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To: Lemoore City Council
From: Gloria Hobbs, Assistant Planner
Date: May 13, 2011
Subject: Zone Amendment #2011-01 -Sign Ordinance Modifications

Item # 6

Discussion:

At the April 25, 2011 meeting, Planning Commission reviewed and discussed areas of the sign ordinance as directed by City Council, pertaining to LED illumination signs, sandwich signs, flag type signage, "temporary signage" in general, and other areas in the sign ordinance the Commission felt necessary to discuss for potential modifications to the ordinance. A public hearing was held to accept input.

The main purpose of the Sign Ordinance is to protect the aesthetic integrity of the community and minimize the possible adverse effects of unsightly, inharmonious and hazardous signs while enhancing the City's ability to attract sources of economic development and growth. The related City goals include preserving Lemoore's small town character and ensure that new commercial development enhances Lemoore's quality of life.

The General Plan adopted in May 2008, incorporates several of the following policies 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-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 most significant areas of controversy over the proposed Sign Ordinance include:

- A) Section 9-14-2 Banners which is modified and included under Temporary Signs.
- B) Definition Section 9-14-2 added Banner, Vertical which is a canvas or cloth mounted vertically to a single pole/stick that can be easily stuck into the ground and included in the modified definition of Temporary Signs. Vertical banners are used by businesses to advertise products and sales and can be placed one per street frontage, can not be higher than 10', and shall be located 5' behind the right of way. This type of signage will allow more flexibility for businesses in placement and time, type, and size of temporary signs.
- C) Section 9-14-4-4 regarding Portable and Sandwich A-Frame Signs was modified to allow A-frame signs to be "5' in height" and "..... placed at least 10' behind the Public Rights of Way except in the Downtown Area where they must be immediately adjacent to the building or other structureand shall be removed during all times when the business is closed." A 5' height allows more sign visibility to a business in the downtown area as they must be placed adjacent to the building. The 10' behind the public ROW in other areas will allow more flexibility to the business owner to place either next to the building and be seen or in areas more visible behind the Public ROW.
- D) Temporary sign definition was modified to include banners, vertical banners and stick signs. Sections 9-14-4-3, 9-14-4-4, and 9-14-4-5 under Grand Opening or Sale Signs are changed to Temporary Signs which will be permitted for 30 days and thereafter another type of temporary sign may be placed for a 30 day period. This allows for much greater flexibility in which type of temporary signs can be used. It limits the number of signs on

"In God We Trust"

the site at any one time, but does not require a period of time in which no temporary sign is in use. This also eliminates the requirement that banners can only be used for Grand Openings or Sales (new provisions do not apply to PO zone districts).

- E) Adds trailer mounted signs to the definition of Portable Signs, which effectively prohibits them, ie Billboard. See copy of AB 2756, attached.
- F) Significantly increases allowances for Highway Oriented signs and locations, for both multi-tenant and single businesses, see #8 below.

Please keep in mind that this review and set of adjustments were policy driven. The Zoning update, now in administrative draft review, takes these revisions a step further by modifying the readability of the ordinance and adding graphics to assist businesses in the interpretation of the codes themselves.

Below please find the areas of the Ordinance that have been recommended by the Planning Commission to change. Attached is a full version of the Ordinance presented in underline/strikethrough format.

1) Section 9-14-2: Definitions:

~~BANNER/STREAMER FLAG/INFLATABLE OBJECTS:~~ Any canvas, cloth, flexible plastic, paper or other type of material suspended across, upon or from private or public property or from a building or structure (limited use in various zone districts as specified in this chapter).

~~BANNER, VERTICAL:~~ Any canvas or cloth mounted vertically to a single pole/stick that can be easily stuck into the ground. (limited use in various zone districts as specified in this chapter).

~~CHANGEABLE COPY SIGN:~~ A sign that is designed so that characters or letters can be changed or rearranged manually, mechanically, electronically or by any other means without altering the face or surface of sign, not including the time or temperature portion of a sign. ~~LED or similar type shall be set to dim after the dusk hour.~~

~~HIGHWAY ORIENTED SIGN:~~ A freestanding sign structure ~~with~~ for individual business or multi-tenant advertisements located within one thousand two hundred feet (1,200') ~~(1,200')~~ (1,000') of a state highway in PO, CH, M and future mixed use and neighborhood commercial districts, and which is not considered a "billboard".

