



Legislation Text

File #: 17-2492, **Version:** 3

Ordinance - Third and Final Reading on an Ordinance Amending Sections 7100, 7100.C.2, 7100.D.2 "Temporary Signs Table", and 7100.K of the Zoning Ordinance Revising Certain Sign Definitions, Revising the Regulations for Promotional Signage Displays as to Quantity and Placement of Such Signs, and Revising the Regulations for Real Estate Signs (OA#17-004)

To consider the subject ordinance amendment.

The Planning and Zoning Commission held a public hearing on September 5, 2017, and voted 6-1 (Wilshire) to recommend approval.

First Reading

Under the current regulations, a business may display promotional signage on their premises no more than three times a year, with a 14-day period for each display. The current regulations do not impose limits on the quantity of signs used in a promotional signage display.

To better regulate promotional signage, the proposed amendment would limit a promotional signage display to a maximum of 1 inflatable sign or 3 other types of temporary signage, such as banners, pennants, streamers or other similar signage. If inflatable signs are used, they will require a minimum set back from any property line, sidewalk, or parking lot a distance equal to the height of the sign plus 5 feet to avoid blocking rights-of-way or damage to adjacent properties should the sign deflate. New definitions will be added to identify certain sign types.

The City Council also directed Staff to revise the regulations for real estates signs. The proposed amendments would require: 1) a permit for non-residential real estate signs; 2) that "For Lease" signs on a commercial property must be placed on the monument sign or on the wall of the lease space; 3) that real estate signs be removed no later than 7 days after the sale or rental of a property; and 4) that real estate signs be maintained in good condition or are subject to removal.

Second Reading

As Council directed at 1st reading on September 25, 2017, Staff has revised the proposed amendments as follows:

Promotional Signage:

1. Added a provision to require inflatable signs to be ground-mounted.

Real Estate Signs:

1. Removed the permit requirements for Real Estate Signs.
2. Removed the provision limiting "For Lease" signs to the monument sign or the suite being leased; and
3. Extended the removal time for Real Estate Signs from 7 days to 14 days after the sale of a property.

The changes have been highlighted in the redlined ordinance.

See information above

Not applicable

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