



## AGENDA

### SPECIAL MEETING OF THE BELL PLANNING COMMISSION

Monday, August 15, 2022 at 6:00 p.m.

Location: Bell Community Center, 6250 Pine Avenue, Bell CA 90201

#### MEETING WILL BE HELD IN-PERSON AT THE BELL COMMUNITY CENTER

**PUBLIC COMMENT:** If you wish to make a comment on items listed on the agenda and non-agenda items, you may attend the meeting in-person at Bell Community Center. Please complete a Request to Speak Card available in the location and wait until the chair calls you to approach the podium. Please clearly state your name and address and proceed to make your comments.

You may also submit input electronically through a temporary public comment email established for City of Bell meetings at [cityclerk@cityofbell.org](mailto:cityclerk@cityofbell.org). Your written comment must be submitted by 4pm on Monday, August 15, 2022. Any emails received after the time indicated will not be included in the record. Written Comments will be subject to the three minute time limitation (approximately 350 words).

The meeting will be recorded and live streamed on the City's website at <http://www.cityofbell.org/?NavID=101>

#### 1. Call to Order:

#### 2. Roll Call of the Planning Commission:

Vacant  
Vacant  
Commissioner Rodrigo Rodarte  
Vice-Chair Rihan Bedier  
Chair Luis Mesa

#### 3. Pledge of Allegiance

#### 4. Communications from the Public:

This is the time for members of the public to address the Planning Commission on matters that are listed on the agenda only. (Each speaker is limited to 3 minutes)

#### 5. Presentation(s):

None

**6. Public Hearing(s):**

None.

**7. Regular Session:**

- a. Study Session for Consideration of Atlantic Avenue Specific Plan Urban Design Framework Alternatives

***Recommendation:*** *It is recommended that the Planning Commission conduct the study session, and direct staff to refine one of the three development scenarios presented, or direct staff to refine a combination of the development scenarios:*

1. Retail only core – Turn Clarkson Avenue into a cul-de-sac to begin at the first residential property and incorporate the street right-of-way into the SW corner property locating residential development further south along the corridor, south of the Gage Avenue/Atlantic Avenue intersection;
2. Incremental Retail – with smaller commercial development compared to Scenario 1. with a residential component on the east side of Atlantic Avenue behind the retail development with at-grade parking; and
3. City Center – with a more substantial retail component than Scenarios 1. or 2. with a residential component on the east side of Atlantic Avenue centered on the intersection of Gage Avenue and Woodward Avenue and a parking structure also behind the retail along Atlantic Avenue.

- b. Approval of the minutes for the Planning Commission Meeting of July 6, 2022.

***Recommendation:*** *It is recommended that the Planning Commission approve the minutes for the July 6, 2022 meeting.*

**8. Planning Commissioner Announcements; Request for Future Agenda Items; Conference/Meeting Reports:**

**9. Community Development Director's Comments:**

**10. City Attorney Comments:**

**11. Adjournment:** *The next Regular Planning Commission Meeting is scheduled for Wednesday, September 7, 2022 at 7pm.*

ADA Compliance Statement

In compliance with the Americans with Disabilities Act (ADA), if you need special assistance to participate in this meeting, please contact the Community Development Department at (323) 588-6211, Ext. 2615, at least 48 hours prior to the scheduled meeting in order for the City to make reasonable arrangements to ensure accessibility to this meeting.

I, Angela Bustamante, Planning Commission Secretary, certify that a true, accurate copy of the foregoing agenda was posted on August 11, 2022 at least twenty four (24) hours prior to the meeting as required by law.

Angela Bustamante  
Angela Bustamante, Planning Commission Secretary



## City of Bell Planning Commission Agenda Report

---

DATE: August 15, 2022

TO: Chair and Planning Commissioners

FROM: Manuel Acosta, Community Development Director

PREPARED

BY: Paula Kelly, Special Projects, Planning Division

SUBJECT: Study Session for Consideration of Atlantic Avenue Specific Plan Urban Design Framework Alternatives

### **RECOMMENDATION:**

It is recommended that the Planning Commission conduct the study session, and direct staff to refine one of the three development scenarios presented, or direct staff to refine a combination of the development scenarios:

1. Retail only core – Turn Clarkson Avenue into a cul-de-sac to begin at the first residential property and incorporate the street right-of-way into the SW corner property. locating residential development further south along the corridor, south of the Gage Avenue/Atlantic Avenue intersection;
2. Incremental Retail – with smaller commercial development compared to Scenario 1. with a residential component on the east side of Atlantic Avenue behind the retail development with at-grade parking; and
3. City Center – with a more substantial retail component than Scenarios 1. or 2. with a residential component on the east side of Atlantic Avenue centered on the intersection of Gage Avenue and Woodward Avenue and a parking structure also behind the retail along Atlantic Avenue.

### **BACKGROUND:**

The Atlantic Avenue Corridor is a one-mile corridor running north to south through the heart of Bell and is currently the main business and commercial corridor. The City has initiated the preparation of the Atlantic Avenue Specific Plan. The Plan will recommend appropriate zoning and development guidelines to permit and guide future commercial and mixed-use development.

The purpose of the Specific Plan is to develop a shopper- and pedestrian-friendly corridor with infrastructure improvements to create a safer, more enjoyable experience.

The purpose of this Study Session is to review and evaluate three development scenarios that are focused on the Atlantic and Gage corridor, since it is a major intersection in the City and has high traffic volumes. These three scenarios are briefly described in the Recommendation above and each scenario is illustrated in the attached PowerPoint presentation.

**ATTACHMENT:**

1. PowerPoint Presentation



# Urban Design Framework Alternatives

Atlantic Avenue Specific Plan

August 15, 2022

# 1

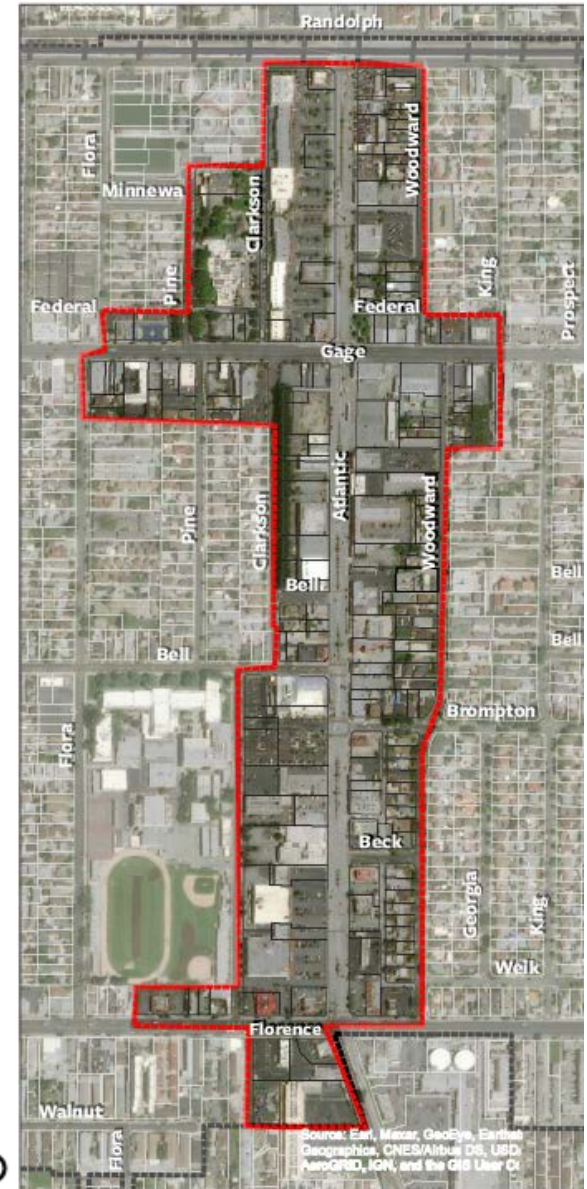
## Introduction to the Atlantic Avenue Specific Plan