~~PORTABLE SIGN:~~ A sign not permanently affixed to the ground, a building or other permanent structure and which is reasonably capable of being moved. ~~Such signs include but are not limited to signs mounted upon a trailer, bench, wheeled carrier, or other nonmotorized mobile structure with or without wheels.~~ (allowed in the CC and CS zone districts and subject to the approval process).

~~SHOPPING CENTER IDENTIFICATION SIGN:~~ A sign defining the name of the shopping center and up to ~~three (3)~~ five (5) tenants on a site that is at least seven (7) acres in size.

~~STICK SIGNS:~~ An advertising sign mounted to a stick or metal frame that can be easily stuck into the ground ~~(prohibited in all districts, unless it is an election sign).~~

~~STREAMER FLAG/INFLATABLE OBJECTS:~~ Any canvas, cloth, flexible plastic, paper or other type of material suspended across, upon or from private or public property or from a building or structure ~~(prohibited in all zone districts).~~

~~TEMPORARY SIGN:~~ A sign which is not permanently mounted or affixed to the ground or any part of a building or other permanent structure and shall not be permanently mounted or affixed for no more than ~~thirty (30) days per calendar year.~~ the required time limits, locations, size and number as specified under each section. The signs may include banners, vertical banners, and stick signs and must meet the requirement and be in compliance with the definitions and zone districts. (limited in various zone districts).

~~VIEWSHED:~~ The area in which a highway oriented sign can be seen from the highway; generally less than one thousand ~~two hundred feet (1,200')~~ thousand feet (1,000') away from the highway.

2) Section 9-14-3-1C: General Requirements for Signs in All Zone Districts:

C. Signs In Public Rights Of Way; Encroachment Permits: No sign or any portion of a sign shall be located in or project over a public right of way, except sandwich A-frame, canopy or wall signs, with approval, located in

the downtown area or information, marquee, or open house signs, or directional kiosk signs in other areas of the community after an encroachment permit is obtained from the public works department.

3) Section 9-14-3-3: Signs Prohibited in All Zone Districts:

F. A flashing, moving, reflecting, scrolling, video screens and streaming video display, or other type of sign with similar effects that changes more frequently than once every 2 minutes, obtained by varying the intensity, color, pattern or illumination, not including barber poles of maximum eighteen inches' (18") height, and time or temperature signs.

G. Banners and streamers other than those intended to announce a public or civic event, grand opening or sales where permitted by the sign standards for the various zone districts in this chapter.

H. ~~Stick signs.~~

I. ~~H.~~ Legal nonconforming signs in accordance with sections [9-11-2](#), [9-11-3](#), and subsections [9-11-4A](#), [9-11-7A](#), and [9-11-8A](#) of this title.

J. ~~L.~~ Pole signs, ~~however,~~ the internal structure of the sign may be supported by poles, but not visible.

K. ~~Video screens and streaming video display.~~

~~L.~~ J. Billboards. (Ord. 2008-06, 9-16-2008)

4) Section 9-14-4-1: Signs in All Zone Districts:

K. Entry Signs: Entry signs shall be allowed for the purpose of welcoming persons to Lemoore and include landscaping or dry scape and lighting street trees and streetlights in the general locations described in the community design element of the 2030 general plan to accentuate entry points to Lemoore. (Ord. 2008-06, 9-16-2008)

5) Section 9-14-4-3: Signs in the PO Zone District:

C. ~~Grand Opening Signs: Temporary Signs:~~ A ~~grand opening sign or banner~~ temporary sign for a new business will be permitted for thirty (30) days. These signs shall be placed in a manner so as not to create a hazard to vehicular or pedestrian traffic, as determined by the public works director. Extensions may be granted in writing. After the (30) day period other types of temporary signage may be placed for a 30 day period. (not more than one type of temporary sign is allowed at a time)

D. Public And Civic Event Signs: Public and civic event signs, which may incorporate ~~banners,~~ temporary signs announcing such events as homecoming, farmers' market and parades, shall be permitted. Such signs shall be located so as to not obscure vision or create other public safety hazards, as determined by the public works director. Such signs shall be first displayed no earlier than thirty (30) days before the scheduled date of the event and shall be removed within two (2) days after the event has ended.

