



# CITY OF CARSON

## PLANNING COMMISSION STAFF REPORT

PUBLIC HEARING: December 8, 2015  
SUBJECT: Zone Text Amendment No. 22-15  
APPLICANT: City of Carson  
REQUEST: To consider adoption of an Ordinance allowing Directional Wayfinding Signs  
PROPERTY INVOLVED: City-wide

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### COMMISSION ACTION

### COMMISSIONERS' VOTE

| <u>AYE</u> | <u>NO</u> |                     | <u>AYE</u> | <u>NO</u> |          |
|------------|-----------|---------------------|------------|-----------|----------|
|            |           | Chairman Diaz       |            |           | Mitoma   |
|            |           | Vice-Chair Madrigal |            |           | Pimentel |
|            |           | Andrews             |            |           | Post     |
|            |           | Fe'esago            |            |           | Thomas   |
|            |           | Guidry              |            |           |          |

## **I. Introduction**

The City of Carson is home to a number of destinations that attract visitors to the City, such as the StubHub Center, home of the Los Angeles Galaxy soccer team, Cal State University, Dominguez Hills, the South Bay Pavilion Mall, and the auto dealerships. It is in the City's interest to assist visitors and residents in finding their way to these and similar locations using Directional Wayfinding Signs, so as to encourage attendance and reduce traffic.

## **II. Background**

### *Proposed Amendment to the Ordinance*

In order for to allow Directional Wayfinding Signs, the City's zoning ordinance must be amended. Zone Text Amendment 22-15 proposes an amendment to the Carson Municipal Code to allow for Directional Wayfinding Signs.

## **III. Analysis**

Directional Wayfinding Signs will be used to identify and provide directional information along City maintained roads to local points of interest which are of a civic, cultural, visitor-oriented, or recreational nature. Directional Wayfinding Signs may only be erected by the City.

Directional Wayfinding Signs will comply with a City-wide Wayfinding Sign Program that staff is developing in collaboration with business community stakeholders. The signs will have a uniform design as approved for the Carson Street Improvements Project. It is staff's intent to develop a Program that will be funded by entities wishing to be on the Wayfinding signs. The Program will be presented to the City Council in early 2016 after the provisions of this text amendment are approved by the City Council and are in effect.

## **IV. Environmental**

The adoption of Text Amendment No. 22-15 is exempt from CEQA pursuant to Section 15061(b)(3) of the Guidelines because the proposed zoning ordinance text amendment is an update and improvement to the existing standards and guidelines in the Carson Municipal Code and is exempt under the general rule. The text amendment will generate no direct significant environmental impacts.

## V. Recommendation

If the Planning Commission is inclined to recommend approval of the Ordinance allowing Directional Wayfinding Signs, and the associated CEQA finding to the City Council, staff recommends the Planning Commission:

- **ADOPT RESOLUTION NO. \_\_\_\_\_:**
  - **RECOMMENDING APPROVAL** of a finding that the adoption of this ordinance amendment is exempt from CEQA pursuant to Section 15061(b)(3), because there is no possibility that the activity may have a significant effect on the environment; and
  - **RECOMMENDING APPROVAL** to the City Council an Ordinance to adopt Text Amendment No. 22-15 adding Section 9167.4 (Directional Wayfinding Signs) of Division 7 (Signs) of Part 6 (General Development Standards) of Chapter 1 (Zoning) of Article IX (Planning and Zoning) of the Carson Municipal Code to allow directional signs along City maintained roads.

## VI. Exhibits

1. Resolution

Prepared by: \_\_\_\_\_

Richard Rojas, AICP, Senior Planner

Reviewed and Approved by: \_\_\_\_\_

Saied Naaseh, Planning Manager

**CITY OF CARSON  
PLANNING COMMISSION  
RESOLUTION NO. 15 - \_\_\_\_\_**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON RECOMMENDING THE CITY COUNCIL TO ADOPT TEXT AMENDMENT NO. 22-15, TO ALLOW DIRECTIONAL WAYFINDING SIGNS, BY ADDING SECTION 9167.4 (DIRECTIONAL WAYFINDING SIGNS) OF DIVISION 7 (SIGNS) OF PART 6 (GENERAL DEVELOPMENT STANDARDS) OF CHAPTER 1 (ZONING) OF ARTICLE IX (PLANNING AND ZONING), RELATING TO DIRECTIONAL WAYFINDING SIGNS; AND RECOMMENDING APPROVAL OF A FINDING OF AN EXEMPTION UNDER CEQA GUIDELINES §15061(b)(3)**

