

CITY OF YUBA CITY
STAFF REPORT

Date: March 2, 2010
To: Honorable Mayor & Members of the City Council
From: Community Development Department
Presentation by: Aaron Busch, Community Development Director

Summary

Subject: Zoning Code Amendment ZC 10-01 related to allowing an additional banner sign to be temporarily installed by businesses during the current economic downturn (second reading).

Recommendation: Adopt an Ordinance for approval of Zoning Code Amendment ZC 10-01 which allows an additional banner sign to be temporarily installed during the current economic downturn, as shown in Exhibit A and waive the second reading.

Fiscal Impact: None

Background:

The City Council introduced the ordinance for approval of Zoning Code Amendment ZC 10-01 and waived the first reading at its meeting on February 16, 2010. Staff recommends that the City Council waive the second reading and adopt the attached ordinance as shown in Exhibit A..

Exhibits:

A. Ordinance for Zoning Code Amendment ZC 10-01

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF YUBA CITY ADDING SECTION 8-5.6312 "TEMPORARY BANNER SIGNS FOR ECONOMIC STIMULUS" TO THE YUBA CITY MUNICIPAL CODE

WHEREAS, the City Council of the City of Yuba City recognizes that critical policy decisions are needed to assist Yuba City businesses and property owners in today's current economy; and

WHEREAS; it is the intent of the City Council in adopting a temporary signage program to promote Yuba City businesses, to protect the City's tax base and to protect the well being of Yuba City residents and their families who own, operate, are employed by, or patrons of Yuba City businesses, and to prevent visual blight in the City that may result from businesses failing and leaving vacant store fronts behind.

NOW THEREFORE, THE CITY COUNCIL OF THE CITY OF YUBA CITY DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. The title of this Ordinance shall be the "Temporary Banner Signs for Economic Stimulus" and shall expire on August 31, 2010 unless otherwise extended or revoked by the City Council.

Section 2. Section 8-5.6312 is hereby added to the Yuba City Municipal Code to read as follows:

From the effective date of this section until its expiration on August 31, 2010, and during any duly authorized extension(s), the Community Development Department shall be authorized to review and approve applications for the temporary installation of banner signs upon commercial and industrial retail businesses provided the following criteria can be met:

- A. Business owners or property owners of commercial and/or industrial retail tenant space shall be allowed to install a single temporary banner sign upon the building wall of their building in addition to any other signage allowed by Section 8-5.6310.
- B. The length of the banner sign shall not exceed 33% of the linear frontage of the building wall facing a public street. The banner shall be located on the building wall such that it does not project above any parapet or roof line and does not interfere with any windows, doors, or prominent architectural feature(s) of the building.
- C. The banner shall be constructed of durable materials that will withstand the elements, retain a neat and well-maintained appearance, and shall be affixed securely to the building.

D. The content of the banner sign shall be limited to either the services or product(s) offered by the subject business, or the identification of the tenant space for lease or sale.

Requests for "Temporary Banner Signs for Economic Stimulus" shall be made to the City's Community Development Department. Applicants shall complete and submit a Zoning Clearance Form along with the required processing fee of \$41 plus a refundable \$150 deposit (upon removal of the sign) to the Planning Division for administrative review and approval.

At the expiration of the effective date of this section including any extension approved by the City Council, all temporary banners authorized by this section shall be removed within ten (10) days of the expiration date. Any temporary banner authorized by this section still displayed after ten (10) days from the expiration date shall be subject to the City's Administrative Citation process specified in Section 1-6.010.

Section 3. This ordinance shall become effective 30 days after its adoption and within fifteen (15) days of the passage of this ordinance, a copy shall be published once in the Appeal Democrat, a newspaper of general circulation in the City of Yuba City.

PASSED AND ADOPTED this ____ day of _____, 2010, by the following roll call vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

MAYOR

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney