



CITY OF CARSON

PLANNING COMMISSION STAFF REPORT

PUBLIC HEARING: June 14, 2011
SUBJECT: Sign Area Calculation and Banner Display Period
APPLICANT: City of Carson
REQUEST: Ordinance amendment to Sections 9136.7 and 9146.7 of the CMC regarding calculation of total allowable sign area and extending the display period for banners to exceed 60 calendar days
PROPERTIES INVOLVED: Commercial and industrial properties citywide

COMMISSION ACTION

Concurred with staff
 Did not concur with staff
 Other

COMMISSIONERS' VOTE

AYE	NO		AYE	NO	
		Chairman Faletogo			Gordon
		Vice-Chair Park			Saenz
		Brimmer			Schaffer
		Diaz			Verrett
		Goolsby			

Item No. 12A

I. **Introduction**

The proposed ordinance amendment is in response to direction from the City Council Commercial & Public Signage Subcommittee and the Planning Commission during various meetings and workshops discussing the long-term display of temporary banners. The proposed ordinance amendment changes the display period for banners from 60 to 90 calendar days as described in Section 9136.7(C)(1), signs for commercial uses, and Section 9146.7(C)(1), signs for industrial uses, of the Carson Municipal Code (CMC). It also reinstates missing sections dealing with allowable square footage found in earlier versions of the CMC under Sections 9136.7(B)(2) and 9146.7(B)(2), which through various ordinance amendments was somehow omitted over the years. Those sections read as follows:

- *Section 9136.7(B)(2), First sentence – Commercial Signs*
“The total sign area per lot shall not exceed an area in square feet equal to 2 times the linear feet of lot frontage on a public street or streets. Lot frontage on a freeway shall not be considered in computing this figure.”
- *Section 9146.7(B)(2), First sentence – Industrial Signs*
“The total sign area per lot shall not exceed an area in square feet equal to 2 times the linear feet of lot frontage on a public street or streets for the first 100 feet of frontage, plus one-half times the frontage in excess of 100 feet. Lot frontage on a freeway shall not be considered in computing this figure.”

II. **Background**

On July 20, 2010, at the request of the Mayor, the City Council considered an item to allow long-term temporary business signs for the 15,940-square-foot shopping center at 20761-20775 S. Avalon Boulevard. Although the shopping center is located across from the South Bay Pavilion, it does not qualify for a long-term temporary business sign under the current Ordinance because of the building size and its location outside of a Mixed Use Residential overlay district. The City Council referred the item to the Planning Commission to study and report on amending Section 9136.7(C) of the Carson Municipal Code regarding long-term temporary business signs.

On August 12, 2010, the City Council Commercial and Public Signage Subcommittee held a meeting to discuss allowing banners and other business signs to be displayed for an extended amount of time. The Sub-Committee was concerned that many small businesses have lost revenue due to the sluggish



economy and that temporary business signs such as banners would help increase customer traffic. Currently, Section 9136.7(C) of the Carson Municipal Code (CMC) allows such signs to be displayed for up to 60 calendar days. The Sub-Committee wanted to explore allowing additional time due to economic hardships suffered by many small businesses during the sluggish economy. The issue was referred to the Planning Commission for consideration of an amendment to Section 9136.7(C) of the CMC regarding long-term temporary business signs.

On October 12, 2010, the Planning Commission held a workshop to discuss long-term temporary business signs. Staff researched the ordinances of other cities within the South Bay and throughout the nation and presented its findings to the Commission as shown in Tables 1 and 2.

Table 1: Banners and Temporary Sign Duration for Local Cities

CITY	DURATION	EXTENDED DURATION
CARSON	60 DAYS PER CALENDAR YEAR	CONSIDERING
El Segundo	30 day maximum per period, no more than 120 per calendar year. Announcement or "Coming Soon" sign allowed for a maximum of one (1) year	Not considered
Gardena	Not to exceed 15 consecutive days or 60 total days in any twelve month period	Not considered
Hawthorne	30 days per calendar year, no more than 2 permits issued per year. 30 extra days for Grand Openings only.	Extension considered City Council considered several months ago, however ordinance did not pass.
Hermosa Beach	90 days per calendar year	Not considered
Inglewood	30 day maximum per period, no more than 60 per calendar year	Not considered Requirement for banner permit only recently adopted 5/25/10. Previous honor system was not working.
Lawndale	90 days per calendar year	Not considered
Lomita	Promotional banners may be displayed up to one hundred twenty (120) days per calendar year, but no longer than sixty (60) consecutive days at any one time, and a minimum of thirty (30) days before the next time the banner is displayed	Not considered Per code: There shall be no extensions granted past the one hundred twenty (120) days.
Manhattan Beach	90 days per calendar year	Not considered
Palos Verdes Estates	1 week (maximum 3 times per year)	Not considered
Rancho Palos Verdes	30 day maximum per period, no more than 120 per calendar year	Not considered
Redondo Beach	30 days per calendar year, no more than 2 permits issued per year. No more than 60 days for banners strictly associated with initial grand opening.	Not officially considered They have been more lenient with the code because of the economy, allowing 2 permits per year, 30 days each.