# About the Atlantic Avenue Specific Plan

- The Atlantic Avenue Corridor is a one-mile corridor running north to south through the heart of Bell.
- Currently the **main business and commercial corridor** in Bell.
- City has initiated the preparation of the Atlantic Avenue Specific Plan. The Plan will recommend appropriate zoning and development guidelines to **permit and guide future commercial and mixed-use developments**.
- The Plan aims to develop a ***shopper- and pedestrian-friendly Corridor with infrastructure improvements to create a safer, more enjoyable experience.***

Specific Plan Area Map



# Timeline and Opportunities for Input



# The Setting



# Regulatory Framework

## Relationship to the General Plan and Zoning:

- 3 key issues addressed in the General Plan are consistent: Infill Opportunities for New Residential Development, Commercial Revitalization, Rebirth of Downtown Bell.
- Corridor is Commercial. **No residential uses.**
- 2021-2019 Housing Element Update commits to **allowing housing as mixed-use.**
- The Specific Plan is anticipated to establish zoning and development standards for the Corridor.
- The Corridor is zoned C-3, no residential uses. ***The Corridor will be rezoned to allow mixed use developments, including residential uses.***



# Existing Land Uses

- Most prevalent existing land uses within the Plan Area: Retail, Residential, Government Owned, Vacant, Industrial, and Office/Professional.

## Possible Issues of Concern:

- Floor area ratio (FAR) for existing retail is 0.41, meaning parking and loading areas (paved asphalt) comprise close to 59% of Atlantic Avenue's land area.
- Lack of sufficient open space within Plan Area.
- Lack of walkable, pedestrian friendly frontages along Atlantic.



Gated Frontages



Blank Walls



Drive-throughs

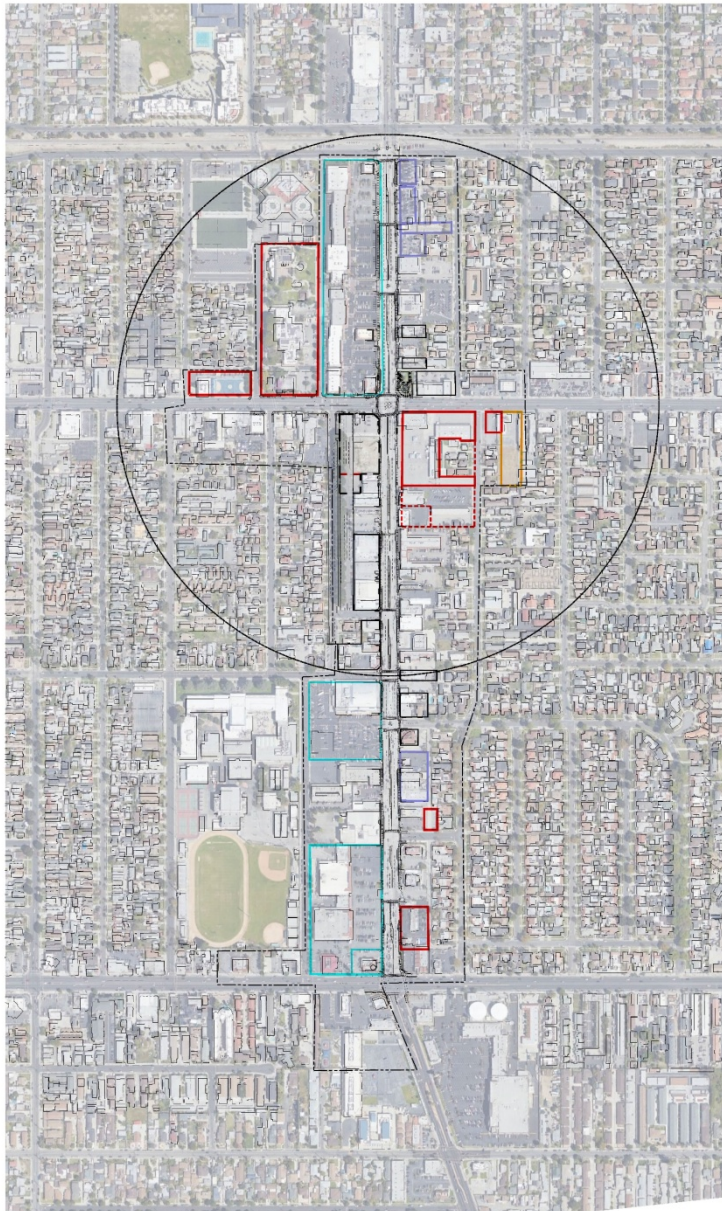
# Parking Utilization

- Off-street parking utilization:
  - Bell Palm Plaza – 37% parking utilization. Majority of parking demand occurs closer to Gage Avenue.
  - Northgate lot – 45% parking utilization. Highest demand nearest market.
  - CVS/O'Reilly lot – 53% parking utilization. Majority of parking demand occurs to south, near CVS.
- On-street parking utilization:
  - Atlantic Avenue – Majority of parking demand occurs on east side of street, as major shopping centers are on west side. Highest parking utilization, 68%, between Gage and Brompton.
  - Clarkson Avenue – 35% parking utilization between Randolph and Gage. 42% utilization between Gage and Bell.



