

CALIFORNIA COASTAL COMMISSION

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October 20, 1998

TO: Commissioners and Interested Persons

FROM: Deborah Lee, Deputy Director
Pam Emerson, Los Angeles County Area Supervisor
Charles Posner, Coastal Program Analyst

SUBJECT: Major Amendment Request No. 1-97B to the City of Long Beach Certified Local Coastal Program (For Public Hearing and Commission Action at the November 6, 1998 meeting in Los Angeles).

SUMMARY OF LCP AMENDMENT REQUEST

The City of Long Beach Local Coastal Program (LCP) was certified by the Coastal Commission on July 22, 1980. The current proposal is Part B of the City's first major LCP amendment request for 1997. Part A (flood damage prevention regulations) of LCP Amendment No. 1-97 was certified as a minor LCP Amendment on January 12, 1998. LCP Amendment Request No. 1-97B includes several modifications to the City's sign code regulations, and changes to other sections of the City's zoning ordinance. This LCP amendment affects only the implementing ordinances (LIP) portion of the City's certified LCP.

SUMMARY OF STAFF RECOMMENDATION

Staff is recommending that the Commission, after public hearing, deny the amendment request to the LIP as submitted; and then approve, only if modified, the amendment request to the LIP. The LIP modification is necessary to carry out the certified LUP provisions that protect coastal access and visual resources in the City's coastal zone. See **PAGE FOUR** for the **suggested modifications**. See **PAGE THREE** for the **motions to accomplish this recommendation**.

The proposed changes to the sign code chapter of the City's zoning ordinance are mostly inconsequential (See Exhibit #7 for proposed changes). However, there are two major changes for which modifications are required to ensure that visual and access resources are adequately protected from the adverse impacts of signage near the coast. The first two modifications would require specific view and access protection findings as part of any Sign Standards Waiver approval for signs located seaward of the first public road inland from the sea. As modified, a Sign Standards Waiver could only be approved along the coast if the sign design and scale does not obstruct views to or access along the coast from publicly accessible places, or otherwise adversely affect coastal access or visual resources. The third suggested modification addresses the proposed sign code provisions that would allow the placement of private signs on public property for the purpose of generating advertising revenue for the City. The suggested modification would require that, in addition to a City sign permit, any sign placed on public property in the coastal zone pursuant to Subsections 21.44.090.A.4 or 21.44.090.A.8 shall also obtain a coastal development permit (except for wall signs; signs on the interior of structures; signs comprised solely of paint on existing structures; temporary banners, etc...). A coastal development permit for a sign on public property would be approved only if the sign design and scale does not adversely affect public access or the visual resources of the coast.

I. STAFF RECOMMENDATION

Staff recommends adoption of the following motions and resolutions:

A. DENIAL OF THE AMENDMENT TO THE LCP IMPLEMENTING ACTIONS AS SUBMITTED

MOTION

"I move that the Commission reject amendment request No. 1-97B to the City of Long Beach LCP Implementing Actions as submitted."

Staff recommends a **YES** vote which would result in the adoption of the following resolution and findings. An affirmative vote by a majority of the Commissioners present is needed to pass the motion.

Resolution to reject the amendment to the Implementing Actions as submitted

The Commission hereby rejects the amendment to the Implementing Actions of the City of Long Beach certified Local Coastal Program, as submitted, for the reasons discussed below on the grounds that it does not conform with, or is inadequate to carry out, the provisions of the Land Use Plan as certified. Approval of the Implementing Actions would not meet the requirements of Section 21080.5(d)(2)(A) of the California Environmental Quality Act in that there are alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effects which the approval of the amendment to the Implementing Actions would have on the environment.

B. APPROVAL OF THE AMENDMENT TO THE LCP IMPLEMENTING ACTIONS IF MODIFIED

MOTION

"I move that the Commission approve amendment request No. 1-97B to the City of Long Beach LCP Implementing Actions if it is modified in conformity with the modification suggested below."

Staff recommends a **YES** vote which would result in the adoption of the following resolution and findings. An affirmative vote by a majority of the Commissioners present is needed to pass the motion.

Resolution to certify the amendment to the Implementing Actions if modified

The Commission hereby approves certification of the amendment to the Implementing Actions of the City of Long Beach Local Coastal Program, for the reasons discussed below on the grounds that the

A. Waiver of specific standards. During the site plan review, the Site Plan Review Committee may waive development standards for:

1. Development Projects: (a-k).
2. Signage Projects: (a-f).

The committee or commission may waive such standards only if it finds such a waiver improves project design. For signs located seaward of the first public road inland from the sea, the committee or commission may waive sign standards only if it finds such a waiver improves project design and does not: (a) obstruct views to or along the coast from publicly accessible places; (b) adversely impact public access to and use of the water; or (c) otherwise adversely affect the visual or access resources of the coast. No other standards shall be subject to this waiver provision.

C. **Modify Section 21.44.090.B "Signs on Public Property - Permit Required" (Exhibit #3 p.27):**

B. **Permit Required.** Any person who intends to place a private sign on public property as permitted by Subsection 21.44.090.A shall first obtain a permit from either the Director of Public Works or in the case of public property used in a proprietary capacity, from the department or agency of the city in charge of the property. A permit application form shall be provided by the City. The City Council, by resolution, may establish permit fees and may authorize rental rates or other appropriate charges for this permitted use of public property.

In the coastal zone. A coastal development permit shall be required for any sign placed on public property in the coastal zone pursuant to Subsections 21.44.090.A.4 or 21.44.090.A.8, except that a coastal development permit shall not be required for: wall signs; signs on the interior of structures; signs comprised solely of paint on existing structures; temporary banners, flags and political campaign signs displayed for a period not to exceed 90 days; warning signs; traffic safety signs; and public service signs less than four square feet that identify public conveniences (e.g., restrooms, telephones, hours of operation, government ordinances). A coastal development permit for a sign on public property shall be approved only if a positive finding is made that the sign design and scale does not: (a) obstruct views to or along the coast from publicly accessible places; (b) adversely impact public access to and use of the water; or (c) otherwise adversely affect the visual or access resources of the coast.

standards contained in Sections 21.44.100-200 of the zoning ordinance. The changes to the sign permit process proposed by this LCP amendment are insignificant.

Coastal development permits are not required for most signs that comply with the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance. The reason that such signs do not require coastal development permits is that Section 21.25.903 (Coastal Development Permit Required) of the zoning ordinance states that a coastal development permit shall only be obtained for development that is located on the first lot inland from the sea or sand, or for developments that require additional discretionary approval (Exhibit #6). A City sign permit is not a discretionary approval.

One significant change to the sign code proposed by this LCP amendment request is the process under which a sign can be relieved of the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance. As proposed by this LCP amendment request, signs on private property that do not comply with the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance can be approved with a Sign Standards Waiver Request that is processed through the Site Plan Review process (Division V of Chapter 21.25) (See Exhibit #3, ps.4-7). Currently, the Standards Variance procedure is used by the City to grant relief from the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance. The City states that the approval of a Sign Standards Waiver through the Site Plan Review process would allow a greater amount of creativity and flexibility in the creation, design and application of signage. In addition, the Sign Standards Waiver process would not be used to permit a prohibited sign. Also, the Site Plan Review process is a discretionary action that would trigger the need for a local coastal development permit.

Signs that are exempt from the City sign permit requirements (21.44.070)

The classes of signs set forth in Section 21.44.070 of the zoning ordinance are allowed by right and are not subject to any permit requirements, including coastal development permit requirements pursuant to Section 21.25.903 of the zoning ordinance (Exhibit #6). Exempt signs are typically small signs that would be difficult to regulate, signs protected by the first amendment, and temporary signs. Exempt signs include the following: building directory signs, interior signs, public service signs less than ten square feet, glass-enclosed theatre signs, wall painted signs, window signs, flags, garage sale, real estate and political campaign signs (See Table 44-1 in Exhibit #3, ps.35-37). The changes to the exempt sign regulations proposed by this LCP amendment are insignificant.

Prohibited signs (21.44.080)

The classes of signs set forth in Section 21.44.080 of the zoning ordinance are prohibited. Prohibited signs include the following: roof signs, flashing or rotating signs, and signs that are hazardous (See Exhibit #3, ps.22-25). Prohibited signs can only be approved through the Standards Variance process (Division III of Chapter 21.25). The Standards Variance process is a discretionary action. Therefore, any sign approved with a Standards Variance in the coastal zone must also obtain a coastal development permit pursuant to Section 21.25.903 (Coastal Development Permit Required) of the zoning ordinance (Exhibit #6). This LCP amendment request does not alter the regulation of prohibited signs.

B. Analysis

The land use portion (LUP) of the certified LCP contains policies that regulate land use and development within the certified area of the Long Beach coastal zone. The implementation ordinances portion (LIP) of the certified LCP carries out the provisions of the LUP. As previously stated, the proposed amendment to the LIP must conform to the certified LUP and be adequate to carry out the provisions of the LUP in order to be certified by the Commission.

The Coastal Act requires that development in the coastal zone be carried out in a manner that protects coastal resources. The erection of freestanding signs and the attachment of signs to roofs or existing poles is "development" as defined by Section 30106 of the Coastal Act and Section 21.15.790 of the Long Beach zoning ordinance because it is "the placement or erection of any solid material or structure", and may also involve "a change in the intensity of use of water, or of access thereto". New signs, with the exception of wall signs and signs in the interior of buildings, have the potential to adversely impact the visual and access resources of coastal areas by blocking or impeding views or access to or along the water.

In the Commission's area of retained jurisdiction, the Commission protects coastal access and the scenic and visual qualities of coastal areas by regulating the size, location and number of signs through the coastal development permit process. The Chapter 3 policies of the Coastal Act are the standard of review for development located within the Commission's area of retained jurisdiction. For example:

Section 30211 of the Coastal Act states:

Development shall not interfere with the public's right of access to the sea where acquired through use or legislative authorization, including, but not limited to, the use of dry sand and rocky coastal beaches to the first line of terrestrial vegetation.

Section 30251 of the Coastal Act states:

The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance visual quality in visually degraded areas. New development in highly scenic areas such as those designated in the California Coastline Preservation and Recreation Plan prepared by the Department of Parks and Recreation and by local government shall be subordinate to the character of its setting.

In the City of Long Beach, the Commission has delegated its authority to issue coastal development permits to the City pursuant to the City of Long Beach certified Local Coastal Program (LCP). The coastal resources in the City of Long Beach certified LCP area are protected through the local coastal development permit process. The certified LCP, comprised of a Land Use Plan (LUP) and implementing (zoning) ordinances, contains the policies, procedures, and development standards that regulate development in order to maintain and protect coastal resources.

LCP Access Policies

The certified LCP also considers public access to be an important coastal resource that shall be protected. Stated succinctly (LCP p.II-2), the Long Beach LCP transportation and access policies are:

1. Increase reliance on public transit.
2. Decrease reliance on automobiles.
3. Provide slightly more parking.
4. Increase pedestrian and bicycle access opportunities.

And, for the Downtown Shoreline area (PD-6): "pedestrian access shall be provided along the edge of all water features".

