



CITY OF CAMARILLO

PLANNING COMMISSION AGENDA

Regular Meeting
Tuesday, December 6, 2016 – 7:30 p.m.
City Hall Council Chamber, 601 Carmen Drive

1. **MEETING CALLED TO ORDER**
2. **ROLL CALL**
3. **PLEDGE OF ALLEGIANCE TO THE FLAG**
4. **MINUTES** - Regular Meeting of October 18, 2016
- Joint PC/RDEB Meeting of November 8, 2016
5. **PUBLIC COMMENTS** *(This is the time for members of the public to present a matter to the Planning Commission which does not appear as a regular item.)*

6. **PUBLIC HEARING**

Commercial Signs: Shopping Center and A-Frame Signs

A public hearing has been noticed for the Commission to consider a proposed ordinance, (“Proposed Ordinance”) that would amend section 17.04.110 of the City’s sign regulations (Chapter 17.04). The Proposed Ordinance would amend the sign regulations to:

- Allow shopping centers located within 150 feet of the U.S. Highway 101/Ventura Freeway that contain at least 225,000 square feet of building to identify up to five major tenants and the name of the shopping center on freestanding signs.
- Allow up to two monument signs at the primary shopping center entrance, and one monument sign at each secondary entrance for shopping centers of at least 20 acres in size and with 10 or more uses. Monument signs located at the primary entrance would be permitted up to six feet high and 14 feet wide. Monument signs located at secondary entrances would be permitted up to six feet high and 14 feet wide.
- If part of a shopping center with four or more uses, allow a sidewalk display sign of up to six square feet for each business that has frontage within 40 feet of a publicly-accessible driveway or parking area.
- Minor amendments are proposed to clarify existing sign regulations and are proposed to be re-formatted into a table format.

The proposed amendments are exempt from the California Environmental Quality Act (CEQA) Guidelines under Section 15061(b)(3) of the State CEQA Guidelines, because the subject regulation will have no potential for resulting in any significant physical change to the environment, either directly or indirectly.

Adoption of Resolution No. PC 2016-____ (29) recommends approval to the City Council of the proposed ordinance amendments to Chapter 17.04 – Sign Regulations.

- a. Agenda Report
 - b. Public Testimony
 - c. Commission Discussion and Recommendation
7. **DIRECTOR’S REPORT**
 8. **COMMISSION COMMENTS**
 9. **ADJOURNMENT**

Notices

- a. In compliance with the American With Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at 805.388.5316. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II.)
- b. Agenda reports and other disclosable public records related to open session agenda items are available at City Hall, 601 Carmen Drive, Camarillo, at the office of the Department of Community Development during regular business hours, Monday through Friday, 8 a.m. to 5 p.m. Any person with a question concerning any agenda item may call the Department at 805.388.5360.

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CITY OF CAMARILLO PLANNING COMMISSION MINUTES

Regular Meeting
Tuesday, October 18, 2016 – 7:30 pm
City Council Chambers, 601 Carmen Drive

The meeting was called to order by Chairman Davis at 7:30 p.m.

ROLL CALL

Present: Commissioner Valenzano, Vice-Chairman Lusk, and Chairman Davis

Absent: Commissioners Edsall and Hemmens

Staff Present: Joe Vacca, Director
David Moe, Assistant Director
Kane Thuyen, Deputy City Attorney
Carlos Torres, Assistant Planner
Laura Fox, Recording Secretary

There were three people in the audience.

THE PLEDGE OF ALLEGIANCE was led by Commissioner Valenzano.

MINUTES – Regular Meeting of October 4, 2016, and Special Meeting of October 12, 2016

It was **MOVED** by Commissioner Valenzano to approve the minutes for the October 4, 2016, and the October 12, 2016, meetings, **SECONDED** by Vice Chairman Lusk, to approve both sets of minutes as submitted. With a vote of three (3) in favor, with Commissioner Edsall and Hemmens absent, the **MOTION CARRIED**.

PUBLIC COMMENTS

There were no public comments.

PUBLIC HEARING

CUP-378, Twinkle Toes Dance of Camarillo

An application has been received from Twinkle Toes School of Dance, requesting approval of a conditional use permit (CUP) no. 378 for the operation of a dance studio in a 3,240 square-foot unit within an existing 93,018 square-foot, multi-tenant industrial development, located at 1270 Avenida Acaso, Suite H, in the Light Manufacturing (M-1) Zone.

Assistant Planner Carlos Torres gave an overview of the project utilizing a PowerPoint presentation.

Chairman Davis declared the **PUBLIC HEARING OPENED**.

Shane Geringer, applicant, introduced himself and indicated he was available for any questions. There were no questions for the applicant.

Hearing no further requests to speak either for, or against the item, the Chairman declared the **PUBLIC HEARING CLOSED**.

Chairman Davis called for a discussion from the Commission.

Commissioner Valenzano stated that he feels it is a suitable fit for the City and does not seem to interfere with the residential areas surrounding it. He stated he is in support of the application.

Vice-Chairman Lusk stated his only concern is the overlapping of classes that may cause a bottleneck in the parking area; however, it can be carefully worked out. He stated that he is in support of the application.

Chairman Davis stated that there appears to be plenty of parking to avoid any congestion; all the activity is indoors, so it will not interfere with other uses; and there are no hazardous activities going on in the building, so he is in support of the application.

In a response to a call for a resolution by Chairman Davis, Director Vacca introduced PC Resolution No. 2016-27, approving Conditional Use Permit 378 (CUP-378), subject to the conditions of approval. Commissioner Valenzano MOVED, Vice-Chairman Lusk SECONDED, to waive further reading and adopt. With a vote of three (3) in favor, with Commissioners Edsall and Hemmens absent, the **MOTION CARRIED**.

DIRECTOR'S REPORT

Director Vacca reported that the next Planning Commission meeting is scheduled for November 8, which will include a Residential Development Evaluation Board (RDEB) meeting. He also mentioned that there is a joint study session with the City Council for the AB1234 training on December 14, 2016. Director Vacca announced that Jackie Lee has been promoted to Principal Planner and that Steve Mitchell will be retiring in November. He reported that Planning Technician Tim Moran has resigned from the City. He informed the Commissioners that the City is currently recruiting for a Senior Planner and Planning Technician.

COMMISSION COMMENT

There were no Commission comments.

ADJOURNMENT

There being no further business before the Commission, Chairman Davis adjourned the meeting at 7:47 p.m.

Respectfully submitted,

Secretary of the Commission

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CITY OF CAMARILLO
**PLANNING COMMISSION AND
RESIDENTIAL DEVELOPMENT EVALUATION BOARD
MINUTES**

**Joint Meeting
Tuesday, November 8, 2016 – 7:30 pm
City Council Chambers, 601 Carmen Drive**

The meeting was called to order by Chairman Davis at 7:30 p.m. The Commissioners were also sitting as the Residential Development Evaluation Board.

ROLL CALL

Present: Commissioners Edsall and Hemmens and Chairman Davis

Absent: Commissioner Valenzano and Vice-Chairman Lusk

Staff Present: Joe Vacca, Director
David Moe, Assistant Director
Kane Thuyen, Deputy City Attorney
Steve Mitchell, Principal Planner
Jackie Lee, Principal Planner
Laura Fox, Recording Secretary

There was one person in the audience.

THE PLEDGE OF ALLEGIANCE was led by Commissioner Hemmens.

MINUTES – Regular Planning Commission meeting of October 18, 2016

Due to a lack of a quorum, the approval of the minutes were carried over to the meeting of December 6, 2016.

MINUTES – Regular RDEB meeting of August 18, 2015

It was **MOVED** by Board Member Hemmens to approve the minutes for the August 18, 2015 meeting, **SECONDED** by Board Member Davis, to approve the minutes as submitted. With a vote of three (3) in favor, with Board Member Valenzano and Chairman Lusk absent, the **MOTION CARRIED**.

