



CITY OF CARSON

PLANNING COMMISSION STAFF REPORT

PUBLIC HEARING: March 10, 2019

SUBJECT: Zone Text Amendment 183-19

APPLICANT: Clear Channel Outdoor, LLC.
Attn: John Duong
19320 Harbor Gateway
Torrance, CA 90501

REQUEST: Consider Adoption of Ordinance No. 19-2005 amending the Carson Municipal Code, Article IX (Planning and Zoning), Chapter 1 (Zoning), Part 4 (Industrial Zones), Division 6 (Site Development Standards), Section 7 (Signs) to amend the term "I-405 Freeway Corridor" thereby expanding the area where digital billboards are presently allowed.

PROPERTY INVOLVED: 19500 Main Street (APN 7339-017-003)

COMMISSION ACTION

AYE	NO		AYE	NO	
		Chairperson Pimentel			Palmer
		Vice-Chair Madrigal			Rahman
		Cainglet			Rashad
		Fe'esago			Valdez
		Mitoma			Alt. Diaz Alt. Hellurud Alt. Zuniga

Item No. 7B

I. Introduction

Applicant

Clear Channel Outdoor, LLC.
Attn: John Duong
19320 Harbor Gateway
Torrance, CA 90501

Property Owner

Watson Land Company
22010 Wilmington Ave
Carson, CA 90745

II. Project Description

The applicant, Clear Channel Outdoor, LLC., request approval of Ordinance No. 19-2005 to amend Article IX (Planning and Zoning), Chapter 1 (Zoning), Part 4 (Industrial Zones), Division 6 (Site Development Standards), Section 7 (Signs) to amend the term "I-405 Freeway Corridor" thereby expanding the area where digital billboards are presently allowed on the north side of the I-405 Freeway from Main Street and Figueroa Street to Del Amo Boulevard and Figueroa Street.

If the amendment is approved, Clear Channel Outdoor, LLC. is proposing to install two dual-faced digital billboards within the newly expanded "I-405 Freeway Corridor" measuring approximately 55' and 65' feet high in the CR-D-ORL (Commercial Regional – Design Overlay District, Organic Refuse Landfill) zone. The installation of the northern digital billboard will include the removal an existing static billboard. The DA application also includes the removal of two static billboards within the City limits.

III. Project Site and Surrounding Land Uses

The project corridor is located in the northwestern part of the City, adjoining the I-405 Freeway between Del Amo Boulevard and Figueroa Street. The site is zoned Commercial Regional, Design Overlay and Organic Refuse Landfill (CR-D-ORL), with a General Plan designation of Regional Commercial and located at 19500 Main Street (APN 7339-017-003). The following table provides a site summary:

Site Information	
General Plan Land Use	General Open Space
Zone District	CR-D-ORL (Commercial Regional – Design Overlay District – Organic Refuse Landfill)
Site Size	29 acres
Present Use and Development	Four Static Billboards
Surrounding Uses/Zoning	North: Goodyear Blimp Base & Victoria Golf Course; SU-BP-D-ORL & OS-ORL respectively South: Porsche Experience; CR-D-ORL East: Industrial; ML (Manufacturing Light) West: Open Space; OS (Open Space)
Access	Ingress/Egress: Main Street



IV. Analysis

Site History

The subject property was originally developed in 1948 as an organic refuse landfill site by Ben K. Kazarian. In the late 1950s temporary offices and horse stables were installed; there is no history of when these were demolished or removed.

In 1966, Clear Channel Outdoors installed 5 static billboards identified as 3067, 3068, 3069, 3070 and 3071 in Figure 1. In 1969 the same company added two additional double-sided static billboards identified as 3065 and 3066 in Figure 1.

V. Zoning and General Plan Consistency

The subject property for the proposed digital billboards is designated "General Open Space" within the Land Use Element of the Carson General Plan and zoned Commercial Regional, Design Overlay District.

VI. Proposed Zone Text Amendment

Section 9146.7 Signs. A. Outdoor advertising signs permitted, subject to the following:

Existing Language:

9146.7 (3)

For purposes of this Section, the term "I-405 Freeway Corridor" means that portion of the I-405 Freeway that is on the north side of the I-405 Freeway and that is also between ~~Main Street~~ and Figueroa Street ("~~Main Street~~ Portion") and that portion of the I-405 Freeway that is between the west line of Alameda Street and a point that is two thousand one hundred (2,100) feet west of the west line of Alameda Street ("Alameda Street Portion").

