



CITY OF CARSON

PLANNING COMMISSION STAFF REPORT

PUBLIC HEARING: November 25, 2014

SUBJECT: Conditional Use Permit No. 962-14
Variance No. 554-14

APPLICANT: Car Pros Kia of Carson
c/o: Mr. Ken Phillips
21243 S. Avalon Boulevard
Carson, CA 90745

REQUEST: To consider the relocation of an electronic message center pylon sign for an automobile dealership located in the CA (Commercial, Automotive) zoning district

PROPERTY INVOLVED: 22020 Recreation Road

COMMISSION ACTION

COMMISSIONERS' VOTE

<u>AYE</u>	<u>NO</u>		<u>AYE</u>	<u>NO</u>	
		Chairman Faletogo			Gordon
		Vice-Chair Piñon			Saenz
		Brimmer			Schaefer
		Diaz			Verrett
		Goolsby			

Item No. 11B

I. Introduction

Property Owner/Applicant

- Ken Phillips, 18835 Beach Boulevard, Huntington Beach, CA 92648

Project Address

- 22020 Recreation Road, Carson, CA 90745

Project Description

The proposed project is for a conditional use permit to relocate and refurbish the existing Altman's freeway-oriented electronic message center pylon sign. The applicant is proposing to move the sign to its proposed location approximately 330 feet to the northwest and adjacent to the main entrance of a new Car Pros Kia dealership. The proposed sign will be refurbished including: re-facing the existing ID cabinet with white flex faces that will read "Car Pros" with the KIA logo; refurbish existing lighting; refurbish existing "City of Carson" letters with new blue acrylic back-up; repaint existing cabinet; replace existing LED boards and cabinet and replace with new LED displays; refurbish and paint pole cover and reveals. The proposed sign will be approximately 50 feet high above grade, and approximately 30 feet above freeway grade. It will have approximately 342 square feet of display image per side. In addition, the proposed relocated sign would operate as follows:

1. No motion, flashing or animation;
2. Messages are to remain static for a minimum of 8 seconds prior to next message appearing (no blank in-between messages);
3. Message transition to be instant;
4. Automatic dimming and brightness control keyed to ambient light levels;
5. Brightness to be 3,500 candelas per square meter during daytime and 600 at night;
6. Hours of operation will be from 5:00 a.m. to midnight; and
7. Display to go dark if a malfunction occurs.

A variance request is necessary because the relocated sign will be the second freeway-oriented pylon sign on the property. Per Section 9138.15(E)(3)(e) of the Carson Municipal Code (CMC) there can only be one freeway-oriented pylon sign per dealership.

The application includes the following:

- Conditional Use Permit (CUP) No. 962-14, required to relocate and refurbish a 50-foot-high LED (low energy/high resolution) electronic message center pylon sign along the 405 Freeway frontage.
- Variance No. 554-14, to permit a second freeway-oriented pylon sign for the KIA dealership to enhance freeway visibility. Section 9138.15(E)(3)(e) of the CMC only allows one freeway-oriented pylon sign per dealership.

II. Background

Current Use of Property

The 5.9 acre site was formerly used by the Altman's recreational vehicle dealership, which closed a few years ago. It was developed with sales office buildings and parking areas. The buildings have since been demolished and construction is starting on the new Kia automobile dealership.

Previously Approved Discretionary Permits

On November 23, 1976, the Planning Commission approved Special Use Permit No. 148-76 for commercial/recreational uses.

On January 22, 2008, the Planning Commission recommended approval to the City Council of Zone Change Case No. 157-07 rezoning several city areas, including the subject property, to match the Carson General Plan land use designation.

The Planning Commission previously approved DOR No. 107-80 and Variance Nos. 288-88/437-01 for business signage, but those signs have since been demolished.

On April 22, 2014, the Planning Commission approved: DOR No. 1530-14 for construction of a new 64,784-square-foot Car Pros Kia Dealership; CUP No. 950-13 to construct a Kia dealership car-wash; CUP No. 951-13 to construct a 65-foot-high LED electronic message center pylon sign along the 405 Freeway; and Variance No. 549-14 so that the electronic message center sign can exceed the maximum height of 30 feet from freeway grade to enhance freeway visibility. The approved Condition of Approval No. 21 required removal of the pylon sign that is proposed to be relocated or have it come into compliance with development standards. Specifically this condition states:

"The proposed digital LED display pylon sign shall be at least 500 feet from any other electronic message center sign in compliance with CMC 9136.7.B.8. The existing pylon sign is not approved at this time and shall be removed unless development standards are satisfied."

