

**City of Culver City, California
Agenda Item Report**

Meeting Date: 06/09/14		Item Number: <u>A-5</u>	
CITY COUNCIL AGENDA ITEM: (1) Discussion of the Concept of the Creation of a Sign District Along the 405 Freeway Corridor and (2) (If Desired) Direction to the City Manager as Deemed Appropriate.			
Contact Person/Dept.: Sol Blumenfeld Community Development		Phone Number: 310-253-5700	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒ Date: _____			
Public Notification: (E-Mail) (E-Mail) Meetings and Agendas – City Council (06/04/14); Courtesy Notice to the Following E-Mail Notification Groups - City Council (1548), Downtown Neighborhood Association (467), Gateway Neighborhood Association (372), Fox Hills Neighborhood Association (463), Chamber of Commerce (609) (06/03/14); Published in the Culver City News (06/05/14).			
Department Approval: Sol Blumenfeld (06/04/14)		City Attorney Approval: Carol Schwab (06/04/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/04/14)		City Manager Approval: John Nachbar (06/04/14)	
<u>RECOMMENDATION:</u> Staff recommends that the City Council discuss the concept of the creation of a Sign District along the 405 Freeway Corridor (405 Sign District) and, if desired, direct the City Manager as deemed appropriate. <u>BACKGROUND:</u> Over the past several years, the City has been approached by persons interested in installing signage (including “billboards” and digital signage) along the 405 Freeway corridor. Most recently, on May 16, 2014, the City Manager received a proposal from The Carlyle Group for an “Outdoor Sign Project,” proposing 10 sign faces (five electronic and five static) – the Carlyle Proposal. (See Attachment 1) At the May 27, 2014 City Council meeting, the City Manager informed the City Council of the Carlyle Proposal, and the City Council provided consensus to place the item on a future City Council agenda determine whether the City Council was interested in pursuing such a concept. <u>DISCUSSION:</u> If the City Council is interested in the concept of creating a 405 Sign District or other similar regulatory process, staff will fully evaluate the mechanism(s) that may be			

City of Culver City, California
Agenda Item Report

used to establish such a district, including the potential for creating an overlay zone to be applied through a specific plan process. The intent of the specific plan would be to address concerns for proper location and design of signs and the promotion of related economic development goals for the area. The underlying zoning in the specific plan area (CG – Commercial General, CRB Zone – Commercial Regional Business Park – CRB, CRR – Commercial Regional Retail and IG – Industrial General) would remain the same. In concept, an overlay zone would allow signs to be installed in a specified area (in this case, in proximity to the 405 Freeway corridor). The specific plan process would allow for the thoughtful planning and design of the area, including the creation of appropriate development standards (i.e. specific plan area boundaries, minimum lot size, location, design and height of signs, etc.). In addition, if the City Council wants to move forward with consideration of this issue, staff would further evaluate the potential costs, revenues, and timing related to the creation of a freeway-oriented sign program.

If so directed, staff will return to the City Council at a future meeting with further detailed information regarding the process for establishing a sign district (including an outline of the specific plan contents) and the related costs and revenues associated therewith, at such time as those costs and revenues are ascertained.

FISCAL ANALYSIS:

There is no fiscal impact related to the City Council's discussion of this item at this time. If desired by the City Council, staff would return at a later date with additional fiscal information as part of a more detailed report.

ATTACHMENT:

1. May 16, 2014 proposal from Carlyle Group

MOTION:

That the City Council:

Discuss the concept of the creation of a sign district along the 405 Freeway corridor and (if desired) provide direction to the City Manager as deemed appropriate.