

**MINUTES OF THE REGULAR MEETING
OF THE SOUTH GATE CITY PLANNING COMMISSION
TUESDAY, JUNE 15, 2021**

INTRODUCTORY PROCEDURES

Chairperson Fabiola Inzunza called the meeting to order at 7:03 P.M.

The Pledge of Allegiance was led by Interim Community Development Director Grace Martin.

ROLL CALL: By Erika Soriano, Recording Secretary.

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

Absent/Excused: None.

Staff: Interim Community Development Director Grace Martin, 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 Planning Commission meeting of May 4, 2021. Chairperson Fabiola Inzunza moved and Commissioner Jenny Perez seconded the motion to approve the Planning Commission minutes of May 4, 2021.

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 voting in favor.

2. PUBLIC MEETING **OUTDOOR MURAL AT 9314 CALIFORNIA AVENUE – MI MASCOTA PET SHOP**

Interim Community Development Director Grace Martin gave a brief presentation regarding the continued Outdoor Mural hearing item at 9314 California Avenue for Mi Mascota Pet Shop. Dr. Martin stated that this item was continued from the Planning Commission meeting of May 4, 2021, to allow the business owner to address concerns regarding the mural being painted over the windows. The business owner of the Mi Mascota Pet Shop, submitted a request for the approval of a painted on the front exterior wall of their business located at 9314 California Avenue. The business is located on the east side of California Avenue south of Southern Avenue and north of Duane Way. Mi Mascota Pet Shop is a family-owned pet shop and groomer that provides grooming services, and sells pet related products such as food, accessories and reptiles, birds, fish, and small mammals. Mi Mascota Pet Shop has been operating in South Gate since April, 2011.

The proposed mural is visible to pedestrian and vehicular traffic traveling north and south on California Avenue. The proposed mural measures approximately 16' feet high by 34' feet wide and is painted on the store front facing California Avenue. 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 was painted by Alejandro Lopez. Mr. Lopez is a resident of South Gate and a local artist. The art work for the mural is a self-reflection of the business. The mural uses an array of bright colors to create images of exotic birds, reptiles and dogs.

At the May 4th Planning Commission meeting, commissioners expressed concerns regarding the mural's consistency with development code standards. The following development code sections apply to the project.

Section 11.36.030, subsection 2.f, of the Development Code, states that a mural is "any painted wall sign that does not pertain to the business, product or service rendered on the premises".

Section 11.36.090, subsection 7 states that any sign painted on a window shall not exceed twenty-five percent of the window area and the bottom of the sign must be located a minimum of forty-two inches above the sidewalk.

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.

Chairperson Fabiola Inzunza opened the public meeting.

Business owner Sergio Gaxiola informed the Commission that the purpose of the mural was to attract patrons to his business. Mr. Gaxiola stated the mural has provided advertisement for his establishment and the business has seen a higher volume of sales. Mr. Gaxiola, also, stated that his patrons enjoy the mural and the mural painting illustrates what the business represents.

Chairperson Fabiola Inzunza requested clarification of a wall sign versus a mural.

City Attorney Craig Hardwick informed the Commission that a mural cannot cover more than 25% of a window area, a mural is intended as an art piece, the painting cannot pertain to the business foundation, and the municipal code requires a sign permit, a wall sign identifies the name of the business and/or its type of business.

Chairperson Fabiola Inzunza suggested that the mural in question should be approved as a wall sign permit to avoid setting a precedence of a mural paintings pertaining to the type of business.

Commissioner Diego Sepulveda agreed with Chairperson Fabiola Inzunza.

Vice Chairperson Jose De La Paz asked if approved as a wall sign, would the window coverage remain at 25%?

City Attorney Craig Hardwick informed the Commission that the code for a mural will allow the Commission more leeway to interpret whether or not the mural fits the provision of the City sign code.

Chairperson Fabiola Inzunza inquired that the proposed conditions imposed in the resolution would bring the mural to code.

