

AGENDA
REGULAR MEETING OF THE
CITY OF KING CITY COUNCIL
AND
Sitting as **SUCCESSOR AGENCY OF**
THE RDA FOR THE CITY OF KING

TUESDAY OCTOBER 10, 2017
6:00 P.M.

CITY HALL
212 S. VANDERHURST AVENUE
KING CITY, CALIFORNIA 93930

**Spanish interpretation services will be available at meeting*

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in a City meeting, Please contact the City Clerk's Office (831-386-5925) at least 48 hours prior to the Meeting to ensure that reasonable arrangements can be made to provide accessibility to the meeting.

** Please submit all correspondence for City Council PRIOR to the meeting with a copy to the City Clerk.*

1. CALL TO ORDER

2. ROLL CALL: Council Members Darlene Acosta, Robert Cullen, Carlos DeLeon, Mayor Pro Tem Carlos Victoria, and Mayor Mike LeBarre

3. FLAG SALUTE

4. CLOSED SESSION ANNOUNCEMENTS

5. SPECIAL PRESENTATIONS

A. Commendations Honoring Laurie Slaten and Phoebe Cheney, King City in Bloom

6. PUBLIC COMMENT

Any member of the public may address the Council for a period not to exceed *three minutes'* total on any item of interest within the jurisdiction of this Council that is not on the agenda. The Council will listen to all communications; however, in compliance with the Brown Act, the Council cannot act on items not on the agenda. Comments should be directed to the Council as a whole and not to any individual Council Member. Slanderous, profane or personal remarks against any Council Member, staff member or member of the audience is not permitted.

7. COUNCIL COMMUNICATIONS & COMMITTEE REPORTS

Individual Council Members may comment on Council business, his or her Council activities, City operations, projects or other items of community interest. Council Members may also request staff to report back at a subsequent meeting on any matter or take action to direct staff to prepare a staff report for a future agenda.

8. STAFF COMMUNICATIONS

Comments presented by the City Manager, City Attorney or other staff on City business and/or announcements.

9. CONSENT AGENDA

The following items listed below are scheduled for consideration as a group. The recommendations for each item are noted. Members of the audience may speak on any item(s) listed on the Consent Agenda. Any Council Member, the City Manager, or the City Attorney may request that an item be withdrawn from the Consent Agenda to allow for full discussion. The Council may approve the remainder of the Consent Agenda on one motion. Items withdrawn from the Consent Agenda may be considered by separate motions at the conclusion of the discussion of each item.

- A. Meeting Minutes of September 26, 2017 Council Meeting
Recommendation: approve and file.
- B. City Check Register
Recommendation: approve and file.
- C. Successor Agency Check Register
Recommendation: approve and file.
- D. Consideration: Second Reading and Adoption of an Ordinance Amending Section 17.55 of Chapter 17 of the King City Municipal Code Regulating Signage within the City Limits
Recommendation: conduct the second reading by title only and adopt an Ordinance Amending Section 17.55 of Chapter 17 of the King City Municipal Code Regulating Signage within the City Limits
- E. Consideration: Proposed Project and Award of King City Entry Sign Landscaping
Recommendation: 1) award the King City Entry Sign Landscaping Bid as proposed by Frank's Gardening Service in the proposed amount of \$64,600; and 2) appropriate an additional \$37,000 from the General Fund for the project.
- F. Consideration: Appropriation for Modems Used for Patrol Vehicle Mobile Data Computers
Recommendation: appropriate \$13,000 for installation of new wireless modems for the mobile data computers in police vehicles.
- G. Consideration: Letter Urging the City's Congressional Elected Officials to Adopt Legislation Enabling Residents that Qualify Under Deferred Action for Childhood Arrivals (DACA) to Continue to Live and Work in the United States
Recommendation: approve a letter prepared by the City Council Subcommittee urging the City's Congressional elected officials to adopt legislation enabling DACA residents to continue to live and work in the United States.
- H. Consideration: Contract Services Agreement for Community Development Block Grant Administration and Labor Compliance
Recommendation: 1) approve and authorize the City Manager to execute a Contract Services Agreement with the Adams Ashby Group for Community Development block Grant (CDBG) administration and labor compliance; and 2) authorize the City Manager to make non-substantive changes as necessary approved to form by the City Attorney.