6) Sections 9-14-4-4: Signs in the CC and CS Zone Districts:

D. ~~Grand Opening Or Sale Signs: Temporary Signs:~~ A ~~grand opening sign or~~ temporary sign for a new business will be permitted for thirty (30) days. After the (30) day period other types of temporary signage may be placed for a 30 day period. (not more then one type of temporary signage allowed at a time) A maximum of two (2) temporary signs ~~which may incorporate banners, announcing a sale or special promotion,~~ shall be permitted for a maximum of ~~twelve (12) days~~ thirty (30) days at a time (1 per street frontage), provided ~~no banner~~ that the same type of temporary sign was not located on the site for a minimum of thirty (30) days prior to display and no banner the same type of temporary sign (banner) will not be displayed for a minimum of thirty (30) days after. Display of such signs ~~announcing a grand opening or sale~~ shall not be Day-Glo or fluorescent in color, shall not exceed one square foot per linear foot of building frontage or tenant space frontage (not to exceed 100 square feet). Vertical banner shall not exceed one per street frontage, shall not be higher then 10' and shall be located at least 5' behind the right of way. Stick signs can be no larger than 4 square feet in size and have no more than 30 inch clearance from the bottom of the sign to the ground. Temporary signs shall be constructed of materials that can withstand outdoor weather conditions (such as cloth, canvas, or vinyl plastic but not paper or cardboard). Extensions may be granted in writing.

G. Public And Civic Event Signs: Public and civic event signs, which may incorporate ~~banners~~, temporary signs announcing such events as homecoming, farmers' markets and parades, shall be permitted. Such signs shall be located so as to not obscure vision or create other public safety hazards, as determined by the public works director. Such signs shall be first displayed no earlier than thirty (30) days before the event and shall be removed within two (2) days after the event has ended.

I. Portable And Sandwich A-Frame Signs: One sandwich A-frame sign or portable sign shall be permitted for each business located on the premises on which the sign is displayed. No such sign shall exceed eight (8) square feet in area or ~~four feet (4)~~ five feet (5') in height, unless its unique design warrants an exception. Such sign shall be done in a professional looking manner, and uniqueness and individuality are encouraged (use of poster board or cardboard is not acceptable). Such sign shall be placed at least 10' behind the Public Rights of Way, except in the Downtown Area where they must be immediately adjacent to the building or other structure in which the business is located and shall be removed during all times when the business is closed. ~~In case of multiple businesses having a common entrance, only one such sign shall be permitted at the door entrance regardless of the number of businesses served by the entrance.~~

J. Shopping Center Identification Signs: One freestanding sign displaying identification information for a shopping center shall be permitted for each street or highway frontage of the shopping center on a site greater than seven (7) acres and less than fifteen (15) acres, with a maximum of two (2) signs per shopping center allowed where the site is larger than fifteen (15) acres. Such signs may be internally illuminated and include the name of the shopping center, and the names of up to ~~three (3)~~ five (5) major tenants. Each such sign shall have a maximum area of three hundred (300) square feet, shall not be higher than the highest building roofline in the shopping center and shall be set back at least ten feet (10') from the property lines.

L. Freestanding Signs On Site With Buildings: One on site freestanding sign shall be permitted on each site having one or more buildings and three hundred feet (300') or more of street frontage for an individual business site or can utilize multiple adjoining properties where a joint use easement is in place. The main freestanding sign shall have a maximum one hundred (100) square foot signage area, excluding design elements, and shall be no higher than the highest building roofline on the site, may be illuminated, and may not be located closer than one thousand feet (1,000') from any other commercial freestanding or highway oriented sign on the same side of the freeway. This subsection does not apply to highway oriented signs. On sites with less than three-hundred feet (300') of street frontage, a monument type sign is permitted.

