



CITY COUNCIL MEETING

April 20, 2021



BRENDA OLMOS

Mayor



**VILMA CUELLAR
STALLINGS**

Vice Mayor



ISABEL AGUAYO

Councilmember



LAURIE GUILLEN

Councilmember



PEGGY LEMONS

Councilmember

Roll Call of Councilmembers



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City Council Public Comment Updates



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Public Comments



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Councilmember

Consent Calendar



COMMUNITY GARDEN UPDATE

ITEM NO. 2



CITY OF PARAMOUNT

Community Garden Survey

- Long Beach
- Lakewood
- South Gate
- Bellflower
- Norwalk
- Downey
- Compton



ITEM NO. 2



CITY OF PARAMOUNT

Community Garden Survey

- Long Beach/Lakewood
 - Typical Garden Plot – 100-150 sq. ft.
 - 1 Plot Per Family
- Orange/Cortland Garden
 - 56 Plots (28 gardeners)
 - Waitlist - 14
 - 210 sq. ft. Plots x 2 = 420 sq. ft.



ITEM NO. 2



Community Garden Survey

- Current Gardening Opportunities:
 - Orange/Cortland Community Garden
 - Home Gardening
 - STAR Student Garden
- Optimal Garden Space
 - Size, Site, Soil, Development, Exposure, Water, Access, and Parking