PUBLIC COMMENTS

There were no public comments.

DIRECTOR'S REPORT

Planning Commission Resolution – to honor Steve Mitchell and wish him a warm farewell on his retirement and to show gratitude for his over 29 years of dedicated service.

With a consensus of the Commission, Chairman Davis moved the Director's Report to the first item.

Chairman Davis read and presented Steve Mitchell with a Resolution of Appreciation for his 29 years of service. Chairman Davis pointed out that it was Mr. Mitchell's artwork on the Resolution being presented. Chairman Davis and Mr. Mitchell recalled the story of Mr. Mitchell's being hired by the City of Camarillo. Mr. Mitchell thanked the Commission.

PUBLIC HEARING

Ordinance amending Camarillo Municipal Code (CMC) Chapter 20.01 (Development Control Ordinance) and Amendment to Procedures for Implementation of CMC Chapter 20.01

The City is considering an amendment to CMC Chapter 20.01 to:

- Delete the provision that permits up to a ten percent (10%) increase or decrease in allotments each year.
- Update the development allotment evaluation criteria pertaining to impacts to water supply, storm water treatment, provision of and availability of complete streets, and the energy and water conservation criteria to comply with State and City requirements.
- Clarify procedures for awarding development allotments and modifications

Principal Planner Jackie Lee gave an overview of the project utilizing a PowerPoint presentation.

Chairman Davis declared the **PUBLIC HEARING OPENED**.

Hearing no requests to speak either for, or against the item, the Chairman declared the **PUBLIC HEARING CLOSED**.

Chairman Davis called for a discussion from the Commission.

Chairman Davis commented that the provision of the Council being able to allow for 10 percent plus or minus of the 400 allotments permitted each year allows for some flexibility for awarding development allotments. Director Vacca explained that there is enough flexibility for staff to work with the developers, as has been done in the past. Director Vacca further explained that part of the process for the update is to make it easier to administer and understand by both the developers and staff; therefore, by removing the provision, it helps to streamline the process.

In a response to a call for a resolution by Chairman Davis, Director Vacca introduced PC Resolution No. 2016-28, recommending approval to the City Council of the ordinance amendments to CMC Chapter 20.01 – Development Control. Commissioner Edsall **MOVED**, Commissioner Hemmens **SECONDED**, to waive further reading and adopt. With a vote of three (3) in favor, with Commissioner Valenzano and Vice-Chairman Lusk absent, the **MOTION CARRIED**.

It was **MOVED** by Board Member Davis to recommend approval to the City Council of the proposed Procedures for Implementation of CMC Chapter 20.01 – Development Control. It was **SECONDED** by Board Member Hemmens. Via a **MINUTE ACTION** vote of three (3) in favor, with Board Member Valenzano and Chairman Lusk absent, the **MOTION CARRIED**.

2017 Meeting Schedule

The 2017 Planning Commission meeting schedule is submitted for approval.

It was **MOVED** by Commissioner Edsall to approve the 2017 Planning Commission 2017 meeting schedule. It was **SECONDED** by Commissioner Hemmens. Via a **MINUTE ACTION** vote of three (3) in favor, with Commissioner Valenzano and Vice-Chairman Lusk absent, the **MOTION CARRIED**.

COMMISSION COMMENT

There were no Commission comments.

Director Vacca stated that it is anticipated that there will be a meeting on December 6, 2016. The Commissioners stated that they do not have any conflicts for that date.

ADJOURNMENT

There being no further business before the Commission or Residential Development Evaluation Board, Chairman Davis adjourned the Planning Commission meeting and Vice-Chairman Edsall adjourned the Residential Development Evaluation Board meeting at 8:05 p.m.

Respectfully submitted,

Secretary of the Commission

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City of Camarillo

Planning Commission

AGENDA REPORT

Date: December 6, 2016

To: Planning Commission

From: Joseph R. Vacca, Director, Community Development Department

Submitted by: Jaclyn Lee, Principal Planner, Community Development Department

Subject: **Ordinance Amending Camarillo Municipal Code (CMC) Section 17.04.110 - Signs Permitted in Commercial Zones of Chapter 17.04 (Sign Regulations)**

SUMMARY

A public hearing has been noticed for the Commission to consider a proposed ordinance, ("Proposed Ordinance") that would amend section 17.04.110 of the City's sign regulations (Chapter 17.04). The Proposed Ordinance would amend the sign regulations to:

- Allow shopping centers located within 150 feet of the U.S. Highway 101/Ventura Freeway that contain at least 225,000 square feet of building to identify up to five major tenants and the name of the shopping center on freestanding signs.
- Allow up to two multi-tenant monument signs at the primary shopping center entrance, and one multi-tenant monument sign at each secondary entrance for shopping centers of at least 20 acres in size and with 10 or more uses. Monument signs located at the primary entrance would be permitted up to eight feet high and 14 feet wide. Monument signs located at secondary entrances would be permitted up to six feet high and 14 feet wide.
- If part of a shopping center with four or more uses, allow a sidewalk display sign of up to six square feet for each business that has frontage within 40 feet of a publicly-accessible driveway or parking area.
- Minor amendments are proposed to clarify existing sign regulations and are proposed to be re-formatted into a table format.

After holding the public hearing, and subject to any comments that the Planning Commission may have regarding the Proposed Ordinance, staff suggests that the Commission recommend approval to the City Council and adopt the Proposed Ordinance.

A public hearing on the amendment has been advertised for the Planning Commission meeting of December 6, 2016, with a notice posted at Camarillo City Hall, as well as on the City's website (www.cityofcamarillo.org), and published in a newspaper of general circulation within the area.

Environmental Review

The Proposed Ordinance is not subject to the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. The Proposed Ordinance has no potential for resulting in any significant physical change to the environment, directly or indirectly. As such, it can be seen with certainty that there is no possibility that this ordinance may have a significant adverse effect on the environment, and that therefore the adoption of this Proposed Ordinance is exempt from CEQA.

DISCUSSION

Background

The Proposed Ordinance to amend the sign regulations for commercial shopping centers was initiated by a request from Primestor Development, Incorporated, to allow for additional signage within the future Amara shopping center (CPD-226M(3)). The commercial shopping center was approved by the Planning Commission on April 19, 2016, and will be located at the northeast corner of West Ventura Boulevard and Springville Drive, south of U.S. Highway 101/Ventura Freeway. The project was approved for up to 499,000 square feet of building area on approximately 45 acres of land.

The conditions of approval for CPD-226M(3) require Primestor Development, Incorporated, to submit a master sign program for the Amara shopping center for review and approval by the Director of Community Development. The submitted sign program includes a request for three, 35-foot-high freestanding signs with five tenant names on each sign face. In addition, the proposed sign program includes five monument signs measuring eight feet, four inches high by 14 feet, four inches wide.

The existing commercial sign regulations under CMC section 17.0.110 do not permit the number of signs being requested by Primestor Development, Incorporated. Additionally, existing sign regulations only permit up to four tenant names to be displayed on each sign face of the freestanding signs. The developer is requesting five tenant names to be displayed on each sign face.

Staff presented the proposed amendments to allow for additional commercial signage for shopping centers at the November 2, 2016, City Council study session and received direction from the Council to move forward with the proposed amendments. A copy of the PowerPoint presentation is attached to this report.

Proposed Amendments

The existing sign regulations allow shopping centers containing four or more uses and under a planned development area to have two shopping center identification signs (freestanding or monument), but not both. An additional shopping center identification sign is permitted on a separate frontage if the shopping center has frontage on two public streets. Shopping center identification signs may display up to four tenant names for shopping centers containing at least 55,000 square feet of building area. Freestanding signs are allowed up to 25 feet in height, except that shopping centers located within 150 feet of the U.S. Highway 101/Ventura Freeway and containing more than 225,000 square feet may be permitted a height up to 35 feet.

