



City of Carson Report to Mayor and City Council

August 2, 2011
Unfinished Business

SUBJECT: INTRODUCE ORDINANCE NO. 11-1475 AMENDING THE CARSON MUNICIPAL CODE REGARDING THE CALCULATION FOR TOTAL ALLOWABLE SIGN AREA AND EXTENDING THE DISPLAY PERIOD FOR BANNERS AND OTHER SIMILAR DISPLAYS

Submitted by Clifford W. Graves
Economic Development General Manager

Approved by Clifford W. Graves
Interim City Manager

I. SUMMARY

On July 19, 2011, at a noticed public hearing, the City Council voted to approve an ordinance amendment modifying the Carson Municipal Code (CMC) to reinstate missing sections regarding the calculation of total allowable sign area and extending the display period for banners and other similar displays from 60 calendar days to 120 calendar days plus a 60-day extension (Exhibit No. 1). The ordinance amendment affects properties located in commercial or industrial zones.

II. RECOMMENDATION

WAIVE further reading and INTRODUCE Ordinance No. 11-1475, "AN ORDINANCE OF THE CITY OF CARSON, CALIFORNIA, 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 ZONE)."

III. ALTERNATIVES

1. DENY the request.
2. REFER this matter back to Planning Commission with revision instructions.
3. TAKE another action that the City Council deems appropriate.

IV. BACKGROUND

As noted in the City Council staff report dated July 19, 2011 (Exhibit No. 2), the City Council Commercial and Public Signage Subcommittee and the Planning Commission have discussed temporary signage on numerous occasions over the past year. On June 14, 2011, the Planning Commission recommended that the City Council consider an ordinance amendment to change 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