

MINUTES – SPECIAL PLANNING COMMISSION MEETING

COUNCIL CHAMBERS

18747 CLARKDALE AVENUE, ARTESIA, CA 90701

MARCH 29, 2005

Call to Order

The Special Planning Commission Meeting of the City of Artesia was called to order on March 29, 2005, at the City of Artesia Council Chambers at 6:41 p.m.

Invocation

Commissioner Oliver led the invocation.

(In accordance with the court's decision in Rubin Vs. City of Burbank, only non-sectarian invocations are allowed).

Pledge of Allegiance

Vice Chairman Da Veiga led the pledge of allegiance.

Roll Call

Present: Commissioner Medina
Commissioner Oliver
Vice Chairman Da Veiga
Chairman Menezes

Absent: Commissioner Young

Also Present: Associate Planner Okina Dor
Assistant Planner Dennis Harkins
Deputy City Attorney Carrie Lee
Planning Clerk Barbara Di Iorio

Approval of the Planning Commission Agenda

MOTION by Commissioner Oliver, second by Vice Chairman Da Veiga **TO APPROVE THE AGENDA.**

Said motion carried in the following roll call vote:

AYES: COMMISSIONERS: Medina, Oliver, Da Veiga and Menezes.
NOES: COMMISSIONERS: None
ABSENT: COMMISSIONERS: Young
ABSTAIN: COMMISSIONERS: None

Announcement of Speaker Slips:

Chairman Menezes announced that for record keeping purposes, if anyone wishes to make a statement regarding any item on the agenda, please complete a Speaker Slip located in the lobby or at the podium and deposit it with the Planning Clerk prior to the commencement of the meeting. Please note that there is a five-minute time limit per speaker imposed. Please stay within this time limit.

Public Comments on Consent Calendar Items and any items that are not on the agenda.

There was no one wishing to speak.

Consent Calendar

Administration of the Oath:

Deputy City Attorney administered the oath.

New Business-Public Hearing:

CASE NO. 2005-16:	Modification to Case No. 2004-50 (Variance and Design Review) 11446 Artesia Boulevard
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Commissioner Oliver abstained from this item due to the proximity of this property to his residence.

Mayor Pro Tem Nelson left the Council Chambers during this item due to the proximity of this property to his residence.

Associate Planner Okina Dor presented Case No. 2005-16/Resolution No. 2005-17P. A request to modify Variances to exceed the maximum sign area permitted for the structure and to exceed the maximum size of a wall sign and to modify Design Review Approval to change the sign text, design, and conditions of approval from "Artesia Ice Palace" to "East West Ice Palace" for Case No. 2004-50, for the property located at 11446 Artesia Boulevard, in the Commercial General (C-G) Zone. Applicant: Danny Kwan 11446 Artesia Boulevard, Artesia, CA 90701. Resolution No. 2005-17P. Mr. Dor described the details of this case as noted in the Staff Report.

Vice Chairman requested to here from the applicant to obtain the reason for the name change.

Mr. Danny Kwan explained that he received a sponsorship from East West Bank. In addition to the sponsorship, Mr. Kwan explained that East West also will represent the East and the West, geographically, which he believes to be appropriate for the community. With regard to the placement to the bank logo, Mr. Kwan stated that is unsure whether it will be located above or below the existing text on the sign.

Commissioner Medina made a motion, and Vice Chairman Da Veiga second to close the public hearing. There were no objections.

Chairman Menezes, Vice Chairman Da Veiga, and Commissioner Medina have mixed emotions about this request for name change.

The Commission expressed their desire to somehow have "Artesia" included in the name with East West Ice Palace, and asked if that had been considered.

Mr. Dor responded that it had been considered, however, it does not specify in our code that we have control over naming projects.

A motion was made by Vice Chairman Da Veiga and second by Commissioner Medina to reopen the public hearing. There were no objections.

Mr. Kwan expressed his concern with Artesia Ice Palace being confused with Artesia Ice. He has already received telephone calls for Artesia Ice. Mr. Kwan also believes his sponsor, East West Bank, to have a good reputation in our community, therefore, using part of its name in the name of his facility could be beneficial to all.

Vice Chairman Da Veiga asked Mr. Kwan if he would object to including "Artesia" in the name somehow.