		Grand opening can add 30 days for a total of 90 days.
Torrance	90 days per calendar year	Not considered Extension beyond 90 days requires approval from Environmental Quality Commission, subject to certain conditions (has never occurred).

Table 2: Summary of Actions Taken by Other Cities in U.S.

SOURCE AND DATE	TITLE / ARTICLE NAME	CITY	SUMMARY
Agoura Hills Patch 7/20/10	Banners Prove Boon to Business	Agoura Hills, CA	Retail advertising banners can display up to four times with a maximum of 10 days per period and 40 days per year. The maximum banner size increased from 20 to 30 square feet. Policy will be reviewed in July 2011.
USATODAY.com 1/6/09	Cities ease signage rules to boost business	Agoura Hills, CA Boynton Beach, FL Victorville, CA	The City Council decided in 10/09 to waive the fee and expedite permitting for businesses wanting to hang temporary banners advertising sales or special events. The City Commission is likely by 2/09 to give businesses more time to display a banner, extending the period from 14 to 90 days a year. The City Council in 6/09 allowed a large commercial center to increase the size of a sign advertising its various businesses by as much as 25%. The council is considering other business strips to do the same by spring.
City of Claremont 11/10/09	Urgency Ord. 2009-19	Claremont, CA	Businesses may request certain exemptions from municipal code; Ord. suspends the development review fee associated with temporary signs; Ord. automatically expire on 12/31/10



SOURCE AND DATE	TITLE / ARTICLE NAME	CITY	SUMMARY
Beacononlinenews.com 5/18/10	De Bary businesses get break on signs during recession times	De Bary, FL	City council decided on 5/5/10: <ol style="list-style-type: none"> 1. Sign area: 16 square feet max. 2. Regulations apply only to shopping centers and business districts. 3. The signs may be displayed only during business hours. 4. The signs must comply with all other provisions of the sign ordinance. 5. The temporary regulation will expire on 12/31/10.
City Council Agenda Report 6/15/10	Temporary Sign Regulations	Galt, CA	Consideration of temporary regulations; staff recommended upholding current regulations, but gave Council alternatives
Allbusiness.com 7/19/10	OV council will revisit sign code to aid businesses hit by economy	Oro Valley, AZ	Considering nearly two dozen changes that would increase the allowable size, type and number of business signs and the length of time they may be displayed
OCRegister.com	Poll: How much impact from recession?	Orange County	Poll of small businesses and how the economy has impacted sales; 43% indicate recession is the worst they've ever experienced; more than half said 2008 gross revenues were worse than 2007.
Allbusiness.com 1/31/10	'Temporary' banners at issue	Tucson, AZ	Tucson's attempt to update sign ordinance faces opposition from Chamber and small businesses. Loophole in code allows for year-round banners. Council wants 180-day limit but is wary of down economy.
Investopedia.com	The Impact Of Recession On Businesses	n/a	Article indicates smaller businesses may have a harder time surviving a recession. Bankruptcies among smaller businesses may occur at a higher rate than larger firms.
City of Whittier 7/1/09	Whittier city council approves a local economic stimulus and business assistance plan	Whittier, CA	Amendment changing banner duration from 30 days at a time, four times a year to 12 days per month for 2009-10 fiscal year. Amendment allows for an additional 24 days of banner display per year.
Istockanalyst.com 8/18/10	Y.C. lets businesses keep their banners	Yuba City, CA	The Council added another 6 months to a zoning code amendment that temporarily allows businesses to post banners and signs that would otherwise be in violation.



City Council Commercial & Public Signage Subcommittee

On January 25, 2011, the City Council Commercial & Public Signage Subcommittee considered a proposal from David Dupetit of 3 Men's Suits \$129.99, to allow year-round banners for the shopping center at 20761-20775 S. Avalon Boulevard. The Subcommittee expressed the need to work with businesses that are struggling due to the economy and discussed possibly amending the Carson Municipal Code. Staff mentioned that regulations are in place to allow for temporary banners and expressed concern that conflicts may arise between businesses if too many banners are permitted for an extended amount of time. The Subcommittee directed staff to bring the item as a workshop to the Planning Commission for consideration. The Subcommittee recommended that the Planning Commission discuss allowing banners and other business signs to be displayed for an extended amount of time. The Subcommittee also urged the Planning Commission to consider options to help businesses struggling through the recession and recommended that if an ordinance amendment is considered, that banners be required to be changed regularly to avoid becoming decrepit and unsightly.

