

CALIFORNIA COASTAL COMMISSION

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December 17, 1998

RECORD PACKET COPY

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 January 15, 1999 meeting in Culver City).

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, recreation 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 coastal access, recreation and visual resources are adequately protected from the adverse impacts of signage near the coast. The first two modifications would require specific view, recreation 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 recreation, access or views to or along the coast from publicly accessible places, or otherwise adversely affect coastal recreation, 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. The suggested modification would: 1) prohibit the placement of new freestanding signs on the sandy beach, 2) require approval of a comprehensive sign plan prior to the placement of private signs on public property adjacent to the sandy beach, and 3) 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 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, recreation, or the visual resources of the coast.

CONTENTS OF LCP AMENDMENT REQUEST

The proposed changes to the certified LIP are contained in Ordinance Nos. C-7500 and C-7550 (Exhibits #3&4). Resolution No. C-26236 submits the LCP amendment request for certification by the Commission (Exhibit #2). The City Planning Commission held two public hearings for the sign code changes proposed by Ordinance No. C-7500 on May 1, 1997 and June 5, 1997. The City Council held a public hearing for the sign code changes proposed by Ordinance No. C-7500 on September 9, 1997. The Long Beach City Council adopted Ordinance No. C-7500 on September 23, 1997.

On November 3, 1997, the City forwarded LCP Amendment Request No. 1-97 to the Commission's Long Beach office. On December 12, 1997, the City requested that LCP Amendment Request No. 1-97 be split into parts A and B: No. 1-97A (flood damage prevention regulations) and No. 1-97B (sign code). On January 12, 1998, the Commission approved LCP Amendment No. 1-97A (flood damage prevention regulations), and extended the sixty-day time limit for Commission action on the LCP Amendment Request No. 1-97B for a period not to exceed one year from the prior deadline of January 17, 1998.

In 1998, the City further modified its sign code by adopting Ordinance No. C-7550 (Exhibit #4). The City Planning Commission held a public hearing for the more recent sign code modifications on May 7, 1998. The City Council held its public hearing on June 23, 1998, and adopted Ordinance No. C-7550 on June 30, 1998. The City has requested that the sign code modifications proposed by Ordinance No. C-7550 be submitted for Commission certification as part of LCP Amendment No. 1-97B¹.

This LCP amendment request is consistent with the submittal requirements of the Coastal Act and the regulations which govern such proposals (Sections 30501, 30510, 30514 and 30605 of the Coastal Act, and Sections 13551, 13552 and 13553 of the California Code of Regulations).

ADDITIONAL INFORMATION

Copies of the staff report are available at the South Coast District office located in the ARCO Center Towers, 200 Oceangate, Suite 1000, Long Beach, 90802. To obtain copies of the staff report by mail, or for additional information, contact Charles Posner in the Long Beach office at (562) 590-5071.

STANDARD OF REVIEW

The standard of review for the proposed amendment to the LCP Implementing Ordinances (LIP), pursuant to Sections 30513 and 30514 of the Coastal Act, is that the proposed amendment is in conformance with, and adequate to carry out, the provisions of the certified Land Use Plan (LUP).

¹ All zoning ordinance modifications proposed by Ordinance No. C-7550 that do not involve the sign code were approved by the Commission on November 6, 1998 as part of Long Beach LCP Amendment No. 3-98 (minor)

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

amended ordinances, maps, and other implementing actions are consistent with, and adequate to carry out, the provisions of the certified Land Use Plan, as provided in Section 30513 of the Coastal Act, if amended according to the suggested modification stated in Section II of this report. Approval of the Implementing Actions meets the requirements of Section 21080.5(d)(2)(A) of the California Environmental Quality Act in that there are no further feasible alternatives or mitigation measures available which would substantially lessen any significant adverse impacts on the environment.

The Commission further finds that if the local government adopts and transmits its revisions to the amendment to the Implementing Ordinances in conformity with the suggested modification, then the Executive Director shall so notify the Commission.

II. SUGGESTED MODIFICATIONS

Certification of amendment No. 1-97B to the City of Long Beach certified LCP is subject to the following modifications (modifications underlined):

A. Modify Section 21.25.506.B "Findings Required (Site Plan Review)" (Exhibit #3 p.7):

B. Sign Standards Waiver Requests. Sign standards waiver requests can only be approved when positive findings are made for all the following:

1. The proposed sign(s) enhance(s) the theme and/or architectural character of the proposed development and is consistent, compatible, and in scale within the development and/or neighborhood.
2. The sign design or application is not detrimental to and does not detract from the development of the surrounding community; and
3. The proposed site or development is so unique that the application of standard signage would detract from the project.
4. 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; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast.

B. Modify Section 21.25.508.A "Waiver of Development Standards (Site Plan Review)":

Add the following underlined language to the end of Section 21.25.508.A (Exhibit #3 p.8):

- 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; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast.

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:

1. On the sandy beach, the placement of private freestanding signs is prohibited.
2. Prior to the placement of any private sign on public property located adjacent to the sandy beach, a coastal development permit shall be approved for a comprehensive sign plan. A comprehensive sign plan shall include specific standards for the size, number and location of proposed signs. A coastal development permit for a comprehensive sign plan shall be approved only if a positive finding is made that the sign or signs included in the plan do not: (a) obstruct public views to or along the coast; (b) adversely impact public access to and use of the water; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast.
3. 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; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast.

III. FINDINGS

The following findings support the Commission's denial of the LIP amendment as submitted, and approval of the LIP amendment if modified as indicated in Section II (Suggested Modifications). The Commission hereby finds and declares as follows:

A. Amendment Description and Background

The City of Long Beach has requested this LCP amendment in order to incorporate into the LCP implementing ordinances (LIP) several recent revisions and updates of the City's zoning code. This LCP amendment request involves numerous changes to Chapter 21.44 (On-premises signs) of the City of Long Beach zoning ordinance (Exhibit #7). There are, however, a few changes proposed to sections of the zoning ordinance other than the sign code (Exhibit #8). Any change to the City's zoning regulations constitutes an amendment to the LCP because the City zoning regulations are the implementing ordinances (LIP) of the certified LCP. The proposed LCP amendment affects only the LIP portion of the LCP and does not propose any rezoning or land use changes in the coastal zone. The certified Land Use Plan (LUP) portion of the LCP is not affected by this amendment.

The Commission action on this LCP amendment request will only affect development that is located within the portion of the City's coastal zone that is covered by the certified LCP. In regards to the requested changes to the sign code, the Commission must ensure that City-approved signage will not negatively affect public access, recreation or visual resources in the coastal zone. The primary concern is that the City's proposal to permit private signs on public property would result in negative impacts to public recreation areas along the City's coast by obstructing public views or impeding public access and recreation. In order to protect public access, recreation and visual resources, staff has recommended three modifications to the sign code that would ensure that impacts to public views, recreation and access are considered whenever a sign on public property or sign standard waiver is approved near the coast.

Sign Code (21.44)

Chapter 21.44 (On-premises signs) of the City of Long Beach zoning ordinance regulates all types of signs that may be placed on private and public property throughout the City. Chapter 21.44 divides signs into four different categories: 1) signs on private property that are subject to City sign permit requirements (21.44.030) under the sign development standards contained in Section 21.44.100-200; 2) signs that are exempt from the City sign permit requirements (21.44.070); 3) prohibited signs (21.44.080); and 4) signs on public property (21.44.090).

Signs on private property that are subject to City sign permit requirements (21.44.030)

Section 21.44.030 of the zoning ordinance requires that any new sign or any alteration of an existing sign shall be subject to the requirement for a City sign permit, unless specifically exempted by Chapter 21.44. City sign permits can be issued for signs on private property that comply with the sign development

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.

Signs on public property (21.44.090)

The most significant change proposed by this LCP amendment request is the City's change in policy regarding advertising on public property (See Chapter 16.55, Exhibit #5). Currently, signs on public property are regulated by Section 21.44.090 of the zoning ordinance, but advertising signs are not permitted on public property. The current proposal includes a process for the City to permit private signs on public property for advertising or promotion (See Exhibit #3, ps.25-27).

The City has recently indicated an interest in renting public space for the purpose of generating advertising revenue. The addition of Section 21.44.090.A.8 to the City's zoning ordinance would allow the City to approve such a use (See Exhibit #3, p. 26 & Exhibit #5). The proposed LCP amendment does not require a coastal development permit for new signs on public property, and there are no standards included in the proposal to protect the unique visual resources of the coast. There also are no standards that protect coastal access and recreation.

Other Proposed Changes to Zoning Ordinance

The following proposed zoning ordinance amendments do not involve signage. Each of the following proposed changes to the certified LIP conform to the certified LUP and are adequate to carry out the provisions of the LUP:

Modification of the current disclosure requirement for sales of condominium units deleting a reference to a previously eliminated section of the subdivision regulations (Exhibit #8, p.1);

Modification of the currently certified standards for communication services in order to encourage co-location (sharing) of communication sites (Exhibit #8, p.2);

Modification of the currently certified standards for granting extra density for senior citizen or handicapped housing units in order to ensure that the development is compliant with the California Civil Code Section 51.3 (Exhibit #8, p.3);

Modification of the currently certified standards for non-conforming rights for structures destroyed or damaged by disasters. The proposed modification would allow up to two years for repairs of non-conforming multi-family uses, instead of the current requirement of one year (Exhibit #8, p.4);

Minor changes to the use table for Industrial Districts (there are no Industrial Districts in the certified LCP area of Long Beach); and,

Additions and minor changes to the definitions section of the zoning ordinance (Chapter 21.15) that do not affect coastal resources.

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. Recreational opportunities could also be adversely affected by the placement of signs in public recreation areas.

In the Commission's area of retained jurisdiction, the Commission protects coastal access, recreation, 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 30220 of the Coastal Act states:

Coastal areas suited for water-oriented recreational activities that cannot readily be provided at inland water areas shall be protected for such uses.

Section 30221 of the Coastal Act states:

Oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public or commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.

Section 30223 of the Coastal Act states:

Upland areas necessary to support coastal recreational uses shall be reserved for such uses, where feasible.

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 Visual Resource Policies

The certified LCP considers visual resources to be an important coastal resource that shall be protected. The certified LCP protects visual resources by protecting specific views and view corridors, and by requiring specific design and landscaping standards that improve the visual quality of the coastal zone. The certified LCP contains numerous policies that call for the protection of visual resources, for instance:

- “No windbreaks shall be constructed which would block or inhibit seaward views”. [LCP p.II-19].
- “Increased landscaping of all beach parking lots shall be provided.” [LCP p.II-20].
- “It is further recommended that appropriate planting be placed on the bluff both for aesthetic purpose and to contribute to bluff stability.” [LCP p.II-26].
- Marina Green Park “provides a foreground for the marina which helps to mitigate the negative visual effects of the marina parking lot”. [LCP p.DS-26].
- “The visual resources enumerated in the Description section of this chapter will be protected and enhanced by the design criteria stated in Locating and Planning New Development and Implementation.” [LCP p.DS-38].
- “Viewing promontory Bays shall articulate the terminus of the north/south access(es) from Ocean Boulevard.” [LCP, PD-6].

