

RESOLUTION NO. 17-084

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, DENYING ZONE TEXT AMENDMENT NO. 24-16 MODIFYING SECTION 9146.7.A. (OUTDOOR ADVERTISING SIGNS) CREATING A SR-91 FREEWAY CORRIDOR FOR OUTDOOR ADVERTISING SIGNS ("DIGITAL BILLBOARDS") ALONG THE PORTION OF THE SR-91 FREEWAY THAT DIRECTLY ABUTS THE NORTH SIDE OF THE SR-91 FREEWAY, ZONED ML-D BETWEEN AVALON BOULEVARD AND CENTRAL AVENUE, LOCATED AT APN 7319-033-064

WHEREAS, the Planning Commission held a duly noticed public hearing on May 9, 2017 at which time it considered all evidence presented, both written and oral, and at the conclusion of the public hearing the Planning Commission recommended to the City Council to deny Zone Text Amendment No. 24-16 modifying Section 9146.7.A. (Outdoor Advertising Signs) creating a SR-91 Freeway Corridor for outdoor advertising signs ("Digital Billboards") along the portion of the SR-91 Freeway that directly abuts the north side of the SR-91 Freeway, Zoned ML-D between Avalon Boulevard and Central Avenue, located at APN 7319-033-064.

WHEREAS, adding a fourth corridor to allow new billboards will create an overconcentration of billboards within the City; and

WHEREAS, digital billboards cause a visual blight; and

WHEREAS, digital billboards may cause distractions caused by the brightness or cycling of the digital display to drivers along the SR-91 Freeway; and

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

Section 1. Findings.

- A. The City Council of the City of Carson, California finds that the above recitals are true and correct and are incorporated by reference herein.
- B. The City Council determines that the Zone Text Amendment changing the land use designation of the property is not in the public interest of the City.
- C. The change in land use for the property will not ensure and maintain internal consistency with the goals, policies and implementation measures of the General Plan, described as follows:

Applicable General Plan Implementing Goals and Policies	Consistency of Proposed Project
Land Use Element	
<i>LU-6: Goal - A sustainable balance of</i>	<u>Inconsistent:</u> The proposed SR-91 Corridor

<i>residential and non-residential development and a balance of traffic circulation throughout the City.</i>	potentially invites a proliferation of digital billboards along the SR-91 Freeway resulting in a distraction to drivers and negatively impacting freeway traffic safety.
<i>LU-12: Create a visually attractive appearance throughout Carson.</i>	<u>Inconsistent</u> : The proposed project is being proposed along a frequently used SR-91 Freeway and north of a large residential community resulting in a visual blight.
<i>LU-14: Enhance freeway corridors and major arterials which act as gateways into the City of Carson.</i>	<u>Inconsistent</u> : The proposed project is being considered adjacent to a freeway segment that was declassified from a landscape to non-landscape designation which prevents the opportunity to enhance the freeway corridor with landscape.

Section 2. The City Council hereby denies Zone Text Amendment No. 24-16 modifying Section 9146.7.A. (Outdoor Advertising Signs) creating a SR-91 Freeway Corridor for outdoor advertising signs (“Digital Billboards”) along the portion of the SR-91 Freeway that directly abuts the north side of the SR-91 Freeway, Zoned ML-D between Avalon Boulevard and Central Avenue, located at APN 7319-033-064.

Owner	Parcel Number	Address
The Walnut Warehouse Trust	7319-033-064	840 E. Walnut Street

Section 3. The City Council finds that all available documentation is available within the Planning Division at the City of Carson, 701 E Carson St, Carson, CA 90745.

Section 4. The Secretary shall certify to the adoption of the Resolution and shall transmit copies of the same to the applicant.

PASSED, APPROVED and ADOPTED this day of **June 20, 2017**

Mayor Albert Robles

ATTEST:

Donesia Gause, CMC City Clerk

APPROVED AS TO FORM:

City Attorney