

# Planners Plot an End to Business Signs

Major changes in a city law which would effectively eliminate most of the business signs now located in the city within three years will be considered by the Torrance Planning Commission May 10.

The commission has called a special meeting to discuss the proposed changes, being recommended by an Ad Hoc Sign Committee which has had the matter under study for more than a year.

Despite the wide ranging effects of the proposed law, virtually no opposition has been voiced.

Key provision in the new law is an abatement procedure which would require the removal of all signs which do

not meet the criteria established by the new ordinance. All such signs would have to be removed within three years after the law takes effect.

All permanent signs which meet criteria established by the proposed new law would be subject to approval by the city's planning director. His decision could be appealed, through a new Sign Review Committee, to the city's Planning Commission.

Major provisions of the new ordinance would:

- Eliminate all rotating signs, all signs with flashing lights, and all moving parts on signs.
- Prohibit ground signs

(also called pole signs) at any business establishment which does not have at least 200 feet of street frontage.

• Permit only one such ground sign on any one street in large shopping centers. (Del Amo Center, for example, would be entitled to one sign on Carson Street, one on Hawthorne Boulevard, and one sign on Sepulveda Boulevard.)

• Prohibit so-called projecting signs on property with less than 100 feet of street frontage and prohibit any projecting sign from extending higher than the roof of the business establishment.

• Permit roof signs only on buildings which are at

least 35 feet high. (Such signs could extend only 15 feet above the roof line.)

The ordinance would eliminate flags, banners, and other similar devices except for a 30-day period during the firm's initial opening. Realtors would be permitted to place four flags on property being shown, but off-site flags and directional signs would be prohibited.

The Ad Hoc Committee also has recommended that sufficient employees be hired by the city to strictly enforce the provisions of the proposed ordinance.

Generally, the area of a permanent sign would be determined by a formula which

permits one square foot of total sign area per face for each front foot of property, feet per side.

In several specific cases, a to a maximum of 300 square maximum area of less than 300 feet would be established in the ordinance. Signs mounted on poles could not extend higher than 25 feet into the air.

The billboard provisions in the proposed law would effectively "eliminate all billboards in Torrance," a report prepared for the Torrance Chamber of Commerce, had declared.

The report, given to Chamber directors last week, was prepared by Gerald L. Alter,

a realtor, director of the Chamber, and member of the city's Planning Commission.

Alter noted that little opposition to the proposed ordinance had been heard in the past 18 months. Sign companies have voiced opposition to the new law, he said, but businessmen in the city have said little.

"The proponents believe this to be approval," Alter said in the report to the Chamber, "but I believe it to be ignorance of the fine print."

Alter said he believes the new ordinance will eliminate "a majority of the present pole signs, projecting signs, and roof signs — at least as

far as the small businessman is concerned."

"Downtown Torrance and Hawthorne Boulevard in Welteria may look better without projecting signs," Alter added, "but the vacant stores may overshadow any improvement."

Chamber directors took no formal action on Alter's report, but voted to distribute the report to all businessmen in the city.

The new regulations were the result of a study into a "jungle of signs" which presently exist along the eastern side of Hawthorne Boulevard immediately north of Torrance Boulevard.

## Torrance Press-Herald

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### Sign Code Tabled

Further study of a proposed sign ordinance for Torrance was tabled for 90 days Wednesday night to permit a citizens committee to work out a compromise suitable to merchants and businessmen.

At an adjourned meeting of the sign ordinance hearing, George Armstrong moved to permit Leo F. X. Salisbury, businessman and former planning commissioner, to form a committee to draft an ordinance acceptable to the merchants of the area.

Salisbury, speaking for the merchants, said "The merchants and businessmen feel the proposed ordinance, as it stands, is poor in many respects. It is predicated on the basis that: all signs are ugly — the bigger the sign, the uglier."

Salisbury said the removal of signs won't help certain areas of Torrance. "If signs are removed along Hawthorne Boulevard you still have utility poles," he said.

"I assure you, we'll come up with a consensus plan that will be workable," he said.

The headquarters of the Torrance Merchant's Sign Committee is at Leo Salisbury's tire store, 20465 Hawthorne Blvd., in Torrance. Mr. Salisbury asks anyone seeking information regarding the sign ordinance to stop in or call him at 370-3501.

The committee will be composed of merchants, sign company representatives and other interested parties.

**TORRANCE MERCHANTS SIGN COMMITTEE**  
20465 Hawthorne Blvd., Torrance, California 90503  
Phone: 370-3501

**Dear Fellow Merchant:**

You are probably aware that the Torrance City Planning Department and Planning Commission recently drew up a proposed Sign Ordinance.

This Ordinance would be extremely restrictive and could be a real burden on many businesses.

So, we formed a group called Torrance Merchants Sign Committee. (Membership \$25.00). We persuaded the Torrance Planning Commission to table their Ordinance for 90 days and received their authority to write a "Merchant - Oriented" Sign Ordinance.

Meetings are now in progress. May we urge you to attend (as member or at-large) and give us your views. Your assistance is vital.

**Yours for a better City,**  
**Leo Salisbury**  
Chairman, Torrance Merchants Sign Committee

P.S. You are invited to join your fellow merchants in the Torrance Merchants Sign Committee. Membership — \$25.00. For information, call Leo Salisbury at 370-3501.

TORRANCE MERCHANTS SIGN COMMITTEE

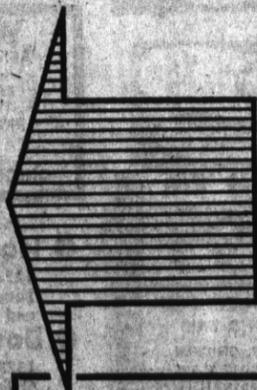
### MEETING SCHEDULE TUESDAYS — 7:00 P.M.

EMPLOYEES' LOUNGE TORRANCE CITY HALL

PLEASE ATTEND

DATES	SUBJECT
JULY 11 <sup>TH</sup>	ROOF, POLE AND WALL SIGNS (REVIEW)
JULY 18 <sup>TH</sup>	MOVING AND BILLBOARD (REVIEW)
JULY 25 <sup>TH</sup>	MISC. SIGNS AND ORDINANCE FORMAT

TORRANCE MERCHANTS SIGN COMMITTEE—LEO F. X. SALISBURY, CHAIRMAN 20465 HAWTHORNE BLVD., TORRANCE, CALIF.—370-3501



### Check This Important Meeting Schedule . . .

Please, Please Attend!

**TORRANCE MERCHANTS SIGN COMMITTEE**  
**Leo F. X. Salisbury CHAIRMAN**  
20465 HAWTHORNE BLVD., TORRANCE PHONE 370-3501