On February 10, 2011, staff met with Mr. Dupetit and discussed his interest in an ordinance amendment to allow year-round banners for commercial properties located within 500 feet of the 405 Freeway, including his store. He indicated a desire to display a 5-foot-high by 50-foot-wide banner facing the freeway. He also mentioned a willingness to consider four-foot-high permanent channel letters if temporary foam letters were considered first and the increased size was effectively visible from the freeway. He was not willing to provide landscaping but would provide some enhanced architectural features.

On February 22 and March 10, 2011, the Planning Commission held workshops to discuss banners. Staff mentioned that in its research it has not been able to find any city that allows for year-round display of banners (365 days per year) as requested by Mr. Dupetit. In the South Bay, only the city of Hawthorne considered amending their ordinance to allow for long-term banner display out of the 12 cities reviewed. However, Hawthorne's consideration did not lead to an ordinance amendment to extend banner displays and no further action was taken. Redondo Beach did not officially amend their ordinance, but according to their staff has become more lenient with enforcement due to the economy. Seven (7) cities allow 90 calendar days or more; four (4) cities, including Carson, allow up to 60 calendar days; and Palos Verdes Estates had the strictest ordinance requiring banners to be displayed for one week, three times a year. The Commission directed staff to draft an ordinance amendment to extend the number of display days for banners from 60 to 90, with the understanding that the Commission may increase the suggested number at a future meeting.



III. Analysis

The proposed ordinance amendment would apply to all properties zoned commercial or industrial. Zoning districts that may already have specific sign standards described in the Code, such as the CA (Commercial, Automotive), MU-CS (Mixed Use – Carson Street), and MU-SB (Mixed Use – Sepulveda Boulevard) zoning districts, may also be affected by the ordinance amendment if those sign standards are not specific enough. For example, specific requirements for business signs and banners within the CA zoning district are found in Section 9138.15(E) of the CMC, however, reference is still made to Section 9136.7 in case other types of signs are proposed or uncertainty or vagueness exist.

Banner Display

The display period for banners and similar temporary signs will be extended from 60 to 90 calendar days. Procedures, fees, and other requirements will not change. The ordinance amendment affects Section 9136.7(C)(1), signs for commercial uses, and Section 9146.7(C)(1), signs for industrial uses, of the CMC.

Calculation of Total Allowable Sign Area

The ordinance amendment will reinstate missing sections from the CMC dealing with the calculation of total allowable sign area. Currently, Sections 9136.7(B)(2) and 9146.7(B)(2) are incomplete and calculating the total allowable sign area is undeterminable because of the missing sections. Staff has been aware of the discrepancy for some time and has been implementing the Code based on the complete sections. However, the missing sections can be problematic since the public does not have access to older versions of the Code and newer staff may be unfamiliar with the situation. For posterity, reinstating the missing sections will prevent confusion and inconsistent interpretations.

The missing sections describe that total sign area is calculated based on the linear street frontage. For commercial properties, sign area is allowed to be equal to twice the linear street frontage. For industrial properties, it is twice the linear street frontage for the first 100 feet, then half the frontage in excess of 100 feet, making signage for industrial properties comparably less than that of commercial properties. The existing sections deal with properties that may have very little street frontage, but are significantly large in lot area. For those properties, the square root of the lot area replaces linear street frontage for the purpose of determining sign area.

IV. Environmental Review

The proposed Ordinance Amendment is an amendment and improvement to the existing standards and guidelines in the Carson Municipal Code and is exempt



under the general rule, pursuant to Section 15061(b)(3) of the California Environmental Quality Act (CEQA). The Ordinance Amendment will therefore generate no significant environmental impacts.

V. Conclusion

There have been ongoing discussions regarding assistance to small businesses during the sluggish economy. Extending the display period for banners from 60 to 90 calendar days is one method that can help increase customer traffic. Currently, Section 9136.7(C)(3) of the CMC requires that banners be adequately maintained subject to the satisfaction of the Planning Manager. Banners that are not maintained and become unsightly will be referred to Code Enforcement for immediate action. The 90-day display period is consistent with other cities in the South Bay and will help local businesses advertise for sales and special events.

VI. Recommendation

That the Planning Commission:

- RECOMMEND approval of the proposed Ordinance Amendment to the City Council; and
- WAIVE further reading and ADOPT Resolution No._____, entitled, "A Resolution of the Planning Commission of the City of Carson recommending approval to the City Council of an Ordinance Amendment to Sections 9136.7 and 9146.7 of the Carson Municipal Code regarding calculation of total allowable sign area and the display period for banners and similar temporary displays."