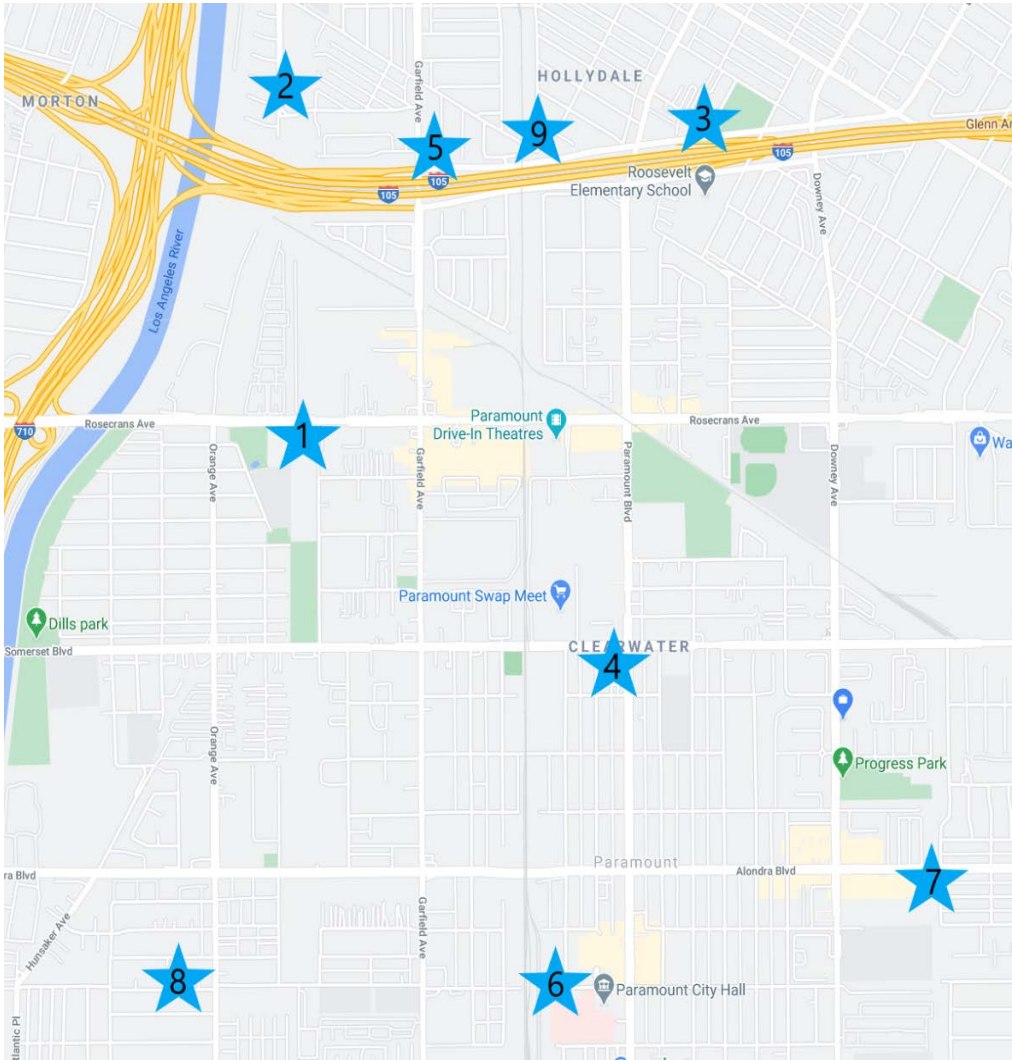


ITEM NO. 2



CITY OF PARAMOUNT

Review of City Vacant Lots



1. SCE Property – Rosecrans
2. SCE Property – Orange/Cortland
3. All-American Park
4. Pocket Park – Somerset/Colorado
5. 13724 Garfield Ave.
6. 16247 Vermont Ave.
7. 8648 Alondra Blvd.
8. 6769/6701 72nd St.
9. Century Blvd./Industrial Ave.

ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots - SCE Property (Rosecrans)



ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots - SCE Property (Orange/Cortland – new site)

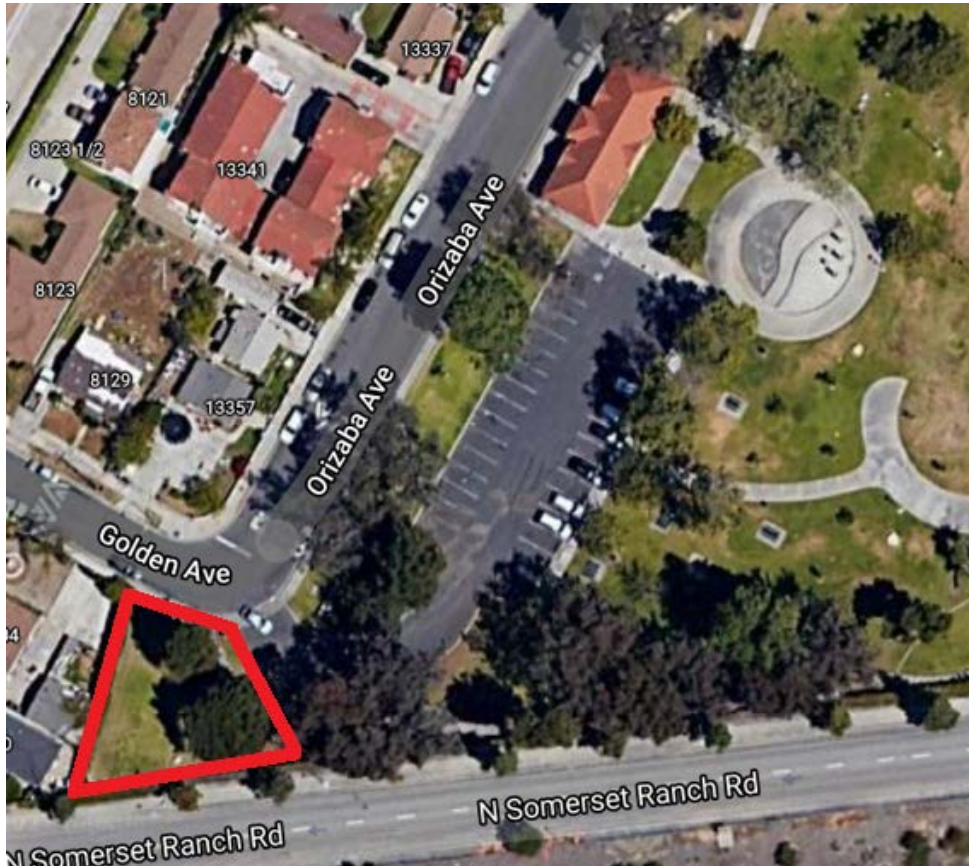


ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots – All-American Park



ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots – Private Property (Pocket Park – Somerset/Colorado)

