

CALIFORNIA COASTAL COMMISSION

South Coast Area Office
200 Oceangate, Suite 1000
Long Beach, CA 90802-4302
(562) 590-5071



June 21, 1999

MEMORANDUM**TO:** Commissioners and Interested Persons**FROM:** Peter Douglas, Executive Director
Deborah Lee, Deputy Director
Pam Emerson, Los Angeles County Area Supervisor
Charles Posner, Staff Analyst**SUBJECT:** Concurrence with the Executive Director's determination that the action of the City of Long Beach accepting certification with suggested modifications of LCP Amendment No. 1-97B is legally adequate. (For Commission review at its July 12-16, 1999 meeting in San Rafael.)**STAFF RECOMMENDATION**

Staff recommends that the Commission concur with the Executive Director's determination that the City's action is legally adequate.

BACKGROUND

On November 3, 1997, the City of Long Beach submitted a request to amend the implementing ordinances (LIP) portion of the City of Long Beach certified Local Coastal Program (LCP). The LCP amendment request would modify the sign code section of the certified LIP. On January 15, 1999, the Commission approved Amendment No. 1-97B to the LIP portion of the City of Long Beach LCP with suggested modifications. The Commission's suggested modifications would: 1) 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; 2) prohibit the placement of private freestanding signs on the sandy beach; 3) require approval of a comprehensive sign plan prior to the placement of private signs on public property adjacent to the sandy beach; and 4) require that, in addition to a City sign permit, any sign placed on public property in the coastal zone 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...).

On May 11, 1999, the Long Beach City Council adopted Ordinance No. C-7617 incorporating the suggested modifications into LCP Amendment No. 1-97B. On May 26, 1999, the City submitted Resolution No. C-27514 and Ordinance No. C-7617 to the Executive Director for a determination that the City has incorporated the Commission's suggested modifications into LCP Amendment No. 1-97B consistent with the Commission's action on January 15, 1999.

As provided in Section 13544 of the California Code of Regulations, the Executive Director must determine that the City's action is legally adequate and report that determination to the Commission. In this case, the Executive Director has determined that the City's action is legally adequate. Unless the Commission objects to the Executive Director's determination, the certification of Amendment No. 1-97B to the City of Long Beach LCP shall become effective upon the filing of the required notice of certification with the Secretary of Resources as provided in Public Resources Code Section 21080.5(d)(2)(V).

RESOLUTION NO. C- 27514

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH DIRECTING THE DIRECTOR OF PLANNING AND BUILDING TO TRANSMIT A COPY OF ORDINANCE NO. C- 7617, WHICH ORDINANCE ADOPTS CERTAIN MODIFICATIONS TO THE CITY'S SIGN CODE AS REQUESTED BY THE CALIFORNIA COASTAL COMMISSION IN CONNECTION WITH THE LONG BEACH LOCAL COASTAL PROGRAM (LCP) MAJOR AMENDMENT NO. 1-97B (SIGN CODE)

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

WHEREAS, on May 11, 1999, the City Council of the City of Long Beach amended certain provisions of the Long Beach Zoning Regulations (the "Amendments") as set forth in Ordinance No. C- 7617 of the City of Long Beach; and

WHEREAS, said amendments include certain modifications to the City's Sign Code, Sections 21.25.506.B, 21.25.508.A, 21.44.090.B, as requested by the California Coastal Commission in connection with the Long Beach Local Coastal Program (LCP) major amendment no. 1-97B (Sign Code); and

WHEREAS, it is the desire of the City Council to submit the above referenced Sign Code amendments to the California Coastal Commission for its certification by its Executive Director 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 the proposals respecting the amendments to the Zoning

Robb J. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

1 Regulations pertaining to the City's sign code at properly noticed and advertised public
2 hearings; and

3 WHEREAS, the City Council approved the proposed changes to the LCP by
4 adopting the Zoning Regulations. The proposed Zoning Regulation amendments relating
5 to the City's Sign Code are to be carried out in a manner fully consistent with the Coastal
6 Act and become effective in the Coastal Zone immediately upon Coastal Commission
7 certification; and

8 WHEREAS, environmental documentation has been prepared, certified,
9 received and considered as required by law, and the City Council hereby finds that the
10 proposed amendments will not adversely affect the character, livability or appropriate
11 development of the surrounding properties and that the amendments are consistent with
12 the goals, objectives and provisions of the General Plan.

13
14 NOW THEREFORE, the City Council of the City of Long Beach resolves as
15 follows:

16 Section 1. The amendments to the Long Beach Zoning Regulations relating
17 to the City's Sign Code as adopted by Ordinance No. C- 7617 of the Long Beach
18 City Council on May 11, 1999, a copy of which is attached to and
19 incorporated in this resolution as Exhibit "A", is hereby submitted to the California Coastal
20 Commission for its earliest review and certification.

