

I N D E X

Regular Adjourned Meeting - City Council - September 16, 1968

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Adjourned at 9:55 P.M.

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Torrance, California
September 16, 1968

MINUTES OF AN ADJOURNED REGULAR
MEETING OF THE TORRANCE CITY COUNCIL

The Torrance City Council convened in a regularly adjourned meeting on Monday, September 16, 1968, at 7:00 P.M. in the Council Chambers at Torrance City Hall.

ROLL CALL:

Responding to roll call by City Clerk Coil were: Councilmen Beasley, Johnson, Miller, Uerkwitz, Wilson, and Mayor Isen.
Absent: Councilman Sciarrotta.

Also present: City Manager Ferraro, City Attorney Remelmeyer, and City Clerk Coil.

FLAG SALUTE:

At the request of Mayor Isen, Mr. Jerry Jackson, representing the California Electric Sign Association, led in the salute to the flag.

PLANNING AND ZONING MATTERS:

Proposed Sign Regulations.

Attention was directed to the unresolved aspects of the proposed Sign Ordinance, starting with GROUND SIGNS. Discussion centered around the 1 to 1, 1½ to 1, 2 to 1, and 3 to 1 formulas -- as well as the formula recommended by Mr. Jackson, 1 to 1 measured from the center line of the street to the base of the sign (as is applied in the cities of Oxnard, Ventura, Hermosa Beach, Santa Monica, San Diego, Coronado, Burbank, and Garden Grove).

Mayor Isen invited comments from the audience, and first to respond was Mr. Leopold, California Pool Supply, at 24409 Hawthorne Avenue who stated that his business is one of five businesses in one building - the buildings in general are 50 ft. deep with a 20 ft. frontage, and his sign, with the 1 to 1 formula, would be non-conforming. The abatement period of ten years for existing signing was explained by Mayor Isen.

Mr. Leo Salisbury, 20465 Hawthorne, acknowledged that there would be an absence of static from businessmen with existing signs, in view of the 10 year abatement period, but that a 1 to 1 requirement for new businesses would swamp the Council with requests for waivers in view of the restrictive quality of such a requirement. The recommendation of the Merchants' Sign Committee is 3 to 1.

Next to speak was Dr. Lavitt who reported on the present difficulty of his patients seeing his sign on Hawthorne Boulevard, and questioned their value at all unless they can be seen -- some feat with the speed on Hawthorne.

Discussion was then directed to the problem of distance between signs and elimination of the cluttering effect. It was suggested by Planning Commissioner Brewster that the Council take another look at the problem of the individual with a 50 ft. lot, it being the recommendation of the Planning Commission that lots of that type would be allowed one sign (either a pole sign, roof sign, or a projecting sign) and they were allowed 1 sq. ft. for each front ft. -- at the same time the Commission tied the height of the sign, if it is a pole sign, into the square footage of the sign itself to keep it in proportion. Mr. Brewster added that in cases of 200 ft. frontage with common ownership and common parking then there is sufficient latitude. Mr. Jackson concurred with the Council and with Mr. Brewster's comments above, except that he recommended a 3 to 1 ratio to avoid a top-heavy effect that could be created by the 1 to 1. Councilman Beasley proposed the following formula: 1 to 1 under 25 ft.; 2 to 1 under 35 ft.; and 3 to 1 above 35 ft., with the right of appeal. This met with the general approval of the Council, and it was requested that this formula be included as a consideration in the ordinance to be submitted by the City Attorney.

Mr. Bob Mason, director of advertising and public relations for Kentucky Colonel Fried Chicken, commended the Council for their efforts in working with the merchants and understanding their problems. Mr. Mason then related the desire of the merchants for a livable and flexible sign ordinance -- their feeling being that the 3 to 1 ratio will accomplish this.

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At 8:15 P.M. Mayor Isen ordered a 10-minute recess, at which time proper tribute was paid City Clerk Coil on the occasion of his birthday.

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On resumption of the meeting, Mr. Brewster spoke further, stating that, by and large, most of the people in attendance at this meeting represent the various sign interests and are probably the exceptions; ordinances should not be designed on exceptions. Reference was made as well to the 130,000+ people who are clamoring for beautification - more parks, more open space. Mr. Brewster then urged that the Council not be swayed into a decision that would work to the detriment of the City.