VII. Exhibits

1. Proposed Ordinance
2. Proposed Resolution
3. Excerpts from the 2003 version of the Carson Municipal Code regarding Sections 9136.7(B)(2) and 9146.7(B)(2)
4. Minutes from the March 10, 2011 Planning Commission workshop

Prepared by:


John F. Signo, AICP, Senior Planner

Approved by:


Sheri Repp, Planning Officer



ORDINANCE NO. 11-_____

AN ORDINANCE OF THE CITY OF CARSON ADOPTING AN AMENDMENT TO THE ZONING ORDINANCE OF THE CARSON MUNICIPAL CODE REGARDING SIGNS, INCLUDING AN AMENDMENT TO SECTION 9136.7 (SIGNS) OF DIVISION 6 (SITE DEVELOPMENT STANDARDS) OF PART 3 (COMMERCIAL ZONES) AND SECTION 9146.7 (SIGNS) OF DIVISION 6 (SITE DEVELOPMENT STANDARDS) OF PART 4 (INDUSTRIAL ZONES).

WHEREAS, over the course of time, various amendments to the Zoning Ordinance have caused certain omissions to sections dealing with the calculation of total allowable sign area that must be reinstated; and

WHEREAS, reinstatement of those sections would prevent errors and misinterpretations involving the calculation of total allowable sign area; and

WHEREAS, on July 20, 2010, the City Council considered an item to allow long-term temporary business signs for a certain business and referred the matter to the Planning Commission for further study; and

WHEREAS, on August 12, 2010 and January 25, 2011, the City Council Commercial and Public Signage Sub-Committee held meetings to discuss allowing banners and other similar temporary signs to be displayed for an extended amount of time due to lost revenue to small businesses as a result of the sluggish economy and referred the matter to the Planning Commission for further consideration; and

WHEREAS, on October 12, 2010, February 22, 2011, and March 10, 2011, the Planning Commission held workshops to discuss long-term temporary business signs and extending the display period for banners and similar displays to help small businesses through the sluggish economy.

NOW, THEREFORE, THE CITY OF CARSON, CALIFORNIA, DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. Section 9136.7(B)(2) of Division 6 (Site Development Standards) of Part 3 (Commercial Zones) of Chapter 1 (Zoning) of Article IX (Planning and Zoning) of the Carson Municipal Code is hereby amended by adding the following underlined text with all other text remaining unchanged, as follows:

2. The total sign area per lot shall not exceed an area in square feet equal to 2 times the linear feet of lot frontage on a public street or streets. Lot frontage on a freeway shall not be considered in computing this figure.

When the total frontage of a lot is less than the square root of the lot's area, said frontage shall be deemed to be equal to the square root of the lot's area for the purpose of determining the permitted sign area.

Section 2. Section 9136.7(C)(1) of Division 6 (Site Development Standards) of Part 3 (Commercial Zones) of Chapter 1 (Zoning) of Article IX (Planning and Zoning) of the Carson Municipal Code is hereby amended by adding the following underlined text and deleting the following stricken text with all other text remaining unchanged, as follows:

1. Streamers, banners, pennants, and similar displays may be exhibited in connection with grand openings and other special events upon written approval of the Planning Manager. Requests for such displays shall be submitted to the Planning Manager, in writing, thirty (30) days prior to the event. All approvals shall be limited to a total of ninety (90) ~~sixty (60)~~ days of display per calendar year per business. Temporary business signs for department stores or regional shopping centers with a gross floor area of at least one hundred thousand (100,000) square feet located in the CR Zoning District and in a Mixed-Use Residential (MUR) Overlay District may be allowed to deviate from the provisions of this Section as it pertains to display size, location, orientation, material, length of time, and content pursuant to an approved sign program. Signs must show content related to businesses, events, products or services provided at the department store or regional shopping center.

Section 3. Section 9146.7(B)(2) of Division 6 (Site Development Standards) of Part 4 (Industrial Zones) of Chapter 1 (Zoning) of Article IX (Planning and Zoning) of the Carson Municipal Code is hereby amended by adding the following underlined text with all other text remaining unchanged, as follows:

2. The total sign area per lot shall not exceed an area in square feet equal to 2 times the linear feet of lot frontage on a public street or streets for the first 100 feet of frontage, plus one-half times the frontage in excess of 100 feet. Lot frontage on a freeway shall not be considered in computing this figure.

When the total frontage of a lot is less than the square root of the lot's area, said frontage shall be deemed to be equal to the square root of the lot's area for the purpose of determining the permitted sign area.

Any primary use which is developed commercially may be permitted to have a sign area equal to that permitted by CMC 9136.7(b)(2); provided, that a deed restriction is recorded in the Offices of the County Recorder, restricting the use on the property to a commercial use, and proof of such recordation is submitted to the satisfaction of the Director.

