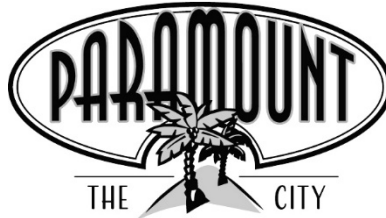


AGENDA

Paramount Development Review Board
September 4, 2024



Safe, Healthy, and Attractive

Regular Meeting
City Hall Council Chambers
6:00 p.m.

City of Paramount

16400 Colorado Avenue ♦ Paramount, CA 90723 ♦ (562) 220-2000 ♦ www.paramountcity.com

PUBLIC PARTICIPATION NOTICE

In-person Attendance: The public may attend the Development Review Board meetings in-person.

Public Comments: Members of the public wanting to address the Development Review Board, either during public comments or for a specific agenda item, or both, may do so by the following methods:

- **In-person**

If you wish to make a statement, please complete a Speaker's Card prior to the commencement of the Public Comments period of the meeting. Speaker's Cards are located at the entrance. Give your completed card to a staff member and when your name is called, please go to the podium provided for the public.

- **E-mail:** planning@paramountcity.com

E-mail public comments must be received by **5:00 p.m. prior to the start of the meeting**. The e-mail should specify the following information: 1) Full Name; 2) City of Residence; 3) Phone Number; 4) Public Comment or Agenda Item No.; 5) Subject; 6) Written Comments.

All public comments are limited to a maximum of three (3) minutes unless an extension is granted. No action may be taken on items not on the agenda except as provided by law. All public comments will be recorded and rules of decorum and procedures for the conduct of City meetings will apply when addressing the Development Review Board whether in-person or via email.

Notes

CALL TO ORDER:

Chair David Moody

ROLL CALL OF
MEMBERS:

Board Member Javier Gonzalez
Board Member Linda Timmons
Board Member Gordon Weisenburger
Vice Chair Ernie Esparza
Chair David Moody

MINUTES

1. [APPROVAL OF MINUTES](#) August 7, 2024

PUBLIC COMMENTS

OLD BUSINESS

2. [DEVELOPMENT REVIEW APPLICATION NO. 23:013](#) A request by Daniel Freedman/Jeffer Mangels Butler & Mitchell, LLC for Sobeida Filippi for a one-year extension to construct and install a freeway-oriented digital billboard on vacant land north of Rosecrans Avenue, between the Los Angeles River and 710-Freeway [Assessor Parcel Number 6236-035-013] in the M-2 (Heavy Manufacturing) zone.

COMMENTS

3. [COMMENTS](#)
 - Board Members
 - Staff

ADJOURNMENT

To a meeting on October 2, 2024 at 6:00 p.m.

SEPTEMBER 4, 2024

APPROVAL OF MINUTES

DEVELOPMENT REVIEW BOARD

MOTION IN ORDER:

APPROVE THE DEVELOPMENT REVIEW BOARD MINUTES OF AUGUST 7, 2024.

MOTION:

MOVED BY: _____

SECONDED BY: _____

[] APPROVED

[] DENIED

ROLL CALL VOTE:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____

DEVELOPMENT REVIEW BOARD MINUTES AUGUST 7, 2024

City of Paramount, 16400 Colorado Avenue, Paramount, CA 90723

CALL TO ORDER:

The meeting of the Development Review Board was called to order by Chair Linda Timmons at 7:25 p.m. at City Hall, Council Chamber, 16400 Colorado Avenue, Paramount, California.