- “All buildings shall be arranged on their sites so as to provide views between the buildings, so as to avoid the impression of a wall of buildings, so as to minimize blocking shoreline views of other buildings, so as to entice pedestrians into the shoreline area.” [LCP, PD-6].
- “The visual edges of all parking structures shall be visually attractive through choice of material, landscaping, terracing and/or facing these edges with other uses.” [LCP, PD-6].
- “All open areas shall be landscaped in a park-like setting...”. [LCP, PD-6].
- “North/south public walkways and/or view corridors shall be provided...”. [LCP, PD-6].
- “The north/south connections to the east/west walk shall terminate in viewing platforms.” [LCP, PD-6].
- “The Master Site Plan shall be designed so as to provide views to the pedestrian areas beyond the Ocean Boulevard frontage to invite and attract pedestrians into the Shoreline area.” [LCP, PD-6].

LCP Access Policies

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

LCP Recreation Policies

The certified LCP also considers public recreation to be an important coastal resource that shall be protected. The following LCP policies protect recreational uses near the coast:

- “Only beach dependent recreational facilities such as sand volleyball courts, should be located on the beach, i.e., no handball, basketball, or tennis courts except as provided herein.” [LCP p.II-19].

- "No commercial establishments and no additional parking should be permitted on the beach except as otherwise provided in this LCP." [LCP p.II-19].
- "Private motor vehicles should be prohibited from using the strand area except for beach maintenance or concession service." [LCP p.II-21].
- "Lessees of food and beverage dispensing establishments on the beach and in public parks shall be responsible for keeping all public property within one hundred feet of the establishment clear of all trash and garbage, regardless of the origin of such materials. Lease agreements with the City should incorporate this requirement." [LCP p.II-21].
- "Bluff Park between the Art Museum and 36th Place should be maintained in its present configuration." [LCP p.II-23].
- "No changes in Bayshore Playground shall be allowed other than recreational facility uses." [LCP p.II-24].

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)

3. Traffic improvements that do not alter roadway or intersection capacity by more than ten percent, do not decrease parking or impair access to the coast.
4. Public works projects with an estimated cost of \$49,999 or less.

Sign Code (21.44)

This LCP amendment request involves numerous changes to Chapter 21.44 (On-premises signs) of the City of Long Beach zoning ordinance. The Commission must ensure that City-approved signage will not negatively affect public access, recreation or visual resources in the coastal zone. The following analysis describes how each of the four categories of signs is regulated to ensure that visual, recreational and coastal access resources are protected in the coastal zone.

Staff has recommended three modifications to the sign code. The first and second suggested modifications would ensure that access to the water, recreational uses, and impacts to public views are taken into account whenever a sign or sign standard waiver is approved near the coast. The third suggested modification would require local coastal permits for certain signs on public property, and prohibit private signs on the sandy beach. The primary concern is that the City's proposal to permit private signs on public property would result in negative impacts to public recreation areas along the coast by impeding views, interfering with recreational uses, and by blocking or discouraging public access to the water.

As previously stated, Chapter 21.44 (On-premises signs) of the City of Long Beach zoning ordinance regulates all types of signs that may be placed on private and public property throughout the City. Chapter 21.44 divides signs into four different categories: 1) signs on private property that are subject to City sign permit requirements (21.44.030) under the sign development standards contained in Section 21.44.100-200; 2) signs that are exempt from the City sign permit requirements (21.44.070); 3) prohibited signs (21.44.080); and 4) signs on public property (21.44.090). Some signs in the coastal zone fall into the category of development that is exempt from local coastal development requirements, and other signs are required to obtain a coastal development permit.

Signs on private property that are subject to City sign permit requirements (21.44.030)

Section 21.44.030 of the zoning ordinance requires that any new sign or any alteration of an existing sign shall be subject to the requirement for a City sign permit, unless the specifically exempted by Chapter 21.44. City sign permits can be issued for signs on private property that comply with the sign development standards contained in Sections 21.44.100-200 of the zoning ordinance. These types of signs are exempted from coastal development permit requirements (Section 21.25.903, Exhibit #6) in the certified LCP area because they are found to be consistent with all zoning regulations, specifically 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 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 recreational, 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, recreational opportunities 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; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual 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.

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. This LCP amendment request does not alter the regulation of prohibited signs.

Signs on public property (21.44.090)

The most significant change proposed by this LCP amendment request is the City's change in policy regarding advertising on public property (See Chapter 16.55, Exhibit #5). Currently, signs on public property are regulated by Section 21.44.090 of the zoning ordinance, but advertising signs are not permitted on public property. The current proposal includes modifications to the process for the City to permit private signs on public property for advertising (See Exhibit #3, ps.25-27).

The City has recently indicated an interest in renting public space for the purpose of generating advertising revenue. The addition of Section 21.44.090.A.8 to the City's zoning ordinance would allow the City to approve such a use. The proposed LCP amendment does not require a coastal development permit for new signs on public property, and there are no standards included in the proposal to protect public access, recreation or the unique visual resources of the coast.

Therefore, a modification is required to ensure that signs proposed on public property are analyzed for adverse impacts to access, recreation and visual resources along the coast. The method to analyze proposed signs on public property for adverse impacts to access, recreation or visual resources is to require a threshold requirement for obtaining a local coastal development permit, and to identify standards that a coastal development permit must meet before it can be approved. Without such provisions, the proposed LIP amendment would not adequately to carry out the provisions of the certified LUP that protect visual resources, recreation and access to 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 following suggested modification would require a coastal development permit 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 (Exhibit #3, ps.25-26). Additionally, in order to protect public views, recreation and public access to the beach, the suggested modification would prohibit the placement of new private freestanding signs on the sandy beach. A comprehensive sign plan would be required prior to the placement of private signs on public

property located adjacent to the sandy beach. Certain categories of signs that do not rise to the level of development would be exempted as follows.

In the coastal zone:

1. On the sandy beach, the placement of private freestanding signs is prohibited.
2. Prior to the placement of any private sign on public property located adjacent to the sandy beach, a coastal development permit shall be approved for a comprehensive sign plan. A comprehensive sign plan shall include specific standards for the size, number and location of proposed signs. A coastal development permit for a comprehensive sign plan shall be approved only if a positive finding is made that the sign or signs included in the plan do not: (a) obstruct public views to or along the coast; (b) adversely impact public access to and use of the water, (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast.
3. 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; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual 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, recreation 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, recreation and public access. Therefore, there must be a process in place that requires the protection of these important coastal resources from the adverse impacts of signage.

C. California Environmental Quality Act (CEQA)

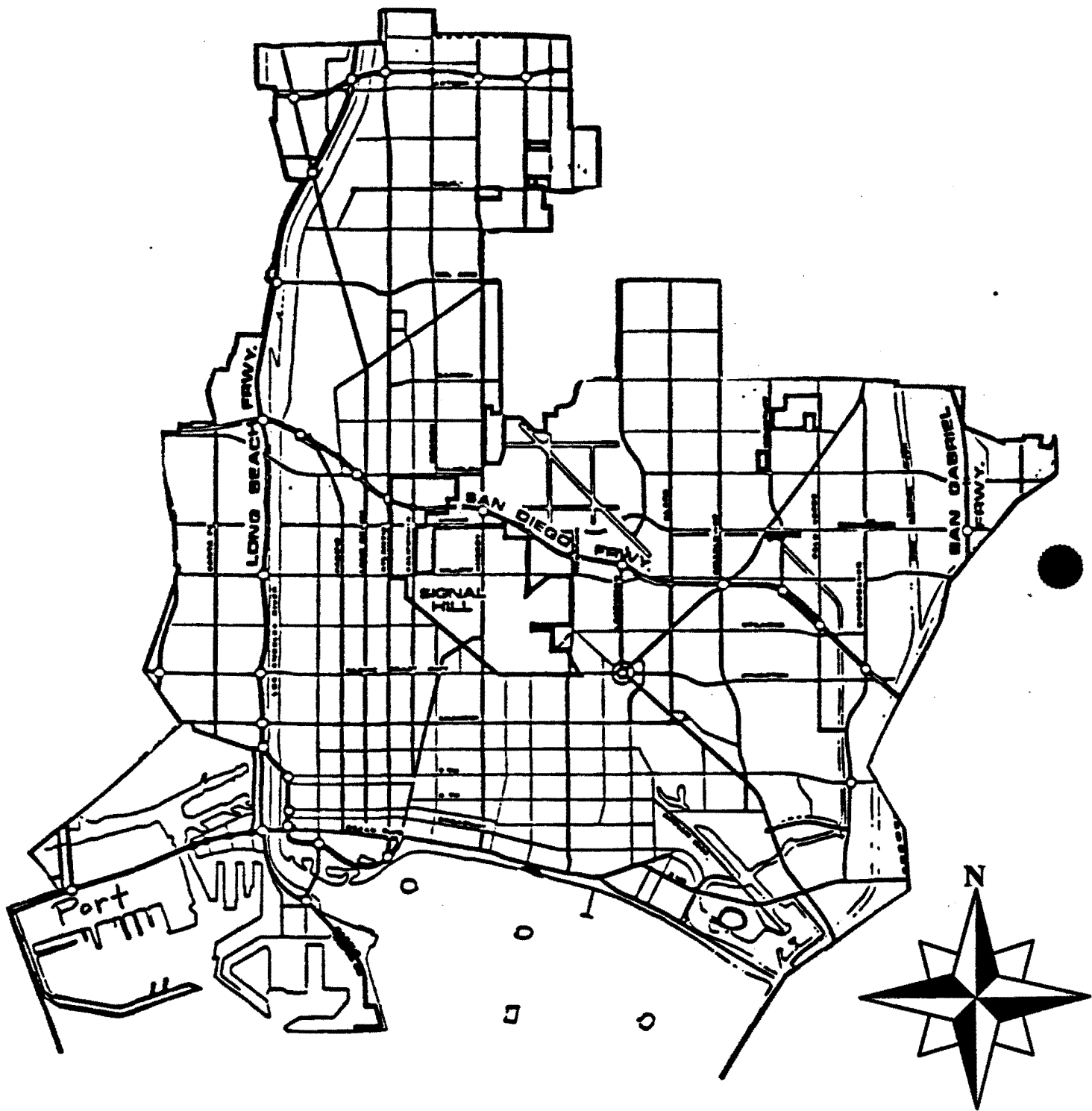
Pursuant to the California Environmental Quality Act (CEQA) and the Coastal Commission's regulations [see California Code of Regulations, Title 14, Sections 13540(f), 13542(a), 13555(b)] the Commission's certification of this Local Coastal Program amendment must be based in part on a finding that it 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.