The existing sign regulations do not specify the distance between shopping center identification signs, other than it must be located on separate street frontages where a third sign is permitted. In order to prevent sign clutter and ensure signage is appropriately dispersed within the shopping center, the following regulations are proposed:

- Freestanding identification signs must be located on separate street frontages, except shopping centers that contain at least 20 gross acres, may be allowed two freestanding identification signs on one street frontage.
- A minimum separation distance of 500 feet must be provided between freestanding identification signs on the same street frontage within a shopping center.

Current sign regulations allow for up to four tenants and the name of the shopping center to be displayed on each face (single- or double-sided) of a shopping center identification sign (freestanding or monument) for shopping centers containing at least 55,000 square feet of building area. The ordinance proposes to allow shopping centers containing at least 225,000 square feet of building area and located within 150 feet of the Ventura Freeway to have:

- Up to five tenant names and the name of the shopping center may be displayed on each face (single- or double-sided) of a shopping center identification sign.

Aside from the future Amara shopping center, which encompasses 45 acres, existing shopping centers in Camarillo that would meet the criteria to allow for the display of up to five tenant names would be the Camarillo Town Center and the Camarillo Premium Outlets. Currently, the outlets only display the name of the shopping center and not individual tenants. Based on the size of these shopping centers and that they draw customers beyond the local Camarillo area and have high freeway visibility, additional signage would be appropriate. Shopping centers of this size would also have additional tenants than typical neighborhood shopping centers, where it would be appropriate to have additional signage opportunities. The approved site plan for the Amara shopping center shows at least nine major tenant units. There are eight major tenants within the Camarillo Town Center.

As previously mentioned, existing sign regulations allow shopping centers to have two shopping center identification signs (freestanding or monument), but not both. An additional shopping center identification sign is permitted on a separate frontage if the shopping center has frontage on two public streets. Therefore, shopping centers that have freestanding signs would not be able to have monument signs to identify tenants within the shopping center at the driveway entrances. The proposed sign ordinance amendment would allow shopping centers containing at least twenty gross acres with ten or more uses to have shopping center multi-tenant monument signs as follows:

- Up to two multi-tenant monument signs at the primary shopping center entrance, up to eight feet high and 14 feet wide. Up to six tenant names are permitted on each sign face, not to exceed 3.5 square feet per tenant, with such area counting toward the total permitted sign area.
- One multi-tenant monument sign at each secondary entrance up to six feet high and 14 feet wide. Up to four tenant names are permitted on each sign face, not to exceed 3.5 square feet per tenant, with such area counting toward the total permitted sign area.
- Except for the primary entrance, monument signs located on the same street frontage must be at least 500 feet apart.

- The design of the monument signs must be compatible with the architecture and materials of the approved shopping center design in which it is located.

The existing Camarillo Town Center (Target), Camarillo Village Square (formerly Haggan) Camarillo Premium Outlets, and the future Amara shopping center would meet the criteria of a shopping center containing at least twenty gross acres with ten or more uses to be allowed multi-tenant monument signs. The provision to allow additional shopping center multi-tenant monument signs is appropriate for larger shopping centers as it provides for better wayfinding to direct visitors to the appropriate driveway entrance and would be at a height visible to motorists to see the names of the tenants, whereas freestanding signs are 25 to 35 feet tall.

Although not initiated by Primestor Development, Incorporated, the ordinance proposes to expand the opportunities for businesses to have sidewalk display signs (such as an A-frame sign or sandwich board). Currently, only businesses that are within 40 feet of the curb line of a publicly-maintained street are permitted to have a sidewalk display sign, and therefore, precludes businesses located within the interior of a shopping center to have sidewalk display signs. The Proposed Ordinance would permit:

- Businesses within a shopping center that is within 40 feet of the publicly-accessible driveway or parking area to have a sidewalk display sign.

All other existing sign regulations pertaining to sidewalk display signs would apply, including the sign must be placed on private property or within the first 18 inches of any public property that is directly in front of the individual business; the sign cannot exceed six square feet; a minimum passage way width of 48 inches must be maintained along the sidewalk; and no sidewalk display sign may be placed outside a business during non-business hours.

The amendment to the sidewalk display sign regulations would allow for existing shopping centers within the City and the future Amara shopping center to permit each business to have a sidewalk display sign, provided that it can meet all other requirements and complies with the approved master sign program for the shopping center.

Minor text amendments are proposed to clarify existing sign regulations in CMC section 17.04.110 – Signs Permitted in Commercial Zones, and is proposed to be re-formatted into a user-friendly table format. The updated table format would make it easier for contractors, businesses, and property owners to understand the sign regulations within commercial zones. No changes are proposed to the other sections of the sign ordinance.

STAFF REVIEW AND RECOMMENDATION

For the reasons set forth in this agenda report and the findings of the proposed Resolution, staff recommends that the Planning Commission adopt the proposed Resolution recommending that the City Council approve the Proposed Ordinance.

SUGGESTED ACTION

a MOTION to adopt a resolution recommending approval to the City Council of the Proposed Ordinance to CMC Section 17.04.110 – Signs Permitted in Commercial Zones of Chapter 17.04 (Sign Regulations).

ATTACHMENTS

CMC section 17.04.110 - Existing commercial sign regulations
PowerPoint from the November 2, 2016, City Council study session
Resolution

17.04.110 - Signs permitted in commercial zones.

In addition to any other applicable signage allowed under this chapter, the following signage is permitted in commercial zones.

- A. Freestanding, Monument and Wall Identification Signs. A business which fronts on a public street, mall, or parking lot is permitted:
1. Types. Freestanding, monument, or wall identification signs are allowed for an individual use on a separate parcel of land which is not a part of a planned development area (e.g., where the project does not share similar landscape features, common accessways, reciprocal parking or similar architectural features).
 - a. Number.
 - i. Each individual use is permitted one freestanding, monument or wall identification sign.
 - ii. A parcel with a single use may be permitted two separate monument identification signs with a minimum separation between the signs of three hundred feet.
 - b. Area.
 - i. General. A wall identification sign may have two square feet in area for each lineal foot of building frontage or one square foot for each lineal foot of parcel frontage to a maximum of two hundred square feet. Only one side of a freestanding monument sign will be measured when computing sign area. Freestanding or monument signs may contain three-fourths of the sign area authorized for a wall sign, up to a maximum of one hundred fifty square feet in area. Sign area for separate frontage may not be combined. Changeable copy area is permitted and will be measured as part of the total sign area.
 - ii. A business in a building facing on more than one street or public parking lot is allowed the authorized sign area on each street or parking lot upon which it fronts; provided the area may not be accumulated on one lineal dimension of the building and may not exceed the allowed area on any one dimension of the building.
 - iii. Businesses maintained exclusively on the second floor of a two-story building are entitled to fifty percent of the sign area authorized for the business frontage. This does not take away from the sign area permitted for the first floor.