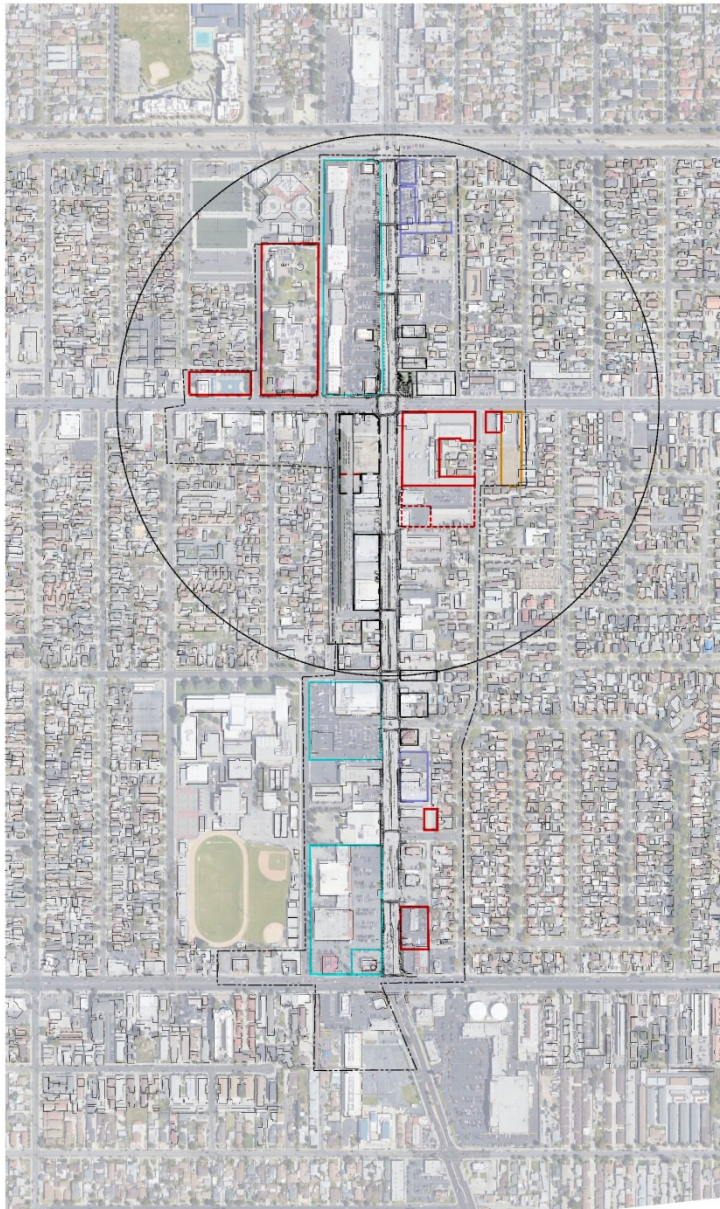
Note: Parking utilization reflects peak Saturday conditions

# Opportunity Areas and Sites



- Publicly owned
- Vacant
- Large center opportunities for incremental infill
- Smaller recycling opportunities
- Opportunities for reuse or recycling
- Publicly owned in development
- Potential extension of publicly owned land

# Opportunity Areas and Sites



Publicly owned

The City will release a Request for Proposal for development of ten publicly owned sites, in compliance with the Surplus Land Act. The sites can accommodate at least 300 residential units, 25% of which are required to be affordable for lower-income households.



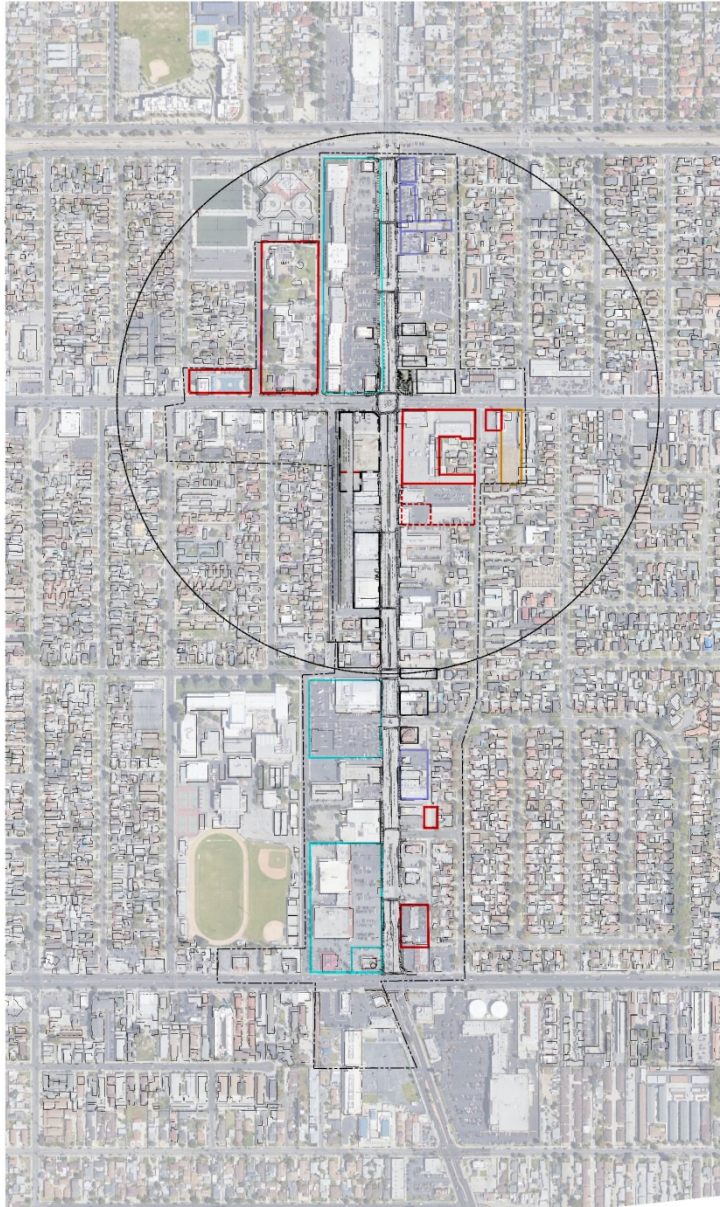
Vacant



Large center opportunities for incremental infill



# Opportunity Areas and Sites



---

## Smaller recycling opportunities



Recycling Opportunity



New Construction Residential/  
Mixed-Use

---

## Opportunities for reuse or recycling



Recycled Site



Older Commercial Building Restoration

# 3

## The Community Vision: Engagement Results



# Survey Engagement

**259 total respondents.**

79% of respondents **live** in Bell. Others shop, work, or visit Bell.

50% of respondents **own property** in Bell. 92% of property-owning respondents owned **residential property**.

30% of property-owning respondents own property **within the Specific Plan Area**.

Surveys were collected through the following methods: Online surveys, business canvassing, engagement with leadership of local schools, in-person engagement at City events, grocery stores, Border X Brewing, and other community hubs/events.

