



## PUBLIC PARTICIPATION NOTICE

Public Participation Accessibility for the Regular Meeting of the Development Review Board scheduled for **April 5, 2023**.

### **In-person Attendance:**

The public may attend the Development Review Board meeting 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](mailto:planning@paramountcity.com)**

E-mail public comments must be received by **5:00 p.m. on April 5, 2023**. The e-mail must specify the following information: 1) Full Name; 2) City of Residence; 3) Phone Number; 4) Public Comment or Agenda Item Number; 5) Subject; 6) Written Comments.

- **Teleconference: (562) 220-2036**

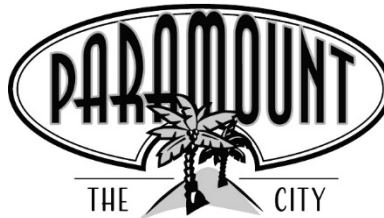
Participants wishing to address the Development Review Board by teleconference should call City Hall at **(562) 220-2036** by **5:00 p.m. on Wednesday, April 5, 2023** and provide the following information: 1) Full Name; 2) City of Residence; 3) Phone Number; 4) Public Comment or Agenda Item Number; 5) Subject. Teleconference participants will be called back during the Development Review Board meeting on speaker phone to provide their comments.

All public comments are limited to a maximum of three minutes unless an extension is granted. Please be mindful that the meeting will be recorded as any other person is recorded when appearing before the Development Review Board, and all other rules of procedure and decorum will apply when addressing the Development Review Board by teleconference.

# AGENDA

Paramount Development Review Board

April 5, 2023



*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](http://www.paramountcity.com)

**Public Comments:** 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 rostrum provided for the public. Persons are limited to a maximum of three (3) minutes unless an extension of time is granted. No action may be taken on items not on the agenda except as provided by law.

**Americans with Disabilities Act:** In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office at (562) 220-2220 at least 48 hours prior to the meeting to enable the City to make reasonable arrangements to ensure accessibility to this meeting.

**Note:** Agenda items are on file in the Planning Department office and are available for public inspection during normal business hours. Materials related to an item on this Agenda submitted after distribution of the agenda packet are also available for public inspection during normal business hours in the Planning Department office. The Planning Department office is located at City Hall, 16400 Colorado Avenue, Paramount.

## Notes

CALL TO ORDER:

Chair Ernie Esparza

ROLL CALL OF  
MEMBERS:

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

## MINUTES

1. [APPROVAL OF  
MINUTES](#)

March 1, 2023

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## PUBLIC COMMENTS

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## NEW BUSINESS

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## REPORTS

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2. [DRA NO. 23:005](#) A request by Jacqueline Hernandez/Hernandez Signs for El Sinaloense Restaurant to legalize noncommercial sculptural artwork at 15503 Paramount Boulevard in the C-3 (General Commercial) zone
3. [DRA NO. 23:006](#) A request by the City of Paramount for a professional artist to paint a noncommercial mural on the exterior walls of two commercial buildings at 8018-8026 Alondra Boulevard in the C-3 (General Commercial) zone and perimeter block walls and garage of the rear of two residential properties at 15923-15927 California Avenue in the R-M (Multiple-Family Residential) zone

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## COMMENTS

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

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## ADJOURNMENT

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To a meeting on May 3, 2023 at 6:00 p.m.

MAY 10, 2022

APPROVAL OF MINUTES

DEVELOPMENT REVIEW BOARD

MOTION IN ORDER:

APPROVE THE DEVELOPMENT REVIEW BOARD MINUTES OF APRIL 12, 2022.

MOTION:

MOVED BY: \_\_\_\_\_

SECONDED BY: \_\_\_\_\_

[ ] APPROVED

[ ] DENIED

ROLL CALL VOTE:

AYES: \_\_\_\_\_

NOES: \_\_\_\_\_

ABSENT: \_\_\_\_\_

ABSTAIN: \_\_\_\_\_



## **DEVELOPMENT REVIEW BOARD MINUTES APRIL 12, 2022**

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

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### **CALL TO ORDER:**

The regular meeting of the Development Review Board was called to order by Chair Jaime Abrego at 6:41 p.m. at City Hall, Council Chambers, 16400 Colorado Avenue, Paramount, California.

### **ROLL CALL OF BOARD MEMBERS**

Present: Board Member Alicia Anderson  
Board Member Elizabeth Bautista  
Board Member Ernie Esparza  
Board Member Gordon Weisenburger  
Vice Chair (VACANT)  
Chair Jaime Abrego

Absent: None

### **STAFF PRESENT:**

John Cavanaugh, City Attorney  
John Carver, Planning Director  
John King, Assistant Planning Director  
Johnnie Rightmer, Building and Safety Manager  
Ivan Reyes, Associate Planner  
Jessica Guillen, Planning Intern  
Valerie Zaragoza, Administrative Assistant  
Alex Ayala, Office Assistant I

### **PUBLIC COMMENTS**

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There were none.