- I. Consideration: Additional Appropriation for Citywide Police Security Camera Project
Recommendation: 1) approve an additional appropriation of \$12,000 from the General Fund for the Citywide Police Security Camera Project; and 2) increase the authorization of the City Manager to approve change orders up to \$27,000 for the SurveillanceGRID Integration, Inc. agreement.
- J. Consideration: Appropriation for Costs to Participate in the Salinas Valley Basin Groundwater Sustainability Agency
Recommendation: approve an appropriation of \$30,000 in FY 2017-18 and \$30,000 in FY 2018-19 for participation in the Salinas Valley Basin Groundwater Sustainability Agency.
- K. Consideration: Letter of Engagement for Auditing Services with Bryant L. Jolley, CPA to Perform Annual Audit Services
Recommendation: 1) approve and authorize the City Manager to execute a Letter of Engagement with Bryant L. Jolley, Certified Public Accountants (CPA), to perform annual auditing services for three years at a cost not to exceed \$103,500; and 2) authorize the City Manager to make non-substantive changes as necessary in a form approved by the City Attorney.

10. PUBLIC HEARINGS

- A. Consideration: An Ordinance Amending Section 16.22 of Chapter 16 of the King City Municipal Code as Part of Disaster Resiliency Long Term Planning
Recommendation: 1) Open the Public Hearing, consider public testimony; 2) Introduce and conduct the First Reading, by title only; and 3) Set the Second Reading and Adoption for the next regularly scheduled City Council meeting of October 24th.

11. REGULAR BUSINESS

- A. Consideration: A Memorandum of Understanding for Extension of the ProYouth Heart After-School Expanded Learning Program
Recommendation: approve a new 3-year Memorandum of Understanding (MOU) with ProYouth and King City Union School District for the after-school HEART expanded learning program.
- B. Consideration: Letter of Intent to Participate as a Host City for a Stage Start of the Amgen Tour of California
Recommendation: approve a Letter of Intent (LOI) to participate as a host city for a Stage Start of the Amgen Tour of California.

12. CITY COUNCIL CLOSED SESSION

Announcement(s) of any reportable action(s) taken in Closed Session will be made in open session, and repeated at the beginning of the next Regular City Council meeting as this portion of the meeting is not recorded.

1. Conference with Labor Negotiators

Pursuant to Government Code Section §54957

Agency Representatives: Steven Adams,

Employee Organizations: SEIU, KCPSA, KCPOA, KCCEA

13. ADJOURNMENT

City of King

MAYOR'S COMMENDATION

Honoring

Phoebe Cheney

King City in Bloom

Whereas, Phoebe Cheney was the co-founder and has served as the co-chair of King City in Bloom; and

Whereas, King City in Bloom is a non-profit volunteer organization formed to beautify King City; and

Whereas, King City in Bloom is affiliated with a national program called America In Bloom, which is a competitive program that promotes beautification, cleanliness, landscaping and related efforts in local communities; and

Whereas, King City in Bloom's many projects have included planting of roses in the Broadway Street medians, landscaping improvements at the King City Library, improvements to the San Lorenzo Park Broadway Street/San Antonio Drive entrance landscaping, street banners, and quarterly trash pick-up events; and

Whereas, beautification is an important factor in efforts to enhance economic development, public safety, property values and overall quality of life; and

Whereas, the efforts of King City have been instrumental in creating a renewed pride in our community.

Now, Therefore Be It Resolved, the City of King hereby commends and expresses our appreciation to you for your leadership and dedication to our community by forming King City in Bloom.