Coastal Development Permit Requirement

The above-stated LCP visual resource and access policies are implemented through the development controls contained in the Long Beach zoning ordinance (LIP). The City zoning regulations are the implementing ordinances (LIP) of the certified LCP. The zoning ordinance (LIP) requires that all development in the coastal zone obtain either a local coastal development permit or a categorical exclusion (Exhibit #6). The following types of development must obtain a local coastal development permit:

1. Development on the first lot abutting the sea or sand, except for minor additions to single family residences.
2. All development which requires additional discretionary review (such as a conditional use permit, subdivision map, or standards variance)
3. Traffic improvements that do not qualify for a categorical exclusion.
4. Public works projects with an estimated cost of \$50,000 or more.

The following types of development are exempted from the local coastal development permit requirement:

1. Minor additions to single family residences.
2. All projects which are consistent with the Zoning Regulations and which do not require any discretionary review (such as a conditional use permit, subdivision map, or standards variance)

One significant change to the sign code proposed by this LCP amendment request is the process under which a sign can be relieved of the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance. As proposed by this LCP amendment request, signs on private property that do not comply with the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance can be approved with a Sign Standards Waiver Request that is processed through the Site Plan Review process (Division V of Chapter 21.25) (See Exhibit #3, ps.4-7). Currently, the Standards Variance procedure is used by the City to grant relief from the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance. The City states that the Sign Standards Waiver process would allow a greater amount of creativity and flexibility in the creation, design and application of signage. The Sign Standards Waiver process cannot be used to permit a prohibited sign.

As proposed, the Site Plan Review process is the discretionary review process in which a Sign Standards Waiver may be approved. Because the Site Plan Review process is discretionary, Section 21.25.903 (Coastal Development Permit Required) of the zoning ordinance requires that a local coastal development permit be obtained as part of the approval process (Exhibit #6). A modification is required to ensure that signs approved under the proposed Sign Standards Waiver process are analyzed for negative impacts to visual and access resources along the coast.

As stated above, the standard of review for the proposed LIP amendment is that it is in conformance with, and adequate to carry out, the provisions of the certified LUP. The proposed LIP amendment is not in conformance with, and not adequate to carry out, the provisions of the certified LUP because the visual resources and access to the coast are not adequately protected. Modifications to the proposed LIP amendment are necessary in order to require that Sign Standards Waiver Requests are approved only if the following finding can be made:

For signs located seaward of the first public road inland from the sea, the sign design and scale does not: (a) obstruct views to or along the coast from publicly accessible places; (b) adversely impact public access to and use of the water; or (c) otherwise adversely affect the visual or access resources of the coast.

Only if modified can the proposed LIP amendment conform with, and be adequate to carry out, the provisions of the certified LUP.

Signs that are exempt from the City sign permit requirements (21.44.070)

These types of signs are exempt from coastal development permit requirements in the certified LCP area because they are found to be consistent with all zoning regulations, and do not require any discretionary approvals. The classes of signs set forth in Section 21.44.070 of the zoning ordinance are allowed by right and are not subject to any City permit requirements. Exempt signs are typically small signs that would be difficult to regulate, signs protected by the first amendment, and temporary signs. Exempt signs include the following: building directory signs, interior signs, public service signs less than ten square feet, glass-enclosed theatre signs, wall painted signs, window signs, flags, garage sale, real estate and political campaign signs (See Table 44-1 in Exhibit #3, ps.35-37). The changes to the exempt sign regulations proposed by this LCP amendment are insignificant.

restrooms, telephones, hours of operation, government ordinances). A coastal development permit for a sign on public property shall be approved only if a positive finding is made that the sign design and scale does not: (a) obstruct views to or along the coast from publicly accessible places; (b) adversely impact public access to and use of the water; or (c) otherwise adversely affect the visual or access resources of the coast.

Only if modified can the proposed LIP amendment conform with, and be adequate to carry out, the provisions of the certified LUP.

The above-stated modifications are necessary for the LIP to carry out the LUP provisions that protect public views and access to and along the coast. Signs on public property and signs located between the first public road and the sea have the potential to negatively impact public views and public access. Therefore, there must be a process in place that requires that the visual resources of the coast be protected from the adverse impacts of signage.

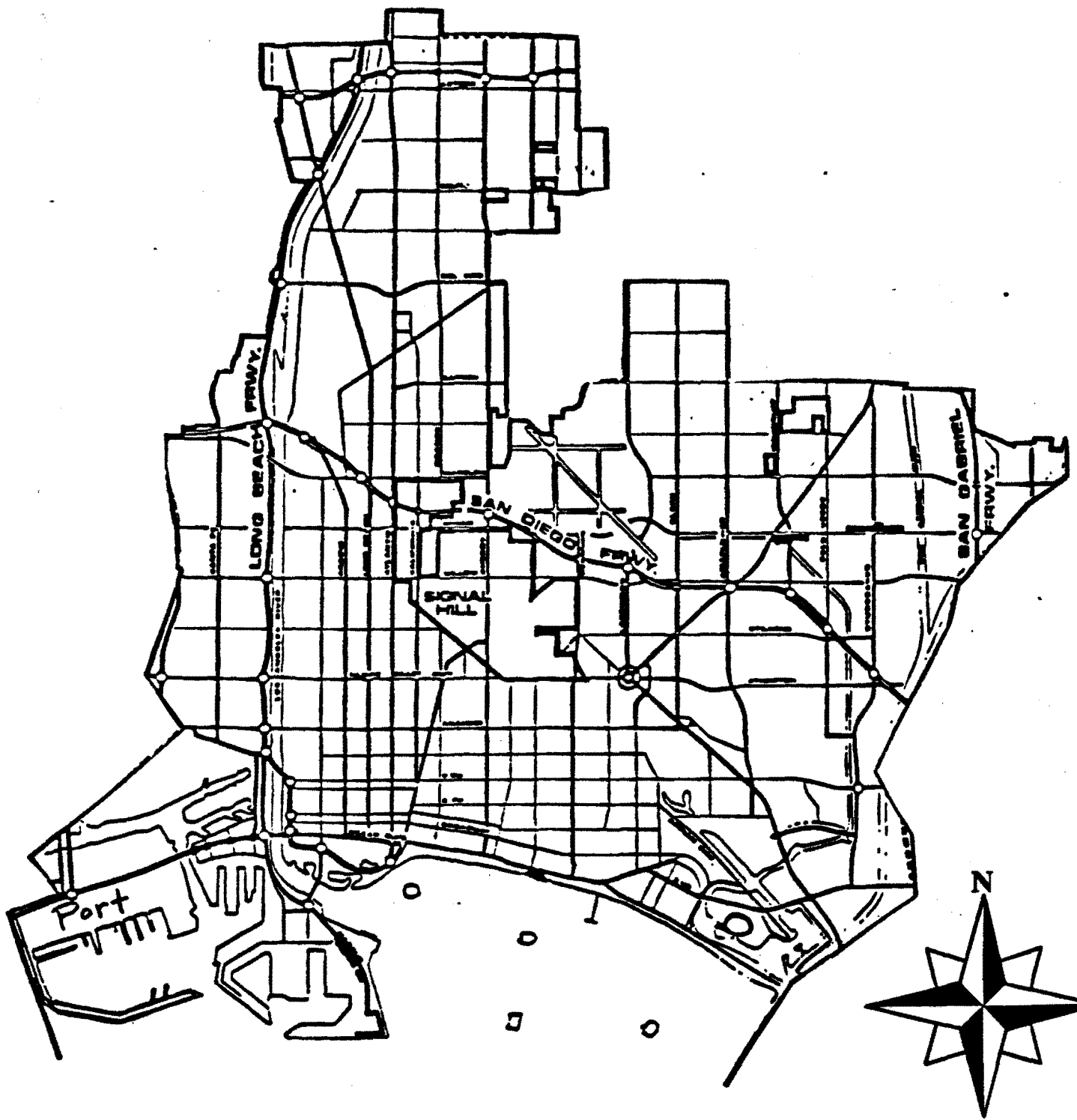
C. California Environmental Quality Act (CEQA)

Pursuant to the California Environmental Quality Act (CEQA) and the Coastal Commission's regulations [see California Code of Regulations, Title 14, Sections 13540(f), 13542(a), 13555(b)] the Commission's certification of this Local Coastal Program amendment must be based in part on a finding that it is consistent with CEQA Section 21080.5(d)(2)(A). That section of the Public Resources Code requires that the Commission not approve or adopt an LCP:

...if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

The Commission finds that for the reasons discussed in this report, if the LCP amendment is modified as suggested, there are no additional feasible alternatives or feasible mitigation measures available that could substantially reduce any adverse environmental impacts. The Commission further finds that the proposed LCP amendment is consistent with Section 21080.5(d)(2)(A) of the Public Resources Code.

City of Long Beach



COASTAL COMMISSION
LCP 1-97B

EXHIBIT # 1
PAGE 1 OF 1

1 development of the surrounding properties and that the proposed
2 change is consistent with the goals, objectives and provisions of
3 the general plan;

4 NOW THEREFORE, the City Council of the City of Long
5 Beach resolves as follows:

6 Section 1. Amendments to the Long Beach Zoning
7 Regulations as adopted by Ordinance No. C-7500 of the Long Beach
8 City Council on September 23, 1997, a copy of which is attached
9 to and incorporated in this resolution as Exhibit "A", is hereby
10 submitted to the California Coastal Commission for its review as
11 to those parts of the ordinances that directly affect land use
12 matters in that portion of the California Coastal Zone within the
13 City of Long Beach.

14 Sec. 2. The Director of Planning and Building of the
15 City of Long Beach is hereby directed to submit a certified copy
16 of this resolution, together with appropriate supporting
17 materials, to the California Coastal Commission with a request
18 for its earliest action.

19 Sec. 3. This resolution shall take effect immediately
20 upon its adoption by the City Council, and the City Clerk shall
21 certify the vote adopting this resolution.

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COASTAL COMMISSION

EXHIBIT # 2

PAGE 2 OF 3

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ORDINANCE NO. C-7500

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING THE LONG BEACH MUNICIPAL CODE BY AMENDING SECTIONS 20.32.690, 21.25.502, 21.25.506, 21.25.508, 21.27.130, TABLE 33-2 OF CHAPTER 21.33, SECTIONS 21.44.035, 21.44.070, 21.44.080, 21.44.090, 21.44.100, 21.44.110, 21.44.130, 21.44.230, TABLES 44-1, 44-3 AND 44-4 OF CHAPTER 21.44, SECTIONS 21.52.210, 21.52.233; ADDING SECTIONS 21.15.2573, 21.15.2577, 21.44.105, 21.44.115, 21.52.229; AND REPEALING SECTION 21.52.215; ALL RELATING TO THE COMPREHENSIVE REVISION OF THE LONG BEACH ZONING REGULATIONS (SPRING 1997)

The City Council of the City of Long Beach ordains as follows:

Section 1. Section 20.32.690 of the Long Beach Municipal Code is amended to read as follows:

20.32.690 Disclosure

Any person selling a unit in a building converted to a form of multiple ownership under the provisions of Chapter 20.32, or any person representing or acting on behalf of a person selling a unit in such building shall disclose to anyone intending to buy such unit by means of

COASTAL COMMISSION
LCP 197

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1 require site plan review:

2 a. Five or more units as one project. This
3 includes both new construction, as well as additions.
4 This includes side-by-side projects by the same applicant
5 where the total of new plus existing units equals five
6 or more;

7 b. Construction of a new dwelling unit or an
8 addition greater than four hundred fifty square feet in
9 size to an existing dwelling, located on a lot less than
10 twenty-seven feet in width in the R-1-N, R-1-M, R-2-N,
11 and R-2-A Districts;

12 c. Any project proposing to utilize the incentive
13 program established for very low- and low-income
14 households; and

15 d. Any residential project proposing to utilize a
16 wing wall.

