



## CITY OF CARSON

### PLANNING COMMISSION STAFF REPORT

PUBLIC HEARING: May 9, 2017

SUBJECT: Zone Text Amendment No. 24-16

APPLICANT: Becker Boards Small, LLC

REQUEST: To consider a zone text amendment modifying Section 9146.7.A. (Outdoor Advertising Signs) creating a SR-91 Freeway Corridor for outdoor advertising signs ("Digital Billboards").

PROPERTY INVOLVED: The portion of the SR-91 Freeway that directly abuts the north side of the SR-91 Freeway, is zoned ML-D between Avalon Boulevard and Central Avenue located at APN 7319-033-064.

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#### Planning Commission Decision:

Commissioner Post moved, seconded by Commissioner Mitoma, to deny the applicant's request. Motion carried, 9-0 (absent Diaz).

AYE	NO		AYE	NO	
<i>Absent</i>		Chairman Diaz		X	Madrigal
	X	Vice-Chairman Pimentel		X	Mitoma
	X	Andrews		X	Post
	X	Fe'esago, Jr.		X	Thomas
	X	Guidry		X	Osuna



## **I. Introduction**

### *Applicant*

Joseph White for Becker Boards Small LLC  
4350 E. Camelback Rd., Suite B-195, Phoenix, AZ 85018

## **II. Project Description**

The applicant, Becker Boards Small LLC, proposes a text amendment to the Carson Municipal Code (CMC) Section 9146.7.A creating a SR-91 Freeway Corridor, and establishing development regulations for a new digital billboard that directly abuts the north side of the SR-91 Freeway, is zoned ML-D located at APN 7319-033-064 between Avalon Boulevard and Central Avenue, Exhibit No. 3.

## **III. Background**

Through CMC Section 9146.7, the City regulates the location, height and size of billboards within the City. The ordinance currently limits new billboards to the Alameda Street Corridor, I-405 Freeway and I-110 Freeway Corridors. The proposed project proposes to add a fourth corridor, SR-91 Freeway Corridor District, which will allow one digital billboard in this Corridor with City Council approval of a Development Agreement (DA).

The area adjacent and north of the SR-91 Freeway between Avalon Boulevard and Central Avenue was classified as a "Landscaped Freeway" by Caltrans which defines it as a section of freeway with planting that meets the criteria of the State Outdoor Advertising Regulations, Sections 2500-2513. Caltrans prohibits billboards within "Landscaped Freeway" areas. In 2016, the applicant obtained approval from Caltrans to reclassify a segment of this area to a "Non-Landscaped Freeway."

Specifically, the portion located north of the SR-91 Freeway between S. Avalon Boulevard and Lysander Drive (Caltrans Mile Markers from R7.445 to R7.86) was changed to a Non-Landscaped area permitting potential billboards within this designated segment subject to local and state approvals. As such, the reclassification allows the applicant to request a zone text amendment to add SR-91 Corridor and allow one new digital billboard located at 840 E. Walnut Street, APN 7319-033-064 (Caltrans Mile Marker R7.724). The remaining segment located north of the SR-91 Freeway from Lysander Drive to Central Avenue (Caltrans Mile Markers from R7.86 to R8.429) remains a Landscaped Area which prohibits billboards within this segment of the SR-91 Freeway, Exhibit No. 4.

*Public Safety Issues*  
None

#### **IV. Project Site and Surrounding Land Uses**

The proposed corridor is located in the northern area of the City, abutting the north side of the SR-91 Freeway and is zoned ML-D between Avalon Boulevard and Central Avenue.

##### **Analysis**

###### *Existing Billboards*

There are currently forty (40) static and three (3) digital billboards (totaling forty-three billboards) adjacent to the freeways and highways in Carson: Four (4) are adjacent to the 710 Freeway, ten (10) are adjacent to the 110 Freeway, eight (8) are adjacent to the SR-91 Freeway, and twenty-one (21) adjacent to the 405 Freeway, Exhibit No. 5.

Three digital billboards with DAs have been approved by the City Council previously: Two adjacent to the I-405 and one adjacent to the I-110 Freeways.

