



CITY OF CARSON

PLANNING COMMISSION STAFF REPORT

PUBLIC HEARING: September 11, 2012

SUBJECT: Development Agreement No. 6-11 between CBS Outdoor, Inc. and the City of Carson

APPLICANT: CBS Outdoor, Inc.
Andy Goodman
1731 Workman Street
Los Angeles, CA 90031

REQUEST: To consider a Development Agreement between the City of Carson and CBS Outdoor to remove an existing double-sided static outdoor advertising sign and replace it with a 75-foot-high digital outdoor advertising sign located along the northbound I-405

PROPERTY INVOLVED: I-405 at Alameda Street (APN 7316-024-824)

COMMISSION ACTION

_____ Concurred with staff

_____ Did not concur with staff

_____ Other

COMMISSIONERS' VOTE

AYE	NO		AYE	NO	
		Chairman Faletogo			Gordon
		Vice-Chair Verrett			Saenz
		Brimmer			Schaefer
		Diaz			Williams
		Goolsby			

I. Introduction

The applicant, CBS Outdoor, Inc. (CBS), is proposing to enter into a Development Agreement (DA) with the City of Carson to remove an existing double-sided static outdoor advertising sign (billboard) and replace it with a 75-foot-high digital outdoor advertising sign (digital billboard) located along the northbound I-405 at Alameda Street (APN 7316-024-824). Staff and the applicant are still finalizing the details of the DA. Staff and the applicant have agreed to request this item to be continued to October 9, 2012 to allow additional time to finalize the details of the DA.

II. Background

On November 4, 2009, the City Council approved Resolution No. 09-1434 amending Section 9141.1 and Section 9146.7 of the Carson Municipal Code establishing a 405 Freeway Corridor District for digital billboards and permitting them through approval of a DA.

On March 16, 2010, the City Council approved a DA with Bulletin Displays, LLC to permit the construction of the first digital billboard in Carson at 19401 Main Street adjacent to the north side of the I-405. Staff has been concurrently processing the DAs for CBS and Clear Channel Outdoor (CCO). Therefore, references to the three agreements will be made throughout the staff report.

The proposed billboard, located at I-405 northbound at Alameda, is 75 feet high and has two sign faces each measuring 48 feet by 14 feet (672 square feet per sign). The proposed billboard is essentially the same size and height as the existing static displays it will replace. In fact, all freeway oriented billboards have consistent height and size as these standards are strictly regulated by Caltrans.

The CBS billboard is located at Alameda along I-405 northbound and the CCO billboard is located at Alameda along I-405 southbound. The two billboards are the first billboards in Carson as traveling northbound I-405 (from Long Beach) making these billboards prominent and visible.

Analysis

What is a Development Agreement?

State Law allows cities to enter into DAs with private parties. The DA is a legal, binding contract between a city and any person or entity having a legal or equitable interest in a property. The agreement must clearly outline conditions, terms, restrictions and requirements. Once a DA is approved by the City Council, the rules of development for that property cannot change even if the zoning code or other development codes are changed.

Deal Points

The most important parts of DAs are the financial and non-financial deal points that are agreed upon between the city and the applicant. There are no established rules or policies when negotiating these deal points as each proposal is unique and should be judged on its own merits. This DA includes four basic deal points including the



term or length of the Agreement, the fees the developer has to pay to the city, communitywide benefits, and urban design enhancements. The following provides a brief discussion of each of these deal points:

Term

The term dictates the length of time that both parties are obligated to the deal points in the agreement. Both parties can agree to extend the term of this agreement or negotiate a new agreement after its expiration.

Fees

Staff and has been negotiating with CBS to pay the city a fee for the duration of the agreement.

Community Benefits

The CBS DA will include language similar to the Bulletin Displays DA. The City will be provided opportunity for displays aimed at promoting the City, for charitable or civic advertising (determined at City discretion) and discount advertising to any business that has its principal place of business in Carson and is a member in good standing with the Carson Chamber of Commerce.

The CBS DA will include similar language as the Bulletin Displays DA regarding not advertising "gentlemen's clubs", adult entertainment businesses, sexually oriented materials, or use sexually oriented images or language.

Urban Design Enhancements

Bulletin Displays DA did not include urban design enhancement such as removal of existing city oriented billboards since Bulletin Displays did not control any other billboards within Carson. Staff has been negotiating with CBS and CCO to remove billboards along city streets.

The proposed DA permits the construction of the new digital billboards and provides revenues for the operator and the City for term of the DA. Another benefit is the potential for removal of billboards along city streets. The removal of city-oriented billboards could be very valuable when considering that this maybe the only chance for the city to remove these billboards and improve the urban landscape of the city. Therefore, the DAs are in the City's best interest because they give the City an opportunity to obtain fees, obtain community benefits and take action on older, less desirable billboards.



III. Recommendation

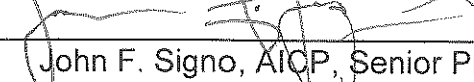
That the Planning Commission:

- **CONTINUE** the Public Hearing to October 9, 2012

IV. Exhibits

1. None

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Reviewed by: 
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Approved by: 
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