17 2. Commercial. The following commercial projects
18 require site plan review:

19 a. New buildings of one thousand square feet or
20 more;

21 b. Additions to existing commercial structures, in
22 excess of one thousand square feet except where there are
23 no changes of use, or infringement on property setbacks,
24 or change of height or the visual aspect of the existing
25 construction from public view. In these instances, site
26 plan review is required only if the addition is equal to
27 or greater than twenty-five percent of the area of the
28 existing construction (up to 5,000 square feet addition)

COASTAL COMMISSION
EXHIBIT #

3

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1 standards. The following sign projects shall require
2 Site Plan Review:

3 a. Individual sign review requests for waiver of
4 established sign standards; and

5 b. Sign programs as defined in Section 21.44.035.B.
6 C.*

7 B. Conceptual. The following projects shall also
8 be required to apply for conceptual site plan review
9 prior to filing for site plan review:

10 1. Residential. Residential projects of fifty or
11 more units;

12 2. Commercial, Industrial or Public Assembly.
13 Projects of fifty thousand square feet or more of new
14 construction;

15 3. Project on City Land. Projects of one thousand
16 square feet or more of new construction.

17 Sec. 3. Section 21.25.506 of the Long Beach Municipal
18 Code is amended to read as follows:

19 21.25.506 Findings Required

20 The Site Plan Review Committee or the Planning
21 Commission shall not approve a site plan review unless
22 the following findings are made:

23 A. Development projects.

24 1. The design is harmonious, consistent and
25 complete within itself and is compatible in design,
26 character and scale, with neighboring structures and the
27 community in which is it located;

COASTAL COMMISSION

28 2. The design conforms to any applicable special

EXHIBIT # 3

PAGE 5 OF 49

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1 B. Sign Permit Variation Requests. Sign permit
2 variation requests can only be approved when positive
3 findings are made for all of the following:

4 1. The proposed sign(s) enhance(s) the theme and/or
5 architectural character of the proposed development and
6 is consistent, compatible, and in scale with the
7 development, other signs within the development and/or
8 neighborhood;

9 2. The sign design or application is not
10 detrimental to and does not detract from the development
11 or the surrounding community; and

12 3. The proposed site or development is so unique
13 that the application of standard signage would detract
14 from the project.

15 — Add Modification here —

16 Sec. 4. Section 21.25.508 of the Long Beach Municipal
17 Code is amended to read as follows:

18 21.25.508 Waiver of Development Standards

19 A. Waiver of Specific Standards. During the site
20 plan review, the Site Plan Review Committee may waive
21 development standards for:

22 1. Development Projects:

23 a. Privacy;

24 b. Open space;

25 c. Pedestrian access;

26 d. Landscaping;

27 e. Wrought iron fence height;

28 f. Guest parking in projects located outside of a

COASTAL COMMISSION

EXHIBIT # 3
PAGE 7 OF 49

1 site plan review may not apply in order to obtain a
2 waiver for development standards.

3
4 Sec. 5. Section 21.27.130 of the Long Beach Municipal
5 Code is amended to read as follows:

6 21.27.130 Restoration

7 Any building containing a nonconforming use or any
8 nonconforming structure may be repaired and restored to
9 its nonconforming state if the need for repairs or
10 restoration shall be the result of fire, explosion,
11 earthquake, imminent public hazard, acts of terrorism,
12 sabotage, vandalism, warfare or abatement of earthquake
13 hazard in accordance with city regulations. Such
14 restoration shall comply with the following conditions:

15 A. Level of Restoration. The damaged use or
16 structure may be repaired or rebuilt to the area and
17 footprint of the previous use or structure.
18 Alternatively, the use or structure may be repaired or
19 rebuilt to a more conforming area or footprint.

20 B. Additional Floor Area Added. If during
21 restoration and/or reconstruction additional floor area
22 is added, the use or structure shall abandon its
23 nonconforming status.

24 C. Time Limit. For multi-family residential uses,
25 the repairs must be commenced within two years of the
26 event causing damage to the use or structure, and the
27 repairs must be diligently pursued until completed. For
28 all other uses, the repairs must be commenced within one

COASTAL COMMISSION

EXHIBIT # 3
9 OF 49

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Use	IL	IM	IG	IP	*Notes and Exceptions
3. Food Processing (SIC code 20*)	C	Y/C	Y/C	See Item 10 in this table.	a. Prohibited in IL, IM, and IP, and requires conditional use permit in IG: <ul style="list-style-type: none"> ● 201 (Meat Products) ● 2048 (includes slaughtering animals for animal feed) ● 2077 (Animal and Marine Fats and Oils) ● 2091 (Canned and Cured Seafoods) ● 2092 (Fresh or Frozen Seafoods) b. Permitted in IL, IM, and IG: <ul style="list-style-type: none"> ● 205 (Bakery Products)
4. Manufacturing					a. Prohibited in IL, IM, and IP, and requires conditional use permit in IG:
4.1 SIC codes 23, 27, 283, 284, 31*, 36, 38, 39	Y	Y	Y	See Item 10 in this table.	<ul style="list-style-type: none"> ● 261 (Pulp Mills) ● 262 (Paper Mills) ● 263 (Paperboard Mills) ● 281 (Industrial Inorganic Chemicals) ● 282 (Plastics Materials) ● 285 (Paints, Varnishes) ● 286 (Industrial Organic Chemicals) ● 287 (Agricultural Chemicals)
4.2 SIC codes 25, 26*, 30	Y/C	Y/C	Y		
4.3 SIC codes 22, 24, 289*, 32*, 34*, 35, 37*	N	C	Y/C		
4.4 SIC codes 21, 29*, 33, 492*, 4932*	N	N	C		

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EXHIBIT # 3

PAGE 11 OF 49

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Use	IL	IM	IG	IP	*Notes and Exceptions
5. Transportation-Related Uses (SIC codes 41, 421, 4215, 423, 473, 478) 5.1 With no outdoor container storage 5.2 With outdoor container storage associated with shipping/trucking/rail 5.3 Air transportation (SIC code 45) 5.4 Helipads 5.5 Electric, gas, and sanitary services (SIC code 49, except 492 and 4932. Includes refuse transfer stations)	C C N C C	Y/C C N C C	Y C Y* C C	See Item 10 in this table. See Items 10 in this table.	a. SIC code 45 uses shall require a conditional use permit outside the boundaries of the Long Beach Airport and/or on adjacent properties directly supporting airport operations. a. Prohibited in IL, IM, and IP, and requires conditional use permit in IG: <ul style="list-style-type: none"> • 5015 (Motor Vehicle Parts, Used) • 5093 (Scrap and Waste Materials, including retail sales) • 5154 (Livestock Sales)
6. Wholesale Trade (SIC codes 50*, 51*, 422)	Y	Y	Y	See Items 10 in this table.	a. Prohibited in IL, IM, and IP, and requires conditional use permit in IG: <ul style="list-style-type: none"> • 5015 (Motor Vehicle Parts, Used) • 5093 (Scrap and Waste Materials, including retail sales) • 5154 (Livestock Sales)

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COASTAL COMMISSION

EXHIBIT # 3
 PAGE 13 OF 49

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Use	IL	IM	IG	IP	*Notes and Exceptions
7. Retail Trade (continued)					<ul style="list-style-type: none"> ● Any use located more than 500 ft. from a zone district which allows residential use. ● Department store or florist shop with accessory sales of alcoholic beverages. ● A grocery store of 20,000 sq. ft. or more with accessory sales of alcoholic beverages. ● Existing legal, nonconforming uses. c. Pawnshops (included within SIC code 5932 shall require a conditional use permit in all zones). d. Gasoline Service Stations (SIC code 5541) and Fuel Dealers (SIC code 598) shall be permitted in the IG district. e. Sales of firearms in the IL zone shall require a conditional use permit.

COASTAL COMMISSION

EXHIBIT # 3
 PAGE 15 OF 49

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Use	IL	IM	IG	IP	*Notes and Exceptions
<p>9. Professional Office and Institutional Uses (SIC codes 60, 61, 62, 63, 64, 65, 66, 73 [except 7353 and 7359], 861, 862, 863, 864, 878* Division J (Public Administration))</p>	Y	AP	AP	See Item 10 in this table.	<p>a. Prohibited in all industrial districts:</p> <ul style="list-style-type: none"> • 9223 (Correctional Institutions) • 8744 (Jails, privately operated-correctional facilities, adult privately operated), except a "Community Correctional Re-entry Center", as defined in Section 21.15.602, may be permitted in the IL, IM and IG zone districts pursuant to a conditional use permit as set forth in Chapter 21.52. <p>b. Offices are intended to serve nearby industries and employees.</p>
<p>10. Port-Dependent And Support Businesses (continued)</p>	See Items 1-9 and 11-14 in this table.	See Items 1-9 and 11-14 in this table.	See Items 1-9 and 11-14 in this table.	Y	<ul style="list-style-type: none"> • <u>Ancillary Port Facilities</u> - ship building and repair, towboat and salvage operations, bunker barge loading, sportfishing launching, marine research, Coast Guard operations, marine-oriented fire protection, equipment storage for dredging and waterfront construction, oil spill cleanup • <u>Commercial/Recreational Facilities</u> - water-oriented parks, sightseeing, sportfishing, water skiing, restaurants, hotels, curio shops, marinas, boat sales and manufacturing, charter boat operations, tackle shops, tourist attractions (e.g., Queen Mary), vessel storage <p>drydock operations, Navy Base and support</p>

COASTAL COMMISSION

EXHIBIT # 3

PAGE 17 OF 49

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Use	IL	IM	IG	IP	*Notes and Exceptions
13. Recreation and Entertainment Uses					<p>a. Any business involved in the sale of alcoholic beverages shall be subject to conditional use permit review and shall meet the location requirements contained in Section 21.52.201. The following exceptions do not require conditional use permit:</p> <ul style="list-style-type: none"> • Restaurant with alcoholic beverage service only with meals, whereby alcoholic beverage sales comprise 30 percent or less of the monthly gross sales of the restaurant. This generally means that any use with a fixed bar is <u>not</u> exempt from the conditional use permit requirement. A service bar is not a fixed bar. A sushi bar where alcoholic beverages are served at the same bar as meals is considered as serving alcoholic beverages only with meals. A cocktail lounge without a bar but with service primarily of hors d'oeuvres and alcoholic beverages shall require a conditional use permit. • Any use located more than 500 ft. from a zone district which allows residential use • Department store or florist shop with accessory sales of alcoholic beverages • Existing legal, nonconforming uses <p>See Section 21.52.260. See Section 21.45.155. See Section 21.52.260. See Section 21.52.260.</p> <p>COASTAL COMMISSION</p>
13.1 Outdoor recreation (drive-in theater, racetrack, golf, driving range, shooting range and similar uses)	C	N	N	See Item 10 in this table.	
13.2 Movie theaters	Y	Y	Y	N	
13.3 Bars, nightclubs, cabarets and the like (SIC code 5813*)	C	C	C	C	
13.4 Health clubs and the like (SIC code 7991)	C	N	N	N	
13.5 Interim Parks					
a. Community gardens	IP	IP	IP	N	
b. Passive parks	Y	Y	Y	N	
c. Playgrounds	IP	IP	IP	N	
d. Recreational parks	AP	AP	AP	N	

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1 Sec. 7. Section 21.44.035 of the Long Beach Municipal Code is
2 amended to read as follows:

3 21.44.035 Sign Standards Wavier Process *

4 A. Sign Permit Variation. Variation from the
5 provisions of these sign regulations shall be considered
6 only through the site plan review procedures as specified
7 in Division V of Chapter 21.25 - Specific Procedures.
8 Prohibited signs, listed in Section 21.44.080, shall not
9 be approved through this process. (See 21.25)*

10 B. Sign Program. A sign program is defined as any
11 sign application submittal for five or more new signs
12 (not including exempt or temporary signs) intended to be
13 placed on a new or existing development. To qualify as
14 a sign program, all signs on the property (existing and
15 new) must be designed in such a manner so as to be
16 internally consistent, coordinated, and whole within
17 themselves and to bolster the architectural theme of the
18 subject property. Variation from the sign development
19 standards may be granted for a sign program pursuant to
20 the procedures established in Division V of Chapter 21.25
21 - Specific Procedures. However, prohibited signs, listed
22 in Section 21.44.080, shall not be approved through this
23 process.