ROLL CALL OF BOARD MEMBERS

Present: Board Member Ernie Esparza
Board Member Gordon Weisenburger
Vice Chair David Moody
Chair Linda Timmons

Absent: Board Member Javier Gonzalez

STAFF PRESENT:

Elizabeth Martyn, Interim City Attorney
John King, Assistant Planning Director
Rick Baptista, Building and Safety Manager
Ivan Reyes, Associate Planner
Leslie Corrales, Assistant Planner
Biana Salgado, Office Assistant II

It was moved by Board Member Weisenburger, seconded by Board Member Esparza, to excuse Board Member Gonzalez from the Development Review Board meeting. The motion was passed by the following roll call vote:

AYES: Board Members Esparza and
Weisenburger, Vice Chair Moody,
Chair Timmons

NOES: None

ABSENT: Board Member Gonzalez

ABSTAIN: None

PUBLIC COMMENTS

There were none.

1. APPROVAL OF MINUTES

Chair Timmons presented the Development Review Board minutes of July 3, 2024.

It was moved by Board Member Weisenburger, seconded by Board Member Esparza, to approve the minutes as presented. The motion was passed by the following roll call vote:

AYES: Board Member Weisenburger,
Vice Chair Moody, Chair Timmons
NOES: None
ABSENT: Board Member Gonzalez
ABSTAIN: Board Member Esparza

2. REORGANIZATION
SELECTION OF
CHAIR AND VICE
CHAIR

Office Assistant II/Minute Clerk Biana Salgado opened the nominations for the office of Development Review Board Chair. Board Member Ernie Esparza nominated Board Member David Moody. There being no further nominations, nominations were closed.

The roll call vote for Board Member Moody to serve as Development Review Board Chair:

AYES: Board Members Esparza, Moody, Timmons
and Weisenburger
NOES: None
ABSENT: Board Member Gonzalez
ABSTAIN: None

Board Member David Moody was declared Development Review Board Chair.

Chair Moody opened the nominations for the office of Development Review Board Vice Chair. Board Member Timmons nominated Board Member Ernie Esparza. There being no further nominations, nominations were closed.

The roll call vote for Board Member Ernie Esparza to serve as Development Review Board Vice Chair:

AYES: Board Members Esparza, Timmons and
Weisenburger, Chair Moody
NOES: None
ABSENT: Board Member Gonzalez
ABSTAIN: None

Board Member Ernie Esparza was declared Development Review Board Vice Chair.

NEW BUSINESS

PUBLIC HEARINGS

3. DEVELOPMENT
REVIEW
APPLICATION NO.
23:008
PARAMOUNT
GATEWAY, LLC
15101 PARAMOUNT
BOULEVARD

Chair Moody presented the item, a request by Paramount Gateway, LLC to construct three commercial buildings, including a 23,104 square foot supermarket, a 5,378 square foot two-suite restaurant building with a drive-thru for one suite, and a 2,400 square foot coffee shop with drive-thru service at 15101 Paramount Boulevard in the PD-PS (Planned Development with Performance Standards) zone

Assistant Planning Director John King stated he already provided a project overview as part of the Planning Commission review of the Paramount Gateway, LLC project to include Zone Change No. 244, Tentative Parcel Map No. 084335, and Conditional Use Permit No. 939, but could answer any questions.

Chair Moody opened the public hearing. Assistant Planning Director John King stated that there were no comment cards submitted in favor or opposed to the request.

There being no comments in favor or opposed to the request, it was moved by Board Member Weisenburger, seconded by Vice Chair Esparza, to close the public hearing. The motion was passed by the following roll call vote:

AYES: Board Members Timmons and
Weisenburger, Vice Chair Esparza,
Chair Moody
NOES: None
ABSENT: Board Member Gonzalez
ABSTAIN: None

It was moved by Board Member Weisenburger, seconded by Vice Chair Esparza, to approve the request. The motion was passed by the following roll call vote:

AYES: Board Members Timmons and
Weisenburger, Vice Chair Esparza, Chair
Moody
NOES: None
ABSENT: Board Member Gonzalez
ABSTAIN: None

4. COMMENTS FROM
BOARD MEMBERS
AND STAFF
- None.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned by Chair Moody at 7:31 p.m. to the next meeting of the Development Review Board to be held on Wednesday, September 4, 2024 at City Hall Council Chamber, 16400 Colorado Avenue, Paramount, California, at 6:00 p.m.