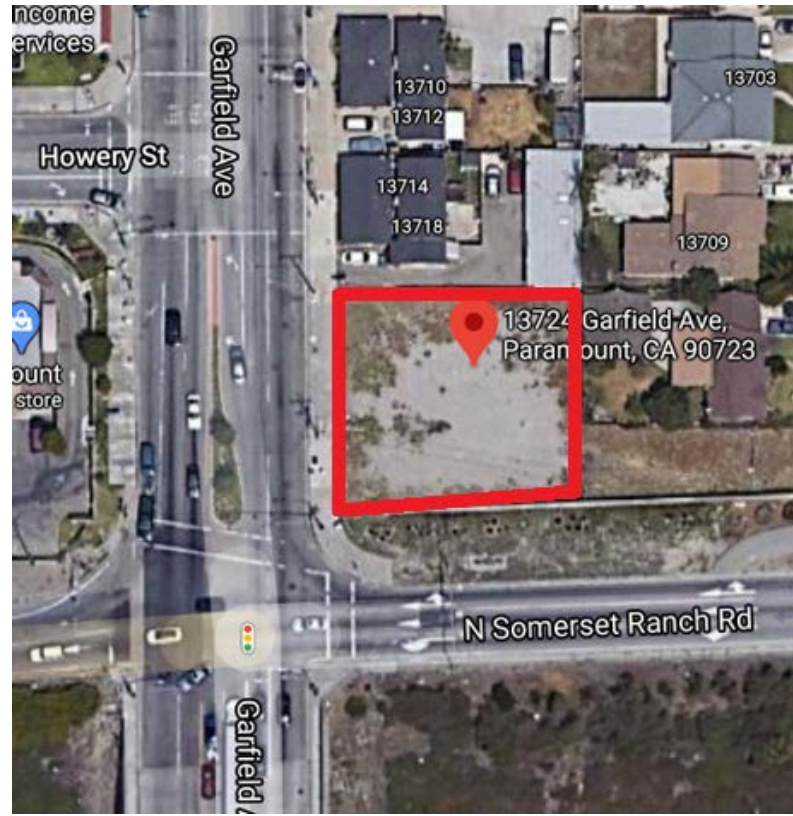


ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots – Private Property (13724 Garfield Ave.)



ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots – Private Property (16247/16249 Vermont Ave.)



ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots – Private Property (8648 Alondra Blvd.)



ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots – Private Property (6769/6701 72nd St.)

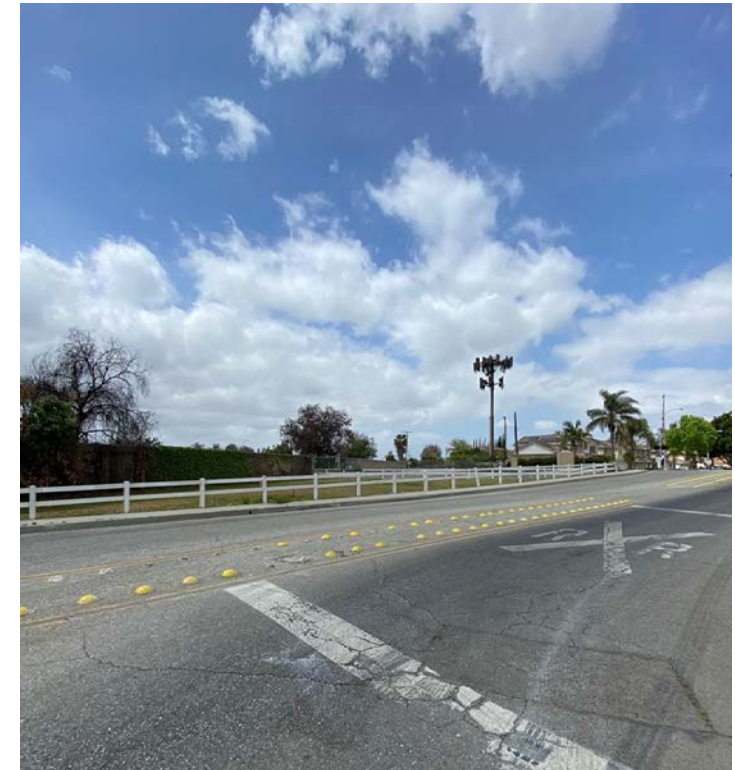
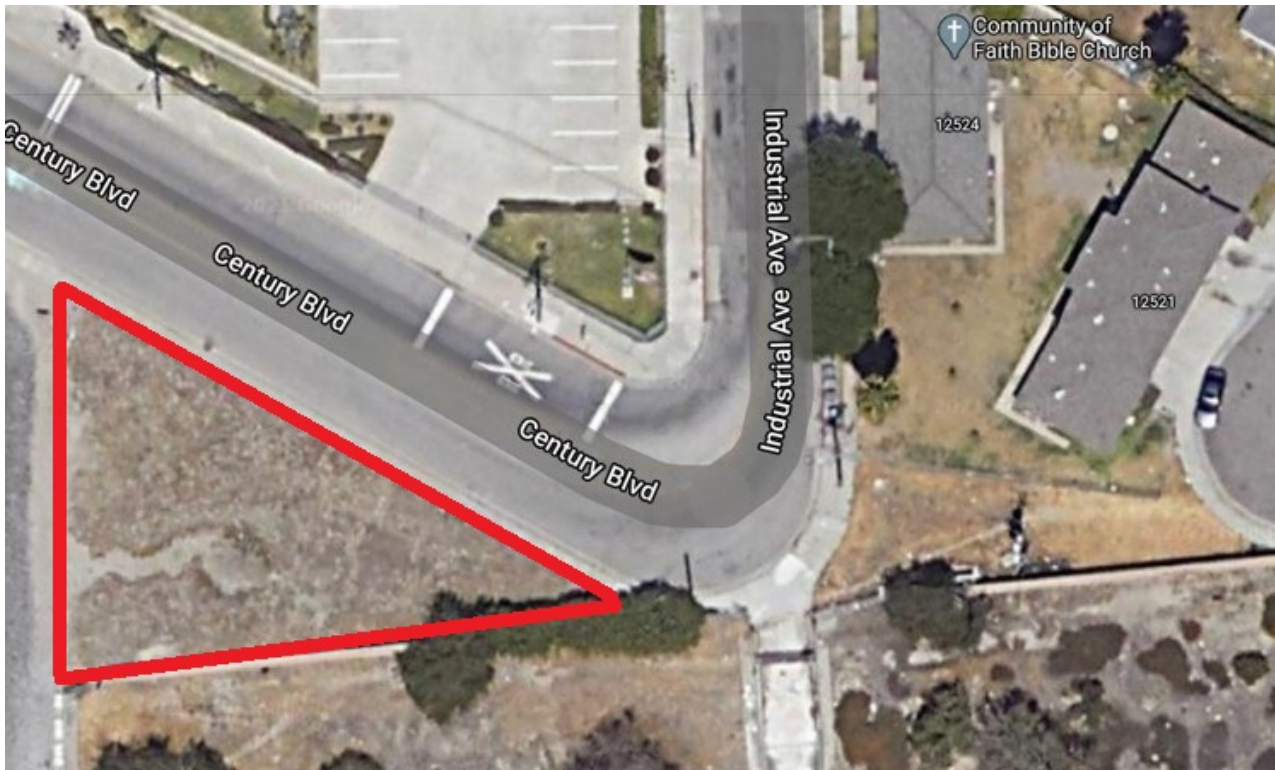