- Business Associates Signs. In addition to all other applicable signage allowed under this chapter, each separate business within a building is permitted lettering on the building or windows thereof indicating the owners, operators or associates of the business, provided such lettering is enclosed within a single area and does not exceed a total of three square feet in area.
- G. Signs for Pedestrian Traffic. Where the principal sign for a business is located so that it cannot be seen by pedestrian traffic, an additional wall identification sign not to exceed six square feet in area per face placed perpendicular to the street or parking lot is permitted.
- H. Changeable Copy Signs. Businesses that are approved for a use allowing the assembly of one hundred or more persons for meetings or entertainment and where such meetings or entertainment occurs on a regular basis are allowed a changeable copy sign that may not exceed twenty-five square feet in area, if single-faced or fifteen square feet in area, if double-faced. The copy for the sign is limited to coming and current entertainment or events only, and may not include rates or prices of attractions or events.
- I. Theater Signs.
1. In addition to all other applicable signage allowed under this chapter, multiscreen theaters are permitted to have a changeable copy sign that may not exceed seventy-five square feet in area. The sign must be placed on a wall at the ticket booth with the specific location and height as approved by the director. The copy for the sign is limited to the titles, times, prices and ratings of current attractions.
 2. A multiscreen theater may provide one poster for each screen in the theater for current or future films in a cabinet along the front wall of the building at a location and size as approved by the director. The movie poster cabinet must be an integral part of the building design and in proportion to the front entrance.
- J. Gasoline Service Stations.
1. Freestanding Sign. Gasoline service stations are permitted one monument sign that may not exceed eight feet in height and thirty-six square feet in area on each face. Notwithstanding the foregoing, service stations located within one thousand feet of a freeway interchange centerline or within five hundred feet of a freeway centerline where access is provided are entitled to one freestanding sign in lieu of a monument sign that may not exceed twenty-five feet in height and fifty square feet in area on each face.
 2. Wall Sign. Gasoline service stations are permitted one wall sign that may not exceed

twenty-five square feet in area.

3. Accessory Signs. The following additional signs may also be approved:
 - a. One double-faced fuel price sign not to exceed twenty square feet per face in area, which may be part of a monument sign or a freestanding sign.
 - b. Up to four unlighted, single-faced signs not to exceed a total of sixteen square feet in area with no single sign to exceed four square feet in area mounted on canopy supports or poles on service islands to indicate self-service or full service islands.
 - c. One double-faced permanent sign not exceeding a total of thirty square feet in area and six feet in height to identify vehicles services provided by the service station.
- K. Shopping Center Identification Signs. In addition to any other applicable signage allowed for individual businesses under this chapter, shopping centers are permitted one identification sign, which may be a monument sign or a freestanding sign. In the event, the shopping center fronts upon two dedicated public streets, the center may be permitted a maximum of two identification signs, one on each street frontage. Shopping centers that contain at least fifty-five thousand square feet of building area may include the identification of up to four major tenants on each sign. If part of a center with four or more uses and under a planned development area where it shares similar landscape features, common accessways, reciprocal parking or similar architectural features, an additional monument or a freestanding identification sign is permitted. Where more than one sign is authorized, the listing of the major tenants may differ on the two signs.
 1. Area. The identification sign may not exceed one hundred square feet in area whether single-faced or double-faced. The sign area allowed for a major tenant may not exceed twenty square feet per face, with such area counting toward the total permitted sign area.
 2. Height. The identification sign may not exceed twenty-five feet in height; provided, that shopping centers located on the freeway and containing more than two hundred twenty-five thousand square feet may be permitted a height up to thirty-five feet.
 3. Lighting. Signs may be interior lighted or unlighted.

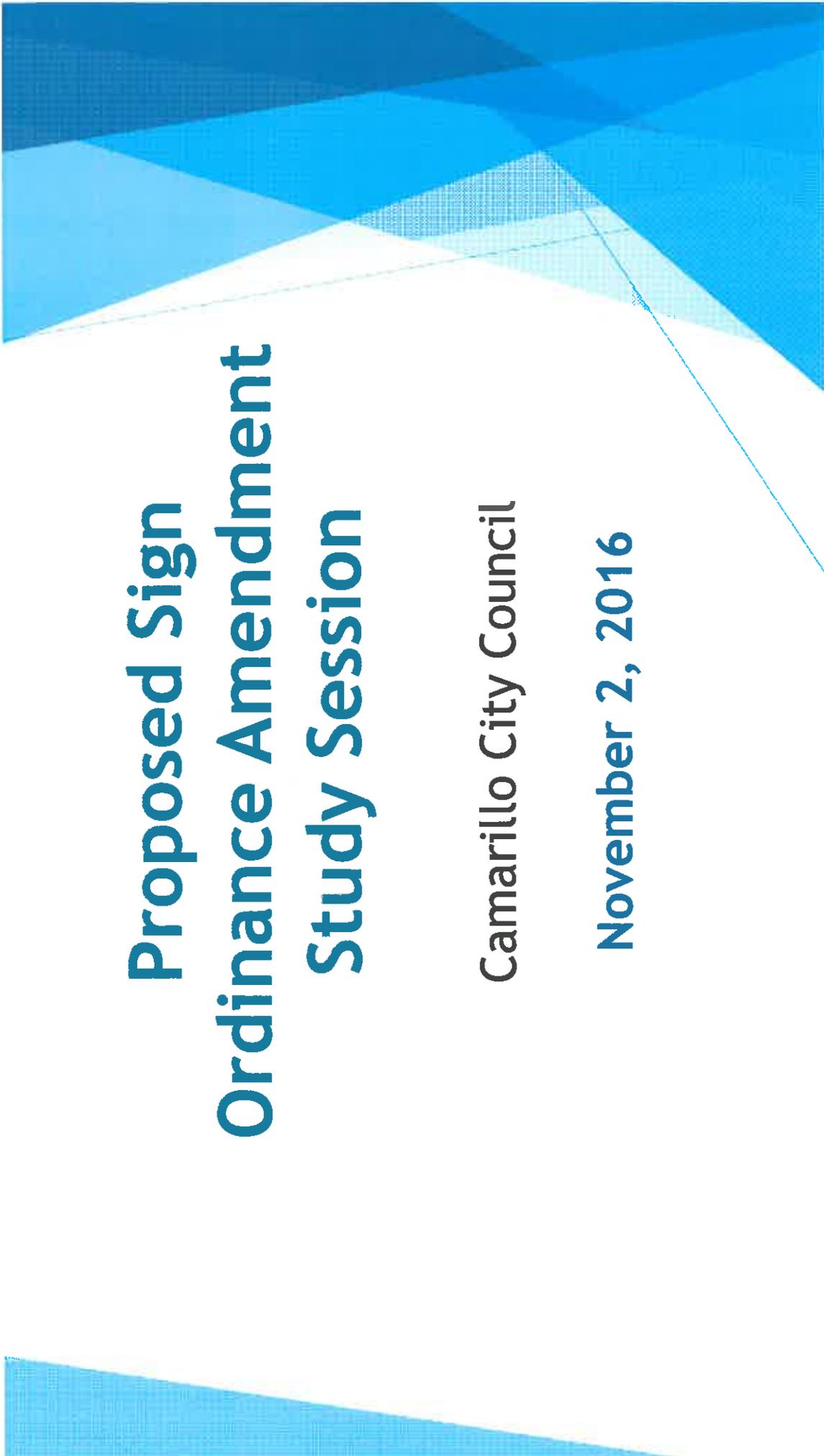
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Menu Board Signs. In addition to any other applicable signage allowed under this chapter, a commercial drive-through business is permitted two menu board signs that may not exceed eight feet in height and thirty square feet in area. The location of all menu board signs will be determined by the director.

- M. Window Signs. Window signs are permitted in all businesses subject to the following regulations: Each window sign must be at least eight and one-half inches by eleven inches in size. No more than twenty-five percent of the total window area on each frontage of a business may be utilized for the display of window signs.
- N. Sidewalk Display Signs. One sidewalk display sign (such as an A-frame sign or sandwich board) is permitted for each business that has frontage within forty feet of the curb line of a publicly-maintained street. Such sign may be placed on private property, or within the first eighteen inches of any public property that is directly in front of the individual business. Such sign may not exceed six square feet per side. A minimum passage way width of forty-eight inches must be maintained along the sidewalk in front of such sidewalk display sign. No sidewalk display sign may be placed outside a business during non-business hours.

(Ord. 979 § 3 (part), 2005.)

