



# Administrative Report

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J.1., File # PC24-1840

Meeting Date: 11/21/2024

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**TO:** PLANNING COMMISSION

**FROM:** SEAN SCULLY, PLANNING MANAGER AND STEVEN GIANG, SENIOR PLANNER

## **TITLE**

PUBLIC HEARING TO CONSIDER AND MAKE RECOMMENDATIONS TO THE CITY COUNCIL ON AMENDMENTS TO TITLE 10, CHAPTER 2 (ZONING ORDINANCE) AND CHAPTER 5 (COASTAL LAND USE PLAN IMPLEMENTING ORDINANCE) OF THE REDONDO BEACH MUNICIPAL CODE RELATED TO THE USE OF ELECTRONIC SIGNS ON CITY-OWNED PROPERTIES.

## **RECOMMENDATION:**

1. Open the public hearing, administer oath, take testimony from staff, the applicant and other interested parties, and deliberate; and
2. Approve Resolution No. 2024-\*\*-PCR-\*\*\* recommending that the City Council amend Title 10 Chapter 2 and 5 of the Redondo Beach Municipal Code related to the use of electronic signs on City-owned properties.

## **EXECUTIVE SUMMARY**

The proposal for to allow electronic signs on City-owned properties, specifically in the waterfront area, originated at a City Council Strategic Planning Session and also as a Staff referral. The proposed Municipal Code amendments would provide the City with flexibility to install electronic signs on City-owned property for various uses under the Administrative Design Review process to be approved by the Director of Community Development.

Staff is asking for the Planning Commission's to review and recommend that the City Council adopt the proposed amendments to Redondo Beach Municipal Code (RBMC) Chapters 2 (Zoning Ordinance) and 5 (Coastal Land Use Implementing Ordinance) and find that the change is consistent with the City's General Plan and exempt from the California Environmental Quality Act (CEQA).

## **BACKGROUND**

Electronic signs are currently prohibited throughout the City, with the exception of live performance theaters, where they are allowed subject to certain design standards. The prohibition on electronic

display signs is intended to prevent the proliferation of billboards and other types of electronic signs that could have a detrimental effect on community character. One issue with the prohibition is that it limits the City's ability to install dynamic signage that can be quickly adjusted to communicate information to the public.

The proposed amendments would allow for electronic signs on City-owned properties, such as the waterfront or at city parks, via the Administrative Design Review process and subject to the standards (Attachment 4) currently applied to electronic signs at live performance theaters. By limiting electronic signs to City-owned properties, the City would be able to minimize potential impacts by managing the number, design and location of the electronic signs. The photos below show two examples of locations along the waterfront where electronic signs are planned. Additional examples may include signs used for announcements at the City owned parks, amber alerts by the police department, or the advertisement of city events at City Hall. It should be noted that any electronic sign larger than 30 square feet will still require a Planning Commission Design review on City-owned and on Public and Institutional Zoned properties.



Exhibit 1 - Proposed Waterfront Sign Location

The proposed amendments to Title 10 (Planning and Zoning) are consistent with the Redondo Beach General Plan and Local Coastal Program in that the updates uphold and do not hinder the goals and policies of those plans. More specifically, the proposed code amendments would allow for the flexibility to install and manage electronic display signs on City-owned property while ensuring that bright electronic signs do not proliferate throughout the city to the rest of the community.

**DISCUSSION AND ANALYSIS**

The proposed code amendments include updates to amend development standards in Title 10,

Chapters 2 (Zoning Ordinance) 5 (Coastal Land Use Implementing Ordinance) of the RBMC. The intention of the proposed code amendment is to only allow electronic signs that are on properties owned by the City of Redondo Beach. An analysis of the proposed code amendments is outlined below:

#### Amendments to Chapter 2 (Zoning Ordinance)

Chapter 2 (Zoning Ordinance) establishes the development standards for how properties within specific zoning districts may be used. The proposed amendments are focused to permit the use of electronic signs on Public and Institutional Zoned land and City-owned properties and to clarify the approval authority for electronic signs on City-owned properties. The proposed text changes are below *italics* with underlined (new) text followed by a brief discussion of the proposed amendments. A redlined draft copy of the code amendments is available for review as Attachment 3.

