



CITY COUNCIL MEETING

August 3, 2021



BRENDA OLMOS
Mayor



**VILMA CUELLAR
STALLINGS**
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



PEGGY LEMONS
Councilmember

Call to Order



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PEGGY LEMONS
Councilmember

Pledge of Allegiance



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Invocation: Pastor Brian Warth



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Councilmember



PEGGY LEMONS
Councilmember

Roll Call of Councilmembers



Mayor's Award of Excellence

ITEM NO. 1



CITY OF PARAMOUNT



Proclamation: National Night Out 2021

ITEM NO. 2



CITY OF PARAMOUNT



Proclamation: National Wellness Month

ITEM NO. 3



CITY OF PARAMOUNT



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City Council Public Comment Updates



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Public Comments



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PEGGY LEMONS
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Consent Calendar



Update from Los Angeles County Assessor Jeffery Prang

ITEM NO. 7



◆ **JEFF PRANG** ◆

LOS ANGELES COUNTY ASSESSOR

ASSESSOR.LACOUNTY.GOV

LOS ANGELES COUNTY

ONE OF THREE ELECTED OFFICIALS



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR

ASSESSOR



ASSESSOR.LACOUNTY.GOV

SHERIFF



DISTRICT ATTORNEY



TAXABLE PROPERTY



♦ **JEFF PRANG** ♦
LOS ANGELES COUNTY ASSESSOR



Business Property



Boats



Race Horses



Aircraft

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OFFICE OF THE ASSESSOR

- 1,300 employees in six locations
- Budget of nearly \$200 million
- Locate and identify the ownership of all taxable property
- Produce an Assessment Roll showing the assessed values of all property
- Apply all legal exemptions

ASSESSOR.LACOUNTY.GOV



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR



ASSESSMENT ROLL

- The Roll is an inventory of all taxable property in the County
- The Roll serves as a planning document for local governments and their budget preparation
- The Roll also provides insight as to what is going on in real estate



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR



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♦ **JEFF PRANG** ♦
LOS ANGELES COUNTY ASSESSOR

ASSESSMENT ROLL

- 2021 Assessment Roll - Growth of \$62.9 billion.
- 3.7% increase over the previous year

City	Growth	Homes	Apartments	Commercial Properties
PARAMOUNT	2.5%	5,861	1,495	1,949
Compton	3.2%	15,469	2,231	2,092
Downey	2.5%	19,992	2,056	1,336
Bellflower	3.7%	10,181	1,869	1,486
Lynwood	6.8%	7,297	1,892	976

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MARKET ANALYSIS



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR

- Paramount reported a modest 2.5% percentage increase in property values. This is mainly attributed to the continued construction of industrial and manufacturing businesses.

Median Sales Price for SFRs rose 18.4% to an all time high in May. Our Data shows MSP at \$850,000 in LA County.

CITY	Median Sales Price
PARAMOUNT	\$575,000
Compton	\$525,000
Downey	\$710,000
Bellflower	\$650,000
Lynwood	\$850,000



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR

BUSINESS PROPERTY

- As of April 2020, small business revenue in LA County has decreased by 30.7% compared to January 2020.
- The Assessor's Office has provided a proactive reduction of business property assessments to an estimated 47,000 small businesses in the County.

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DECLINE-IN-VALUE



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR

- May occur when the current market value of your property is less than the current assessed value.
- Eligible property owners may receive a temporary reduction in their assessed value until the market recovers.
- **Filing period: July 2nd - November 30th.**





♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR

PROPOSITION 19

Restriction on transfers between family members

- Inherited property has to be primary place of residence
- Inheritor must apply for the Homeowners' Exemption within 1 year
- Additional transferable property is now subject to reassessment

Implemented: February 16, 2021 ✓

Expansion of benefits for Seniors, disabled, victims of natural disasters

- Tax base may be transferred up to 3 times
- Homeowner may transfer tax base to properties of greater value