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### **1. APPROVAL OF MINUTES**

Chair Abrego presented the Development Review Board minutes of March 8, 2022 for approval.

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

AYES: Board Members Bautista, Esparza and Weisenburger, Chair Abrego  
NOES: None  
ABSENT: None  
ABSTAIN: Board Member Anderson

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## **NEW BUSINESS**

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2. COMMENTS FROM  
BOARD MEMBERS  
AND STAFF

There were none.

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## **ADJOURNMENT**

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There being no further business to come before the Board, the meeting was adjourned by Chair Abrego at 6:42 p.m. to the next Development Review Board meeting to be held on Tuesday, May 10, 2022, at City Hall Council Chambers, 16400 Colorado Avenue, Paramount, California, at 6:00 p.m.

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Jaime Abrego, Chair

ATTEST:

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Valerie Zaragoza, Administrative Assistant

APRIL 5, 2023

DEVELOPMENT REVIEW APPLICATION NO. 23:005

MOTION IN ORDER:

APPROVE A REQUEST BY JACQUELINE HERNANDEZ/HERNANDEZ  
SIGNS FOR EL SINALOENSE RESTAURANT TO LEGALIZE  
NONCOMMERCIAL SCULPTURAL ARTWORK AT 15503 PARAMOUNT  
BOULEBARD IN THE C-3 (GENERAL COMMERCIAL) ZONE.

MOTION:

MOVED BY: \_\_\_\_\_

SECONDED BY: \_\_\_\_\_

[ ] APPROVED

[ ] DENIED

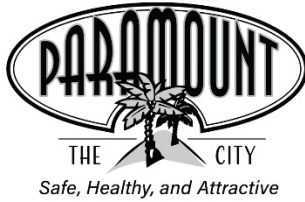
ROLL CALL VOTE:

AYES: \_\_\_\_\_

NOES: \_\_\_\_\_

ABSENT: \_\_\_\_\_

ABSTAIN: \_\_\_\_\_



## **CITY OF PARAMOUNT PLANNING DEPARTMENT STAFF REPORT SUMMARY**

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<b>PROJECT NUMBER:</b>	<b>Development Review Application No. 23:005</b>
<b>REQUEST:</b>	<b>Legalize noncommercial sculptural artwork</b>
<b>APPLICANT:</b>	<b>Jacqueline Hernandez/Hernandez Signs for El Sinaloense Restaurant</b>
<b>MEETING DATE:</b>	<b>April 5, 2023</b>
<b>LOCATION:</b>	<b>15503 Paramount Boulevard</b>
<b>ZONE:</b>	<b>C-3 (General Commercial)</b>
<b>GENERAL PLAN:</b>	<b>Single-Family Residential</b>
<b>PLANNER:</b>	<b>Smyrna Caraveo</b>
<b>RECOMMENDATION:</b>	<b>Approval</b>



**To:** Honorable Development Review Board  
**From:** John Carver, Planning Director  
**By:** Smyrna Caraveo, Planning Intern  
**Date:** April 5, 2023

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**Subject: DEVELOPMENT REVIEW APPLICATION NO. 23:005  
15503 PARAMOUNT BOULEVARD**

## **BACKGROUND**

This application is a request by Jacqueline Hernandez/Hernandez Signs for El Sinaloense Restaurant to legalize noncommercial sculptural artwork at 15503 Paramount Boulevard in the C-3 (General Commercial) zone. The sculpture is located at the corner of a 7,500 square foot lot that is owned and operated by the same El Sinaloense Restaurant ownership. The El Sinaloense restaurant has been established in the City of Paramount since 2009. The proposed sculpture artwork will be paid for by the business owners.

## **DISCUSSION**

This project represents the first sculpture artwork following the implementation of Ordinance No. 1131/Zoning Ordinance Text Amendment No. 18 – art in public places on private property. Each letter of the artwork features detailed hand art designs created by the artist Juan Castillo. The design depicts the Mexican culture in the city of Culiacan, Sinaloa. Cities across Mexico are known for their iconic, colorful, and lively welcome signs of a large scale. The sculpture artwork at El Sinaloense tries to resemble these iconic signs in a scaled down version to add character to the restaurant exterior.

The art piece has been manufactured by a company located in Tijuana, Baja California, located on the Pacific Coast of Mexico. The artist is Juan Casillas who is a talented artist based in Sinaloa, Mexico. He has an extensive background in fine art.

The following is a view of the existing building with the sculptural artwork:



The following is the design:

FRONT VIEW



## **FISCAL IMPACT**

None.

