

MINUTES

REGULAR PLANNING COMMISSION MEETING

MARCH 15, 2004

A regular meeting of the Planning Commission of the City of Rolling Hills Estates was called to order at 7:30 p.m. in the City Hall Council Chambers, 4045 Palos Verdes Drive North, by CHAIRMAN SOMERS.

2. **PLEDGE OF ALLEGIANCE**

CHAIRMAN SOMERS led the assembly in the Pledge of Allegiance to the Flag.

3. **ROLL CALL**

Commissioners Present: Conway, Vanden Bos, Bayer, Somers, Rein, O'Day

Commissioners Absent: Killen

Staff Present: Planning Director Wahba, Assistant Planner Wong, Assistant City Attorney Steve Pfahler

4. **APPROVAL OF MINUTES**

COMMISSIONER CONWAY moved, seconded by COMMISSIONER BAYER

TO APPROVE THE MINUTES OF THE REGULAR PLANNING COMMISSION
MEETING OF MARCH 1, 2004.

There being no objection, CHAIRMAN SOMERS so ordered.

5. **AUDIENCE ITEMS**

None.

6. **CONSENT CALENDAR**

None.

7. **BUSINESS ITEMS**

A. PLANNING APPLICATION NO. 06-04; APPLICANT/LOCATION: PENINSULA CENTER; A PRECISE PLAN OF DESIGN TO AMEND THE MASTER SIGN PLAN FOR DIRECTIONAL SIGNS.

Assistant Planner Wong summarized the staff report (as per written material) and stated that Staff recommends the Planning Commission continue PA-06-04 to a date uncertain to allow the applicant to work with staff on the following conditions:

1. Reducing the number of directional signs from the proposed total of 12 to six (three signs on each side);
2. Increase the letter heights from 5" to 6";

3. Consider allowing "brand" recognition logo typestyles; and
4. Install indirect illumination for the sign.

Assistant Planner Wong stated that in the staff report, the number of individual signs in the proposed directional wall sign should be 10, not 12.

There being no questions for staff, Jack Fovell, applicant from Southwest Sign Company, came forward. He told the Planning Commission that his company developed the recent master sign plan for the Peninsula Center. He said that the proposed sign would list tenants whose locations were not directly visible, to direct people to the appropriate parking area. He added that because the signs were not for "advertising" that they did not want "brand recognition" logo typestyles. Mr. Fovell added that having five signs on each side and 5" letter heights is consistent with the signs that are already there.

In response to a question from COMMISSIONER CONWAY, Mr. Fovell said that sign illumination would be unnecessary because the white vinyl letters would be easy to read at night from car headlights due to the fact that they were made of a reflective material.

In response to a question from COMMISSIONER BAYER, Mr. Fovell said that the mock-up does appear stark but the actual sign will not appear that way.

In response to a question from COMMISSIONER REIN, Mr. Fovell said that the height of the signs are consistent with the signs already in the Peninsula Center, and they are placed that high so that the letters cannot be reached by the public.

The Planning Commission discussed the proposed sign and agreed with the applicant.

COMMISSIONER BAYER moved, seconded by COMMISSIONER VANDEN BOS,

TO APPROVE PA-06-04 AS PRESENTED BY THE APPLICANT.

AYES: Conway, Vanden Bos, Bayer, O'Day, Somers
 NOES: Rein
 ABSTAIN:
 ABSENT: Killen

Planning Director Wahba explained the 20-day appeal period.

8. PUBLIC HEARINGS

None.

9. COMMISSION ITEMS

None.

10. DIRECTOR'S ITEMS

Director Wahba stated that the Planning Commission meeting of April 5th would be cancelled, and the next meeting would be on April 19th.

11. MATTERS OF INFORMATION

A. PARK AND ACTIVITIES MINUTES, MARCH 2, 2004.

B. CITY COUNCIL ACTIONS, MARCH 9, 2004.

COMMISSIONER CONWAY moved, seconded by COMMISSIONER BAYER,

TO RECEIVE AND FILE ITEMS 11.A AND B.

There being no objection, CHAIRMAN SOMERS so ordered.

12. ADJOURNMENT

At 7:50 p.m. CHAIRMAN SOMERS adjourned the Planning Commission meeting to April 19, 2004, at 7:30 p.m.

Hollis Jackson
Minutes Secretary

Douglas R. Prichard
City Clerk