



TUESDAY, JUNE 27, 2017  
701 East Carson Street, Carson, CA 90745  
Helen Kawagoe Council Chambers, 2<sup>nd</sup> Floor  
6:30 p.m.

**MINUTES  
REGULAR MEETING OF THE  
PLANNING COMMISSION**

**Members:**

De Shon Andrews	Chair Louie Diaz	Uli Fe'esago
Sharon Guidry	Ray Madrigal	Michael Mitoma
Vice-Chair Ramona Pimentel	Barbara Post	Charles Thomas

**Alternates:**

Jane Osuna	Christopher Palmer	Myla Rahman
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**Staff:**

Planning Naaseh	Manager	Assistant City Attorney Neumeyer	Senior Planner Rojas
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*"In accordance with the Americans with Disabilities Act of 1990, if you require a disability related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the Planning Department at 310-952-1761 at least 48 hours prior to the meeting." (Government Code Section 54954.2)*

**1. CALL TO ORDER**

The meeting was called to order at 6:30 p.m.

**2. PLEDGE OF ALLEGIANCE**

Commissioner Fe'esago led the Salute to the Flag.

**3. ROLL CALL**

Planning Commissioners Present: Andrews, Diaz, Fe'esago, Guidry, Mitoma, Pimentel, Post

Planning Commissioners Absent: Madrigal, Thomas (both excused)

Planning Commission Alternates Present: Osuna, Palmer

Planning Staff Present: Planning Manager Naaseh, Assistant City Attorney Neumeyer, Associate Planner Alexander, Recording Secretary Bothe

**4. ORAL COMMUNICATION FOR MATTERS NOT ON THE AGENDA**

*The public may at this time address the members of the Planning Commission on any matters within the jurisdiction of the Planning Commission. No action may be taken on non-agendized items except as authorized by law. Speakers are requested to limit their comments to no more than three minutes each, speaking once. None*

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**5. CONSENT CALENDAR**

**A) APPROVAL OF MINUTES - June 13, 2017**

Chairman Diaz moved, seconded by Commissioner Post, to approve the June 13, 2017, Minutes as presented. Motion carried, 8-0 (Guidry abstained; absent Madrigal, Thomas).

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**6. CONTINUED PUBLIC HEARING**                      None

**7. PUBLIC HEARING**

**A) Development Agreement 9-16 (DA 9-16)**

Applicant's Request:

The applicant, Becker Boards Small, LLC, is requesting the Planning Commission consider a development agreement between the city of Carson and Becker Boards Small, LLC, and install a 56-foot-high outdoor advertising sign ("digital billboard") within the SR-91 Freeway Corridor. The subject site is located at 840 E. Walnut Street, APN 7319-033-064.

Staff Report and Recommendation:

Associate Planner Alexander presented staff report and the recommendation to APPROVE the proposed project subject to the conditions of approval attached as Exhibit "B" to the Resolution; and ADOPT Resolution No. 17-2605, entitled, "A Resolution of the Planning Commission of the city of Carson recommending to the City Council approval of Ordinance No. 17-1624: Development Agreement No. 9-16 between the city of Carson and Becker Boards Small, LLC, to install one outdoor advertising sign ("digital billboard") along the portion of the SR-91 Freeway between Avalon Boulevard and Central Avenue, directly abutting the north side of the SR-91 Freeway and extending to the north side of Artesia Boulevard, on a property located at APN 7319-033-064, zoned ML-D."

Commissioner Guidry noted her concern that no language exists in the DA to guarantee that a certain amount of free community ad hours/days will be set aside, expressing her belief the "as available" language is open-ended.

Planning Manager Naaseh noted for Commissioner Mitoma that Stubhub does not pay the City any money for their two large electronic signs.

Commissioner Mitoma stated that he would like language to be included that prohibits Councilmembers, elected officials from using the free City ad time to display their photographs.

Vice-Chair Pimentel stated she is opposed to elected officials using the City's free ad time to display their individual photographs, but added that if it is the entire City Council, that would be acceptable.