CP/END

City of Long Beach



COASTAL COMMISSION
LCP 1-97B

EXHIBIT # 1
PAGE 1 OF 1

RESOLUTION NO. C- 26236

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH SUBMITTING AMENDMENTS OF
THE LONG BEACH ZONING REGULATIONS (SIGN CODE)
TO THE CALIFORNIA COASTAL COMMISSION AS LOCAL
COASTAL PROGRAM AMENDMENT

WHEREAS, the City Council of the City of Long Beach has
recently revised numerous provisions of the Long Beach Zoning
Regulations as set forth in Ordinance No. C-7500 of the City of
Long Beach. It is the desire of the City Council to submit the
documents to the California Coastal Commission for its review as
implementing ordinances of the Long Beach Local Coastal Program
(LCP); and

WHEREAS, the Planning Commission and City Council gave
full consideration to all facts and proposals respecting these
amendments to the Zoning Regulations at properly noticed and
advertised public hearings. The City Council approved the
proposed changes to the LCP by adopting the Zoning Regulations.
The proposed Zoning Regulation amendments are to be carried out
in a manner fully consistent with the Coastal Act and become
effective in the Coastal Zone immediately upon Coastal Commission
certification; and

WHEREAS, environmental documentation has been prepared,
certified, received and considered as required by law, and the
City Council hereby finds that the proposed changes will not
adversely affect the character, livability or appropriate

COASTAL COMMISSION
LCP 1-97B
EXHIBIT # 2
PAGE 1 OF 3

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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.

22 //

23 //

24 //

25 //

26 //

27 //

28 //

COASTAL COMMISSION

EXHIBIT # 2

PAGE 2 OF 3

1 I certify that this resolution was adopted by the City
2 Council of the City of Long Beach at its meeting of

3 September 16, 1997, by the following vote:

4 Ayes: Councilmembers: Oropeza, Lowenthal, Drummond,
5 Roosevelt, Robbins, Topsy-Elvord,
6 Donelon, Kellogg, Shultz.

7 Noes: Councilmembers: None.

8
9 Absent: Councilmembers: None.
10
11

12 Shelba Powell
13 City Clerk
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27 MJM:VMH
28 8/5/97
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COASTAL COMMISSION

EXHIBIT # 2
PAGE 3 OF 3

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 1975

EXHIBIT # 3
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1 inclusion in the conditions, covenants and restrictions
2 applying to the building the following items of
3 information:

4 A. The date the building was built (date of final
5 building inspection or original certificate of
6 occupancy);

7 B. The form of ownership of the building prior to
8 conversion under Chapter 20.32 (rental, community
9 apartment, stock cooperative, limited equity cooperative,
10 or condominium) together with a description as to how
11 that form of ownership differs from the one under which
12 the units are offered for sale; and

13 C. A full listing of the building improvement
14 requirements required for conversion. Any exceptions to
15 the standards of Sections 20.32.090 - 20.32.160,
16 including those granted in Sections 20.32.530 or
17 20.32.540, which have been granted to the project shall
18 be listed separately and clearly indicate that such
19 improvements have not been made to the building. All
20 improvement requirements shall be fully described and not
21 referenced only by municipal code section.

22
23 Sec. 2. Section 21.25.502 of the Long Beach Municipal
24 Code is amended to read as follows:

25 21.25.502 Applicability

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

28 1. Residential. The following residential projects

COASTAL COMMISSION

EXHIBIT # 3
PAGE 2 OF 49

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)

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1 or one thousand square feet whichever is greater;

2 c. Exterior remodeling of buildings with more than
3 fifty feet of street frontage in the CNA, CNP and CNR
4 Districts;

5 d. Commercial storage uses; and

6 e. Attached/roof-mounted cellular and personal
7 communication services.

8 3. Industrial or Public Assembly Use. Industrial
9 projects with five thousand square feet or more of floor
10 area of new construction, except those located in the IP
11 (Port District) zoning district. Projects located in the
12 IP zone shall be exempt from site plan review, except
13 those projects which are located on a major arterial as
14 defined by the Transportation Element of the General
15 Plan.

16 4. Project on City Land. All projects five hundred
17 square feet in size or greater except roadway and utility
18 maintenance or improvements.

19 * 5. Sign ~~Permit Variation~~ ^{Standards Waiver} Requests. The city
20 recognizes the visual and aesthetic importance that
21 signage has on a development. Not only does signage
22 identify the tenants of a particular space but it helps
23 define and shape the unique architectural character and
24 identity of a project. To this end, this sign permit
25 variation section has been introduced. The intent of
26 this provision is to allow a greater amount of creativity
27 and flexibility in the creation, design, and application
28 of signage on developments beyond the established sign

COASTAL COMMISSION

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

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

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

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

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

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

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

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

21.25.506 Findings Required

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

A. Development projects.

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

2. The design conforms to any applicable special

COASTAL COMMISSION

EXHIBIT # 3

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design guidelines or specific plan requirements, such as the Design Guidelines for R-3 and R-4 Multi-family Development, the Downtown Design Guidelines, PD guidelines or the General Plan;

3. The design will not remove significant mature trees or street trees, unless no alternative design is possible;

4. There is an essential nexus between the public improvement requirements established by this ordinance and the likely impacts of the proposed development; and

5. The project conforms with all requirements set forth in Chapter 21.64 (Transportation Demand Management), which requirements are summarized in Table 25-1 as follows:

Table 25-1
Transportation Demand Management Ordinance Requirements

TDM Requirements	New Nonresidential Development		
	25,000+ Square Feet	50,000+ Square Feet	100,000+ Square Feet
Transportation information area	★	★	★
Preferential carpool/vanpool parking		★	★
Parking designed to admit vanpools		★	★
Bicycle parking		★	★
Carpool/vanpool loading zones			★
Efficient pedestrian access			★
Bus stop improvements			★
Safe bike access from street to bike parking			★
Transit review	For all residential and nonresidential projects subject to EIR		

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

1 parking impacted area, provided that guest parking is not
2 reduced below one space for each six units, and guest
3 parking for low-income units in projects with ten percent
4 or more low-income units;

5 g. Tandem parking as valet parking;

6 h. Required garage for residential project of forty
7 units or more at densities of twenty-nine units per acre
8 or less;

9 I. Subterranean parking in the front setback;

10 j. Courtyard dimensions; and

11 k. Setbacks in commercial zones for yards adjacent
12 to residential use may be reduced to ten feet for single-
13 story commercial buildings.

14 2. Signage Projects:

15 a. Size;

16 b. Height;

17 c. Location;

18 d. Placement;

19 e. Number of signs; and

20 f. Type of sign.

21 The committee or commission may waive such standards
22 only if it finds such a waiver improves project design.
23 No other standards shall be subject to this waiver
24 provision. - Add Modification Here. -

25 B. Limitations. A waiver may or may not be granted
26 if the waiver would in any way degrade the environment or
27 result in any changes to classification of land use or to
28 density. Development projects not required to file for

COASTAL COMMISSION

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. Form
28 all other uses, the repairs must be commenced within one

COASTAL COMMISSION

year of the event causing damage to the use or structure,
and the repairs must be diligently pursued until
completed.

Sec. 6. Table 33-2 of Chapter 21.33 of the Long Beach
Municipal Code is amended to read as follows:

Table 33-2
Uses in Industrial Districts

Use	IL	IM	IG	IP	*Notes and Exceptions
1. Agriculture and Related Uses (SIC codes 01, 02, 07*)	N	N	C	See Item 10 in this table.	a. Permitted in IL and IM: <ul style="list-style-type: none"> 0742 (Veterinary Services for Animal Specialties) 0752 (Animal Specialty Services, Boarding, Kennels, Shelters) 078 (Landscape and Horticultural Services)
2. Construction-Related Uses (SIC codes 138, 15, 16, 17)					"Limited outdoor accessory storage" means the storage of materials and equipment to be used off site for construction projects in progress.
2.1 With outdoor storage as principal use	N	Y/AP	Y	See Item 10 in this table.	
2.2 Contractor's office with limited outdoor accessory storage	Y	Y	Y		

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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.	<p>a. Prohibited in IL, IM, and IP, and requires conditional use permit in IG:</p> <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) <p>b. Permitted in IL, IM, and IG:</p> <ul style="list-style-type: none"> • 205 (Bakery Products)
4. Manufacturing					
4.1 SIC codes 23, 27, 283, 284, 31*, 36, 38, 39	Y	Y	Y	See Item 10 in this table.	<p>a. Prohibited in IL, IM, and IP, and requires conditional use permit in IG:</p> <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		

COASTAL COMMISSION

EXHIBIT # 3
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Use	IL	IM	IG	IP	*Notes and Exceptions
					<ul style="list-style-type: none"> • 2892 (Explosives) • 291 (Petroleum Refining) • 311 (Leather Tanning and Finishing) • 324 (Hydraulic Cement) • 325 (Structural Clay Products) • 327 (Concrete, Gypsum, and Plaster Products) • 3292 (Asbestos Products) • 348 (Ordnance and Accessories) <p>b. Certain oil and gas extraction and processing are exempt from zoning regulations as provided for in Subsection 21.10.030.C, and are controlled by Title 12 of the Municipal Code.</p> <p>c. SIC code 371 (Motor Vehicles and Motor Vehicle Equipment) shall be permitted in the IG district when located more than 150' from a residential district, and require a conditional use permit when located closer than 150'.</p>

COASTAL COMMISSION

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

COASTAL COMMISSION

EXHIBIT # 3
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Use	IL	IM	IG	IP	*Notes and Exceptions
<p>7. Retail Trade</p> <p>7.1 Eating places <u>without</u> drive-thru service (SIC code 5812*)</p> <p>7.2 Eating <u>with</u> drive-thru service (SIC code 5812*)</p> <p>7.3 Book and video stores; video rentals (SIC codes 5735, 5942, 7841)</p> <p>7.4 All other retail trade (SIC codes 52 through 57, 59)</p> <p>See Item 13 in this table for "Drinking places" (SIC code 5813)</p>	<p>Y</p> <p>Y/C</p> <p>Y</p> <p>Y</p>	<p>Y</p> <p>Y/C</p> <p>Y</p> <p>C</p>	<p>Y</p> <p>Y/C</p> <p>Y</p> <p>C</p>	<p>See Item 10 in this table.</p>	<p>a. Primarily, these uses are intended to serve nearby industries and employees, and the retail's proximity will provide convenience with minimal impact on the retail operations.</p> <p>b. 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.</p> <p>The following exceptions do not require a conditional use permit:</p> <ul style="list-style-type: none"> Restaurants 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 <u>shall</u> require a conditional use permit.