24
25 Sec. 8. Section 21.44.070 of the Long Beach Municipal
26 Code is amended to read as follows:

27 21.44.070 Exempt Signs

COASTAL COMMISSION

28 The classes of signs set forth in this section are

EXHIBIT # 3

PAGE 21 OF 49

*Amended by Ord. C-7550

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1 emit audible sound, odor or particulate matter.

2 F. Unlawful Illumination.

3 1. No sign illumination system shall contain or use
4 any beacon, spot, stroboscopic light, or reflector which
5 is visible from any public right-of-way or adjacent
6 property. Signs in amusement parks are exempt from this
7 regulation.

8 2. Generally, illuminated signs shall not be
9 allowed to change color or light intensity. The
10 exception being neon and/or fiber optic sign light
11 sources, which are permitted to gradually change color.
12 Light intensity for any illuminated sign shall not be
13 allowed to change. Signs in amusement parks are exempt
14 from this regulation.

15 3. No floodlight shall be used which is not hooded
16 or shielded so that the light source is not visible from
17 any public right-of-way or adjacent property.

18 G. Portable Signs. Portable signs are prohibited,
19 except that a portable sign may be displayed to indicate
20 a temporarily closed vehicular entrance or exit for
21 purposes of public safety or convenience.

22 H. Street Furniture. Signs shall not be placed on
23 street furniture, as defined in this title. However, two
24 business name signs may be placed on sidewalk newsstands
25 pursuant to the provisions of this chapter pertaining to
26 wall signs.

27 I. Vehicle Signs. Signs identifying an adjacent or
28 nearby business shall not be affixed to vehicles parked

COASTAL COMMISSION

EXHIBIT # 3

PAGE 23 OF 49

1 N. Any sign not exempted or permitted shall be
2 prohibited.

3
4 Sec. 10. Section 21.44.090 of the Long Beach Municipal
5 Code is amended to read as follows:

6 21.44.090 Signs on Public Property

7 A. Applicability. No person, except a public
8 officer or employee performing a public duty, shall place
9 any sign on, above, along or within any public property.
10 This prohibition does not apply to:

11 1. Temporary promotional activity signs in public
12 parks in connection with activities or uses approved by
13 the city;

14 2. Street banners, temporary holiday season
15 decorations, and other street decorations on or suspended
16 from lamp poles or other public structures shall be
17 permitted when approved by the Director of Public Works
18 and the City Manager;

19 3. Signs authorized by the city inside publicly
20 owned places of assemblage such as convention halls,
21 auditoriums, sports arenas or stadiums which are used in
22 a proprietary capacity;

23 4. Private advertising on signs authorized by the
24 city which are located on public property outside and
25 adjacent to publicly owned places of assemblage such as
26 convention halls, auditoriums, sports arenas or stadiums
27 which are used in a proprietary capacity, provided that
28 such private advertising does not exceed ten percent of

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COASTAL COMMISSION

EXHIBIT # 3
PAGE 25 OF 49

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1 the city. The City Council, by resolution, may establish
2 permit fees and may authorize rental rates or other
3 appropriate charges for this permitted use of public
4 property. — Add modification Here —

5 C. Removal of Signs. Any sign permitted on public
6 property shall be removed by the party responsible for
7 its posting immediately after the conclusion of the
8 advertised event or by the removal date established by
9 ordinance, regulation, contract or event. If such sign
10 is not removed by that time, it shall be deemed abandoned
11 and may be summarily removed by the city. The person or
12 entity responsible for posting said sign shall be liable
13 for the city's costs incurred in the removal of such
14 sign, and the city manager or his/her designee is
15 authorized to collect said costs.

16 D. Illegal Signs. Any sign placed on public
17 property in violation of the provision of this section is
18 declared a public nuisance and may be summarily removed
19 by the city. The person or entity responsible for such
20 illegal posting shall be liable for the city's costs
21 incurred in the removal of such sign, and the city
22 manager or his/her designee is authorized to collect said
23 costs.

24
25 Sec. 11. Section 21.44.100 of the Long Beach Municipal
26 Code is amended to read as follows:

27 21.44.100 Development Standards

COASTAL COMMISSION

28 A. Signs Subject to Standards. All signs not

EXHIBIT # 3

PAGE 27 OF 49

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1 erected at grade (see Sec. 21.15.2620) shall be referred
2 to as a "freestanding sign." Freestanding signs are
3 permitted subject to the following provisions:

4 A. Number.

5 1. Individual Businesses or Shopping Centers. Any
6 individual business or a shopping center may display one
7 freestanding sign on a property. For each length of
8 street frontage in excess of three hundred feet, a
9 business or group of businesses may display one
10 additional freestanding sign for each additional three
11 hundred feet, or portion thereof, of street frontage
12 abutting the developed portion of the property occupied
13 by the businesses.

14 2. Automobile Service Station. In addition to
15 other signs, an automobile service station may display
16 one freestanding sign per street frontage for the display
17 of fuel prices.

18 B. Area. The permitted area of freestanding signs
19 shall be as provided in Table 44-3. No sign shall be
20 permitted to exceed the maximum area indicated,
21 regardless of street frontage.

22 C. Height. The maximum permitted height of a
23 freestanding sign shall not exceed the limits set forth
24 in Table 44-3. The height of a freestanding sign is
25 measured from grade to the highest point of the sign,
26 except that the height of the freeway-oriented
27 freestanding signs, where the freeway elevation is
28 greater than the base of the sign, may be measured from

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EXHIBIT # 3

PAGE 29 OF 49

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hundred feet.

F. Projection.

1. No freestanding sign shall overhang any right-of-way line or established setback line.

2. The vertical clearance from grade to the lowest point of the sign is eight feet for pedestrian use and fourteen feet for vehicular use.

G. Supporting Device. Any angle iron or secondary support shall be enclosed in a form constructed of impermeable material, such that the angle iron or secondary support is not visible.

Sec. 13. Section 21.44.130 of the Long Beach Municipal Code is amended to read as follows:

21.44.130 ~~Wall or Pylon Signs~~ *

Wall signs are permitted for any business which is fronting on a street, parking lot, public walkway within a mall, or which has exterior building frontage without facing a street, parking lot or mall.

A. Number. One per wall or one per business for buildings with multiple tenants/businesses fronting on a street. In addition to the primary wall sign, secondary wall signs identifying products or services are permitted provided that the cumulative wall sign area does not exceed the allowable limits established in Subsection B.

B. Area.

1. Wall Facing Street. The total area of all wall signs facing a street shall not exceed one square foot of

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EXHIBIT # 3

PAGE 31 OF 49

* Amended by Ord. C-7550

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1 A. Copy shall not be placed on the edges of any wall
2 sign.

3 E. Location. No wall sign shall extend beyond the
4 parametric limits of the signable area on which it is
5 displayed, nor shall it be displayed above the peak of
6 the roof or the top of the parapet of a building. No
7 sign shall be located upon an architectural protrusion.

8 F. Projection. The maximum projection shall be
9 fourteen inches. No wall sign shall project over a
10 public alley, driveway, or parking above grade.

11
12 Sec. 14. Section 21.44.230 of the Long Beach Municipal
13 Code is amended to read as follows:

14 21.44.230 Building Identification Signs

15 A. Commercial Buildings. Commercial building
16 identification signs may be displayed on any building
17 that is composed of one or more businesses and is at
18 least four stories high.

19 1. Number. One building identification sign is
20 permitted per building face/wall and shall be comprised
21 of the business/building name and/or logo.

22 * 2. Area. Commercial building identification signs
23 shall not exceed one and one-half square feet of sign
24 area per every linear foot of ^{building wall} ~~street frontage~~ and shall
25 not exceed a maximum of three hundred square feet.

26 3. Placement. No commercial building
27 identification sign shall extend beyond the parametric
28 limits of the signable wall area on which it is placed,

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EXHIBIT # 3
PAGE 33 OF 49

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grade.

C. Awning or Marquee/Canopy Sign. The identification sign shall comply with all applicable awning or marquee/canopy sign provisions of this chapter.

Sec. 15. Table 44-1 and Tabel 44-2 of Chapter 21.44 of the Long Beach Municipal Code is amended to read as follows:

Table 44-1
Exempt Signs

Class of Sign	Maximum Size	Maximum Number	Other Conditions
1. Building directory sign identifying building occupants	18.sq. ft.	1 per parking lot entry and building entry	-If changeable copy used, must be glass encased -Must be visible from sidewalk or parking lot
2. Interior signs	Area of sign must be less than 25% of total area of window through which it is exhibited	No maximum limit	-Must be located between 1 foot to 6 feet to the interior of any window from which sign is visible -Sign may not flash, rotate or exhibit any other prohibited characteristics
3. Public service and accessory signs identifying public conveniences (e.g., restrooms, telephones, hours of operation, vacancies)	Total area of all signs visible from any one street shall not exceed 10 sq. ft.	No maximum limit	None
4. Theater outer lobby posters advertising current or coming attractions	No regulations	No maximum limit	Must be glass encased

COASTAL COMMISSION

EXHIBIT # 3

PAGE 35 OF 49

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<p>13. Real estate signs (on-premises) advertising sale, rental or lease of property</p> <p>and/or</p> <p>Real estate banners</p>	<p>Height - 8'</p> <p>Area -</p> <p>a) Non-residential use - 32 sq. ft.</p> <p>b) Residential use - 6 sq. ft. for first dwelling unit plus 1 sq. ft. for each additional unit up to 32 sq. ft. maximum</p> <p>Height - no specifications</p> <p>Area - 32 sq. ft. or 6 sq. ft./additional units, whichever is less</p>	<p>1 per street abutting premises</p> <p>1 in addition to 1 other real estate sign on each street frontage</p>	<p>-Types limited to non-illuminated wall, window, freestanding or banner signs</p> <p>-No signs may be placed on public property</p> <p>-Signs and/or banners may be displayed only during the period the premises is held for sale, rental or lease, and for not more than 15 days thereafter</p>
<p>14. Single-family residential sign identifying resident</p>	<p>Not to exceed 2 sq. ft.</p>	<p>1 per residence</p>	<p>None</p>
<p>15. Warning signs (e.g., "Danger," "No Dumping")</p>	<p>No specifications</p>	<p>1 sign for each warning for each street frontage</p>	<p>None</p>

Abbreviations: sq. ft. = square feet

// (Table 44-2 now part of 44-1.)