Proposed Amendment:

9146.7 (3)

For purposes of this Section, the term "I-405 Freeway Corridor" means that portion of the I-405 Freeway that is on the north side of the I-405 Freeway and that is also between **Del Amo Boulevard** and Figueroa Street ("**Del Amo Boulevard** Portion") and that portion of the I-405 Freeway that is between the west line of Alameda Street and a point that is two thousand one hundred (2,100) feet west of the west line of Alameda Street ("Alameda Street Portion").

VII. Environmental

The proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3); A project is exempt from CEQA if the activity is covered by the common-sense exemption that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.



VIII. Public Notice

Notice of public hearing was published in Our Weekly on February 20, 2020. The agenda was posted at City Hall 72 hours prior to the Planning Commission meeting.

IX. Recommendation

That the Planning Commission:

- **WAIVE** further reading;
- **ADOPT** Resolution No. 20-2687, recommending that the City Council Adopt Ordinance No. 20-2005 that amends the Carson Municipal Code, Article IX (Planning and Zoning), Chapter 1 (Zoning), Part 4 (Industrial Zones), Division 6 (Development Standards), Section 7 (Zoning) to amend the term "I-405 Freeway Corridor".

X. Exhibits

1. Draft Resolution
2. Draft Ordinance
3. Copy of CMC Section 9146.7

Prepared by: Manraj Bhatia, Assistant Planner



CITY OF CARSON
PLANNING COMMISSION
RESOLUTION NO. 20-2687

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON RECOMMENDING THAT THE CITY COUNCIL ADOPT ORDINANCE NO. 20-2005 APPROVING ZONE TEXT AMENDMENT NO. 183-19 TO AMEND ARTICLE IX, CHAPTER 1 (ZONING), PART 4 (INDUSTRIAL ZONES), SECTION 7(A)(3) (SIGNS) TO EXPAND THE DEFINITION OF THE MAIN STREET PORTION OF I-405 FREEWAY CORRIDOR OF THE CARSON MUNICIPAL CODE TO INCLUDE THE PROPERTY LOCATED AT 19500 MAIN STREET

WHEREAS, on July 1, 2019, the Department of Community Development received an application from John Duong, on behalf of Clear Channel Outdoor, requesting recommendation of approval to the City Council for Zone Text Amendment No. 183-19 for amending Article IX, Chapter 1 (Zoning), Part 4 (Industrial Zones), Section 7(A)(3) (Signs) to expand the definition of the Main Street Portion of I-405 corridor to include the real property located at 19500 Main Street (APN 7339-017-003) and described in Exhibit "A" attached hereto.

WHEREAS, the application was deemed complete on November 6, 2019; and

WHEREAS, studies and investigations were made and a staff report with recommendations was submitted, and the Planning Commission, upon giving the required notice, did on the tenth day of March, 2020, conduct a duly noticed public hearing as required by law to consider said application. Notice of the hearing was posted and mailed to property owners and properties within a 750-foot radius of the project site by February 27, 2020.

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

SECTION 1. The Planning Commission finds that the foregoing recitals are true and correct, and are incorporated herein by reference.

SECTION 2. The Planning Commission finds as follows:

- a. Zone Text Amendment No. 183-19, as set forth in the proposed City Council ordinance attached hereto as Exhibit "C," proposes to amend Article IX, Chapter 1, Part 4, Section 7 (A)(3) to expand the "Main Street Portion" of "I-405 Freeway corridor" to include the subject property. The proposed Zone Text Amendment will facilitate the replacement of a static single-sided billboard with a replacement double-sided digital billboard and allow the development of a new double-sided digital billboard on the subject property.
- b. The proposed zone text amendment is consistent with the General Plan of the City of Carson. The project site has a General Plan Land Use designation of General Open Space and the subject property is presently improved with existing static billboards.

EXHIBIT NO. 1



- c. All four of the existing static sign sites are pre-Ordinance No. 01-1237. Three sites were permitted in 1966 and one permitted in 1969.

SECTION 3. The proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3). This project is exempt from CEQA as the activity is covered by the common-sense exemption that CEQA applies only to projects which have the potential for causing a significant effect on the environment.