## **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; and No. 3: Economic Health.

## **RECOMMENDED ACTION**

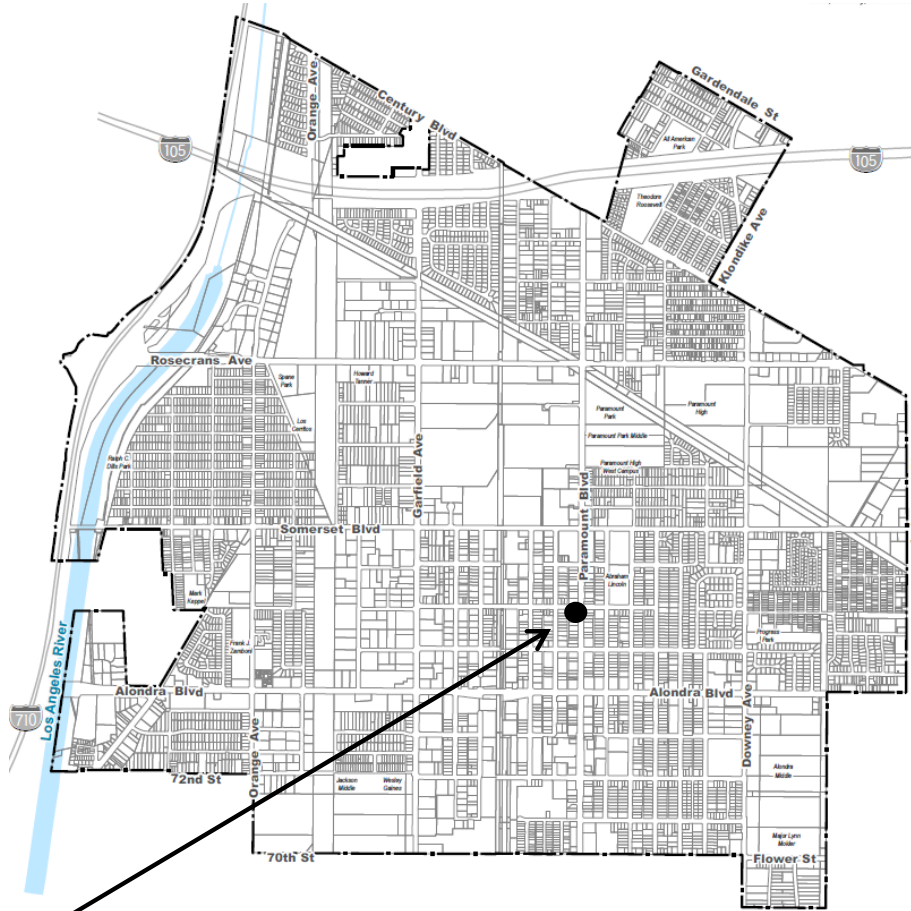
It is recommended that the Development Review Board approve Development Review Application No. 23:005, subject to the following conditions:

1. 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.
2. Except as set forth in conditions, development shall take place as shown on the approved proposal. Any deviation must be approved by the Planning Department.
3. 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, April 21, 2023. Failure to provide the City of Paramount with the requisite affidavit within the time stated hereinabove shall render the Development Review Application void.
4. This Development Review Application shall not be effective for any purposes until the artist has signed an artist agreement with the City of Paramount. Failure of the artist to sign an agreement shall render the Development Review Application void.
5. Development Review Board approval shall be valid for twelve months, to expire on April 5, 2024. Time extension may be granted at the discretion of the Development Review Board.
6. No change to the sculptural artwork design, other than those colors and design originally approved by this application, shall be permitted without the prior approval of the Planning Department.
7. The artist shall protect the sculptural artwork with an anti-graffiti sealant and a transparent gloss varnish to prevent UV light damage.

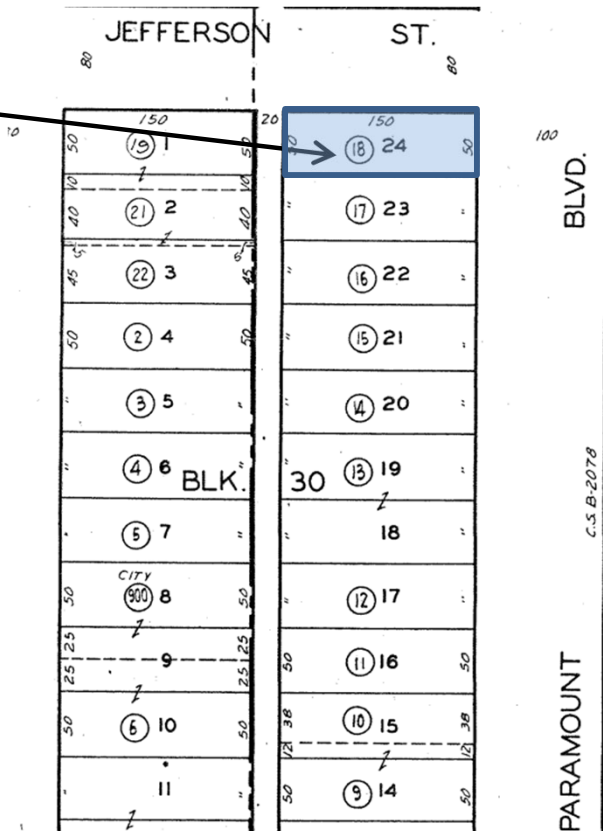
8. During completion of installation, the artist shall adhere to all safety protocols and protect public property.
9. The plans shall be reviewed by the Building and Safety Division of the Planning Department. Any required changes to the installation shall be completed by May 1, 2023 and inspected by the Building and Safety Division.
10. At the completion of the project, final approval from the Planning Division of the Planning Department shall be obtained. All conditions of approval shall be completed prior to final approval by the Planning Division.