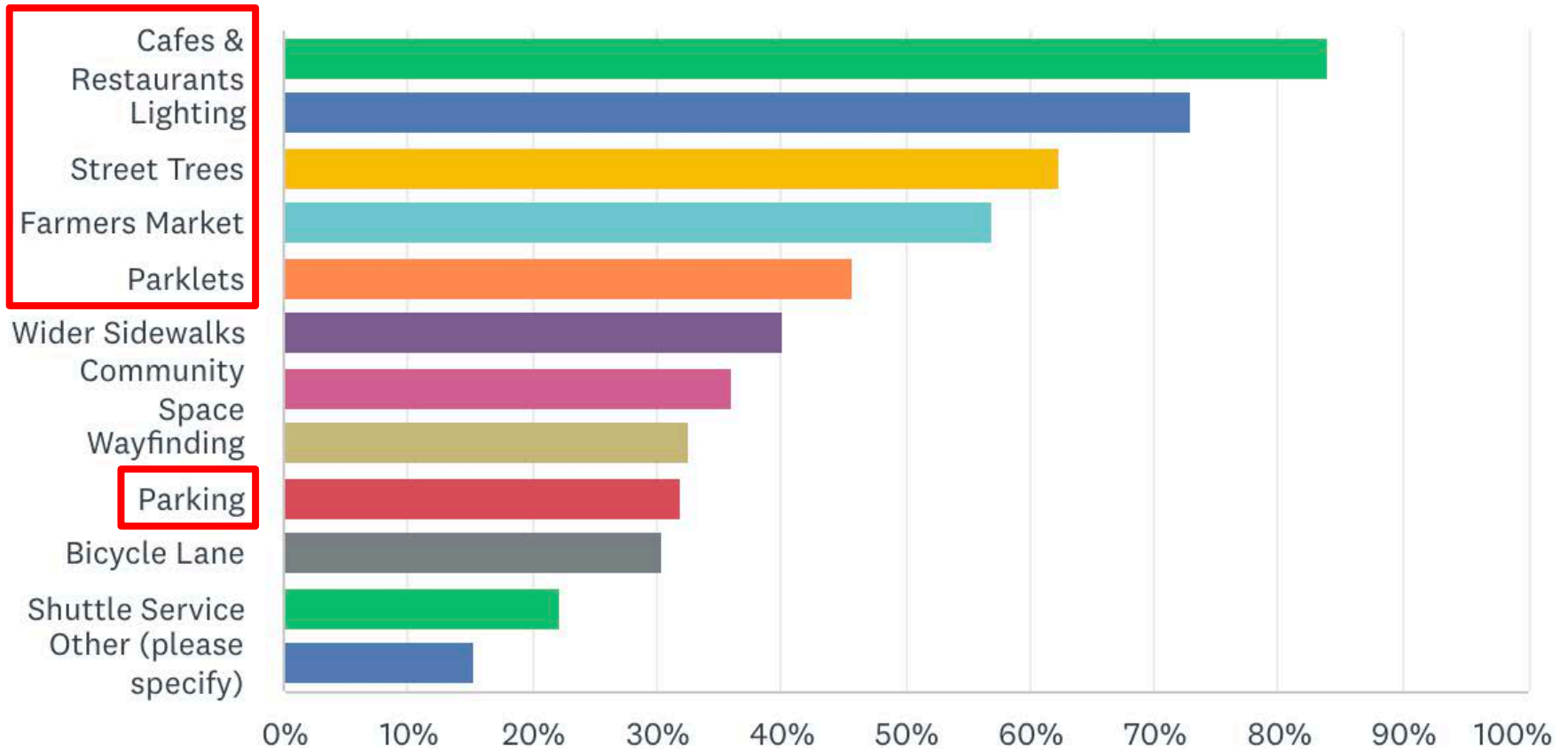


**259 total respondents.**

# Top Needs for the Corridor

In your experience, what is missing on Atlantic Ave.?

Answered: 144    Skipped: 115



# Comparison Places

## Top Selections from Survey:

The Promenade, Downey

Uptown Whittier

Pasadena Playhouse District



# Vision: A New Downtown Bell



# 4

## Market Inputs and Alternatives Criteria

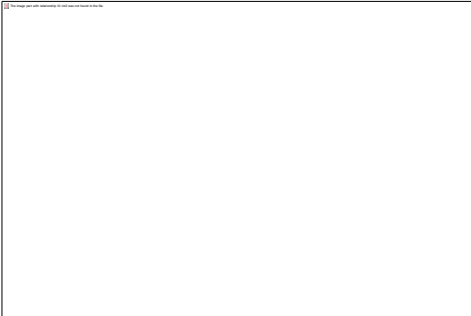


# Market Inputs

1. Little new development pencils out on the corridor >  
*a) Leverage public land, because private land is unlikely to turn on its own*  
*b) Focus on Atlantic/Gage corner*
2. Regionally, retail is overbuilt, residential highly demanded. Bigger-box, single-tenant retail opportunities especially limited (groceries, few others) >  
*Consider mixed-use and more creative retail*
3. Creating a 'spark', bringing people is the key > **Placemaking**
4. Long-term fiscal benefit can result from creating an attractive place that positively affects property values for an entire district
5. Opportunity in *low-cost, flexible, indoor/outdoor spaces for commercial/entertainment uses*
6. Build on existing assets in the community
7. Engage second generation that lives in the City and nearby

# Targeted Retail & Entertainment Use Types

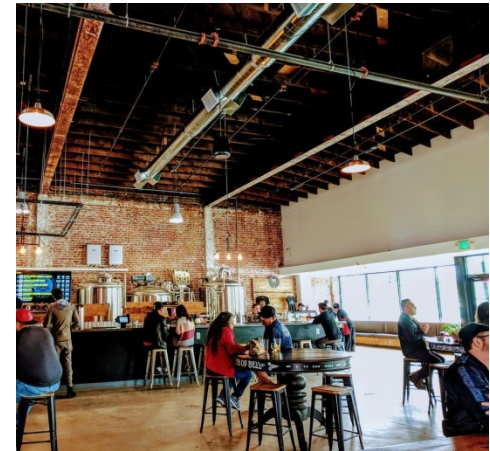
## Food Hall



## Anchor Restaurant



## Brewery



### Inline retail types:

- Fast casual restaurants
- Cosmetics
- Electronics & phone stores

+

### Inline in mixed use developments:

- Cafes
- Personal services (e.g. salons)
- Business services (e.g. coworking, print shops)