SECTION 4. The Planning Commission of the City of Carson, based on the findings set forth above, does hereby recommend approval to the City Council of the proposed Ordinance No. 20-2005 attached hereto as Exhibit "C" approving Zone Text Amendment (ZTA) No. 183-19, to amend Article IX, Chapter 1 (Zoning), Part 4 (Industrial Zones), Section 7(A)(3) (Signs) to expand the definition of the Main Street Portion of I-405 Freeway corridor of the Carson Municipal Code to include the property located at 19500 Main Street.

SECTION 5. The Secretary of the Planning Commission shall certify to the adoption of this Resolution and transmit copies of the same to the City Council of City of Carson.

SECTION 6. This decision of the Planning Commission shall become effective and final 15 days after the date of this action, unless an appeal is filed in accordance with Section 9173.4 of the Zoning Ordinance, and subject to approval of Ordinance No. 20-2005 by the City Council.

APPROVED and ADOPTED this 10th day of March, 2020.

CHAIRPERSON

ATTEST:

SECRETARY



ORDINANCE NO. 20-2005

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CARSON APPROVING ZONE TEXT AMENDMENT 183-19 TO ARTICLE IX, CHAPTER 1 (ZONING), PART 4 (INDUSTRIAL ZONES), SECTION 7 (SIGNS) EXPANDING THE "MAIN STREET PORTION" OF "I-405 FREEWAY CORRIDOR" TO INCLUDE THE PROPERTY LOCATED AT 19500 MAIN STREET

WHEREAS, on July 1, 2019, the Department of Community Development received an application from John Duong, on behalf of Clear Channel Outdoor, requesting approval of Zone Text Amendment No. 183-19 for amending Article IX, Chapter 1, Part 4, Section 7 (A)(3) to expand the "Main Street Portion" of I-405 corridor to include the real property located at 19500 Main Street (APN 7339-017-003) and described in Exhibit "A" attached hereto.

WHEREAS, the application was deemed complete on November 6, 2019; and

WHEREAS, the Planning Commission held a duly noticed public hearing on the project on March 10, 2020 during which it considered all evidence presented, both written and oral, and at the conclusion of which it adopted Resolution No. 20-XXXX recommending to the City Council adoption of Ordinance No. 20-XXXX approving Zone Text Amendment 183-19.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CARSON HEREBY ORDAINS AS FOLLOWS:

SECTION 1. The foregoing recitals are true and correct, and are incorporated herein by reference.

SECTION 2. The City Council finds that this Ordinance is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3). This project is exempt from CEQA as the activity will not result in direct or reasonably foreseeable indirect physical change in the environment because the Ordinance merely regulates the placement or location of digital billboards, and is covered by the common-sense exemption that CEQA applies only to projects which have the potential for causing a significant effect on the environment. The Planning Division is hereby directed to file a Notice of Exemption in accordance with the requirements of CEQA.

SECTION 3. The City Council finds that this Ordinance is consistent with the City's General Plan, including with respect to General Plan Policies LU 6.6 and LU 7.1, and all applicable specific plans.

SECTION 4. Section 9146.7 (A)(3) (Outdoor Advertising Signs) of Division 6 (Site Development Standards) of Part 4 (Industrial Zones), Chapter 1 (Zoning) and Article IX (Planning and Zoning) of the Carson Municipal Code is hereby amended to read in its entirety (additions in ***bold italics***, deletions shown in ~~double-strikethrough~~)

9146.7 Signs*.

A. Outdoor advertising signs are permitted, subject to the following:



3. A new sign structure shall be erected only on a property that abuts the Alameda Corridor or abuts either the I-405, I-110 or SR-91 Freeway Corridor. For purposes of this provision, the term "Alameda Corridor" means that portion of Alameda Street between Del Amo Boulevard and Lomita Boulevard. For purposes of this Section, the term "I-405 Freeway Corridor" means that portion of the I-405 Freeway that is on the north side of the I-405 Freeway and that is also between Main Street and ~~Del Amo Boulevard~~ ~~Figueron Street~~ ("Main Street Portion") and that portion of the I-405 Freeway that is between the west line of Alameda Street and a point that is two thousand one hundred (2,100) feet west of the west line of Alameda Street ("Alameda Street Portion"). The term "I-110 Freeway Corridor" means that portion of the I-110 Freeway that directly abuts the east side of the I-110 Freeway, is zoned Manufacturing Light (ML), and is located on MTA owned property between Sepulveda Boulevard and Lomita Boulevard. The term "SR-91 Freeway Corridor" means that portion of the SR-91 Freeway that directly abuts the north side of the SR-91 Freeway, is zoned Manufacturing Light (ML), and is located on APN 7319-033-064 property between Avalon Boulevard and Central Avenue.

