



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

411 West Ocean Blvd., 3rd Floor, Long Beach, CA 90802 Phone: 562-570-6194

September 19, 2019

CHAIR AND PLANNING COMMISSIONERS

City of Long Beach
California

RECOMMENDATION:

Adopt revised Conditional Use Permit (CUP19-026) and Local Coastal Development Permit (LCDP) findings to: 1) deny two outward facing wall mounted electronic message center signs; and 2) approve the two inward facing electronic message center signs with conditions at a previously-approved shopping center located at 6400 E. Pacific Coast Highway, within the South East Area Development and Improvement Plan (PD-1) Zoning District. (District 3)

APPLICANT: Barret Bradley For CenterCal Properties, LLC
1600 East Franklin Avenue
El Segundo, CA 90245
(Application No. 1906-12)

DISCUSSION

On September 5, 2019, the Planning Commission held a public hearing on Application No. 1906-12 for a Conditional Use Permit and Local Coastal Development Permit to install and operate four (4) proposed electronic message center signs (EMC) at a shopping center under construction ("2nd & PCH"). The Planning Commission received a staff presentation, took public testimony, closed the public hearing, deliberated, and acted to 1) deny the two electronic message centers (Sign E1 and Sign E4) which face the public right-of-way and 2) approve only the interior facing signs (Signs E2 and E3) (Figure 1 -Site Plan). Staff revised the findings and conditions of approval to reflect the Planning Commission's action. Staff recommends that the Planning Commission adopt the revised findings and conditions of approval by minute motion.

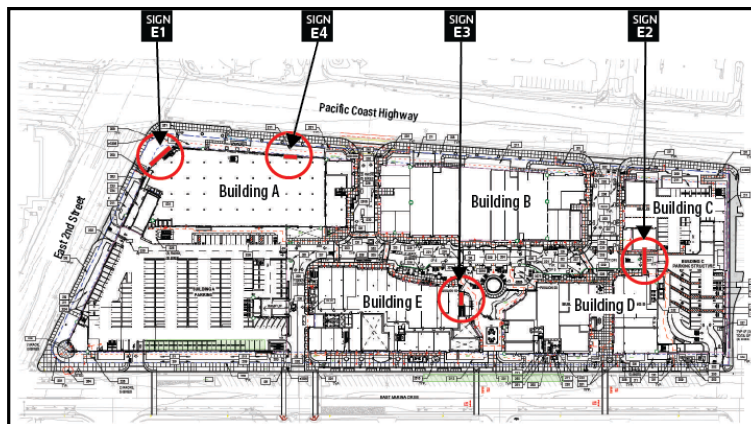


Figure 1 - Site Plan

Respectfully submitted,

MARCOS LOPEZ, JR
PROJECT PLANNER

ALEXIS OROPEZA
CURRENT PLANNING OFFICER

LINDA F. TATUM, FAICP
DIRECTOR OF DEVELOPMENT SERVICES

LT:CK:AO:ml:cdlt

Attachments: Exhibit A – Findings
Exhibit B – Conditions of Approval

CYNTHIA DE LA TORRE
PROJECT PLANNER


CHRISTOPHER KOONTZ, AICP
PLANNING BUREAU MANAGER