Section 4. Section 9146.7(C)(1) of Division 6 (Site Development Standards) of Part 3 (Industrial Zones) of Chapter 1 (Zoning) of Article IX (Planning and Zoning) of the Carson



Municipal Code is hereby amended by adding the following underlined text and deleting the following stricken text with all other text remaining unchanged, as follows:

1. Streamers, banners, pennants, and similar displays may be exhibited in connection with grand openings and other special events upon written approval of the Community Development Director. Requests for such displays shall be submitted to the Community Development Director, in writing, thirty (30) days prior to the event. All approvals shall be limited to a total of ninety (90) ~~sixty (60)~~ days of display per calendar year per business.

Section 5. If any provision(s) of this ordinance or the application thereof to any person or circumstances is held invalid or unconstitutional by any court of competent jurisdiction, such invalidity or unconstitutionality shall not affect any other provision or application, and to this end the provisions of this ordinance are declared to be severable. The City Council hereby declares that they would have adopted this ordinance and each section, subsection, sentence, clause, phrase, part or portion thereof, irrespective of the fact that any one or more sections, subsections, clauses, phrases, parts or portions thereof be declared invalid or unconstitutional.

Section 6. The City Clerk shall certify to the adoption of this Ordinance, and shall cause the same to be posted and published in the manner required by law.

Section 7. This ordinance shall be effective thirty (30) days following its adoption.

PASSED, APPROVED and ADOPTED this _____ day of _____, _____.

MAYOR JIM DEAR

ATTEST:

CITY CLERK HELEN KAWAGOE

APPROVED AS TO FORM:

CITY ATTORNEY



CITY OF CARSON
PLANNING COMMISSION
RESOLUTION NO. 11-_____

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON RECOMMENDING APPROVAL TO THE CITY COUNCIL OF AN ORDINANCE AMENDMENT TO SECTIONS 9136.7 AND 9146.7 OF THE CARSON MUNICIPAL CODE REGARDING CALCULATION OF TOTAL ALLOWABLE SIGN AREA AND THE DISPLAY PERIOD FOR BANNERS AND SIMILAR TEMPORARY DISPLAYS

THE PLANNING COMMISSION OF THE CITY OF CARSON, CALIFORNIA, HEREBY FINDS, RESOLVES AND ORDERS AS FOLLOW:

Section 1. On June 14, 2011, the Planning Commission conducted a public hearing regarding an amendment to the Carson Municipal Code (CMC) which reinstates missing sections dealing with allowable square footage found in earlier versions of the CMC and extends the display period for banners and similar displays from 60 to 90 calendar days. A notice of the time, place and purpose of the aforesaid hearing was duly given.

Section 2. Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid meeting.

Section 3. The Planning Commission finds that:

a) Over the course of time, various amendments to the Zoning Ordinance have caused certain omissions to sections dealing with the calculation of total allowable sign area that must be reinstated. Reinstatement of those sections would prevent errors and misinterpretations involving the calculation of total allowable sign area.

b) Allowing banners and other similar temporary signs to be displayed for an extended amount of time will help the general welfare of the community by increasing customer traffic and helping struggling businesses improve revenue.

c) The ordinance amendment will not be detrimental to the health and safety of the community, but will improve the general welfare by helping local businesses generate revenue.

d) Local businesses will be better equipped to compete with others outside the city since additional display time will help attract customers to sales and special events.

Section 4. Based on the aforementioned findings, the Planning Commission hereby recommends approval to the City Council an amendment to the CMC, Article IX (Planning and Zoning), regarding the calculation of allowable sign area and extending the display period for banners and similar displays from 60 to 90 calendar days. The ordinance amendment affects Sections 9136.7(B)(2), 9136.7(C)(1), 9146.7(B)(2), and 9146.7(C)(1) of the CMC, as described in Exhibit 1.

Section 5. Pursuant to Section 15061(b) (3) of the California Environmental Quality Act (CEQA), the Planning Commission finds that the proposed ordinance amendment is an improvement to the existing standards and guidelines in the CMC



regarding the calculation of allowable sign area and the display period for banners and similar displays and is exempt under the general rule. The ordinance amendment will generate no significant environmental impacts.

Section 6. The Secretary shall certify to the adoption of the Resolution and shall transmit copies of the same to the City Council.

PASSED, APPROVED AND ADOPTED THIS 14th DAY OF JUNE, 2011.

CHAIRMAN

ATTEST:

SECRETARY

Section 9136.4 Trash and Recycling Areas

As Amended By
Ord. No. 93-1013

Trash and recycling areas shall be provided in accordance with Division 4 of Part 6 of this Chapter.

Section 9136.5 (Reserved)

Section 9136.6 Parking, Loading, Truck Maneuvering and Driveways

Parking spaces and loading areas for each use and the areas required for access and truck maneuvering shall be provided in accordance with Division 2 of Part 6 of this Chapter.