# Development Review Application No. 23:005



Subject  
Property



15503 Paramount Boulevard

APRIL 5, 2023

DEVELOPMENT REVIEW APPLICATION NO. 23:006

MOTION IN ORDER:

APPROVE A REQUEST BY THE CITY OF PARAMOUNT FOR A PROFESSIONAL ARTIST TO PAINT A NONCOMMERCIAL MURAL ON 8018-8026 ALONDRA BOULEVARD AND 15923-15927 CALIFORNIA AVENUE.

MOTION:

MOVED BY: \_\_\_\_\_

SECONDED BY: \_\_\_\_\_

[ ] APPROVED

[ ] DENIED

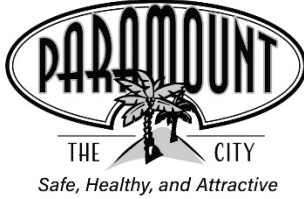
ROLL CALL VOTE:

AYES: \_\_\_\_\_

NOES: \_\_\_\_\_

ABSENT: \_\_\_\_\_

ABSTAIN: \_\_\_\_\_



## **CITY OF PARAMOUNT PLANNING DEPARTMENT STAFF REPORT SUMMARY**

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**PROJECT NUMBER:** Development Review Application No. 23:006

**REQUEST:** A professional artist to paint a noncommercial mural on the exterior walls of two commercial buildings and perimeter block walls and garage of the rear of two residential properties

**APPLICANT:** City of Paramount

**MEETING DATE:** April 5, 2023

**LOCATION:** 8018-8026 Alondra Boulevard and 15923-15927 California Avenue

**ZONE:** C-3 (General Commercial); R-M (Multiple-Family Residential)

**GENERAL PLAN:** Commercial

**PLANNER:** John King

**RECOMMENDATION:** Approval



**To:** Honorable Development Review Board

**From:** John Carver, Planning Director

**By:** John King, AICP, Assistant Planning Director

**Date:** April 5, 2023

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**Subject: DEVELOPMENT REVIEW APPLICATION NO. 23:006  
8018-8026 ALONDRA BOULEVARD AND 15923-15927 CALIFORNIA  
AVENUE**

## **BACKGROUND**

This application is a request by the City of Paramount for a professional artist to paint a noncommercial mural on the exterior walls of two commercial buildings at 8018-8026 Alondra Boulevard in the C-3 (General Commercial) zone and perimeter block walls and garage of the rear of two residential properties at 15923-15927 California Avenue in the R-M (Multiple-Family Residential) zone. The proposed mural is funded with the Public Art Fee, which is a 1% fee assessed on development projects valued at \$100,000 and above that accumulates and can be allocated toward public art projects.

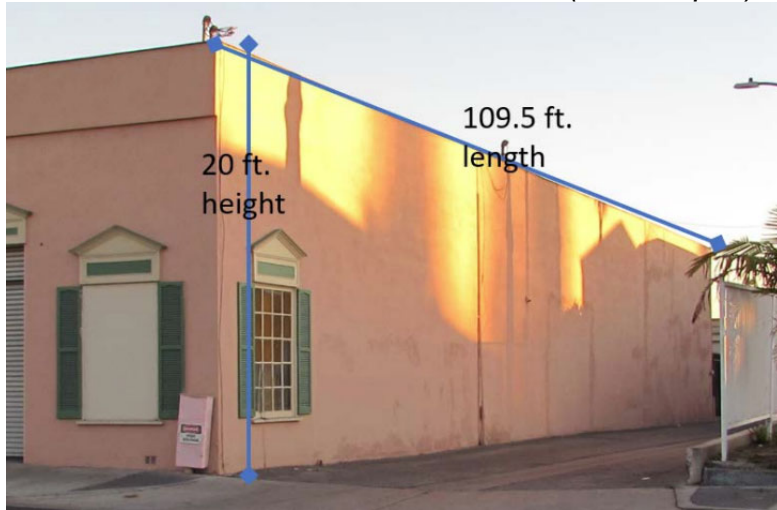
The artist is Mer Young, who painted a utility box in 2020 at the southeast corner of Paramount Boulevard and Somerset Boulevard as part of the Paramount Paints program. A total of 21 artists submitted proposals, and a staff committee recommended Mer Young's proposal as the final selection.

