

Amendments to the General Plan, City Council Policy 6-4 and the Sign Code to Allow Off-Premise Signs on City-owned Property

**City Council Hearing
September 25, 2018
Item 10.2**



*Planning, Building and
Code Enforcement*

Overview

- Council Priority #6
- Council Direction, December 19, 2017
- Two Programs:
 - 1) Allow electronic digital off-site advertising signs or billboards
 - 2) Create a Downtown Sign Intensification Program
- Two Phases:

Phase 1: City-owned Sites

Phase 2: Non-City owned Sites
- Additional Work Plan Direction:
 - 4:1 Replacement Ratio
 - Consult with industry experts
 - Report to CED Committee in Q1 2018



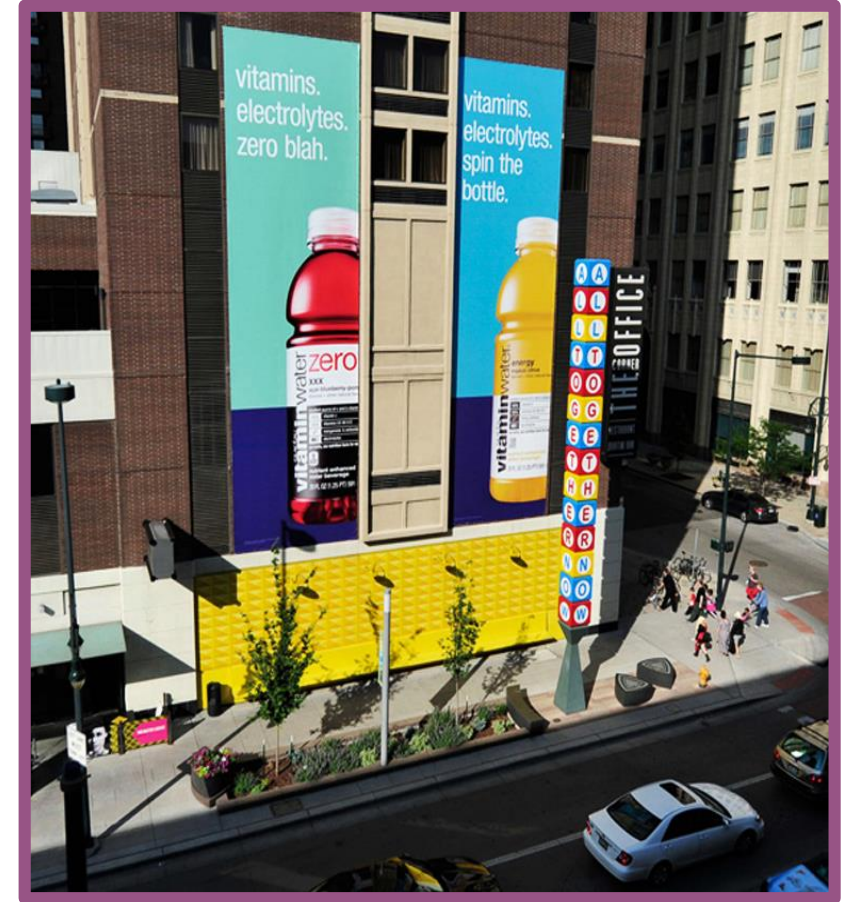
Phase 1: City-owned Property

Proposed Amendments:

- General Plan Text Amendment: Delete Policy CD-10.4
- Revise Council Policy 6-4
- Amend Title 23, Sign Code

Selection Criteria

1. Appropriate Land Use Designations and Zoning Districts
2. Consistent with the Riparian Policy
3. Consistent with the Historic Preservation Policies
4. Compatible with existing use on site
5. Conforms to bond financing requirements