SECTION 5. If any section, subsection, sentence, clause, phrase, or portion of this ordinance is, for any reason, held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have adopted this ordinance and each section, subsection, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, phrases, or portions thereof may be declared invalid or unconstitutional.

SECTION 6. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days after its adoption.

SECTION 7. CERTIFICATION. The City Clerk shall certify to the adoption of this ordinance, and shall cause the same to be posted and codified in the manner required by law.

PASSED, APPROVED and ADOPTED at a regular meeting of the City Council on this ____ day of _____, 2020.

ATTEST:

ALBERT ROBLES, Mayor

DONESIA L. GAUSE-ALDANA, City Clerk

APPROVED AS TO FORM:

SUNNY K. SOLTANI, City Attorney



CARSON MUNICIPAL CODE
CHAPTER 1 ZONING*

9146.7 Signs*.

A. Outdoor advertising signs are permitted, subject to the following:

1. The total sign face area on each I-405, I-110 or SR-91 Freeway Corridor sign structure or any pre-Ordinance No. 01-1237 sign structure shall not exceed eight hundred (800) square feet and digital displays can be installed on said sign face areas if approved within a development agreement, with appropriate conditions and public benefits to be negotiated with the City and complying with all other conditions imposed by this Chapter. The interval between the change of digital display shall be a minimum of eight (8) seconds. The total sign face area on any other new sign structure shall not exceed one hundred fifty (150) square feet and digital displays are not allowed on these other new sign structures.
2. The height of an I-405, I-110 or SR-91 Freeway Corridor sign structure or any pre-Ordinance No. 01-1237 sign structure shall either be the height of the current off-premises sign if said sign is being rebuilt or maintained on the same parcel of land or if the proposed off-premises sign is not replacing an existing off-premises sign on the same parcel of land, then said sign shall not exceed forty-two (42) feet measured from the higher of either the ground level at the base of the sign structure or the finished grade of the road which the sign is advertising thereto. The height of any other new sign structure shall not exceed twenty (20) feet measured from the ground level at the base of the sign structure.
3. A new sign structure shall be erected only on a property that abuts the Alameda Corridor or abuts either the I-405, I-110 or SR-91 Freeway Corridor. For purposes of this provision, the term "Alameda Corridor" means that portion of Alameda Street between Del Amo Boulevard and Lomita Boulevard. For purposes of this Section, the term "I-405 Freeway Corridor" means that portion of the I-405 Freeway that is on the north side of the I-405 Freeway and that is also between Main Street and Figueroa Street ("Main Street Portion") and that portion of the I-405 Freeway that is between the west line of Alameda Street and a point that is two thousand one hundred (2,100) feet west of the west line of Alameda Street ("Alameda Street Portion"). The term "I-110 Freeway Corridor" means that portion of the I-110 Freeway that directly abuts the east side of the I-110 Freeway, is zoned Manufacturing Light (ML), and is located on MTA owned property between Sepulveda Boulevard and Lomita Boulevard. The term "SR-91 Freeway Corridor" means that portion of the SR-91 Freeway that directly abuts the north side of the SR-91 Freeway, is zoned Manufacturing Light (ML), and is located on APN 7319-033-064 property between Avalon Boulevard and Central Avenue.
4. The I-405, I-110 and SR-91 Freeway Corridor static outdoor advertising signs shall not be erected within five hundred (500) feet of any other outdoor advertising sign on the same side of the freeway and a digital display shall not be erected within one thousand (1,000) feet of any other digital display on the same side of either freeway, but in no case shall there be more than two (2) digital display faces allowed on the north side of the I-405 Freeway Corridor within the entire Alameda Street Portion, no more than two (2) digital display faces allowed on the south side of the I-405 Freeway Corridor within the entire Alameda Street



Portion, no more than two (2) digital display faces allowed on the I-110 Freeway Corridor, and no more than two (2) digital display faces allowed on the SR-91 Freeway Corridor. Other than an I-405, I-110 or SR-91 Freeway Corridor sign structure which shall not have a sign face area of more than six hundred seventy-two (672) square feet with the exception of no more than one hundred twenty-eight (128) square feet in extensions, no new sign structure having a total sign face area of more than eighty (80) square feet but not exceeding one hundred fifty (150) square feet shall be erected within:

- a. Two hundred (200) feet of an outdoor advertising sign structure having a total sign face area greater than eighty (80) square feet; or
- b. One hundred (100) feet of any other outdoor advertising sign structure located on the same side of the public street or other right-of-way.