###### *Establishing the SR-91 Corridor*

Current provisions within the Carson Municipal Code allow development of billboards within certain segments of the I-405 Freeway Corridor, I-110 Freeway Corridor and the Alameda Corridor. Based from Caltrans reclassification, the applicant is proposing a fourth corridor along SR-9. All standards and requirements that apply to the I-405 Freeway and the I-110 Freeway Corridors apply to the SR-91 Freeway Corridor. The proposed digital billboard has an overall height of 56 feet (42 feet above the freeway) with two faces: 14-foot (tall) by 48-foot (wide) which meet the requirements of the code, Exhibit No. 6

###### *Proposed Digital Billboard and Development Agreement*

Pursuant to Sections 9141.1 and 9146.7, Outdoor Advertisement Signs require approval of a DA from the City Council. The applicant has been diligently working with the City on negotiating DA for the site. The DA will identify the length of the agreement, the monetary considerations, and other legal considerations.

#### **V. General Plan Consistency**

The proposed ordinance modifying regulations pertaining to outdoor advertising signs and its related permitted locations within the City, including potentially allowing a new digital billboard with an approved DA supports and is consistent with the General Plan.

## VI. Environmental Review

The proposed text amendment is exempt from the provisions of the California Environmental Quality Act (CEQA), per section 15061(b)(3) of the CEQA Guidelines, since the project has no potential to cause a significant effect on the environment. The DA application for the construction of the digital billboard will be subject to a separate CEQA analysis.

## VII. Public Notice

Public notice was posted to the project site on April 19, 2017. Notices were mailed to property owners and occupants within 500 feet by April 26, 2017. Staff received a concern letter from the Park Law Firm representing the property owner (Elysia LCC) and its lessee (Tea Aroma) located at the adjacent property east of the project site at 841 E. Artesia Blvd. The general concerns about the proposed project pertain to potential negative aesthetic impacts, electronic waste, safety issues, and lighting.

The agenda was posted at City Hall 72 hours prior to the Planning Commission meeting.

## VIII. Recommendation

That the Planning Commission:

- **WAIVE** further reading;
- **RECOMMEND APPROVAL** the proposed project subject to the conditions of approval attached as Exhibit "B" to the Resolution; and
- **ADOPT** Resolution No. 17-\_\_\_, entitled "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON RECOMMENDING TO THE CITY COUNCIL ZONE TO CONSIDER APPROVAL OF ZONE TEXT AMENDMENT TO THE CARSON MUNICIPAL CODE SECTION 9146.7.A, OUTDOOR ADVERTISING SIGNS, ESTABLISHING A SR-91 FREEWAY CORRIDOR FOR OUTDOOR ADVERTISING SIGNS."

## IX. Exhibits

1. Draft Resolution
2. Site Map
3. Site Plan
4. Proposed SR-91 Freeway Corridor: Mile Marker Map
5. Billboard Rendering/Plan
6. Billboard Map

Prepared by: McKina Alexander, Associate Planner

**CITY OF CARSON**  
**PLANNING COMMISSION**  
**RESOLUTION NO. 17-**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CARSON RECOMMENDING TO THE CITY COUNCIL APPROVAL OF ZONE TEXT AMENDMENT TO THE CARSON MUNICIPAL CODE SECTION 9146.7.A, OUTDOOR ADVERTISING SIGNS, ESTABLISHING A SR-91 FREEWAY CORRIDOR FOR OUTDOOR ADVERTISING SIGNS ("DIGITAL BILLBOARDS")**

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

**Section 1.** The Planning Commission is recommending approval of an ordinance as described in Exhibit "A" attached hereto to the Carson City Council. The proposed ordinance modifies existing regulations pertaining to outdoor advertising signs ("digital billboards") and permitted locations within the City. A public hearing was duly held on May 9, 2017, at 6:30 P.M. at City Hall, Helen Kawagoe Council Chambers, and 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 establishment of an SR-91 Freeway Corridor would create the potential for a limited increase in new digital billboard opportunities.
- b) The proposed ordinance modifying regulations pertaining to digital billboards and their permitted locations within the City supports and is consistent with the City of Carson General Plan.
- c) The implementation of the proposed ordinance facilitates the permitting of new outdoor advertising signs and is meant to afford the City an additional avenue to partner with advertisers in a way that is mutually beneficial.
- d) The proposed ordinance seeks to encourage appropriate design standards for advertising signs within the City and implement measures to mitigate potentially significant impacts caused by the construction and use of new digital billboards.
- e) A Development Agreement will be required for approval of digital billboards that would afford the City an additional avenue to partner with advertisers in a way that is mutually beneficial.
- f) An approved Development Agreement between the City and a new digital billboard operator will offer the City the ability to extract improvements or benefits for the City that is not possible by way of a conditional use permit.
- g) An approved Development Agreement between the City and a new digital billboard operator will provide the City the leverage to control the placement of additional billboards and the terms thereof.

