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**Study Session 3**  
**Item #**

**To:** Lemoore City Council  
**From:** Holly Smyth, Planning Director & Gloria Hobbs, Assistant Planner  
**Date:** February 24, 2011  
**Subject:** Overview of Sign Ordinance Modifications

**Discussion:**

Staff was directed by City Council at a previous meeting to bring back a discussion on the City’s sign ordinance, so that Council may help provide more specific direction to the Planning Commission to research potential modifications to the ordinance itself.

When the General Plan was adopted in May 2008 several policies were incorporated related to signs. Policy CD-I-18 required that the “standards in the Sign Ordinance to regulate all commercial signs, logos, banners, and other forms of commercial signage in Lemoore, including separate standards for highway-oriented signs and a prohibition of billboards.” This policy further states that “the Sign Ordinance should encourage creative and well-designed signs that contribute in a positive way to the City’s visual environment, express local character, and help develop a distinctive image for the City. Freestanding highway signage should be consolidated into fewer shared use structures to avoid a cluttered look.” Policy CD-I-5 addresses entry gateway signage in five key locations, depicted on Figure 3-4 of the General Plan, to incorporate distinctive features as defined by each location as stated therein. Policy CD-I-15 states that “the sign ordinance will be updated to ensure that the size, height, and placement of signs and logos convey a positive image of the City”. Policy CD-I-27 would “Develop a “way-finding” system for Downtown by installing uniform signage and non-commercial banners leading to Downtown and maps informing visitors of attractions within Downtown itself. Uniform signage and maps directing visitors to Downtown serve to mark the area as a special destination.”

The below table summarizes modifications made to the sign ordinance or temporary adjustments made to the enforcement of signs over the last few years which the Planning Commission and City Council reviewed, after taking various levels of public input before implementing.

Date	Input	Description
2/15/11	PIng & CC	Extended the banner enforcement moratorium for an additional 12 months.
6/28/10	Flyers delivered to all downtown businesses to provide input	Zoning Consultant PMC conducted a public workshop which included signage wanted in downtown using Clicker technology. The majority of the 25 participants preferred signs suspended under a canopy or awning, signs projecting out from a building over the sidewalk, push pin signs with external lighting, building-mounted signs that are mounted parallel to the street and made of wood or made to appear of wood, window signs, and awning signs. Participants had mixed or negative reactions to can signs, digital signs, channel letter (internally illuminated) signs, and reverse channel letter signs. PMC incorporated this input into the draft Downtown Form Based code which has been reviewed once by Planning Commission and available on the City website under Zoning Update documents section.
2/2010	PIng & CC	Extended the banner enforcement moratorium for an additional 12 months.
11/2009	RDA/PIng, PC & CC	Ordinance 2009-11 approved amending landscape requirement to not be applicable to “exempt” signs.

Date	Input	Description
7/7/09	Plng & CC	Initial banner enforcement moratorium for a 6 month period implemented after Planning staff brought to Council's attention.
6/1/2009	Plng & CC	Waived the sign fees from 6-1-2009 to 5-31-2010 which affected 37 sign applications saving businesses \$4,255 in waived fees.
8/19/08	Plng, PC & CC	Ordinance 2008-06 approved adding Highway Oriented Signage and directional kiosk signage sections to be consistent with 2030 General Plan and address desired needs of commercial businesses and residential subdivision developers.
11/14/07	DT Merchants, Plng, PC & CC	Modified the ordinance to allow projecting signs for the downtown area overlay to allow seasonal modifications without approval so long as colors were within historic color palette.
10/2005 to 5/2005	Planning, Chamber, DT Merchants, PC and CC  (update to sign ordinance had not been done since 1995)	<p>-Ordinance #2005-05 replaced the entire chapter of the sign ordinance after public hearings and much discussion by the business community at the meeting with minor revisions to the text which included minor grammatical errors, Section 9-14-3-1C change the Central Business District words to Downtown Area, Section 9-14-4-3B and 9-14-4-2D paragraph 4 were modified from ten (10) days to thirty (30) days, Section 9-14-5-1B modified the maximum size and election signs to 32 square feet, Section 9-14-5-1B added window signs and grand opening/banner signs to the exempt list so long as they are in conformance with the Ordinance, and Sections 9-14-4-4D and Section 9-14-4-5D regarding banners was modified to allow banners up for 12 days at a time so long as no banner was located on the site for a minimum of 30 days prior to display and no banner will be displayed for a minimum of 30 days after and such sign can not exceed 100 square feet depending on the frontage formula outlined in the previous version of the Ordinance.</p> <p>-Downtown merchants association sent correspondence to Planning Director advising that a special meeting was held on July 19, 2005 to discuss proposed changes to the sign ordinance as per their meeting. Under section 9-14-4-4 Item B they requested that special promotion banner signs be temporary signs and subject to certain restrictions including 1) the number 2) size and area of sign 3) design standards 4) time limits. Under Section 9-14-4-4 they asked to include public and civic event signs verbiage to state that in the event of an ongoing or recurring community activity, a permit may be approved by the community development department to extend the length of time that a banner may be displayed.</p> <p>-Planning Director Smyth's sent staff report to the downtown merchants on changes they may want to the city ordinance as it relates to downtown and meet with the group.</p> <p>-Staff reviewed sign ordinances from Hanford, Tulare, Reedley and Visalia to understand how similar jurisdictions regulate signage (see attached comparison table which are policies that were in place in 2005 in those jurisdictions).</p>