Mr. Kwan explained that his proposed name change would only be for the name of the building. The official name of the company will still be Artesia Ice Skating Training Center, LLC.

Mr. Gary Schenk, of 17500 Summer Avenue, commented that he agrees with the comments of the Planning Commissioners about keeping Artesia in the name of the Ice Palace. He understands that the reason for the name change is financial, however it seems a shame to lose our city's name recognition. He

strongly urges the Commission to keep "Artesia" in the name of this building, even if it is in addition to the name of the corporate sponsor.

Vice Chairman Da Veiga asked Mr. Kwan if his contract with East West Bank would allow for them to have their own sign and logo on the building separate from the originally proposed signs.

Mr. Kwan explained that the name is not East West Bank Ice Palace. It will only say East West Ice Palace. Additionally, the logo is being used alone without the text of the name of the bank. Changing the name to East West Ice Palace of Artesia would require much physical change of the sign and would be a financial burden.

Commissioner Medina asked Deputy City Attorney Lee if it is within the City's scope to determine what a business is named.

Ms. Lee responded, only so far as is relevant to the Design Review portion. She is unsure if the city can require a certain name.

Commissioner Medina made a motion to close the Public Hearing. There were no objections.

Vice Chairman Da Veiga requested clarification from Staff that the next step in the process for this case would be for it to go to City Council.

Mr. Dor confirmed that the next step is for it to go to City Council.

Vice Chairman Da Veiga expressed his understanding of Mr. Kwan's reasoning with changing the name to recognize a sponsor, but he also agrees with Chairman Menezes that the new name does not specifically identify the bank. He does not see any reason why they can't have the bank's logo on the sign, but leave the name Artesia Ice Palace. He also encouraged the applicant to incorporate "Artesia" in the name somehow.

Chairman Menezes added that we might allow the logo and possibly the name of the bank with the logo, but leave the "Artesia Ice Palace" as it is.

Commissioner Medina agrees with Chairman Menezes and Vice Chairman Da Veiga.

Vice Chairman Da Veiga made a motion to allow the logo, but not allow any change to the channel letter sign.

Deputy City Attorney said that normally in a case like this, the item would be continued to the next meeting in order to bring back the appropriate resolution. However, this item is on the City Council Agenda tonight, we should report to the Council, that the item was approved by the Planning Commission with the modification that only the logo would be changed on the sign face.

Mr. Dor requested clarification from the Commission for Staff and the Deputy City Attorney, that the motion is to keep the name of Artesia Ice Palace, but to allow the East West Bank logo.

Vice Chairman Da Veiga clarified that to be correct and further clarified, that the motion should be a denial of the variance and a modification of the DRB. Therefore, he amended his motion.

MOTION by Vice Chairman Da Veiga, second by Commissioner Medina **TO DENY THE VARIANCE AND TO AMEND THE DESIGN REVIEW APPLICATION TO INCLUDE THE LOGO, HOWEVER NOT ALLOW THE CHANGE TO THE CHANNEL LETTER SIGN.**

Said motion carried in the following roll call vote:

AYES: COMMISSIONERS: Medina, Da Veiga and Menezes.
NOES: COMMISSIONERS: None
ABSENT: COMMISSIONERS: Young
ABSTAIN: COMMISSIONERS: Oliver

Items from Staff-Discussion Items

None.

Additional Citizens Comments

None.

Items from the Commission

None

Adjournment

Adjournment at 7:16 p.m. to the Joint Meeting of the Planning Commission and City Council to be held on Tuesday, March 29, 2005, at 6:30 p.m., in the City of Artesia City Council Chambers.

MINUTES
Special Planning Commission Meeting
March 29, 2005

Attest

I, Barbara Di Iorio, Planning Clerk of the City of Artesia, do hereby certify that the Minutes of the Special Planning Commission Meeting of 29, 2005, were approved at the Regular Planning Commission Meeting held on the 28th of June, 2005, by the following roll call vote:

AYES: COMMISSIONERS: Menezes, Young, Oliver, Da Veiga
NOES: COMMISSIONERS: None
ABSENT: COMMISSIONERS: None
ABSTAIN: COMMISSIONERS: Nathan

Barbara Di Iorio, Planning Clerk