

**Agenda Item No.** \_\_\_\_\_

DATE SUBMITTED 6/24/2020  
 SUBMITTED BY COMMUNITY DEVELOPMENT DIRECTOR  
 DATE ACTION REQUIRED 7/1/2020

COUNCIL ACTION (X)  
 PUBLIC HEARING REQUIRED (X)  
 RESOLUTION ( )  
 ORDINANCE 1<sup>ST</sup> READING (X)  
 ORDINANCE 2<sup>ND</sup> READING ( )  
 CITY CLERK'S INITIALS (X)

**IMPERIAL CITY COUNCIL  
 AGENDA ITEM**

SUBJECT:	DISCUSSION/ACTION: FIRST READING OF DRAFT SIGN ORDINANCE AMENDMENTS TO CHAPTER 3 SECTION 3-2 OF THE MUNICIPAL CODE AND SECTIONS 24.16.030, 24.16.050, AND 24.16.080 OF THE GENERAL PLAN SIGN ORDINANCE.		
	<ol style="list-style-type: none"> <li>1. Amendment to Chapter 3, section 3-2 of the Municipal Code.</li> <li>2. Amendments to the General Plan Sign Ordinance sections 24.16.030, 24.16.050, and 24.16.080.</li> </ol>		
DEPARTMENT INVOLVED:	COMMUNITY DEVELOPMENT		
BACKGROUND/SUMMARY:	Per direction of the City Council Staff has made amendments to the General Plan Sign Ordinance and Chapter 3 of the Municipal Code. Please see attached staff report.		
FISCAL IMPACT: N/A	ADMIN SERVICES SIGN INITIALS		
STAFF RECOMMENDATION: City of Imperial Staff requests Council to review draft ordinance and municipal code amendment.	DEPT. INITIALS		
MANAGER'S RECOMMENDATION: <i>approve</i>	CITY MANAGER'S INITIALS		
MOTION:			
SECONDED:	APPROVED ( )	REJECTED ( )	
AYES:	DISAPPROVED ( )	DEFERRED ( )	
NAYES:			
ABSENT:	REFERRED TO:		



Staff Report  
Agenda Item No.

Date: June 24, 2020  
Item: Signs  
Location: Residential, Commercial, and Industrial Zones  
Applicant: City of Imperial  
From: Lisa Tylanda, Planner

Summary:

Per the direction of the City Council, staff at the Community Development Department has reviewed the current Sign Ordinance within the City of Imperial's General Plan. Staff has identified areas within the current ordinance, that would benefit the community immensely if amended, in order to make for a more business friendly advertising experience, especially during these economically impacted times. The changes are outlined below and range from the inclusion of new definitions to permitted signs that were previously prohibited and includes outlines of performance standards as well and the deletion of section 3-2 from Chapter 3 of the Municipal Code due to repetition between sections of the General Plan Under the Sign Ordinance Section (outlined below and attached).

Environmental:

The following zoning ordinance and text amendment is categorically exempt from the California Environmental Quality Act per section 15183.

Notice:

Notice was provided by advertisement in the Imperial Valley Press.

Recommendations:

- If certain signs are to be allowed during certain seasons, the yearly permit for the identified temporary signs should run with the holidays as observed by the City of Imperial (please see attached). The formula used to calculate the permitted days is:
- $16 \text{ (holidays observed by city)} \times 3 \text{ (treated as a three-day weekend)} = 48 \text{ permitted days}$
- It is recommended to increase the temporary sign permitted days. In order to give the businesses, the ability to utilize the signs more due to initial investment. Possibly adding seasonal dates as well to the formula.

Attachments:

- Draft Sign Ordinance Amendments
- Currently Adopted Sign Ordinance

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE OF THE CITY OF IMPERIAL AMENDING THE IMPERIAL CITY CODE  
CHAPTER 3 AND GENERAL PLAN SIGN ORDINANCE SECTIONS 24.16.030, 24.16.050, AND  
24.16.080**

The City Council of the City of Imperial does ordain as follows:

Chapter 3 of Municipal Code:

~~Deletion: 3-2 Political signs. Nothing in this chapter shall prevent or prohibit the erection or display of political signs or advertising structures having a surface area forty square feet or less, on privately owned property, with the consent of the owner; provided, that such signs or advertising structures shall be temporary in nature, shall not be erected more than sixty days prior to the election to which they pertain, shall be removed not more than ten days after the election to which they pertain; and, provided further, that no such political signs or advertising structures shall be erected or constructed on any unoccupied property at any location which constitutes a safety or traffic hazard.~~

General Plan-Sign Ordinance

**Definitions Section 24.16.030:**

Outdoor Advertisement

Any advertising done outdoors that publicizes a business' or entities' position, products or services. Types of outdoor advertisement include, but are not limited to, billboards, private bus bench signs, interiors and exteriors of private buses, taxis and business vehicles and signs posted on the outside of the entities' place of business.

Mobile Signs

added Mobile signs are prohibited on a vehicle unless the permanent signage on the vehicle serves as an identification sign. Mobile signs may be allowed with a mobile food vendor or sidewalk vendor permit.

Temporary Sign

Any commercial or non-commercial sign, banner, pennant, valance, balloon, poster or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light material with or without frames, intended to be displayed for a limited period only - not to exceed sixty (60) days within a twelve-month (12) period. A temporary event sign must be removed within 10 days of the event it publicizes.

### **Section 24.16.030 Definitions**

27. Mobile billboard: Any permanent or temporary advertisement on the side of a truck, trailer, bus or any moving or stationary vehicle or equipment. Stationary mobile billboards are prohibited, excepting public transit.

28. Mobile sign: Any permanent or temporary advertisement painted, wrap, or marquee sign mounted on a vehicle, trailer, or on portable supports, includes moving advertisement vehicles.

44. Temporary sign: Any sign, banner, pennant, valance, balloon, poster, or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light materials, with or without frames, intended to be displayed for a limited period of time only, not to exceed forty-five (45) days within a twelve-month period or as specified in table 22.1-1. Temporary signs, such as political, real estate, or special event, are short-term, impermanent communication devices that do not possess a real property interest; they are considered personal property. These signs may be either on-premise or off-premise.

### **Section 24.16.050 Prohibited signs.**

Except as otherwise provided in this chapter, the following prohibitions apply to all signs:

- (1) Signs that obstruct any window, door or other opening used as means of regular ingress and egress, or for required legal light and ventilation; or fire escapes and other openings for emergency access and escape; or that create a safety hazard by obstructing clear view of pedestrians or vehicular traffic.
- (2) Signs placed on public property or within the public street right-of-way, (e.g., snipe signs, human directional, etc.) except for marquee signs and signs for neighborhood watch, contingent upon review and approval of a sign permit by the assistant community development director.
- (3) Signs with an intensity of illumination or location that interferes with the proper operation of motor vehicles on a public street.
- (4) Signs that are lewd, indecent or otherwise offensive to the public morals.
- (5) Murals of any kind, unless approved by the administrative committee and community services commission, where applicable.
- (6) Signs that identify or advertise a product or business not located on the property on which said sign is located
- (7) Revolving signs. Any sign or portion thereof that physically rotates about an axis.
- (8) Painted wall signs. Any sign painted on the wall of a building or structure, with the exposed face of the sign in plane parallel to the plane of said wall.

#### **Existing 24.16.050 Prohibited Signs**

1. Animated, flashing, audible and intermittent signs. ~~2. Billboards~~
2. Bench signs, except at designated public bus stops when the proposed advertising will pay for the construction use and maintenance of said bench.
3. Exposed lamps, spot lights and "goose neck" reflectors.

~~4. Flags, banners, streamers and pennants, unless specified different under specific design criteria in the Master Sign Program.~~

~~5. Portable signs.~~

~~6. Poster Signs.~~

7. Roof signs.

~~8. Signs located in or projecting into the public right of way.~~

9. Signs that by color, wording, design, location, illumination resemble or conflict with any traffic control device or with safe and efficient flow of traffic.

10. Signs that create a safety hazard by obstructing clear view of pedestrian and/or vehicular traffic.

11. Signs that project above a parapet or the highest point of a roof.

12. Sign Appendages

13. Signs which use guy wires or cables.

~~14. Vehicle mounted signs.~~

**Section 24.16.080 Permitted Signs**

<b>SIGN USE</b>	<b>SIGN TYPE</b>	<b>MAXIMUM HEIGHT</b>	<b>MAXIMUM SIZE</b>	<b>NUMBER OF SIGNS</b>	<b>COMMENTS</b>
Business Identification (Commercial and Industrial Zones Only)	Outdoor Advertisement	15 feet	150 sq. ft.	Maximum of 3 per business	Must obtain City Sign Permit before placement of signs
	Mobile Signs	Depends on Sign	Requires administrative review and approval	Depends on Mobile	Must obtain City Sign Permit before placement of signs  Mobile signs may be allowed with a mobile food vendor or sidewalk vendor permit.
	Temporary Sign	15 feet	150 sq. ft.	Maximum of 3 signs per business or event	Must obtain City Sign Permit before placement of signs.  Any commercial or non-commercial sign, banner, pennant, valance, balloon, poster or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, or other light material with or without frames, intended to be displayed for a limited period only

**PASSED, ADOPTED AND APPROVED** by the City Council of the City of Imperial, this 1<sup>st</sup> day of July 2020.

**ATTEST:**

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**Mayor of the City of Imperial**

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**City Clerk**