## **DESCRIPTION**

This project represents the third mural following the implementation of Ordinance No. 1131/Zoning Ordinance Text Amendment No. 18 – art in public places on private property. The mural is a City-initiated project on private property. The location is a highly visible location within Downtown Paramount. An artistic mural will improve the property and the Downtown Paramount area in general.

The total wall area is approximately 3,258.5 square feet. The following is a view of the existing buildings and walls with wall dimensions:

*Section 1 – Rear of 8026 Alondra Blvd. (2,190 sq. ft.)*



*Section 2 – Rear of 8026 Alondra Blvd. (approximately 812.5 sq. ft.)*



*Section 3 – 15923 California Ave. (approximately 160 sq. ft.)*



*Section 4 – 15927 California Ave. – Area depicted in blue (approximately. 96 sq. ft.)*



## Proposal

The following is the proposed design. (The complete proposal is attached.) In the artist's words:

"As for my creative approach, I was inspired by the mural theme Vibrancy and Positivity in the Community. I have entitled this project Nizhóní Kéyah meaning Beautiful Land. We live and work on the traditional lands of Gabrielino-Tongva. I created this artwork with this in mind and the practice of land stewardship. It is important for our communities to protect and conserve where we live for the advancement of future generations. The hands are a representation of us as humans and the foliage is a representation of the land. The Long-billed Curlew is a representation of new life, new beginnings and the spark of something new."







## Artist Background

Mer Young has 20 years of experience in the art industry. She is experienced with imaging processes associated with techniques and applications, and she has integrated murals in public parks, building facades, and urban plaza spaces. A complete resume and photo samples of past work are included.

## **FISCAL IMPACT**

The mural will be completed at a cost of \$30,000 which has been appropriated in the restricted Public Art Fee fund under the Paramount Paints mural program. This program is part of the Capital Improvement Projects (CIP) for the 2023 fiscal year. The budgeted amount in the Paramount Paints program is \$45,000, and there are sufficient funds to complete the project.

## **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; No. 2: Community Health; and No. 3: Economic Health.

## **RECOMMENDED ACTION**

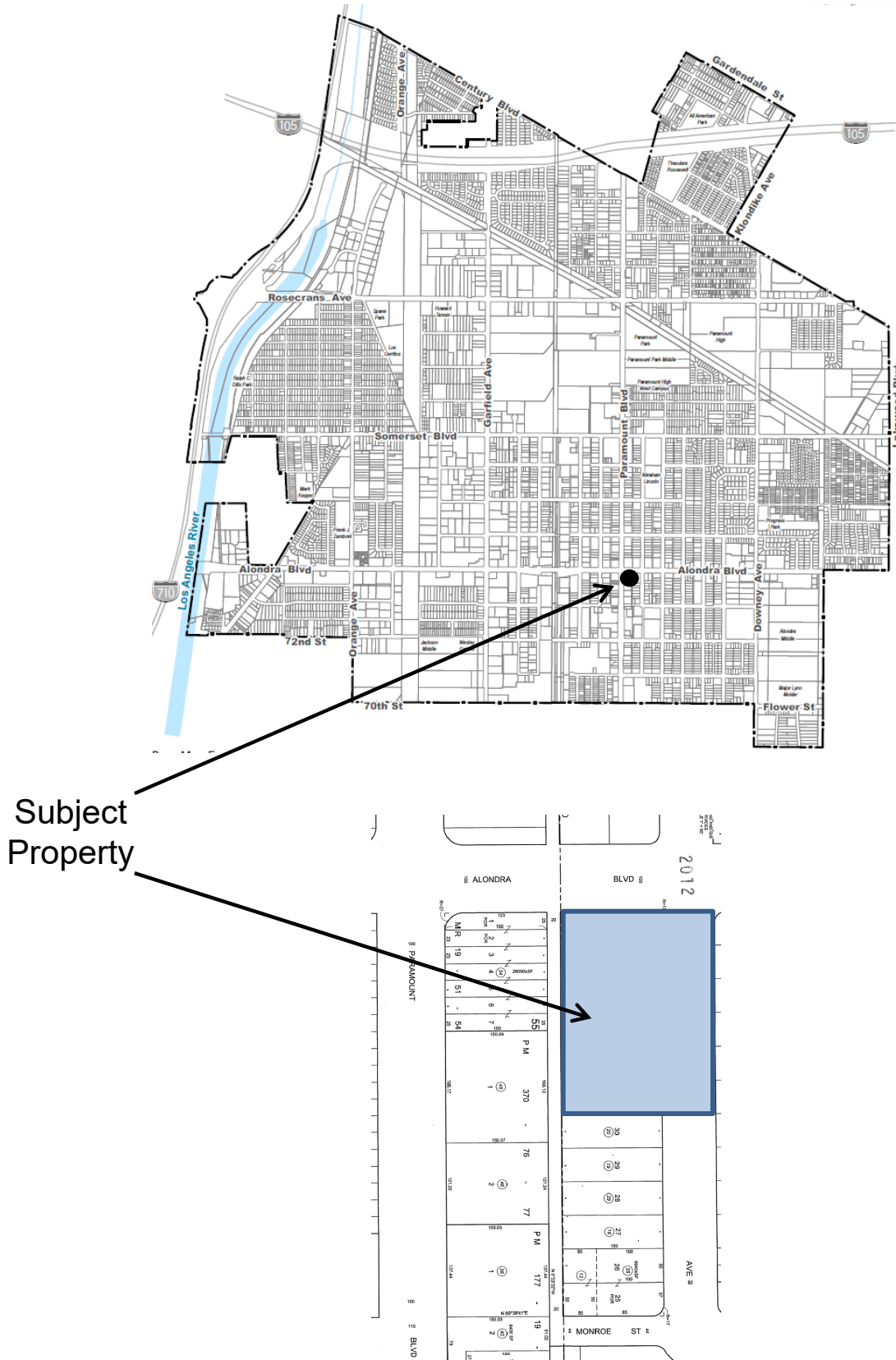
It is recommended that the Development Review Board approve Development Review Application No. 23:006, subject to the following conditions:

1. 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.
2. Except as set forth in conditions, development shall take place as shown on the approved proposal. Any deviation must be approved by the Planning Department.
3. This Development Review Application shall not be effective for any purposes until the artist has signed an artist agreement with the City of Paramount. Failure of the artist to sign an agreement shall render the Development Review Application void.
4. Development Review Board approval shall be valid for twelve months, to expire on April 5, 2024. Time extension may be granted at the discretion of the Development Review Board.
5. No change to the mural design, other than those colors and design originally approved by this application, shall be permitted without the prior approval of the Planning Department.
6. The artist shall protect the mural with an anti-graffiti sealant and a transparent gloss varnish to prevent UV light damage.



7. During construction, the artist shall adhere to all safety protocols and protect public property. The Public Works Department shall be notified within one week of project initiation.
8. At the completion of the project, final approval from the Planning Division of the Planning Department shall be obtained. All conditions of approval shall be completed prior to final approval by the Planning Division.

# Development Review Application No. 23:006



8018-8026 Alondra Blvd.  
15923-15927 California Ave.

## **CV/Resume**



# MER YOUNG ARTIST & MURALIST

## PROFESSIONAL PROFILE

Artist and muralist with over 20 years of experience in the art industry. Portfolio includes a varied accomplishments, including referenced articles, exhibitions, lectures and academic achievements. 8 years as a public artist painting murals. Posses strong sense of art direction, artistry and forward-thinking. Expert in complete design process, from conceptualization to deliver. Proficient in Adobe Photoshop, Illustrator & InDesign.

