



CITY OF CARSON

PLANNING COMMISSION STAFF REPORT

PUBLIC HEARING: September 11, 2012

SUBJECT: Zone Text Amendment No. 13-12 to modify regulations pertaining to outdoor advertising signs

APPLICANT: City of Carson
701 E. Carson Street
Carson, CA 90745

REQUEST: Zone Text Amendment amending Section 9146.7.A, Outdoor Advertising Signs, and deleting Section 9167.6, Tobacco and Alcoholic Beverage Outdoor Billboard Advertisements

PROPERTY INVOLVED: Citywide

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			

Item No. 11E

I. **Introduction**

This city-initiated zone text amendment to Carson Municipal Code (CMC) Section 9146.7.A will allow development of digital billboards along a selected segment of the I-110 corridor with a Development Agreement (DA). In addition, this amendment modifies Section 9167.6, (Tobacco and Alcoholic Beverage Outdoor Billboard Advertisements) to remove the prohibition related to the advertising of alcoholic beverages.

II. **Background**

On December 4, 2001, Ordinance No. 01-1237 was adopted by the City Council, citing a legitimate governmental interest in limiting the location, height and size of billboards in order to minimize potential negative impacts on traffic, aesthetics and an interference with potential redevelopment activities. This ordinance limited new billboards to the Alameda Street corridor and prohibited them on any other streets within the industrial zones. The existing prohibition of billboards along the freeways and within residential and commercial zones remained unchanged.

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 the I-405 Freeway Corridor District for digital billboards and permitting them through approval of a DA. The proposed amendment adds a third corridor, I-110 Freeway Corridor District, for allowing digital billboards through approval of a DA.

Furthermore, the proposed amendment modifies Section 9167.6 (Tobacco and Alcoholic Beverage Outdoor Billboard Advertisements) to remove the prohibition related to the advertising of alcoholic beverages consistent with court rulings. Staff is requesting this item be continued to October 9, 2012.

III. **Recommendation**

That the Planning Commission:

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

IV. **Exhibits**

None

Prepared by:



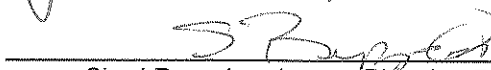
Saied Naaseh, Associate Planner

Reviewed by:



John F. Signo, AICP, Senior Planner

Approved by:



Sheri Repp-Loadsman, Planning Division Manager

SN/TA0709

