



Agenda Item:

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## COUNCIL COMMUNICATION City Manager's Office

### GENERAL INFORMATION

Agenda Date: 7/12/04

Communication

No.: 04-340

Agenda Item Type: Resolution

Roll Call

No.:

Submitted by: Larry Hulse, Community Development Director

### SUBJECT—

Set Hearing regarding City initiated amendment to the Zoning Ordinance text to modify Section 134-276 – Classifications and Section 134-1276 – General Regulations establishing a “PSO” Pedestrian Oriented Sign Overlay District (7/26/2004).

### SYNOPSIS—

The Plan and Zoning Commission is scheduled to review and make recommendation on the proposed Pedestrian Oriented Sign Overlay (PSO) District text on July 15, 2004. The Commission's recommendation will be forwarded to the City Council at the July 26, 2004 public hearing.

The “PSO” Pedestrian Oriented Sign Overlay District text (Exhibit A—attached to Roll Call) was drafted based upon meetings with East Village Business owners to address current deficiencies with the underlying C-3, Central Business District sign regulations. The “PSO” could be applied to other areas of the City (not just Eastern Downtown Area and/or C-3 zoned properties).

Key components of the proposed “PSO” are as follows:

1. The “PSO” district *allows*:
  - a) sandwich board signs.

- b) 10'-12' minimum heights for projecting signs over sidewalks and streets respectively (rather than 15' and 18' currently required in the C-3 District).
2. The "PSO" district *prohibits*:
- a) freestanding pole signs.
    - b) Internally lit attached and freestanding panel signs in which the entire panel including text and logos are lit. (Internally lit signs that are composed of separate, individual letters and logos are permitted).
  - c) Electronic information signs and flashing signs.
  - d) Translucent material on backlit canopy signs except for individual letters and logos.

**FISCAL IMPACT—**

N/A.

**RECOMMENDATION—**

Approval of Roll Call to Set Hearing for 7/26/04.

**BACKGROUND—**

Community Development Department staff has worked with retailers in the Eastern Downtown Area to address issues with the signage regulations contained within their C-3, Central Business District Commercial zoning district. (Please see map attached to the Roll Call for boundaries).

Staff met with a core group of retailers in the Eastern Downtown Area in May and then followed up with 2 public meetings to which all property owners within the C-3 zoning district in the Eastern Downtown Area were notified. At the first public meeting of May 27th, the 14 attendees participated in a signage preference rating exercise. At a 2<sup>nd</sup> meeting on June 17th staff recommended amendments to the sign regulations for the Eastern Downtown Area aimed at addressing stake holder's signage concerns and preferences. Staff also presented the recommended amendments at a meeting of the Historic East Village Association on Monday, June 21<sup>st</sup>.

Staff then developed ordinance text for a "PSO" to be applied to the C-3 zoned area of the Eastern Downtown, and that could also potentially be applied to other zoning districts within the city. The "PSO" encourages signs of a size and orientation that reflect the pedestrian character of the Eastern Downtown Area.