David Moody, Chair

ATTEST:

Biana Salgado, Office Assistant II

SEPTEMBER 4, 2024

DEVELOPMENT REVIEW APPLICATION NO. 23:013 – ONE-YEAR
EXTENSION

MOTION IN ORDER:

APPROVE A REQUEST BY DANIEL FREEDMAN/JEFFER MANGELS BUTLER & MITCHELL, LLC FOR SOBEIDA FILIPPI FOR A ONE-YEAR EXTENSION TO CONSTRUCT AND INSTALL A FREEWAY ORIENTED DIGITAL BILLBOARD ON VACANT LAND NORTH OF ROSECRANS AVENUE, BETWEEN THE LOS ANGELES RIVER AND 710-FREEWAY [ASSESSOR PARCEL NUMBER 6236-035-013] IN THE M-2 (HEAVY MANUFACTURING) ZONE.

MOTION:

MOVED BY: _____

SECONDED BY: _____

[] APPROVED

[] DENIED

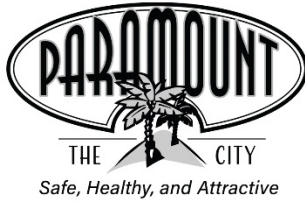
ROLL CALL VOTE:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____



CITY OF PARAMOUNT PLANNING DEPARTMENT STAFF REPORT SUMMARY

PROJECT NUMBER:	Development Review Application No. 23:013 – One-year extension
REQUEST:	Construct and install a freeway-oriented digital billboard
APPLICANT:	Daniel Freedman/Jeffer Mangels Butler & Mitchell, LLC for Sobeida Filippi
MEETING DATE:	September 4, 2024
LOCATION:	Assessor Parcel Number 6236-035-013
ZONE:	M-2 (Heavy Manufacturing)
GENERAL PLAN:	Industrial
PLANNER:	John King
RECOMMENDATION:	Approval



To: Honorable Development Review Board
From: John King, AICP, Interim Planning Director
By:
Date: September 4, 2024

**Subject: DEVELOPMENT REVIEW APPLICATION NO. 23:013 – ONE-YEAR
EXTENSION
DANIEL FREEDMAN/JEFFER MANGELS BUTLER & MITCHELL, LLC
FOR SOBEIDA FILIPPI**

BACKGROUND

This application is a request by Daniel Freedman/Jeffery Mangels Butler & Mitchell, LLC for Sobeida Filippi for a one-year extension to construct and install a freeway-oriented digital billboard on vacant land north of Rosecrans Avenue, between the Los Angeles River and 710-Freeway [Assessor Parcel Number 6236-035-013] in the M-2 (Heavy Manufacturing) zone.

On September 6, 2023, the Development Review Board approved Development Review Application No. 23:013, subject to conditions of approval.

Also on September 6, 2023, the Planning Commission reviewed Development Agreement No. 23-1 for an agreement between the City of Paramount and the applicant in relation to the proposed billboard. The Planning Commission recommended approval.

The applicant is leasing land from the property owner of the subject 10,603 square foot property. The property owner owns three parcels within the relatively nondescript ten-acre area to the north of Rosecrans Avenue and between the Los Angeles River and the 710-Freeway. Seven irregularly-shaped land parcels under ownership of four separate property owners comprise the area.

In August of 2020, the Development Review Board reviewed and approved Development Review Application (DRA) No. 20:007 to construct a freeway-oriented digital billboard. Furthermore, Development Agreement No. 20-1 between the City of Paramount and applicant was approved in relation to the proposed billboard. However, the approval and a one-time extension expired earlier in 2023, and the applicant did not apply for any further time extension.

DESCRIPTION

The proposed use will be substantially similar or superior to the project that was approved under DRA No. 20:007 as a V-shaped, double-sided digital billboard with an overall height of 45 feet. The Development Review Board will review a more precise design at a future date. The subject approval is simply for the concept of the digital billboard.