COASTAL COMMISSION

EXHIBIT # 3
 PAGE 37 OF 49

1 Sec. 18. Section 21.52.210 of the Long Beach Municipal
2 Code is amended to read as follows:

3 21.52.210 Cellular and Personal Communication
4 Services (with Monopoles)

5 A. The proposed cellular or personal communication
6 services receiving and transmitting station shall be
7 designed at the minimum functional height. Such height
8 should not exceed the height of the applicable district
9 and should never exceed forty-five feet unless so located
10 as to be unintrusive to residential districts.

11 B. Prior to the issuance of a building permit, the
12 city telecommunications bureau shall determine that the
13 new cellular or personal communication services will not
14 interfere with any city communication system.

15 C. Each new cellular or personal communication
16 station will be subject to a ten year review by the
17 planning commission. The review will determine whether
18 or not the originally approved monopole height and
19 accessory equipment are still necessary to provide
20 adequate communication service.

21 D. The use shall not adversely affect the health,
22 peace or safety of persons residing or working on the
23 premises or in the surrounding area.

24 E. The applicant shall be required to structurally
25 design the footing of the antenna to support a monopole
26 which is at least fifteen feet higher than the monopole
27 approved by the planning commission. The intent of this
28 requirement is to allow a future wireless network to

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EXHIBIT # 3

PAGE 39 OF 49

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1 citizen housing shall be limited to the density allowed
2 in the underlying zone district multiplied by the number
3 indicated in Table 52-1. In congregate care facilities,
4 each bedroom with two or fewer beds shall count as a
5 dwelling unit in calculating density. In bedrooms with
6 more than two beds, each bed shall count as a unit. This
7 shall be the maximum permitted density. The planning
8 commission may require a lower density as the situation
9 requires. In nonresidential zones, densities shall be
10 limited to one dwelling unit per two hundred square feet
11 of lot area;

12 B. Consideration of the conditional use permit
13 shall address crime rate, scale and style of the proposed
14 building in relation to other buildings within the
15 immediate vicinity;

16 C. The applicant shall provide evidence that the
17 use will remain as senior citizen or handicapped housing
18 through deed restriction or other method suitable to the
19 planning commission. In the case of senior citizen
20 housing that is constructed for sale or rental of
21 individual units, apartments or condominiums, the
22 applicant shall provide proof that the proposed project
23 is fully compliant with the provisions of California
24 Civil Code Section 51.3 or otherwise provide proof that
25 the provisions of Civil Code Section 51.3 are not
26 applicable to the project. Failure to provide suitable
27 proof and assurances to the planning commission
28 result in the denial of the density multiples provided

COASTAL COMMISSION

EXHIBIT # 3

PAGE 41 OF 49

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1 21.15.2573 Signs, Community Identification

2 A "community identification sign" identifies a community
3 comprised of various residential neighborhoods and/or
4 commercial or industrial district(s) and announces its
5 geographical boundaries (i.e., now entering or leaving
6 community name) within the city. This sign shall always
7 identify that the respective community is part of the
8 city.

9
10 Sec. 21. Section 21.15.2577 is added to the Long Beach
11 Municipal Code to read as follows:

12 21.15.2577 Sign, Electronic Message Center

13 "Electronic message center sign" is a sign whose
14 alphabetic, pictographic, or symbolic informational
15 content can be changed or altered on a fixed display
16 surface composed of electronically illuminated or
17 mechanically driven changeable segments. This includes
18 signs that have to be preprogrammed to display only
19 certain types of information (i.e., time, date,
20 temperature) and signs whose informational content can be
21 changed or altered by means of computer-driven electronic
22 impulses.

23
24 Sec. 22. Section 21.44.105 is added to the Long Beach
25 Municipal Code to read as follows:

26 21.44.105 Community Identification Signs

27 The city recognizes the desire for unique
28 communities within its boundaries to positively identify

COASTAL COMMISSION

EXHIBIT # 3

PAGE 43 OF 49

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1 * 21.44.115 Electronic Message Center Sign

2 Electronic message center signs are permitted for
3 any individual business or shopping or convention center
4 use that is comprised of five or more acres of land or
5 has a minimum building area of one hundred fifty thousand
6 square feet.

7 A. Conditional Use Permit. All electronic message
8 center signs shall be required to obtain a conditional
9 use permit prior to the issuance of a building permit.
10 Refer to Chapter 21.52 - Conditional Uses, for special
11 development standards, findings and requirements.

12 B. Number. The above-mentioned businesses are
13 allowed to have one electronic message center sign on
14 site in lieu of two freestanding signs.

15 * C. Area. The permitted area for electronic message
16 center signs shall be the same as that permitted for
17 freestanding signs (see Table 44-3 - Permitted Dimensions
18 of Freestanding Signs).

19 No electronic message center sign shall be permitted
20 to exceed the maximum area indicated in Table 44-3,
21 unless the property/business owner wishes to trade-off
22 ~~more than two~~ ^{additional} permitted freestanding signs and add that
23 cumulative sign area to the electronic message center
24 sign. The maximum cumulative area permitted for
25 electronic message center signs shall be as that provided
26 in Table 44-4 - Maximum Cumulative Sign Area and Height
27 Permitted for Electronic Message Center Signs. COASTAL COMMISSION

28 D. Height. The maximum permitted height of an,

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G. Projection.

1. No portion of an electronic message center sign shall project into any right-of-way.

2. The vertical clearance from grade to the lowest point of the sign is eight feet for pedestrian use and fourteen feet for vehicular use.

Sec. 24. Section 21.52.229 is added to the Long Beach Municipal Code to read as follows:

21.52.229 Electronic Message Center Signs

A. In addition to the required findings for a conditional use permit (Sec. 21.25.206), positive findings shall also be made for the following:

1. The proposed design of the electronic message center sign is complete and consistent within itself and is compatible in design with the architectural theme or character of the existing or proposed development it will serve and the community in which it will be located.

2. The establishment of the proposed electronic message center sign will not adversely affect the character, livability, or quality of life of the residential community it will be adjacent to or located in.

B. No permit shall be issued for an electronic message center sign which constitutes a hazard to the safe and efficient operation of vehicles upon a street or freeway. Thus, the following conditions shall apply to all electronic message center signs:

COASTAL COMMISSION

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Ayes: Councilmembers: Lowenthal, Drummond, Roosevelt,
Robbins, Topsy-Elvord, Donelon,
Kellogg, Shultz.

Noes: Councilmembers: None.

Absent: Councilmembers: Oropeza.
Shelba Powell

City Clerk

Approved: 9-25-97
(Date)

Burgess
Mayor

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MJM:vmh
9/17/97
8/21/97
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4/9/97
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EXHIBIT # 3
PAGE 49 OF 49

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SEP 11 1998

ORDINANCE NO. C- 7550

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AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING THE LONG BEACH MUNICIPAL CODE BY AMENDING SECTIONS 21.15.480, 21.15.490, 21.25.502, 21.27.090D2, TABLE 31-1 OF CHAPTER 21.31, 21.31.230, 21.31.255, TABLE 33-2 OF CHAPTER 21.33, TABLE 41-1C OF CHAPTER 21.41, SECTIONS 21.44.035, 21.44.115C, 21.44.130, 21.44.140, 21.44.230A2; BY ADDING SECTIONS 21.15.1065, 21.15.2406, 21.15.2575, 21.27.160, 21.44.103; AND BY REPEALING SECTION 21.44.080; ALL RELATING TO THE 1998 ZONING AMENDMENT NO. 1

The City Council of the City of Long Beach ordains as follows:

* Section 1. Section 21.15.480 of the Long Beach Municipal Code is amended to read as follows:

21.15.480 Child care - Large family day care home

"Large family day care home" means a home providing accessory daytime care of seven to fourteen children, including those children of the day care provider under ten years of age.

* Sec. 2. Section 21.15.490 of the Long Beach Municipal Code is amended to read as follows:

COASTAL COMMISSION
LB LCP 1-97B

* See LCP Amend. No. 3-98.

EXHIBIT # 4
PAGE 1 OF 1B

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1 2. If the new use is an alcohol sales use requiring
2 a conditional use permit, a limousine service, or a fleet
3 service/company vehicle operation, then the applicant
4 must bring the parking up to the then current new
5 construction parking standards.
6

7 * Sec. 5. Table 31-1 of Chapter 21.31 of the Long Beach
8 Municipal Code is amended to read as follows:

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* See LCP Amend. No. 3-98.

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COASTAL COMMISSION

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1 *Sec. 6. Section 21.31.230 of the Long Beach Municipal
2 Code is amended to read as follows:

3 21.31.230 Usable open space

4 Usable open space in terms of square feet per
5 dwelling unit shall be provided as indicated in Table 31-
6 2A. In R-3 and R-4 zones, each dwelling unit shall
7 provide fifty percent (50%) of the open space as common
8 open space and fifty percent (50%) as private open space,
9 subject to the following standards. Indoor recreational
10 space may be substituted for common usable open space.
11

12 *Sec. 7. Section 21.31.255 of the Long Beach Municipal
13 Code is amended to read as follows:

14 21.31.255 Design, treatment and finish

15 The following design standards shall apply to all
16 single-family detached and attached dwelling units
17 unless, through site plan review, the Site Plan Review
18 Committee or the Planning Commission finds variation from
19 these standards to be appropriate.

20 A. Unit Size. All single family dwellings shall be
21 at least sixteen-foot-wide (16').

22 B. Roof Material. No single-family dwelling shall
23 have metallic or metallic-looking roofing materials.

24 C. Siding. No single-family dwelling shall have
25 metallic or metallic-looking siding.

26 D. Style. Buildings in the R-1-T and R-3-T
27 districts shall maintain a design style consistent with
28 the style of the adjoining neighborhood.

COASTAL COMMISSION

*LCFN.3-98

1 *Sec. 9. Table 41-1C of Chapter 21.41 of the Long Beach
 2 Municipal Code is amended at the subcategory entitled "Office" to
 3 read as follows:

Table 41-1C Required Number of Parking Spaces for Commercial, Industrial/Manufacturing and All Other Uses (Continued)	
Use	Required Number of Spaces
Office	
1. Banks, savings and loans	5 per 1,000 GFA (no additional parking is required for accessory automatic teller machines)
2. Medical or dental office	5 per 1,000 GFA
3. Professional or unspecified office (no additional parking for restaurants or medical offices in office building if less than ten percent of building area)	4 per 1,000 GFA up to 20,000 GFA and 2 per 1,000 GFA for GFA more than 20,000, or 1 space for each company vehicle exceeding 5, whichever is greater

14
 15 Sec. 10. Section 21.44.035 of the Long Beach Municipal
 16 Code is amended to read as follows:

17 21.44.035 Sign standards waiver process

18 A. A waiver from the provisions of these sign
 19 regulations shall be considered only through the site
 20 plan review procedures as specified in Division V of
 21 Chapter 21.25 - Specific Procedures. Prohibited signs,
 22 listed in Section 21.44.080, shall not be approved
 23 through this process, but may be approved pursuant to
 24 Division III of Chapter 21.25 - Specific Procedures.