# Criteria for Alternatives Evaluation

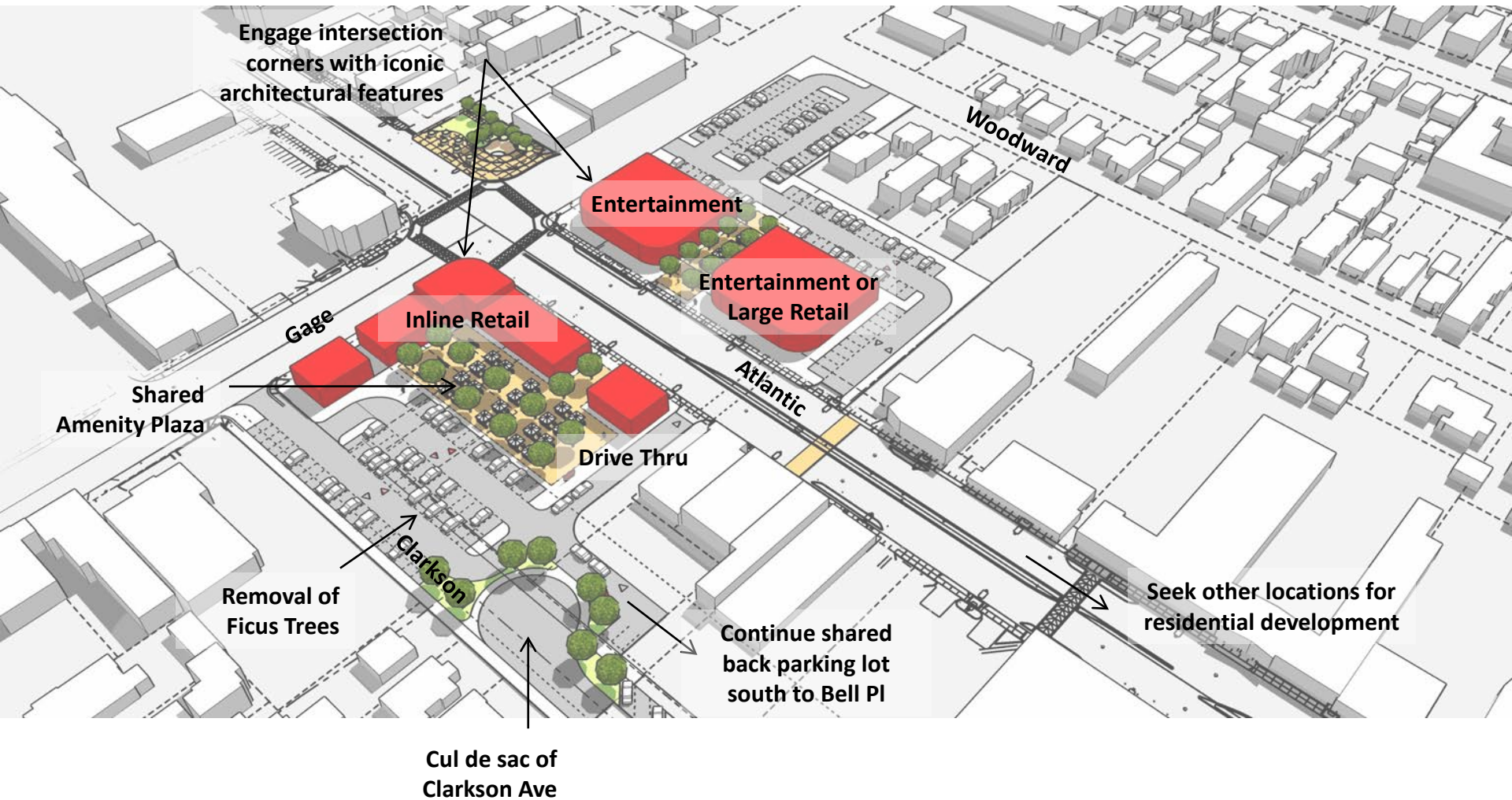
1. Responsiveness to the Community Vision
2. Placemaking, People Attraction and Impact on the larger corridor/district
3. Implementability, including such questions as:
  1. What is the level of capital investment required?
  2. Residual land value – can it pay for itself?
  3. Utilization of community assets, attraction of tenants/customers already in the area
  4. Can it be implemented through a public property RFP and the Surplus Land Act?
4. Fiscal Benefit

