

Torrance, California
July 31, 1968

MINUTES OF AN ADJOURNED REGULAR
TORRANCE CITY COUNCIL MEETING

Those responding to roll call by City Clerk Coil were: Councilmen Beasley, Johnson, Miller, Sciarrotta, Uerkwitz, Wilson and Mayor Isen. Also present were City Manager Ferraro and City Attorney Remelmeyer.

Mayor Isen announced that this is a regular adjourned meeting of the City Council, duly called and scheduled for 3:00 P.M., specifically for the purpose of adjourning to a personnel session to choose members of the various commissions.

Councilman Uerkwitz brought up the question of whether a City employee should be eligible for appointment to a commission. Perhaps there would be a problem of conflict of interest being generated wherein an employee's job might be affected, i.e. an employee working in the Personnel Department being appointed to the Civil Service Commission. Guidel COUNCIL MINUTES 8/27/68 established.

Councilman Miller moved that the minutes of the meetings of August 5, 6, and 13 be approved as written. His motion was seconded by Councilman Johnson, and there were no objections.

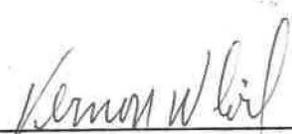
Councilman Miller wished to clarify a matter brought up at the meeting regarding the appointment of Commissioners. At the time of the meeting he posed the problem of husband and wife on commissions. Although he brought the problem up, it was his position that he was not against it, as long as they weren't on the same commission. Council had agreed that it was an individual thing, with each individual Councilman and how they felt about it. But the minutes do not reflect that, they indicate he was negative rather than positive. Altho no motion was made and no vote taken the subject goes on to state that some of the Council was opposed. He would like the minutes of that meeting (July 31st) reconstructed to reflect his position.

Councilman Johnson stated he also would like to be sure his position was properly reflected. He was not against this. sending letters to commissioners regarding their attendance.

At 3:30 P.M. Mayor Isen announced the meeting would now adjourn, and a personnel session in the Conference Room would follow.

Claire Gall
Minute Secretary

1. Council Minutes
July 31, 1968


Vernon W. Coil, Clerk of the
City of Torrance, California

APPROVED:


Mayor of the City of Torrance

I N D E XRegular Adjourned Council Meeting, August 5, 1968

<u>SUBJECT:</u>	<u>PAGE</u>
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<u>PLANNING AND ZONING MATTERS:</u>	
3. Proposed Sign Regulations.	1,2,3,4

Adjourned at 10:55 P.M. on this matter to Monday,
September 16, 1968 at 7:00 P.M.

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Ava Cripe
Minute Secretary

Council Minutes
Regular Adjourned Meeting
August 5, 1968

Torrance, California
August 5, 1968

MINUTES OF A REGULAR ADJOURNED MEETING
OF THE TORRANCE CITY COUNCIL

The Torrance City Council convened in a regular adjourned meeting at 8:00 P.M. (following a bus trip starting at 6:30 P.M.) on Monday, August 5, 1968 in the Council Chambers of Torrance City Hall.

ROLL CALL:

Responding to roll call by City Clerk Coil were: Councilmen Beasley, Johnson, Miller, Sciarrotta, Uerkwitz, and Mayor Isen. Absent: Councilman Wilson (out of town on University business). Councilman Beasley left the meeting during the recess at 9:35 P.M. Also present were City Manager Ferraro, City Attorney Remelmeyer, and City Clerk Coil.

FLAG SALUTE:

At the request of Mayor Isen, Mr. George Brewster led in the salute to the flag.

All other ceremonies were dispensed with, this being a regular adjourned meeting with the primary consideration the proposed sign ordinance.

PLANNING AND ZONING MATTERS:

Communication from the Planning Director re: Proposed Sign Regulations. Recommended for adoption in principle by the former Council Sign Committee.

Mayor Isen related the background of the development of a sign ordinance, representing some two years of study and countless meetings, and suggested that the procedure to be employed at this meeting be first the desired presentations, followed by item-by-item review of the Council Committee recommendations.

Planning Director Shartle made a visual presentation of signing throughout the City, with placards indicating how the different interpretations could be applied.