Chairman Diaz opened the public hearing.

Joseph White, applicant, advised that he will be providing free ad time for City-sponsored community events and will offer ad discounts to City businesses; and pointed out that this is the highest DA fee in Southern California for a sign, noting this will be a good revenue source for the City. He noted that some discounts will be larger than others depending on the financial standing of a business wishing to purchase an ad; and advised that he will also design the ads free of charge for those businesses that don't have the capability to do so. He stated that he concurs with the DA as presented.

Commissioner Guidry reiterated her concern with putting aside a dedicated timeframe for free City access to this sign.

Mr. White stated that he does not see any problem with squeezing in a free community ad when requested, pointing out he has never turned any client city down for their requested free community ads in his 10-year history in this business.

Mr. White explained for Commissioner Mitoma that the hours of advertisement can be tracked and reported for digital displays. He pointed out that he is a small business owner competing with large billboard companies and stated that it would limit his competitiveness if he had to offer fewer ads per minute than his rivals.

There being no further input, Chairman Diaz closed the public hearing.

#### Planning Commission Decision:

Commissioner Mitoma moved, seconded by Vice-Chair Pimentel, to concur with staff recommendation; moved that City Council address the issue of free City ad access; and for City Council to address the free ad space being used by individual Council Members to display their pictures. (This motion was ultimately amended).

By way of a friendly amendment, Commissioner Guidry asked that the motion include a specified number of hours/dates set aside to run free City event ads on this sign, thereby not leaving the language open-ended.

Commissioner Mitoma did not accept the friendly amendment, stating it is up to the City Council to quantify those particulars.

By way of a friendly amendment, Alternate Commissioner Palmer asked that the DA language also include current members of the Chamber of Commerce and current business license holders shall receive a discounted rate for advertising on this sign.

The makers of the motion accepted Alternate Commissioner Palmer's friendly amendment.

Following further discussion, the makers of the motion agreed to the following friendly amendments:

- 1) recommend that City Council amend Development Agreement Section 2.7.1, City's Display Time on New Digital Billboard, clarifying the language which would allow the City greater certainty on what "space-available basis" means,

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guaranteeing the City a certain amount of free ad time for City-sponsored events after giving the billboard owner adequate advance notice.

- 2) recommend that single images of Councilmembers not be allowed on free ad time, only that of the full, seated Council.
- 3) a minimum 10-percent discount shall be offered for current business license holders and/or members in good standing with the Chamber of Commerce.

The amended motion unanimously carried, 9-0, adopting Resolution No. 17-2605 (absent Madrigal and Thomas).

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**8. NEW BUSINESS DISCUSSION**                      None

**9. MANAGER'S REPORT**

Planning Manager Naaseh advised that four members of the Planning Commission and City staff visited the site of a food truck facility in Hawthorne; stated that they learned a lot about the operations of this industry; and advised that most importantly, they saw that more onsite parking is necessary for the proposed food truck facility project being proposed at 16804 S. Figueroa Street. He stated that staff will be meeting with the applicant to discuss their plans.

**10. COMMISSIONERS' ORAL COMMUNICATIONS**

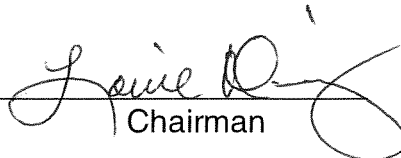
Commissioner Fe'esago thanked Commissioner Mitoma for contacting the A-1 Catering food truck business and facilitating the tour. He noted his interest in touring a state-of-the-art food truck facility, namely, the one located in Bell.

Commissioner Mitoma wished everyone a fun and safe 4<sup>th</sup> of July celebration.

Chairman Diaz wished everyone a fun and safe 4<sup>th</sup> of July celebration; and he thanked everyone for their efforts this evening.

**11. ADJOURNMENT**

At 7:34 p.m., the meeting was adjourned to Tuesday, July 11, 2017, 6:30 p.m., Helen Kawagoe Council Chambers.

  
Chairman

Attest By:

  
Secretary