



## Legislation Text

File #: 2017-500, Version: 1

### Report to Mayor and City Council

Tuesday, June 20, 2017  
Special Orders of the Day

#### **SUBJECT:**

**PUBLIC HEARING TO CONSIDER PLANNING COMMISSION'S DECISION 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 (CITY COUNCIL)**

#### **I. SUMMARY**

On May 9, 2017, the Planning Commission voted 9-0 to recommend denial of an ordinance amendment (Zone Text Amendment No. 24-16) to allow establishing a SR-91 Freeway corridor for outdoor advertising signs. The Planning Commission recommendation was based on concerns that the new corridor invites an overconcentration of billboards resulting in blight on the community and be a distraction to drivers along the SR-91 Freeway. Instead, the Planning Commission encourages having appropriate landscape features along the freeway instead of adding new digital billboards. City Council has the final authority to approve or deny zone text amendments. Therefore, staff has included both a resolution upholding the Planning Commission decision to deny the zone text amendment and an ordinance in the event the City Council would prefer to approve the zone code amendment. Without approval of the zone text amendment, the City Council will not be able to approve Becker Board Small, LLC's Development Agreement which is presented as a separate item.

#### **II. RECOMMENDATION**

1. OPEN the public hearing, TAKE public testimony, and CLOSE the public hearing.
2. WAIVE further reading and ADOPT 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"

### III. ALTERNATIVES

WAIVE further reading and INTRODUCE Ordinance No. 17-1625, entitled "AN ORDINANCE OF THE CITY OF CARSON, CALIFORNIA, AMENDING SECTION 9146.7 OF THE CARSON MUNICIPAL CODE ESTABLISHING A SR-91 FREEWAY CORRIDOR DISTRICT FOR NEW OUTDOOR ADVERTISING SIGNS." **OR**

TAKE another action the City Council deems appropriate.

### IV. BACKGROUND

On May 9, 2017, the Planning Commission unanimously voted 9-0 to recommend denial of Zone Text Amendment No. 24-16 to allow establishing a SR-91 Freeway corridor for outdoor advertising signs. (Exhibit Nos. 1 and 2) The City Council has the discretion to either uphold the Planning Commission's decision to deny the applicant's request or reverse the Planning Commission's decision and approve creating the SR-91 Freeway Corridor and allow one billboard within the new corridor (Exhibit Nos. 3 and 4).

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

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 and located at APN 7319-033-064 between Avalon Boulevard and Central Avenue.

Through CMC Section 9146.7, the City regulates the location, height and size of billboards within the City. The ordinance currently allows digital billboards in certain segments of three corridors: the Alameda Street Corridor, and the I-405 Freeway and I-110 Freeway Corridors. The proposed project requests to add a fourth corridor, the SR-91 Freeway Corridor District, which will allow one digital billboard in this corridor with City Council approval of a Development Agreement.

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.

Caltrans changed the designation from landscaped to non-landscaped of a portion of the SR-91 Freeway between S. Avalon Boulevard and Lysander Drive (Exhibit No. 5). The non-landscaped designation allows billboards within this area 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. The remaining segment of the proposed corridor located north of the SR-91 Freeway from Lysander Drive to Central Avenue remains a Landscaped Area which prohibits billboards within this segment of the SR-91 Freeway.

## **V. FISCAL IMPACT**

The applicant has been working with the City on negotiating the Development Agreement for the site. The Development Agreement will identify the term of the agreement, monetary, community or civic considerations, and other legal considerations directly benefiting the City.

## **VI. EXHIBITS**

1. Excerpt of Planning Commission Minutes dated May 9, 2017. (pgs. 4-8)
2. PC Staff Report/Disposition from May 9, 2017. (pgs. 9-26)
3. Draft Resolution No. 17-084. (pgs. 27-29)
4. Draft Ordinance No. 17-1625 adopting Zone Text Amendment. (pgs. 30-33)
5. Proposed SR-91 Freeway Corridor. (pg. 34)

1.

Prepared by: McKina Alexander, Associate Planner