurant at 8730 Garfield Avenue. The property owner of the El Paseo Shopping Center commissioned a mural of the City name “South Gate” and depicted mid-20th century historic events and places in the City (Exhibit H). The muralist, Jonas Never, is a prominent muralist and his work can be seen across Los Angeles.

**Applicant:**
Yodit Glaze, Business Owner
Blossom & Vince Floral Designs
3904 Tweedy Boulevard
South Gate, CA 90280

**General Plan Designation:**
Commercial

**Existing Zoning:**
Tweedy Specific Plan - TMU1

**Surrounding Land Uses:**
North: TMU1
East: TMU1
South: TMU1
West: TMU2

**ATTACHMENTS:**
A. Proposed Location- Blossom and Vine Floral Designs
B. Proposed Mural- Blossom and Vine Floral Designs
C. Sample Murals produced by Marcel Blanco
D. Proposed Conditions of Approval
E. Mural- PWS Laundry
F. Mural- Hound Bar
G. Mural- Mariscos El Costeño
H. Mural- Hooters Restaurant
Exhibit A—Proposed Location Blossom and Vine Floral Designs
"When spaces don't exist, create them."
- Eric Contreras

Exhibit B - Proposed Mural – Blossom And Vince Floral Designs
Exhibit C– Sample Murals Produced by Marcel Blanco “Reflect”
Exhibit C—Sample Murals Produced by Marcel Blanco “Create”
Exhibit C– Sample Murals Produced by Marcel Blanco “Inspire”
EXHIBIT D
CONDITIONS OF APPROVAL

Planning Conditions

1. Except as set forth in conditions, development shall take place substantially as shown on the approved elevation rendering. Any material deviations must be approved by the Planning Commission.

2. Within thirty (30) days of approval of the project, the Business and property owners shall certify his/her acceptance of the conditions placed on the approval by signing a notarized Affidavit of Acceptance stating that he/she accepts and shall be bound by all of the conditions.

3. Approval shall be valid for twelve (12) months from the date of the final determination. Time extension may be granted at the discretion of the Community Development Department.

4. The applicant shall defend and hold harmless and indemnify the City and its agents, officers and employees from any claim, action, or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul any approval by the City concerning the project. The City shall promptly notify the applicant of any filed claim, action or proceeding and shall cooperate fully in the defense of the actions.

5. Applicant shall agree to the removal of graffiti incidents within 24 hours.

6. Applicant shall maintain and preserve the mural in good condition to the satisfaction of the City.

7. The design of the mural shall be consistent with professional graphic standards.

8. A sign permit shall become null and void if the sign(s) for which the permit was issued has not been installed within one year of permit issuance.

9. Any sign permit granted may be revoked, according to municipal code Section 11.51.090.

10. Applicant shall submit the endorsement of either the owner of the premises or an authorized representative of the owner for proposed mural work.
Exhibit F – Hound Bar Mural
Exhibit G— Mariscos El Costeño Mural
Exhibit H– Hooters Restaurant Mural