Interim Community Development Director informed the Commission that the conditions will bring the mural to code.

Vice Chairperson Jose De La Paz asked the business owner if he used other means of advertisement to promote his business.

Business owner Sergio Gaxiola indicated that he also uses social media to advertise his business. Mr. Gaxiola also indicated why he wants the mural to be in the main entrance/bottom half of the window which is to protect the animal food from direct sunlight.

Vice Chairperson Jose De La Paz asked the business owner if he was aware that he needed a permit to paint the mural.

Business owner Sergio Gaxiola informed the Commission that he was not aware of the permit requirements.

Vice Chairperson Jose De La Paz stated his concerns over the mural disrupting the harmony within the surrounding areas and the allotted window coverage exceeding the 25%.

Chairperson Fabiola Inzunza asked Vice Chairperson if the proposed conditions of approval will address his concerns.

Vice Chairperson Jose De La Paz asked staff if the proposed conditions were to be approved, would the business owner have to adjust the size of the mural to meet the allowable 25% coverage.

Interim Community Development Director Grace Martin informed the commission that Section 11.36.090 Subsection 7 states that any sign painted on a window shall not exceed twenty-five percent of the window area. This will be a required modification to the existing mural.

Vice Chairperson Jose De La Paz asked the business owner how the proposed condition “window shall not exceed twenty-five percent of the window area” will affect the business.

Business owner Sergio Gaxiola informed the Commission that the main window painting doesn't exceed the allowable twenty five percent of the window. Mr. Gaxiola also notified the Commission that the main door where the dogs are painted, if removed, would expose animal food to heat.

Commissioner Jose Delgado asked staff how the City will determine the measurements of the window coverage.

Interim Community Development Director Grace Martin informed the Commission that staff would go to the subject site and measure the windows and mural painting to determine what will qualify as twenty five percent of window coverage.

Chairperson Fabiola requested that the mural be approved as a wall sign versus a mural because the image portrays the type of business.

City Attorney Craig Hardwick informed the Commission that the mural was painted prior to obtaining the proper permits and is currently in violation of the code. The principal purpose that the Commission needs to address would be to authorize the issuance of the permits and provide conditions of approval the Commission would like to impose.

Interim Community Development Director Grace Martin suggested to the Commission that they may approve the project with the conditions of approval with amendment to number 11 replacing the term “mural” with “wall sign”. Dr. Martin indicated that the wall signs also has restrictions in size; the sign area shall not exceed 2 square feet of area per linear foot of street building frontage. Staff anticipates that the wall sign provision will impact the mural size.

Chairperson Fabiola Inzunza moved and Commissioner Jose Delgado second to approve the conditions of approval recommended by staff with amended language that reference the project as a “wall sign” instead of a mural.

Roll call vote was taken as follows:

Chairperson Fabiola Inzunza:	Yes
Vice Chairperson Jose De La Paz:	Yes
Commissioner Jose Delgado:	Yes
Commissioner Jenny Perez:	No
Commissioner Diego Sepulveda	Yes

The motion carried (4-1), with Commissioner Jenny Perez voting no, and all other Commissioners voting in favor.

Audience Comments

None.

City Staff Comments

Interim Community Development Director Grace Martin provided a professional background on her career.

Planning Commission Comments

Commissioner Jose Delgado requested an update on the recruitment for the City Manager position.

Commissioner Diego Sepulveda welcomed Interim Community Development Director Grace Martin to the City of South Gate.

Commissioner Jenny Perez echoed Commissioner Sepulveda’s sentiments.

Chairperson Inzunza also welcomed Interim Community Development Director Grace Martin to the City of South Gate. Chairperson Inzunza requested an update on the Housing Element.

ADJOURNMENT

There being no further business before the Planning Commission, Chairperson Fabiola Inzunza adjourned the meeting to May 18, 2021. The meeting was adjourned at 8:07 P.M.

Respectfully,

Grace Martin, Acting Secretary

APPROVED:

Fabiola Inzunza, Chairperson