**EMAIL:** merartist@gmail.com

### WEBSITE:

WWW.MERYOUNG.COM

WWW.MAUSIMURALS.COM



Mer-Young



youngmer  
mausimurals

## EDUCATION

### Community Teaching Artist Certificate

California State University Los Angeles,  
CA - 2022

### Bachelors of Fine Arts

University of Southern California 2013 -  
2016

### Associates of Arts & Liberal Arts

Long Beach City College  
2008 - 2011

## REFERENCES

### Arts Council of Long Beach

Cynthia Lujan  
cynthia.lujan@artslb.org

### Spitfire

Wyatt Closs  
Senior Vice President  
wyatt@spitfirestrategies.com

### San Pedro Waterfront Arts District

Linda Grimes  
Managing Director  
55lindagrimes@gmail.com

## MURAL INSTALLATIONS

### Long Beach Walls

Sowing Seeds for Change, Long Beach, CA 2022

### City of Tustin, CA,

Mural Installation, 2022

### City of Claremont, CA

Box Art Mural Installation, 2022

### City of Long Beach, CA,

7 for 7 Mural Installation, 2022

### City of Paramount

Paramount Utility Box Mural Program, 2020

### City of Wellness, Santa Monica College

Center for Media and Design, Santa Monica, CA, 2019

### City of San Pedro

Gaffey Street Painted DOT Utility Box Program, 2018 & 2022

### City of Long Beach

Creative Corridor Project 2016 & 2018

### City of South Pasadena, CA

Box Art Program, 2017

### ArtShare LA

Angel City Brewery & Public House, 2017 Smorgasburg LA  
Improvement, 2017

BeautyCon Art Installation, 2017

Bixby Knoll Business Improvement Association, 2017

### The City of Glendale

Beyond the Box: Utility Box Murals, 2016 & 2017

### City of Long Beach

East Village Arts District Commission, 2015

## **Proposed Artwork Design**



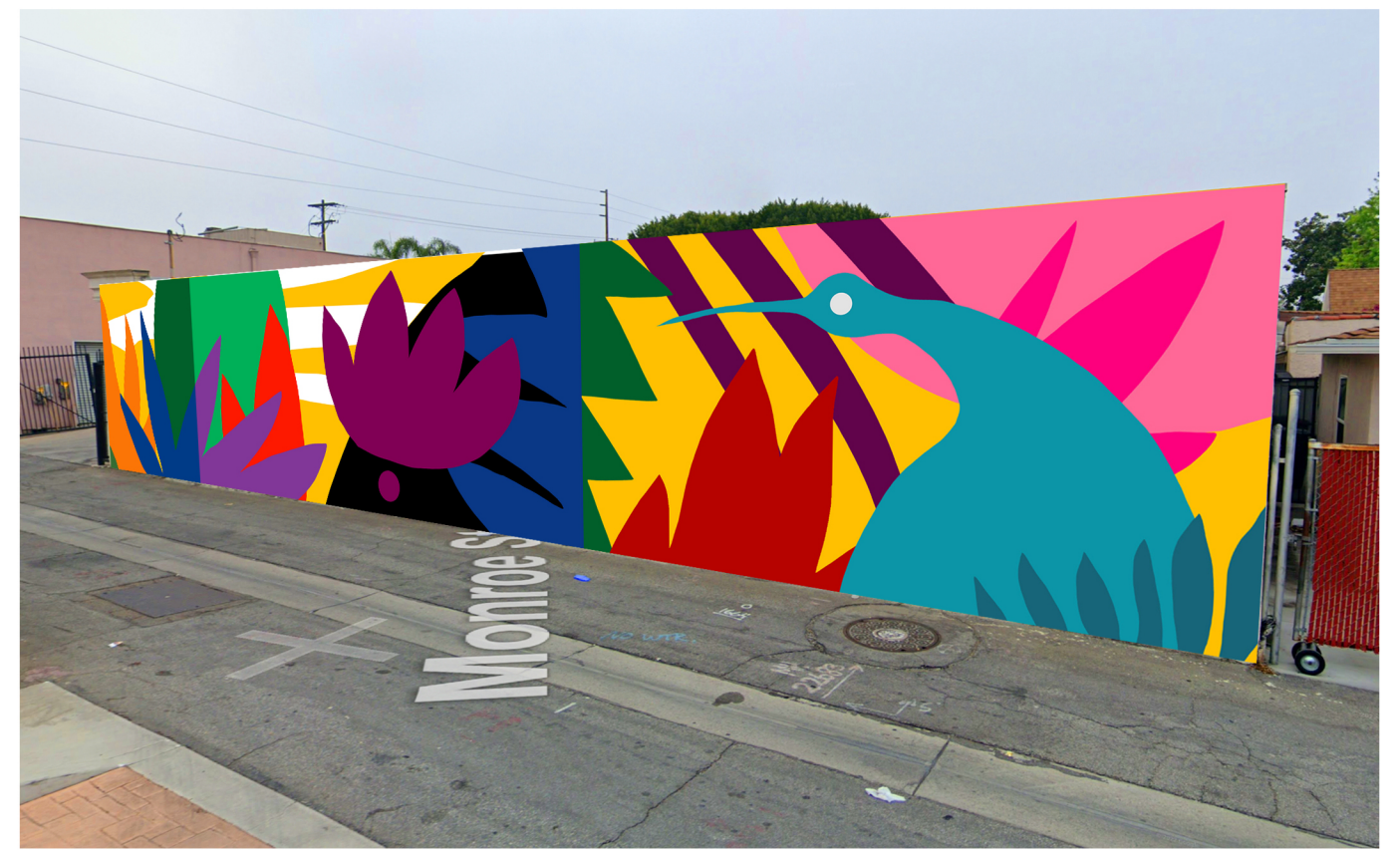
Vibrancy and Positivity in the Community Proposed Design - Entitled: Nizhoni Keyah by Mer Young





Paramount Section 1 – Rear of 8026 Alondra Blvd Proposed by Mer Young





Section 2 – Rear of 8026 Alondra Blvd. Proposed by Mer Young





Section 3 – 15923 California Ave. Proposed by Mer Young





## **Past Artwork**



Mer Young

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### Mural for Long Beach Walls