5. No new sign structures having a total sign face area of eighty (80) square feet or less shall be erected within one hundred (100) feet of any outdoor advertising sign structure located on the same side of the public street or other right-of-way.

6. Other than an I-405, I-110 or SR-91 Freeway Corridor sign structure, any such sign having a sign face visible from and within a distance of six hundred (600) feet of the edge of the right-of-way of a freeway or scenic highway measured horizontally along a line perpendicular to the centerline of such freeway or scenic highway shall not be permitted if placed or directed so as to be viewed primarily by persons traveling thereon.

7. Such sign shall not be permitted on the roof of a building, and a freestanding sign shall not be permitted to project over the roof of a building.

8. Such signs shall not encroach over public rights-of-way.

9. Any such sign structure shall not be permitted within two hundred (200) feet of a residential zone located on the same side of a public street or right-of-way.

10. Other than an I-405, I-110 or SR-91 Freeway Corridor sign structure or any pre-Ordinance No. 01-1237 sign structure, any such sign structure shall be designed in the simplest form and shall be free of any bracing, angle iron, guy wires, cables, etc.

11. All exposed backs of such signs, which are visible to the public, shall be suitably covered in order to conceal the structure and shall be properly maintained.

12. An approved development agreement shall be required for each new sign structure. The provisions of this subsection shall govern the processing of applications for a development agreement for an outdoor advertising sign. Unless an extension is agreed to in writing by the applicant, the City Council shall render its decision on an application for a development agreement for an outdoor advertising sign within three (3) months of the date of acceptance of the application. An application for a development agreement for an outdoor advertising sign shall be approved by the City Council if the proposed sign structure conforms to the requirements of this code and applicable laws.



B. Business signs are permitted, subject to the following:

1. All business signs and sign structures shall be permitted in conformance with development plans which have been approved pursuant to the Site Plan and Design Review procedures (including the number of signs and sign structures to be permitted) as provided in CMC 9172.23. All signs and sign structures shall also comply with the minimum requirements, as outlined in this Section of the Zoning Ordinance.

2. The total sign area per lot shall not exceed an area in square feet equal to two (2) times the linear feet of lot frontage on a public street or streets for the first one hundred (100) feet of frontage, plus one-half (1/2) times the frontage in excess of one hundred (100) feet. Window signage shall not exceed ten (10) percent of window area. Lot frontage on a freeway shall not be considered in computing this figure.

When the total frontage of a lot is less than the square root of the lot's area, said frontage shall be deemed to be equal to the square root of the lot's area for the purpose of determining the permitted sign area.

Any primary use which is developed commercially may be permitted to have a sign area equal to that permitted by CMC 9136.7(B)(2); provided, that a deed restriction is recorded in the offices of the County Recorder, restricting the use on the property to a commercial use, and proof of such recordation is submitted to the satisfaction of the Director.

3. *Repealed by Ord. 16-1602.*

4. A ground sign in excess of six (6) feet in height shall not be permitted. The distance between ground elevation and the bottom of a ground sign shall not exceed one (1) foot. Not more than one (1) ground sign shall be permitted on a lot. No ground sign shall be erected until written approval is obtained from the City Traffic Engineer. Such signs shall be in conformance with development plans which have been approved pursuant to the Site Plan and Design Review procedure as provided in CMC 9172.23.

5. A sign may be affixed to a building but shall not project above the height of the building wall or roof fascia.

6. A sign shall not project into an existing or future right-of-way.

7. No "A" frame or "sandwich" sign or scintillating, flashing or revolving sign shall be permitted.

8. Electronic message center signs are permitted, subject to the following:

(a) Such sign shall be at least one hundred (100) feet from a residential zone.

(b) Such sign shall be at least five hundred (500) feet from any other electronic message center sign.

(c) Such sign shall be affixed to a pole and subject to the pole sign limitations of this Chapter.