III. Analysis

Automobile dealerships rely on freeway exposure to build a successful business model. Therefore, it is critical for them to have sufficient signage to advertise their cars. To facilitate the need to provide this exposure, the code includes generous sign standards for auto dealerships. Staff believes the Kia dealership already enjoys ample signage and freeway exposure as outlined in this staff report. Furthermore, findings for a variance cannot be made to allow a second freeway oriented sign for this dealership.

Number of Signs Along the I-405 Corridor

The I-405 freeway corridor between Carson Street and Alameda Street suffers from excessive signage due to existence of billboards, freestanding auto dealership signs, and other business oriented freestanding signs. In fact there are 28 signs including the two freestanding signs for Kia. This visual clutter could be considered distracting

and is not aesthetically pleasing. Those travelling on I-405 identify Carson with what they see along the freeway.

Prior to approval of the Kia dealership, the site included 3 three freestanding signs including two billboard and the Altman's sign. The applicant has removed one 60-foot-high double-faced billboard structure which was necessary to remove in order to install the approved 65-foot-high LED electronic message center pylon sign. The applicant has stated that he intends to remove the billboard located to the south end of the property upon expiration of the CBS outdoor lease; however, the lease will not expire for approximately five (5) years. The applicant has stated that there a disagreement between the applicant and billboard operator on the expiration date of the billboard lease. Therefore, if the proposed sign is approved, the site will still include three freestanding signs.

Freeway Oriented Signs for Kia

The proposed 342 square-foot-sign includes both a LED message board and a sign identifying the dealership. In staff's opinion, the dealership already has received approval from the Planning Commission for a very large two sided sign that includes both an LED message board and a sign that identifies the dealership. The height of this approved sign required approval of a variance. The area of this sign is 1,370 per side. The recently approved digital billboards approved along the I-405 at Alameda Street are 936 square feet. Therefore, in staff's opinion, the dealership includes ample signage.

Consistency with Zoning Standards

The proposed relocated sign meets 500' separation requirement from other electronic message center sign included in CMC Section 9136.7(B)(8)(b). However, it does not meet the requirement of Section 9138.15(E)(3)(e) that permits only one (1) freeway-oriented pylon sign per automobile dealership. The applicant filed a variance to deviate from this requirement to allow two (2) freeway oriented signs for the Kia dealership. Pursuant to Section 9172.22, Variance, the Planning Commission may approve a variance only when the following finding can be made in the affirmative:

1. Because of special circumstances applicable to the property, including size, shape, topography, location or surroundings, the strict application of the Chapter deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification.

The applicant states that special circumstances do exist to justify variance approval for a second sign since:

1. The property is extremely narrow due to the proximity to the Dominguez flood channel and 405 Freeway.
2. Because of its curvature and length it is difficult to identify an entrance from the freeway and find the dealership once at the end of the off-ramps.

3. Since the 405 Freeway lot exposure is from the front of the proposed auto dealership, the CMC Section 9138.15(E)(3)(e) provision of permitting only one (1) pylon sign per automobile dealership at the rear of the property facing the 405 Freeway does not apply since the lot is narrow, long, and pie-shaped.

The Planning Commission has the option of denying the proposed conditional use permit and variance application because the findings cannot be made to approve such requests based on the applicant/owners assertions that there are special circumstances based on the size, shape, topography, location, and surroundings of the property that support the variance request.

Staff provides the following reasons that no special circumstances exist applicable to this property, including size, shape, topography, location or surroundings that the strict application of the code permitting only one freeway oriented would deprive this property of privileges enjoyed by other properties in the vicinity and under identical zoning classification:

1. The site enjoys an approximately 2,000-foot-long linear frontage along the freeway. This frontage provides more than adequate exposure to the dealership. This frontage is greater than other auto dealership along 223rd Street.
2. The approved 1,370-square-foot sign provides adequate visibility to travelers on I-405 and will be visible from both directions on I-405 despite the curvature of the freeway.
3. The layout of the site, a long and narrow, allows the travelers to see the dealership building, other signage on the building, and rows of vehicles for sale.
4. No other auto dealership enjoys two exclusive freeway oriented signs with message boards.
5. Access from the freeway to all other auto dealerships is similar to the Kia dealership as cars exist the freeway off-ramp, there are no other signs directing them to the dealerships.
6. Additional directional signs within the street right-of-way could be proposed to direct traffic to the dealership after cars have arrived at the end of the off-ramp.
7. Condition of Approval No. 21 required removal of the Altman's sign or required it to come into conformance with development standards. Since the applicant is requesting a variance to obtain approval for this sign, the applicant is in violation of 6. Condition of Approval No. 21.

