



Los Angeles County Department of Regional Planning  
 320 West Temple Street  
 Los Angeles, California 90012  
 Telephone (213) 974-6443

**PROJECT NUMBER R2006-02775-(1)**  
**VARIANCE CASE NUMBER 200900009**

<b>PUBLIC HEARING DATE</b> 10/20/2010	<b>AGENDA ITEM</b>
<b>RPC CONSENT DATE</b>	<b>CONTINUE TO</b>

<b>APPLICANT</b> K-Signs Inc.	<b>OWNER</b> Downey Real Estate Holding	<b>REPRESENTATIVE</b> Steve Lennard
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**PROJECT DESCRIPTION**  
 The project includes a proposed free standing sign, 20 feet in height, double faced with a total sign area of 246 square feet per side. Sign would be located along Pomona Blvd. facing east and west.

**REQUIRED ENTITLEMENTS**  
 The applicant is requesting a variance to allow a free standing sign in an area where it is otherwise unpermitted and for the sign area to exceed the maximum allowable sign area in the zone.

**LOCATION/ADDRESS**  
 5161 Pomona Blvd., Los Angeles, CA 90022

**SITE DESCRIPTION**  
 The site is currently developed with a 17,805 square foot, two story building used as a commercial shopping center and fifty-nine parking spaces.

<b>ACCESS</b> Via Pomona Blvd.	<b>ZONED DISTRICT</b> Eastside Unit No. 4
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<b>ASSESSORS PARCEL NUMBER</b> 5250009037	<b>COMMUNITY</b> East Los Angeles
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<b>SIZE</b> 1.03 Acres	<b>COMMUNITY STANDARDS DISTRICT</b> East Los Angeles
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	<b>EXISTING LAND USE</b>	<b>EXISTING ZONING</b>
Project Site	Commercial shopping center	C-3 (Unlimited Commercial)
North	Parking lot and single family homes	R-3-P (Limited multiple residence) and R-1 (Single-family Residence)
East	Retail	C-3 (Unlimited Commercial)
South	Metro Goldline and retail	C-3 (Unlimited Commercial)
West	Medical Center	C-3 (Unlimited Commercial)

<b>GENERAL PLAN/COMMUNITY PLAN</b> East Los Angeles Community Plan	<b>LAND USE DESIGNATION</b> CC-Community Commercial	<b>MAXIMUM DENSITY</b>
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**ENVIRONMENTAL DETERMINATION**  
 Class 3 Categorical Exemption- New Construction or Conversion of Small Structures

**RPC LAST MEETING ACTION SUMMARY**

<b>LAST RPC MEETING DATE</b>	<b>RPC ACTION</b>	<b>NEEDED FOR NEXT MEETING</b>
<b>MEMBERS VOTING AYE</b>	<b>MEMBERS VOTING NO</b>	<b>MEMBERS ABSTAINING/ABSENT</b>

**TO BE COMPLETED ONLY ON CASES TO BE HEARD BY THE BOARD OF SUPERVISORS**

<b>STAFF CONTACT PERSON:</b> Anita Gutierrez		
<b>RPC HEARING DATE(S)</b>	<b>RPC ACTION DATE</b>	<b>RPC RECOMMENDATION</b>
<b>MEMBERS VOTING AYE</b>	<b>MEMBERS VOTING NO</b>	<b>MEMBERS ABSTAINING</b>
<b>STAFF RECOMMENDATION (PRIOR TO HEARING):</b>		
<b>SPEAKERS*</b> (O) 0 (F) 0	<b>PETITIONS</b> (O) 0 (F) 0	<b>LETTERS</b> (O) 0 (F) 0

\*(O) = Opponents (F) = In Favor