

ORDINANCE NO. 17-1625

AN ORDINANCE OF THE CITY OF CARSON, CALIFORNIA, APPROVE ZONE TEXT AMENDMENT NO. 24-16 TO AMEND SECTION 9146.7.A. OUTDOOR ADVERTISING SIGNS ESTABLISHING A SR-91 FREEWAY CORRIDOR FOR OUTDOOR ADVERTISING SIGNS (“DIGITAL BILLBOARDS”)

WHEREAS, The City Council held public hearing on Zone Text Amendment No. 24-16 on June 20, 2017 at 6:00 P.M. at City Hall in the Helen Kawagoe Council Chambers, 701 East Carson Street, Carson, California. A notice of the time, place and purpose of the aforesaid meetings were duly given.

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 digital 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 new outdoor advertising signs 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 signs 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; and

WHEREAS, CalTrans is the agency responsible to ensure digital billboards are safe adjacent to freeways and do not cause safety issues for the drivers; and

WHEREAS, the proposed digital billboard permitted by this Amendment will adhere to all CalTrans standards to ensure safety of all drivers; and

WHEREAS, the proposed digital billboard permitted by this Amendment will not cause an over concentration of billboards and visual blight along the SR-91 corridor; 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 is subject to the provisions of the California Environmental Quality Act (CEQA) and a Negative Declaration is determined since the project has no potential to cause a significant effect on the environment.

Section 2. Section 9146.7 entitled “Signs” of the Carson Municipal Code is hereby amended by adding the following underlined text 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 June, 2017.

Mayor, Albert Robles

ATTEST:

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

APPROVED AS TO FORM:

Sunny Soltani, City Attorney