Summary

Staff is recommending denial of the proposed project since:

- Findings for a variance cannot be made;
- The auto dealership has ample visibility to the freeway travelers;
- The auto dealership enjoys ample signage already approved;
- No other auto dealership enjoys two exclusive freeway oriented signs;
- The travelers can be directed to the dealership via new directional signs;
- The approval of the proposed project would be in violation of Condition of Approval No. 21;
- The freeway visibility and freeway access to this dealership is either equal or better than all other auto dealerships;
- There is already a visual clutter of signs along the freeway corridor.

IV. Environmental Review

Pursuant to Section 15270(a) of the California Environmental Quality Act (CEQA) Guidelines, projects which are disapproved are not subject to CEQA review.

Recommendation

That the Planning Commission:

- **DENY** CUP No. 962-14 and VAR No. 554-14; and
- **WAIVE** further reading and **ADOPT** Resolution No. _____ entitled, "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON DENYING CONDITIONAL USE PERMIT NO. 962-14 AND VARIANCE NO. 554-14 FOR A SECOND FREEWAY-ORIENTED ELECTRONIC MESSAGE CENTER PYLON SIGN FOR AN AUTOMOBILE DEALERSHIP LOCATED AT 22020 RECREATION ROAD."

V. Exhibits

1. Draft resolution for denial
2. Approved Resolution No. 14-2514
3. Excerpts from CMC Section 9138.15 (Commercial, Automotive (CA))
4. Development Plans(Under separate cover)

Prepared by: Zak Gonzalez II, Associate Planner

Reviewed by:


John F. Signo, AICP, Senior Planner

Approved by:


Saied Naaseh, Planning Manager

CITY OF CARSON
PLANNING COMMISSION
RESOLUTION NO. 14-

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF CARSON DENYING CONDITIONAL USE PERMIT NO.
962-14 AND VARIANCE NO. 554-14 FOR A SECOND
FREEWAY-ORIENTED ELECTRONIC MESSAGE CENTER
PYLON SIGN FOR AN AUTOMOBILE DEALERSHIP LOCATED
AT 22020 RECREATION ROAD**

**THE PLANNING COMMISSION OF THE CITY OF CARSON, CALIFORNIA,
HEREBY FINDS, RESOLVES AND ORDERS AS FOLLOWS:**

Section 1. An application was duly filed by the applicant representative, Rod Wilson, on behalf of the applicant/property owner, Recreation Road LLC, with respect to real property located at 22020 Recreation Road, and described in Exhibit "A" attached hereto, requesting the approval of Conditional Use Permit (CUP) No. 962-14 for a new electronic message center (digital LED) pylon sign, and Variance No. 554-14 to permit a second freeway-oriented pylon sign for the new KIA dealership in the CA (Commercial, Automotive) zoning district.

A public hearing was duly held on November 25, 2014, at 6:30 P.M. at City Hall, Helen Kawagoe Council Chambers, 701 East Carson Street, Carson, California. A notice of time, place and purpose of the aforesaid meeting was duly given.

Section 2. Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid meeting.

Section 3. The Planning Commission finds that:

- a) On April 22, 2014, the Planning Commission granted Variance No. 549-14 for a new electronic message center pylon sign that exceeded the height requirement of Section 9138.15(E)(3)(e) of the Carson Municipal Code (CMC). The Planning Commission concluded that a variance request for a taller and ultimately larger-sized sign was warranted because of the location of the subject property at the inner curve of the 405 Freeway, making visibility of the property difficult. A second freeway-oriented electronic message center pylon sign would be unnecessary given the approved pylon sign was already granted a variance request because of the location of the property.
- b) The proposed use is not compatible with the General Plan land use designation for the property of Regional Commercial in that it would create additional visual clutter. The proposed use will not be consistent with other automobile dealerships with the same zoning designation which are only allowed one freeway-oriented pylon sign per dealership. No other auto dealership enjoys two exclusive freeway oriented signs with message boards. Thus, the proposed use is not appropriate for the subject property.
- c) The project is not compatible in design with existing and anticipated development in the vicinity, including the aspects of site planning, land coverage, landscaping,



appearance and scale of structures, open spaces, and other features relative to a harmonious and attractive development of the area.