Parking, loading and driveways within the CA Zone district shall be subject to Section 9138.15 D.

As Amended By
Ord. No. 03-1279

Section 9136.7 Signs

A. Outdoor advertising signs are not permitted in commercial zones except as authorized pursuant to Section 9138.71.

As Amended By
Ord. No. 02-1245

B. Business signs are permitted, subject to the following:

1. All business signs and sign structures shall be permitted in conformance with development plans which have been approved pursuant to the Site Plan and Design Review procedures (including the number of signs and sign structures to be permitted) as provided in Section 9172.23. All signs and sign structures shall also comply with the minimum requirements, as outlined in this section of the Zoning Ordinance.

As Amended By
Ord. No. 89-873
Flag Poles as Per
Int. No. 11-92

2. The total sign area per lot shall not exceed an area in square feet equal to 2 times the linear feet of lot frontage on a public street or streets. Lot frontage on a freeway shall not be considered in computing this figure.

When the total frontage of a lot is less than the square root of the lot's area, said frontage shall be deemed to be equal to the square root of the lot's area for the purpose of determining the permitted sign area.

As Amended By
Ord. No. 79-473

3. A pole sign in excess of 30 feet in height shall not be permitted. The distance between ground elevation and the bottom of such sign shall be not less than 10 feet.

4. A ground sign in excess of 10 feet in height shall not be permitted. The distance between the ground elevation and the bottom of a ground sign shall not exceed one foot. Not more than one (1) ground sign shall be permitted on a lot. No Ground sign shall be erected until written approval is obtained from the City Traffic Engineer. Such sign shall be in conformance with development plans which have been approved pursuant to the Site Plan and Design Review procedure as provided in Section 9172.23.

As Amended By
Ord. No. 80-531

5. A sign may be affixed to a building but shall not project above the height of the building wall or roof fascia.

6. A sign shall not project into an existing or future right-of-way.

7. No "A" frame or "sandwich" sign, or scintillating, flashing or revolving sign shall be permitted.



*Sect. 9136.7
Missing text
from page 11-64*

12. A conditional use permit (CUP) shall be required for each new sign structure. The provisions of this sub-paragraph shall govern the processing of applications for a CUP for an outdoor advertising sign. Unless an extension is agreed to in writing by the applicant, the Commission shall render its decision on an application for a CUP for an outdoor advertising sign within three (3) months of the date of acceptance of the application. An application for a CUP for an outdoor advertising sign shall be approved by the Commission, or by the Council on appeal, if the proposed sign structure conforms to the requirements of this Code and applicable laws.

As Amended By
Ord. No. 03-1272

* See Section 9148.2 N for different sign regulations applicable to oil wells.

B. *Business signs are permitted, subject to the following:*

1. All business signs and sign structures shall be permitted in conformance with development plans which have been approved pursuant to the Site Plan and Design Review procedures (including the number of signs and sign structures to be permitted as provided in section 9172.23. All signs and sign structures shall also comply with the minimum requirements, as outlined in this Section of the Zoning Ordinance.

As Amended By
Ord. No. 89-873

Flag Poles as Per
Int.No. 11-92

2. The total sign area per lot shall not exceed an area in square feet equal to 2 times the linear feet of lot frontage on a public street or streets for the first 100 feet of frontage, plus one-half times the frontage in excess of 100 feet. Lot frontage on a freeway shall not be considered in computing this figure.

When the total frontage of a lot is less than the square root of the lot's area, said frontage shall be deemed to be equal to the square root of the lot's area for the purpose of determining the permitted sign area.

As Amended By
Ord. No. 79-473

Any primary use which is developed commercial may be permitted to have a sign area equal to that permitted by Section 9136.7 B.2, provided that a deed restriction is recorded, in the Offices of the County Recorder, restricting the use on the property to a commercial use, and such proof of recordation is submitted to the satisfaction of the Director.

As Amended By
Ord. No. 80-532

3. A pole sign in excess of 50 feet in height shall not be permitted. The distance between ground elevation and the bottom of such sign shall be not less than 10 feet.

4. A ground sign in excess of 10 feet in height shall not be permitted. The distance between ground elevation and the bottom of a ground sign shall not exceed one foot. Not more than (1) ground sign shall be permitted on a lot. No ground sign shall be erected until written approval is obtained from the City Traffic Engineer. Such signs shall be in conformance with development plans which have been approved pursuant to the Site Plan and Design Review procedure as provided in Section 9172.23.

As Amended By
Ord. No. 80-531

5. A sign may be affixed to a building but shall not project above the height of the building wall or roof fascia.

6. A sign shall not project into an existing or future right-of-way.

7. No "A" frame or "sandwich" sign or scintillating, flashing, or revolving sign shall be permitted.

Missing text
Sect. 9146.7

Planning Commission Decision:

Commissioner Saenz moved, seconded by Commissioner Diaz, to approve the applicant's request, amending Condition No. 16c, requiring a ratio of one tree per 40 feet of interior lot line; and moved to adopt Resolution No. 11-2381. Motion carried, 8-0 (absent Chairman Faletogo).

11. PUBLIC HEARING

A) Zone Change Case No. 164-11

Applicant's Request:

The applicant, city of Carson, is requesting to change the zone designation of certain properties from ML (Manufacturing, Light) to ML-D (Manufacturing, Light – Design Overlay). The property involved is certain properties in the northwest section of Carson comprising the subject area which is approximately 24.4 acres and generally bounded by Alondra Boulevard on the north, Avalon Boulevard on the east, Gardena Boulevard on the south, and Maple Avenue on the west.

Staff Report and Recommendation:

Associate Planner Newberg presented staff report and the recommendation for City Council to approve Zone Change Case No. 164-11 to change the zoning on certain properties to ML-D (Manufacturing, Light), thereby bringing the zoning for those properties into conformance with the General Plan; and WAIVE further reading and ADOPT Resolution No. 11-2382, entitled, "A Resolution of the Planning Commission of the city of Carson recommending approval to the City Council of Zone Change Case No. 164-11 affecting certain properties in the northwest area of the city, changing the existing zoning designation of ML (Manufacturing, Light) to ML-D (Manufacturing, Light – Design Overlay)."

Vice-Chairman Park opened the public hearing. There being no input, Vice-Chairman Park closed the public hearing.

Planning Commission Decision:

Commissioner Verrett moved, seconded by Commissioner Diaz, to approve staff recommendation, thus adopting Resolution No. 11-2382. Motion carried, 8-0 (absent Chairman Faletogo).



12. NEW BUSINESS DISCUSSION

A) Workshop regarding Long-Term Banners

Applicant's Request:

The applicant, city of Carson, is requesting the Commission discuss and consider long-term banners for commercial properties.

Staff Report and Recommendation:

Senior Planner Signo presented staff report and the recommendation for the Planning Commission to discuss and consider the information provided for in this workshop; and provide direction to staff on how to proceed.



Senior Planner Signo stated that the Council Subcommittee expressed its concern with the small businesses struggling during this poor economy; and noted their support for these businesses to display their banners for a longer period of time, noting that the Council Subcommittee has referred this matter to the Planning Commission for further consideration. He highlighted Mr. Dupetit's (owner of Men's Suits for \$129.99) proposal for year-round banner displays at the 20761-20775 South Avalon Boulevard shopping center and proposes that only those small businesses located within 500 feet of the 405 Freeway be included in this proposal; and he added that Mr. Dupetit is also requesting a larger sign -- 5 feet by 50 feet -- to be displayed along the back wall of the shopping center that faces the 405 Freeway. He noted that Mr. Dupetit's Design Overlay Review (DOR) permit for the back wall 3-foot channel letter signage was revoked by the Planning Commission, pointing out that Mr. Dupetit is requesting that he be allowed to install back wall signage larger than what was originally approved by the Planning Commission.

Senior Planner Signo stated that he researched other South Bay cities to see if those cities are extending banner display permits, noting that he found no other cities that had amended its ordinance for banner display extensions; but advised that some cities are allowing banner displays to be displayed for up to 90 to 120 days maximum. He added that some cities are giving some leniency to banner displays; and advised that Carson allows banner displays up to 60 days per calendar year. He advised that the banner display timeline has been extended for shopping centers over 100,000 square feet; noted that the Carson Auto Row is allowed banner displays 8 separate times per year for specific events/holidays for 16 days per period, a total of 128 days to display banners in a year. In addition, he added that the Carson Auto Row also gets another two specific events to display banners per year above that 128 total days. He stated it is staff's recommendation to extend the displays from 60 to 90 calendar days.

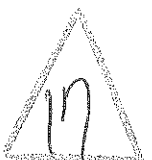
Commissioner Brimmer expressed her belief that the large freeway-oriented business signs for South Coast Plaza are very pleasing and effective, suggesting this City allow large freeway-oriented signs for these businesses along the freeway; and stated that this business should be assisted.

Planning Officer Repp explained that this shopping center was not designed for back wall signage, and noted that is why the architectural embellishments were recommended in Mr. Dupetit's DOR. She stated that an ordinance amendment would typically apply throughout the entire city, noting her concern with the proliferation of temporary banners.

In response to Commissioner's Verrett's question, Senior Planner Signo stated that the exception to banner displays, an ordinance amendment, was granted to IKEA because its building is over 100,000 square feet and noted that it only applies to the South Bay Pavilion.