25 B. Sign Program. A sign program is defined as any
 26 sign application submittal for five (5) or more new signs
 27 (not including exempt or temporary signs) intended to be
 28 placed on a new or existing development. To qualify as

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*LCP No. 3-98.

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1 Sec. 12. Section 21.44.130 of the Long Beach Municipal
2 Code is amended to read as follows:

3 21.44.130 Wall signs.

4 Wall signs are permitted for any business which is
5 fronting on a street, parking lot, public walkway within
6 a mall, or which has exterior building frontage without
7 facing a street, parking lot or mall.

8 A. Number. One per wall or one per business for
9 buildings with multiple tenants/businesses fronting on a
10 street. In addition to the primary wall sign, secondary
11 wall signs identifying products or services are permitted
12 provided that the cumulative wall sign area does not
13 exceed the allowable limits established in Subsection
14 21.44.130.B.

15 B. Area.

16 1. Wall Facing Street. The total area of all wall
17 signs facing a street shall not exceed one square foot of
18 sign area per linear foot of building wall; provided,
19 that not more than one hundred (100) square feet shall be
20 allowed on any sign facing a residential, local or
21 collector street and not more than two hundred fifty
22 (250) square feet shall be allowed for any sign facing a
23 major or minor arterial.

24 2. Wall Facing Side or Rear Yard. The area of
25 permitted wall signs facing side or rear yards shall not
26 exceed one square foot of sign area for each linear foot
27 of building wall.

28 //

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COASTAL COMMISSION

1 Sec. 13. Section 21.44.140 of the Long Beach Municipal
2 Code is amended to read as follows:

3 21.44.140 Awning marquee/canopy and pylon signs.

4 Awning and marquee/canopy signs are permitted for
5 each business located on the ground floor and abutting a
6 street, parking lot or public walkway within a mall,
7 excluding alleys and serviceways. Each awning or
8 marquee/canopy or pylon may display one sign subject to
9 the following provisions:

10 A. Area. The area of the sign may not exceed forty
11 percent (40%) of the total face of the awning or
12 marquee/canopy or pylon, not to exceed 100 square feet.
13 The face of the awning shall be measured as shown on
14 Figure 44-4.

15 B. Projection. The sign may not extend to within
16 two feet (2') of the curblin.

17 C. Limits. Marquee/canopy signs shall be contained
18 entirely within the perimetric limits of the fascia of
19 the marquee or canopy.

20 D. Slope. The face of the marquee, canopy or
21 awning shall slope not more than sixty degrees (60°) from
22 the vertical plane.

23 E. Additional Signage. In addition to a surface-
24 mounted marquee/canopy sign, a sign which displays the
25 business name only may be mounted on the under surface of
26 the marquee or canopy, provided:

27 1. The area of the sign does not exceed eight (8)
28 square feet;

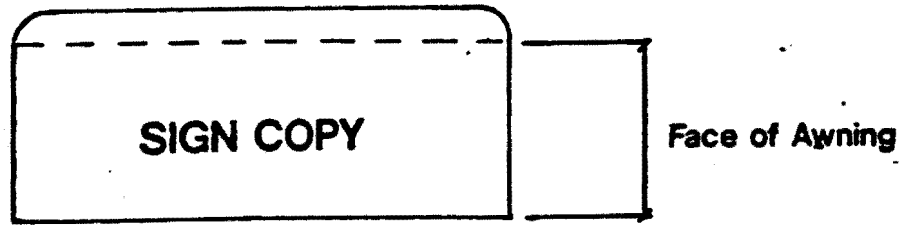
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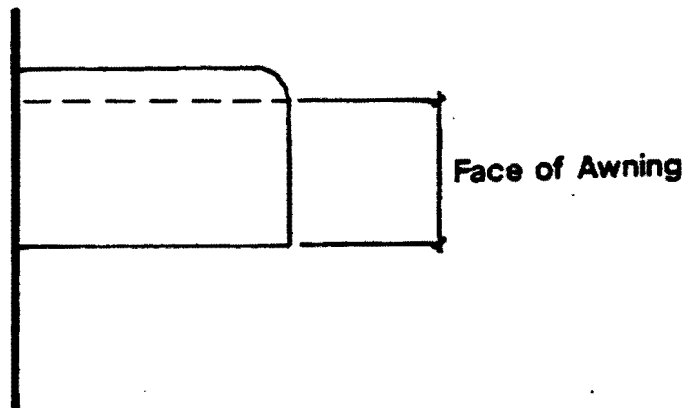
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FIGURE 44.4

FRONT ELEVATION



SIDE ELEVATION



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1 Sec. 17. Section 21.15.2575 is added to the Long Beach
2 Municipal Code to read as follows:

3 21.15.2571 Sign, changeable copy

4 A sign whose copy is periodically changed to
5 advertise events, sales, and the like, with detachable
6 but motionless lettering that must be manually installed,
7 usually on a series of parallel tracks. A changeable
8 copy sign shall not include a "trivision" sign,
9 electronic sign, or electronic message center.

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11 *Sec. 18. Section 21.27.160 is added to the Long Beach
12 Municipal Code to read as follows:

13 21.27.160 Amortization - Fleet Service/Company Vehicle
14 Operations

15 Any Fleet Service/Company Vehicle Operation as
16 defined in Section 21.15.1065 which was lawfully in
17 existence as of the effective date of this section (City
18 Clerk to insert date) which does not comply in whole or
19 in part with the parking requirements of Section
20 21.41.216, shall be terminated or otherwise be brought
21 into full compliance within one year of the effective
22 date of this section (City Clerk to insert date). For
23 those Fleet Service/Company Vehicle Operations which
24 cannot be brought into compliance with these provisions
25 because they do not meet the parking requirements of
26 Section 21.41.216, the use may be extended for only one
27 additional period of time (not to exceed one year), to be
28 established by the Planning Commission, upon a showing by

*LCP No. 3-98.

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21.44.103 Changeable copy sign

A. Sign standards waiver required. All changeable copy signs shall be required to obtain a sign standards waiver prior to the issuance of a building permit as described in Division V of Chapter 21.25 - Specific Procedures.

B. Size. Changeable copy displays may be installed on all signs otherwise permitted by this Chapter. The area of the changeable copy display shall be counted toward the allowable sign area for the type of sign upon which the changeable copy is installed.

COASTAL COMMISSION

all permits for the use and occupancy of recreational vehicle sites and parking spaces therein. (Ord. C-5948 § 1 (part), 1983).

16.54.040 Permit required.

No person shall use, park or occupy any recreational vehicle site or parking space within the Park without first having obtained a permit from the Manager and paying the prescribed fee therefor. (Ord. C-5948 § 1 (part), 1983).

16.54.050 Alcoholic beverages.

Notwithstanding the provisions of Section 9.22.010, persons over the age of twenty-one years using, parking at or occupying a recreational vehicle site or parking space within the Park under a permit issued by the Manager may transport into the Park and drink or consume alcoholic beverages at the assigned recreational vehicle site. (Ord. C-5948 § 1 (part), 1983).

16.54.060 Rules and regulations.

The City Council may adopt, repeal, amend and modify regulations establishing the rates, fees and charges imposed by this Chapter and regulating the activities and operations within the Park. Upon adoption, repeal, amendment or modification of the regulations by the City Council, the regulations shall be filed in the office of the City Clerk and posted in a conspicuous place or places within the Park. Any person who violates any provision of this Chapter or any regulation adopted pursuant to this Section shall be subject to the penalties provided for in Section 1.32.010. As to any person who is a permittee under the provisions of this Chapter, any violation of any such regulation, in addition to the penalties applicable to persons generally, shall be cause for revocation and cancellation of the person's permit. (Ord. C-5948 § 1 (part), 1983).

Chapter 16.55

ADVERTISING ON PUBLIC PROPERTY AND FACILITIES

Sections:

- 16.55.010 Definitions.
- 16.55.020 Advertising/Recognition agreements.
- 16.55.030 Restrictions.

16.55.010 Definitions.

The words and phrases defined in this Section, wherever used in this Chapter, shall have the meanings indicated unless the context requires a different meaning:

A. "Advertise" and any of its variants, and "advertising display" mean the depiction or presentation on a sign, personal property, bench, fixed device or structure of any name, word, statement, message, drawing, picture, painting, mark, motto, symbol or figure for the purpose of calling attention to a business, trade, organization or activity and/or inducing directly or indirectly, the purchase or use of any specific item of commerce or trade.

B. "Donor Recognition Program" and any of its variants means contributions of money, equipment, facilities, materials or other goods or services or other consideration in exchange for public recognition in a form and manner determined by the City.

C. "City's Advertising Policy" means that certain Policy on City Sponsorship, Corporate Recognition and Advertising, adopted on July 23, 1996, as amended from time to time. (Ord. C-7429 § 1, 1996).

16.55.020 Advertising/Recognition agreements.

A. The City may enter into contracts, permits, licenses and agreements with private individuals or organizations to provide advertising space or donor recognition on City owned real and personal property as may be designat-

COASTAL COMMISSION
LB LCP 1-97B
EXHIBIT # 5

21.25.807 Variance.

Once a special setback line is established by ordinance, a variance to permit a structure to project into the special setback area may be granted in accordance with and subject to the findings of fact required for a variance as set forth in Division III of this chapter. However, no variance shall be granted if the encroachment is within a setback established for the protection and preservation of rights-of-way.

(Ord. C-6533 § 1 (part), 1988).

21.25.808 Exception for fences.

A replacement fence within the special setback area shall not be considered a nonconformity and shall be permitted provided such fence is located in a side or rear yard and provided the fence height does not exceed six feet, six inches.

(Ord. C-6533 § 1 (part), 1988).

Division IX. Local Coastal Development Permits

21.25.901 Purpose.

Coastal development procedures are established to ensure that all public and private development in the Long Beach coastal zone is developed consistent with the city's certified local coastal program.

(Ord. C-6533 § 1 (part), 1988).

21.25.902 Applicability.

All properties in the coastal zone are subject to the procedures outlined in this section. The coastal zone boundaries are indicated on the official zoning map.

(Ord. C-6533 § 1 (part), 1988).

21.25.903 Permit required.

All development in the coastal zone shall be required to obtain either a coastal permit pursuant to Section 21.25.904 or a coastal permit categorical exclusion pursuant to Section 21.25.906. Such approval must be issued prior to the start of development and shall be required in addition to any other permits or approvals required by the city.

