

### 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