ITEM NO. 2



CITY OF PARAMOUNT

Vacant Lots – Century Blvd./Industrial Ave.



ITEM NO. 2



CITY OF PARAMOUNT

Community Garden Opportunities

SCE Properties

- Most Viable
- Lease
- Construction Costs
- Orange/Cortland (new site) Survey

Private Property

- Manufacturing Zones
- Development
- Lease Issues

City Parks

- Limited Park Space



ITEM NO. 2



CITY OF PARAMOUNT

Community Garden Opportunities

Recommendations

- Pursue Lease with SCE for Rosecrans site
 - Large Garden Space
 - Space for Parking
 - Space for Dedicated Plots
- Orange/Cortland (current site) – Phase-in 1 Plot Policy
- All-American
 - Small Garden Space



ITEM NO. 2



CITY OF PARAMOUNT

Recommendation

- Recommended Action:

It is recommended that the City Council direct staff to pursue a lease with SCE for a community garden; develop costs for design and construction of community gardens at the SCE property and All-American Park, include these costs in the proposed Fiscal Year 2022 Budget; and revise current gardening policies for the Orange Cortland garden to restrict use to one garden plot per resident.

ITEM NO. 2





COMMUNITY GARDEN UPDATE

ITEM NO. 2



CITY OF PARAMOUNT



Oral Report Commercial Sign Regulations

City Council
April 20, 2021

ITEM NO. 3



CITY OF PARAMOUNT



Background

- 11/3/20 – while discussing digital pricing on service station monument signs, City Council requested more information about signs
- Focus on commercial signs
 - Permitted signs
 - Permitted signs with Development Review Board review/approval
 - Prohibited signs



Background – Purpose & Legal

- Businesses have need to advertise; retail/office businesses need signs to help customers, clients, vendors locate the businesses
- Cities establish sign regulations to prevent over proliferation of signs (“sign pollution”)
 - Safety, aesthetics, changing conventions
- Signs have free speech protections under First Amendment
- Sign regulations must be “content neutral” – only based on time, place, and manner

ITEM NO. 3





History – Paramount Commercial Signs

1962 – City Council adopts Paramount Zoning Ordinance, which includes commercial sign regulations

(42) Signs, as follows: (a) Two single-faced signs, or one double-faced sign, not exceeding sixty (60) square feet per face, which signs are used exclusively to advertise a business conducted, services rendered, goods produced or sold upon the premises or any other lawful activity conducted upon the premises, or to identify hotels, clubs, lodges and other permitted uses. (b) Two single-faced signs, or one double-faced sign, not exceeding twelve (12) square feet in area per face pertaining only to the rental, lease or sale of the premises upon which it is displayed, provided such signs shall not be illuminated. (c) Any permitted signs shall not be so located that any green, yellow or red light thereon will materially or practically tend to interfere with approaching drivers readily distinguishing them from traffic signals.