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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. <p>c. Pawnshops (included within SIC code 5932 shall require a conditional use permit in all zones).</p> <p>d. Gasoline Service Stations (SIC code 5541) and Fuel Dealers (SIC code 598) shall be permitted in the IG district.</p> <p>e. Sales of firearms in the IL zone shall require a conditional use permit.</p>

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Use	IL	IM	IG	IP	*Notes and Exceptions
8. Service-Related Industries					a. Primarily, these uses are intended to serve nearby industries and employees, and the services' proximity will provide convenience with minimal impact on the service operations.
8.1 Laundry, cleaning and garment services (SIC code 721)	Y	Y	Y	See Item 10 in this table.	
8.2 Other personal services (SIC codes 722, 723, 724, 725, 726, 7291)	Y	AP	AP		b. Parking lots and structures which are principal uses (SIC code 752) shall be subject to parking lot development standards contained in Chapter 21.41.
8.3 Tattoo and massage parlors	N	N	N		
8.4 Repair services within enclosed structure (SIC codes 75* and 76)	Y	Y	Y		
8.5 Repair services with outdoor operations (SIC codes 7353, 7359, 75*)	N	Y/C	Y		

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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 drydock operations, Navy Base and support

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Use	IL	IM	IG	IP	*Notes and Exceptions
	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>Oil And Gas Production</u> - including tankage, processing, drilling, and water injection • <u>Utilities</u> - installations and rights-of-way, including SCE station on Terminal Island
11. Communications (SIC code 48*)	Y	Y	Y	See Item 10 in this table.	a. Requires conditional use permit in all districts: <ul style="list-style-type: none"> • 483 (Radio and television broadcasting stations) • Microwave transmission or relay towers • Freestanding/monopole cellular and personal communication services (attached/roof mounted stations are permitted without a CUP, see Section 21.45.115)
12. Recycling Operations					a. Collection center with attendant subject to development standards contained in Section 21.52.265.
12.1 Containers for cans, bottles, etc. (accessory use)	Y	Y	Y	Y	
12.2 Collection center with attendant or recycling processing/manufacturing center	C	C	C	N	

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Use	IL	IM	IG	IP	*Notes and Exceptions
13. Recreation and Entertainment Uses					
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.	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:
13.2 Movie theaters	Y	Y	Y	N	• Restaurants 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 <u>shall</u> require a conditional use permit.
13.3 Bars, nightclubs, cabarets and the like (SIC code 5813*)	C	C	C	C	• Any use located more than 500 ft. from a zone district which allows residential use
13.4 Health clubs and the like (SIC code 7991)	C	N	N	N	• Department store or florist shop with accessory sales of alcoholic beverages
					• Existing legal, nonconforming uses
13.5 Interim Parks					
a. Community gardens	IP	IP	IP	N	See Section 21.52.260.
b. Passive parks	Y	Y	Y	N	See Section 21.45.155.
c. Playgrounds	IP	IP	IP	N	See Section 21.52.260.
d. Recreational parks	AP	AP	AP	N	See Section 21.52.260.

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Use	IL	IM	IG	IP	*Notes and Exceptions
14. Miscellaneous Uses					a. Caretaker quarters permitted only in conjunction with a permitted nonresidential use.
14.1 Caretaker, night-watchman's quarters*	AP	AP	AP	AP	b. Billboards subject to regulations and standards contained in Chapter 21.54.
14.2 Art studio with associated residence	AP	AP	AP	N	c. For Temporary Use regulations, see Chapter 21.53.
14.3 Vocational schools (SIC code 824)	Y	Y	Y	Y	
14.4 Job training and vocational rehabilitation (SIC code 833)	C	C	C	C	
14.5 Day care facilities (SIC code 835)	C	C	C	C	
14.6 Museums (SIC code 841)	Y	Y	Y	Y	
14.7 Billboards* (outdoor advertising)	Y	Y	Y	N	
14.8 Temporary outdoor events and temporary construction offices*	T	T	T	T	
14.9 Vending carts	AP	AP	AP	N	

NOTE: All uses are subject to performance standards as defined in Section 21.33.090.

* = See "Notes and Exceptions" column.

Y = Permitted by right.

N = Not permitted.

AP = Administrative use permit required.

Y/AP = Either permitted by right or subject to administrative use permit review, depending upon criteria contained in Subsection 21.33.080.C.

Y/C = Either permitted by right or subject to conditional use permit review, depending upon criteria contained in Subsection 21.33.080.C.

C = Conditional use permit required.

T = Temporary use. See Chapter 21.53.

IP = Interim park use permit required. For special conditions refer to Chapter 21.52.

The SIC uses are considered here primarily according to the *operational characteristics* involved in creating the product (e.g., slaughtering, manufacturing pulp, manufacturing industrial inorganic chemicals, petroleum refining) and the effects that these operations may have on nearby uses. The actual product created is of secondary importance. The requirement for a conditional use permit does not presuppose that a proposed use will present adverse impacts, but that the public should be informed of the proposed use and be given the opportunity to comment on the proposal at a public hearing.

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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

28 The classes of signs set forth in this section are

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1 exempt from the application, permit and fee requirements
2 for on-premises signs, provided the exempt signs conform
3 to Table 44-1 - Exempt Signs. This section shall not
4 exempt such signs from other provisions of the municipal
5 code which may require building or electrical permits.

6
7 Sec. 9. Section 21.44.080 of the Long Beach Municipal
8 Code is amended to read as follows:

9 * 21.44.080 Prohibited Signs

10 The following signs shall be prohibited:

11 A. Unlawful Sign Projections. No sign shall
12 project into an adjoining private property under separate
13 ownership, or into a public right-of-way or into an
14 established setback unless an encroachment permit has
15 been issued by the city engineer.

16 B. Roof Signs. All roof signs are prohibited.

17 C. Flashing Signs. No sign shall flash, shimmer or
18 glitter, nor give the appearance of flashing, shimmering
19 or glittering, except for electronic message center signs
20 or signs indicating the time, date and/or temperature
21 (see Sections 21.44.115 and 21.52.229 for additional
22 criteria). Signs in amusement parks are exempt from this
23 regulation.

24 D. Rotating Signs. No sign shall rotate, oscillate
25 or otherwise move, nor give the appearance of rotating,
26 oscillating or moving. Signs in amusement parks are
27 exempt from this regulation.

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28 E. Sound, Odor, Particulate Matter. No sign shall

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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

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1 in the public right-of-way or on private property in a
2 manner such that the sign functions as an on-premises
3 sign. This regulation shall not apply to buses and
4 taxicabs legally operating within the city limits.

5 J. Obstruction of Use or Visibility. No sign shall
6 be located so that any portion of the sign or its
7 supports interferes with the free use of any fire escape
8 or exit or obstructs any required fire standpipe,
9 stairway, door, ventilator or window; nor shall any sign
10 be located so as to obstruct the visibility of vehicles
11 or pedestrians using driveways or doorways.

12 K. Interference with Utility Lines. No sign shall
13 be located which has less horizontal or vertical
14 clearance from utility lines than that prescribed by the
15 rules of the Public Utilities Commission of the state.

16 L. Interference with Official Traffic Control
17 Devices. No sign shall appear in color, wording, design,
18 location or illumination to resemble or conflict with any
19 traffic control device.

20 * M. Changeable Copy. Changeable copy shall be
21 prohibited on all signs except:

- 22 1. Marquee or canopy signs;
23 2. Gasoline price signs;
24 3. Freestanding signs for grocery stores or flower
25 shops;

26 4. Freestanding signs for churches; and **COASTAL COMMISSION**

27 5. Electronic message boards/signs/centers as per

28 Section 21.44.115.

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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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1 the sign area;

2 5. Wall signs for on-premises advertising on
3 buildings used by concessionaires or other private
4 commercial users or lessees of public property, when
5 authorized by departments or agencies of the city in
6 their proprietary capacity, and provided that any such
7 signs comply with the provisions of Section 21.44.130
8 pertaining to wall or pylon signs;

9 6. Painting of house numbers upon curbs in
10 compliance with the requirements of this code;

11 7. Community identification signs provided:

12 a. The signs are located in parkways or in the
13 median island of divided highways;

14 b. The signs shall comply with the established
15 design guidelines as per Section 21.44.105 - Community
16 Identification Signs; and

17 c. The applicant has a written construction and
18 maintenance agreement approved by the Director of Public
19 Works.

20 8. Advertising, advertising displays or donor
21 recognition permitted pursuant to Chapter 16.55.

22 B. Permit Required. Any person who intends to
23 place a private sign on public property as permitted by
24 Subsection 21.44.090.A shall first obtain a permit from
25 either the Director of Public Works or in the case of
26 public property used in a proprietary capacity, from the
27 department or agency of the city in charge of such
28 property. A permit application form shall be provided by

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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

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28 A. Signs Subject to Standards. All signs not

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1 listed as exempt or temporary signs shall be subject to
2 the development standards specified in Section 21.44.101
3 through 21.44.400. The only exceptions shall be for:

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

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

13 All other nonexempt and permanent signs shall
14 require a sign permit subject to the standards specified
15 in Sections 21.44.101 through 21.44.400.

16 B. Neon Outlining of Buildings. Neon tubing
17 lighting and stringed lighting used to outline buildings
18 or emphasize architectural elements of a building shall
19 not be considered sign illumination but rather an
20 architectural element subject to review and approval
21 through the site plan review process as specified in
22 Division V of Chapter 21.25 - Specific Procedures.

23
24 Sec. 12. Section 21.44.110 of the Long Beach Municipal
25 Code is amended to read as follows:

26 21.44.110 Freestanding/Monument Signs

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27 Any self-supporting sign which is either mounted on
28 or between poles (see Sec. 21.15.2580), or vertically

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

A. Number.

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

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

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

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

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1 the grade of the freeway lane nearest the sign not
2 including on and off ramps to the highest point of the
3 sign, as illustrated in Figure 44-1.

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

16 E. Location.

17 1. No freestanding sign shall be located closer to
18 any interior side property line than twenty-five feet.
19 Lots smaller than seventy-five feet wide shall place a
20 freestanding sign no closer to any interior side property
21 line than one-third the width of the property measured at
22 the street frontage, as indicated in Figure 44-2. Lots
23 adjoining freeway or railroad rights-of-way may locate a
24 freestanding sign on the property line adjoining such
25 right-of-way.

26 2. Where more than one freestanding sign is used
27 for one business or group of businesses, the minimum
28 distance between two freestanding signs shall be one

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1 hundred feet.

2 F. Projection.

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

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

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

12
13 Sec. 13. Section 21.44.130 of the Long Beach Municipal.
14 Code is amended to read as follows:

15 21.44.130 ~~Wall or Pylon Signs~~ *

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

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

26 B. Area.

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

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1 sign area per linear foot of building frontage; provided,
2 that not more than one hundred square feet shall be
3 allowed on any sign facing a residential, local or
4 collector street and not more than two hundred fifty
5 square feet shall be allowed for any sign facing a major
6 or minor arterial.

7 2. Wall Facing Side or Rear Yard. The area of
8 permitted wall signs facing side or rear yards shall not
9 exceed one square foot of sign area for each linear foot
10 of lot line length. However, not more than one hundred
11 square feet of total sign area shall be permitted.

12 3. Allowed sign area cannot be transferred from one
13 building side to another.

14 4. Icons and Models. Wall signs in the shape of
15 icons, models, or logos shall be permitted provided that
16 the cumulative wall sign area for all signs does not
17 exceed the allowable limits. To calculate the area of
18 two dimensional signs, the sign's length and width shall
19 be multiplied. The area of three dimensional signs shall
20 be measured as a longitudinal section of the icon or
21 model.

22 C. Height. The maximum height of wall signs above
23 grade, to the highest point of the sign shall be as set
24 forth in Table 44-6.

25 D. Copy. Sign copy shall be limited to the
26 identification of the business and products or services
27 sold on the premises. The total number of signs shall
28 not exceed the allowable limits established in Subsection

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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 ~~street frontage~~ ^{building wall} 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,

COASTAL COMMISSION

EXHIBIT # 3
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1 nor shall it be displayed above the peak of the roof nor
2 the top of the parapet of a building, or below the lower
3 one-third of a building on which it is placed.

