

City Council

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City of Sebastopol Design Review Board

Meeting Date: April 19, 2017
Agenda Item: 9B
To: Design Review Board
From: Dana Morrison, Assistant Planner
Subject: Portable Signs
Recommendation: Initiate Discussion
Address: Citywide

Introduction:

This is a Design Review Board discussion regarding portable signs in Sebastopol, and related Zoning Ordinance regulations. Staff introduced the topic to the Board in 2016, but the discussion was continued to a later date.

Discussion:

Chapter 17.230: 'Sign Regulations' (Sign Ordinance) of the Zoning Ordinance establishes standards for signs installed on all property within Sebastopol City limits. Section 17.230.020.A (3) (d) of the Zoning Ordinance contains the following criteria for portable signs:

- i. No more than one (double-faced) sign per parcel of property.
- ii. Each sign face shall not exceed 6 square feet in area.
- iii. Height of sign shall not exceed 3 feet.
- iv. Location of sign shall not reduce the width of any pedestrian sidewalk or way to less than 4 ½ feet.
- v. If located within the public right-of-way, an encroachment permit shall be secured from the State of California (for State Highways 116 and 12), or from the City of Sebastopol.

Staff has noticed that a number of businesses throughout Sebastopol have installed portable signs without Sign Permits, and that there are many instances where more than one portable sign has been placed on a single parcel. The portable signs do not appear to have created significant issues and the City seldom receives complaints. However, many businesses are technically in violation of the Sign Ordinance. There are also potential accessibility issues, as well as general sign clutter issues. Some signs impede pedestrian travel.

Recommendation:

Staff recommends that the Board initiate a discussion on the matter and provide direction on how to proceed. The Board could consider the following actions:

- Initiate amendments to the Sign Ordinance to allow more than one portable sign on a parcel with a Sign Permit.
- Consider amending the Sign Ordinance to make portable signs an exempt sign category granted they are a minimum size, and are not placed within the public right-of-way, unless at least 4 ½ feet of sidewalk clearance is provided.
- Recommend that time permitting, staff increases enforcement activity. The Board may also wish to comment on types of portable signs or placements that are of greatest concern.

Attachments:

None