**Section 4.** The proposed text amendment is exempt from the provisions of the California Environmental Quality Act (CEQA), per section 15061(b)(3) of the CEQA Guidelines, since the project has no potential to cause a significant effect on the environment. The DA application for the construction of the digital billboard will be subject to a separate CEQA analysis.

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

**Section 6.** 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 9<sup>th</sup> DAY OF MAY, 2017**

\_\_\_\_\_  
**ATTEST:**

\_\_\_\_\_  
**CHAIRMAN**

\_\_\_\_\_  
**SECRETARY**

EXHIBIT "A"

DRAFT ORDINANCE NO. 17-\_\_\_\_\_

AN ORDINANCE OF THE CITY OF CARSON,  
CALIFORNIA, AMENDING SECTION 9146.7.A, OUTDOOR  
ADVERTISING SIGNS, ESTABLISHING A SR-91  
FREEWAY CORRIDOR FOR OUTDOOR ADVERTISING  
SIGNS

**WHEREAS**, this amendment to the Carson Municipal Code establishes the SR-91 Freeway Corridor for development of new outdoor advertising signs within the corridor; and

**WHEREAS**, the establishment of the SR-91 Freeway Corridor would create the potential for one new billboard; and

**WHEREAS**, the proposed ordinance modifying regulations pertaining to outdoor advertising signs and their permitted locations within the City supports and is consistent with the City of Carson General Plan; and

**WHEREAS**, the implementation of the proposed ordinance facilitates the permitting of a new outdoor advertising sign and is meant to provide the City an opportunity to partner with advertisers in a way that is mutually beneficial; and

**WHEREAS**, the proposed ordinance seeks to encourage appropriate design standards for advertising signs within the City and implement measures to mitigate potentially significant impacts caused by the construction and use of new outdoor advertising signs; and

**WHEREAS**, a Development Agreement will be required for approval of digital outdoor advertising sign that would afford the City an opportunity to partner with advertisers in a way that is mutually beneficial; and

**WHEREAS**, an approved Development Agreement between the City and a new digital outdoor advertising sign operator will offer the City the ability to extract improvements or benefits for the City that are not possible by way of a conditional use permit; and

**WHEREAS**, an approved Development Agreement between the City and a new digital outdoor advertising sign operator will provide the City the leverage to control the placement of additional billboards and the terms thereof.

**NOW THEREFORE**, the City Council of the City of Carson, California, does hereby ordain as follows:



**Section 1.** That the City Council, exercising their independent judgment, finds that the proposed code amendment proposed text amendment is exempt from the provisions of the California Environmental Quality Act (CEQA), per section 15061(b)(3) of the CEQA Guidelines, since the project has no potential to cause a significant effect on the environment. The DA application for the construction of the digital billboard will be subject to a separate CEQA analysis.

**Section 2.** Section 9146.7 entitled "Signs" of the Carson Municipal Code is hereby amended as to Subsection "A" thereunder to read as follows, with all other subsections of Section 9146.7 remaining unmodified and in full force and effect:

**"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 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

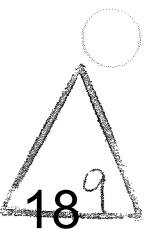
between Main Street and Figueroa Street ("Main Street Portion") and that portion of the I-405 Freeway that is between the west line of Alameda Street and a point that is two thousand one hundred (2,100) feet west of the west line of Alameda Street ("Alameda Street Portion"). The term "I-110 Freeway Corridor" means that portion of the I-110 Freeway that directly abuts the eastside 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 with 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."

**Section 3.** 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 anyone or more sections, subsections, clauses, phrases or portions be declared invalid or unconstitutional.

**Section 4.** The City Clerk shall certify to the passage of this ordinance and cause it to be posted in three conspicuous places in the city of Carson, and it shall take effect on the thirty-first (31) day after it is approved by the Mayor.