- d) A second freeway-oriented pylon sign with an electronic message center would grant a special privilege to the applicant that other dealerships with the same zoning designation do not have since:
- a. The site enjoys an approximately 2,000-foot-long linear frontage along the freeway. This frontage provides more than adequate exposure to the dealership. This frontage is greater than other auto dealership along 223rd Street.
 - b. The approved 1,370-square-foot sign provides adequate visibility to travelers on I-405 and will be visible from both directions on I-405 despite the curvature of the freeway.
 - c. The layout of the site, a long and narrow, allows the travelers to see the dealership building, other signage on the building, and rows of vehicles for sale.
 - d. No other auto dealership enjoys two exclusive freeway oriented signs with message boards.
 - e. Access from the freeway to all other auto dealerships is similar to the Kia dealership as cars exist the freeway off-ramp, there are no other signs directing them to the dealerships.
 - f. Additional directional signs within the street right-of-way could be proposed to direct traffic to the dealership after cars have arrived at the end of the off-ramp.
 - g. Condition of Approval No. 21 required removal of the Altman's sign or required it to come into conformance with development standards. Since the applicant is requesting a variance to obtain approval for this sign, the applicant is in violation of 6. Condition of Approval No. 21.

As such, a second freeway-oriented electronic message center pylon sign is excessive and unnecessary.

- e) A second freeway-oriented electronic message center pylon sign would be a hazard for the public's health and safety in that it creates additional visual clutter that could distract motorists on the freeway.

Section 4. Pursuant to Section 15270(a) of the California Environmental Quality Act (CEQA) Guidelines, projects which are disapproved are not subject to CEQA review.

Section 5. Based on the aforementioned findings, the Commission hereby denies Conditional Use Permit No. 962-14 and Variance No. 554-14 with respect to the property described in Section 1 hereof.

Section 6. The Secretary shall certify to the adoption of the Resolution and shall transmit copies of the same to the applicant.

Section 7. This action shall become final and effective fifteen days after the adoption of this Resolution unless within such time an appeal is filed with the City Clerk in accordance with the provisions of the Carson Zoning Ordinance.



PASSED AND ADOPTED THIS 25TH DAY OF NOVEMBER 2014

CHAIRMAN

ATTEST:

SECRETARY



CITY OF CARSON
PLANNING COMMISSION
RESOLUTION NO. 14-2514

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON APPROVING DESIGN OVERLAY REVIEW NO. 1530-13 TO CONSTRUCT A NEW 64,784-SQUARE-FOOT CAR PROS KIA DEALERSHIP BUILDING, CONDITIONAL USE PERMIT NO. 950-13 FOR A DEALERSHIP CARWASH, CONDITIONAL USE PERMIT NO. 951-13 FOR A NEW ELECTRONIC MESSAGE CENTER PYLON SIGN, AND VARIANCE NO. 549-14 TO EXCEED THE HEIGHT AND SIZE REQUIREMENTS FOR THE PYLON SIGN TO BE LOCATED AT 22020 RECREATION ROAD

THE PLANNING COMMISSION OF THE CITY OF CARSON, CALIFORNIA, HEREBY FINDS, RESOLVES AND ORDERS AS FOLLOWS:

Section 1. An application was duly filed by the applicant representative, Larry Tidball, on behalf of the applicant/property owner Recreation Road LLC with respect to real property located at 22020 Recreation Road, and described in Exhibit "A" attached hereto, requesting the approval of Design Overlay Review No. 1530-13 to construct a new Car Pros KIA dealership, Conditional Use Permit (CUP) Nos. 950-13/951-13 for a dealership carwash and new electronic message center (digital LED) pylon sign, and Variance No. 549-14 to exceed the height and size requirements for the pylon sign in the CA (Commercial, Automotive) zoning district.

A public hearing was duly held on April 22, 2014, at 6:30 P.M. at City Hall, Helen Kawagoe Council Chambers, 701 East Carson Street, Carson, California. A notice of time, place and purpose of the aforesaid meeting was duly given.

Section 2. Evidence, both written and oral, was duly presented to and considered by the Planning Commission at the aforesaid meeting.

Section 3. The Planning Commission finds that:

- a) The proposed use is compatible with the General Plan land use designation for the property of Regional Commercial. The proposed use will be consistent with the surrounding commercial uses. Thus, the proposed use is appropriate for the subject property.
- b) The project is compatible in design with existing and anticipated development in the vicinity, including the aspects of site planning, land coverage, landscaping, appearance and scale of structures, open spaces, and other features relative to a harmonious and attractive development of the area.
- c) The site is adequate in size, shape, topography, location, utilities, and other factors to accommodate the proposed use and development with approval of the variance requests. The proposed project is compatible with the surrounding



commercial and heavy industrial uses. The site is approximately 5.9 acres, irregular narrow pie shape, and is located in a commercial area.