Mike LeBarre, Mayor

City of King

MAYOR'S COMMENDATION

Honoring

Laurie Slaten

King City in Bloom

Whereas, Laurie Slaten was the co-founder and has served as the co-chair of King City in Bloom; and

Whereas, King City in Bloom is a non-profit volunteer organization formed to beautify King City; and

Whereas, King City in Bloom is affiliated with a national program called America In Bloom, which is a competitive program that promotes beautification, cleanliness, landscaping and related efforts in local communities; and

Whereas, King City in Bloom's many projects have included planting of roses in the Broadway Street medians, landscaping improvements at the King City Library, improvements to the San Lorenzo Park Broadway Street/San Antonio Drive entrance landscaping, street banners, and quarterly trash pick-up events; and

Whereas, beautification is an important factor in efforts to enhance economic development, public safety, property values and overall quality of life; and

Whereas, the efforts of King City have been instrumental in creating a renewed pride in our community.

Now, Therefore Be It Resolved, the City of King hereby commends and expresses our appreciation to you for your leadership and dedication to our community by forming King City in Bloom.

Mike LeBarre, Mayor

**City Council Meeting
September 26, 2017**

1. CALL TO ORDER:

Regular Meeting called to order at 6:01pm by Mayor LeBarre.

2. FLAG SALUTE:

The flag salute was led by Mayor LeBarre.

3. ROLL CALL:

City Manager Adams conducted roll call.

City Council: Robert Cullen, Carlos DeLeon, Mayor Michael LeBarre, Mayor Pro Tem Carlos Victoria.

Council Member Darlene Acosta is absent due to illness.

City Staff: City Manager Steven Adams; Assistant City Attorney Roy Santos; City Engineer, Octavio Hurtado; Admin. Asst./Deputy City Clerk, Erica Sonne

4. CLOSED SESSION ANNOUNCEMENTS:

None

5. PRESENTATIONS:

None

6. PUBLIC COMMUNICATIONS:

Ingrid Hansen is concerned about the noise that Waste Management is making by throwing full containers and empty containers around at 5:00a.m. in the morning. They are making a terrible noise on Mondays and Fridays. She has complained to Waste Management and they don't seem to be concerned.

7. COUNCIL COMMUNICATIONS:

Mayor LeBarre stated that at the last meeting we had some great people come forward about DACA program and how it has benefited their lives. The Mayor and Mayor Pro Tem Victoria would like to have an adhoc committee write a letter to go out to Senator Feinstein, Senator Harris and Congressman Panetta encouraging them to vote on legislation that would create a legal mechanism that provides DACA recipients who followed all the rules a pathway way to stay here without fear of deportation. Council is in concurrence with sending the letter. He was able to attend Seaside Middle School they do a group learning program and talk with them about their project.

Mayor Pro Tem Victoria stated that El Grito was on the 17th it was a great success and he thank those in attendance. They are planning their next year's event. He is going to work on painting over some graffiti in his district where the home owner is not able to pay for it themselves. The City Manager stated that the districts have money for those items.

Council Member Cullen stated that True Value may be willing to donate the paint for the graffiti painting. He and the Mayor attended the 100-year celebration for the Salinas Land Co and California Orchard Co. The event was amazing and talking about how the company evolved. He appreciated the celebration for

the retirees, Paul Hodges and Sal Morales, last week and commended the retirees on their service. He has his Salinas Valley Fair Board meeting this week coming up. He mentioned the Oct. 12th Chamber of Commerce Business Expo and Resource Fair.

Council Member DeLeon stated that the school board is looking into replacing all the playground equipment and reviewing their homework policy.

8. CITY STAFF REPORTS AND COMMENTS:

City Manager Adams stated that streetlights are being put in, towers going up for security cameras, district block parties are getting planned and they will be meeting with ProYouth to get an update and talk about funding for next year.

City Attorney Shannon Chaffin was asked to speak at the American Planning Association State Conference on current ethical issues, he choose medical cannabis to speak on. 100-150 planners came to listen to this topic. He feels King City is towards the front of the pack for timing concerned with cannabis.