- A. **Coastal Permit Issued by the Coastal Commission.** Developments on tidelands and submerged lands require a permit issued by the California Coastal Commission in accordance with the procedure as specified by the California Coastal Commission.
- B. **Coastal Permits Issued by the City.** The following categories of projects require coastal permits in accordance with the procedures set forth in this division:

- B. Hearing Required.** A public hearing shall be required prior to the approval of a local coastal development permit.
- C. Findings Required.** Prior to approving a local coastal development permit, the responsible hearing body must find:
1. The proposed development conforms to the certified local coastal program including but not limited to all requirements for replacement of low and moderate-income housing; and
 2. The proposed development conforms to the public access and recreation policies of Chapter 3 of the Coastal Act. This second finding applies only to development located seaward of the nearest public highway to the shoreline.
- D. Date of Final Local Action.** The date of final local action is:
1. The date when the appeal period on all local actions has expired without local appeal;
 2. The date of action on the local appeal(s); or
 3. The date the city is notified by the applicant that the application is approved by operation of law pursuant to Sections 65950 through 65957.1 of the Government Code.
- E. Notice of Final Action.** Within seven calendar days of the date of the final local action on a local coastal development permit, a notice shall be sent to the Coastal Commission and to any persons who specifically request such notice by submitting a self-addressed, stamped envelope. The notice shall include the written findings of fact required to approve the local coastal development permit and the conditions imposed on the approval, if the permit is approved. Any notice of final local action shall include the procedures for appeal of the action to the Coastal Commission and an indication as to whether the development is in an appealable area.
- F. Appeals to Coastal Commission.** All actions on local coastal development permits located seaward of the appealable area boundary, as determined under Section 21.25.908, may be appealed by an aggrieved person to the Coastal Commission according to the procedures of the Coastal Commission, provided that:
1. All local appeals of city actions provided for by this title have been exhausted and no fee was charged the appellant for the appeal; and
 2. The Coastal Commission has not appealed the local action.
- G. Effective Date.** A local coastal development permit shall be effective as follows:
1. **Outside Appealable Area.** On date of final local action;
 2. **Within Appealable Area.** At the conclusion of the twenty-first day after final local action, unless:
 - a. **Appeal.** If a permit is appealed, it shall become effective after action on the appeal by the Coastal Commission.

#4

1997 ZONING AND SUBDIVISION AMENDMENT No. 1
PROPOSED ZONING AND SUBDIVISION REGULATIONS

(prior to Ord. No. C-7550)

1. Create and establish sign variation procedures

Amend Sections 21.25.502, Section 21.25.506, Section 21.25.508, Section 21.44.035, and Section 21.44.100, as follows:

21.25.502 Applicability.

A. Standard. The following projects shall require site plan review:

1. **Residential.** The following residential projects require site plan review:
 - a. Five (5) or more units as one project. This includes both new construction, as well as additions. This includes side-by-side projects by the same applicant where the total of new plus existing units equals five (5) or more;
 - b. Construction of new dwelling unit or an addition greater than four hundred fifty (450) square feet in size to an existing dwelling, located on a lot less than twenty-seven (27') in width in the R-1-N, R-1-M, R-2-N, and R-2-A Districts;
 - c. Any project proposing to utilize the incentive program established for very low and low income households; and
 - d. Any residential project proposing to utilize a wing wall.

2. **Commercial.** The following commercial projects require site plan review:
 - a. New buildings of one thousand (1000) square feet or more,
 - b. Additions to existing commercial structures, in excess of one thousand (1000) square feet except where there are no changes of use, or infringement on property setbacks, or change of height or the visual aspect of the existing construction from public view. In these instances, site plan review is required only if the addition is equal to or greater than twenty-five percent (25%) or the area of the existing construction (up to 5,000 square foot addition) or one thousand (1,000) square feet whichever is greater;
 - c. Exterior remodeling of buildings with more than fifty feet (50') of street frontage in the CNA, CNP, and CNR Districts;
 - d. Commercial storage uses; and
 - e. Attached/roof mounted cellular and personal Communication services.

3. **Industrial or Public Assembly Use.** Industrial projects with five thousand (5,000) square feet or more of floor area of new construction, except those located in the IP (Port District) zoning district. Projects located in the IP zone shall be exempt from site plan review, except those projects which are located on a major arterial as defined by the transportation element of the General Plan;

COASTAL COMMISSION
LCP 1-97B

EXHIBIT # 7

PAGE 1 OF 21

21.25.506 cont.

1 B. Sign Permit Variation Requests. Sign permit
2 variation requests can only be approved when positive
3 findings are made for all of the following:

4 1. The proposed sign(s) enhance(s) the theme and/or
5 architectural character of the proposed development and
6 is consistent, compatible, and in scale with the
7 development, other signs within the development and/or
8 neighborhood;

9 2. The sign design or application is not
10 detrimental to and does not detract from the development
11 or the surrounding community; and

12 3. The proposed site or development is so unique
13 that the application of standard signage would detract
14 from the project.

15
16 Sec. 4. Section 21.25.508 of the Long Beach Municipal
17 Code is amended to read as follows:

18 21.25.508 Waiver of Development Standards

19 A. Waiver of Specific Standards. During the site
20 plan review, the Site Plan Review Committee may waive
21 development standards for: *See next page (4) Ex. 7*

22 1. Development Projects:

23 a. Privacy;

24 b. Open space;

25 c. Pedestrian access;

26 d. Landscaping;

27 e. Wrought iron fence height;

28 f. Guest parking in projects located outside of a

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EXHIBIT # *7*

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A. Sign Permit Variation.

Variation from the provisions of these sign regulations shall be considered only through the Site Plan Review procedures as specified in Division V of Chapter 21.25 - Specific Procedures. Prohibited signs, listed in Section 21.44.080, shall not be approved through this process.

B. Sign Program.

A sign program is defined as any sign application submittal for five or more new signs (not including exempt or temporary signs) intended to be placed on a new or existing development. To qualify as a sign program, all signs on the property (existing and new) must be designed in such a manner so as to be internally consistent, coordinated, and whole within themselves and to bolster the architectural theme of the subject property. Variation from the sign development standards may be granted for a sign program pursuant to the procedures established in Division V of Chapter 21.25 - Specific Procedures. However, prohibited signs, listed in Section 21.44.080 shall not be approved through this process.

21.44.100 Development standards.

A. Signs subject to Standards. All signs not listed as exempt or temporary signs shall be subject to the development standards specified in Sections 21.44.101 through 21.44.200 21.44.400. The only exceptions shall be for:

1. Projects/developments located in the Downtown - Pine Avenue Activity Center (defined as Buildings fronting on Pine Avenue north of Ocean Boulevard and south of Seventh Street). Sign proposals in this area shall be consistent with the Redevelopment Agency's Sign Program Guidelines and coordinated with these sign regulations; and

2. Signs that receive sign standards waiver permits pursuant to Section 21.44.035.

All other nonexempt and permanent signs shall require a sign permit, unless otherwise exempted by this Chapter subject to the standards specified in Sections 21.44.101 through 21.44.400.

B. Neon Outlining of Buildings. Neon tubing lighting and stringed lighting used to outline buildings or emphasize architectural elements of a building shall not be considered sign illumination but rather an architectural element subject to review and approval through the Site Plan Review Process as specified in Division V of Chapter 21.25 - Specific Procedures.

**Table 44-1
Exempt Signs for Non-Residential Land Uses**

1. Class of Signs	Maximum Size	Maximum Number	Other Conditions
1. Building directory sign identifying building occupants	18 sq. ft.	1 per parking lot entry and building entry	-If changeable copy used, must be glass encased -Must be visible from sidewalk or parking lot
2. Business information	3 sq. ft.	1 per business address	-Sign copy limited to identification of hours of operation, address and emergency information
3. Interior signs	Area of sign must be less than 25% of total area of window through which it is exhibited	No maximum limit	-Must be located between 1 foot to 6 feet to the interior of any window from which sign is visible -Sign may not flash, rotate or exhibit any other prohibited characteristics
4. Public service and accessory signs identifying public conveniences (e.g. restrooms, telephones, hours of operation, vacancies)	Total area of all signs visible from any one street shall not exceed 10 sq. ft.	No maximum limit	None
5. Theater outer lobby posters advertising current or coming attractions	No regulations	No maximum limit	Must be glass encased
6. Wall painted signs	Must comply with wall sign standards	Must comply with wall sign standards	Painter must send Department of Planning and Building a notice of intent prior to painting sign
7. Window signs	Total area of all signs displayed in any one window may not cover more than 10% 25% of total window area	No maximum limit	-Temporary promotional activity may be displayed in lieu of a permanent window sign -A notice of intent must be filed

<p>7-11. Open house signs or flags/banners</p>	<p>Height — None Area — 6 sq. ft.</p>	<p>No maximum limit</p>	<p>-May be used on temporary basis only when house is open for inspection without an appointment -May not be placed on public property</p>
<p>12. Political campaign signs</p>	<p>Height — None Area — 6 sq. ft.</p>	<p>1 per occupied residence or business street frontage</p>	<p>-Signs may not be illuminated -Signs may be displayed only for a period not exceeding 45 days prior to and 5 days after and election -No signs may be placed in or on any public right-of-way -Site upon which sign is located must be occupied -Each candidate or authorized representative must sign an affidavit assuring removal of all political signs</p>

Table 44-2 44-1
Exempt Signs for All Land Uses
(Continued)

Class of Sign	Maximum Size	Maximum Number	Other Conditions
<p>9-13. Real estate signs (on-premises) advertising sale, rental or lease of property</p> <p>and/or</p> <p>Real estate banners</p>	<p>Height — 8' Area — a) Non-residential use — 32 sq. ft. b) Residential use — 6 sq. ft. for first dwelling unit plus 1 sq. ft. for each additional unit up to 32 sq. ft. maximum</p> <p>Height — no specifications Area — 32 sq. ft. or 6 sq. ft./residential unit plus 1 sq. ft./additional units, whichever is less</p>	<p>1 per street abutting premises</p> <p>1 in addition to 1 other real estate sign on each street frontage</p>	<p>-Types limited to non-illuminated wall, window, freestanding or banner signs -No signs may be placed on public property -Signs and/or banners may be displayed only during the period the premises is held for sale, rental or lease, and for not more than 15 days thereafter</p>

2. ~~No illuminated sign shall change color or color intensity nor shall an illuminated sign be permitted to change light intensity.~~ Generally, illuminated signs shall not be allowed to change color or light intensity. The exception being neon and /or fiber optic sign light sources, which are permitted to gradually change color. ~~Light intensity for any illuminated sign shall not be allowed to change.~~ Signs in an amusement park are exempt from this regulation.
 3. No floodlight shall be used which is not hooded or shielded so that the light source is not visible from any public right-of-way or adjacent property.
- G. **Portable Signs.** Portable signs are prohibited, except that a portable sign may be displayed to indicate a temporarily closed vehicular entrance or exit for purposes of public safety or convenience.
- ~~H. **Statues and Models.** No sign shall be in the form of a statue or model, whether two-dimensional or three-dimensional.~~
- ~~I. H. **Street Furniture.** Signs shall not be placed on street furniture, as defined in this title. However, two business name signs may be placed on sidewalk newsstands pursuant to the provisions of this chapter pertaining to wall signs.~~
- ~~J. I. **Vehicle Signs.** Signs identifying an adjacent or nearby business shall not be affixed to vehicles parked in the public right-of-way or on private property in a manner such that the sign functions as an on-premises sign. This regulation shall not apply to buses and taxicabs legally operating within the city limits.~~
- ~~K. J. **Obstruction of Use or Visibility.** No sign shall be located so that any portion of the sign or its supports interferes with the free use of any fire escape or exit or obstructs any required fire standpipe, stairway, door, ventilator or window; nor shall any sign be located so as to obstruct the visibility of vehicles or pedestrians using driveways or doorways.~~
- ~~L. K. **Interference with Utility Lines.** No sign shall be located which has less horizontal or vertical clearance from utility lines than that prescribed by the rules of the Public Utilities Commission of the state.~~
- ~~M. L. **Interference with Official Traffic Control Devices.** No sign shall ~~appear~~ in color, wording, design, location or illumination, resemble or conflict with any traffic control device.~~
- ~~N. M. **Changeable Copy.** Changeable copy shall be prohibited on all signs except:~~
1. Marquee or canopy signs;
 2. Gasoline price signs;
 3. Freestanding signs for grocery stores or flower shops; and

D. Copy. Sign copy on each face of a freestanding sign shall be limited to the identification of a business and a total of two principal products or services sold on the premises. A freestanding sign that identifies a group of businesses or shopping center may include only the name of the business area or the name of the principal tenant of the business area on any one freestanding sign. However, automobile service stations may also include on each freestanding sign face the price of fuel being sold on the premises. Fuel price displays may contain fifteen square feet of sign area per street frontage in addition to that otherwise permitted.

