

ACTION MINUTES

LAND USE & COMMUNITY DEVELOPMENT COMMITTEE

January 19, 2012

MEMBERS PRESENT: Louis Boitano, Supervisor, District IV

MEMBERS ABSENT: Richard Forster, Supervisor, District II

Supervisor Boitano called the meeting to order at 10:00 a.m.

AGENDA: Approved.

CORRESPONDENCE: None.

APPROVAL OF MINUTES: Approval of the November 17, 2011, December 19, 2011, and December 27, 2011 minutes was deferred until the next meeting.

PUBLIC MATTERS NOT ON THE AGENDA: None

ITEM 1. REVIEW OF DRAFT ORDINANCE PROPOSING AMENDMENT TO COUNTY SIGN REGULATIONS PERTAINING TO BANNERS—Planning Department

(Present: Cara Agustin and Susan Grijalva, Planning Department; and Members of the Public (see attached sign in sheet).

Cara Agustin, Planning Department, reviewed the draft ordinance she prepared, based on the input provided from the workshops held on December 15, 2011 and December 20, 2011. As proposed, the amendment to the sign ordinance will be made as an exception and will lapse two years after the date of approval unless the Board of Supervisors declares there is still an economic need for businesses to have increased on-site marketing opportunities. Sales tax revenue (\$1,250,000.00) will be used as the economic indicator. No more than two banners may be displayed on-site of any business establishment at any one time. Banners may be up to 60 square feet in size. Banners shall be professionally made and maintained. Faded, torn, falling down or poorly made banners shall be removed and/or replaced. Non-profits would be able to have banners at all times; i.e. one banner year-round. Banners are for on-site only and do not require a use permit.

During discussion concerns regarding the visual impact and appearance were expressed. Too many banners can detract from the business. It was suggested that fewer, smaller banners for a longer period of time be considered.

Banners and sign shakers are effective in that business owners have statistics showing an increase in sales when these types of advertising are used. Sign shakers are considered off-site

signage and are not addressed by this amendment. Business owners are not the only ones having difficulty at this time; it is the property owners as well.

The following suggestions were made:

- Allow 4 banners; one for each side of the building.
- Attach the banner by its four corners.
- Review in 6 months.
- Make banners advertising community information or a non-profit entity an over the counter approval.
- Define “community information” and “non-profit entity” and include in that definition that it is for the benefit of the local populace.

The process from this point forward will be to bring a proposal to the Planning Commission on February 14, 2012 for public comment. The Planning Commission’s recommendation to the Board of Supervisors will be heard in March. Members of the public were encouraged to attend the Planning Commission meeting and/or provide written comments.

Future drafts and notices of meetings will be e-mailed to interested parties.

The meeting adjourned at 11:10 a.m.