

Proposed 2010 Council Study Issue

CDD 10-07 Signage for Properties Near Freeways

Lead Department Community Development
Element or Sub-element Land Use and Transportation Element
New or Previous New
Status Pending **History** 1 year ago None 2 years ago None

1. What are the key elements of the issue? What precipitated it?

In general, the sign code applies equally across all properties in the City. There are exceptions for specific uses (such as civic signs for the City and readerboard signs for churches and theaters), and an allowance for Freeway Business signs to direct travelers to food, lodging or fuel locations; otherwise, there are no distinct allowances based on location in the City.

This study would consider making unique standards for specific locations in the City. An example would be to allow larger, taller signs along freeway corridors, or electronic signs when adjacent to the freeway.

The sign regulations for primary signage (ground and wall signs) have been studied numerous times since the adoption of the comprehensive update of sign regulations in 1988. This study issue would focus on having specific signage allowances for freeway-oriented locations in the City. The study would review other city requirements to determine methods of providing unique requirements based on location, investigate how to protect against excessive signage, how to maintain safety, and how to create an equitable standard for all businesses in the City. The legal and aesthetic ramifications of any sign code change will be considered as part of the study.

2. How does this relate to the General Plan or existing City Policy?**COMMUNITY DESIGN SUB-ELEMENT**

GOAL B: CREATE AN ATTRACTIVE STREET ENVIROMENT WHICH WILL COMPLEMENT PRIVATE AND PUBLIC PROPERTIES AND BE COMFORTABLE FOR RESIDENTS AND VISITORS.

Policy B.3 Minimize elements which clutter the roadway and look unattractive

Action Statement B.3e. Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting to motorists.

3. Origin of issue

Council Member(s) Swegles, Howe
General Plan
City Staff
Public
Board or Commission none

4. Multiple Year Project? No Planned Completion Year 2010

5. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No
Does this issue require review by a Board/Commission? Yes

If so, which?

Planning Commission

Is a Council Study Session anticipated? No

What is the public participation process?

Outreach to specific types of businesses and to property owners and businesses in identified geographic areas as well as to sign companies and the Chamber of Commerce. Public hearings with the Planning Commission and City Council. Also, coordinate with Caltrans, as appropriate.

6. Cost of Study

Operating Budget Program covering costs

242- Land Use Planning

Project Budget covering costs

Budget modification \$ amount needed for study

Explain below what the additional funding will be used for

7. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range None

Operating expenditure range None

New revenues/savings range None

Explain impact briefly

8. Staff Recommendation

Staff Recommendation None

If 'For Study' or 'Against Study', explain

9. Estimated consultant hours for completion of the study issue

Managers	Role	Manager	Hours			
	Lead	Ryan, Trudi	Mgr CY1:	30	Mgr CY2:	0
			Staff CY1:	120	Staff CY2:	0
	Interdep	Berry, Kathryn	Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
	Interdep	Verceles, Connie	Mgr CY1:	10	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0

Interdep	Witthaus, Jack	Mgr CY1:	10	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0

Total Hours CY1: 190

Total Hours CY2: 0

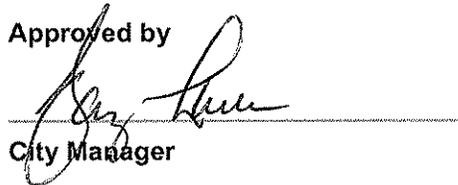
Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


Department Director

11/3/09
Date

Approved by


City Manager

11/7/09
Date

Addendum

A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank	Rank
	Rank	1 year ago	2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee			
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			

Board or Commission ranking comments

B. Council

Council Rank (no rank yet)
Start Date (blank)
Work Plan Review Date (blank)
Study Session Date (blank)
RTC Date (blank)
Actual Complete Date (blank)
Staff Contact