ITEM NO. 3



History – Paramount Commercial Signs

- Since 1980s, City Council has revised commercial sign regulations to maintain safe & attractive cityscape
- Prohibited pole signs in most locations/conditions
- Established regulations for temporary signs – banners, special event signs

ITEM NO. 3



History – Paramount Commercial Signs

- 2012 – most recent comprehensive update of sign regulations
 - Allows monument signs (freestanding signs) on all properties (previously there was a minimum property size)
 - Introduced feather flags (long, vertical temporary signs) as permitted use with no-fee permit
 - Established portable signs (like A-frame signs) as permitted use
 - Established “creative sign” category of signs
 - Requires contractor or professional sign company to install

ITEM NO. 3



Prohibited signs

- New “off-site” signs (like billboards, either stationary or on a moving vehicle) – exception: digital billboard along 710-freeway
- Pole signs



ITEM NO. 3



CITY OF PARAMOUNT

Prohibited signs

- Cabinet/can signs (letters must be individually cut)
- Flat/panel signs
- Roof-mounted signs
- Signs with obscenities
- Signs blocking exits



ITEM NO. 3



CITY OF PARAMOUNT

Wall signs

- One per side
- Maximum 2 rows of lettering
- Length – sign length can be no more than 60% of length of building side
- Area maximum



Projecting signs

- One per business
- Sign no more than 52 inches from wall
- Maximum area of 6 feet



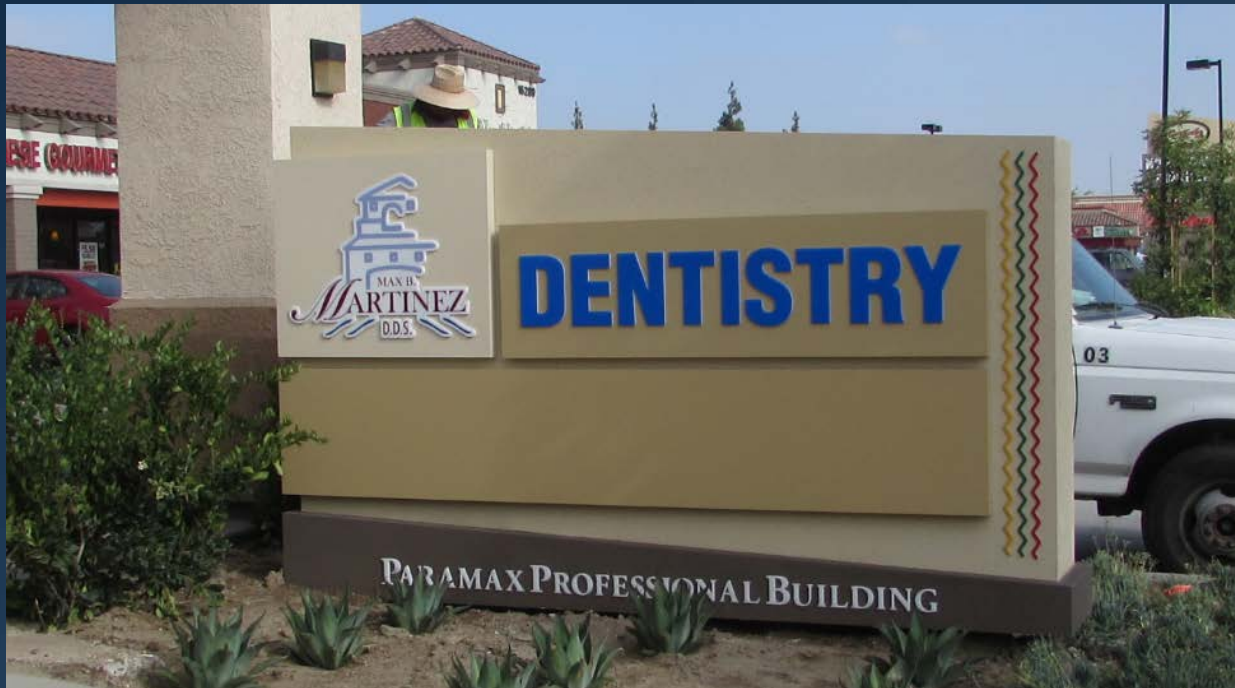
ITEM NO. 3



CITY OF PARAMOUNT

Monument signs

- Freestanding sign
- Up to 6 ft. height for properties more than 15,000 sq. ft.
- Up to 4 ft. height for properties less than 15,000 sq. ft.