9. CONSENT AGENDA

- A. Meeting Minutes of September 12, 2017 Council Meeting
- B. City Monthly Treasurer's Report- August 2017
- C. Successor Agency Monthly Treasurer's Report- August 2017
- D. Public Financing Authority Monthly Treasurer's Report- August 2017
- E. City Check Register
- F. Successor Agency Register
- G. Consideration: Second Readings and Adoptions of Ordinance No. 2017-749 (GPA) and Ordinance No. 2017-748 (Rezone) to Amend the General Plan and Zoning on Portions of Assessor Parcel No. 245-111-029-000 and 245-111-030-000 and Sale of Both Parcels
- H. Consideration: Second Reading and Adoption of an Ordinance of the City Council of the City of King Adding Chapter 12.18 to the City of King Municipal Code Setting Forth Procedures for Expediting Permitting Processing for Electronic Vehicle Charging Systems
- I. Consideration: Creation of Public Works Supervisor Position
- J. Consideration: Contract Services Agreement for Operation of the Wastewater Treatment Plant and Wastewater Collection System Emergency Repairs and Response to Spills
- K. Consideration: Contract Services Agreement for Building Plan Review and Inspection Services
- L. Consideration: 2017 Citywide ADA Pedestrian Walkway Assessment Plan and Environmental Review
- M. Consideration: Acceptance of Arboleda Phase 3 Subdivision Improvements
- N. Consideration: Bingo License for St. John the Baptist Catholic Church
- O. Consideration: Proposed Project and Award of King City Entry Sign Project
- P. Consideration: FY 2017-18 SB 1 Funded Street Improvements

There were spelling corrections to the minutes.

City Attorney stated that the exhibits for Item G are the same as the one attached to the Ordinance.

Council Member Victoria pulled Item I

Action: Motion to approve consent agenda A-H and J -P by Cullen and seconded by Victoria.

AYES: Council Members: Mayor LeBarre, Cuiien, DeLeon and Mayor Pro Tem Victoria

NOES: Council Members:

ABSENT: Council Members: Acosta,

ABSTAIN: Council Members:

Mayor Pro Tem Victoria wanted to know what would happen to the Supervisor position if a Superintendent was hired. City Manager stated that it is just an acting assignment position so that the person would go back to their current position. Recruitment for the permanent position would not be for 2 or 3 months.

Action: Motion to approve consent agenda item I by Victoria and seconded by DeLeon.

AYES: Council Members: Mayor LeBarre, Cullen, DeLeon and Mayor Pro Tem Victoria

NOES: Council Members:

ABSENT: Council Members: Acosta,

ABSTAIN: Council Members:

10. PUBLIC HEARINGS:

- A. Consideration: An Ordinance Amending Section 17.55 of Chapter 17 of the King City Municipal Code Regulating Signage within the City Limits

Planner Don Funk presented this item with a power point presentation.

Mayor LeBarre Opened the Public Hearing, seeing no one come forward, he closed the public hearing.

Council Member Cullen is concerned about the CUP for the bounce houses. He would like to see director approval and staff concurs. City Manager suggested to pull it out of this ordinance and address it in the Temporary Use Permit Ordinance.

Action: Motion to 1) Introduce and conduct the First Reading, by title only with removal of sub section K of Section 17.55.070; and 2) Set the Second Reading and Adoption for the next regularly scheduled City Council meeting of October 10th by Cullen and seconded by Victoria.

AYES: Council Members: Mayor LeBarre, Cullen, DeLeon and Mayor Pro Tem Victoria

NOES: Council Members:

ABSENT: Council Members: Acosta,

ABSTAIN: Council Members:

11. REGULAR BUSINESS:

None

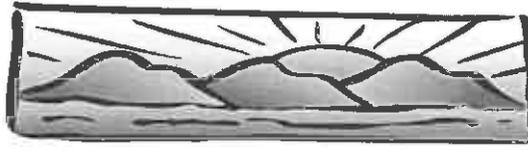
ADJOURNMENT:

There being no further business to come before the City Council, Mayor LeBarre adjourned the regular meeting at 6:44pm.

Approved Signatures:

Mayor, Michael LeBarre
City of King

City Clerk, Steven Adams
City of King



KING CITY
C A L I F O R N I A

Item No. 9(B)

REPORT TO THE CITY COUNCIL

DATE: OCTOBER 10, 2017
TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
FROM: STEVEN ADAMS, CITY MANAGER
BY: PATRICIA GRAINGER, ACCOUNTANT
RE: CONSIDERATION OF CITY CHECK REGISTER

RECOMMENDATION:

It is recommended City Council receive and file.