(Ord. No. 1098, § 3, 10-8-2014)



Proposed Sign Ordinance Amendment Study Session

Camarillo City Council

November 2, 2016

SHOPPING CENTER IDENTIFICATION SIGNS

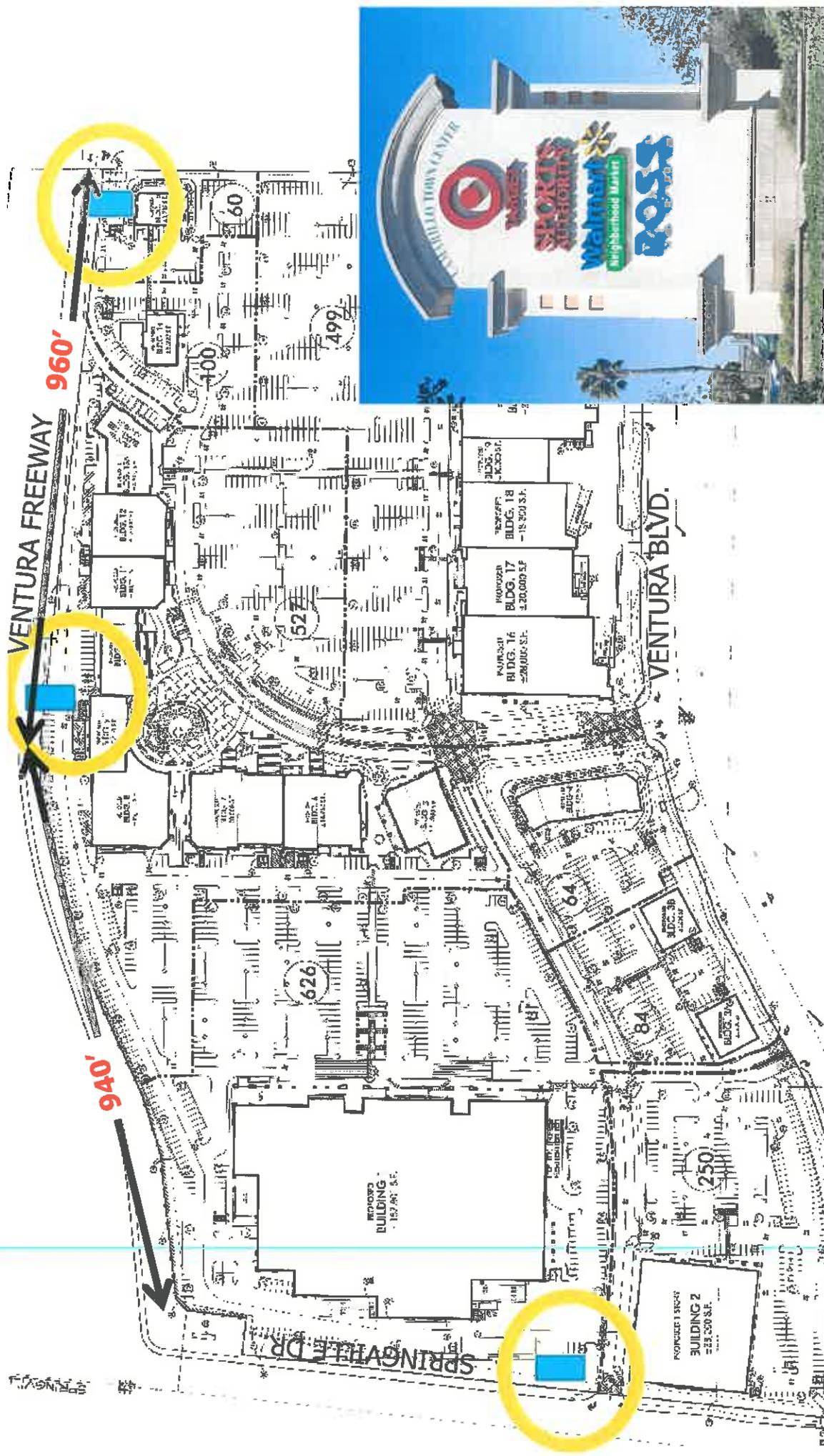
Existing Sign Ordinance

- 17.04.110.K. - Shopping Center Identification Signs.**
- 3 identification signs if center fronts on two public streets, no more than 2 signs per street frontage are permitted.
 - Shopping centers with at least 55,000 square feet of building area may include the identification of up to 4 tenants and the name of the center on each sign.
 - The listing of tenants may differ on the signs.
 - Maximum sign height of 25 feet but shopping centers over 225,000 square feet of building area and located adjacent to the freeway may be permitted identification signs up to 35 feet high.

SHOPPING CENTER IDENTIFICATION SIGNS

Proposed Sign Ordinance Amendments

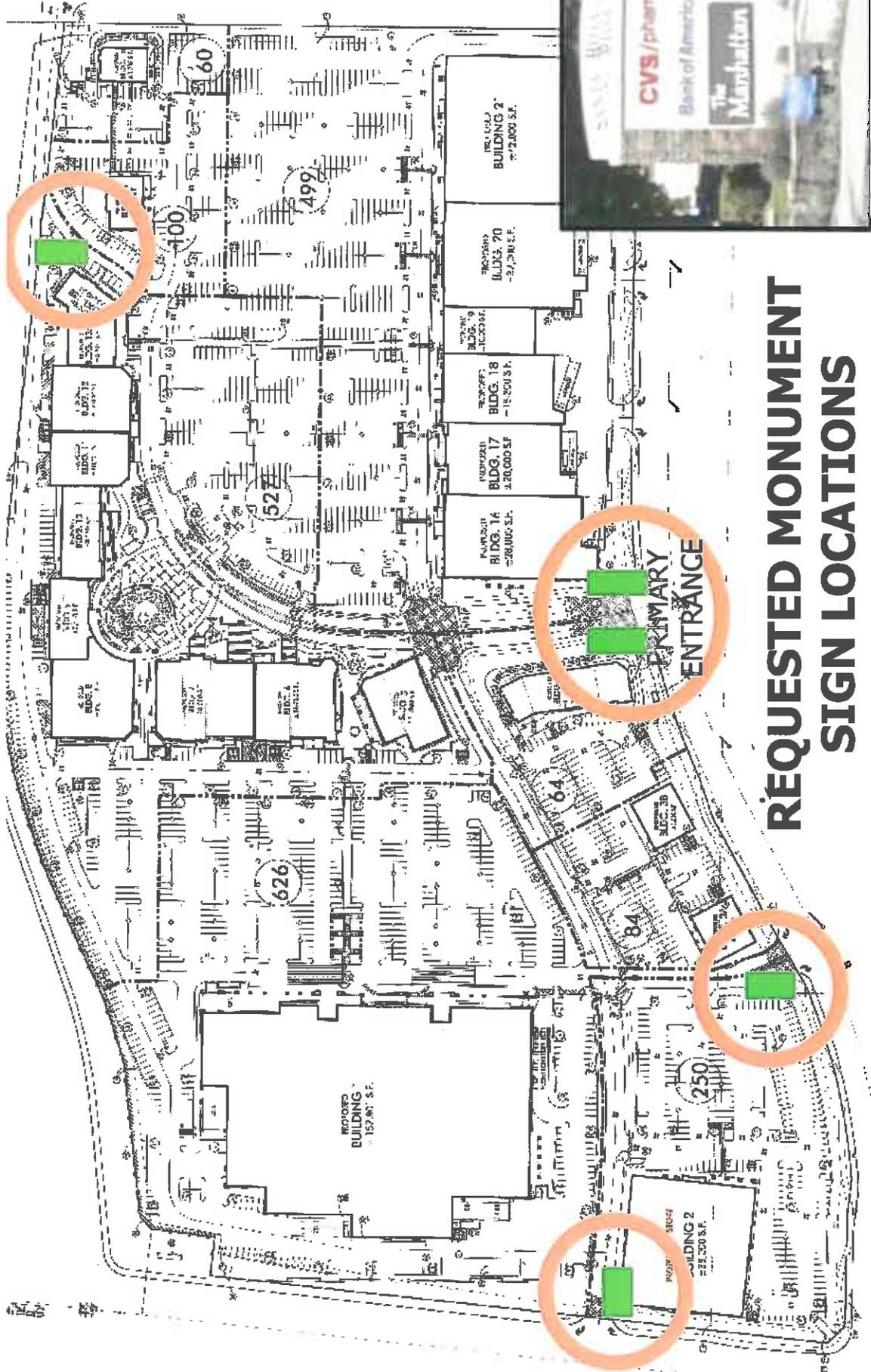
- Shopping centers with at least 225,000 square feet of building area and within 150 feet of Ventura Freeway, may include the identification of up to 5 major tenants and the name of the center on each sign.
- Must provide a minimum distance of 500 feet between identification signs located on the same street frontage.
- Design must be compatible with architecture and materials of shopping center.