- d) The proposed project provides 165 customer/employee parking spaces and meets and exceeds the requirements of Section No. 9162.21(C)(12) and 9138.15(D)(4)], commercial parking/automobile dealership, of the Carson Municipal Code (CMC). Pursuant to Section 9191.246, floor area devoted to parking and maneuvering shall not be included for the purpose of computing required parking area. The City Traffic Engineer has reviewed the proposed site plan and has determined that circulation and parking on the site and on the adjacent public streets will not be adversely impacted. Safety and convenience of vehicular and pedestrian access are provided.
- e) All future building signs will comply with CMC signage requirements. Findings can be made to support the proposed LED electronic message sign with conditions of approval for the public's health and safety. The KIA dealership car wash complies with the CMC requirements.
- f) The proposed DOR and CUP applications for the proposed automotive Car Pros Kia dealership and new digital LED display pylon sign meet the goals and objectives of the General Plan and are consistent with applicable zoning and design regulations upon approval of Variance No. 549-14 requesting a variance to the LED sign height and size requirements. An affirmative Variance finding can be made due to the parcels irregular pie shape and the location of the property at the inside curve of the freeway impeding sign visibility. Therefore all of the required findings pursuant to Site Plan and Design Review Section 9172.23 (D), Conditional Use Permit Section 9172.21 (D), and Variance 9172.22 (D), can be made in the affirmative.

Section 4. Pursuant to Section 15061(b)(3) of the California Environmental Quality Act (CEQA) Guidelines, the proposed project does not have the potential for causing a significant effect on the environment since the project site was formerly used as a vehicle dealership and the proposed project would continue that same use. Furthermore, the project site is zoned CA (Commercial, Automotive) and the land use designation under the General Plan is Regional Commercial. The proposed use is consistent with both the zoning and land use designation and the environmental impact report prepared for the General Plan anticipated the proposed use with no further adverse impacts being generated.


Section 5. Based on the aforementioned findings, the Commission hereby approves Design Overlay Review No. 1530-13, Conditional Use Permit Nos. 950-13/951-13, and Variance No. 549-14 with respect to the property described in Section 1 hereof, subject to the conditions set forth in Exhibit "B" attached hereto.

Section 6. The Secretary shall certify to the adoption of the Resolution and shall transmit copies of the same to the applicant.

Section 7. This action shall become final and effective fifteen days after the adoption of this Resolution unless within such time an appeal is filed with the City Clerk in accordance with the provisions of the Carson Zoning Ordinance.



PASSED, APPROVED AND ADOPTED THIS 22nd DAY OF APRIL 2014


CHAIRMAN

ATTEST:


SECRETARY

LEGAL DESCRIPTION

EXHIBIT "A"

THE LAND REFERRED TO HEREIN BELOW IS SITUATED IN THE CITY OF CARSON, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AND IS DESCRIBED AS FOLLOWS:

PARCEL 1:

LOT 1 OF TRACT 27833, AS PER MAP RECORDED IN BOOK 778 PAGES 68 TO 71 INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

EXCEPT ALL OIL, NAPHTHA, GAS, PETROLEUM OR OTHER HYDROCARBON SUBSTANCES DEPOSITED IN, LYING UNDER OR FLOWING THROUGH SAID LAND, AND ALL METALS AND MINERALS THEREIN OR THEREON, BUT WITH NO RIGHT OF SURFACE OR SUBSURFACE ENTRY, ABOVE A BELOW A DEPTH OF 500 FEET FROM THE PRESENT SURFACE OF THAT PORTION OF LOT 1 WITHIN LOT 40 AND PORTIONS OF LUCERNE STREET AND 220TH STREET THAT WOULD PASS WITH A CONVEYANCE OF SAID LOT 40 OF TRACT 4546, AS PER MAP RECORDED IN BOOK 50 PAGES 21 AND 22 OF MAPS, FOR THE EXTRACTION OF SAME, AS RESERVED BY ETHEL HADDOK, A MARRIED WOMAN IN DEED RECORDED SEPTEMBER 16, 1963 AS INSTRUMENT NO. 309 IN BOOK D2182 PAGE 356 OFFICIAL RECORDS.

APN(s): 7328-001-001

PARCEL 2:

THOSE PORTIONS OF LOTS 50 AND 51 OF TRACT 4546, AS PER MAP RECORDED IN BOOK 50 PAGES 21 AND 22 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, LYING GENERALLY NORTHERLY OF THE FOLLOWING DESCRIBED LINE:

