



PLANNING COMMISSION
Agenda Item #7.a

DATE: August 10, 2010
TO: PLANNING COMMISSIONERS
FROM: Matthew Alexander AICP, City Planner
SUBJECT: Discussion Item – Draft New Sign Ordinance Workshop

Background:

The City's Community Development Committee directed the staff to begin work on re-writing the current sign ordinance in February, 2009. A first draft was completed and reviewed by the Community Development Committee on April 21, 2009, followed by revised second and third drafts considered by the Sign Ordinance Subcommittee on May 7, 2009 and May 15, 2009 respectively.

A Special meeting was conducted to consider the draft Sign Ordinance by the Chamber of Commerce in May, 2009. Input and comments were received from those attending the Special chamber of commerce meeting. A Sign Ordinance Community Opinion Survey was handed out to those who attended the Special Chamber of Commerce meeting in order to generate community sentiment regarding the extent that sign regulation that is appropriate. Also, the members of the Planning Commission responded to the Sign Ordinance Community Opinion Survey. The responses to this Opinion Survey are summarized within *Table 1* of this Memorandum.

Based upon all of the inputs identified above, the staff put together a Final Draft Sign Ordinance, including some revised graphics. This document which was reviewed by the Community Development Committee in May, 2010. The Community Development Committee has recommended that this final Draft be sent to the Planning Commission to begin the public hearing process for adoption.

Recommendation:

It is recommended that the Planning Commission consider the final Draft Sign Ordinance within a workshop format as a Discussion Item at August 10, 2010 Planning

Commission meeting. Public input is recommended at this session. It is proposed that the staff review all sections of the final Draft Sign Ordinance Section by Section.

At the conclusion of the workshop on August 10, 2010 the Planning Commission will be asked to decide if a second workshop, (Discussion Item) will be necessary or if the staff should schedule a Public Hearing for the Planning Commission to consider recommending adoption of the Sign Ordinance by the City Council.

Table 1
Opinion Survey of City of Ridgecrest Sign Ordinance

Responses received from Chamber of Commerce Meeting attendees, and from Planning Commissioners, May, 2009

PART ONE – Prohibited Signs

These signs should be Prohibited		Agree	Neutral / no ans.	Disagree	Analysis
1	Cabinet (can) signs	0	11	7	Allow Cabinet Signs
2	Notices, placards, bills, posters, cards, stickers, banners, or other devices designed to attract the attention of the public that are posted or otherwise affixed upon any street, street furniture, public sidewalk, crosswalk, or lamppost	13	5	1	Prohibit Posters, Banners, etc.
3	Obscene or offensive signs containing statements, words, or pictures of an obscene or indecent character which appeal to the prurient interest in sex, or which are patently offensive and do not have serious literary, artistic, political, or scientific value	13	2	1	Prohibit Offensive Signs
4	Off-site (off-premises) signs	7	5	4	No Consensus
5	Painted signs on fences or roofs, except street addresses	10	2	4	Prohibit Painted signs on fences/roofs
6	Portable (sandwich) signs, except for menu signs for restaurants	0	7	9	Allow Portable signs
7	Signs advertising home occupations	8	7	1	Prohibit Home Occupation Signs
8	Signs erected in a manner that a portion of their surface or supports will interfere with the free use of a fire escape, exit or standpipe, or obstruct a required ventilator, door, stairway, or window above the first story, or create other hazards	12	3	1	Prohibit Signs Creating a Hazard

9	Signs using words, colors, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic and safety	13	3	0	Prohibit Signs interfering with traffic
10	Vehicle signs attached to or painted on motor vehicles that are parked on or adjacent to property for more than 24 consecutive hours, the principal purpose of which is to attract attention to a product sold or business located on the property	0	5	10	Allow Vehicle Signs Parked next to a Business
11	Inflated signs, balloons, and figures;	0	4	12	Allow Inflated signs, balloons, etc.
12	Mobile billboards	5	5	5	No Consensus
13	Any Window Signs (at all)	0	2	14	Allow Window Signs, No Consensus re: % of window to be covered
14	Window Signs taking up 75% or more of all window surface	7	2	8	
15	Window Signs taking up 50% or more of all window surface	6	0	10	
16	Signs mounted above the roof top or top of building	10	1	5	Restrict signs mounted on rooftops
17	Signs mounted on the roof	8	1	8	No Consensus

PART TWO – Restricted Signs

These signs should be Restricted		Agree	Neutral / no ans.	Disagree	Analysis
1	Animated, moving, flashing, blinking, reflecting, revolving, or other similar signs or signs that incorporate these elements are prohibited unless approved as a creative sign	9	3	4	Restrict Animated, moving, flashing, etc.
2	Awnings that are internally illuminated are prohibited unless approved as a creative sign	6	2	8	Allow Awning Signs
3	Banners, streamers, and pennants, are prohibited unless allowed for a temporary use	11	1	4	Restrict Banners, streamers, and pennants,
4	Changeable copy signs over three square feet, are prohibited unless approved through a comprehensive	7	6	3	Restrict Changeable

	sign program				copy signs over three square feet
5	Electronic or Digital Signs except non-profit (schools, churches, museum, chamber of commerce, etc.)	11	0	5	Restrict Electronic or Digital Signs except non-profit
6	Electronic or Digital Signs that do not appear to:flash, undulate, pulse, or portray explosions, fireworks, flashes of light, or blinking or chasing lights; the display shall not appear to move toward or away from the viewer, expand or contract, bounce, rotate, spin, twist or otherwise portray movement or animation as it comes onto, is displayed on, or leaves the sign board	10	2	4	Restrict Electronic or Digital Signs that do not appear to flash, undulate, wtc.
7	Electronic or Digital Signs that do not change copy more than once per minute	7	4	5	No Consensus regarding limiting electronic copy changes Allow change up to 4 times per minute
	Electronic or Digital Signs that do not change copy more than twice per minute	7	4	5	
	Electronic or Digital Signs that do not change copy more than four times per minute	10	2	4	
8	Murals are prohibited except for tall wall signs in compliance with Section 19.34.080(I), or those approved by the Fine Arts Commission	5	6	5	No Consensus
9	Roof signs extending above the edge of the roof of a structure are prohibited unless approved as a creative sign	9	4	3	Restrict Roof signs extending above the edge of the roof
10	Signs emitting audible sounds, odors, or visible matter are prohibited unless approved as a creative sign or creative billboard	14	1	1	Restrict Signs emitting sounds, odors, etc.
11	Pole signs are prohibited unless approved as creative signs	3	6	7	Allow Pole Signs

Attachments:

1. Existing City of Ridgecrest Sign Ordinance,
2. Proposed City of Ridgecrest (Final Draft) Sign Ordinance