1. Section 10-2.1814 Public zone and City-owned property requirements.

*In all "P" public and institutional zones and City-owned properties, any new sign or change to existing sign, other than a change of copy, that exceeds 30 square feet in area shall be subject to Planning Commission Design Review (Section 10-5.2502). Any new sign or change to existing sign, other than a change of copy, that is 30 square feet or less in area shall be subject to Administrative Design Review (Section 10-2.2500). Any electronic message display sign, regardless of sign area, shall be subject to Planning Commission Design Review.*

*(a) Electronic message displays. Electronic message displays may be permitted, subject to Planning Commission Design Review (Section 10-2.2502), and provided all of the following standards are met. The Community Development Director may approve electronic message display signs installed by the City, on any City-owned property through Administrative Design Review subject to standards (3)(4)(5)(7)(8)(10)(11)(12) and (13).*

The proposed amendment revises the section heading to include city-owned properties and grants the Community Development Director the authority to approve electronic signs installed by the City on City-owned properties as an Administrative Design Review, as long as the project meets the standards previously provided by this section.

2. Section 10-2.1818 Prohibited Signs

*(f) Animated signs, except barber poles and time-temperature signs, and electric message display signs permitted pursuant to Section 10-5.1814, unless installed by the City, on any City-owned property, pursuant to the standards included in Section 10-2.1814, unless installed by the City, on any City-owned property, pursuant to the standards included in Section 10-2.1814.*

The proposed amendments revise the section to allow for an exception of electric display signs for City-owned properties as long as the project meets the development standards defined in Section 10-2.1814 (Public and City-owned property requirements)

#### Amendments to Chapter 5 (Coastal Land Use Implementing Ordinance)

Chapter 5 (Coastal Land Use Implementing Ordinance) establishes the development standards for how properties within coastal zones may be used. The proposed amendments are focused to permit

the use of electronic signs on City-owned properties within the Coastal Zone. The proposed text changes are below *italics* with underlined (new) text followed by a brief discussion of the proposed amendments. A redlined draft copy of the code amendments is available for review as Attachment 3.

1. Section 10-5.1814 Public zone and City-owned property requirements.

*In all "P" public and institutional zones and City-owned properties, any new sign or change to existing sign, other than a change of copy, that exceeds 30 square feet in area shall be subject to Planning Commission Design Review (Section 10-5.2502). Any new sign or change to existing sign, other than a change of copy, that is 30 square feet or less in area shall be subject to Administrative Design Review (Section 10-5.2500).*

*(a) Electronic message displays. Electronic message displays may be permitted, subject to Planning Commission Design Review (Section 10-5.2502), and provided all of the following standards are met. The Community Development Director may approve electronic message display signs installed by the City, on any City-owned property through Administrative Design Review subject to standards (3)(4)(5)(7)(8)(10)(11)(12) and (13).*

This section clarifies the allowed signs within the Public and Institutional zoned properties. The proposed amendments revise the section heading to include city-owned properties and provides grants the Community Development Director the authority to approve electronic signs installed by the City on City-owned properties through an Administrative Design Review, as long as the project meets the standards previously provided by this section.

2. Section 10-5.1818 Prohibited Signs

*(f) Animated signs, except barber poles and time-temperature signs, and electric message display signs permitted pursuant to Section 10-5.1814, unless installed by the City, on any City-owned property, pursuant to the standards included in Section 10-5.1814.*

The proposed amendments revise the section to allow for an exception of electric display signs for City-owned properties within the Coastal Zone as long as the project meets the development standards defined in Section 10-5.1814 (Public and City-owned property requirements)

## **ENVIRONMENTAL STATUS**

The proposed code amendments to Title 10 (Planning and Zoning) of the RBMC is Categorically Exempt from further environmental review, pursuant to Section 15061(b)(3) of the Guidelines of the California Environmental Quality Act (CEQA) that refers to activities where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment (common-sense exemption), then the activity is not subject to CEQA.

## **CONCLUSION**

At this time, staff is requesting that the Planning Commission consider recommending the proposed amendment to the RBMC for approval by the City Council and find that the proposed change is consistent with the City's General Plan and Local Coastal Program. If recommended for approval, staff will present to the City Council for consideration of amending RBMC Title 10, Chapters 2 (Zoning and Land Use) and 5 (Coastal Land Use Implementing Ordinance).

Prepared by:

Approved by:

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Steven Giang, AICP  
Senior Planner

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Sean Scully  
Planning Manger

**ATTACHMENTS**

1. Draft Resolution Recommending City Council approve Zoning Ordinance Amendments
2. Draft Electronic Sign Code Amendments
3. Draft Redlined Electronic Sign Code Amendments
4. Electronic Sign Standards