



Administrative Report

H.9., File # 25-0289

Meeting Date: 3/11/2025

To: MAYOR AND CITY COUNCIL

From: MARC WIENER, COMMUNITY DEVELOPMENT DIRECTOR

TITLE

ADOPT BY TITLE ONLY ORDINANCE NO. 3291-25 ADOPTING AMENDMENTS TO TITLE 10, CHAPTERS 2 (ZONING ORDINANCE) AND 5 (COASTAL LAND USE PLAN IMPLEMENTING ORDINANCE) OF THE REDONDO BEACH MUNICIPAL CODE RELATED TO THE USE OF ELECTRONIC SIGNS WITHIN THE HARBOR/PIER SPECIAL DISTRICT FOR SECOND READING AND ADOPTION

EXECUTIVE SUMMARY

At the February 18, 2025 City Council meeting, the Council approved the introduction of Ordinance No. 3291-25, allowing for one electronic message display sign along Harbor Drive and four static electronic directory signs with digital screens no larger than 4' x 6' in size in the Pier area. The Ordinance has been prepared for second reading and adoption.

BACKGROUND

Electronic message display signs are currently prohibited throughout the City with the exception of performance theaters and schools located in the Public Zone. On February 4, 2025, the City Council held a public hearing to discuss allowing electronic message display signs on City-owned property under limited circumstances. The City Council directed staff to return with an Ordinance that would limit electronic message display signs to one location along Harbor Drive and up to four static electronic directory signs, all within the Harbor/Pier area. On February 18, 2025, the City Council approved the introduction and first reading of Ordinance No. 3291-25, which included minor amendments and corrections that were provided to the City Council as a Blue Folder Item and presented at the public hearing. This item provides Council the opportunity to approve the Ordinance for second reading and adoption.

COORDINATION

Preparation of the Ordinance was coordinated with the City Attorney's Office.

FISCAL IMPACT

There is no fiscal impact associated with the adoption of this Ordinance.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Ord - No. 3291-25 Adopting Amendments to Redondo Beach Municipal Code Chapters 2 (Zoning ordinance) and 5 (Coastal Land Use Plan Implementing Ordinance)
- Redline Text Amendments - Redondo Beach Municipal Code Title 10, Chapter 2, Article 6, § 10-2.1814
- Redondo Beach Municipal Code - Title 10, Chapter 2, Article 6, § 10-2.1814