

# Before the Board of Supervisors County of Placer, State of California

In the matter of:  
**EXTENSION OF UNCODIFIED  
ORDINANCE NO. 5641-B TO PERMIT  
TEMPORARY CHANGES TO  
SECTION 17.54.170 OF CHAPTER 17 OF  
THE PLACER COUNTY CODE PERTAINING  
TO SIGNS**

Ord. No. \_\_\_\_\_

First Reading: 4/10/2012

The following ORDINANCE was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held \_\_\_\_\_, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Board of Supervisors,

\_\_\_\_\_  
Chair

Attest:

\_\_\_\_\_  
Ann Holman  
Clerk of said Board

THE BOARD OF SUPERVISORS OF THE COUNTY OF PLACER, STATE OF CALIFORNIA, HEREBY FINDS:

1. The national, state, and local economies have undergone a downward transformation in recent years, which has resulted in a reduction in revenue for businesses throughout Placer County. In an effort to reverse declining revenues

business owners increasingly need to enhance marketing and outreach efforts, including efforts to expand visibility for their business.

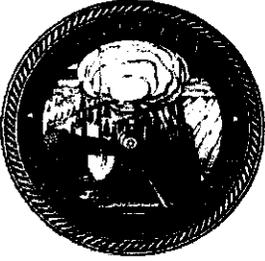
2. The Board of Supervisors, taking notice of the economic difficulties facing Placer County's business owners, adopted on April 12, 2011 Ordinance No. 5641-B to allow for an temporary easing of the requirements in Section 17.54.170 of Chapter 17 of the Placer County Code regarding placement and timeframes of certain types of signs for a one (1) year period of time. Ordinance No. 5641-B is due to expire on May 31, 2012.
3. The Board of Supervisors, taking notice of the continued economic difficulties facing Placer County's business owners, hereby determines that it is in the best interest of the citizens of Placer County to extend the term of Ordinance No. 5641-B for another year to allow for the continued easing of the requirements in Section 17.54.170 of Chapter 17 of the Placer County Code regarding placement and timeframes of certain types of signs for a one (1) year period of time.

NOW, THEREFORE, THE BOARD OF SUPERVISORS OF THE COUNTY OF PLACER, STATE OF CALIFORNIA, DOES HEREBY ORDAIN AS FOLLOWS:

**Section 1:** Ordinance No. 5641-B entitled "An Ordinance Amending Section 17.54.170 of Chapter 17 of the Placer County Code Pertaining to Signs" is hereby extended for a period of one (1) year, effective on June 1, 2012 and terminating on May 31, 2013 ("Term") unless extended by adoption of an ordinance prior thereto further extending the Term.

**Section 2:** This ordinance and Ordinance No. 5641-B remain uncodified and shall apply only to those signs, locations and time periods as described in Ordinance No. 5641-B.

**Section 3:** This ordinance shall take effect and be in full force and effect on June 1, 2012 or upon thirty (30) days after its passage, whichever is later (the "Effective Date"). The Clerk is directed to publish this ordinance within fifteen (15) days in accordance with Government Code Section 25124.



**COUNTY OF PLACER**  
Community Development/Resource Agency

Michael J. Johnson, AICP  
Agency Director

**PLANNING  
SERVICES DIVISION**

Paul Thompson, Deputy Director

**MEMORANDUM**

**TO:** Honorable Board of Supervisors

**FROM:** Michael J. Johnson, AICP  
CD/RA Director *MJ*

**DATE:** April 10, 2012

**SUBJECT:** An Ordinance Extending the Term of Ordinance No 5641-B Pertaining to Temporary Changes to Placement and Timeframes for Certain Signs Otherwise Prohibited under County Code Chapter 17, Article 17.54

**ACTION REQUESTED**

The Planning Services Division is requesting that the Board of Supervisors adopt an ordinance to extend the term of Ordinance No. 5641-B that temporarily allows for the placement of certain signs that would otherwise be prohibited by the Zoning Ordinance and temporarily removes the maximum timeframes in the Zoning Ordinance for banners and window signs, for a period of one additional year.

**BACKGROUND**

During several of the Business Walks held in 2010, business owners consistently shared their concerns regarding the limitations that sign restrictions place on their ability to reach potential customers. After hearing these concerns echoed by business owners throughout the County, the Board encouraged staff to move forward with possible Zoning Text Amendments to allow for a temporary relaxation of sign requirements to assist the business community within Placer County by providing businesses with additional tools to help increase visibility and potentially increase revenues.