4 4. Projection. The maximum projection shall be
5 fourteen inches from the face of the wall. Any building
6 identification sign projecting over the right-of-way
7 shall be approved by the Director of Public Works.

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

13 1. Number. One sign is permitted for each street
14 on which the building abuts.

15 2. Design Standards. The manner in which building
16 identification signs may be displayed shall determine the
17 design standards.

18 a. Wall Sign. The identification sign shall comply
19 with all applicable wall sign provisions of this chapter,
20 except that the total area shall not exceed twenty
21 percent of the signable area, nor more than five percent
22 of the building face, and the maximum height shall not
23 exceed fifteen feet above grade.

24 b. Freestanding Sign. The building identification
25 sign shall comply with all applicable freestanding sign
26 provisions of this chapter, except that the maximum area
27 shall not exceed twenty-seven square feet and the maximum
28 height above grade shall not exceed four feet above

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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

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5.	Wall painted signs	Must comply with wall sign standards	Must comply with wall sign standards	None
6.	Window signs	Total of all signs displayed in any one window may not cover more than 10% of total window area	No maximum limit	Must be placed in such a manner so as to not obstruct visibility into business
7.	Any other non-prohibited sign, if less than 3 sq. ft.	Not to exceed 3. sq. ft.	No maximum limit	None
8.	Construction sign identifying firms involved in construction site, future tenants, or announcing development	Height - 15' Area - No specifications	1 per street abutting construction site	-Must be removed within 15 days of completion of construction -No illumination permitted
9.	Flags	Length - 6' Width - 6'	2	Flag pole height shall be limited to the established building height for each respective district
10.	Garage sale signs	Height - 4' Area - 6 sq. ft.	1 per garage sale on same premises	None
11.	Open house signs or flags/banners	Height - 4' Area - 6 sq. ft.	No maximum limit	-May be used on temporary basis only when house is open for inspection without an appointment -May not be placed on public property
12.	Political campaign signs	Height - None Area - 6 sq. ft.	1 per occupied residence or business street frontage	-Signs may not be illuminated -Signs may be displayed only for a period not exceeding 45 days prior to and 5 days after an 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

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13.	Real estate signs (on-premises) advertising sale, rental or lease of property and/or Real estate banners	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 Height - no specifications Area - 32 sq. ft. or 6 sq. ft./additional units, whichever is less	1 per street abutting premises 1 in addition to 1 other real estate sign on each street frontage	-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
14.	Single-family residential sign identifying resident	Not to exceed 2 sq. ft.	1 per residence	None
15.	Warning signs (e.g., "Danger," "No Dumping")	No specifications	1 sign for each warning for each street frontage	None

Abbreviations: sq. ft. = square feet

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

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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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1 replace an existing monopole with a new monopole capable
2 of supporting co-location. Should it be determined that
3 additional height is necessary to support co-location,
4 the director of planning and building shall be authorized
5 to approve reasonable modifications to the pole height,
6 and the co-location of additional equipment within the
7 fifteen feet extension limit.

8 F. Applications for the construction of new
9 monopoles must include proof that notice of an intent to
10 file the application has been provided to all other
11 wireless and personal communications systems operators
12 authorized to operate in the Long Beach area. The notice
13 shall include the address of the property as well as the
14 anticipated application date to the city. Such notice
15 must be provided at least ten days prior to the filing of
16 the conditional use permit. Proof of notice shall be
17 provided in the form of copies of returned certified mail
18 receipts. Applications submitted without proof of
19 notification shall be deemed "incomplete" until adequate
20 proof of noticing has been provided.

21
22 Sec. 19. Section 21.52.233 of the Long Beach Municipal
23 Code is amended to read as follows:

24 21.52.233 Handicapped and Traditional Senior Citizen
25 Housing

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

28 A. In a residential zone, handicapped and senior

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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

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1 for in Table 52-1;

2 D. The facility shall be designed with appropriate
3 grab bars in all hallways and bathtubs and/or showers and
4 with nonslip surfaces in bathtubs and/or showers. The
5 designs shall conform to the specifications of the U. S.
6 Department of Housing and Urban Development for the
7 applicable use;

8 E. Each unit shall be equipped with an emergency
9 signaling device to the on-site unit manager's office, if
10 applicable, to the satisfaction of the chief of police;

11 F. Each facility shall provide not less than three
12 hundred square feet of common recreational space;

13 G. Each facility shall provide not less than one
14 hundred fifty square feet of usable open space per unit
15 or room. Of the one hundred fifty square feet, not less
16 than fifty square feet shall be private open space, and
17 the remainder may be common open space in addition to the
18 three hundred square feet required above;

19 H. The facility shall be located within one
20 thousand feet by legal pedestrian route to a public
21 transit stop; and

22 I. Parking and loading shall be provided as
23 required by Chapter 21.41 (Off-Street Parking and Loading
24 Requirements).

25
26 Sec. 20. Section 21.15.2573 is added to the Long Beach
27 Municipal Code to read as follows:

28 //

COASTAL COMMISSION

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.

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

21.15.2577 Sign, Electronic Message Center

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

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

21.44.105 Community Identification Signs

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

COASTAL COMMISSION

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1 themselves and their geographic boundaries. To this end,
2 the following guidelines are established to control the
3 design, content, and location of community identification
4 signs on private property.

5 A. Type of sign: Limited to monument signs.

6 B. Maximum height: Community identification signs
7 are limited to a maximum height of four feet.

8 C. Maximum length: Limited to nine feet long.

9 D. Thickness: Minimum of three inches to a maximum
10 of one foot.

11 E. Materials: Wood, stone, concrete, or metal or a
12 combination of these materials.

13 F. Lettering: Individual letters carved from
14 display or bolted onto display. Fragile or glued-on
15 lettering is prohibited.

16 G. Lighting: Exterior light source only.

17 H. Prohibited: Sign cans, plastic, or fabric sign
18 fascia.

19 I. Identification: Each community identification
20 sign must indicate that the respective community is part
21 of the city of Long Beach.

22 J. Required plans: Prior to the issuance of a sign
23 permit, a location map shall be submitted along with the
24 required sign plan for review and approval by the Zoning
25 Administrator.

26 **COASTAL COMMISSION**

27 Sec. 23. Section 21.44.115 is added to the Long Beach
28 Municipal Code to read as follows:

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* 21.44.115 Electronic Message Center Sign

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

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

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~~ ^{additional} 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.

COASTAL COMMISSION

D. Height. The maximum permitted height of an,

1 electronic message center sign shall not exceed the
2 limits set forth in Table 44-4. The height of such signs
3 are measured from grade (see Sec. 21.15.1190) to the
4 highest point of the sign. The exception shall be for
5 freeway-oriented electronic message center signs, where
6 the freeway elevation is greater than the base of the
7 sign, which may be measured from the grade of the freeway
8 lane nearest the sign (not including on and off ramps) to
9 the highest point of the sign, as illustrated in Figure
10 44-1.

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

18 F. Location.

19 1. No electronic message center sign shall be
20 located closer to any interior side property line than
21 twenty-five feet and it shall have a minimum separation
22 of one hundred feet from a residential district. Lots
23 adjoining freeway or railroad right-of-way may locate a
24 freestanding sign on the property line adjoining such
25 right of way.

26 2. The minimum distance required between a
27 freestanding sign and an electronic message center sign
28 shall be one hundred feet.

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1 G. Projection.

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

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

7
8 Sec. 24. Section 21.52.229 is added to the Long Beach
9 Municipal Code to read as follows:

10 21.52.229 Electronic Message Center Signs

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

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

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

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

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1 1. The electronic message center display shall have
2 no illumination which is in continuous motion or which
3 appears to be in continuous motion.

4 2. The display message will not change at a rate
5 faster than one message every four seconds.

6 3. The interval between messages will not be less
7 than one second.

8 4. The intensity of illumination will not change.

9 5. All messages shall be limited to one-site
10 advertising of goods or services or non-commercial
11 messages (i.e., time and temperature).

12 6. All electric signs shall conform to the
13 electrical code of the city.

14
15 Sec. 25. Section 21.52.215 of the Long Beach Municipal
16 Code is hereby repealed.

17
18 Sec. 26. The City Clerk shall certify to the passage of
19 this ordinance by the City Council of the City of Long Beach and
20 cause the same to be posted in three conspicuous places in the City
21 of Long Beach, and it shall take effect on the thirty-first day
22 after it is approved by the Mayor.

23 I hereby certify that the foregoing ordinance was adopted
24 by the City Council of the City of Long Beach at its meeting of
25 September 23, 1997, by the following vote:

26 //

27 //

28 //

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

Burgin
Mayor

Approved: 9-25-97
(Date)

MJM:vmh
9/17/97
8/21/97
7/31/97
6/26/97
4/9/97
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COASTAL COMMISSION

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PAGE 49 OF 49

RECEIVED
SEP 11 1998

ORDINANCE NO. C- 7550

CALIFORNIA
COASTAL COMMISSION

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 LCP1-97B

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* See LCP Amend. No. 3-98.

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1 21.15.490 Child care - Small family day care home

2 "Small family day care home" means a home providing
3 accessory daytime care of eight or less children,
4 including those children of the day care provider under
5 ten years of age.
6

7 Sec. 3. Section 21.25.502 of the Long Beach Municipal
8 Code is amended to read as follows:

9 5. Sign Standards Waiver Requests. The City
10 recognizes the visual and aesthetic importance that
11 signage has on a development. Not only does signage
12 identify the tenants of a particular space but it helps
13 define and shape the unique architectural character and
14 identity of a project. To this end, this sign standards
15 waiver section has been introduced. The intent of this
16 provision is to allow a greater amount of creativity and
17 flexibility in the creation, design, and application of
18 signage on developments beyond the established sign
19 standards. The following sign projects shall require
20 site plan review:

21 a. Individual sign review requests for waiver of
22 established sign standards;

23 b. Sign programs as defined in Subsection
24 21.44.035.B; and

25 c. Changeable copy signs.
26

27 * Sec. 4. Section 21.27.090D2 of the Long Beach Municipal
28 Code is amended to read as follows:

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* See LCPA Amend. No 3-98.

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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:

9 //

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* See LCP Amend. No. 3-98.

COASTAL COMMISSION

Table 31-1
Uses in Residential Zones
(Continued)

Residential Zone District Land Use	R-1-S	R-1-M	R-1-L	R-1-N	R-1-T	R-2-S	R-2-I	R-2-L	R-2-N	R-2-A	R-3-S	R-3-4	R-3-T	R-4-R	R-4-N	R-4-H(d)	R-4-U	R-M
Other Uses																		
Carnival, fiesta, other outdoor exhibition or celebration (see Section 21.53.109)	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T
Cellular and personal communication services (see Section 21.52.210)	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
Church (see Section 21.52.213)	N	N	N	N	N	N	N	N	C	C	C	C	C	C	C	C	C	N
Common recreational facilities (permitted only for multi-family developments with 21 or more units)	N	N	N	N	N	N	N	N	N	N	N	N	A	A	A	A	A	A
Construction trailer (see Section 21.53.103)	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T
Courtesy parking for nonresidential use (see Section 21.52.221)	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	A	C	C
Child day care home - small or large facility (1 - 14 persons) (see Section 21.51.230)	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
Day care center (15 or more persons) (see Section 21.52.249)	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
Detached accessory room (see Section 21.31.245)	N	N	A	A	A	N	N	A	A	A	A	A	A	A	A	A	A	N
Electrical distribution station (see Section 21.52.223)	N	N	N	N	N	N	N	N	N	N	N	N	C	C	C	C	C	C
Group Home (1 - 6 persons) (see Section 21.15.1200)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Home Occupation (see Section 21.51.235)	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A

COMMISSION

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

21.31.230 Usable open space

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

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

21.31.255 Design, treatment and finish

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

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

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

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

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

COASTAL COMMISSION

E. Side-by-Side Residential Units. Two-on-a-lot projects where the units are arranged side-by-side (see Section 21.15.2406) shall not be permitted in the R-2-N zone unless approved by the Planning Commission through Site Plan Review.

