



**Plan Review Application for the removal of an existing static billboard and the installation of a new electronic billboard at 14447 Firestone Boulevard, within the Freeway Commercial (C-F) Zoning District and approval of an exemption from the California Environmental Quality Act (CEQA) Guidelines pursuant to Section 15303 of the CEQA guidelines.**

Chairman Cline introduced the item and requested staff's report.

Manuel Muñoz, Community Development Director, introduced Eric Garcia, Senior Planner, and stated that he would be presenting the item before the Planning Commission for the proposed Development Agreement.

Mr. Garcia, Senior Planner, reviewed Development Agreement No. 18 and Site Plan Review via a PowerPoint presentation for the proposed agreement.

Mr. Garcia concluded that based on the evidence presented by staff, it is recommended that Planning Commission conduct a public hearing, affirm the Categorical Exemption; and adopt Resolution No. P-01-23 recommending City Council approval of Development Agreement No. 18 and the Site Plan Review Application for the removal of an existing static billboard and the installation of a new electronic billboard at 14447 Firestone Boulevard, subject to the conditions contained therein and/or additional limitations the Planning Commission may wish to add.

Chairman Cline opened the public hearing and asked if anyone wished to speak in favor of the project.

Mr. Stephane Wandel from The Orden Company, representing Blackburg, Inc., the Applicant, spoke in favor of the item.

Chairman Cline asked if anyone wished to speak in opposition.

No one spoke.

There being no speakers in opposition to the project, Chairman Cline closed the public hearing, and the commission discussed the item.

Chairman Cline requested a motion on the item.

**Commissioner Saenz moved, and Commissioner Olsen seconded to affirm the Categorical Exemption and adopt Resolution No. P-01-23 recommending to the City Council the approval of Development Agreement No. 18 and a Site Plan Review Application for the removal of an existing static billboard and the installation of a new electronic billboard at 14447 Firestone Boulevard, within the Freeway Commercial (C-F) Zoning District and approval of an exemption from the California Environmental Quality Act (CEQA) Guidelines pursuant to Section 15303 of the CEQA guidelines.**

**MOTION CARRIED BY THE FOLLOWING ROLL CALL VOTE:**

**AYES:** Chairman Cline, Vice Chairman Massey, Commissioner Olsen,  
Commissioner Saenz, Commissioner Morfin  
**NOES:** None  
**ABSENT:** None  
**ABSTAIN:** None

**INFORMATIONAL ITEM**

3. Veronica Luna, Community Services Coordinator, presented information on the 2023 Spring Beautification Award program via a PowerPoint presentation.
4. Senior Planner Eric Garcia gave a comprehensive review of Community Development Department projects and activities for the 2022 calendar year via a PowerPoint presentation.

**PUBLIC COMMENT PERIOD**

There were no public comments.

**COMMISSION ANNOUNCEMENTS**

Vice Chairman Massey suggested posting each month's meeting package onto a shared site for viewing on the website.

Commissioner Morfin said that he and his wife took their young daughter to see her first musical Grease, and she loved it. He said that it was a great performance, and that this theater is a treasure.

Chairman Cline said that he is aware that this year the City Manager is looking at changing how the Council meeting does both the pledge and invocations. He said that in the past, it was largely done by the VFW and Boy Scouts but that starting this year, they were going to change that to where the Planning Commission will be invited to lead the pledge on December 12, 2023, in Council Chambers.

**STAFF ANNOUNCEMENTS**

Mr. Muñoz, Community Development Director, gave the following announcements:

- Housing Element Update – La Mirada Housing for All is proceeding with an Outreach and Educational Campaign focused on housing issues. The Community Development Department will have various community pop-up events showcasing the various housing types and getting feedback from the community. The various housing types include single-family, duplex, triplex, condominiums,

mix-use, and accessory dwelling units. We are working with Veronica Tam and Associates that is supplementing the project with her expertise and relationship with the Housing & Community Development (HCD) Department.

- Annual Code Clean Up – The Planning Division will start having an annual code clean up that will help with the development process.
- Department Organizational – The Community Development Department has started planning for streamlining, digitizing, and scanning various files.
- Annual Report – The Community Development Department will start creating an annual report that will showcase projects and development data.

Mr. Garcia, Senior Planner, gave the following announcements:

- Car Wash Update – Telegraph Road and Imperial Highway.
- Korean BBQ Restaurant Update – Former Sizzler Restaurant located at 15252 Rosecrans Avenue will now be a Korean BBQ Restaurant.
- Biola University – Update on future projects.

### **ADJOURNMENT**

There being no further business to come before the Planning Commission, Chairman Cline adjourned the meeting at 7:45 p.m. to the next regular meeting to be held on Thursday, March 16, 2023.

Submitted:



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Yolanda Recio  
Department Secretary

Attest:



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Richard Cline, Chairman