



# COMMUNITY DEVELOPMENT AGENCY

## LONG RANGE PLANNING

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June 23, 2015

To: Board of Supervisors (for July 28, 2015 Agenda)

From: David Defanti, Assistant Director

**Subject: Sign Ordinance Update**

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On March 26, 2015 and May 28, 2015, the Planning Commission held a hearing on the proposed comprehensive update to the Sign Ordinance, a Chapter in the County Zoning Ordinance (Title 130). After spending 16 hours during the two-day hearing, the Commission finalized their recommendation for the Board's consideration. The Commission's recommendation is included in the Minutes from the May 28<sup>th</sup> meeting (Attachment 7I). Attached with this staff memo is the Working Document used during the May 28, 2015 Commission meeting to record the Commission's recommendations (7H - Exhibit F).

The draft Sign Ordinance that was presented to the Planning Commission on March 26, 2015 (see Legistar File #: 13-0086, Attachment "5G – Exhibit E-Sign Ord Update Draft 12-11-14 Track Changes PC 03-26-15") has been revised with both non-substantive "clean-up" edits and the policy items included in the Planning Commission's recommendation. All of these proposed revisions are shown in "Track Changes" highlighted in yellow on the revised Draft Sign Ordinance (7G - Exhibit E) and on the revised Errata Sheet (7F - Exhibit D).

Staff is recommending that the Board take the following actions as recommended by the Planning Commission:

1. Adopt Resolution Certifying the EIR to amend County Zoning Ordinance Chapter 130.16 (7B - Exhibit A); Make Findings of Fact and Issue Statement of Overriding Considerations (7C - Exhibit A-1); and
2. Adopt Resolution to Amend County General Plan Land Use Element Objective 2.7.1 and Policy 2.7.1.2 in accordance with state and federal law (7D - Exhibit B); and
3. Approve final draft Sign Ordinance Update with the recommended mitigation measure and proposed revisions (7G - Exhibit E); and
4. Adopt Mitigation Monitoring and Reporting Program with the recommended mitigation measure revisions (7E - Exhibit D); and
5. Direct staff to return within approximately one year of adoption or earlier, if necessary, to review implementation of the Ordinance.

The Commission also recommended that education and outreach efforts be implemented to assist with code enforcement and compliance after the updated Sign Ordinance is adopted. Outreach to existing industries (including sign companies and sign industry associations) as well as local organizations such as Chambers of Commerce, community services districts and other

community-based organizations to spread the word. The Commission also recommended that the County identify ways to incentivize bringing existing structures into conformance with the new code, and Code Enforcement to consider implementing an on-line form for complaints specific to signs.

The CEQA Findings of Fact and Statement of Overriding Considerations have been revised to address public comments received regarding “substantial” evidence to support the findings and overriding considerations (7C - Exhibit A-1).

**Attachments to Legistar File #13-0086:**

- EXHIBIT A .....Draft Resolution – Certifying the EIR, Making Findings of Fact and Making a Statement of Overriding Considerations  
*(7B - Revised Exhibit A-Draft Resolution-Certify EIR Findings Overriding Considerations 07-28-15)*
- EXHIBIT A-1 .....CEQA Findings of Fact and Statement of Overriding Considerations (EXHIBIT A to the EIR Draft Resolution)  
*(7C - Revised Exhibit A-1-Findings of Fact Overriding Considerations 07-28-15)*
- EXHIBIT B .....Draft Resolution - General Plan Amendment Objective 2.7.1 and Policy 2.7.1  
*(7D - Revised Exhibit B-Draft Resolution-Amend GP Objective Policy 07-28-15)*
- EXHIBIT C .....Mitigation Monitoring and Reporting Program  
*(7E - Revised Exhibit C-Mitigation Monitoring Reporting Program 07-28-15)*
- EXHIBIT D .....Errata Sheet – Revisions made to Draft Sign Ordinance after 12-11-2014 and after PC 3-26-15 and PC 5-28-15  
*(7F - Revised Exhibit D-Errata Sheet Draft Sign Ord Revisions 07-28-15)*
- EXHIBIT E .....Sign Ordinance Update Public Review Draft Revised 12-11-14 (Draft EIR Appendix B) Revised 3-5-15 Re3vised 6-3-15 (show Track Changes)  
*(7G - Revised Exhibit E-Sign Ord Update Draft Track Changes 07-28-15)*
- EXHIBIT F.....Planning Commission Recommendations Working Document 5-28-15  
*(7-H Exhibit F-Planning Commission Recommendations Working Document 05-28-15)*
- EXHIBIT G .....Final Environmental Impact Report  
*(5-I Exhibit G-Final EIR Sign Ord Update March 2015 PC 03-26-15)*
- EXHIBIT H .....Draft Environmental Impact Report  
*(5-J Exhibit H-Draft EIR Sign Ord Update Final Dec 2014 PC 03-26-15)*
- EXHIBIT H .....Draft Environmental Impact Report