

REPORT TO CITY COUNCIL

DATE: MARCH 22, 2006

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: MIKE KAMINO, DIRECTOR OF PLANNING AND COMMUNITY DEVELOPMENT

SUBJECT: APPROVE RESOLUTION NO. 06-1408, ALLOWING FOR THE DISPLAY OF TEMPORARY SIGNS ON PUBLIC AND PRIVATE PROPERTY WITHIN CERTAIN GEOGRAPHIC BOUNDARIES DURING CONSTRUCTION OF THE KANAN ROAD/U.S. 101 FREEWAY INTERCHANGE PROJECT

The request before the City Council is to approve the attached Resolution No. 06-1408, allowing for the display of temporary signs on public and private property within certain geographic boundaries during construction of the Kanan Road/U.S. 101 Freeway Interchange Project.

Construction of the Kanan Road/U.S. 101 Freeway Interchange Project has begun. During the anticipated one-year construction period, staff expects that there will be temporary road route changes within the project vicinity that could impact identification of certain businesses. One of the purposes of the City's business sign regulations is to promote fairness in competition and retain identity in the business community. In addition, the Sign Ordinance is intended to support and promote viable business by allowing signage that provides adequate identification.

To meet these goals, staff is requesting that the City Council approve the attached Resolution to allow for the display of temporary identification signs for certain businesses that may be impacted by construction, as identified in the exhibit attached to the Resolution. Specifically, staff is requesting that for a one-year period businesses within the zone of construction, in addition to their sign allowance specified in the Sign Ordinance, be allowed to display one temporary, free-standing identification sign that would be comparable in size to the City's monument sign allowance (maximum size of 48 square feet and a maximum height of 6 feet). It is also requested that these businesses be allowed to display a temporary business identification banner of a maximum 20 square-foot size. Businesses located within a retail center would not have additional individual, temporary sign entitlement. Rather, as proposed, one free-standing identification sign and one banner would be allowed for the identification of a retail center. Staff is also requesting that the City Engineer be given the discretion to post business identification signs and directional signs in the public right-of-way.

As proposed, all temporary signs located on private property and within the public right-of-way may identify the name of the business, as well as facilitate direction and to indicate whether the tenant is open for business. No product or service advertising would be allowed.

RECOMMENDATION

Staff recommends the City Council approve the attached Resolution No. 06-1408, allowing for the display of temporary signs on public and private property within certain geographic boundaries during construction of the Kanan Road/U.S. 101 Freeway Interchange Project.