(d) A conditional use permit (CUP) shall be required for all electronic message center signs in accordance with provisions set forth in CMC 9172.21. Approval shall not be granted if the Commission finds that the proposed sign would interfere with traffic signals, disrupt normal traffic flow or otherwise create a safety hazard.

C. Streamers, banners, pennants, and similar displays are permitted subject to the following:

1. Streamers, banners, pennants, and similar displays may be exhibited in connection with grand openings and other special events upon written approval of the Community Development Director. Requests for such displays shall be submitted to the Community Development Director, in writing, thirty (30) days prior to the event. All approvals shall be limited to no longer than sixty (60) consecutive days at any one (1) time with a minimum of thirty (30) days in between the next display period for a total of one hundred twenty (120) days of display per calendar year per business. An additional thirty (30) days of display is permitted; provided, that a new banner permit is issued and a fee is paid.
2. Any streamer, banner, pennant, or similar displays shall be suspended so as to maintain at least seven (7) foot clearance.
3. No streamer, banner, pennant, or similar displays shall be exhibited if, in the opinion of the Director, such displays are not adequately maintained.
4. Christmas decorations displayed between thirty (30) days prior to and fifteen (15) days after December 25th, and during official public events, are not subject to this subsection.
5. Streamers, banners, pennants and similar displays may be attached directly upon the structure of a lawfully erected fireworks stand (see CMC 3101.0 through 3101.10) without necessity of a banner permit.

D. Real Estate Advertising. Real estate advertising signs are permitted, subject to the following:

1. One (1) unlighted sign structure is permitted per lot; except, on parcels larger than five (5) acres, one (1) such sign structure is permitted for each street frontage of the parcel.
2. A sign structure may have any number of sign faces but the total sign area shall not exceed one hundred (100) square feet per sign structure.
3. All portions of a sign structure shall be not less than ten (10) feet from the inside line of the sidewalk, or if there is no sidewalk from the lot line, except, if the building setback is less than ten (10) feet, the sign structure shall be not less than one-half (1/2) the setback from the inside line of the sidewalk or lot line.
4. A freestanding real estate advertising sign shall not exceed thirty (30) feet in height.
5. A sign may be affixed to a building but shall not project above the height of the building wall or roof fascia.
6. Advertising copy shall pertain only to the premises upon which the sign is located.



7. Any such signs shall be removed within two (2) weeks after the execution of a sales agreement, escrow instructions or lease agreement.

8. Off-site open house signs for residential properties may be placed on commercial properties with the permission of the commercial property's owner, and consistent with the provisions of Section 9126.7(A)(8).

9. Violations.

a. Violations of this subsection (D) shall be subject to the following civil fines within a calendar year: (a) \$50.00 for the first violation; (b) \$75.00 for the second violation; and (c) \$100.00 for the third and any subsequent violation.

b. Fines shall be payable within thirty (30) days of issuance. Late payment shall incur a late penalty equal to the amount of the fine. The failure of any person, within sixty (60) days of the date of issuance of a fine, to pay the fine and any applicable late penalty, may result in the matter being referred to the Director of Finance to file a claim with the small claims court. Alternatively, the City may pursue any other legal remedy to collect the civil fines. The City may also recover its collections costs according to proof.

c. Violations shall be recorded by realtor office address, rather than by individual property for sale; provided, that if the property is being sold by its owner, the violations shall be recorded against the property that is for sale.

d. The remedies provided in this Section are in addition to any other remedies and penalties that may be available under the Carson Municipal Code and the laws of the State of California.

E. Except as provided for violations of subsection (D) of this Section, any person, firm or corporation violating any provision of this Section shall be guilty of an infraction and shall be punishable as provided in Chapter 2 of Article I. (Ord. 79-479, § 8; Ord. 79-473; Ord. 80-513, § 2; Ord. 80-531, § 1; Ord. 80-532, § 5; Ord. 88-856, § 2; Ord. 89-873, § 3; Ord. 90-915, § 4; Ord. 01-1225, § 5; Ord. 01-1237, § 3; Ord. 03-1272, § 2; Ord. 09-1434, § 3; Ord. 10-1455, § 3; Ord. 11-1475, §§ 3, 4; Ord. 12-1500, § 2; Ord. 15-1563, §§ 7, 8; Ord. 16-1590, Exh. B (§ 11); Ord. 16-1602, § 8; Ord. 17-1625, § 2)

*See CMC 9526 for different sign regulations applicable to petroleum operations.