Monument signs

- No flat surfaces
- Letters must be either raised or routed (reverse cut)



Pylon signs

- Large-scale sign
- Property must be at least 2 acres
- Maximum height of 25 ft.
- Must not impede visibility



ITEM NO. 3



CITY OF PARAMOUNT

Creative signs

- Introduced in 2012 for flexible consideration of new or different sign types
- Development Review Board approval required



Portable signs

- Must be on private property (not on public sidewalk)
- Maximum height of 4 ft.
- Must be removed when business closed to the public



ITEM NO. 3



CITY OF PARAMOUNT

Banners

- Businesses must obtain a no-fee permit from Planning Dept.
 - Good for one year
 - May be renewed if banner is in good condition
- Except for first 30 days of business operation, cannot substitute for a permanent sign
- One per building side
- Size
 - Length no more than 30% of length of wall
 - Height no more than 4 ft.



ITEM NO. 3



CITY OF PARAMOUNT

Feather Flags

- Introduced in 2012 as they became more popular
- Businesses must obtain permit
- Up to 50 days (nonconsecutive ok) in calendar year
- Only 1 per business (unless business is on a corner facing 2 streets – then 1 per street)



ITEM NO. 3



CITY OF PARAMOUNT

Special Event Signs

- Businesses allowed up to 30 days for grand opening and 20 days for special events
- Open-ended possibilities if safe & tasteful
 - Large-scale inflatable advertising
 - Tube guy
 - Larger-than-normally-approved advertising



ITEM NO. 3



CITY OF PARAMOUNT

Sign approval process

- Business owner or sign contractor brings/emails proposal to Planning Department
- Planner reviews plan to make sure proposal meets Code requirements
- Planner provides corrections to applicant if needed
- Applicant submits corrected plans & obtains no-fee sign permit
- Some signs require permits & inspections from Building and Safety
 - Illuminated signs (electrical permit)
 - New monument signs – foundation
 - Signs that are bolted/screwed (not glued) onto surface

ITEM NO. 3



CITY OF PARAMOUNT

Summary – Sign Regulations

- Balanced – meets goals to harmonize neighborhood/quality of life & business interests
- Up-to-date but can always be revised
 - Example – recently updated to allow digital pricing on gas station monument signs
 - City Attorney reviews changes to ensure Code is constitutionally sound
- Flexible
 - “Creative sign” provisions allow for “outside the box” sign types
 - Special event/grand opening options allow businesses short-term introductory or promotional opportunities



Oral Report Commercial Sign Regulations

City Council
April 20, 2021

ITEM NO. 3



CITY OF PARAMOUNT



Award of Contract – Housing Rehabilitation Construction Services at 6506 San Luis Street

ITEM NO. 4



CITY OF PARAMOUNT



Background

- Award of contract for housing rehabilitation construction services at 6506 San Luis Street through the Home Improvement Program
- Home Improvement Program funded with Federal HOME moneys
- Provides repairs for owner-occupied single-family detached dwellings
 - Home owner must have low-to-moderate income



ITEM NO.4



CITY OF PARAMOUNT

Project Description

- Homeowner solicited 3 construction bids from a construction package from the City's consultant, MDG Associates
- VV&G Construction was selected as the lowest qualified contractor
- Improvements to be completed:
 - Exterior paint
 - New water heater
 - Re-roof
- City contributes 80% up to \$21,600 for construction
- Property owner contributes 20% for construction

ITEM NO.4



ITEM NO. 4

Recommendation

- Award the contract for housing rehabilitation construction services at 6506 San Luis Street through the Home Improvement Program

ITEM NO.4



CITY OF PARAMOUNT



Award of Contract – Housing Rehabilitation Construction Services at 6506 San Luis Street