7) Sections 9-14-4-5: Signs in the CH and M Zone Districts:

C. ~~Grand Opening Or Sale Signs:~~ Temporary Signs: A ~~grand opening sign or temporary sign~~ for a new business will be permitted for thirty (30) days. . After the (30) day period other types of temporary signage may be placed for a 30 day period. (not more then one type of temporary signage allowed at a time) A maximum of two (2) temporary signs ~~which may incorporate banners, announcing a sale or special promotion,~~ shall be permitted for a maximum of ~~twelve (12) days~~ thirty (30) days at a time (1 per street frontage), provided ~~no banner that the same type of temporary sign was not~~ located on the site for a minimum of thirty (30) days prior to display and ~~no banner the same type of temporary sign (banner) will not~~ be displayed for a minimum of thirty (30) days after. Display of such signs ~~announcing a grand opening or sale~~ shall not be Day-Glo or fluorescent in color, shall not exceed one square foot per linear foot of building frontage or tenant space frontage (not to exceed 100 square feet). Vertical banner shall not exceed one per street frontage, shall not be higher then 10' and shall be located at least 5' behind the right of way. Stick signs can be no larger than 4 square feet in size and have no more than 30 inch clearance from the bottom of the sign to the ground. Temporary signs shall be constructed of materials that can withstand outdoor weather conditions (such as cloth, canvas, or vinyl plastic but not paper or cardboard). Extensions may be granted in writing.

D. Public And Civic Event Signs: Public and civic event signs, which may incorporate ~~banners~~, temporary signs announcing such events as homecoming, farmers' markets and parades shall be permitted for a maximum period of thirty (30) days or for the duration of the event. These signs shall be located so as not to obscure vision or create other public safety hazards as determined by the public works director.

G. Freestanding Signs On Site With Buildings: One freestanding sign, which may be illuminated, displaying identification information for a business (commercial or industrial) located at one site, shall be permitted on a site with three-hundred feet (300') or more of street frontage for an individual business site or can utilize multiple adjoining properties where a joint use easement is in place. Such sign shall be no higher than the highest building roofline, not to exceed forty feet (40') in height, may incorporate changeable copy, shall not exceed one hundred (100) square feet in area, and shall not be located closer than ~~one thousand~~ four-hundred feet (400') (4,000') from any other highway oriented or commercial freestanding sign on the same side of the

freeway. This subsection does not apply to shopping center signs or highway oriented signs. On sites with less than three-hundred feet (300') of street frontage, a monument type sign is permitted.

H. Shopping Center Identification Signs: One freestanding sign per street frontage displaying identification information for a shopping center shall be permitted on a site greater than seven (7) acres and less than fifteen (15) acres, with a maximum of two (2) signs per shopping center allowed where the site is larger than fifteen (15) acres. Such signs may be internally illuminated and include the name of the shopping center, and the names of up to five (5) ~~three (3)~~ major tenants. Each such sign shall have a maximum area of three hundred (300) square feet, and shall not exceed forty feet (40') in height and shall be set back at least ten feet (10') from the property lines. Exceptions shall only be allowed when approved by the planning commission or city council in order to coordinate multiple business signs and reduce clutter that might be experienced along the highway.

8) 9-14-4-6: Highway Oriented Signs:

1. Eligibility: Highway oriented signs are only allowed on parcels in the neighborhood commercial, mixed use, professional office, regional commercial and industrial districts that are within the viewshed of State Highway 198 or State Highway 41 (generally ~~4,200~~ 1,000 feet from the highway). Entry signs are also allowed in these districts.

2. Illumination: All highway oriented signs must be internally lit. Signs shall not have blinking, flashing or fluttering lights or other illuminating devices that have a changing light, brightness or color. Changeable copy LED lights are allowed so long as they change no more than every two (2) minutes ~~twenty four (24) hours~~.

3. Tenants: Each highway oriented multi-tenant sign shall have a minimum of three (3) tenants per sign to minimize clutter and allow collocation. If a tenant is removed from a structure, it must be replaced or appear to blend in with the rest of the sign. Blank lit advertisement spots are not allowed.