On April 11, 2011, the Board of Supervisors approved an uncodified Ordinance (No. 5641-B), in an effort to encourage and promote existing businesses, for one year that would allow for the temporary placement of the following signs that are otherwise prohibited by section 17.54.170 of the Zoning Ordinance:

- "A"-frame Signs
- Inflated/Lighter-Than-Air Signs
- Portable Signs

In addition to allowing these currently prohibited signs for a period of one year, the Ordinance also suspended the maximum allowable timeframe, 45 days and 60 days, respectively, for the following Exempt Signs:

- Temporary Sales and Events Signs – Section 17.54.170(C)(2)(o)
- Window Signs – Section 17.54.170(C)(2)(p)

Ordinance No. 5641-B has been in effect since June 1, 2011 and has been welcomed and applauded by the business owners in the County and has resulted in no health and safety issues and no complaints from the public. Section 5 of Ordinance No. 5641-B provided for a one-year term but also authorized the extension of the same through adoption of an ordinance before the expiration of the initial one-year term. The proposed ordinance would extend the term of Ordinance No. 5641-B for one additional year. No other changes to Ordinance No. 5641-3 are proposed. A copy of Ordinance No. 5641-B is attached for your reference. The present ordinance is in effect through May 31, 2012.

### **PROPOSAL**

The Planning Services Division is requesting that the Board of Supervisor's extend the term of Ordinance No. 5641-B for an additional one year to allow for the continued temporary placement of the following signs otherwise prohibited by section 17.54.170 of the Placer County Zoning Ordinance:

- "A"-frame Signs
- Inflated/Lighter-Than-Air Signs
- Portable Signs

In addition to allowing these currently prohibited signs for a period of one year, the Ordinance proposes to also suspend the maximum allowable timeframe for the following Exempt Signs for one year:

- Temporary Sales and Events Signs – Section 17.54.170(C)(2)(o)
- Window Signs – Section 17.54.170(C)(2)(p)

### **DISCUSSION OF ISSUES**

The Planning Services Division is requesting the extension of the Temporary Prohibited Sign Ordinance because the national, state, and local economies continue to undergo a downward transformation, which has resulted in a reduction in revenue for local businesses. With the current decline in the economy, business owners are increasingly stepping up marketing and outreach efforts in order to expand visibility for their business. Existing restrictions in the Sign Ordinance within Placer County Code limits the opportunities of business owners to expand outreach efforts.

Although restrictions regarding signage are in place in an effort to avoid public health and safety impacts and aesthetic impacts, the signs discussed above may also be credited with increasing revenue for businesses by attracting the attention of passersby who are drawn in by an eye-catching sign. The proposed Ordinance is being requested in order to provide businesses with the continued ability to potentially draw in a larger customer base in an effort to ease the burden of the current economic downturn, while also establishing limits to the number, size, and location of the signs in order to ensure that there is no public safety or aesthetic impacts.

Signs permitted with under Ordinance No 5641-B may not interfere with driver sight distance at road encroachments or obstruct the accessible path of travel along pedestrian sidewalks and pathways. The Ordinance does not apply to signs in the Tahoe Basin or in Squaw Valley, as signage in those areas are governed by other adopted County Ordinances and requirements.

As referenced above, sign restrictions are in place in an effort to reduce impacts related to health and safety issues, such as conflicts with vehicle traffic and sight distance, and aesthetic issues, such as overuse of portable and bright signs, and clutter. Ordinance No 5641-B includes requirements regarding allowable timeframes, number of signs, location, and size for each sign permitted by the Ordinance. For example, the Ordinance specifies that each business is permitted one of each of the signs addressed with this Ordinance, and that no sign shall be located within roadway easements or in the accessible path of travel. Additionally, the Ordinance sets forth specific size requirements for each of the different types of signs, including limits on the allowable height. With these specific requirements, staff will be able to identify violations of the proposed Ordinance should any complaints

be received. Violations of the proposed Ordinance will be handled as Code Violations through the County's Code Enforcement Division.

County staff provided the Roseville Chamber of Commerce a brief overview of the Ordinance at their March 2012 luncheon. The Chamber expressed their appreciation for the Board's original adoption of the Ordinance as well as their support to extend the Ordinance for an additional year.

**FISCAL IMPACT:**

Staff has not found that the proposed extension of Ordinance No. 5641-B has resulted in any negative fiscal impact and businesses have stated that the Ordinance has increased revenues by generating additional sales tax from increased business in Placer County.

**CEQA COMPLIANCE:**

This action is exempt from California Environmental Quality Act in accordance with CEQA Guidelines Section 15311, Accessory Structures, as the signs in question will be appurtenant to existing businesses and are only allowed for a limited period of time.

**RECOMMENDATION:**

The Planning Services Division recommends that the Board of Supervisors adopt an ordinance to extend the term of Ordinance No. 5641-B for an additional one (1) year term to allow the temporary use of signs otherwise prohibited under the Zoning Ordinance and the temporary modifications to the Zoning Ordinance timeframes for window signs and banners.

Attached to this report for the Board's information/consideration are:

- Attachment 1: Proposed Ordinance
- Attachment 2: Ordinance No. 5641-B

cc:

- Holly Heinzen – County Executive Office
- Karin Schwab- County Counsel
- Loren Clark – Deputy CD/RA Director
- Paul Thompson – Deputy Planning Director
- Wes Zicker - Engineering and Surveying Division
- Ken Stuart - Environmental Health Services
- Tim Wegner– Chief Building Official
- Bob Eicholtz - Emergency Services