E. Location.

1. No freestanding sign shall be located closer to any interior side property line than ~~one-third the width of the property measured at the street frontage or twenty-five feet (25'), whichever is less, as indicated on Figure 44-2. Lots smaller than seventy-five (75) feet wide shall place a freestanding sign no closer to any interior side property line than one-third (1/3) the width of the property measured at the street frontage, as indicated in Figure 44-2.~~ Lots adjoining freeway or railroad rights-of-way may locate a freestanding sign on the property line adjoining such right-of-way.
2. Where more than one freestanding sign is used for one business or group of businesses, the minimum distance between two freestanding signs shall be one hundred feet.

F. Projection.

1. No freestanding sign shall overhang any right-of-way line or established setback line.
2. The vertical clearance from grade to the lowest point of the sign is eight feet for pedestrian use and fourteen feet for vehicular use.

G. Supporting Device. Any angle iron or secondary support shall be enclosed in a form constructed of impermeable material, such that the angle iron or secondary support is not visible.

COASTAL COMMISSION

B. Number. The above mentioned businesses are allowed to have one electronic message center sign on-site in-lieu of two freestanding signs.

C. Area. The permitted area for electronic message center signs shall be the same as that permitted for freestanding signs, see Table 44-3 - Permitted Dimensions of Freestanding Signs.

No electronic message center sign shall be permitted to exceed the maximum area indicated in Table 44-3, unless the property/business owner wishes to trade-off more than two (2) permitted freestanding signs and add that cumulative sign area to the electronic message center sign. The maximum cumulative area permitted for electronic message center signs shall be as that provided in Table 44-4 - Maximum Cumulative Sign Area and Height Permitted for Electronic Message Center Signs.

TABLE 44-4

**Maximum Cumulative Sign Area and Height
Permitted for Electronic Message Center Signs**

Type of sign	Maximum Area (sq.ft.)	Maximum Height (feet)
Freeway oriented	1,000	40
Regional corridor or Major arterial frontage	200	25

D. Height. The maximum permitted height of an electronic message center sign shall not exceed the limits set forth in Table 44-4. The height of such signs are measured from grade (see sec. 21.15.1190) to the highest point of the sign. The exception shall be for freeway oriented electronic message center signs, where the freeway elevation is greater than the base of the sign, which may be measured from the grade of the freeway lane nearest the sign (not including on and off ramps) to the highest point of the sign, as illustrated in Figure 44-1.

E. Copy. Fixed/permanent sign copy on each face of an electronic message center sign shall be limited to the identification of the business, shopping, or convention center name or icon and two major tenants or products or services. The fixed/permanent sign copy shall not flash and shall be included in the overall sign area as indicated in Table 44-3 or Table 44-4, respectively.

5. All messages shall be limited to on-site advertising of goods or services or non-commercial messages (ie. time and temperature).

6. All electric signs shall conform to the Electrical Code of the City of Long Beach.

5. Simplify and deregulate the Wall Sign Section

Amend Section 21.44.130, as follows:

21.44.130 Wall or pylon signs.

Wall signs are permitted for any business which is fronting on a street, parking lot, public walkway within a mall, or which has exterior building frontage without facing a street, parking lot or mall.

- A. Number. One per wall or one per business for buildings with multiple tenants/businesses fronting on a street. In addition to the primary wall sign, secondary wall signs identifying products or services are permitted provided that the cumulative wall sign area does not exceed the allowable limits established in subsection B.
- B. Area.
1. Wall Facing Street. The total area of all wall signs facing a street shall not exceed one square foot of sign area per linear foot of building frontage; provided, that not more than one hundred square feet shall be allowed on any sign facing a residential, local or collector street and not more than two hundred fifty square feet shall be allowed for any sign facing a major or minor arterial.
 2. Wall Facing Side or Rear Yard. The area of permitted wall signs facing side or rear yards shall not exceed one square foot of sign area for each linear foot of lot line length. However, not more than one hundred square feet of total sign area shall be permitted.
 3. Allowed sign area cannot be transferred from one building side to another.
 4. Icons and Models. Wall signs in the shape of icons, models, or logos shall be permitted provided that the cumulative wall sign area for all signs does not exceed the allowable limits. To calculate the area of two dimensional signs, the sign's length and width shall be multiplied. The area of three dimensional signs shall be measured as a longitudinal section of the icon or model.
- C. Height. The maximum height of wall signs above grade, to the highest point of the sign shall be as set forth in Table 44-6.

B. **Multifamily Residential Building Identification.** Multifamily building identification signs are permitted in the form of a wall sign, a freestanding sign, an awning or a marquee/canopy sign subject to the following restrictions:

1. **Number.** One sign is permitted for each street on which the building abuts.
2. **Design Standards.** The manner in which building identification signs may be displayed shall determine the design standards.
 - a. **Wall Sign.** The identification sign shall comply with all applicable wall sign provisions of this chapter, except that the total area shall not exceed twenty percent of the signable area, nor more than five percent of the building face, and the maximum height shall not exceed fifteen feet above grade.
 - b. **Freestanding Sign.** The building identification sign shall comply with all applicable freestanding sign provisions of this chapter, except that the maximum area shall not exceed twenty-seven square feet and the maximum height above grade shall not exceed four feet above grade.
 - c. **Awning or Marquee/canopy Sign.** The identification sign shall comply with all applicable awning or marquee/canopy sign provisions of this chapter.

7. Define Community Identification Signs, codify design standards and allow these signs on private property

Add Section 21.15.2573, Section 21.44.105, amend Section 21.44.090, as follows:

21.15.2573 Signs, community identification

A "Community identification sign" identifies a community comprised of various residential neighborhoods and/or commercial or industrial district(s) and announces its geographical boundaries (i.e. now entering or leaving community name) within the City. This sign shall always identify that the respective community is part of the City.

- C. **Removal of Signs.** Any sign permitted on public property shall be removed by the party responsible for its posting immediately after the conclusion of the advertised event or by the removal date established by ordinance, regulation, contract or event. If such sign is not removed by that time, it shall be deemed abandoned and may be summarily removed by the city. The person or entity responsible for posting said sign shall be liable for the city's costs and incurred in the removal of such sign, and the City Manager or his/her designee is authorized to collect said costs.
- D. **Illegal Signs.** Any sign placed on public property in violation of the provisions of this section is declared a public nuisance and may be summarily removed by the city. The person or entity responsible for such illegal posting shall be liable for the city's costs incurred in the removal of such sign, and the city manager or his designee is authorized to collect said costs.

21.44.105 Community Identification Signs

The City recognizes the desire for unique communities within its boundaries to positively identify themselves and their geographic boundaries. To this end, the following guidelines are established to control the design, content, and location of Community Identification Signs on private property.

- A. **Type of Sign:** Limited to monument signs.
- B. **Maximum Height:** Community identification signs are limited to a maximum height of four (4) feet.
- C. **Maximum Length:** Limited to nine (9) feet long.
- D. **Thickness:** Minimum of three (3) inches to a maximum of one (1) foot.
- E. **Materials:** Wood, stone, concrete, or metal or a combination of these materials.
- F. **Lettering:** Individual letters carved from display or bolted onto display. Fragile or glued on lettering is not allowed.
- G. **Lighting:** Exterior light source only.
- H. **Prohibited:** Sign cans, plastic, or fabric sign fascia.
- I. **Identification:** Each community identification sign must indicate that the respective community is part of the City of Long Beach.
- J. **Required plans:** Prior to the issuance of a sign permit, allocation map shall be submitted along with the required sign plan for review and approval by the Zoning Administrator.

- C. Each new cellular or personal communication station will be subject to a ten (10) year review by the Planning Commission. The review will determine whether or not the originally approved monopole height and accessory equipment are still necessary to provide adequate communication service.
- D. The use shall not adversely affect the health, peace and safety of persons residing or working on the premises or in the surrounding area.
- E. The applicant shall be required to structurally design the footing of the antenna to support a monopole which is at least 15' higher than the monopole approved by the Planning Commission. The intent of this requirement is to allow a future wireless network to replace an existing monopole with a new monopole capable of supporting co-location. Should it be determined that additional height is necessary to support co-location, the Director of Planning and Building shall be authorized to approve reasonable modifications to the pole height, and the co-location of additional equipment within the 15' extension limit.
- F. Applications for the construction of new monopoles must include proof that notice of an intent to file the application has been provided to all other wireless and personal communications systems operators authorized to operate in the Long Beach Area. The notice shall include the address of the property as well as the anticipated application date to the City of Long Beach. Such notice must be provided at least ten (10) days prior to the filing of the Conditional Use Permit. Proof of notice shall be provided in the form of copies of returned certified mail receipts. Applications submitted without proof of notification shall be deemed "incomplete" until adequate proof of noticing has been provided.

12. Amend CUP Special Conditions of Approval referencing Handicapped and Senior Citizen Housing.

Amend Section 21.52.233, as follows:

21.52.233 Handicapped and traditional senior citizen housing.

The following conditions shall apply to housing for the handicapped and for senior citizens:

- A. In a residential zone, handicapped and senior citizen housing shall be limited to the density allowed in the underlying zone district multiplied by the number indicated in Table 52-1. In congregate care facilities, each bedroom with two or fewer beds shall count as a dwelling unit in calculating density. In bedrooms with more than two (2) beds, each bed shall count as a unit. This shall be the maximum permitted density. The planning commission may require a lower density as the situation requires. In nonresidential zones, densities shall be limited to one dwelling unit per two hundred square feet of lot area;
- B. Consideration of the conditional use permit shall address crime rate, and scale and style of the proposed building in relation to other buildings within the immediate vicinity;

be repaired or rebuilt to a more conforming area or footprint.

- B. **Additional Floor Area Added.** If during restoration and/or reconstruction additional floor area is added, the use or structure shall abandon its nonconforming status.
- C. **Time Limit.** For multi-family residential uses, the repairs must be commenced within two years of the event causing damage to the use or structure, and the repairs must be diligently pursued until completed. For all other uses, The repairs must be commenced within one year of the event causing damage to the use or structure, and the repairs must be diligently pursued until completed.

14. Delete reference to Churches in Industrial Use Table and related text

Amend Table 33-2 and Section 21.52.215, as follows:

**Table 33-2
Uses In industrial Districts
(Continued)**

Use	IL	M	IG	IP	*Notes and Exceptions
14. Miscellaneous Uses					
14.1 Caretaker, night watchman's quarters	AP	AP	AP	AP	a. Caretaker quarters permitted only in conjunction with a permitted nonresidential use.
14.2 Art studio with associated residence	AP	AP	AP	N	b. Billboards subject to regulations and standards contained in Chapter 21.54.
14.3 Vocational Schools	Y	Y	Y	Y	c. For Temporary Uses Regulations see Chapter 21.53.
14.4 Job Training and Vocational Rehabilitation (SIC code 833)	C	C	C	C	

EX 8
414