BEGINNING AT THE MOST EASTERLY CORNER OF THE LAND DESCRIBED IN PARCEL 2 OF DIRECTOR'S DEED D7426.1, RECORDED MAY 2, 1967 IN BOOK D3631 PAGE 120 OF OFFICIAL RECORDS; THENCE ALONG THE GENERAL SOUTHERLY LINE OF SAID PARCEL 2 THE FOLLOWING THREE COURSES (1) SOUTH 89 DEGREES 50' 16" WEST 109.98 FEET; (2) NORTH 0 DEGREES 09' 44" WEST 11.00 FEET; (3) SOUTH 89 DEGREES 50' 16" WEST 9.69 FEET TO THE SOUTHERLY TERMINUS OF THAT COURSE DESCRIBED AS NORTH 00 DEGREES 09' 44" WEST 33.24 FEET IN SAID PARCEL 2; THENCE ALONG THE SOUTHERLY PROLONGATION OF LAST MENTIONED COURSE, SOUTH 00 DEGREES 09' 44" EAST 0.08 FEET TO THE EASTERLY CONTINUATION OF THAT CURVE DESCRIBED AS HAVING A RADIUS OF 1894 FEET AND A LENGTH OF 695.95 FEET IN THE GENERAL NORTHERLY LINE OF THE LAND DESCRIBED IN DEED ESTATES PARCEL 7439, RECORDED MARCH 22, 1960 IN BOOK D788 PAGE 546 OF SAID OFFICIAL RECORDS; THENCE WESTERLY ALONG SAID EASTERLY CONTINUATION OF SAID CURVE, FROM A TANGENT WHICH BEARS NORTH 88 DEGREES 10' 53" WEST, THROUGH AN ANGLE OF 11 DEGREES 02' 20", AN ARC DISTANCE OF 364.98 FEET TO THE EASTERLY TERMINUS OF SAID CURVE.

EXCEPT THAT PORTION OF SAID LAND DESCRIBED IN SAID PARCEL 2 OF SAID DIRECTOR'S DEED.

ALSO EXCEPT THEREFROM ALL OIL, OIL RIGHTS, MINERALS, MINERAL RIGHTS, NATURAL GAS, NATURAL GAS RIGHTS, AND OTHER HYDROCARBONS BY WHATSOEVER NAME KNOWN THAT MAY BE WITHIN OR UNDER THE PARCEL OF LAND HEREINABOVE DESCRIBED, TOGETHER WITH THE PERPETUAL RIGHT OF DRILLING, MINING, EXPLORING AND OPERATING THEREFROM AND REMOVING THE SAME FROM SAID LAND OR ANY OTHER LAND, INCLUDING THE RIGHT TO WHIPSTOCK OR DIRECTIONALLY DRILL AND MINE FROM LANDS OTHER THAN THOSE HEREINABOVE DESCRIBED OIL OR GAS WELLS, TUNNELS AND SHAFTS INTO, THROUGH OR ACROSS THE SUBSURFACE OF THE LAND HEREINABOVE DESCRIBED AND TO BOTTOM SUCH WHIPSTOCKED OR DIRECTIONALLY DRILLED WELLS, TUNNELS AND SHAFTS UNDER AND BENEATH OR BEYOND THE EXTERIOR LIMITS THEREOF AND TO REDRILL, RETUNNEL, EQUIP, MAINTAIN, REPAIR, DEEPEN



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AND OPERATE ANY SUCH WELLS OR MINES, WITHOUT, HOWEVER, THE RIGHT TO DRILL, MINE, EXPLORE AND OPERATE THROUGH THE SURFACE OR THE UPPER 100 FEET OF THE SUBSURFACE OF THE LAND HEREINABOVE DESCRIBED OR OTHERWISE IN SUCH MANNER AS TO ENDANGER THE SAFETY OF ANY HIGHWAY THAT MAY BE CONSTRUCTED ON SAID LANDS, AS EXCEPTED BY WALTER A. ROLL, A WIDOWER, IN DEED RECORDED December 24, 1959 AS INSTRUMENT NO. 552, AS TO LOT 51 AND AS EXCEPTED BY C.E. GRANT, IN DEED RECORDED June 28, 1957 AS INSTRUMENT NO. 2226 AND BY DEED FROM GIACONO TRANI, ET AL., RECORDED DECEMBER 8, 1959 AS INSTRUMENT NO. 911, AS TO LOT 50.