The philosophy of the ad hoc committee assigned to study this subject was related by Mr. George Brewster, a representative of that committee, in that their approach to this matter ^{was} as an environmental problem and attempted to determine the desired accomplishments. Other endeavors taken in the past in this field have been the oil well beautification project, parking lot standards, studies of traffic congestion, the proposed noise and glare ordinance, new gas station standards, underground utilities, etc. - all to improve the environment of the City. Mr. Brewster further stated that it was ever a consideration of the ad hoc committee that there would be exceptions, unique cases that would need special treatment; their approach being to make an ordinance that would allow anything that went in automatically to be acceptable to anybody in the City - anything of question to go through the review process - and afford reasonable assurance of good signing.

On behalf of the Planning Commission, Commissioner James Armstrong reported of the concern of the Commission regarding signs in disuse and disrepair, hence the resultant abatement recommendations, with no intent of imposing hardship. Mr. Armstrong further stated the Commission's recommendations generally parallel those of the ad hoc committee, and that it is their feeling that the following must be accomplished with a sign ordinance: That the community has the right to be informed

of the goods and services available; That the professional community has the right as the purveyor of this information to advertise; and that the community has the right to expect that the environment in which they live will be protected from misuse. Deliberated by the Planning Commission were the problems of bigness, proliferation, intrusion, abuse of the eye, all characteristic of a sign jungle. In conclusion, Mr. Armstrong stated that it is the hope of the Commission that such situations can be avoided, rather than waiting until it happens, and it is their feeling that the Commission recommendations are reasonable, equitable, and just in achieving the above outlined accomplishments.

Representing the Torrance Merchants' Sign Committee, Mr. Leo Salisbury first stated that it would seem that an ordinance so keenly affecting a businessman should be acceptable to this businessman -- the recommendations of the Torrance Merchants' Sign Committee represent their views, in some cases more restrictive than they would have preferred, in an attempt to arrive at a reasonable ordinance. Such an ordinance, according to Mr. Salisbury, should be clear to expedite these matters, easy to enforce, and should result in improvement to the community, and their version does this and is the most acceptable to the merchants of the community.

Page-by-page review of the CITY COUNCIL SIGN COMMITTEE RECOMMENDATIONS followed:

Page 1: WALL SIGNS:

1. "C" and "M" Uses. Councilman Beasley moved to concur with the recommendations of the Council Committee. His motion was seconded by Councilman Sciarrotta, and there were no objections.

2. Multiple-Family Residential Uses. (Note: Staff recommendation) Councilman Miller moved to concur with the Staff recommendations, with the following revisions: That the reference to agriculture use be made separate, and that the last sentence read: "The maximum sign area shall not exceed 10% of the wall area where located to a maximum sign area of 40 square feet per any one wall face (elevation), and limited to identification only." The motion was seconded by Councilman Uerkwitz, and there were no objections. City Attorney Remelmeyer was instructed to verify the propriety of the "limited to identification only" requirement.

3. Single and Two-Family Uses (Note: Staff recommendation). Councilman Sciarrotta moved that this Item 3 be included in the ordinance. His motion was seconded by Councilman Uerkwitz, and there were no objections.

4. Projecting Wall Signs.
Building and Safety Director McKinnon pointed out the ordinance requirements on public property vs. private property and the need for clarification. The following revisions were made (Page 2):
a) Signs projecting up to 12 inches - a vertical clearance of not less than 8 feet for both public and private property, with the further requirement that, in any event, where vehicular traffic will be involved and may come into contact with the extension there must be 12 ft. clearance.

b) In the case of public property, signs projecting more than 12 inches - a clearance of not less than 8 feet plus 2 feet of clearance for each additional foot of projection beyond 12 inches.

Councilman Johnson moved for the approval of this section, subject to the above suggestions. His motion was seconded by Councilman Miller, and there were no objections.

Mayor Isen ordered a 10-minute recess - 9:35 P.M. - and Councilman Beasley left the meeting at this time.

On resumption of the meeting, attention was directed to the Abatement and Appeal sections, in the interest of expediting some of the more controversial aspects of the proposed ordinance.

Prior to this, Councilman Sciarrotta clarified that the Council action on Item 1 - Wall Signs - that the 30% on the wall sign will include projecting signs.

Pages 7 and 8 (Council Committee):

Pages 2 and 3 (Planning Department Comments):

Mayor Isen invited discussion on the pros and cons regarding abatement.

