

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