Photos

Below is a photo of the existing conditions of the building.



Below is the proposed site plan.



Below is a rendering of the conceptual design (note that it will inspire the upcoming design):



FISCAL IMPACT

None for now. Upon installation and operation of the billboard, revenue will be generated according to terms of a development agreement to be approved by the City Council.

VISION, MISSION, VALUES, AND STRATEGIC OUTCOMES

The City's Vision, Mission, and Values set the standard for the organization; establish priorities, uniformity, and guidelines; and provide the framework for policy decisionmaking. The City Council implemented the Strategic Outcomes to provide a pathway to achieving the Vision of a city that is safe, healthy, and attractive. This item aligns with Strategic Outcomes No. 1: Safe Community.

RECOMMENDED ACTION

It is recommended that the Development Review Board approve the one-year extension to Development Review Application No. 23:013, subject to following conditions:

1. All planning conditions of approval for Development Review Application No. 23:013 shall be printed as general notes on all submitted sets of building plans.
2. It is hereby declared to be the intent that if any provision of this application is held or declared to be invalid, the application shall be void and the privileges granted hereunder shall lapse.

3. It is further declared and made a condition of this application that if any condition hereof is violated or if any law, statute, or ordinance is violated, the approval shall be suspended and the privileges granted hereunder shall lapse, provided that the applicant has been given written notice to cease such violation and has failed to do so within thirty (30) days of receipt of said notification.
4. Except as set forth in conditions, development shall take place substantially as shown on the approved site plans and elevations. Any material deviation must be approved by the Planning Department before construction.
5. This Development Review Application shall not be effective for any purposes until the applicant has first filed at the office of the Development Review Board a sworn affidavit both acknowledging and accepting all conditions of approval of this Development Review Application. The affidavit shall be submitted by Friday, September 20, 2024. Failure to provide the City of Paramount with the requisite affidavit within the time stated hereinabove shall render the Development Review Application void.
6. Development Review Board approval shall be valid for twelve months, to expire on September 4, 2025. Time extension may be granted at the discretion of the Development Review Board.
7. A precise lighting plan shall be submitted showing the location and types of all exterior lighting. The plan shall be subject to the approval of the Planning Department. Approval criteria will emphasize both the functional as well as the decorative nature of the proposed lighting. The parking lot and other common areas shall be illuminated to a demonstrated degree equal to or exceeding one point five candles per foot. The plan and fixture design shall be approved separately from the design approval and from the working drawings.
8. Prior to the release of utilities or service connections, final building, electrical, plumbing, and/or mechanical approval, the owner or general contractor shall submit a list of all contractors and/or subcontractors performing work on this project or development to the Planning Department.
9. All contractors shall obtain a business license to work and/or do business in the City of Paramount.
10. All colors and materials shall be submitted to the Planning Department for review and approval. All approvals must be obtained prior to installation. Colors and materials shall be approved separately from the design approval and from the working drawings.
11. No exterior structural alteration or building color change, other than those colors or building treatments originally approved by this application, shall be permitted without the prior approval of the Planning Department.

