

**CITY OF BELMONT
MEMORANDUM**



TO: Planning Commission

FROM: Carlos de Melo, Community Development Director

SUBJECT: June 15, 2010 Planning Commission Meeting
Agenda Item 6A – Old Business
Belmont Sign Ordinance Amendments
Continued Discussion – Outstanding Questions/Issues/Policies

Summary/Background

City staff is continuing to seek Planning Commission input regarding outstanding questions/issues/policies prior to conducting a public hearing on a comprehensive amendment to the Belmont Sign Ordinance. Over the last ten months, signage issues/discussion has been previously conducted via:

- Planning Commission Study Session – September 15, 2009
- Planning Commission Study Session – October 6, 2009
- City Council Study Session/Discussion & Direction – February 9, 2010
- Outreach Meeting – March 19, 2010
- Planning Commission Signage Subcommittee Meeting – April 19, 2010
- Planning Commission Review of Outstanding Questions/Issues/Policies – May 4, 2010
- Planning Commission Review of Outstanding Questions/Issues/Policies – May 18, 2010
- Planning Commission Review of Outstanding Questions/Issues/Policies – June 1, 2010

The purpose of tonight’s meeting is to confirm direction on outstanding questions/issues/policies as outlined below. Staff has previously provided the Draft Amended Sign Ordinance to the Commission; text language associated with outstanding policy issues to be addressed are noted and tagged as “*Under Consideration*” within the document.

Commission and public feedback will be incorporated for consideration as part of amendments to the Belmont Sign Ordinance as a whole. Based on this direction, staff, the Planning Commission Sub-Committee, and City Attorney, and our Sign Consultants will move forward with comprehensive draft text amendments that are expected for presentation at a Planning Commission public hearing in July 2010.

Subsequently, a Planning Commission recommendation on the draft amendments will be forwarded to the City Council for their review/assessment as part of a public hearing expected to be held at one of the September 2010 Council meetings.

Discussion

Outstanding issues necessitating direction are listed below. The table is organized to illustrate the: 1) Topic, 2) Proposed amendment/modification/regulation, and 3) Issue requiring specific direction.

| <i>Topic</i> | <i>Proposal</i> | <i>Issue</i> |
|---|--|---|
| Section 23 Sign Regulations | | |
| Section 23A Signs on Public Property | | |
| 1 Noncommercial Display in Traditional Public Forum Areas | <ul style="list-style-type: none"> • Signs must be held by a person(s) at all times • 7 am to 7 pm and during City meetings • 6 square feet sign area per person • Maximum height: 10 feet | <ul style="list-style-type: none"> • <i>Sign law expert recommended allowing “personally attended” to mean that there could be 5 feet between person and sign – must the person hold the sign at all times?</i> • <i>Sign law expert recommended allowing sign holder to take a 5 minute break every hour – must the person take the sign with them at all times?</i> • Accept proposed standards or propose alternative standards |
| 2 A-frame Signs | <ul style="list-style-type: none"> • Allow A-frame signs on sidewalks in Village Sign Districts • Exempt (except encroachment permit?) • 1 sign per establishment • Maximum size: 5 square feet • Maximum height: 3 feet • Supporting frame may not be made of plastic | <ul style="list-style-type: none"> • Should this type of commercial signage be allowed within public right-of-way? <i>This type of signage would be subject to the message substitution policy.</i> • Should A-frame signs be allowed on sidewalks in other areas, i.e. residential districts (see real estate signs)? • Should a permit be required rather than exempt? <i>This would mean that the sign area counts towards the total sign area.</i> • Accept proposed standards or propose alternative standards |
| 3 For Sale Signs on Vehicles | <ul style="list-style-type: none"> • No regulation related to “For Sale” signs in cars parked on public streets | <ul style="list-style-type: none"> • Should the City try to regulate this type of sign? • <i>Difficult to enforce and may raise constitutional rights issues – would have to prohibit the parking of all vehicles in the identified area.</i> <p><i>Agreement not reached on this topic; additional research requested.</i></p> |

| | <i>Topic</i> | <i>Proposal</i> | <i>Issue</i> |
|---|---|---|---|
| 4 | Additional Policy Item from 5/4 PC Meeting – Temporary Signs | Clarification is needed on whether Temporary Signs for Commercial and Residential Districts count towards total allotted sign area for property. | <i>See Page 19 for full text of this Section</i> |
| 5 | Additional Policy Item from 5/4 PC Meeting – Wall Signs | There is a conflict in proposed text relating to placement of wall signs. | <i>Should these types of signs be allowed on any story, the second story, or on top story only? – See pages 10 & 18 RE: conflicting text language</i> |
| 6 | Additional Policy Item from 5/4 PC Meeting – Institutional Uses & Schools & Compatible Multiple Use Districts | Are these types of uses allowed to utilize lighting and all sign types? (shingle, freestanding, awning, etc.,) What are their sign allotment limitations? | <i>See Page 10 for full text of this Section</i> |

Conclusion/Recommendation

Staff requests the Commission confirm direction on outstanding questions/issues/policies as outlined above. Commission/public feedback will be incorporated for consideration as part of comprehensive amendments to the Belmont Sign Ordinance, scheduled for presentation/review at a Planning Commission public hearing in July 2010.

Alternatives

1. The Commission may wish to discuss this matter further and continue to a future meeting.

Attachments

- I. Draft Sign Ordinance – May 13, 2010 (Previously Submitted to Commission)

Respectfully submitted,

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