



# CARSON PLANNING COMMISSION STAFF REPORT

**DATE:** March 28, 2023  
**FROM:** Christopher Palmer, AICP - Planning Manager  
**BY:** McKina Alexander, Senior Planner  
**SUBJECT:** Sign Program No. 34-23 – Rascal’s Teriyaki Grill Restaurant

## PROJECT/APPLICANT INFORMATION

**Project Summary:** Consider finding a CEQA exemption and approval of Sign Program (SPG) No. 34-23 for approval of proposed signage deviations to the Mixed-Use – Carson Street (MU-CS) zone pursuant to Carson Municipal Code (CMC) Section 9138.17  
**Project Location:** 205 E. Carson Street (APN 7334020070)  
**Zoning:** Mixed-Use – Carson Street (MU-CS)  
**Project Applicant/Owner:** Phil Kiyokane

## I. OVERVIEW

### A. Introduction

Section 9138.17, of the Carson Municipal Code (CMC) requires Planning Commission approval of a sign program for any deviations from the sign standards.

The applicant is requesting a total of 176.5 square feet of signage which is 33 square feet more than the CMC permits for the site.

### B. Project Description

The applicant requests approval of the proposed sign program, SPG No. 34-23, which includes three halo-illuminated wall signs with logos located on the West, South, and East elevations of the restaurant as shown in the attached sign plans (Attachment 2. Two signs are street facing (Carson Street and Orrick Avenue) and one sign is facing the easterly interior parking lot. The applicant believes approval of the proposed signage will enhance their appearance and attract customers to the restaurant.

The sign program proposes the following deviations from the MU-CS sign standards:

<b>Proposed Deviations to MU-CS Sign Standards</b>			
	Required	Requested	Recommended
<b>Total Sq. Ft.</b>	143.50	176.07	Yes
<b>No. of Signs Businesses located on a Corner</b>	One (1) wall sign and window or pedestrian sign on each side	Three (3) wall signs	Yes
<b>Letter Height Capital</b>	1'-6"	2'-4"	Yes
<b>Logo Height</b>	2'-0"	4'-0"	Yes

### C. Project History

On January 25, 2022, the Rascal's Teriyaki Grill restaurant was approved by the Planning Commission. However, the restaurant signage was not a part of the development project because it is typically reviewed administratively.

### D. Existing Conditions

#### 1. Land Use Information

The 0.29-acre project site is located on the southeastern corner of Carson Street and Orrick Avenue.

The project site is largely surrounded by commercial and residential uses except to the west is an elementary school.

#### 2. Site Conditions

The relatively flat, vacant site is under construction for the new Rascal's Teriyaki Grill restaurant and is surrounded by a temporary chain-link fence.

#### 3. General Plan and Zoning Information

The following table summarizes the surrounding land uses, zoning, and general plan designations:

**Table A**

<b>Land Use Summary Table</b>			
	Existing Use	Zoning	General Plan
<b>Subject Site</b>	Vacant	MU-CS (Mixed Use – Carson Street)	Mixed Use Residential (MUR)
<b>North of Subject Site</b>	Residential Multiple-Family	RM-25-D	High Density (HD)
<b>South of Subject Site</b>	Commercial	MU-CS	Mixed Use Residential (MUR)
<b>East of Subject Site (across 126th St)</b>	Commercial,	MU-CS	Mixed Use Residential (MUR)
<b>West of Subject Site (across Rosecrans Blvd)</b>	Institutional (Educational)	RS	Public Facilities (PF)

## II. ANALYSIS

The project, as proposed, will remain consistent with the surrounding uses and with the standards of the Mixed-Use - Carson Street (MU-CS) zoning designation and Mixed-Use Residential (MU-R) General Plan land use designation.

### A. General Plan Consistency

The proposed sign program project is consistent with the General Plan and General Plan land use designation (Mixed-Use Residential) of the site for the following reasons:

- The Land Use Element of the City of Carson General Plan provides policies aimed at seeking commercial opportunities that are lacking in the City, including quality restaurants...The related City goals are “maximizing its market potential and retain shopping and entertainment opportunities to serve the population, increase revenues...” (LU-5) and “...market, attract, and/or retain retail commercial areas...” (LU-5.2)
- The Mixed-Use Residential land use designation allows restaurant uses such as the previously entitled Rascal’s Teriyaki Grill. The proposed signage will effectively market the new restaurant generating positive economic impact to both the business owner and the City.

### B. Zoning Ordinance Compliance

The sign program, as proposed, will be consistent with the Zoning (“MU-CS” – Mixed Use – Carson Street) designation of the site and comply with the development and design standards

with the Planning Commission approval of the requested deviations pursuant to CMC Section 9138.15(F)(1)(p) – Signage Standards:

As signage that deviates from the development standards is permissible as long as the applicant gains approval from the Planning Commission.

1. Design Considerations:

- The signage as proposed, is effective, has restraint in graphics and color and consists of aluminum with paint finish to give a halo effect illumination.
- The proposed signage is compatible with the existing and anticipated development in the surrounding area and is not expected to create a visual nuisance.
- The project is in conformance with the design guidelines of the Mixed Use – Carson Street (MU-CS) zone with the approval of the requested deviations.

**C. Public Hearing Notice**

Public Notice (Attachment 3) was given in accordance with Part 7 of the CMC. Notice of public hearing was posted to the project site and mailed to property owners and occupants within a 750' radius on March 16, 2023. The agenda was posted at City Hall no less than 72 hours prior to the Planning Commission meeting.

**D. Environmental Analysis**

The proposed Sign Program constitute a project within the scope of the California Environmental Quality Act (CEQA) and the City's CEQA Guidelines. Staff has determined that the proposed sign program is exempt from review under CEQA. Pursuant to State CEQA Guidelines Section 15061(b)(3), the proposed sign program will not have the potential to cause a significant effect on the environment and is therefore exempt from further environmental review; or alternatively is covered by CEQA's 'general rule' that CEQA applies only to projects that have the potential for causing a significant effect on the environment.

**III. CONCLUSION AND RECOMMENDATION**

The sign program, as proposed, will efficiently help market the future Rascal's Teriyaki Grill restaurant while remaining compatible with the primarily commercial area.

Staff recommends the Planning Commission:

- **ADOPT** Resolution No. 23-\_\_\_\_, entitled "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON CONSIDER FINDING A CEQA EXEMPTION AND APPROVAL OF SIGN PROGRAM (SPG) NO. 34-23 FOR APPROVAL OF PROPOSED SIGNAGE WITH DEVIATIONS TO THE MU-CS (MIXED-USE – CARSON STREET) ZONE PURSUANT TO CARSON MUNICIPAL CODE (CMC) SECTION 9138.17

FOR A PROPOSED RASCALS TERIYAKI GRILL RESTAURANT AT 205 E. CARSON STREET.”

**ATTACHMENTS**

- 1) Draft Resolution
  - A. Legal Description
  - B. Conditions of Approval
- 2) Development Plans
- 3) Public Hearing Notice