



CITY COUNCIL AGENDA REPORT

MEETING DATE: JANUARY 4, 2011

ITEM NUMBER:

**SUBJECT: SECOND READING OF ORDINANCE 10-20 ADOPTING CODE AMENDMENT CO-10-02:
AN AMENDMENT TO TITLE 13, CHAPTER VII, SIGNS, OF THE COSTA MESA
MUNICIPAL CODE RELATED TO TEMPORARY BANNER SIGNS**

DATE: DECEMBER 15, 2010

FROM: DEVELOPMENT SERVICES DEPARTMENT

**PRESENTATION BY: CLAIRE FLYNN, PLANNING ADMINISTRATOR
KIMBERLY BRANDT, DIRECTOR**

**FOR FURTHER INFORMATION CONTACT: CLAIRE FLYNN (714)754 5278
cflynn@ci.costa-mesa.ca.us**

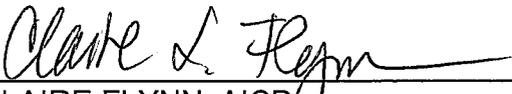
RECOMMENDATION:

Give second reading and waive further reading to Ordinance 10-20, amending Title 13, Chapter VII, Signs, of the Costa Mesa Municipal Code related to temporary banner signs.

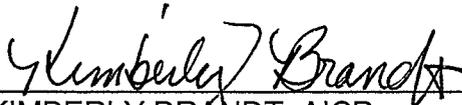
ANALYSIS:

On December 7, 2010, City Council gave first reading to Ordinance 10-20. The Code amendment establishes a new banner permit process and time limits for temporary banners in the City, as follows:

- For residential developments of 100 units or more, a banner may be displayed for a maximum of **120 days** per calendar year.
- For all other developments (i.e. commercial, institutional, industrial, and residential development with fewer than 100 units), a banner may be displayed for a maximum of **60 days** per calendar year.



CLAIRE FLYNN, AICP
Planning Administrator



KIMBERLY BRANDT, AICP
Development Services Director

DISTRIBUTION: City Manager
Asst. City Manager
City Attorney
Assistant Development Svs. Director
Public Services Director
Transportation Svs. Manager
City Clerk (2), Staff (4), File (2)

ATTACHMENT: Ordinance

ORDINANCE NO. 10-20

**AN ORDINANCE OF THE CITY COUNCIL OF COSTA MESA,
CALIFORNIA ADOPTING ZONING CODE AMENDMENT CO-10-
02, AMENDING TITLE 13, CHAPTER VII, SIGNS, OF THE
COSTA MESA MUNICIPAL CODE RELATED TO TEMPORARY
BANNER SIGNS.**

**THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY ORDAIN AS
FOLLOWS:**

SECTION 1: TITLE 13. Chapter VII, Table 13-115, Sign Regulations, of Title 13 of the Costa Mesa Municipal Code is hereby amended as shown in Exhibit "A" (attached).

SECTION 2: ENVIRONMENTAL DETERMINATION. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA guidelines, and the City's environmental procedures, and has been found to be exempt pursuant to Section 15061 (b) (3) (general rule) of the CEQA Guidelines, in that the City Council hereby finds that it can be seen with certainty that there is no possibility that the passage of this ordinance amending the zoning code will have a significant effect on the environment..

SECTION 3: INCONSISTENCIES. Any provision of the Costa Mesa Municipal Code or appendices thereto inconsistent with the provisions of this ordinance, to the extent of such inconsistencies and or further, is hereby repealed or modified to the extent necessary to affect the provisions of this ordinance.

SECTION 4: SEVERABILITY. If any provision or clause of this ordinance or the application thereof to any person or circumstances is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such invalidity shall not affect other provisions or clauses or applications of this ordinance which can be implemented without the invalid provision, clause or application; and to this end, the provisions of this ordinance are declared to be severable.

SECTION 5: PUBLICATION. This Ordinance shall take effect and be in full force thirty (30) days from and after the passage thereof, and prior to the expiration of fifteen (15) days from its passage shall be published once in the ORANGE COAST DAILY PILOT, a newspaper of general circulation, printed and published in the City of Costa Mesa or, in the alternative, the City Clerk may cause to be published a summary of this Ordinance and a certified copy of the text of this Ordinance shall be posted in the office of the City Clerk five (5) days prior to the date of adoption of this Ordinance, and within fifteen (15) days after adoption, the City Clerk shall cause to be published the aforementioned summary and shall post in the office of the City Clerk a certified copy of this Ordinance together with the names and member of the City Council voting for and against the same.

PASSED AND ADOPTED this _____ day of _____ 2011.

GARY MONAHAN
Mayor of the City of Costa Mesa

ATTEST:

APPROVED AS TO FORM:

City Clerk of the City of Costa Mesa

City Attorney

"TABLE 13-115 SIGN REGULATIONS (CONTINUED)

TEMPORARY SIGNS (continued)

	RESIDENTIAL	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
BANNERS ON PRIVATE PROPERTY PERMIT REQUIRED	0.5 sq. ft. per unit. Maximum area: 100 sq. ft. per site.		0.5 sq. ft. per lineal foot of building frontage facing the street. Minimum entitlement: 25 sq. ft. per tenant. Maximum area: 75 sq. ft. per tenant.	
TIME LIMITS	A maximum display time of 60 days per calendar year. Exception: For residential developments of 100 units or more, a maximum display time of 120 days per calendar year.			
DEVELOPMENT STANDARDS	<ol style="list-style-type: none"> 1. The entire surface of the banner must be securely affixed to either a building wall of the business being advertised (the building wall must about a public street or on-site parking area serving the business being advertised), or to the sign face of a freestanding sign. 2. May not be attached to any staff, pole, line, framing, vehicle or similar support. 3. May not project above roof. 4. Must be maintained in good condition; removed or replaced if torn, faded or dirty. 5. Limit one banner per tenant or building occupant on each street frontage maximum. 6. Banners are permitted only as a means of temporary advertisement, such as for new businesses, grand openings, or similar special events, and may not be used as permanent signs. 7. Prior to the installation of a banner, a permit shall be obtained from the Planning Division. A city-issued decal shall be attached to face of the banner in the lower right-hand corner. The banner and any support elements shall be promptly removed at the expiration of the banner permit. 			
BANNERS WITHIN THE PUBLIC RIGHT-OF-WAY	See Sec. 13-118 Street Banners			
BANNERS ON PUBLIC BASEBALL AND/OR SOFTBALL FIELDS PERMIT REQUIRED	Subject to Section 13-118.2"			

EXHIBIT A
[Excerpt of Table 13-115]