ITEM NO. 4



CITY OF PARAMOUNT



PARK SHELTER AND PICNIC AREA RENTAL PROCEDURE CHANGES

ITEM NO. 5



CITY OF PARAMOUNT

Background

- Paramount Park – prime location for birthday parties, baby showers picnics
- Deposit - \$50
- Fee - \$10 per day
- Amenities – park barbeques, shade structures, jumper reservations available
- Ongoing improvements – renovated wood coverings, replacement of metal picnic tables and trash cans and new park barbeques



ITEM NO.5

Current Shelter Issues

- Current policy – allows for permitted use as well as first-come, first-served for any park shelter not reserved
- Park violations – unpermitted events/activities
 - Car shows
 - Alcohol use
 - Illegal parking
 - Loud music
 - People in attendance in excess of permit
 - False addresses and non-resident permit use



ITEM NO.5



CITY OF PARAMOUNT

5 Step Plan

- Update Park Codes
- Revised Park Facility Rental Policy
- Shelter Allocation
- Zero Tolerance Registration
- Deposit and Fee



ITEM NO. 5

Park Codes

- Updated park codes – March 2020
- Purpose of the new codes
- Authority to cite
- Examples of code updates:
 - Car shows – by permit only
 - Parties limited to shelters only at Paramount Park
 - Parties limited to designated number/type/size of popups at other parks
 - No personal barbeques allowed

Chapter 9.32	
PARKS AND RECREATION	
Sections:	Article 1. Generally
9.32.010	Short title.
9.32.020	Definitions.
9.32.030	Facilities under Director's control designated—Enforcement authority.
9.32.040	Signs—Placement and maintenance authority—Obedience required.
9.32.050	Compliance with chapter provisions—Ejection of violators.
9.32.060	Enforcement authority.
9.32.070	Liability limitations.
Article 2. Park Rules and Regulations	
9.32.080	Applicability of article.
9.32.090	Hours of operation.
9.32.100	Park property and vegetation—Damaging or removing prohibited—Exception.
9.32.110	Vehicle use in a park.
9.32.120	Large commercial vehicles and semi-trailers.
9.32.130	Sound or advertising vehicles.
9.32.140	Camping in parks or recreational facilities.
9.32.150	Animals.
9.32.160	Trash, littering and dumping.
9.32.170	Alcoholic beverage/narcotics and dangerous drugs possession and/or consumption.
9.32.180	Park and facilities use policy—Alcohol.
9.32.190	Soliciting for or selling merchandise—Restrictions.
9.32.200	Golf.
9.32.210	Amplified sound in parks.
9.32.220	Other prohibited activities.
9.32.230	Permit for community events or special events.
9.32.240	Expressive activity.
9.32.250	Special regulations for certain City parks.
9.32.260	Emergency exclusion of public and safety precautions.
9.32.270	Penalty for violation.
Article 1. Generally	
9.32.010	Short title.
This chapter shall be known as and may be cited as the "City of Paramount Parks and Recreation Regulations." (Prior code § 30-70)	

ITEM NO. 5



CITY OF PARAMOUNT

Revised Agreement

- New Park Facility Rental Policy and Procedures –outline expectations and consequences
- Signed form for valid application
- Summary:
 - Residency requirements
 - Allowed uses of the shelter
 - Limited to specific uses
 - No alcohol
 - Vehicle prohibitions
 - Limitations on attachment materials
 - Audio levels
 - Limitations on devices that simulate fire
 - No abusive or negative behavior
 - Permit requirement for inflatables
 - Trash pickup
 - Termination time of shelter use and consequences

City of Paramount—Community Services & Recreation Department¶
16400 Colorado Ave., Paramount, CA 90723¶
Hours: Monday—Friday: 8:00 a.m. —5:00 p.m.¶

PARK FACILITY RENTAL POLICIES & PROCEDURES¶

Thank you for choosing to have your event at a City of Paramount park facility. In order to ensure an enjoyable and safe event, the following policies and procedures will be strictly enforced. The City of Paramount, Community Services & Recreation Department, reserves the right to change and/or cancel any reservation at any time resulting from a City event, program, and/or maintenance. The Paramount Municipal Park Codes governing the use of City Parks can be found in Chapter 9.32 of the Paramount Municipal Code. Reservations permits for City facilities are only issued on weekends and City-recognized holidays. All general park rules shall apply to the use of the park facility.¶

