



Date: June 5, 2020
Item: Signs
Location: Residential, Commercial, and Industrial Zones
Applicant: City of Imperial
From: Lisa Tylenda, 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 Imperials 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.

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 (holidays observed by city) \times 3 (treated as a three-day weekend) = 48 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
- Resolution PC 2020-07

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Section 24.16.080 Permitted Signs

SIGN USE	SIGN TYPE	MAXIMUM HEIGHT	MAXIMUM SIZE	NUMBER OF SIGNS	COMMENTS
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

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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 24.16.050 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.

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- (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 24.16.030 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.

RESOLUTION NO. PC2020-07

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF IMPERIAL RECOMMENDING AN AMENDMENT OF THE ZONING CODE RELATED TO ZONING ORDINANCE-SIGN PERFORMANCE STANDARDS

WHEREAS, certain previously prohibited signs for advertisement and temporary uses are to now be allowed as outlined below.

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Imperial to recommend the amendment of Section 24.16.080 of the Imperial Zoning Ordinance as follows:

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PASSED AND ADOPTED by the Planning Commission of the City of Imperial at a regular meeting duly held on June 10, 2020.

Planning Commission Chairman

ATTEST:

Planning Secretary