* Sec. 8. Table 33-2 of Chapter 21.33 of the Long Beach Municipal Code is amended at the subcategory entitled "Recreation and Entertainment Uses" to read as follows:

Table 33-2 Uses in Industrial Districts (Continued)					
Use	IL	IM	IG	IP	*Notes and Exceptions
13. Recreation And Entertainment Uses					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:
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	• Restaurant with alcoholic beverage service only with meals, where by 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 is not a fixed bar. A sushi 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 <u>shall</u> require a conditional use permit.
13.3 Bars, nightclubs, cabarets and the like with alcohol (SIC code 5813*)	C*	C*	C*	C*	
without alcohol	Y	Y	Y	Y	
13.4 Health clubs and the like (SIC code 7991)	C	N	N	N	

* LCP N. 3-98

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

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

21.44.035 Sign standards waiver process

A. A waiver 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, but may be approved pursuant to Division III of Chapter 21.25 - Specific Procedures.

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

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1 a sign program, all signs on the property (existing and
2 new) must be designed in such a manner so as to be
3 internally consistent, coordinated, and whole within
4 themselves and to bolster the architectural theme of the
5 subject property. A waiver from the sign development
6 standards may be granted for a sign program pursuant to
7 the procedures established in Division V of Chapter 21.25
8 - Specific Procedures. However, prohibited signs, listed
9 in Section 21.44.080, shall not be approved through this
10 process.

11
12 Sec. 11. Section 21.44.115 of the Long Beach Municipal
13 Code is amended to read as follows:

14 21.44.115 Electronic message center 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 additional permitted freestanding signs and add that
23 cumulative sign area to the electronic message center
24 sign. The maximum cumulative area permitted for an
25 electronic message center sign shall be as that provided
26 in Table 44-4 - Maximum Cumulative Sign Area and Height
27 Permitted for Electronic Message Center Signs.

28 //

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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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1 3. Transference of Sign Area. Allowed sign area
2 cannot be transferred from one building side to another.

3 4. Icons and Models. Wall signs in the shape of
4 icons, models, or logos shall be permitted provided that
5 the cumulative wall sign area for all signs does not
6 exceed the allowable limits. To calculate the area of
7 two dimensional signs, the sign's length and width shall
8 be multiplied. The area of three dimensional signs shall
9 be measured as a longitudinal section of the icon or
10 model.

11 C. Height. The maximum height of wall signs above
12 grade, to the highest point of the sign shall be as set
13 forth in Table 44-6.

14 D. Copy. Sign copy shall be limited to the
15 identification of the business and products or services
16 sold on the premises. The total number of signs shall
17 not exceed the allowable limits established in Subsection
18 A. Copy shall not be placed on the edges of any wall
19 sign.

20 E. Location. No wall sign shall extend beyond the
21 parametric limits of the signable area on which it is
22 displayed, nor shall it be displayed above the peak of
23 the roof or the top of the parapet of a building. No
24 sign shall be located upon an architectural protrusion.

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

28 //

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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 curbline.

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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1 2. The clearance from grade is eight feet (8') for
2 pedestrian use and fourteen feet (14') for vehicular use;

3 3. The signs are mounted perpendicular to the
4 building wall; and

5 4. The signs are located no closer to any side
6 property line than one-third (1/3) the width of the
7 street frontage or twenty-five feet (25'), whichever is
8 less.

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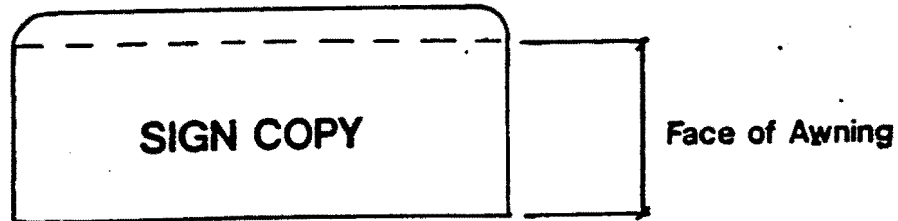
27

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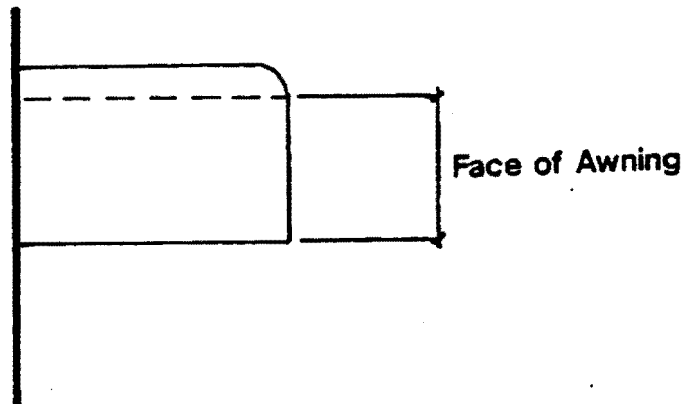
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FIGURE 44.4

FRONT ELEVATION



SIDE ELEVATION



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1 Sec. 14. Section 21.44.230A2 of the Long Beach Municipal
2 Code is amended to read as follows:

3 2. Area. Commercial building identification signs
4 shall not exceed one and one-half (1 1/2) square feet of
5 sign area per every linear foot of building wall and
6 shall not exceed a maximum of three hundred (300) square
7 feet.

8
9 * Sec. 15. Section 21.15.1065 is added to the Long Beach
10 Municipal Code to read as follows:

11 21.15.1065 Fleet Service/Company Vehicle Operations

12 Establishments with fleet service or company
13 vehicles providing transportation services, office
14 equipment repair, appliance or electronic equipment
15 repair, termite and pest control, or commercial or
16 residential building maintenance services at off-site
17 locations, or similar operations utilizing 6 or more
18 company vehicles.

19
20 * Sec. 16. Section 21.15.2406 is added to the Long Beach
21 Municipal Code to read as follows:

22 21.15.2406 Side-by-Side residential units

23 Two-on-a-lot projects where the units are arranged
24 side-by-side and the majority of both units are located
25 in the front fifty percent of the lot.

26 //

27 //

28 //

*LCP Na 3-98.

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

21.27.160 Amortization - Fleet Service/Company Vehicle
Operations

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

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1 the operator of the use that such extension is reasonably
2 necessary to permit the owner of the use adequate time to
3 amortize or otherwise recover any long term investment in
4 the Fleet Service/Company Vehicle Operation.

5 Any request for an extension of the one-year
6 amortization period must be made in writing by the owner
7 of the use to the Planning Commission by filing a request
8 with the Planning Bureau of the Department of Planning
9 and Building no later than sixty (60) days prior to the
10 end of the one-year period provided for in this section.

11 The Planning Commission may grant an extension of up
12 to one additional year only if the business is otherwise
13 in compliance with all other applicable provisions of
14 law, and upon a showing by the applicant/owner of the
15 use:

16 A. That the business involved a substantial
17 financial investment in real property, improvement or
18 stock in trade, or

19 B. The business is subject to a written long term
20 lease entered into prior to January 1, 1995, with a
21 termination date extending beyond one year from the
22 effective date of this section, or

23 C. Other factors establishing that the nature of
24 the business is such that the business cannot be easily
25 relocated.

26
27 Sec. 19. Section 21.44.103 is added to the Long Beach
28 Municipal Code to read as follows:

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1 21.44.103 Changeable copy sign

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

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

12 //

14 //

16 //

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28 //

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1 Sec. 20. Section 21.44.080^M of the Long Beach Municipal
2 Code is hereby repealed. Section M only

3
4 Sec. 21. The City Clerk shall certify to the passage of
5 this ordinance by the City Council of the City of Long Beach and
6 cause the same to be posted in three conspicuous places in the City
7 of Long Beach, and it shall take effect on the thirty-first day
8 after it is approved by the Mayor.

9 I hereby certify that the foregoing ordinance was adopted
10 by the City Council of the City of Long Beach at its meeting of
11 June 30, 1998, by the following vote:

12 Ayes: Councilmembers: Oropeza, Drummond, Roosevelt,

13 Robbins, Topsy-Elvord, Kellogg,

14 Shultz.

15 Noes: Councilmembers: None.

16
17 Absent: Councilmembers: Lowenthal, Donelon.

18
19
20 Shelby Powell
City Clerk

21
22 Approved: 7-7-98
23 (Date)

24
25
26 Benj. Neil
Mayor

27 MJM:tap
06/04/98
28 C:\MAIS\98ZONINGAMDNO.1

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 designated.

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5
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ed in the City's Advertising Policy, in exchange for cash, equipment, supplies, services or other valuable consideration.

B. Any contract, permit, license or agreement entered into pursuant to this Chapter shall be in conformity with, and subject to, any limitation imposed by the laws and regulations of the State of California including, but not limited to, the California Environmental Quality Act ("CEQA"), the California Vehicle Code, the City's General Plan, the California Outdoor Advertising Act, applicable zoning laws and regulations, and the City's Advertising Policy.

G. The type, location, size, content and duration of any advertising, advertising display, or donor recognition shall be subject to approval by the City to the extent permitted by law and shall be specified in the contract, permit, license or agreement.

D. Except as permitted herein, no advertising, advertising display or donor recognition shall be permitted on public property or public facilities. (Ord. C-7429 § 1, 1996).

16.55.030 Restrictions.

A. No advertising, advertising display or donor recognition shall contain any reference to or depiction of any of the following:

1. The specified anatomical areas or specified sexual activities as defined in Section 21.15.110;
2. Any obscene act, gesture or word;
3. Any sale or use of alcohol or tobacco products; and
4. Any sale or use of illegal drugs or paraphernalia.

B. No contract, permit, license or agreement, may permit the logo or seal of the City of Long Beach or any of its departments to be reproduced or distributed in any manner which in any way impersonates a City official, safety officer, or employee.

C. No advertising, advertising display or donor recognition shall be permitted on uniforms worn by safety officers, park rangers, or

City security officers.

D. No contract, permit, license or agreement shall permit an advertisement or advertising display to give the appearance or impression that any commercial product or service is endorsed or recommended by the City or any of its agencies, departments, officers or employees.