WHEREAS, the City of Carson, pursuant to its police power, has the authority to take appropriate action to address concerns regarding traffic safety and aesthetics, as they relate to signs, *Metromedia Inc. v. City of San Diego*, 453 U.S. 490 (1981); and

WHEREAS, pursuant to the government speech doctrine, the City of Carson can regulate its own speech without need for viewpoint neutrality, *Downs v. L.A. Unified School Dist.*, 228 F.3d 1003, 1017 (9th Cir. 2000); and

WHEREAS, the Planning Commission finds that it is in the City's interest to assist visitors and residents in finding their way to these and similar locations, so as to encourage attendance and reduce traffic; and

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

**Section 1.** Text Amendment No. 22-15 was assessed in accordance with the authority and criteria in the California Environmental Quality Act (CEQA), the State CEQA Guidelines (the Guidelines), and the environmental regulations of the City. The Planning Commission hereby recommends finding and determination by the City Council that the adoption of Text Amendment No. 22-15 is exempt from CEQA pursuant to Section 15061(b)(3) of the Guidelines because the proposed zoning ordinance text amendment is an update and improvement to the existing standards and guidelines in the Carson Municipal Code and is exempt under the general rule. The text amendment will generate no direct significant environmental impacts.

**Section 2.** The Planning Commission of the City of Carson has reviewed Text Amendment No. 22-15, and hereby finds it is consistent with the General Plan and all applicable Specific Plans.

EXHIBIT NO. 01

**Section 3.** The Zoning Ordinance should be updated to include directional wayfinding signs. The Planning Commission finds that this amendment is reasonable and necessary for the public health, safety, convenience, and welfare.

**Section 4.** The Planning Commission hereby recommends approval to the City Council of an Ordinance of to adopt Text Amendment No. 22-15 by adding Section 9167.4 (Directional Wayfinding Signs) of Division 7 (Signs) of Part 6 (General Development Standards) of Chapter 1 (Zoning) of Article IX (Planning and Zoning), a recommended draft of which is attached as Exhibit B.

**Section 5.** The Secretary shall certify to the adoption of the Resolution and shall transmit copies of the same to the City Council of the City of Carson.

**PASSED, APPROVED AND ADOPTED THIS 8<sup>th</sup> DAY OF DECEMBER, 2015.**

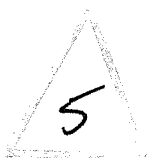
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**CHAIRMAN**

**ATTEST:**

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**SECRETARY**



## EXHIBIT B

### **9167.3 Prohibited Signs.**

The following advertising signs shall be prohibited in all zones:

- A. "A" frame or "sandwich board" signs.
- B. Flashing or scintillating signs. (Ord. 80-513, § 3)
- C. Revolving signs.
- D. Devices dispensing bubbles and free-floating particles of matter.
- E. Any notice, placard, bill, card, poster, sticker, banner, sign, advertising or other device calculated to attract the attention of the public which any person posts, prints, sticks, stamps, tacks or otherwise affixes or causes the same to be done to or upon any public street, walkway, crosswalk, or rights-of-way, curb, lamp post, hydrant, tree, telephone, lighting system, or any fixture of the police or fire alarm system.
- F. Devices projecting, or otherwise reproducing, the image of an advertising sign or message or any surface or object.
- G. Signs which project into an existing or future street right-of-way.
- H. Signs, affixed to a building, which project above the height of a building wall or roof fascia.

### **9167.4 Directional Wayfinding Signs.**

Directional Wayfinding Signs are a network of uniform directional signs to identify and provide directional information along City maintained roads to local points of interest which are of a civic, cultural, visitor-oriented or recreational nature. Directional Wayfinding Signs may only be erected by the City.

### **9167.6 Tobacco and Alcoholic Beverage Outdoor Billboard Advertisements.**

*Repealed by Ord. 12-1500. (Ord. 98-1140, § 2)*

