

Bixby Plaza
**Carpets
& Flooring**
established 1971

Gina & Darin Fishman

Bixby Plaza Carpets & Flooring
19062 Goldenwest Street
Huntington Beach, CA 92648
gina@bixbycarpets.com
714-847-2828

Date: November 11, 2025

To: City of Huntington Beach Planning Commission
2000 Main Street, Huntington Beach, CA 92648

Subject: General Plan Amendment No 20-001/Zoning Text Amendment No
20-002/Tentative Parcel map No 21-103/Conditional use permit no
19-021/Environmental Assessment No 21-001 (Goldenwest/Garfield Commercial)

Bixby Plaza Carpets, Inc would like to submit a request for a larger monument sign to replace the existing due to lack of visibility if the above project is approved

Dear Chairperson and Members of the Planning Commission,

Our names are Darin and Gina Fishman, and we are the Managing Partners of Bixby Plaza Carpets & Flooring, located at 19062 Goldenwest Street, Huntington Beach, CA 92648. Our business is situated directly next to the property that is currently under review by the Planning Commission. We are writing to respectfully request for a developer concession and city approval for a larger monument sign to replace our existing monument sign on our property (see attached photos) due to the potential loss of visibility by the proposed building on 19026 Goldenwest Street, including a 30 foot structure.

Background and Reason for Request

If the current proposed building plan for 19026 Goldenwest Street is approved, the new building structures will significantly reduce the visibility of our building and signage from both Goldenwest Street and Garfield Avenue. This reduction in visibility will create challenges for both the daily vendor delivery trucks and clients attempting to locate the entrance and identify the businesses within the property.

Proposed Modification

To assure safe and reasonable visibility, we are requesting the Planning Commission's consideration for a new larger monument sign with an overall increase from the current monument sign located at the entrance of 19062 Goldenwest Street. The design and location of the proposed monument sign will remain consistent in both style and color scheme with the current monument sign (see attached photos) and will be compliant



with the City's design standards and the architectural character of the surrounding development, ensuring that it enhances the streetscape rather than detracts from it.

Justification

The intent of this request is not to create visual clutter or excessive signage but to address a unique site condition created by the proposed construction at 19026 Goldenwest Street. The increased monument sign in both height and area are necessary to:

- Provide adequate visibility of the property from major public rights-of-way;
- Improve wayfinding and traffic safety for drivers and delivery trucks from entering and exiting the site;
- Maintain business viability affected by the reduced exposure; and
- Ensure that the requested larger monument sign remains compatible in both style and color scheme, similar to the current monument.

Commitment to Compliance and Design Quality

We recognize the City's ongoing commitment to maintaining attractive, safe, and high-quality signage throughout Huntington Beach. Our proposal fully respects those principles. The revised monument sign design will be professionally constructed with materials, colors, and lighting consistent with City guidelines.

Conclusion

Given the unique visibility challenges caused by the new proposed structures at 19026 Goldenwest Street, we believe this request represents a fair and reasonable compromise given the reduced visibility we will incur if the structures (including a 30 foot structure) are approved. We respectfully ask that the Planning Commission approve the proposed increase in monument sign size to ensure that our site remains functional, safe, and visually harmonious with its surroundings.

Thank you for your time and consideration.

Sincerely,

Gina and Darin Fishman
Managing Partners
Bixby Plaza Carpets & Flooring
19026 Goldenwest Street
Huntington Beach, CA 92648