Discussion then returned to the ratios and their meaning in various applications. Planning Director Shartle maintained that large, garish signing is unnecessary in attracting business to Torrance -- there are sufficient compelling reasons for such attraction. Discussed as well was the "indian-papoose" look down the streets -- it being pointed out by Mr. Brewster that the height and size must be tied to the frontage, the Planning Commission having established a height formula based upon area, setting a maximum height from 25 to 50 ft. depending upon the size of the sign, the size being related to the frontage. In summation, there was general concurrence with Committee recommendation #3 on Page 3 of the white sheet, with a need for further deliberation acknowledged, and an attitude of leeway by the variance route.

MOTION: Councilman Beasley moved that the City Attorney and the Planning Director draft the sign ordinance generally along the lines of the Council Committee's recommendations, with alternate ratios of 1 to 1, 1½ to 1, 2 to 1, and 3 to 1, to be determined later. The motion was seconded by Councilman Wilson, and carried as follows:

AYES: COUNCILMEN: Beasley, Miller, Uerkwitz, Wilson,
and Mayor Isen.
NOES: COUNCILMEN: Johnson (his preference being the
center of the street formula)
ABSENT: COUNCILMEN: Sciarrotta.

ROOF SIGNS:

MOTION: Councilman Beasley moved to refer to the City Attorney and the Planning Director the matter of roof signs as recommended by the Council Committee. The motion was seconded by Councilman Wilson, and there were no objections.

OFFICIAL, QUASI-OFFICIAL, AND DIRECTIONAL SIGNS:

MOTION: Councilman Miller moved to concur with the Staff recommendation adopted by the Committee. His motion was seconded by Councilman Uerkwitz, and there were no objections.

TRADE CONSTRUCTION SIGNS:

There were no objections - subject to review.

FLAGS, BANNERS, AND PENNANTS:

Mayor Isen directed Planning Director Shartle to note his (Shartle's) comments at the time the proposed ordinance is submitted, for review by the Council at that time.

It was commented by Mr. Brewster that this section would afford great accomplishment in cleaning up the clutter in the City by the control of flags, banners, and pennants, and limiting them to special openings, etc., in the opinion of both the Ad Hoc Committee and the Planning Commission.

REAL ESTATE SIGNS:

Recommended that the existing ordinance be followed.

SUBDIVISION SIGNS:

No comments.

MEMORIAL SIGNS AND HISTORICAL TABLETS:

Per Staff recommendation.

VEHICLE SIGNS:

Needs to be rewritten, noting that a directional sign to a business on any vehicles parked on either public or private property is not desired.

POLITICAL SIGNS:

Study at a later date with the regular ordinance.

It was clarified by Mayor Isen that all the suggestions presented herewith for putting into ordinance form, and are just that, suggestions, to be reviewed and hashed over.

BULLETIN BOARDS:

Staff recommendation okay.

SPECIAL PERMITS:

O.K.

GENERAL PROVISIONS GOVERNING SIZE AND STANDARDS:

Leave in, pending review.

ROTATING, MOVING, FLASHING, CHANGING OR BLINKING SIGNS:

For further study - noting safety factor.

ABATEMENT:

It was clarified that the 10 year abatement period would apply to those non-conforming signs for which a variance has been given. In reference to painted wall signs, they would be abated when a new owner comes in necessitating a new sign which will have to conform.

SIGN REVIEW COMMITTEE:

APPEALS TO SIGN REVIEW COMMITTEE:

FILING OF APPEALS TO BE HEARD BY THE SIGN REVIEW COMMITTEE:

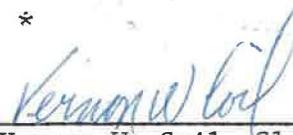
APPEALS TO THE CITY COUNCIL:

City Attorney Remelmeyer expressed his objections to the City Attorney serving on the Sign Review Committee, to no avail.

Mayor Isen requested that copies of the draft of the proposed sign ordinance be furnished the interested parties.

The meeting was regularly adjourned at 9:55 P.M.

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



 Mayor of the City of Torrance

Ava Cripe
 Minute Secretary

4.

Council Minutes
 Regular Adjourned Meeting
 September 16, 1968