Implemented: April 1, 2021 ✓

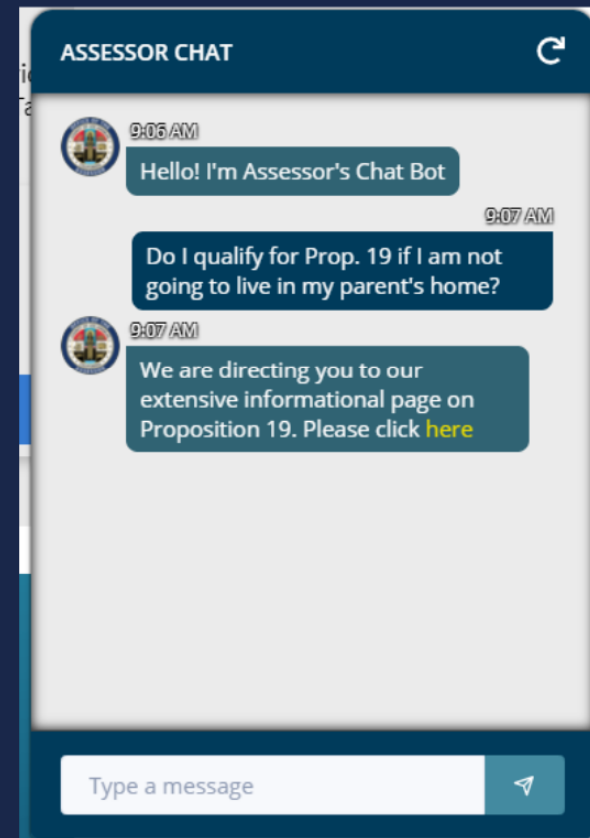
PROP. 19 RESOURCES

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- Chat Bot
- Exclusion Calculators
- Fact Sheets
- All required forms
- Prop. 19 Webinar



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR



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HOMEOWNERS' EXEMPTION



♦ JEFF PRANG ♦
LOS ANGELES COUNTY ASSESSOR

- Reduces property's assessed value by **\$7,000**
- Results in **\$70 off** property tax bill
- **\$30 million** dollars unclaimed in LA County, annually
- **Over 44%** of homeowners in Paramount do not claim the exemption



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◆ **JEFF PRANG** ◆

LOS ANGELES COUNTY ASSESSOR

(213) 974-3101 | jprang@assessor.lacounty.gov | @LACASSESSOR



MONTHLY NEWSLETTER



[ASSESSOR.LACOUNTY.GOV/STAY-INFORMED-3](https://assessor.lacounty.gov/stay-informed-3)



Update from Los Angeles County Assessor Jeffery Prang

ITEM NO. 7



CITY OF PARAMOUNT



Paramount Pool Upgrades

ITEM NO. 8



CITY OF PARAMOUNT

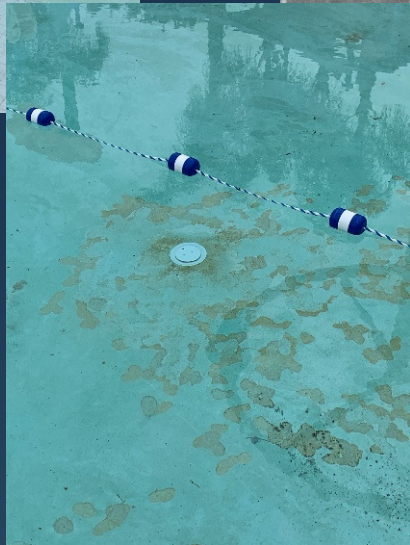
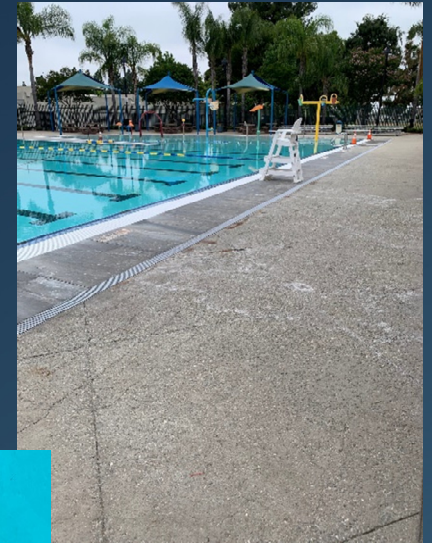
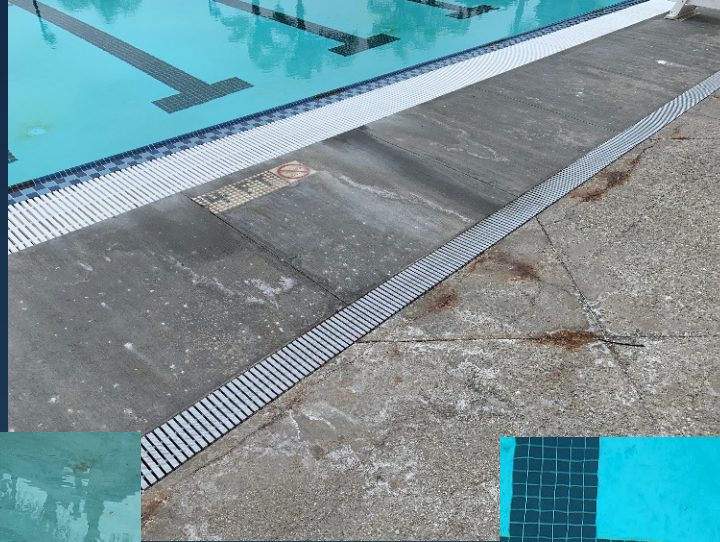