CC = City Council, PC= Planning Commission, Plng = Planning Staff,

The purpose of the entire sign ordinance, according to Chapter 14 of the Zoning Code, is "to protect the general health, safety, welfare and aesthetic integrity of the community; to enhance the aesthetic environment and the city's ability to attract sources of economic development and growth; to encourage individuality amongst businesses through signage; to improve pedestrian and traffic safety; to minimize the possible adverse effect of unsightly, inharmonious and hazardous signs on nearby public and private property; and to provide for the fair and consistent enforcement of these sign regulations".

Staff is looking for Council direction for what sections of the sign ordinance they want the Planning Commission and Planning staff to further research for potential modifications to the current code. It is recommended that the Council prior to Tuesday's discussion familiarize itself with Section 9-14 of the Lemoore Municipal Code, as well as pages 3-5 to 3-7 and 3-11 to 3-13 of the Lemoore 2030 General Plan Chapter 3: Community Design Element.

**Recommendation:**

Staff is requesting Council direction, by motion, as to what portions of the Sign Ordinance Council would like the Planning Commission to research and provide potential modifications to the ordinance after carrying out the necessary public outreach, noticing, and hearings.

"In God We Trust"

## COMPARISON OF SIGN ORDINANCES

<u>Sign Description</u>	<u>Lemoore</u>	<u>Hanford</u>	<u>Tulare</u>	<u>Visalia</u>
A-Frame Signs (Portable sign)	One allowed per site not exceeding 8 sq ft in area or 4' in height placed immediately adjacent to the building and removed when the business is closed.	Allowed adjacent to store out of right-of-way except for downtown that may be located on sidewalk adjacent to the storefront.	May be placed on public sidewalk but must permit a minimum of 4' of passage area on sidewalk. Max. 3' wide x 4' tall (12 sq ft)	Prohibited, V-shaped signs allowed
Banners	Prohibited in all zone districts except those intended to announce a public or civic event, grand opening or sales where permitted by the zone districts. Sales banners currently allowed a maximum of two signs per year for a maximum of 10 days at a time no more than three times per year.	Expressly prohibited except for: -Grand openings for 2 weeks. -Vehicle dealerships for cars, etc, allowed non-advertising streamers and banners up to sixty sq ft per street frontage of the business site. -Temporary parking lot sales... -Special temporary and promotional signs as permitted by Section 17.44.050(j). -Public events, announcements or promotions -Public right-of-way	Permitted for less than 90 days per year, not to exceed roof line of nearest building. 1/2 square foot of sign area for each lineal foot of building frontage of business to which sign pertains, over and above the sign area permitted for permanent signs. Balloons/blimps allow 15 days per quarter with 30 days in between not to exceed 20' long and 5' in width/diameter.	Allowed to be displayed for a maximum total of 30 days during a calendar year.  Permit required
Canopy Sign	Not allowed to exceed 4 sq ft in area and the bottom of the sign must be at least 7' from the ground.	Shall not exceed 6 sq ft per sign face and have 7' ground clearance. Signs allowed on roof of canopy/marquee having at least 45 degree slope.	1/2 square feet of sign area for each lineal foot of building frontage. Sign height not to exceed height of the underside of a canopy.	Signs may be mounted on a n angled roof, however, not extend higher than the peak of the roof.
Downtown	Lighting should be spot lit type (self illuminating) and be compatible with the style of the building	See above notations		Signage to be approved by the Downtown Design Review Board
Pedestrian Oriented Sign	Considered Wall Sign not projecting more than 14"	Not specified.		Double-faced sign not exceeding 3 sq ft in area
Window Sign	Existing ordinance only discussed in the downtown to not exceed 25% area.  Wanting to change to address for all portions of town.	Temporary and promotional sales events signs shall be placed only on or in display windows and shall be limited to 25% of the window area and to be removed when event is done. (Section 17.44.050(j))		