BACKGROUND:

At least once a month, the City Treasurer shall submit to the City Council, a copy of the check register.

DISCUSSION:

The purpose of this item is to provide the Council an opportunity to review and monitor ongoing expenditures. These documents are attached.

COST ANALYSIS:

There is no fiscal impact as a result of this action.

ENVIRONMENTAL REVIEW:

No Environmental Review required for this item.

ALTERNATIVES:

The following alternatives are provided for Council consideration:

1. Receive and file the report; or
2. Provide other direction to staff regarding requests for additional information.

**CITY COUNCIL/CITY
CITY CHECK REGISTER
OCTOBER 10, 2017
PAGE 2 OF 2**

Exhibits:

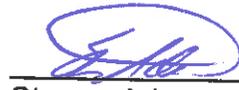
1. Check Register Report

Submitted by:



Patricia Grainger, Accountant

Approved by:



Steven Adams, City Manager

Check Register Report

Sept 22, 2017 (FY 2017-18)

Date: 09/25/2017

Time: 9:31 am

Page: 1

KING CITY CITY HALL

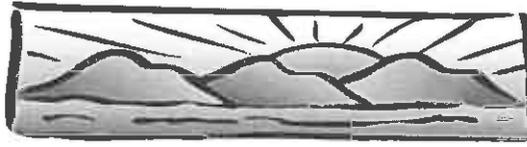
BANK: WELLS FARGO BANK

Check Number	Check Date	Status	Void/Stop Date	Vendor Number	Vendor Name	Check Description	Amount
WELLS FARGO BANK Checks							
59595	09/25/2017	Printed		A & B FIRE	A & B FIRE PROTECTION	Fire Extinguisher Refill	300.50
59597	09/25/2017	Printed		KCTVHARD	ALCANTAR HARDWARE INC	Coupler	607.94
59598	09/25/2017	Printed		ALLSTAR	ALLSTAR FIRE EQUIPMENT INC.	Hose Adapter	2,447.35
59599	09/25/2017	Printed		AM SUPPLY	AMERICAN SUPPLY CO.	Janitorial Supplies	930.57
59600	09/25/2017	Printed		AT & T	AT & T	Monthly Access Transport -	340.18
59601	09/25/2017	Printed		AT&T - C	AT&T	K C P D- Phone -	58.10
59602	09/25/2017	Printed		AVIATION S	AVIATION SPECIALTIES	Replace Computer	810.01
59603	09/25/2017	Printed		AXON	AXON ENTERPRISE, INC	Tasers	45.28
59604	09/25/2017	Printed		BENSON	RICHARD A. BENSON PLUMBING	Service Call	127.00
59605	09/25/2017	Printed		BERNALJ	JACE BERNAL	Meals/Garage Parking -	150.00
59606	09/25/2017	Printed		WSCS	LINDA BROWN	Coverage for Plant	6,000.00
59607	09/25/2017	Printed		CNAUTO	CLARK N. CLEVENGER	Trimmer Line	64.85
59608	09/25/2017	Printed		TEAM	COMPLETELY IT	Online Reg Program	699.00
59609	09/25/2017	Printed		CORREAM	MANUEL CORREA	Open Gym - 10 @ \$10.50	105.00
59610	09/25/2017	Printed		COMINFO	COUNTY OF MONTEREY	Removed Users	2,547.75
59611	09/25/2017	Printed		DEPT ACCNT	DEPARTMENT OF JUSTICE	Applicant Fingerprints	164.00
59612	09/25/2017	Printed		FORD CREDI	FORD CREDIT DEPT 67-434	Patrol Vehicle Pymt -	26,339.18
59613	09/25/2017	Printed		GEORGE L M	GEORGE L MEE MEMORIAL HOSPITAL	Blood/Alcohol	64.00
59614	09/25/2017	Printed		GIS	GONZALES IRRIGATION SYSTEMS,	Cement	316.06
59615	09/25/2017	Printed		GREEN'S	GREEN'S ACCOUNTING	Monthly Accounting -	16,388.72