Councilman Johnson commented that he would like to see a requirement whereby the sign is abated in cases of a change of ownership or tenancy, noting that there are times when such a sign can be modified and brought into regulation at a very small expense upon Council approval and within the limits of reasonableness.

Information from the Internal Revenue Service was furnished by Mr. Brewster to the effect that generally for tax purposes they will allow ten years to write a sign off - further, they will allow the double declining balance method which means that in five years at least 80% of the value of the sign has been written off as a tax shield, 80% of the cash value of the sign recovered in five years. If the sign is sold the second party may then register the value of the sign at the cost obtained by him and depreciate it at 150% which will allow him to write the remainder off in very short order. It is Mr. Brewster's suggestion that an abatement period somewhere between five and ten years probably would not work any economic hardship on the sign owner, pointing out the appeal process for any extenuating circumstance.

It is the feeling of Councilman Sciarrotta that most of the presently objectionable signs will not be in existence in ten years, and replaced by new conforming signs.

At Councilman Uerkwitz's question directed to him regarding the absence of abatement procedures in his ordinance, Mr. Jerry Jackson, California Electric Sign Association, advised that the industry is placed in a very difficult position regarding this, and can't win for losing -- if they are removed, the signs will have to be replaced; if the signs are left, others will have to be made. It is their suggestion, however, that if there is a reasonable, adequate ordinance will obviate a non-conforming sign. If it is felt an abatement period is necessary, Mr. Jackson continued, he would consider ten years reasonable - if a lesser period is considered then there should be a more adequate size or height of sign.

General discussion followed on the nuisance of enforcement and abatement procedures, hardship situations, and the ever present avenue of appeal to the City Council. It was agreed that ten years for abatement was a reasonable time.

MOTION: Councilman Sciarrotta moved that there be an abatement period of ten years, subject to appeal as will be set forth in the ordinance. His motion was seconded by Councilman Uerkwitz, and there were no objections.

It was clarified, regarding abandonment of signs, that a reasonable time period be established, with specific reference to the right of appeal.

The Council now returned to:

Page 3. GROUND SIGNS:

1. Re: "not more than one ground sign per business". Considerable discussion ensued, it being generally felt that the most practical manner would be to treat multi-ownerships as one ownership where contiguous, with common parking, subject to a precise plan. It was agreed that Item #1 should be rewritten and reconsidered.

Mr. Kenny Uyeda, Planning Commissioner, elaborated on the Commission's thinking in this regard: That the application for such ground signs be made by the owner of the property involved because of the likelihood of many tenants and individual purchases of signs and the resultant hardship.

It was recognized that there was need for further study regarding the shopping center arrangement as compared to small individual ownerships side by side.

Further recommended was the elimination of reference to agricultural products in Recommendations #1,2,3, and 4.

Items 2, 3, and 4 were then reviewed.

Mr. Merton Styles, 18202 Purche Avenue, president of "Chicken Lickin'" Corporation, advised of his intent to locate such a business in Torrance and their desire for adequate signing such as is afforded "Kentucky Colonel". Mr. Styles requirements were reviewed - with a hypothetical application of the various versions of the proposed sign ordinance, along with the right of appeal in any event.

It was pointed out by Planning Director Shartle that part of the problem is not the size nor the height but instead the multiplicity and design of the signs, and suggested that perhaps the Council would favor a policy to eliminate strict adherence to the maximum sign height and area based upon the quality of the design of the sign in connection with appeals.

The formula used by the Merchants' Sign Committee was noted by Councilman Uerkwitz -- that formula based on the width of the street in determining the height and width of a ground sign. Clarification was furnished by Mr. Jackson; it was generally agreed that there was merit to this method of sign determination, and that City Attorney Remelmeyer incorporate it in the considerations (the formula being 1-to-1 measured from the center line of the street to the base of the sign).

Further deliberations were continued for thirty days, with Councilman Uerkwitz offering a MOTION to adjourn the consideration of the proposed sign ordinance to September 16th at 7:00 P.M. The motion was seconded by Councilman Johnson, and there were no objections; the hour being 10:55 P.M.

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Ava Cripe
Minute Secretary

4.

Council Minutes
Regular Adjourned Meeting
August 5, 1968

Vernon W. Coil
Vernon W. Coil, Clerk of the
City of Torrance, California

APPROVED:

Albert J. ...

Mayor of the City of Torrance