

“NEW CONSTRUCTION OR CONVERSION OF SMALL STRUCTURES” AND SECTION 15061(B)(2) OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT GUIDELINES.

The roll call vote was as follows:

AYES: COMMISSIONERS: SURICH, MAHECHA, ROJAS, BERNIER, MANLEY  
NOES: COMMISSIONERS: NONE  
ABSTAIN: COMMISSIONERS: NONE  
ABSENT: COMMISSIONERS: NONE

Moved by Commissioner Mahecha and seconded by Vice Chair Surich, Approving Resolution No. 23-11 Entitled: A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LA HABRA, CALIFORNIA, MAKING THE REQUIRED FINDINGS AND APPROVING CONDITIONAL USE PERMIT 22-31 TO ALLOW THE OPERATION OF A DRIVE-THROUGH RESTAURANT (DBA: DUNKIN' DONUTS) WITHIN ONE TENANT SPACE AT 711 EAST IMPERIAL HIGHWAY, AS PER THE APPROVED PLANS AND SUBJECT TO CONDITIONS, AND MAKING A DETERMINATION THAT THE CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT PURSUANT TO SECTION 15303, CLASS 3: “NEW CONSTRUCTION OR CONVERSION OF SMALL STRUCTURES” AND SECTION 15061(B)(2) OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT GUIDELINES.

The roll call vote was as follows:

AYES: COMMISSIONERS: MAHECHA, SURICH, ROJAS, BERNIER, MANLEY  
NOES: COMMISSIONERS: NONE  
ABSTAIN: COMMISSIONERS: NONE  
ABSENT: COMMISSIONERS: NONE

2. DULY NOTICED PUBLIC HEARING TO CONSIDER A REQUEST FOR ZONE CHANGE 22-03 TO REPEAL CHAPTER 15.40 (OUTDOOR ADVERTISING SIGNS AND STRUCTURES) OF TITLE 15 (BUILDINGS AND CONSTRUCTION), ADD CHAPTER 18.23 (SIGN STANDARDS) TO TITLE 18 (ZONING) OF THE LA HABRA MUNICIPAL CODE, AND AMEND VARIOUS SECTIONS OF TITLE 18 (ZONING) FOR CONSISTENCY WITH CHAPTER 18.23.

Chair Rojas asked if any correspondence had been received in regards to the item. Secretary Lopez said none had been received.

Associate Planner David Lopez presented the staff report.

Chair Rojas asked if any of the Commissioners had any questions. The Commissioners did not have questions. However, Chair Rojas questioned how many people attended the two workshops where the Sign Code was presented. Associate Planner Lopez said that 41 business owners and representatives attended the Top 25 Business Luncheon and 11 business owners attended the Sign Code Workshop. Chair Rojas asked how did staff notify the business owners about the workshops. Associate Planner Lopez said that a flyer was mailed to all businesses in the City. Economic Development staff made calls and visits in-person to local businesses to invite them to the workshops. In addition to these efforts, staff also posted the flyer on the City's website and worked with the Chamber of Commerce to get the word out. Chair Rojas asked if staff was asking for feedback during the outreach. Associate Planner Lopez said staff's intention was to invite them to attend the workshops and have people express their concerns at the workshops.

The Chair then opened the public hearing and asked if there was anyone wishing to speak in favor of the item.

Greg Jones, Jones Real Estate, addressed the Commission. Mr. Jones said his company does a lot of brokerage and tenant placement in La Habra and they are currently working with a tenant who would be affected by sign code update. He asked the Commission for their consideration of a national tenant who needs the ability to apply signage around their entire building as part of their image brand.

Commissioner Mahecha asked if it would be appropriate for her to ask a question after reading the report and the attachments. City Attorney Bettenhausen stated she could proceed with her question.

Commissioner Mahecha said that the staff report describes La Habra as having a “suburban nature” and asked staff for clarification on that phrase. Director Kim said that term comes from the City’s General Plan in the way that the City is described in the General Plan. Director Kim further explained La Habra is suburban when compared to Los Angeles and in comparison to surrounding cities, La Habra is still very much suburban in nature. Director Kim noted that there is very little transit in our City, no high-quality transit corridors, no high number of jobs, no educational institutions, no major sports teams. Commissioner Mahecha asked if Fullerton would be considered suburban. Director Kim said Fullerton also appears to be a suburban city.