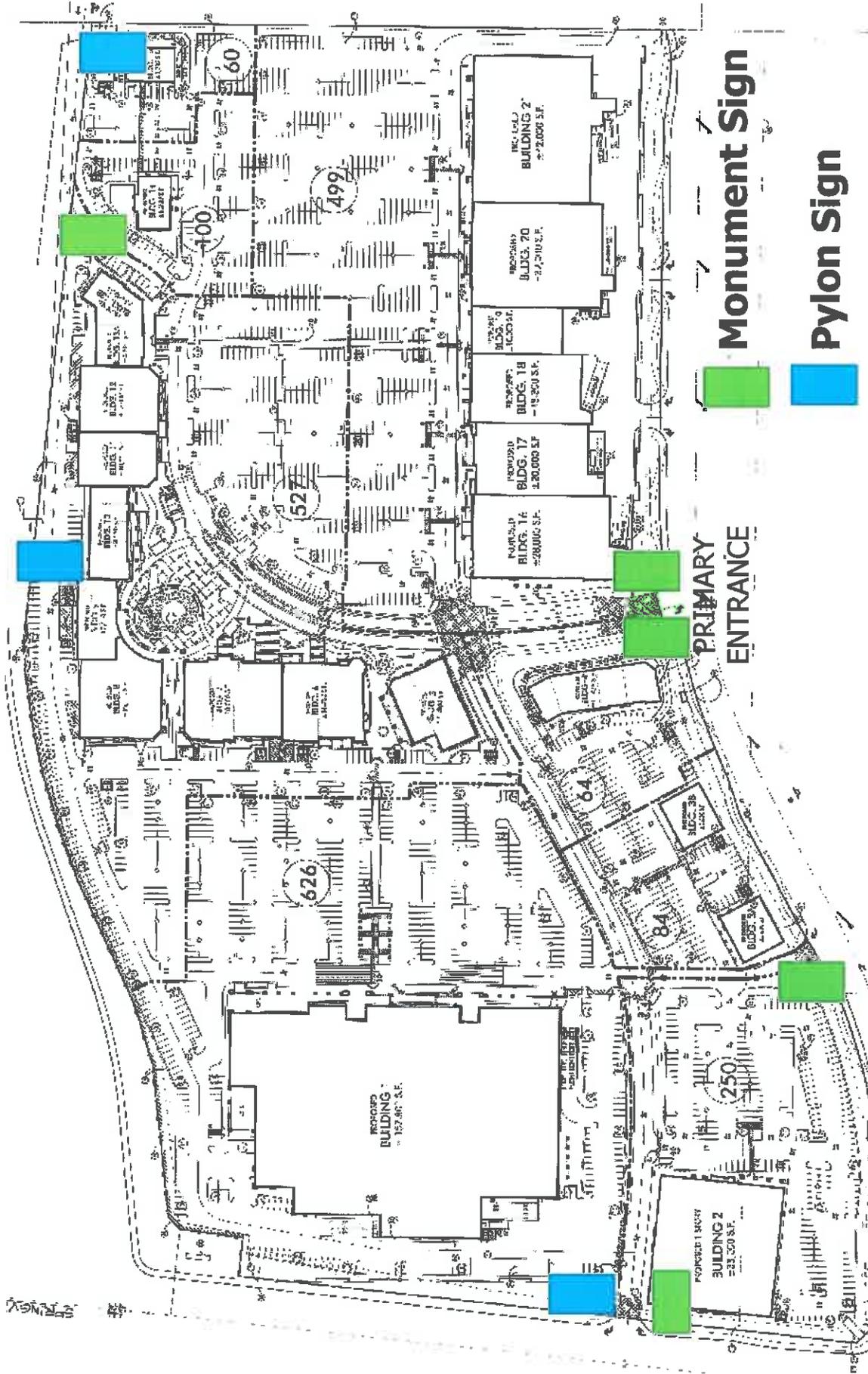
SHOPPING CENTER MONUMENT SIGNS

Proposed Sign Ordinance Amendments

- Allow additional monument signs for shopping centers of at least 20 acres in size and with 10 or more uses.
- Allow 2 monument signs at the primary shopping center entrance, and 1 monument sign at each secondary entrance.
- Primary entrances: Maximum size 8 feet high, 14 feet wide. Maximum of 6 tenant signs.
- Secondary entrances: Maximum 6 feet high, 14 feet wide. Maximum of 4 tenant signs.
- Must be separated by at least 500 feet, except at the primary entrance.
- Design must be compatible with architecture and materials of shopping center.



REQUESTED MONUMENT SIGN LOCATIONS



A-FRAME SIGNS

Existing Sign Ordinance

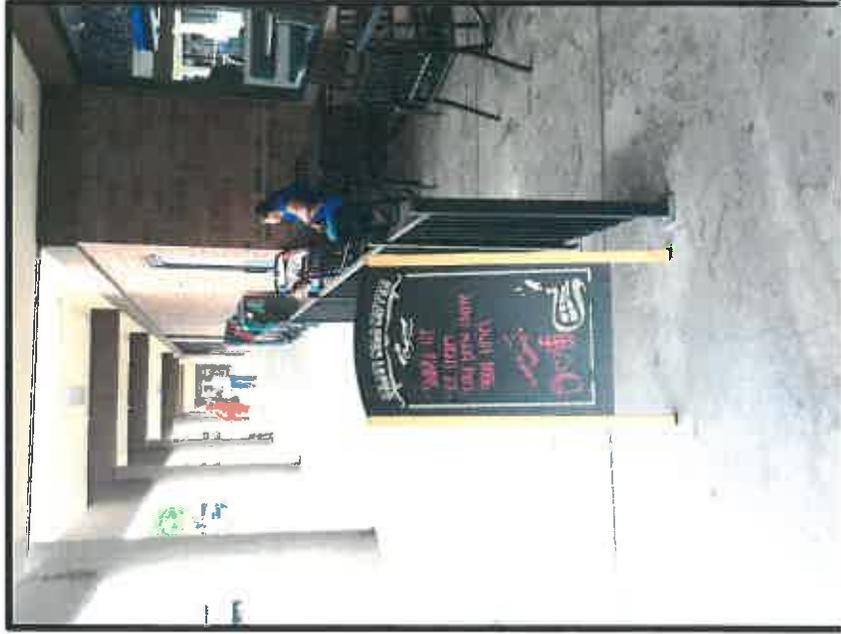
17.04.110.N. - Sidewalk Display Signs (A-Frame).