# 5

## Alternatives



# Scenario 1: Retail Only Core



# Scenario 1: Retail Only Core



Pasadena City College - Inline Retail



KFC (Korea Town) - Iconic Drive Thru Architecture

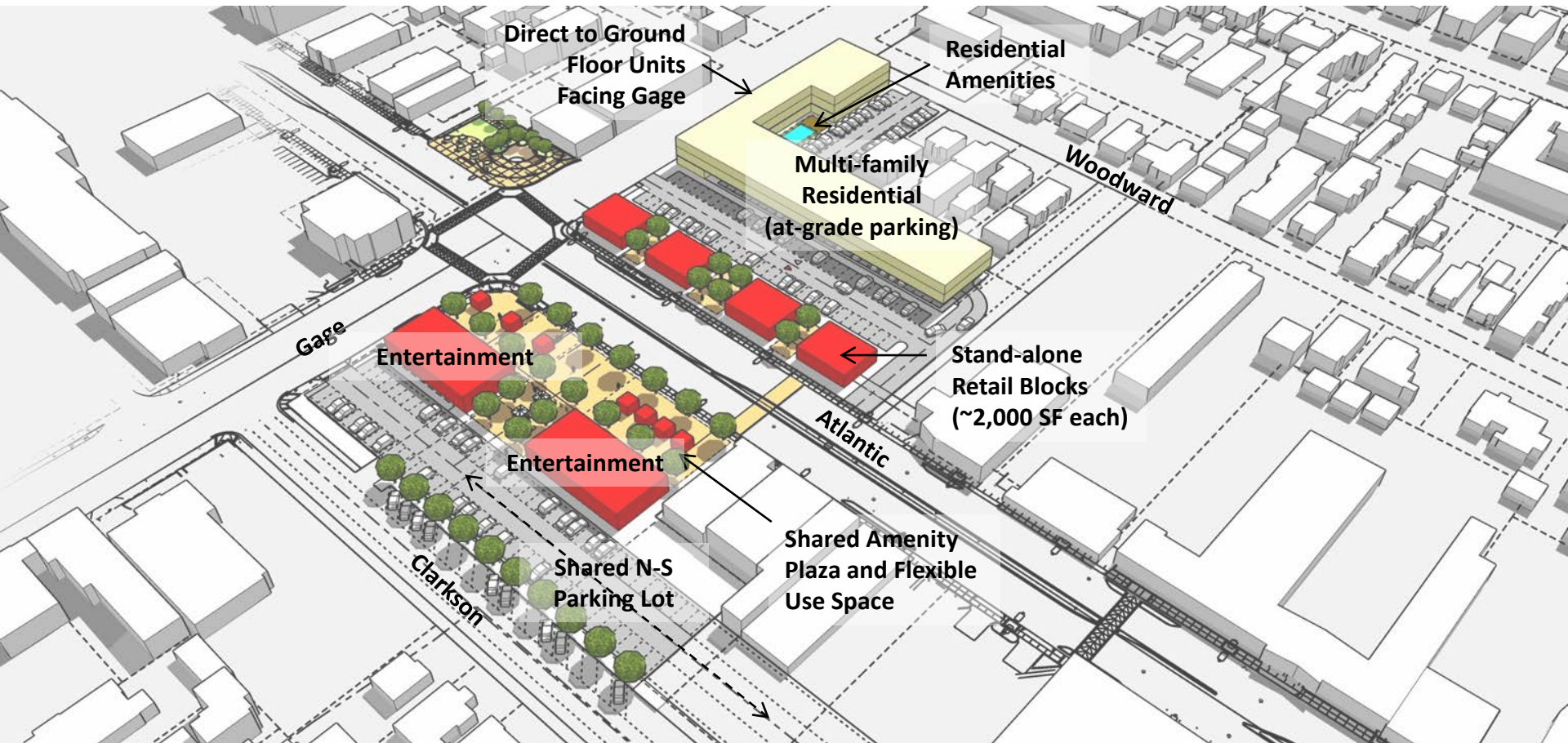


Glendora Public Market – Large Food Hall



Shared Outdoor Amenity Space

# Scenario 2: Incremental Retail



# Scenario 2: Incremental Retail



La Casita Mexicana – Anchor Restaurant



Smorgasburg LA (ROW DTLA) - Flexible Use Event Space

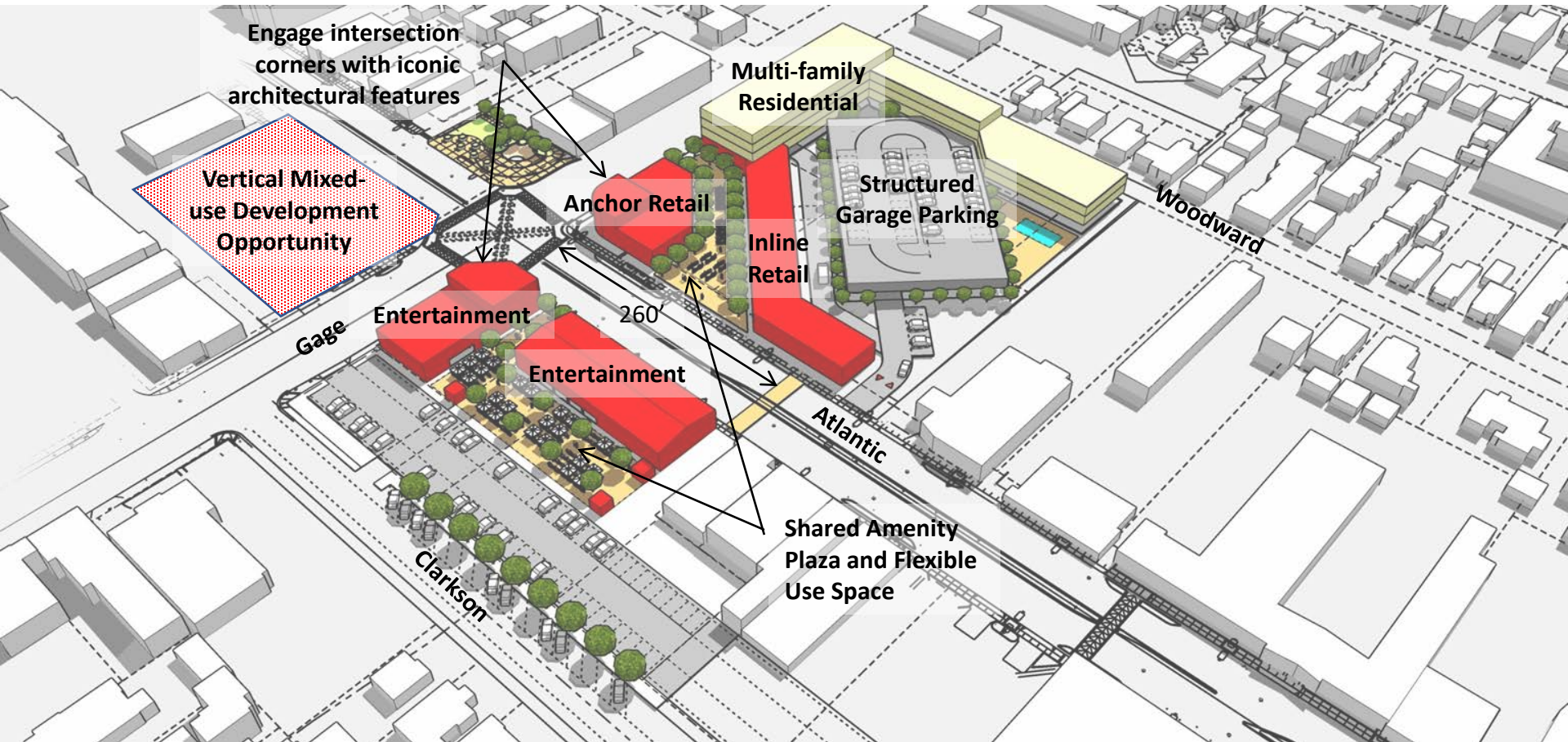


Kansas City Farmers Market – Flexible Use Market Space



Medium Density Residential

# Scenario 3: City Center



# Scenario 3: City Center



Beer Garden/Food Hall with Outdoor Dining – Entertainment



One Colorado (Pasadena) – Flexible-use Plaza Space



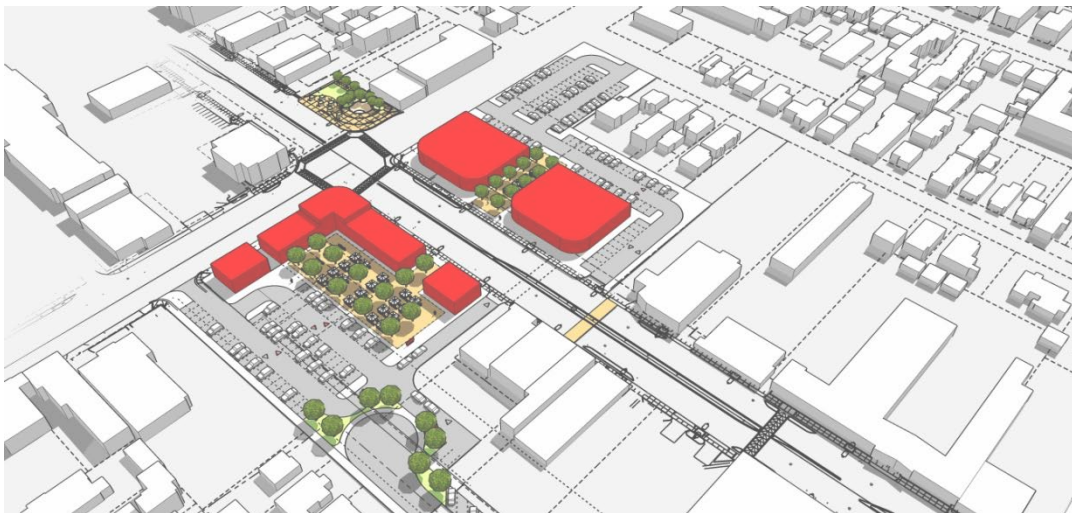
Retail with Residential Above



Paseo (Pasadena) - Store Spill-out and Paseos

# Alternatives Evaluation

| Scenario                        | Community Vision                                                      | Placemaking & District Impact                                                        | Implementability                                                                                                 | Fiscal Benefit                                          |
|---------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| I: Retail Only Core             |                                                                       |                                                                                      |                                                                                                                  |                                                         |
| SW – Retail + Drive Through     | <b>Medium.</b> Drive through/ fast food not as preferred as sit down. | <b>Medium.</b> Drive-through could cause traffic, pedestrian compatibility problems. | <b>Medium.</b> Development already in motion; nonnegative land residual (\$6/sf)                                 | <b>Medium.</b> \$80k to 120k surplus                    |
| SE – Entertainment + Retail Use | <b>High.</b> Entertainment is top priority.                           | <b>Medium.</b> Lots of energy but large parking lot severs walkability to east.      | <b>Low.</b> Negative land residual (-\$37/sf); difficult to anticipate sufficient demand for larger retail block | <b>Medium.</b> \$100k to \$150k surplus if fully leased |



## Development Program:

### SW – Retail + Drive Through (SW 1):

11,628 SF retail.  
14,345 SF plaza.  
64 retail parking spaces.