APN(s): 7328-001-011

PARCEL 3:

LOT 3 OF TRACT 27833, IN THE CITY OF CARSON, AS PER MAP RECORDED IN BOOK 778, PAGES 68 THROUGH 71, INCLUSIVE, OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, AND A PORTION OF LOT 29 OF TRACT 4546, IN SAID CITY, AS PER MAP RECORDED IN BOOK 50, PAGES 21 AND 22 OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, AND A PORTION OF LOT 1 OF TRACT 43751, IN SAID CITY, AS PER MAP RECORDED IN BOOK 1107, PAGES 93 THROUGH 95, INCLUSIVE OF MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, DESCRIBED AS A WHOLE AS FOLLOWS:

BEGINNING AT THE SOUTHEAST CORNER OF SAID LOT 3; THENCE ALONG THE SOUTHERLY LINE OF SAID LOT SOUTH $89^{\circ} 42' 40''$ WEST 134.31 FEET TO THE SOUTHWEST CORNER OF SAID LOT; THENCE ALONG THE WESTERLY LINE OF SAID LOT NORTH $0^{\circ} 17' 20''$ TO THE SOUTHERLY LINE OF SAID LOT 29; THENCE ALONG SAID LAST MENTIONED SOUTHERLY LINE SOUTH $89^{\circ} 42' 40''$ WEST 64.63 FEET TO THE NORTHEASTERLY LINE OF RECREATION ROAD, 46 FEET WIDE, AS SHOWN ON SAID TRACT 43751; THENCE ALONG SAID NORTHEASTERLY LINE NORTH $38^{\circ} 23' 41''$ WEST 387.62 FEET TO THE SOUTHWEST CORNER OF LOT 1 OF SAID TRACT 43751; THENCE NORTH $51^{\circ} 36' 19''$ EAST 113.91 FEET TO THE NORTHEASTERLY LINE OF SAID LOT 1, SAID NORTHEASTERLY LINE ALSO BEING THE SOUTHWESTERLY LINE OF SAID LOS ANGELES COUNTY FLOOD CONTROL DISTRICT RIGHT OF WAY AS PER DEED RECORDED IN BOOK D2465, PAGE 509 AND AS PER DEED RECORDED IN BOOK D2377, PAGE 712, OF OFFICIAL RECORDS OF SAID COUNTY; THENCE ALONG SAID NORTHEASTERLY AND SOUTHWESTERLY LINES SOUTH $39^{\circ} 22' 59''$ EAST 317.41 FEET TO A POINT ON A NON-TANGENT CURVE CONCAVE EASTERLY AND HAVING A RADIUS OF 1223.43 FEET, A RADIAL TO SAID POINT BEARS SOUTH $50^{\circ} 54' 16''$ WEST; THENCE ALONG SAID CURVE AND SAID SOUTHWESTERLY LINE THROUGH A CENTRAL ANGLE OF $8^{\circ} 15' 22''$ AN ARC DISTANCE OF 176.29 FEET TO THE NORTHEAST CORNER OF SAID LOT 3; THENCE SOUTH $48^{\circ} 54' 35''$ EAST 37.82 FEET ALONG THE NORTHEASTERLY LINE OF SAID LOT 3 TO THE POINT OF BEGINNING.

PURSUANT TO LOT LINE ADJUSTMENT NO. 20-91 CERTIFICATE OF COMPLIANCE RECORDED JULY 16, 1992, AS INSTRUMENT NO. 92-1293661, OF OFFICIAL RECORDS.

APN(s): 7328-001-006, 007 AND 018

c. Exterior loudspeakers shall not be mounted more than ten (10) feet above finish grade and shall be oriented toward the interior of each parcel.

d. Rooftop-mounted air conditioning and mechanical equipment must be screened from public view and adjacent properties by a screening technique involving integrated architectural design elements.

E. Signage.

1. Introduction. The purpose of this Section is to guide automobile dealers in the selection and placement of their signage. It is the intent to provide a reasonable number of signs, as well as size specifications, in order to provide aesthetic harmony among dealerships. It is further intended to limit the number and size to that required for proper conduct of business, yet controlling and managing the design, aesthetics and placement of all signage. It is desired that artistic flexibility be allowed while maintaining continuity and appropriate scale to the center as a whole. The information contained in these development standards as adopted by the City of Carson establishes mandatory criteria to which each sign must conform. Each business will be responsible for the construction, installation and maintenance of its signage, and must submit for design review approval to the City of Carson pursuant to this Section. Submitted drawings must indicate location, materials, finishes, height, square footage and method of installation for all proposed signage.

2. Vehicle Dealers' Signs.

a. General Criteria.

(1) Signs will be allowed for the purpose of identifying the buildings, the premises, the uses and special events.

(2) All permanent and temporary signs are to receive the proper permits prior to construction.

(3) Each new dealership shall submit and have approved a plan showing their entire permanent sign program prior to construction of the signs.

(4) All permanent signs, including pole-mounted "product identity," shall be for the purpose of identification or direction only, and shall not contain any promotional advertising.

(5) Billboards or wall-painted signs are prohibited.

(6) Exposed raceways, ballast boxes or transformers are prohibited.

(7) Illuminated signs shall be internally lighted by fluorescent, LED or neon tubes. No luminous or reflective background or script may be attached or applied.

