

DATE SUBMITTED 07-10-2020
 SUBMITTED BY Community Dev.
 DATE ACTION REQUIRED 07-15-2020

Agenda Item No E-1
 CITY COUNCIL ACTION (X)
 PUBLIC HEARING REQUIRED ()
 RESOLUTION ()
 ORDINANCE 1ST READING ()
 ORDINANCE 2ND READING (X)
 CITY CLERK'S INITIALS (S)

**IMPERIAL CITY COUNCIL
 AGENDA ITEM**

SUBJECT:	DISCUSSION/ACTION: AMENDMENT TO CHAPTER 3 AND CHAPTER 24 OF THE MUNICIPAL CODE PERTAINING TO SIGNS.		
	<p>1. APPROVAL TO WAIVE READING IN FULL AND ADOPT ORDINANCE NO. 806, AN ORDINANCE OF THE CITY OF IMPERIAL AMENDING SECTION 24.15.030 DEFINITIONS, SECTION 24.15.050 PROHIBITED SIGNS, SECTION 24.15.080 PERMITTED SIGNS, AND REPEALING SECTION 3-2 OF CHAPTER 3 POLITICAL SIGNS.</p>		
BACKGROUND/SUMMARY:	<p>Ordinance No, 806 was introduced at the July 1, 2020 City Council meeting. During the same meeting council directed staff to prepare a summary for publication. The summary was submitted to The Holtville Tribune for publication to meet legal requirements.</p> <p>The ordinance is being presented for the second reading and adoption. If adopted another summary will be published identifying adoption and votes for and against it.</p>		
FISCAL IMPACT:			
STAFF RECOMMENDATION:	Council approves to waive reading in full and adopt the Ordinance.		
MANAGER'S RECOMMENDATION:	MANAGER'S INITIAL _____		
MOTION:			
SECONDED:	APPROVED ()	REJECTED ()	
AYES:	DISAPPROVED ()	DEFERRED ()	
NAYES:			
ABSENT:	REFERRED TO:		

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ORDINANCE NO.806

AN ORDINANCE OF THE CITY OF IMPERIAL AMENDING SECTION 24.15.030 DEFINITIONS,
SECTION 24.15.050 PROHIBITED SIGNS, SECTION 24.15.080 PERMITTED SIGNS AND
REPEALING SECTION 3-2 OF CHAPTER 3 POLITICAL SIGNS

THE CITY COUNCIL OF THE CITY OF IMPERIAL, STATE OF CALIFORNIA
DOES HEREBY ORDAIN AS FOLLOWS:

Section 1:

3-2 of Chapter 3 of the Municipal Code is hereby repealed.

Section 2:

Section 24.15.030 of Section 24.15 of the Sign Ordinance is amended as follows:

Section 24.15.030 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.
29. 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.
30. Non-conforming Sign: Any sign that does not conform to the requirements of this ordinance.
31. Parapet: That portion of a building or extension of a false front or wall that rises above the roof line.
32. Political Sign: Any temporary sign which displays the name and/or picture of an individual seeking election or appointment to a public office or pertaining to a forthcoming public election or referendum, or pertaining to or advocating political views or policies.
33. Portable Sign: Any sign not permanently attached to the ground or other permanent structure.
34. Poster Name Sign: Signs which are used to advertise a specific event or direct people to the location of such event, Signs are mounted on power poles and/or stakes.
35. Projecting Signs: Signs other than wall signs which are suspended from or supported by a building or wall and which project beyond the surface of the building.
36. Public Right-of-Way Width: The perpendicular distance across a public street, measured from property line to property line. When property lines on opposite sides of the public street are not parallel, the public right-of-way width shall be determined by the City Engineer.
37. Real Estate Sign: A temporary sign advertising the real estate upon which the sign is located as being for sale, lease, or rent.

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38. Roof Line: The top edge of a roof or building parapet, whichever is higher, excluding any mansard, pylon, chimneys or minor projections.
39. Roof Signs: Signs erected, constructed and maintained upon, or connected to, the roof of any building.
40. Sign: Any device, fixture, or structure that uses color, form, graphic, illumination, symbol, or writing to advertise, announce, identify or communicate information of any kind to the public.
41. Sign Width: Maximum horizontal dimension of a sign or sign structure.
42. Special Event Sign: Any sign advertising or pertaining to any civic, patriotic, religious, cultural, community, or political event taking place on a specific date or dates.
43. Subdivision Identification Sign: A freestanding or wall sign identifying recognized subdivisions, condominium complexes or residential developments.
44. Temporary Signs: 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-eight (48) 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.
45. Total Sign Area: The combined permitted sign sizes of all signs on any one lot, size, building, structure or other premises, excluding temporary signs, banner signs, special event signs, public information signs and traffic signs.
46. Undercanopy Signs: Unlighted or luminous signs attached to the underside of a projecting canopy perpendicular to the building frontage.
47. Vehicle Mounted Sign: Any sign, erected, mounted, attached to, secured, set or fastened to a stationary car, motorcycle, truck, bicycle or other means of personal material conveyance, used for the purpose of advertising a business transacted or conducted, services rendered, goods sold or produced, the name of a business, and the name of the person, firm or corporation; whether occupying or not occupying the premises on which the vehicle is located.
48. Wall Signs: Signs which are in any manner affixed to any exterior wall of a building or structure, the exposed face of which is in a plane parallel to the plane of the wall and which projects not more than twelve inches from the building or structure wall.
49. Window Signs: Signs painted, attached, glued or otherwise affixed to a window or otherwise easily visible from the exterior of the building.

Section 3:

Section 24.15.050 of Section 24.15 of the Sign Ordinance is amended and repealed as follows:

Section 24.15.050 Prohibited Signs:

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

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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.
9. Animated, flashing, audible and intermittent signs.

~~Billboards~~

10. Bench signs, except at designated public bus stops when the proposed advertising will pay for the construction use and maintenance of said bench.
11. Exposed lamps, spot lights and "goose neck" reflectors.

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

~~Portable signs.~~

~~Poster Signs.~~

12. Roof signs.

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

13. Signs that by color, wording, design, location, illumination resemble or conflict with any traffic control device or with safe and efficient flow of traffic.
14. Signs that create a safety hazard by obstructing clear view of pedestrian and/or vehicular traffic.
15. Signs that project above a parapet or the highest point of a roof.
16. Sign Appendages
17. Signs which use guy wires or cables.

Section 4:

Section 24.15.080 of Section 24.15 of the Sign Ordinance is amended as follows:

Section 24.15.080 Permitted Signs:

SIGN USE	SIGN TYPE	MAXIMUM HEIGHT	MAXIMUM SIZE	NUMBER OF SIGNS	COMMENTS
Business Identification (Commercial and Industrial Zones)	Outdoor Advertisement	15 feet	150 sq. ft.	Maximum of 3 per business	Must obtain City Sign Permit before placement of signs 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	Depends on Sign, structure, and approval by the Development Review Committee.	Requires administrative review and approval	Depends on Mobile and approval from Development Review Committee	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 time period of forty-eight (48) days, within a twelve-month (12) period. A temporary event sign must be removed within 10 days of the event it publicizes.

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Section 5. Effective Date.

This ordinance shall take effect and shall be force thirty (30) days after the date of adoption and prior to the expiration of fifteen (15) days from the passage thereof, shall be published at least once in a newspaper of general circulation printed and published in the County of Imperial, together with the names of the members of the City Council voting for and against the same.

PASSED, ADOPTED AND APPROVED by the City Council of the City of Imperial this 15th day of July 2020.

Mayor

ATTEST:

City Clerk