12. All applicable development fees are due prior to the issuance of building permits.
13. Tarps are prohibited from use as carports, patio covers, shade covers, and covers for outdoor storage in front setbacks, side setbacks, rear yard areas, over driveways, and in parking and circulation areas.
14. The applicant shall pay the water capital improvement charge as applicable.
15. The plans are subject to Los Angeles County Fire Department approval, including all required conditions of approval of the Land Development Unit of the Fire Prevention Division. The applicant shall pay all associated fire hydrant flow tests fees to the Water Division of the Paramount Public Works Department when the Los Angeles County Fire Department requires a fire hydrant flow test.
16. A utility plan shall be approved by the Planning Division before a permit is issued. All mechanical equipment and appurtenances of any type, whether located on rooftop, ground level, or anywhere on the building structure or site shall be completely enclosed or screened so as not to be visible from any public street and/or adjacent property. Such enclosure of facilities or screening shall be of compatible design related to the building structure for which such facilities are intended to serve.
17. The applicant shall maintain sufficient quantities of matching exterior paint to remove graffiti, blemishes, and peeling paint. Graffiti shall be promptly painted over with paint to match the predominant surface paint or stucco color. Live plants that have been vandalized with graffiti shall be trimmed to remove the graffiti. Graffiti in the form of window etching shall be promptly removed.
18. All parking areas shall comply with applicable development requirements as specified in Section 17.44, Article 3 (Loading Areas and Off-Street Parking) of the Paramount Municipal Code.
19. All trash, debris, and junk throughout the site shall be removed.
20. The applicant shall underground all new onsite utilities so that no overhead electrical, telephone, or cable television lines shall drop from the pole to the structure.
21. The applicant shall ensure that the public streets and other public infrastructure remain clean from dirt and other debris during construction. The applicant shall comply with South Coast Air Quality Management District Rule 403 regarding reduction of fugitive dust with best available fugitive dust control measures.
22. Any use of barbed wire, razor wire, or similar wire shall be completely concealed from public view.
23. Outside storage of any type is prohibited.

24. The applicant shall comply with all National Pollution Discharge Elimination System (NPDES) regulations.
25. The location of all backflow devices shall be approved by the Planning Department prior to installation. Backflow devices shall be painted and screened with landscaping as approved by the Planning Department.
26. The location of all electrical panels and meters shall be approved by the Planning Department prior to installation. Electrical panels shall not detract from the primary view of the subject building. Electrical panels and meters shall be screened with landscaping as approved by the Planning Department.
27. The lease area shall be surrounded by a security fence/gate at least seven feet in height. The fence shall be metal painted black and maintained in good condition. Chain link fencing is not permitted.
28. Security cameras shall be installed following review and approval of a security camera plan. The approved cameras or more technologically advanced versions of the approved cameras shall be maintained in perpetuity. Security camera recordings shall be maintained for at least 30 days and provided for law enforcement review upon request.
29. A precise landscaping and irrigation plan shall be submitted showing the size, type, and location of all plant material including shade/canopy trees, shrubs, groundcover, and brown mulch; and irrigation. The property shall be landscaped within the yard areas indicated on the approved landscape plan. The existing landscaping shall be refurbished as needed. Plant material shall be maintained in a thriving condition in perpetuity in compliance with Chapter 17.96 (Water-Efficient Landscape Provisions) of the Paramount Municipal Code. The plan shall be subject to the approval of the Planning Department and shall be approved separately from the design approval and from the working drawings. Landscaping shall be planted, and irrigation shall be installed and maintained in perpetuity in accordance with the approved plan and State and City regulations. No mature trees shall be removed without the authorization of the Planning Department.
30. Construction shall take place 7:00 a.m. to 7:00 p.m. Monday through Friday and 8:00 a.m. to 5:00 p.m. on Saturday. Construction is prohibited on Sundays and national holidays.
31. All trash and recycling containers shall be stored within the trash enclosure and out of public visibility.
32. The business shall comply with organic waste disposal requirements of Chapter 13.09 of the Paramount Municipal Code.
33. The project and any future tenant improvements shall comply with all Building and Safety Division regulations.