4. Site Indication: Highway oriented signs ~~should~~ may have commercial center name or logo and exit location (i.e., exit 19th Avenue off Highway 198) for off site signs in order to enhance drivers' awareness.

5. Highway Oriented Sign Height: The height of highway oriented multi-tenant signs ~~may be one and a half (1 1/2) times the height of an adjacent building up to forty feet (40'), whichever is greater. shall not exceed sixty feet (60')~~. The height of highway oriented signs with only one business may be one and a half (1 1/2) times the height of an adjacent building up to forty feet (40'). If a sign is proposed to be taller than this, a conditional use permit (CUP) must be approved. The maximum height of any highway oriented sign under CUP shall not exceed eighty feet (80'). ~~sign /structure shall not exceed sixty feet (60') above grade.~~

6. Highway Oriented Sign Locations: No highway oriented sign shall be located closer than eight hundred feet (800') ~~one thousand feet (1,000')~~ from any other existing highway oriented sign, ~~multi-tenant or commercial freestanding sign on the same side of the highway.~~ If the applicant proposed less than the required eight-hundred feet (800'), a CUP is required.

7. Highway Oriented Sign Positioning: All signs must be set back ~~between thirty feet (30') to a maximum of three hundred feet (300')~~ ten feet (10') from the highway right of way or minimum distance as determined by Caltrans. All highway oriented signs must be distanced from any residential district by a minimum of two hundred feet (200'). ~~of twelve feet (12') for every one foot (1') of structure/sign height one to twelve (1:12) ratio.~~

Example of one to twelve (1:12) residential setbacks for signs, measured in feet:

Height of sign	10	20	30	40	50	60
Distance from residential district	120	240	360	480	600	720

8. Sign Location And General Visibility; Pedestrian Amenities: Sign location must not inhibit pedestrian or vehicular visibility. The advertising structure should encourage pedestrian oriented amenities at its base as appropriate (i.e., covered benches, sculptures, artwork, enhanced landscaping, and/or area beautification). Illuminated signs shall be directed away from any residentially designated land.

9. Advertisement Area: The advertisement area that any ~~one tenant~~ individual business can have on a highway oriented sign structure shall be between thirty three (33) to not exceed one-hundred (100) square feet, and maximum of two (2) freestanding, nonmonument type signs per tenant in the highway oriented districts. ~~The~~

~~maximum accumulated signage on a highway oriented structure on one side shall not exceed six hundred (600) square feet. The total tenants shall not exceed seven (7) per side per structure. The maximum advertising area for multi-tenant signage, shall not exceed six-hundred (600) square feet per side, and any one section or module shall not exceed one-hundred (100) square feet. May include a site designation section or module (shopping center name), however, such section or module shall not exceed twenty-five percent (25%) of the total sign area per side and the site designation is not included in the calculation for the advertising area.~~

9) 9-14-5-1: ADMINISTRATIVE APPROVAL FOR SIGNS:

~~C. The site plan review process in section [9-15C-1](#) of this title with planning commission approval will be required for highway oriented signs for the initial structure approval. (Ord. 2008-06, 9-16-2008)~~

D. The following signs shall be exempt from the approval and landscape requirements of this section: (Ord. 2009-11, 12-1-2009)

5. ~~Grand opening and sales banners~~ temporary signs in conformance with this chapter.

Budget Impact:

If the proposed ordinance is codified, the cost of codification is approximately \$500. It is possible to pass the ordinance and hold codification until the Zoning Code Update is complete. This action would not prevent the ordinance from becoming law 30 days after passage. There is also the cost of the summary publication which is approximately \$150. This information is provided since the Zoning Code Update is scheduled to be completed late summer and our codifier has provided the City with an estimate of \$14,000 for codification for the new Code in total.

Recommendation:

City Council should review the recommended information, open public hearing and discuss any recommended changes to the document and waive the first reading of Ordinance No.2011-02 and pass it to a second reading as recommended by the Lemoore Planning Commission.