Phase 1 Eligible Sites

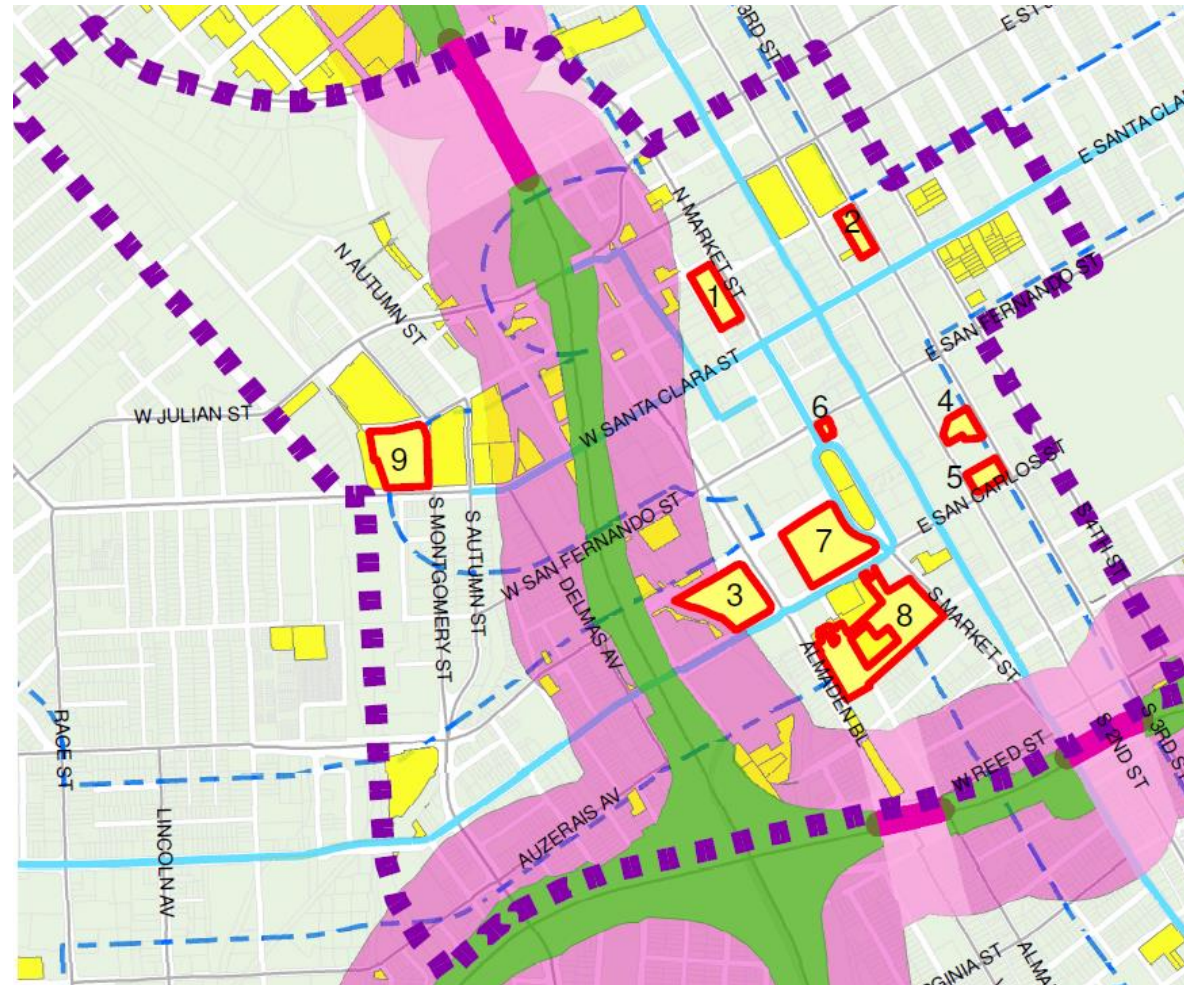
- Potential 17 sites and 22 signs, including:
 - 8 sites (8 signs) outside Downtown
 - 9 sites (14 signs) within Downtown



Citywide Sites



Downtown Sites



Staff Recommendation:

- As directed by City Council, approve amendments to the General Plan, City Council Policy 6-4 and the Sign Code

Planning Commission Recommendation, August 22:

- Lift billboard ban for City-owned sites only
 - Concerns about roadway safety and sign design

END