34. Electrical power shall be from 100% renewable sources (100% Green Power from the Clean Power Alliance or equivalent).
35. The billboard lighting shall automatically dim based on ambient lighting conditions. An automatic dimming system shall be installed to reduce the intensity of the light emitting from the Message Display Center during operations between sunset and sunrise. Maximum lighting levels shall be no more than 7,500 lumens per square meter during the daytime (Sunrise to Sunset) and no more than 500 lumens per square meter during the nighttime (Sunset to Sunrise).
36. Message duration shall be six seconds at minimum. Message transitions shall be instant.
37. Message text and/or images shall not scroll, move, flash, or animate.
38. The billboard owner shall maintain the site in good condition. The billboard owner shall allow no noxious weeds to go to seed and shall keep the subject property free of weeds, grasses, debris, and vermin.
39. The applicant shall obtain all required access agreements and/or easements with all pertinent Los Angeles County agencies and/or private property owners.
40. The applicant shall obtain all required permits from the California Department of Transportation (Caltrans). The project shall comply with all requirements of Caltrans and the California Outdoor Advertising Act.
41. The applicant shall comply with all terms of the associated Development Agreement No. 23-1 with the City of Paramount. The project shall comply with the Mitigation Monitoring and Reporting Program of the previously approved Mitigated Negative Declaration.
42. The Development Review Board shall review a more precise billboard design for possible approval upon finalization of a proposed design with a specific billboard company. This review shall take place before construction plans are submitted to Building and Safety Division plan check.
43. An electronic copy (PDF format) of the plans shall be submitted to the Planning Department prior to permit issuance.
44. At the completion of the project, final approval from the Planning Division shall be obtained prior to Building and Safety Division final approval. All conditions of approval shall be met prior to final approval by the Planning Division.

Daniel F. Freedman
dff@jmbm.com

1900 Avenue of the Stars, 7th Floor
Los Angeles, California 90067-4308
(310) 203-8080 (310) 203-0567 Fax
www.jmbm.com

August 5 2024

BY EMAIL AND FED-EX DELIVERY

John King, AICP
Assistant Planning Director
City of Paramount
Planning Division
16400 Colorado Ave.
Paramount, CA 90723
E-Mail: planning@paramountcity.com

Re: Request for Extension: Development Review Application No. 23:013

Dear Mr. King:

This office represent Sobeida Filippi, owner of the property located at coordinates 33.905345, -118.182816, with an assessor's parcel number of 6236-035-013, in the City of Paramount ("City"), and applicant for Development Review Application 23:013. On behalf of my client, I submit this request for an extension of the previously approved Development Review Application No. 23:013, to request additional time to process this project. My client and the project team have been working diligently with City staff to finalize the project details, confirm complex engineering issues, and to pull together a project operator. We have kept the City Attorney apprised of our progress on a near-weekly basis, and have worked closely with the City to prepare an updated development agreement. Thankfully, we have been making progress, and we look forward to the project moving forward over the next 6 to 12 months. Moreover, we believe the Development Agreement associated with the project is close to final, and will likely be heard by the City Council in the near future. Accordingly, we believe there is good cause to support this extension, and respectfully request a 12 month extension to the Development Review approval. Thank you in advance.