Exterior Acrylic Paint, 25'x100', 2022



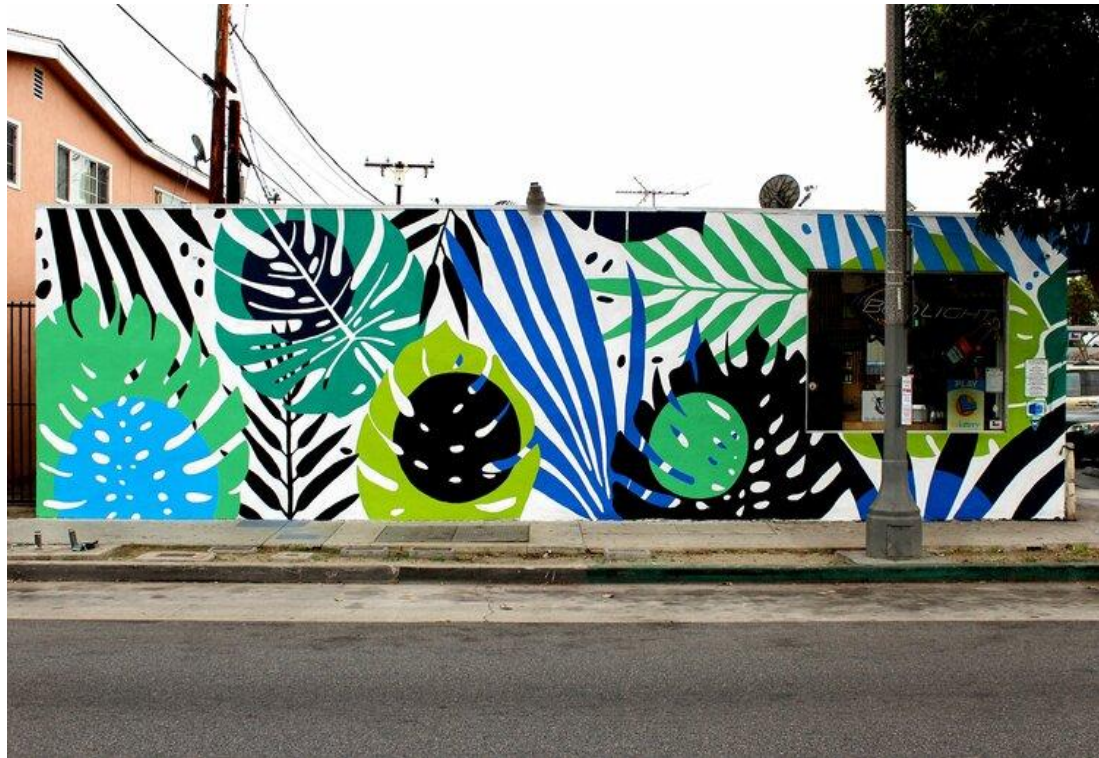


Mer Young

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**Mural, 7 for 7 District, Silverado Park, The City  
of Long Beach**

Exterior Acrylic Paint, 25'x80', 2022

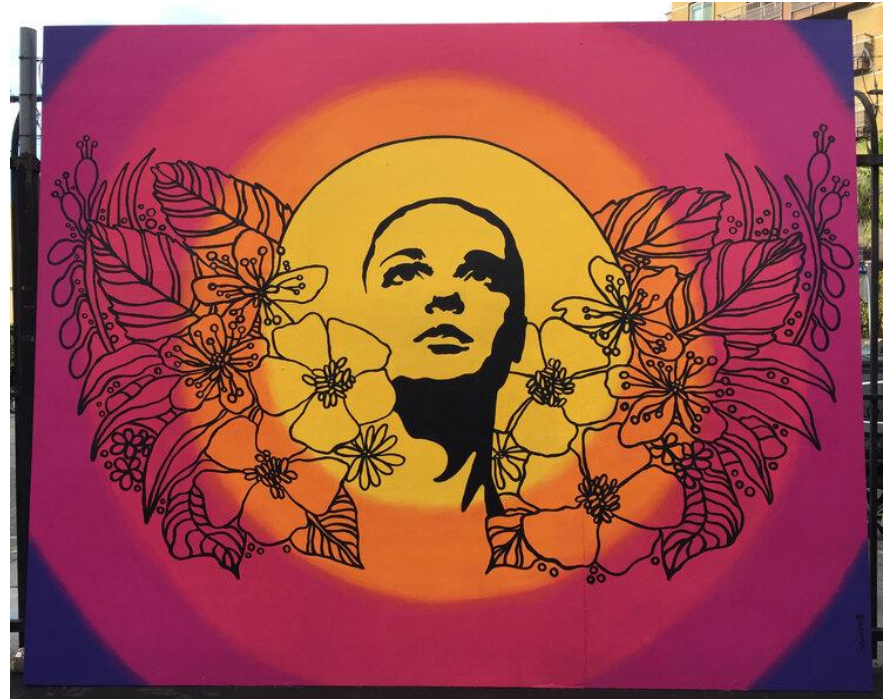


Mer Young

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**Mural for Creative Corridor, City of Long Beach**

Exterior Acrylic Paint, 10'x40', 2017



Mer Young

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**Mural Installation for Artshare LA**

Exterior Acrylic Paint, 10'x12', 2017



Mer Young

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**Mural for Creative Corridor, City of Long Beach**

Exterior Acrylic Paint, 7'x116', 2016



APRIL 5, 2023

DEVELOPMENT REVIEW BOARD

COMMENTS FROM BOARD MEMBERS AND STAFF