



Legislation Text

File #: 2020-204, Version: 1

Report to Mayor and City Council

Tuesday, April 21, 2020
Special Orders of the Day

SUBJECT:

PUBLIC HEARING TO CONSIDER INTRODUCING ORDINANCE NO. 20-2005 APPROVING ZONE TEXT AMENDMENT NO. 183-19 TO AMEND ARTICLE IX (PLANNING AND ZONING), CHAPTER 1 (ZONING), PART 4 (INDUSTRIAL ZONES), SECTION 9146.7 (SIGNS) OF THE CARSON MUNICIPAL CODE TO EXPAND THE "MAIN STREET PORTION" OF THE "I-405 FREEWAY CORRIDOR," REGARDING ALLOWABLE LOCATIONS FOR PLACEMENT OF DIGITAL BILLBOARDS, TO SPAN FROM DEL AMO BOULEVARD TO FIGUEROA STREET, TO INCLUDE THE PROPERTY LOCATED AT 19500 MAIN STREET (CITY COUNCIL)

I. SUMMARY

Clear Channel Outdoor, LLC ("Clear Channel") applied to the Planning Commission requesting approval of Zone Text Amendment (ZTA) No. 183-19, which provides for an amendment to Section 9146.7 (Signs) of Part 4 (Industrial Zones) of Chapter 1 (Zoning) of Article IX (Planning and Zoning) of the Carson Municipal Code to change the definition of the term "I-405 Freeway Corridor" to expand the area where digital billboards may be placed on the north side of the I-405 Freeway.

The proposed amendment would expand the area, which currently spans from *Main Street* to Figueroa Street, to the proposed boundaries of *Del Amo Boulevard* to Figueroa Street.

On March 10, 2020, the Planning Commission conducted a public hearing and voted unanimously (Exhibit 3) to recommend that the City Council approve ZTA No. 183-19 by adopting the proposed Ordinance (Exhibit 1).

If ZTA No. 183-19 is approved via City Council adoption of Ordinance No. 20-2005, Clear Channel proposes to install two dual-faced digital billboards measuring approximately 55' and 65' feet high within the newly expanded "I-405 Freeway Corridor" in the CR-D-ORL (Commercial Regional - Design Overlay District, Organic Refuse Landfill) zone, and remove certain existing static billboards, pursuant to certain entitlements granted by the Planning Commission on March 10, 2020, and pursuant to proposed Development Agreement No. 21-19 ("DA"), which is presented to the City Council for approval as a separate item on tonight's agenda. Effectiveness of the Planning Commission entitlements is conditioned upon City Council adoption of the DA.

Although ZTA No. 183-19 is requested/proposed in connection with the Clear Channel

project, it is an ordinance of general applicability in the City.

II. RECOMMENDATION

TAKE the following actions:

1. OPEN the public hearing, TAKE public testimony, and CLOSE the public hearing.
2. INTRODUCE, for first reading by title only and with further reading waived, Ordinance No. 20-2005, entitled, “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.” (Exhibit 1).

III. ALTERNATIVES

TAKE such other action as the City Council deems appropriate, consistent with the requirements of the law.

IV. BACKGROUND

The project corridor is located in the northwestern part of the City, adjoining the I-405 Freeway on the north side between Del Amo Boulevard and Figueroa Street.

The proposed Text Amendment is to subparagraph (A)(3) of Section 9146.7 of the Carson Municipal Code, and is as follows:

“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 ***Del Amo Boulevard*** and Figueroa Street (‘Main 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’)”

The effect of the amendment would be to allow (subject to applicable entitlements) digital signs on the north side of the I-405 freeway all the way from Del Amo Boulevard to Figueroa Street, whereas currently such signs are only allowed from Main Street to Figueroa Street. The expanded area would include the property located at 19500 S. Main St. (located between Del Amo and Main), which includes but is not limited to the precise sites where Clear Channel proposes to install its digital billboards pursuant to the DA.

General Plan and Specific Plan Consistency

The subject property is designated “General Open Space” within the Land Use Element of

the Carson General Plan and is zoned Commercial Regional, Design Overlay District. The proposed ordinance, modifying the City's Zoning Ordinance pertaining to outdoor advertising signs and their permitted locations within the City, supports and is consistent with the Carson Zoning Ordinance and General Plan goals and policies.

Environmental Review

The proposed ordinance is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3). Under that Guideline, a project is exempt from CEQA if it 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 proposed ordinance would merely amend the Carson Municipal Code as to the locations where digital billboards are allowable for placement, subject to applicable entitlements on a project-by-project basis, and as such has no potential for causing a significant effect on the environment. It can be seen with certainty that there is no possibility that the proposed ordinance may have a significant effect on the environment. Accordingly, the proposed action is not subject to CEQA.

Public Notice

Public notice was posted in the Daily Breeze newspaper on April 2, 2020. The agenda was posted at City Hall 72 hours prior to the City Council meeting.

V. FISCAL IMPACT

None.

VI. EXHIBITS

1. Ordinance No. 20-2005 (pgs. 4-5)
2. Planning Commission Resolution No. 20-2687 (pgs. 6-9)
3. Planning Commission Meeting minutes (pgs. 10-11)

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