(8) Sign company names or stamps shall be concealed.

(9) Locations, type and size of all permanent signs shall be indicated on the drawings submitted during the design review process for approval by the City.

(10) No roof-mounted signs will be permitted, excluding roof-mounted display areas.

(11) If dealers' sign program is mandated by the vehicle manufacturer and is inconsistent with this Section, specific design review shall be required and approved by the Planning Commission.

3. Freestanding Monument and Pylon Signs.

a. One (1) street-front sign shall be permitted per franchise in the form of a monument and/or pylon type, placed no closer than two hundred (200) feet apart, to identify the dealership name or product. The sign may not contain any temporary, promotional advertising.

b. Monument and pylon signs may contain the following information:

- (1) Brand(s) of vehicle sold;
- (2) Manufacturer's logo;
- (3) Dealer's name;
- (4) Identification of used cars and/or trucks.

c. Electronic message signs are prohibited along streets within the CAD, unless they are freeway-oriented.

d. Nonfreeway-oriented pylon sign faces along 223rd Street and other affected streets within the CAD may not exceed sixty (60) square feet in area per side, nor exceed a height of twenty-five (25) feet measured from adjacent natural grade.

e. In addition, one (1) pylon sign per automobile dealership shall be permitted at the rear of the property facing the 405 Freeway. Pylon sign shall not exceed a height of thirty (30) feet measured from freeway grade and shall be architecturally consistent with site development. Freeway pylon sign shall be subject to Planning Commission approval.

f. Monument signs shall not exceed eight (8) feet in height, including base as measured from adjacent natural grade. Base shall be minimum eighteen (18) inches in height.

g. Monument signs are to be located at major public entrance to the site in an area, which will not obstruct the vision of motorists so as to create a safety hazard. Pylon signs are to be located in the center of the front setback area. The signs will be perpendicular to the street and located five (5) feet away from the front property line.

h. Monument and pylon signs are to be located in a landscaped planter of at least 200 square feet.

4. Building-Mounted (Wall) Signs.

a. Primary signs may contain manufacturer's logos, brand of vehicle sold and dealer identity. Secondary signs shall include service, parts or other associated name.

b. Wall-mounted signs shall consist of channel letters/numbers, internally illuminated or back lit with trim caps. Letters for primary building signage (dealer name) shall not exceed thirty-six (36) inches in height nor twenty-four (24) inches in height for secondary signage (i.e., service, parts). Illumination optional for secondary signage. All letters must be securely attached to the wall surface and may not extend beyond the roofline.

c. No more than two (2) rows of letters are permitted.

d. One (1) logo shall be permitted per manufacturer, not to exceed forty-eight (48) inches in height, unless authorized by the Planning Commission.

e. Wall signs shall not exceed seventy (70) percent of building frontage and shall provide a minimum ten (10) percent gap above and below all wall-mounted signs.

5. Information Signs.

a. Signs shall be single-sided, mounted flat on a building or wall, and shall not protrude out from the building. Such informational signs shall be permitted to identify types of services, hours of operation, or other specific functions of a given dealership.

b. Area shall not exceed four (4) square feet.

6. Street Directional Signs.

a. Signage information may include directions to Entrance, Service, Parts, Customer Parking, etc.

b. These signs shall be no more than twelve (12) square feet in dimensional area. Any such freestanding signs shall be a maximum of four (4) feet above grade, unless attached to a building. Design shall be compatible to overall signage program.

c. A maximum of one (1) sign may be permitted per driveway accessing a public street.

d. Signs shall be set back a minimum of five (5) feet from the front property line, unless otherwise approved pursuant to a development plan.

7. Pole-Mounted "Product Identity" Signs.

a. "Product identity" signs, which identify individual auto makes, are to be mounted to auto display lighting poles and may consist of "banner" and/or flag style signs.

b. The maximum dimensions of "banner" style signs will be three (3) feet wide by six (6) feet long having no more than eighteen (18) inches extending on either side of the centerline of the pole. The minimum ground clearance shall be a vertical distance of eight (8) feet measured from the bottom of the sign to the ground surface. "Banner" style signs shall be constructed of a high quality combination of metal and vinyl.

c. The maximum dimension of "flag" style signs will be three (3) feet wide by three (3) feet long mounted on the top of the pole. "Flag" style signs shall be constructed of a high quality combination of metal, vinyl, and/or nylon.

d. "Banner" and "flag" style product identity signs are to be replaced when they show signs of unattractive wear and/or fading as determined by the City.

e. Each dealership is limited to one (1) product identity sign per lighting pole on the first row of lighting poles parallel to the street curb of the dealership. No product identity signs are permitted on any other poles.