Vice Chair Surich commented that there have not been any updates to the sign code in many years and the City of La Habra’s sign code update needs to reflect La Habra’s progress and growth. Vice Chair Surich stated that digital signs are one way businesses can reach more eyes and asked staff to provide more detailed digital sign criteria that could be included in the sign code update. Director Kim said the Commission had the option to continue the sign code update or the Commission could request a separate sign code amendment to specifically address electronic signs. Commissioner Mahecha asked what would be the most efficient option. Director Kim said it would be to consider electronic signs separately, which will enable staff to research other surrounding cities more thoroughly. Director Kim stated that many of the electronic signs are generally near freeways or on City or State-owned properties. Staff can provide an analysis separate from this ordinance, which would include a comparison of electronic sign standards from other cities.

Chair Rojas asked if there was anyone wishing to speak in opposition of the ordinance.

David De Leon, a board member of the Friends of Family Health Center, addressed the Commission. Mr. De Leon said he worked for the City for 23 years and has seen it change. He said that part of that change is understanding that you have to adapt. He opined that there is nothing better than having a digital sign to communicate a message. Friends and Family is the largest public health center in the City. During the COVID pandemic, Friends and Family had to rely on antiquated methods to relay important information to the community. Mr. De Leon said with all the information they have to provide, they feel it would be done best with a digital sign. He commented that digital signs at gas stations are proof that the City is already headed in that direction and requested the Commission to further consider discussing allowing the use of digital signs.

Glenn Vodhanel, owner of Gold’N Coins, addressed the Commission. Mr. Vodhanel said he is in the same center as Laura’s Bakery and a nail salon. He believes that the existing signs they have are terrible. He mentioned that digital signs are not new to La Habra. Howard’s has had one for 25 years. All the schools have digital signs. He also mentioned the digital signs at the Brea Improv and that a

digital sign materialized for a brief period at La Habra's Perla Azul. Mr. Vodhanel said he would like the Commission to consider digital signs so he wouldn't have to spend \$10,000 on a Conditional Use Permit to get one. He agreed that conditions would make sense to limit the number of digital signs. Mr. Vodhanel stated that he was also concerned with the window signage regulations and felt that instead of 33 percent of coverage to their store fronts, it should be 50 percent. Lastly, he mentioned that he was not supportive of requiring businesses that have a non-conforming sign to obtain and permit and conform to new sign code regulation if the sign was modified and/or expanded.

Director Kim clarified that the standards for window signage that are currently in place are only being moved from Title 15 of the La Habra Municipal Code to Title 18.

Chair Rojas closed the public hearing and asked for a discussion or a motion.

Commissioner Bernier said she would like further discussion on electronic signs and agreed with Mr. De Leon's comments on the importance of providing important health information to the community.

Commissioner Mahecha said she agrees with Commissioner Bernier and said she would challenge the suburban nature of La Habra and re-iterated that she is pro-business. The City is bringing more national brands and great eateries and would like more recommendations on how to move forward with digital signs.

Chair Rojas thanked everyone for coming to the meeting and said she agreed with her fellow Commissioners regarding the electronic signs. Chair Rojas said she would like to continue the item and not take it apart approving only a certain section since it all seems interconnected and it would be of a benefit to everyone.

Chair Rojas made a motion to continue Zone Change 22-03 (to a date uncertain) advising staff to provide further information on digital signs. Commissioner Mahecha seconded the motion. Motion passed 5-0.

## **COMMENTS FROM STAFF**

Planning Manager Lui wished everyone a happy Labor Day. She informed the Commission that staff had one item scheduled for the next regularly scheduled meeting which includes a request to establish a used car lot sales on Whittier Boulevard.

## **COMMENTS FROM COMMISSIONERS**

Vice Chair Surich reminded the Commission of the upcoming Corn Festival and invited them to join her in the parade.

Commissioner Bernier said she has been the only Commissioner on the float in past years and it would be great to see all the Commissioners participate. She said she was also happy to see that a new tenant was chosen to take the vacant spot that Popeye's left.

Commissioner Mahecha thanked the Public Works Department staff for their quick response during the recent storm and their assistance with removing two fallen trees on her street. She also thanked the Community Services staff and all those who helped bring out the water slides at Brio park while the splash pads were not functioning this summer.

ADJOURNMENT: 7:20 p.m. to the Planning Commission meeting on September 11, 2023.

Respectfully submitted,

Veronica Lopez,  
Secretary