Very truly yours,

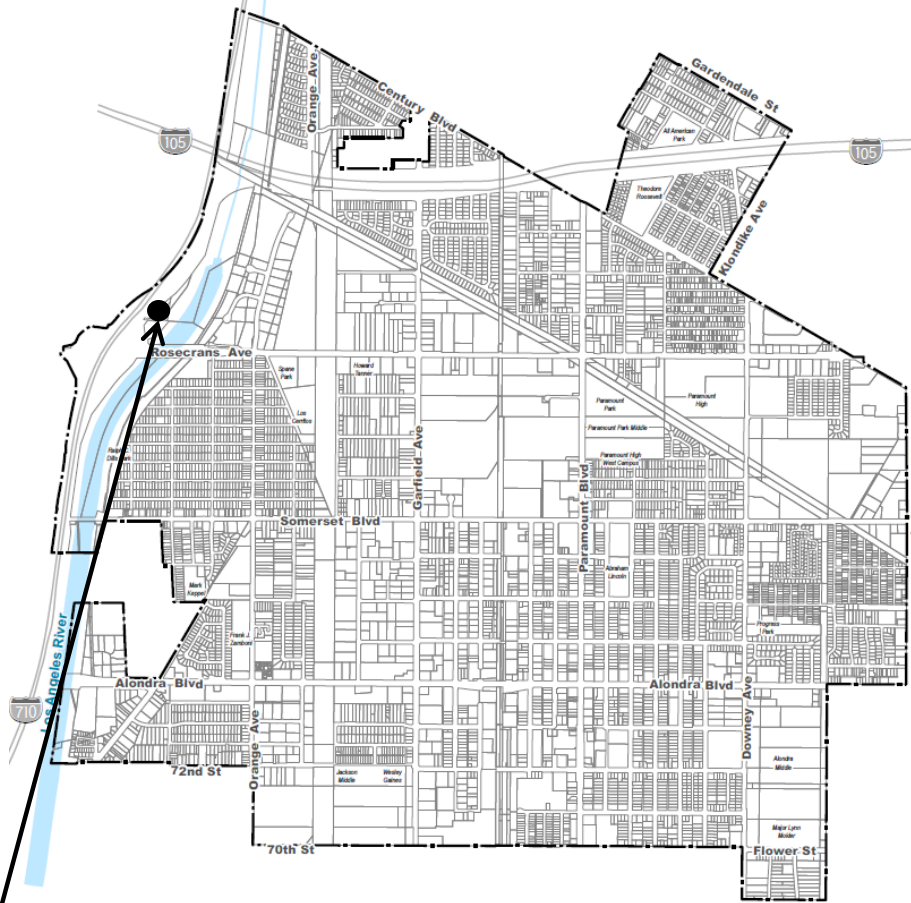


DANIEL F. FREEDMAN
Jeffer Mangels Butler & Mitchell LLP

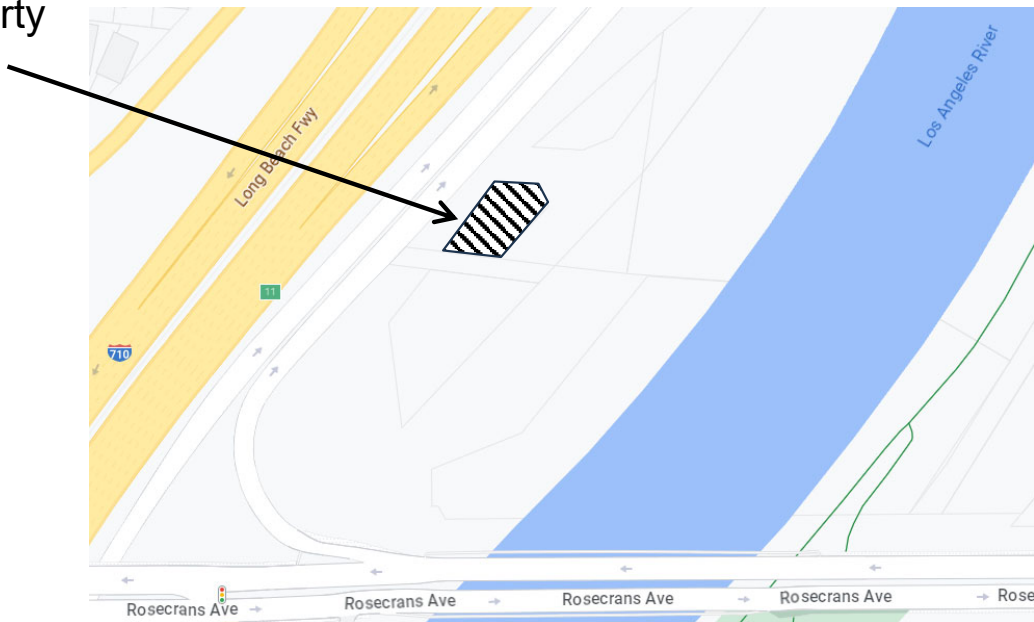
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Development Review Application No. 23:013

One-year Extension



Subject
Property



Assessor's Parcel No.: 6236-035-013

SEPTEMBER 4, 2024

DEVELOPMENT REVIEW BOARD

COMMENTS FROM BOARD MEMBERS AND STAFF