Paramount Pool Upgrades

- Paramount Pool is in desperate need of upgrades:
 - Plaster
 - Deck
 - Lighting
 - Splash Equipment
 - Deep End/Diving Area
- Estimated construction timeline: November 2021 – March 2022
- Impact: PUSD Swim Season/YMCA Swim Lessons



Paramount Pool - Presently

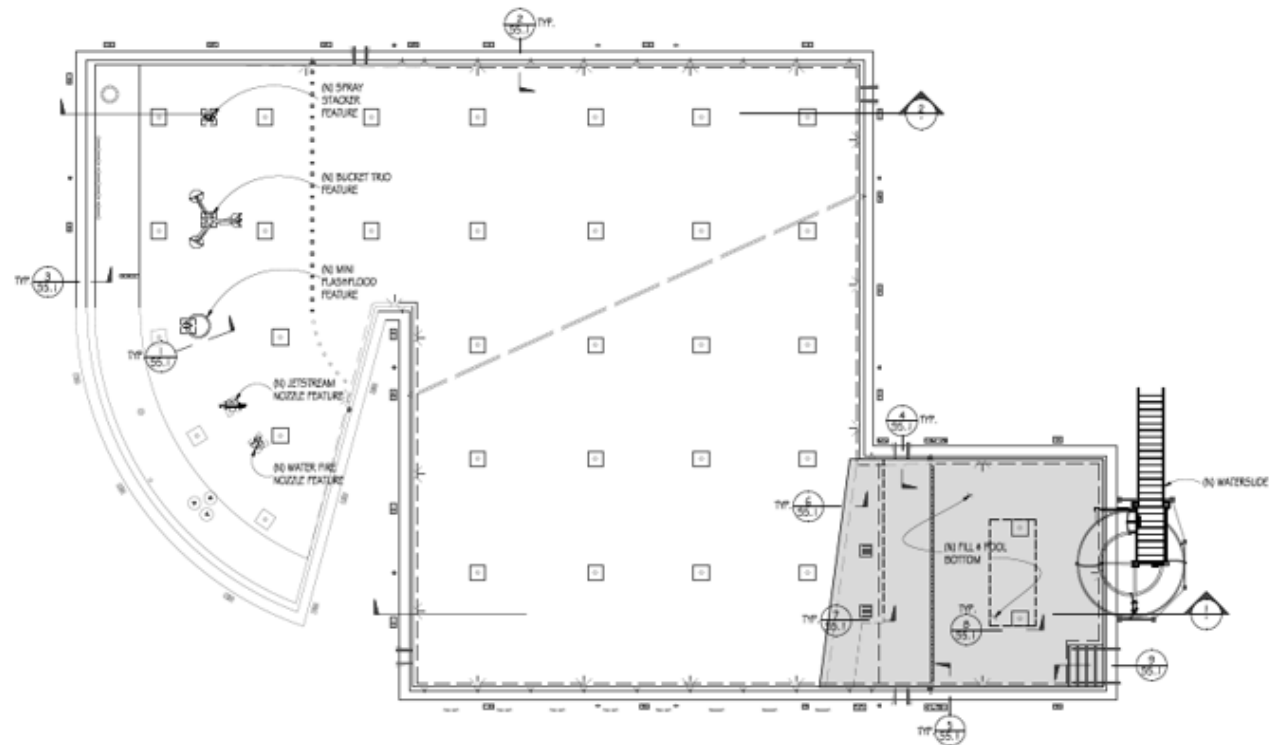


ITEM NO.8



CITY OF PARAMOUNT

Paramount Pool Plans

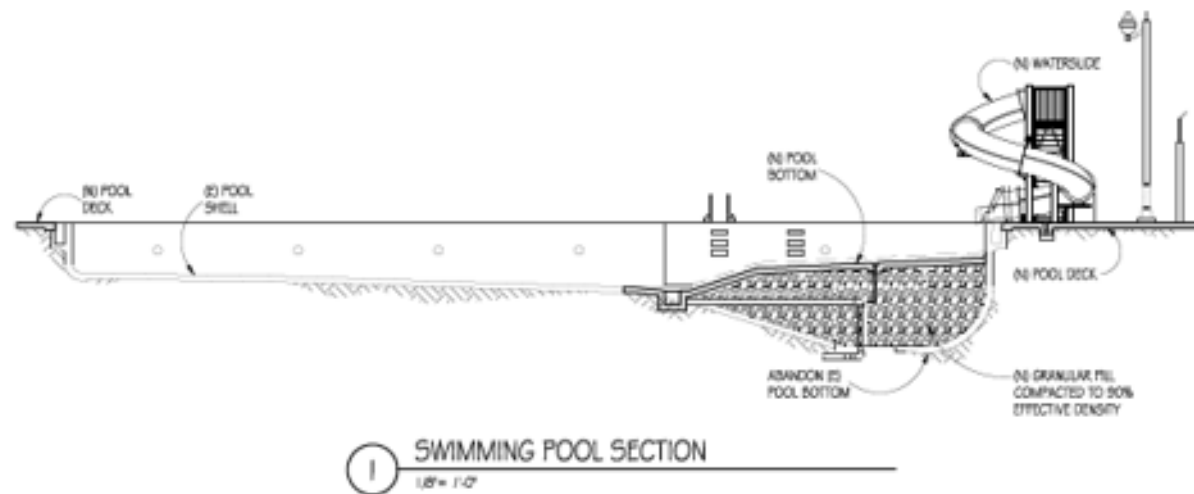


ITEM NO.8



CITY OF PARAMOUNT

Paramount Pool Plans



ITEM NO.8



CITY OF PARAMOUNT

New Splash Features



ITEM NO.8



CITY OF PARAMOUNT

New Pool Slide



ITEM NO.8



CITY OF PARAMOUNT



Recommendation

- It is recommended that the City Council receive and file this report.

ITEM NO.8



CITY OF PARAMOUNT



PROGRESS PLAZA ART PIECE

August 3, 2021
City Council

ITEM NO. 9

 CITY OF PARAMOUNT



Civic Center Art Piece

- Award of contract for professional services
- J.K. Designs
 - Progress Plaza art piece
 - City has purchased numerous art pieces from J.K. Designs



Progress Plaza Art Piece

- Art piece has a cost of \$103,500
 - Similar to cost of other art pieces
 - Recently approved 19th Amendment Art piece has a cost of \$90,000
- Funded from City's Public Art Fund
 - Collected from large scale development projects that have a valuation over \$100,000
- Art piece would be located in the plaza area at the entrance to the Progress Plaza building.
- Art piece installed on an existing three-tiered concrete base
- Piece measures 6 feet 10 inches in width and 7 feet in height
- Art piece would be stainless steel