**PASSED, APPROVED, and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2017.

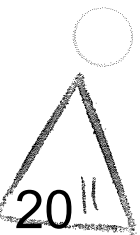
\_\_\_\_\_  
Mayor, Albert Robles

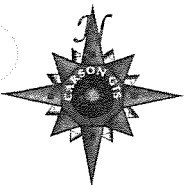
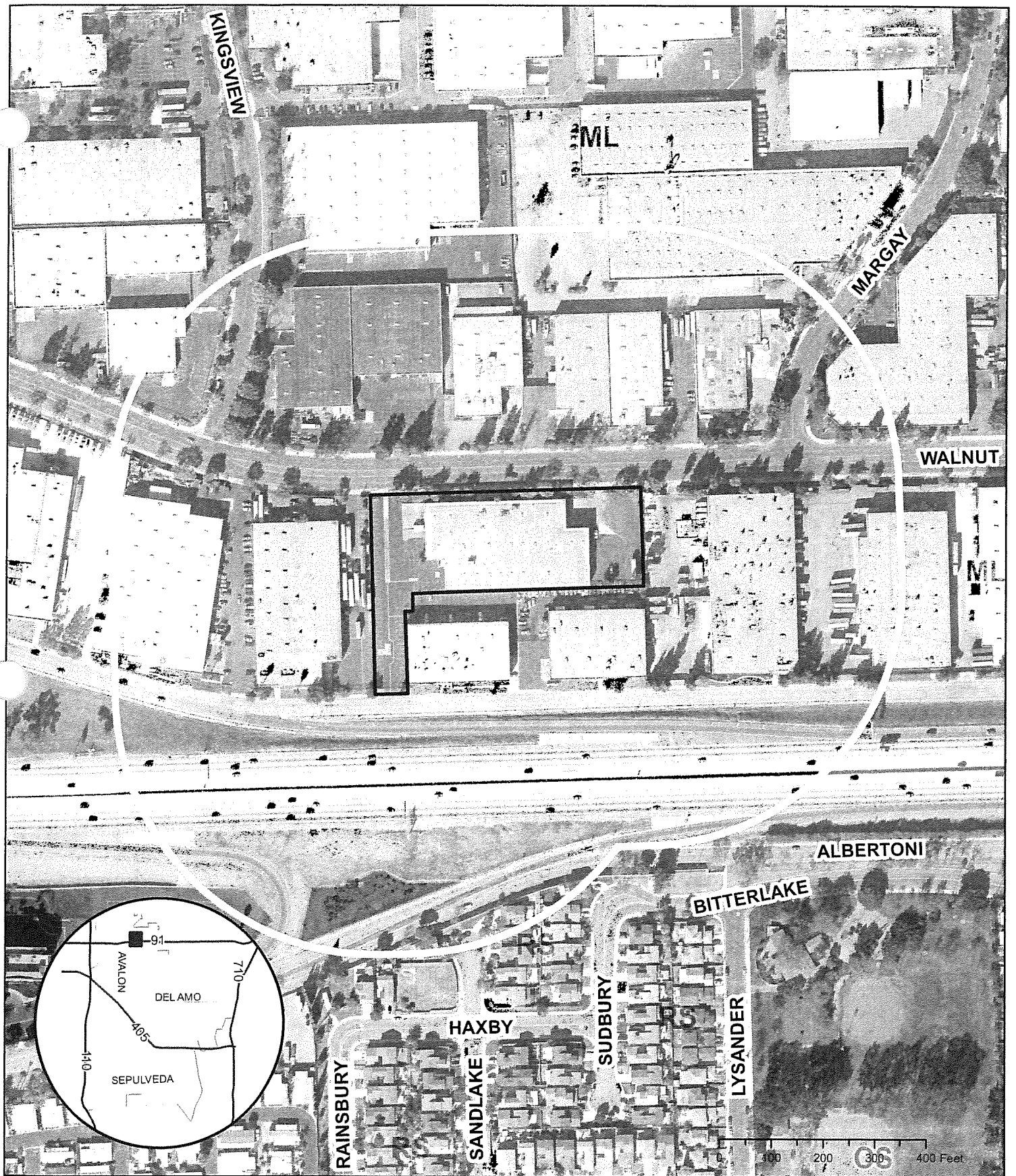
ATTEST:

\_\_\_\_\_  
Donesia Gause-Aldana, MMC, City Clerk  
City of Carson, California

APPROVED AS TO FORM:

\_\_\_\_\_  
Sunny Soltani, City Attorney





City of Carson  
500 Foot Radius Map  
840 E. Walnut Street

EXHIBIT NO. 2 -

Date Printed: Tuesday, March 11, 2017







LANDSCAPED FREEWAY

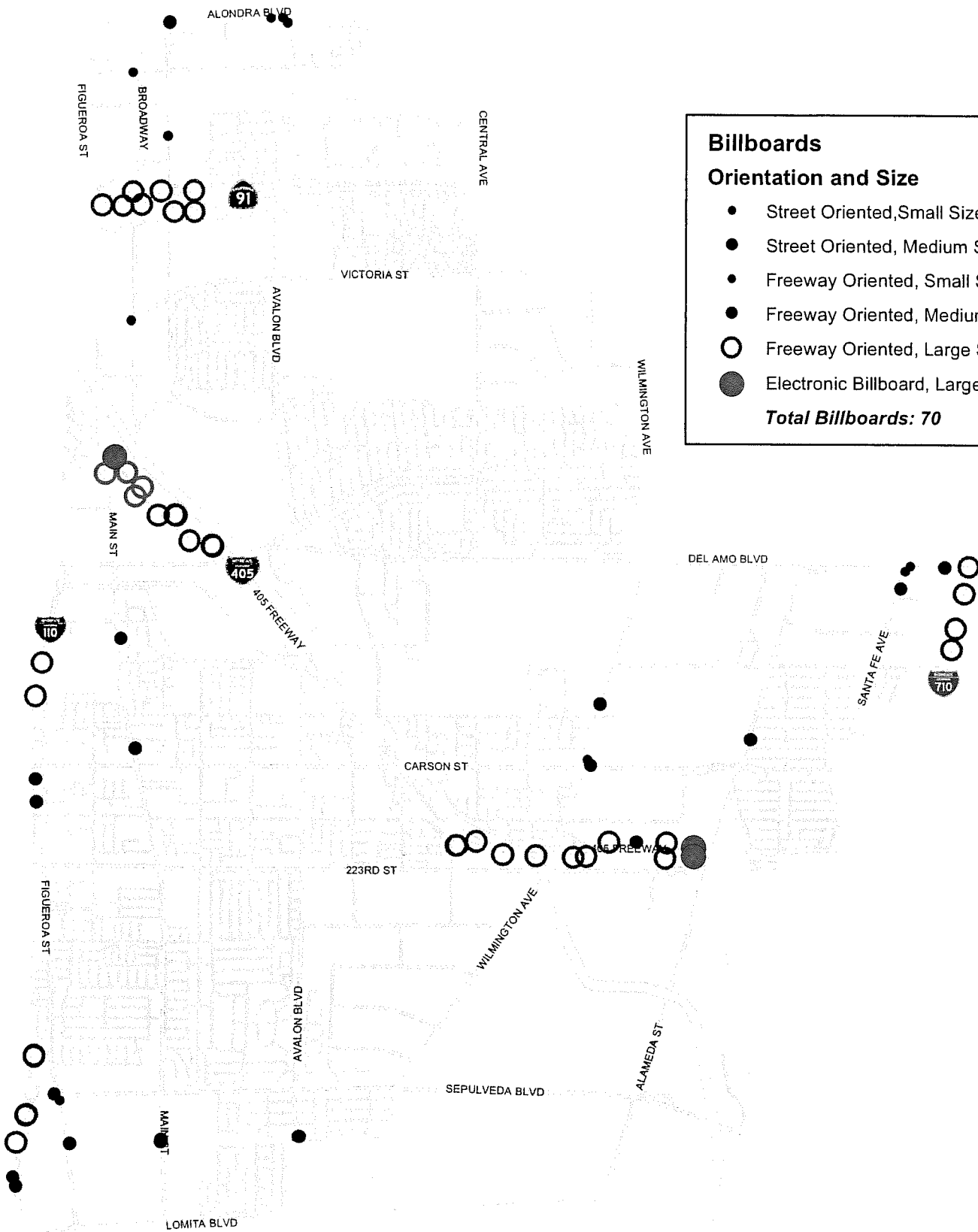
Mile Marker  
R7.86

District 2

Marker Boards  
on Location

500 m

1000 ft



## Billboards

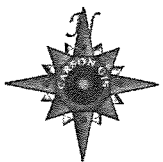
### Orientation and Size

- Street Oriented, Small Size (10)
- Street Oriented, Medium Size (13)
- Freeway Oriented, Small Size (0)
- Freeway Oriented, Medium Size (5)
- Freeway Oriented, Large Size (39)
- Electronic Billboard, Large Size (3)