E. No advertisement, advertising display, or donor recognition shall display the word "stop", "drive", "danger", or any other word, phrase, symbol, lighting or any devices or any components thereof, or character likely to interfere with or mislead pedestrian or vehicular traffic. (Ord. C-7429 § 1, 1996).

TITLE 16 FOOTNOTES

1. For provisions on the Harbor Department, see the City Charter.

2. For provisions on the Director of Recreation, see the City Charter.

3. For provisions on the Director of Public Service, see the City Charter.

4. Prior ordinance history: Ordinance C-6618.

COASTAL COMMISSION

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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:

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1. Development on the first lot located on, adjacent to, across the street from, or abutting the beach, bay, ocean or tidelands, except minor addition to a single-family residence as specified in Subsection 21.25.903C (categorical exclusion).
 2. All development projects which require additional discretionary review (such as a conditional use permit, subdivision map or standards variance).
 3. Traffic improvements which do not qualify for categorical exclusion.
 4. Public works projects, excluding traffic improvement projects, with an estimated cost of fifty thousand dollars or more.
- C. **Exemptions.** The following categories of projects are exempt from the coastal permit requirement. However, a coastal permit categorical exclusion (CPCE) shall be obtained pursuant to the procedures indicated in Section 21.25.906.
1. Minor additions on existing single-family residences for the first lot located on, adjacent to, across the street from, or abutting the beach, bay ocean or tidelands. Such addition must be less than ten percent of the existing floor area and shall not create an additional story or loft.
 2. All projects (excluding the above) which are consistent with the Zoning Regulations and which do not require any discretionary review (e.g., conditional use permit, subdivision map).
 3. Traffic improvements which do not:
 - a. Alter roadway or intersection capacity by more than ten percent (except stop signs and stop lights); or
 - b. Decrease parking (except by establishing a red curb next to a corner); or
 - c. Impair access to the coast.
 4. Public works projects (excluding traffic improvements) with an estimated cost of forty-nine thousand nine hundred ninety-nine dollars or less.

(Ord. C-6533 § 1 (part), 1988).

21.25.904 Procedures—Coastal permit.

This section outlines the procedures for issuing coastal permits. Coastal permits may be considered concurrently with or subsequent to any other procedures required by this title or the city's subdivision regulations.

A. Jurisdiction.

1. **Planning Commission.** The planning commission shall consider all local coastal development permits for developments requiring a tract map, a parcel map, conditional use permit or planned development permit.
2. **Coastal Commission.** The Coastal Commission shall consider all coastal permits for projects located below the mean high tide.
3. **Zoning Administrator.** The zoning administrator shall consider all other local coastal development permits.

COASTAL COMMISSION

- 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.

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- b. **Failure to Give Notice.** If notice to the Coastal Commission is not mailed by the city within seven days after final local action, then the permit shall become effective at the conclusion of the fourteenth day after a complete notice is mailed but no sooner than at the conclusion of the twenty-first day after final local action.
- c. **Inadequate Filing.** If the Coastal Commission notifies the city and the applicant that notice was not received or distributed in a timely manner or that the notice was not complete or does not adequately describe the development, then the permit becomes effective at the conclusion of the fourteenth day after receipt of such a notice from the Coastal Commission or on the date specified by the Coastal Commission.

(Ord. C-6533 § 1 (part), 1988).

21.25.906 Procedures—Categorical exclusion.

This section outlines the procedures for processing developments exempt from local coastal permit requirements.

- A. **Jurisdiction.** The zoning administrator, or his designee, shall determine whether a proposed development is exempt, as provided for in Section 21.25.903C of this chapter.
- B. **Means of Determination.** Determination that a proposed development is exempt shall be made by checking the proposed development with the certified local coastal program, including all maps, land use designations, implementing zoning regulations and guidelines for exemption.
- C. **No Hearing Required.** No public hearing or notice shall be required for a project determined to be exempt.
- D. **Appeal of Determination.** Any person may appeal the zoning administrator's determination by requesting a referral of the matter to the Executive Director of the Coastal Commission. If the determination of the Executive Director of the Coastal Commission differs from that of the zoning administrator, then the matter shall be resolved by a hearing before the Coastal Commission.
- E. **Effective Date.** A decision that a development is exempt shall be effective when such a decision is made by the zoning administrator, or his designee, unless the decision is appealed.
- F. **Records Required.** A public record, including the applicant's name, the location and brief description of the development shall be kept for all developments determined to be exempt.

(Ord. C-6533 § 1 (part), 1988).

21.25.908 Appealable area.

Only local actions on projects located within the appealable area may be appealed to the Coastal Commission. The determination of whether a project lies seaward of the appealable area boundary shall be made as follows:

COASTAL COMMISSION

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;

4. **Project on City Land.** All projects five hundred (500) square feet in size or greater except roadway and utility maintenance or improvements.

5. **Sign Permit Variation Requests.** The City recognizes the visual and aesthetic importance that signage has on a development. Not only does signage identify the tenants of a particular space but it helps define and shape the unique architectural character and identity of a project. To this end, this Sign Permit Variation section has been introduced. The intent of this provision is to allow a greater amount of creativity and flexibility in the creation, design, and application of signage on developments beyond the established sign standards. The following sign projects shall require Site Plan Review:

- a. Individual sign review requests for waiver of established sign standards; and
- b. Sign programs as defined in Section 21.44.035.B.

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

1. **Residential.** Residential projects of fifty (50) or more units;
2. **Commercial, Industrial or Public Assembly.** Projects of fifty thousand (50,000) square feet or more of new construction;
3. **Projects on City Land.** Projects of one thousand square feet or more of new construction.

21.25.506 Findings required.

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

A Development Projects.

- 1.** The design is harmonious, consistent and complete within itself and is compatible in design, character and scale, with neighboring structures and the community in which it is located;
- 2.** The design conforms to any applicable special design guidelines or specific plan requirements, such as the "Design Guidelines for R-3 and R-4 Multifamily Development," the "Downtown Design Guidelines," PD guidelines or the General Plan;
- 3.** The design will not remove significant mature trees or street trees, unless no alternative design is possible;
- 4.** There is an essential nexus between the public improvement requirements established by this ordinance and the likely impacts of the proposed development; and
- 5.** The project conforms with all requirements set forth in Chapter 21.64 (Transportation Demand Management), which requirements are summarized in Table 25-1 as follows:

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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2125.508

A. Development Projects:

1. Privacy;
2. Open space;
3. Pedestrian access;
4. Landscaping;
5. Wrought iron fence height;
6. Guest parking in projects located outside of a parking impacted area, provided that guest parking is not reduced below one space for each six (6) units, and guest parking for low income units in projects with ten percent or more low income units;
7. Tandem parking as valet parking;
8. Required garage for residential projects of forty (40) units or more at densities of twenty-nine (29) units per acre or less;
9. Subterranean parking in the front setback;
10. Courtyard dimensions; and
11. Setbacks in commercial zones for yards adjacent to residential use may be reduced to ten feet (10') for single-story commercial buildings.

B. Signage Projects:

1. Size;
2. Height;
3. Location;
4. Placement;
5. Number of signs; and
6. Type of sign.

The Committee or Commission may waive such standards only if it finds such a waiver improves project design. No other standards shall be subject to this waiver provisions.

- B. 2. Limitations.** A waiver may not be granted if the waiver would in any way degrade the environment or result in any changes to classification of land use or to density. Development projects not required to file for site plan review may not apply in order to obtain a waiver for development standards.

21.44.035 Sign-permit variance. Sign Standards Waiver Process.

~~Granting of relief from certain provisions of sign regulations shall use the standard variance procedures as specified in Division III of Chapter 21.25 (Specific Procedures), except that no noticing shall be required.~~

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.

2. Clarify and simplify the Exempt Signs Section and related tables

Amend Section 21.44.070, Table 44-1, and Table 44-2, as follows:

21.44.070 Exempt signs.

The classes of signs set forth in this section are exempt from the application, permit and fee requirements for on-premises signs, provided the exempt signs conform to the standards specified in ~~Subsections 21.44.070A and 21.44.070B~~ Table 44-1 Exempt Signs. This section shall not exempt such signs from other provisions of the Municipal Code which may require building or electrical permits.

~~A. Exempt Signs for Nonresidential Land Uses. Table 44-1 specifies the classes of exempt signs permitted for nonresidential uses and the regulations applicable to those signs.~~

~~B. Exempt Signs for All Land Uses. Table 44-2 specifies the classes of exempt signs for all land uses and the regulations applicable to those signs.~~

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. 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
4. 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
5. 4. Theater outer lobby posters advertising current or coming attractions	No regulations	No maximum limit	Must be glass encased
6. 5. 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. 6. 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

8. 7. Any other non-prohibited sign, if less than 3 sq. ft.	Not to exceed 3 sq. ft.	No maximum limit	None
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Table 44-2 44-1
Exempt Signs for All Land-uses
(Continued)

Class of Sign	Maximum Size	Maximum Number	Other Conditions
1. 8. Construction sign identifying firms involved in construction site, future tenants, or announcing development	Height — 8' 15" Area — No specifications	1 per street abutting construction site	-Must be removed within 15 days of completion of construction -No illumination permitted
2. Cornerstones and historic markers	2 sq. ft.	No maximum number	-Letter height shall not exceed 2 inches
3. 9. Flags (commercial or personal)	Length — 6' Width — 6'	1	None Flag pole height shall be limited to the established building height for each respective zoning district
4. 16. Garage sale signs	Height — 4' Area — 6 sq. ft.	1 per garage sale on same premises	None
5. Holiday season decoration	No specifications	No maximum limit	-No business identification or commercial message may be displayed thereon -Decoration may be displayed only from November 15th to January 5th -If holiday does not occur between November 15th and January 5th, decoration may be displayed no earlier than 15 days before and no later than 5 days after the holiday
6. Official public signs and notices	No specifications	No maximum limit	-May only be displayed by court, public body, person or officer performing a public duty, or by public agencies on public property

7. 11. Open house signs or flags/banners	Height — None Area — 6 sq. ft.	No maximum limit	-May be used on temporary basis only when house is open for inspection without an appointment -May not be placed on public property
12. Political campaign signs	Height — None Area — 6 sq. ft.	1 per occupied residence or business street frontage	-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

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

Class of Sign	Maximum Size	Maximum Number	Other Conditions
9. 13. Real estate signs (on-premises) advertising sale, rental or lease of property	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	1 per street abutting premises	-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
and/or Real estate banners	Height — no specifications Area — 32 sq. ft. or 6 sq. ft./residential unit plus 1 sq. ft./additional units, whichever is less	1 in addition to 1 other real estate sign on each street frontage	

10. 14 Single-family residential sign identifying resident	Not to exceed 2 sq. ft.	1 per residence	None
11. 15 Warning signs (e.g. "Danger," "No Dumping")	No specifications	1 sign for each warning for each street frontage	None

Abbreviations: sq. ft. = square feet

3. Clarify and simplify the Prohibited Signs Section

Amend Section 21.44.080 as follows:

21.44.080 Prohibited signs.

The following signs shall be prohibited:

- A. **Unlawful Sign Projections.** No sign shall project into an adjoining private property under separate ownership, into a public right-of-way or into an established setback unless an encroachment permit has been issued by the city engineer.
- B. **Roof Signs.** All roof signs are prohibited.
- C. **Flashing Signs.** No sign shall flash, shimmer or glitter, nor give the appearance of flashing, shimmering or glittering ~~except for electronic message center signs or signs indicating the time, date and /or temperature (see Section 21.44.115 and 21.52.229 for additional criteria). Signs indicating time and/or temperature and/or other information not including an advertising message are permitted to flash, provided that the frequency of change is not less than at four second intervals and provided that any business identification or commercial message sign copy that may be part of the unit does not flash.~~ Signs in amusement parks are exempt from this regulation.
- D. **Rotating Signs.** No sign shall rotate, oscillate or otherwise move, nor give the appearance of rotating, oscillating or moving. Signs in amusement parks are exempt from this regulation.
- E. **Sound, Odor, Particulate Matter.** No sign shall emit audible sound, odor or particulate matter.
- F. **Unlawful Illumination.**
 - 1. No sign illumination system shall contain or use any beacon spot or stroboscopic light or reflector which is visible from any public right-of-way or adjacent property, ~~nor shall any building or portion thereof be outlined by means of neon tubing or string lights.~~ Signs in amusement parks are exempt from this regulation.