Commissioner Verrett stated that this exception should also benefit the struggling small businesses, especially those adjacent to the freeway.

Senior Planner Signo stated that the Commission could consider amending the ordinance to allow extended banner displays for commercial properties located within 500 feet of the 405 Freeway, or only those located within the CR0 .



zone. He pointed out that should the Commission support freeway-oriented properties having extended banner displays, this would also include those commercial properties along the 91 and 110 Freeways, not just the 405 Freeway.

Commissioner Gordon stated that he'd like to see evidence that banners increase business; and stated that this Commission has already extended a helping hand to this business owner for a couple of years and that Mr. Dupetit has not abided by the conditions of approval, pointing out that no other business in this shopping center got that accommodation.

Commissioner Diaz stated he would support extending the banner displays to 90 days.

Commissioner Brimmer reiterated her support for large, permanent signs that face the freeway, such as has been successfully and tastefully done with the South Coast Plaza shopping center.

Commissioner Goolsby noted he would support 120 days for banner displays.

Commissioner Verrett stated she'd like to see more data with regard to staff's research of other cities, pointing out that Mr. Dupetit has put forth a huge effort to keep his business in Carson viable; and noted she would support an ordinance amendment that allows banner displays in good condition to be up for more than 120 days for those businesses along the 405 Freeway and to ultimately put up permanent and effective signage.

Vice-Chairman Park stated he would not support extended banner displays for businesses facing the 405 freeway.

Ronald Shimokaji, resident, stated that it is the business owners who pay for the banners and the permits and that it doesn't cost the city anything by allowing an extended banner display; noted his disappointment with the City not offering any options to help these struggling businesses; and he suggested that the Economic Development department be contacted to see if they can provide financial assistance for a more effective freeway-visible sign for this applicant..

Mr. Dupetit stated there are only a handful of retail businesses adjacent to the 405 Freeway, but noted that the large automotive businesses all along the 405 Freeway have very large signage as well as the IKEA business, which is even further away from the freeway. He reiterated that the 3-foot channel letters on the back wall facing the freeway were ineffective and that he needs larger signage to keep his business open, noting he has no doubt that existing larger signage has brought in a substantial number of customers to this store; and stated he is out of options for consideration. He stated that he will change the banners periodically and that he won't allow his banners to get in poor condition.

Commissioner Verrett stated that she wants Carson's small businesses to be successful and noted her support for allowing banner displays to be up for a minimum of 120 days; and that she would support a larger sign on the back wall that effectively works for this establishment, possibly an illuminated sign.

Commissioner Brimmer urged staff to look at the effective signage for businesses along the freeway, especially down by the South Coast Plaza; and she suggested that staff



take photos of various shopping center signs along the freeway for the Commission's review. She noted her support for extending the banner displays to 120 days and stated this business should have effective freeway-oriented signage.

Planning Officer Repp stated there is not a lot of analytical data related to temporary signage and banners, noting that staff believes appropriately placed/sized signage is beneficial to businesses; but added that improperly placed and excessive signage can be a hindrance to bringing in more customer traffic. She noted that staff will prepare an ordinance amendment to allow up to 90 days for banner displays, noting for Commissioner Verrett that the Commission may extend that number when the ordinance amendment is presented to this body.

Commissioner Verrett reiterated that she would like to see a minimum of 120 days in the ordinance amendment.

Planning Commission Decision:

The Commission directed staff to draft an ordinance amendment to extend the number of days to 90 for banner displays, understanding the Commission may increase the suggested number at that meeting.

12. NEW BUSINESS DISCUSSION

B) Workshop regarding auto repair use in the CA zone

Applicant's Request:

The applicant, city of Carson, is requesting the Planning Commission discuss and consider the information provided for in this workshop regarding Section 9138.15 of the Carson Municipal Code concerning allowing auto repair as a primary use in the CA (Commercial Automotive) zone with approval of a conditional use permit; provide direction to staff. The properties involved are in the CA (Commercial, Automotive) zoned district.

Vice-Chairman Park asked if a CUP would be required for auto repair use if it's within 100 feet of residential.

Associate Planner Newberg indicated yes, but explained that in this case, staff is suggesting this use is primarily auto repair use with no car sales.

Planning Officer Repp explained that because there are some underutilized properties in this area with limited proposals, staff would support an amendment that would allow short-term auto repair use for the next five or six years; but pointed out that currently, Sonic has an option to extend the lease up to 15 years. She stated that the Planning Commission is to consider whether an ordinance amendment would be appropriate; explained that if the Planning Commission supports a short-term use, specific provisions will be included in the ordinance for that short-term use; and that if the Commission is open to extending that use, it would be subject to a CUP which would provide for the timeframe that use is permitted and/or extended.

Vice-Chair Park stated it is his understanding there are currently 90 car repair businesses in Carson.

19