**Total Billboards: 70**

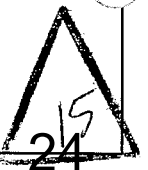
5/3/2017

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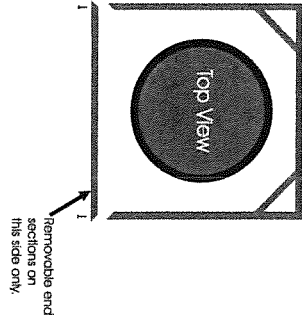
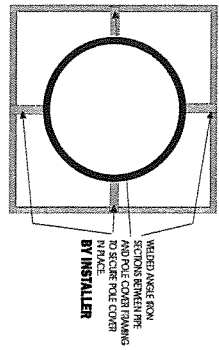


All Billboards Map

EXHIBIT NO. 5 -



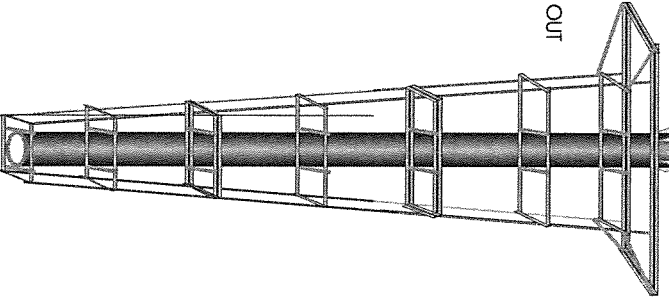




FABRICATE AND INSTALL ONE POLE COVER SURROUND FOR NEW BILLBOARD.  
 4' WIDE AT THE BASE AND TAPERING UP TO 10' WIDE NEAR THE TOP THEN EXTENDING TO 18'9" WIDE AS IT EXTENDS OUT TO THE OUTER TIPS.  
 4' DEPTH OVERALL.  
 INTERNAL STEEL FRAME TO BE 1-1/2" X 1-1/2" X 3/16".  
 OUTER SKIN TO BE .090 ALUMINUM WITH HEAVY MONTEKX TEXTURE FINISH. Vertical stipe to be smooth, flat finish.  
 POLE COVER TO BE WELDED TO PIPE AT EACH SECTION.

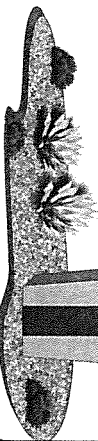
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FROM VIEW SHOWING  
 EXAMPLE OF APPROX. PLACEMENT  
 OF INTERNAL  
 ANGLES FOR TAPPING



56'

39'



**EQUITY SIGN GROUP**  
 FULL SERVICE - DESIGN, MANUFACTURING, INSTALL

ADDRESS: Corson, CA  
 DATE: 11-30-16  
 DRAWING NUMBER: Becker-11-30-16

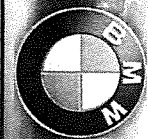
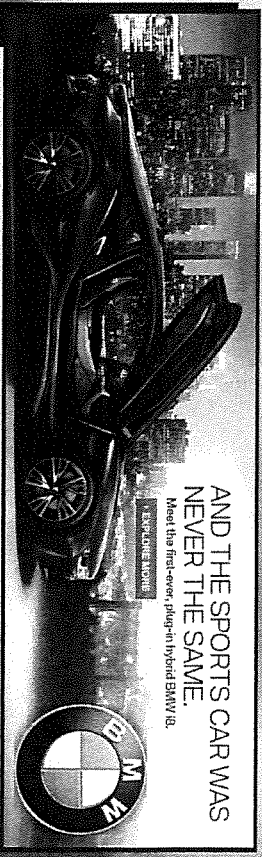


EXHIBIT NO. 16