### SE - Food Hall + Large Entertainment Use (SE 1):

23,036 SF retail.  
5,364 SF plaza.  
112 retail parking spaces.

# Alternatives Evaluation

| Scenario                                   | Community Vision                                                 | Placemaking & District Impact                                                        | Implementability                                                                                                    | Fiscal Benefit                                                                          |
|--------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| II: Incremental Retail                     |                                                                  |                                                                                      |                                                                                                                     |                                                                                         |
| SW – Entertainment and Flexible Open Space | <b>High.</b> "Farmers market" type attraction with food options. | <b>High.</b> If front area is well programmed, can become a significant attraction.  | <b>Low.</b> Negative land residual ( <b>-\$23/sf</b> ) and requires significant programming.                        | <b>Very High.</b> <b>\$150k to 250k surplus</b> , but would only be realized over time. |
| SE – Small Retail + Residential            | <b>Medium.</b> Retail and parklet-type environment.              | <b>High.</b> Open space communicates there is activity, and residential contributes. | <b>Medium.</b> Low retail costs make it easier; residential is cost-efficient. Zero land residual ( <b>\$0/sf</b> ) | <b>Medium.</b> <b>\$60k to \$120k surplus</b>                                           |



## Commercial and Residential Statistics:

### SW – Food Hall/Brewery and Flexible Open Space (SW 2b):

10,000 SF retail.  
19,873 SF plaza.  
94 retail parking spaces.

### SE – Small Retail + Residential (SE 2b):

8,000 SF retail.  
3,442 SF plaza.  
60 retail parking spaces.  
67 residential units.  
78 residential parking spaces

# Alternatives Evaluation

| Scenario                               | Community Vision                                                                 | Placemaking & District Impact                                                        | Implementability                                                                                             | Fiscal Benefit                      |
|----------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------|
| III: City Center                       |                                                                                  |                                                                                      |                                                                                                              |                                     |
| SW – Brewery/Food Entertainment Corner | <b>High.</b> Food options, gathering and open space.                             | <b>High.</b> Highlights corner as center of Bell and activates new park.             | <b>Medium.</b> Zero land residual (\$6/sf), but could be made easier with local entertainment anchor buy-in. | <b>High.</b> \$100 to 150k surplus  |
| SE – Mixed-Use Development             | <b>Medium.</b> Open space and retail. Interior retail areas might become office. | <b>High.</b> Open space, signature building forms, possibility for district parking. | <b>Medium.</b> Positive land residual (\$41/sf) but new building type to prove in Bell.                      | <b>High.</b> \$150k to 250k surplus |



## Development Program:

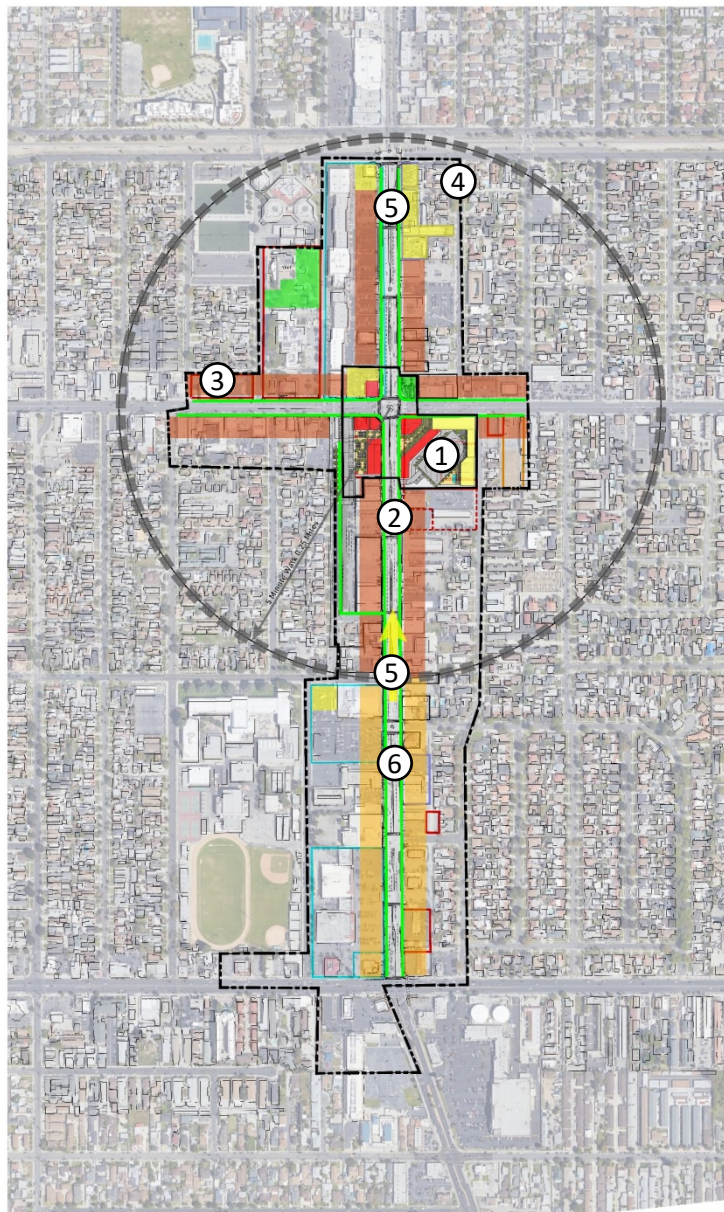
### SW – Brewery/Food Entertainment Corner:

17,100 SF retail.  
12,846 SF plaza.  
94 retail parking spaces.