21 Sec. 2. The Director of Planning and Building of the City of Long Beach is
22 hereby directed to submit a certified copy of this resolution, together with appropriate
23 supporting materials, to the California Coastal Commission with a request for its earliest
24 certification.

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

27 I certify that this resolution was adopted by the City Council of the City of
28 Long Beach at its meeting of May 4, 1999, by the following vote:

Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

1 Ayes: Councilmembers: Baker, Colonna, Roosevelt, Kell, Grabinski,
2 Kellogg, Topsy-Elvord.
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4 Noes: Councilmembers: None.
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7 Absent: Councilmembers: Oropeza, Shultz.
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11 Shelba Powell
12 City Clerk
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25 CERTIFIED AS A TRUE AND CORRECT COPY
26 Shelba Powell
27 CITY CLERK OF THE CITY OF LONG BEACH
28 DATE: 5-18-99

MJM:KJM

2/4/99; #99-00154

F:\APPS\CityLaw32\WPDOCS\0004\0001\00000370.WPD;

ORDINANCE NO. C-7617

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH AMENDING THE LONG BEACH
MUNICIPAL CODE BY AMENDING SECTIONS 21.25.506.B,
21.25.508.A, AND 21.44.090.B, RELATING TO THE SIGN
CODE

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

Section 1. Section 21.25.506.B of the Long Beach Municipal Code is amended to read as follows:

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;
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 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

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d. otherwise adversely affect recreation, access or the visual resources of the coast.

Sec. 2. Section 21.25.508.A of the Long Beach Municipal Code is amended to read as follows:

21.25.508 Waiver of Development Standards

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

1. Development Projects:

a. Privacy;

b. Open space;

c. Pedestrian access;

d. Landscaping;

e. Wrought iron fence height;

f. Guest parking in projects located outside of a parking impacted area, provided that guest parking is not reduced below one space for each six units, and guest parking for low-income units in projects with ten percent or more low-income units;

g. Tandem parking as valet parking;

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

i. Subterranean parking in the front setback;

j. Courtyard dimensions; and

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

2. Signage Projects:

a. Size;

b. Height;

- c. Location;
- d. Placement;
- e. Number of signs; and
- f. Type of sign.

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 the 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.

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

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 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.

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

1 a comprehensive sign plan. A comprehensive sign plan shall include specific
2 standards for the size, number and location of proposed signs. A coastal
3 development permit for a comprehensive sign plan shall be approved only if a
4 positive finding is made that the sign or signs included in the plan do not:

- 5 a. obstruct public views to or along the coast;
- 6 b. adversely impact public access to and use of the water;
- 7 c. adversely impact public recreational use of a public park or beach; or
- 8 d. otherwise adversely affect recreation, access or the visual resources of
- 9 the coast.

10 3. A coastal development permit shall be required for any sign placed on
11 public property in the coastal zone pursuant to Subsections 21.44.090A.4 or
12 21.44.090.A.8, except that a coastal development permit shall not be required for:
13 wall signs; signs on the interior of structures; signs comprised solely of paint on
14 existing structures; temporary banners, flags and political campaign signs displayed
15 for a period not to exceed 90 days; warning signs; traffic safety signs; and public
16 service signs less than four square feet that identify public conveniences (e.g.,
17 restrooms, telephones, hours of operation, government ordinances). A coastal
18 development permit for a sign on public property shall be approved only if a positive
19 finding is made that the sign design and scale does not:

- 20 a. obstruct views to or along the coast from publicly accessible places;
- 21 b. adversely impact public access to and use of the water;
- 22 c. adversely impact public recreational use of a public park or beach; or
- 23 d. otherwise adversely affect recreation, access or the visual resources of
- 24 the coast.

25
26 Sec. 4. The City Clerk shall certify to the passage of this ordinance by the
27 City Council and cause it to be posted in three conspicuous places in the City of Long
28 Beach, and it shall take effect on the thirty-first day after it is approved by the Mayor.

1 I hereby certify that the foregoing ordinance was adopted by the City Council
2 of the City of Long Beach at its meeting of May 11, 1999, by the
3 following vote:

4 Ayes: Councilmembers: Oropeza, Baker, Colonna,
5 Roosevelt, Kell, Topsy-Elvord,
6 Grabinski, Kellogg, Shultz.

7 Noes: Councilmembers: None.

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10 Absent: Councilmembers: None.

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13 Shelba Powell
14 City Clerk

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16 Approved: 5-13-99
17 (Date)

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28 Henry Neil
Mayor

Robert E. Shannon
City Attorney of Long Beach
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