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

4. Freestanding signs for churches; and

5. Electronic message boards/signs/centers as per Section 21.44.115

O. N. Any sign not exempted or permitted shall be prohibited.

4. Clarify Freestanding Signs Section and establish criteria for Electronic Message Center Signs.

Amend Section 21.44.110, Table 44-3, Add Section 21.15.2577, Section 21.44.115, Table 44-4, and Section 21.52.229, as follows:

21.44.110 Freestanding/Monument signs.

Any self supporting sign which is either mounted on or between poles (see sec. 21.15.2580), or vertically erected at grade (see sec. 21.15.2620), shall be referred to as a "freestanding sign". Freestanding signs are permitted in lieu of projecting signs subject to the following provisions:

A. Number.

1. Individual Businesses or Shopping Centers. Any individual business or a shopping center may display one freestanding sign on a property. For each length of street frontage in excess of three hundred feet (300), a business or group of businesses may display one additional freestanding sign for each additional three hundred feet (300), or portion thereof, of street frontage abutting the developed portion of the property occupied by the businesses.
2. Automobile Service Station. In addition to other signs, an automobile service station may display one freestanding sign per street frontage for the display of fuel prices.

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

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

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.

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Table 44-3
Permitted Dimensions of Freestanding Signs

Type of Freestanding Sign	Permitted Area (sq. ft.) ^(a)	Maximum Area (sq. ft.)	Maximum Height (feet)
Non-freeway oriented	2/L.F.	100	25
Freeway oriented	3/L.F.	300	40
Regional Corridor and Major arterial frontage	2/L.F.	150	25
Minor arterial, residential, local collector street frontage	2/L.F.	100	25
Monument	1/L.F.	100	8
Automobile service station	15 ^(b)	15 ^(b)	12
(a) Square feet of sign area permitted per linear foot of frontage along the abutting street.			
(b) In addition to the permitted freestanding sign, a price sign is also permitted.			

21.15.2577 Sign, electronic message center

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

21.44.115 Electronic Message Center Sign

Electronic message center signs are permitted for any individual business or shopping or convention center use that is comprised of five (5) or more acres of land or has a minimum building area of 150,000 square feet.

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

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.

F. Location.

1. No electronic message center sign shall be located closer to any interior side property line than twenty-five (25) feet and it shall have a minimum separation of one hundred (100) feet from a residential district. Lots adjoining freeway or railroad rights-of-way may locate a freestanding sign on the property line adjoining such right of way.
2. The minimum distance required between a freestanding sign and an electronic message center sign shall be one hundred (100) feet.

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.

21.52.229 Electronic Message Center Signs

A. In addition to the required findings for a Conditional Use Permit (Section 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:

1. The electronic message center display shall have no illumination which is in continuous motion or which appears to be in continuous motion.
2. The display message will not change at a rate faster than one (1) message every four (4) seconds.
3. The interval between messages will not be less than one (1) second.
4. The intensity of illumination will not change.

5. All messages shall be limited to on-site advertising of goods or services or non-commercial messages (i.e. 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.

- D. **Copy.** Sign copy shall be limited to the identification of the business and a total of two principal products or services sold on the premises. The total number of signs shall not exceed the allowable limits establish in subsection B. Copy shall not be placed on the edge of any wall sign.
- E. **Location.** No wall sign shall extend beyond the parametric limits of the signable area on which it is displayed, nor shall it be displayed above the peak of the roof or the top of the parapet of a building. No sign shall be located upon an architectural protrusion.
- F. **Projection.** The maximum projection shall be fourteen inches. No wall sign shall project over a public alley, driveway, or parking above grade.

6. Clarify and simplify the Building Identification Sign Section

Amend Section 21.44.230, as follows:

21.44.230 Building identification signs.

- A. **Business Identification.** ~~Building identification signs may be displayed on any building that contains more than one business in lieu of a sign or signs which advertise products or services. Such signs shall be comprised of the building name and/or logo. One sign is permitted on each building face; provided that each sign shall not exceed one square foot of sign area per linear foot of street frontage with a maximum sign area of one hundred square feet. The location of a building identification sign shall be the same as a wall sign, except that, pursuant to Section 21.44.130, no height limitation is imposed.~~

Commercial Buildings. Commercial building identification signs may be displayed on any building that is composed of one or more businesses and is at least four (4) stories high.

1. **Number.** One building identification sign is permitted per building face/wall and shall be comprised of the business/building name and /or logo.
2. **Area.** Commercial building identification signs shall not exceed one and a half (1.5) square feet of sign area per every linear foot of street frontage and shall not exceed a maximum of three (300) hundred square feet.
3. **Placement.** No commercial building identification sign shall extend beyond the parametric limits of the signable wall area on which it is placed, nor shall it be displayed above the peak of the roof nor the top of the parapet of a building, or below the lower one-third (1/3) of a building on which it is placed.
4. **Projection.** The maximum projection shall be fourteen (14) inches from the face of the wall. Any building identification sign projecting over the right-of-way shall be approved by the Director of Public Works.

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 (ie. now entering or leaving community name) within the City. This sign shall always identify that the respective community is part of the City.

- A. **Applicability.** No person, except a public officer or employee performing a public duty, shall place any sign on, above, along or within any public property. This prohibition does not apply to:
1. Temporary promotional activity signs in public parks in connection with activities or uses approved by the city;
 2. Street banners, temporary holiday season decorations, and other street decorations on or suspended from lamp poles or other public structures shall be permitted when approved by the director of public works and the city manager;
 3. Signs authorized by the city inside publicly owned places of assemblage such as convention halls, auditoriums, sport arenas or stadiums which are used in a proprietary capacity;
 4. Private advertising on signs authorized by the city which are located on public property outside and adjacent to publicly owned places of assemblage such as convention halls, auditoriums, sports arenas or stadiums which are used in a proprietary capacity, provided that such private advertising does not exceed ten percent of the sign area, and provided that public right-of-way, parks, libraries, schools, museums, landmarks, and memorials may not be so used. The signs permitted by this subsection shall require staff site plan review to determine appropriate size and design;
 5. Wall signs for on-premises advertising on buildings used by concessionaires or other private commercial users or lessees of public property, when authorized by departments or agencies of the city in their proprietary capacity, and provided that any such signs comply with the provisions of Section 21.44.101.C pertaining to wall or pylon signs;
 6. Painting of house numbers upon curbs in compliance with the requirements of this Code;
 7. Community identification signs provided:
 - (a) The signs are located in parkways or in the median island of divided highways,
 - (b) ~~The sign complies with the city wide design specifications for community identification signs as approved by the city planning commission. The sign shall comply with the established design guidelines as per Section 21.44.105 - Community Identification Signs.~~ and
 - (c) The applicant has a written construction and maintenance agreement approved by the director of public works.
- B. **Permit Required.** In addition to city staff site plan review, when required, any person who intends to place a private sign on public property as permitted by Section 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 such 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.

- 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.

10. Amend Disclosure Section in Subdivision Ordinance to delete a reference to sections that no longer exist.

Amend Section 20.32.690, 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 covenants and restrictions applying to the building and following items of information:

- A. The date the building was built (date of final building inspection or original certificate of occupancy;
- B. The form of ownership of the building prior to conversion under Chapter 20.32 (rental, Community Apartment, stock cooperative, limited equity cooperative, or condominium) together with a description as to how that form of ownership differs from the one under which the units are offered for sale; and
- C. A full listing of the building improvement requirements required for conversion. Any exceptions to the standards of Sections 20.32.090-20.32.160 ~~or 20.32.420-20.32.500~~, including those granted in Sections 20.32.530 or 20.32.540, which have been granted to the project shall be listed separately and clearly indicated that such improvements have not been made to the building. All improvement requirements shall be fully described and not referenced only by Municipal Code Section.

11. Amend CUP Special Conditions of Approval referencing Monopoles to require co-location

Amend Section 21.52.210, as follows:

21.52.210 Cellular and personal communication services (with monopoles).

- A. The proposed cellular or personal communication services receiving and transmitting station shall be designed at the minimum functional height. Such height should not exceed the height of the applicable district and should never exceed forty-five feet (45') unless located so as to be unintrusive to residential districts.
- B. Prior to the issuance of a building permit, the City Telecommunications Bureau shall determine that the new cellular or personal communication services will not interfere with any City communication system.

- 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;

- C. The applicant shall provide evidence that the use will remain as senior citizen or handicapped housing through deed restriction or other method suitable to the planning commission. In the case of senior citizen housing that is constructed for sale or rental of individual units, apartments or condominiums, the applicant shall provide proof that the proposed project is fully compliant with the provisions of California Civil Code Section 51.3 or otherwise provide proof that the provisions of Civil Code Section 51.3 are not applicable to the project. Failure to provide suitable proof and assurances to the Planning Commission will result in the denial of the density multiples provided for in table 52-1.
- D. The facility shall be designed with appropriate grab bars in all hallways and bathtubs and/or showers and with nonslip surfaces in bathtubs and/or showers. The designs shall conform to the specifications of the U.S. Department of Housing and Urban Development for the applicable use;
- E. Each unit shall be equipped with an emergency signaling device to the on-site unit manager's office, if applicable, to the satisfaction of the chief of police;
- F. Each facility shall provide not less than three hundred square feet of common recreational space;
- G. Each facility shall provide not less than one hundred and fifty square feet of usable open space per unit or room. Of the one hundred and fifty square feet, not less than fifty square feet shall be private open space, and the remainder may be common open space in addition to the three hundred square feet required above;
- H. The facility shall be located within one thousand feet by legal pedestrian route to a public transit stop; and
- I. Parking and loading shall be provided as required by Chapter 21.41 (Off-Street Parking and Loading Requirements).

13. Amend Restoration Section of code to allow multi-family residential uses a two (2) restoration period as required by state law

Amend Section 21.27.130, as follows:

21.27.130 Restoration.

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

- A. **Level of Restoration.** The damaged use or structure may be repaired or rebuilt to the area and footprint of the previous use or structure. Alternatively, the use or structure may

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
4.4