Existing Regulations

- Permits 1 sidewalk display sign (such as an A-frame sign or sandwich board) for each business that has frontage within 40 feet to the street.
- Sign may be placed on private property, or within 18 inches of the front of the business. Must maintain 48-inch clearance.
- Such sign may not exceed 6 square feet.
- Cannot be displayed during non-business hours.

Proposed Amendment

If part of a shopping center with four or more uses, a sidewalk display sign is permitted for each business that has frontage within 40 feet of a publicly-accessible driveway or parking area.





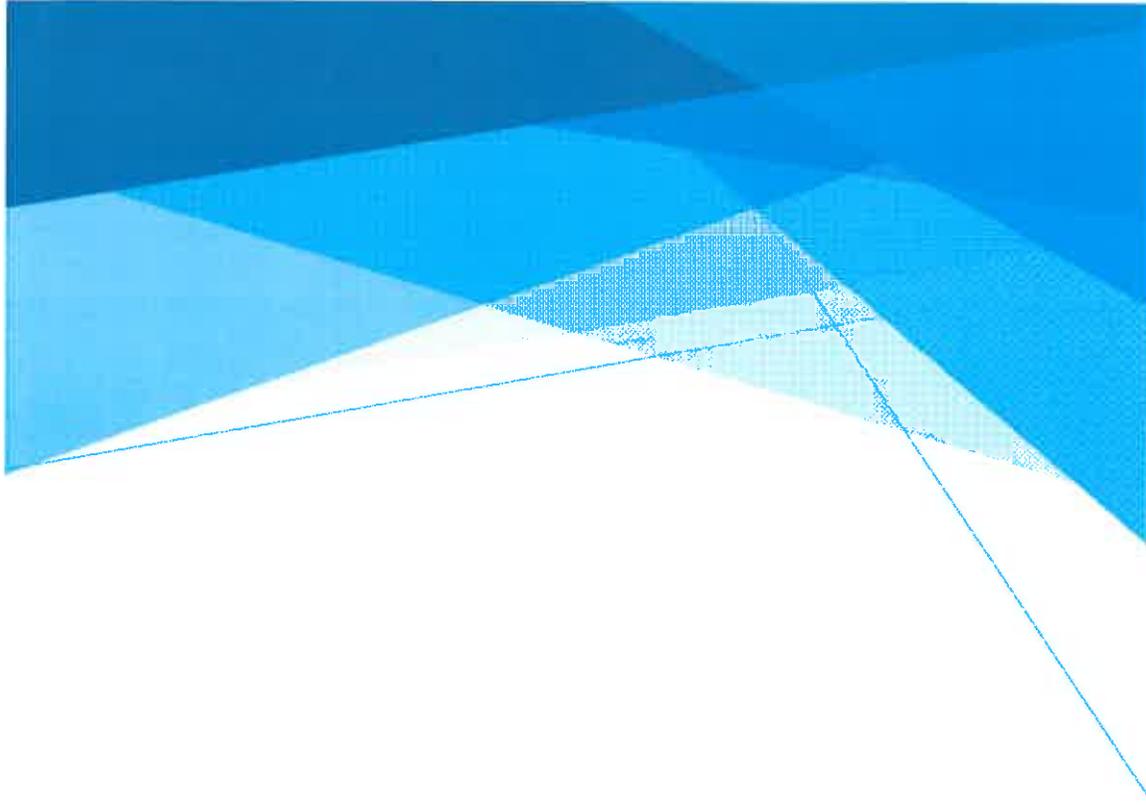
Proposed Amendments

- Sign regulations are proposed to be re-formatted into table for greater ease of use. Other than the proposed changes that were discussed, no substantial changes are proposed to the rest of the sign regulations.

Next Steps

- **City Council to provide direction on proposed changes.**
- **If consensus, conduct Public Hearings.**
- **Planning Commission anticipated in December.**
- **City Council anticipated in January.**

Questions?



RESOLUTION NO. PC 2016-___

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CAMARILLO RECOMMENDING APPROVAL TO THE CITY COUNCIL OF AN AMENDMENT TO CAMARILLO MUNICIPAL CODE SECTION 17.04.110 - SIGNS PERMITTED IN COMMERCIAL ZONES OF CHAPTER 17.04 (SIGN REGULATIONS)

The Planning Commission of the City of Camarillo resolves as follows:

SECTION 1. Findings. The City of Camarillo Planning Commission finds as follows:

A. Chapter 17.04 (Signs Regulations) of the Camarillo Municipal Code regulates the placement of signs on private property within the City.

B. The Proposed Ordinance is consistent with the General Plan in that it will continue to help to preserve the aesthetic character of the City's commercial developments and other zoning areas by imposing reasonable regulations on siting, design, and number of subject signs consistent with the surrounding zone and the land uses permitted in those zones, and that avoiding excessive and distracting signage also furthers the goals of the Circulation Element of the General Plan.

C. The proposed Ordinance is not subject to the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. The Proposed Ordinance has no potential for resulting in any significant physical change to the environment, directly or indirectly. As such, it can be seen with certainty that there is no possibility that this Proposed Ordinance may have a significant adverse effect on the environment, and that therefore the adoption of this Proposed Ordinance is exempt from CEQA.

SECTION 2. Recommendation of Approval. Based on the above findings, the Camarillo Planning Commission recommends approval of the proposed amendments, as shown in Exhibit A, to CMC section 17.04.110 to the City Council.

SECTION 3. Certification. The Secretary is directed to certify to the adoption of this Resolution.

SECTION 4. Office of Record. The record of proceedings upon which this decision is based is located in the Department of Community Development, which is the office of record for the same.

PASSED, APPROVED AND ADOPTED on December 6, 2016, by the Planning Commission with the following vote:

AYES: COMMISSIONERS:
NOES: COMMISSIONERS:
ABSENT: COMMISSIONERS:

Chairman of the Planning Commission

Secretary to the Planning Commission

17.04.110 - Signs permitted in commercial zones.

In addition to any other applicable signage allowed under this chapter, the following signage is permitted in commercial zones.

A. An individual use on a separate parcel of land which is not a part of a planned development area, where the project does not share similar landscape features, common accessways, reciprocal parking or similar architectural features			
Sign Type	Number	Maximum Size	Other Regulations
1. Freestanding or Monument Sign	One. A parcel with a single use may be permitted two separate monument identification signs with a minimum separation between the signs of 300 feet.	Up to three-fourths of the sign area authorized for a wall sign, up to a maximum of 150 square feet in area. Only one side of a freestanding <u>or</u> monument sign will be measured when computing sign area. Maximum height of 25 feet for a freestanding sign and 8 feet high for a monument sign.	<ul style="list-style-type: none">• Sign area for separate frontage may not be combined.• Changeable copy area is permitted and will be measured as part of the total sign area.