GENERAL POLICIES & PROCEDURES¶

1. → All park facility reservations must be made in person and are based on a first-come, first-served basis. A completed application for facility use must be submitted in person to the Community Services & Recreation Department and is not complete until a permit is issued. The application needs to be submitted at least one (1) week prior to the event, but no more than six (6) months prior. There is a \$10 non-refundable fee for picnic shelter reservations and a \$50 deposit that will not be refunded if the facility is left uncleaned and/or damaged. Both fees must be paid at the time the application is submitted.¶
2. → You must be a Paramount resident to reserve a park facility. Proof of residency is required and must be presented at the time of reservation. Also required at the time of reservation is a current utility bill with a Paramount address and a matching driver's license or CA ID. No reservation can be made by a Paramount resident for a third party. Reservation applicant must be the same person that provides payment.¶
3. → The use of City of Paramount park facilities are for family social functions only. The facilities are prohibited from being used for a non-family group, social club function, for a business or for any monetary gain except with a valid issued special event permit by the Community Services and Recreation Department.¶
4. → The permit issued to the permittee is only for the uses and times specifically stated in the permit. Applicants must assume control of their reserved shelters, no later than 9:00 a.m. Reservations are limited to park hours that end 8:00 p.m. Any use not in compliance with the stated uses and times in the permit are expressly prohibited and subject the permittee to loss of the deposit, any park code violations penalties, and any associated costs related to the use of additional City staff and Sheriff's personnel.¶
5. → No alcoholic beverages may be brought to or consumed at any picnic shelter or on any park facility (without prior permit approval). Failure to comply with this regulation will result in

ITEM NO. 5



CITY OF PARAMOUNT

Current Shelter Allocation

Shelter Allocations		Number of Parties	Max # of Attendance
1&2, 1&3, 2&3		1	50
4		1	50
5&6 or 5&7 or 6&7		1	50
8a & 8b		1	50
	Totals	4	200



ITEM NO. 5

Proposed Shelter Allocation

Pods	Shelter Allocations	Number of Parties	Max # of Attendance
1	1, 2, 3, 4	1	50
2	5, 6, 7	1	50
3	8a & 8b	1	50
	Totals	3	150



ITEM NO. 5

Zero Tolerance Registration

- Two forms of identification
 - California ID
 - DMV temporary ID card
 - Current utility bill with Paramount address that matches ID card
- Non-resident registration issues
 - False information
 - Ask a Paramount resident to register for them to receive the resident rate
 - Park violations



Account Statement				
Account Information				
ACCOUNT #	CUSTOMER #:			
SERVICE ADDRESS:				
LAST PAYMENT:				
READ DATES:	FROM: 8/27/08 TO: 9/24			
BILL DATE:	9/30			
DUE DATE:	10/21			
Account Activity				
Meter	Number of Days	Previous	Current	Use
3113026	26	1836	1836	

ITEM NO. 5



CITY OF PARAMOUNT

Deposit and Fee

City:	Resident / Non-Resident	Deposit Amount:	Shelter Fee:
Norwalk	Both	\$400	\$30/hour
Long Beach	Both	\$250	\$25/hour
South Gate	Resident only	\$150	\$70/day
Downey	Both	\$150	\$30/hour
Bellflower	Resident only	\$100	\$50/day
Artesia	Resident only	\$75	\$20/hour
Paramount	Both	\$50	\$10/day

- Fee Analysis – recommendations in FY 22 Budget Proposal
- Shelter Deposit – refundable/increase to \$150

ITEM NO. 5

Goals

- Make park shelters available to residents for permitted uses
- Reduce the number of unpermitted uses
- Reduce the number of non-resident uses
- Reduce false applications for permitted use



ITEM NO. 5

Recommendation

It is recommended that the City Council receive and file the changes to the park shelter/picnic area rental procedures and deposit amount.

ITEM NO.5





PARK SHELTER AND PICNIC AREA RENTAL PROCEDURE CHANGES

ITEM NO. 5



CITY OF PARAMOUNT



Appropriation of Additional Funds for Communications Professional Services

ITEM NO. 6



CITY OF PARAMOUNT



Authorization to Execute a Memorandum of Understanding Between the City of Paramount, the California Urban Forests Council, and West Coast Arborists, Inc., Regarding the Circle 4 – Amplify Urban Forest Project

ITEM NO. 7



CITY OF PARAMOUNT



Replacement of Air Conditioning Units at Progress Park Plaza and Associated Budget Adjustment (City Project No. 9178)

ITEM NO. 8



CITY OF PARAMOUNT



Replacement of Electrical Vault at Spane Park and Associated Budget Adjustment

ITEM NO. 9



CITY OF PARAMOUNT



Appointment of City Commissioners

ITEM NO. 10



CITY OF PARAMOUNT



Mayor's Appointments

ITEM NO. 11



CITY OF PARAMOUNT



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Comments/Committee Reports



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Adjournment