### SE – Mixed-Use Development:

22,203 SF retail. 10,783 SF plaza.  
52 retail parking spaces.  
121 residential units.  
178 residential parking spaces

# Entire Corridor Framework



- Retail
- Residential
- Open Space/ Streetscape
- Primary Mixed-Use District
- Secondary Mixed-Use District
- Specific Plan Boundary
- City Center Core
- 5 Minute Walk / 0.25 Miles Radius

1. Leverage publicly-owned properties at Atlantic/Gage to create a focal point
2. Implement planned streetscape improvements on Atlantic Boulevard and add additional street trees
3. Redevelop other publicly-owned sites with residential and mixed uses
4. Fill in area within 5-minute walk radius from corner with walkable commercial and mixed uses
5. Explore opportunities to create a second activity hub
6. Allow varied types of development in the southern portion of the street



## MINUTES OF THE REGULAR MEETING OF THE BELL PLANNING COMMISSION

Held Wednesday, July 6, 2022, at 7:00 p.m. at the Bell Community Center

Located at 6250 Pine Avenue, Bell CA 90201

1. Chair Mesa called the meeting to order at 7:01 p.m.

2. Roll Call of the Planning Commission:

Commissioner Silvia Martinez  
Commissioner Rodrigo Rodarte  
Vacant  
Vice-Chair Rihan Bedier  
Chair Luis Mesa

**PRESENT:** Commissioners Martinez, Rodarte and Chair Mesa (3)

**ABSENT:** Vice-Chair Bedier (1)

A motion to excuse Vice-Chair Bedier from the meeting was moved by Commission Martinez. Motion was seconded by Commissioner Rodarte which carried with the following roll call vote:

### **Roll Call 3-0-0-1**

Yes: Commissioners Martinez, Rodarte and Chair Mesa  
No: None  
Abstain: None  
Absent: Vice-Chair Bedier

***Motion passed.***

**Staff Present:** Community Development Director Manuel Acosta; Assistant City Attorney Danny Aleshire (via zoom); Contract Planner Paula Kelly (via zoom); Assistant Planner Jason Garcia and Planning Commission Secretary Angela Bustamante.

3. Pledge of Allegiance was led by Commissioner Martinez.

4. Communications from the Public:

The following members of the public addressed the Planning Commission: Edwin Gonzalez, Juan Ortiz and Rafael Ortiz.

5. Presentations:

Commission Secretary Angela Bustamante requested to add a presentation to the agenda recognizing former Commissioner Viera for her time and dedication to the Planning Commission and serving the commission from September 27, 2021 through April 7, 2022.

Chair Mesa and Commissioners presented a plaque to former Commissioner Viera.



## 6. Public Hearing(s):

- a. Public Hearing on Site Plan Review (“SPR”) No. 2019-32 for construction of 5 detached two story rental units on the 6900 block of Walker Avenue.

***Recommendation:*** *It is recommended that the Planning Commission receive the presentation by staff, open the public hearing, take public testimony; and make a motion with respect to one of the three staff recommendations listed below:*

1. Continue the public hearing until such time as the Applicant provides complete and clear plans for the project that include but is not limited to a clear and precise site plan; a circulation plan indicating how vehicles will maneuver in the proposed driveway and newly delineated parking spaces; depictions on the plans of the locations and calculations of the required common and private open space; and submittal of colored renderings of all building elevations.
2. Continue the public hearing and direct City staff to return at the next meeting with a resolution of approval with all applicable conditions, or
3. Continue the public hearing and direct staff to return at the next meeting with a resolution of denial.

Community Development Director Manuel Acosta presented a PowerPoint presentation.

Chair Mesa asked what was considered a clean site plan.

Mr. Acosta responded that a clean site plan would show clear dimensions and layout of the project where it's easy to depict the floor plan and location of structures and landscaping.

Commissioner Martinez asked if staff had communicated the issue of the site plans to the applicant since the project was proposed back in 2019.

Mr. Acosta stated that staff provided several corrections to the applicant and since then, staff and the applicant have resolved several of the issues, however the site plan needs improvement.

Commissioner Rodarte asked if the applicant would consider 4 units instead of 5.

Mr. Acosta noted that the applicant has met the standards for 5 units.

Chair Mesa questioned the color scheme for the units and asked if a block wall would be surrounding the property.

Mr. Acosta verified that a block wall is part of the design and would be surrounding the property.

Chair Mesa opened the public hearing for agenda item 6a and asked if anyone from the public would like to make a comment:

1. Juan Ortiz spoke and agreed with staff's recommendation to have the application provide clear plans.

Seeing no further speakers, Chair Mesa closed the public hearing.



Community Development Director Manuel Acosta recommended that the Commission select one of the recommendations listed on the staff report.

Commissioner Martinez made a motion to approve recommendation no. 2. Motion was seconded by Commissioner Rodarte which carried with the following roll call vote:

**Roll Call: 3-0-0-1**

AYES: Commissioners Martinez, Rodarte and Chair Mesa

NOES: None

ABSTAIN: None

ABSENT: Vice Chair Bedier

Motion Passed.

**7. Regular Session:**

- a. Sign Permit No. 2022-22, installation of a graphic located on the east windows at 5130 Florence Avenue.

***Recommendation:*** It is recommended that the Planning Commission read by title only, waive further reading and adopt Resolution 2022-04PC titled:

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY  
OF BELL APPROVING SIGN PERMIT NO. 2022-22, A REQUEST TO  
INSTALL A GRAPHIC WALL SIGN IN THE C-3R ZONE AT 5130  
FLORENCE AVENUE**

Assistant Planner Jason Garcia provided a report on the item.

A brief discussion ensued amongst the Commissioners and staff.

Commissioner Rodarte made a motion to approve Resolution 2022-04PC. Motion was seconded by Commissioner Martinez which carried with the following roll call vote:

**Roll Call: 3-0-0-1**

AYES: Commissioners Martinez, Rodarte and Chair Mesa

NOES: None

ABSTAIN: None

ABSENT: Vice-Chair Bedier

Motion Passed.

**8. Planning Commissioner Announcements; Request for Future Agenda Items; Conference/Meeting Reports:**

Commissioner Martinez provided an update on the Eco-Rapid transit meeting she attended last month.

Chair Mesa spoke and recommended that staff promote new businesses, post announcements



on the City's website and also post how the city can assist a business. He also spoke of the upcoming Mayor's clean-up.

#### **9. Community Development Director's Comments:**

Community Development Director Manuel Acosta spoke on the housing element and noted that staff is waiting for the Department of Housing and Community Development (HCD) to respond to the city. He also thanked former Commissioner Viera for her service to the city. Last, he gave an update on the parking lot on Gage Avenue and also an update on the Shoe City site.

#### **10. City Attorney Comments:**

None.

**11. Adjournment:** *The next Regular Planning Commission Meeting is scheduled for Wednesday, August 3, 2022 at 7pm.*

There being no further business before the Planning Commission, Chair Mesa adjourned the meeting at 8:10 PM.

I, Angela Bustamante, Bell Planning Commission Secretary, certify that the foregoing minutes were approved by the Planning Commission of the City of Bell at a special meeting held on August 9, 2022.

---

Angela Bustamante,  
Planning Commission Secretary

---

Luis Mesa, Chair