B. Shopping centers as defined in section 17.04.020

Sign Type	Number	Maximum Size	Other Regulations
1. Shopping Center Identification Sign	Two monument or freestanding signs. In the event, the shopping center fronts upon two dedicated public streets, the center may be permitted one additional identification sign.	<p>Freestanding: The identification sign may not exceed 100 square feet in area whether single-faced or double-faced. The sign area allowed for a major tenant may not exceed 20 square feet per face, with such area counting toward the total permitted sign area.</p> <p>Freestanding: Maximum height of 25 feet, except that shopping centers located on <u>within 150 feet of the Ventura Freeway and containing more than 225,000 square feet may be permitted a height up to 35 feet.</u></p> <p><u>Monument: Maximum of 8 feet high by 14 feet wide. The sign area allowed for a major tenant may not exceed 3.5 square feet per face, with such area counting toward the total permitted sign area.</u></p>	<ul style="list-style-type: none"> • <u>Identification signs must be located on separate street frontages, except shopping centers that contain at least 20 gross acres, may be allowed two identification signs on one street frontage.</u> • <u>A minimum separation distance of 500 feet must be provided between identification signs on the same street frontage within a shopping center.</u> • Shopping centers that contain at least 55,000 square feet of building area may include the identification of up to four major tenants on each sign. • <u>Shopping centers that contain at least 225,000 square feet of building area and located within 150 feet of the Ventura Freeway, may include the identification of up to five major tenants on each sign.</u> • Where more than one sign is authorized, the listing of the major tenants may differ on the two signs. • Signs may be interior lighted or unlighted. • <u>The design of shopping center identification signs must be compatible with the architecture and materials of the approved shopping center design in which it is located.</u>
2. Shopping Center Multi-Tenant Monument Sign For Centers Containing at Least 20 Gross Acres with 10 or More Uses	Two monument signs at the primary shopping center entrance and one monument sign at each secondary entrance.	<p>Primary entrance: <u>Maximum of 8 feet high by 14 feet wide.</u></p> <p>Secondary entrance: <u>Maximum of 6 feet high by 14 feet wide.</u></p>	<ul style="list-style-type: none"> • <u>Primary entrance: Up to six tenant names are permitted on each sign face, not to exceed 3.5 square feet per tenant, with such area counting toward the total permitted sign area.</u> • <u>Secondary entrances: Up to four tenant names are permitted on each sign face, not to exceed 3.5 square feet per tenant, with such area counting toward the total permitted sign area.</u> • <u>Except for the primary entrance, monument signs located on the same street frontage must be at least 500 feet apart.</u> • <u>The design of the monument signs must be compatible with the architecture and materials of the approved shopping center design in which it is located.</u>
3. Signs for Pedestrian Traffic	One per business	6 square feet	<ul style="list-style-type: none"> • Must be placed perpendicular to the street or parking lot.
4. Directory sign for businesses which do not front on a public street or parking lot	One See note below*	10 square feet per business	<ul style="list-style-type: none"> • Must be part of a common display area at the mall entrance adjacent to the parking lot or public street.

*This text is proposed to be deleted as directory signs are already permitted under section C. below.

C. Office Complex or Shopping Center			
Sign Type	Number	Maximum Size	Other Regulations
1. Directory Sign	One wall-mounted or freestanding sign	16 square feet per face	<ul style="list-style-type: none"> The directory sign is in addition to all other applicable signage allowed under this chapter. The directory sign may be interior illuminated or exterior illuminated.
D. Hotels and Motels			
Sign Type	Number	Maximum Size	Other Regulations
1. Marquee Sign-with <u>Changeable Copy</u>	One single or double-faced sign	40 square feet	<ul style="list-style-type: none"> The changeable copy sign is in addition to the signage otherwise allowed for individual businesses under this chapter. The sign copy may not be changed more often than once every four consecutive hours.
E. Assembly uses of 100 or more persons for meetings or entertainment and where such meetings or entertainment occurs on a regular basis			
Sign Type	Number	Maximum Size	Other Regulations
1. Changeable Copy Sign	One	25 square feet if single-faced or 15 square feet if double-faced	<ul style="list-style-type: none"> The copy for the sign is limited to coming and current entertainment or events only, and may not include rates or prices of attractions or events.
F. Multiscreen Theaters			
Sign Type	Number	Maximum Size	Other Regulations
1. <u>Marquee Sign-with Changeable Copy</u>	One	75 square feet	<ul style="list-style-type: none"> The marquee sign is in addition to all other applicable signage allowed under this chapter. The sign must be placed on a wall at the ticket booth with the specific location and height as approved by the director. The copy for the sign is limited to the titles, times, prices and ratings of current attractions.
2. Poster	One for each screen in the theater for current or future films	As approved by the Director of Community Development	<ul style="list-style-type: none"> Sign must be in a cabinet along the front wall of the building at a location as approved by the Director of Community Development. The movie poster cabinet must be an integral part of the building design and in proportion to the front entrance.

G. Gasoline Service Stations

Sign Type	Number	Maximum Size	Other Regulations
1. Monument Sign	One	36 square feet per face, 8 feet high	<ul style="list-style-type: none">Gasoline service stations located within 1,000 feet of a freeway interchange centerline or within 500 feet of a freeway centerline where access is provided are entitled to one freestanding sign in lieu of a monument sign that may not exceed 25 feet in height and 50 square feet in area on each face.
2. Wall Sign	One	25 square feet	
3. Fuel Price Sign	One double-faced sign, which may be part of a monument sign or a freestanding sign.	20 square feet per face	
4. Service Sign	Four single-faced signs	4 square feet per sign	<ul style="list-style-type: none">Must be unlighted and mounted on canopy supports or poles on service islands to indicate self-service or full service islands.
5. Vehicle Services Sign	One double-faced sign	36 square feet, 6 feet high	<ul style="list-style-type: none">Limited to identifying vehicle services provided by the service station.

H. Commercial Drive-Through Business Restaurant

Sign Type	Number	Maximum Size	Other Regulations
1. Menu Board Sign	Two	30 square feet, 8 feet high	<ul style="list-style-type: none">Menu board signs are in addition to any other applicable signage allowed under this chapter.The location of all menu board signs will be determined by the Director of Community Development.

I. Additional Signs Permitted for Each Business in a Commercial Zone

Sign Type	Number	Maximum Size	Other Regulations
1. Wall Sign	<p>One.</p> <p>A business in a building facing on more than one street or public parking lot is allowed the <u>authorized a wall sign area</u> on each street or parking lot frontage, upon which it fronts provided the area may not be accumulated on one frontage lineal dimension of the building and may not exceed the allowed area on any one dimension of the building.</p>	<p>Two square feet in area for each lineal foot of building frontage or one square foot for each lineal foot of parcel frontage to a maximum of 200 square feet.</p>	<ul style="list-style-type: none"> • Businesses maintained exclusively on the second floor of a two-story building are entitled to fifty percent of the sign area authorized for the business frontage. This does not take away from the sign area permitted for the first floor. • Buildings containing more than two stories are limited <u>to two square feet in area for each lineal foot of building frontage or one square foot for each lineal foot of parcel frontage to a maximum of 200 square feet.</u> the sign area authorized for the first floor area in accordance with subsection (A)(1)(b)(i) of this section. However, such buildings may also have one wall identification sign for the entire building or a tenant in the building that may be placed above the first floor of the building; provided, that the sign area for this wall identification sign does not exceed <u>one square foot in area for each lineal foot of building frontage.</u> the area authorized by subsection (A)(1)(b)(iii) of this section.
2. Temporary Banner	One	36 square feet	<ul style="list-style-type: none"> • A temporary banner sign must be placed on the building frontage facing a public street or parking lot. • Temporary banner signs are permitted up to four times a year for a period not to exceed thirty days at a time with a minimum of thirty days between each period in which a banner is displayed.
3. Business Associates Sign	One	3 square feet	<ul style="list-style-type: none"> • Sign must be on the building or windows and is limited to indicating the owners, operators or associates of the business. • Lettering must be enclosed within a single area.
4. Window Sign	<p>Each window sign must be at least 8½ inches by 11 inches and no more than 25 percent of the total window area on each frontage of a business may be utilized for the display of window signs.</p>		
5. Sidewalk Display Sign (such as an A-frame sign or sandwich board)	One	6 square feet per side	<ul style="list-style-type: none"> • The business must have frontage within 40 feet of the curb line of a publicly-maintained street <u>or be within 40 feet of the publicly-accessible driveway or parking areas if part of a shopping center with four or more uses and under a planned development area where it shares similar landscape features, common access ways, reciprocal parking or similar architectural features.</u> • Sign may be placed on private property, or within the first 18 inches of any public property that is directly in front of the individual business. A minimum passage way width of 48 inches must be maintained along the sidewalk in front of such sidewalk display sign. • No sidewalk display sign may be placed outside a business during non-business hours.