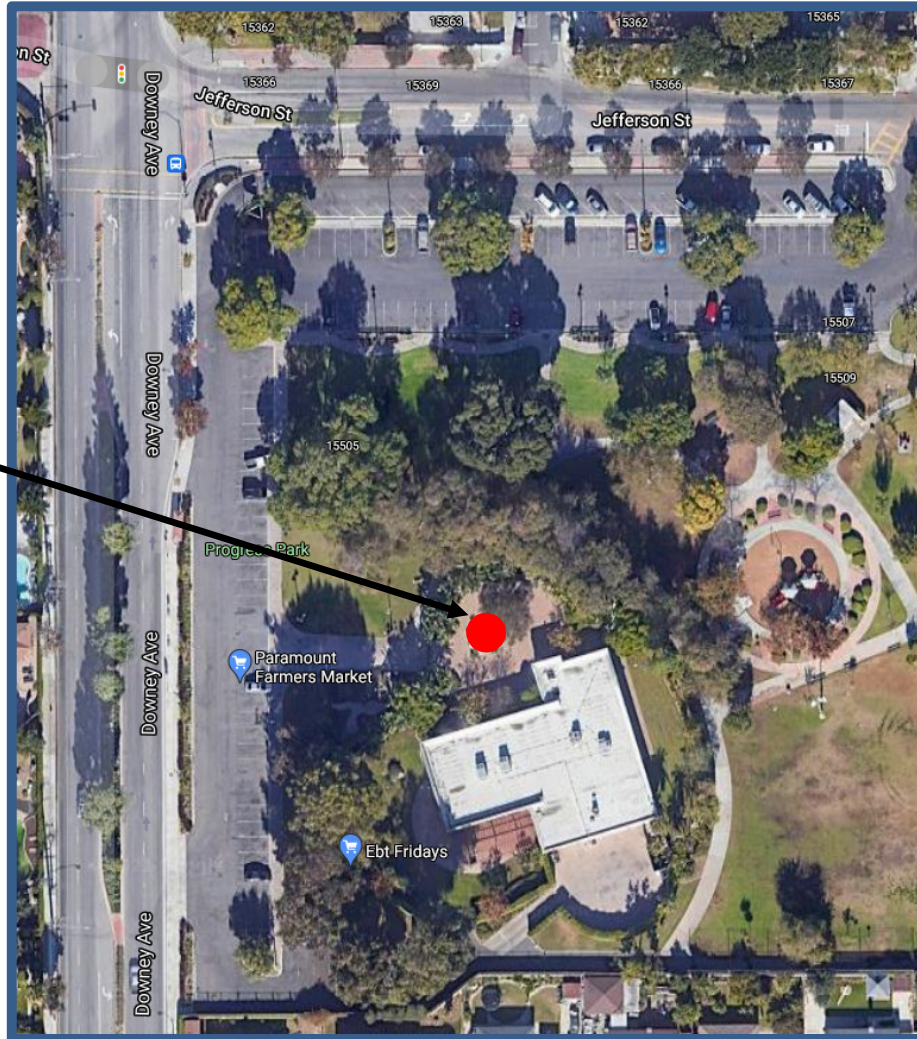
ITEM NO.9

Progress Plaza Art Piece

- Art piece is called “Event Horizon”
- The art piece would compliment existing art at Progress Plaza such as the abstract “Unfolding Star”, located in the Plaza area, and the nearly complete interior remodel of the Progress Plaza building

ITEM NO.9

Art Piece Location



ITEM NO. 9



ITEM NO. 9

Contract



- City's purchasing policy requires contracts in excess of \$40,000 to receive Council approval
- Contracts to be awarded based on demonstrated competence
- City has purchased numerous art pieces from J.K. Designs



ITEM NO. 9

Recommendation

It is recommended that the City Council award the contract to J.K. Designs for an art piece at Progress Plaza in an amount not to exceed \$103,500

ITEM NO.9

6



CITY OF PARAMOUNT



PROGRESS PLAZA ART PIECE

August 3, 2021
City Council

ITEM NO. 9

 CITY OF PARAMOUNT



PROPOSED CHANGES TO THE PARK FACILITY RENTAL POLICIES AND PROCEDURES

ITEM NO. 10



CITY OF PARAMOUNT

Current Shelter Issues

- Since reopening in May 2021 - numerous shelter violations
- Park Services staff are onsite to help educate / prevent infractions
- Park violations – unpermitted events/activities
 - Car shows
 - Personal BBQs / Taco Vendors
 - Shelter set-ups
 - Alcohol use
 - Illegal parking
 - Loud music
 - People in attendance in excess of permit
 - False addresses and non-resident permit use



ITEM NO.10



CITY OF PARAMOUNT

July Shelter Reservations

- Weekend of July 3 & 4
 - 2 reservations / 0 groups in violation
- Weekend of July 10 & 11
 - 6 reservations / 2 groups in violation
 - Large party, alcohol, gambling, pop-ups, etc.
- Weekend of July 17 & 18
 - 6 Reservations / 5 groups in violation
 - Taco man, shelter set-ups, car show

ITEM NO. 10

July Violations

Saturday July 10, 2021



ITEM NO.10

July Violations

Saturday, July 17



ITEM NO. 10

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. 10



CITY OF PARAMOUNT

Revised Agreement

- New additions / clarifications:
 - No DJ. This was added to section about no amplified music.
 - No pop-ups or tent structures are allowed outside / inside gazebo area at Paramount & Progress Parks. No additional set-ups are allowed outside of gazebo area i.e. tables, chairs, tent structures.
 - No additional cooking equipment is allowed i.e. no taco vendor, individual flat grill allowed. This was added to the existing portion about no personal barbequing equipment.

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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
Paramount (Proposed)	Both	\$250	\$50/day
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 (Current)	Both	\$150	\$50 / day

- Shelter Deposit – refundable/increase to \$250

ITEM NO. 10

Recommendation

It is recommended that the City Council approve or modify the proposed changes to the park facility rental policies and procedures.

ITEM NO.10



CITY OF PARAMOUNT



PROPOSED CHANGES TO THE PARK FACILITY RENTAL POLICIES AND PROCEDURES

ITEM NO. 10



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Comments/Committee Reports



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Closed Session



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Adjournment