59617	09/25/2017	Printed		HANNA	HANNA & BRUNETTI	Cal Water Russ St.	28,911.00
59618	09/25/2017	Printed		HDL COREN	HINDERLITER DELLAMAS & ASSOC.	Contract Services - SalesTax,	6,231.75
59619	09/25/2017	Printed		HYDRO TURF	HYDRO TURF, INC.	Repair Mower	860.80
59620	09/25/2017	Printed		KAWAGOE	KENT M. KAWAGOE, PH.D.	Pre-Employment Psych	300.00
59621	09/25/2017	Printed		KIMLEY-HOR	KIMLEY-HORN & ASSOCIATES, INC.	ALP16 ALP Update	10,792.21
59622	09/25/2017	Printed		KC IND	KING CITY INDUSTRIAL SUPPLY	Cutting Tip	674.63
59623	09/25/2017	Printed		KCRUS	KING CITY RUSTLER	Annual Subscription - #1707	49.70
59624	09/25/2017	Printed		LA HEARNE	L.A. HEARNE COMPANY	Cat Litter for Haz Liquid	184.03
59625	09/25/2017	Printed		NICHOP	N. I. CHOPPERS, INC.	Uniforms	1,963.55
59626	09/25/2017	Printed		O'REILLY A	O'REILLY AUTOMOTIVE, INC.	Resin	138.80
59627	09/25/2017	Printed		PARTS & SE	PARTS & SERVICE CTR- NAPA, INC	Filters	37.05
59628	09/25/2017	Printed		PURE WATER	PENINSULA PURE WATER INC.	Water Service - Aug 2017	37.75
59629	09/25/2017	Printed		PBGFS	PITNEY BOWES GLOBAL	Leasing Charges -	178.19
59630	09/25/2017	Printed		POLYT	POLYTRON CORPORATION	Body Camera System	2,592.50
59631	09/25/2017	Printed		QUINN	QUINN COMPANY	Late Fees (Repair Loader)	11.76
59632	09/25/2017	Printed		RENEW	RENEW UPHOLSTERY	Repair Upholstery -	280.00
59633	09/25/2017	Printed		SAGAM	MARILYN SAGAYSAY	Facade Improvement Grant	2,500.00
59634	09/25/2017	Printed		SO CO NEWS	SO CO NEWSPAPERS	Cannabis Activity -	1,840.00
59635	09/25/2017	Printed		STERI	STERICYCLE, INC	Bio Haz Waste	359.21
59636	09/25/2017	Printed		SPCA	THE SPCA FOR MONTEREY COUNTY	Animal Services - Aug 2017	2,750.00
59637	09/25/2017	Printed		TIRE KING	TIRE KING & AUTO EXPRESS	Repair Brake Lights -	37.11
59638	09/25/2017	Printed		TORO	TORO PETROLEUM CORP.	Gasoline - 8/17 - 8/31/17	3,144.10
59639	09/25/2017	Printed		U.S. BANCO	U.S. BANCORP EQUIPMENT FINANCE	Copier Contract Serv	278.42
59640	09/25/2017	Printed		U.S. BAN	U.S. BANK CORP PAYMENT SYSTEM	Various Charges -	207.17
59641	09/25/2017	Printed		INTER TIRE	VICENTE ZARATA	Tires - trailer	1,325.99
59642	09/25/2017	Printed		WOODK	KRISTIAN WOOD	Meals/Mileage -	72.60
59643	09/25/2017	Printed		XTEL	XTELESIS CORPORATION	Telephone Service	3,687.25

Total Checks: 47 Checks Total (excluding void checks): 127,951.06

Total Payments: 47 Bank Total (excluding void checks): 127,951.06

Total Payments: 47 Grand Total (excluding void checks): 127,951.06



KING CITY
C A L I F O R N I A

Item No. 9(C)

REPORT TO THE CITY COUNCIL

DATE: OCTOBER 10, 2017

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: STEVEN ADAMS, CITY MANAGER

BY: PATRICIA GRAINGER, ACCOUNTANT

RE: CONSIDERATION OF SUCCESSOR AGENCY CHECK REGISTER

RECOMMENDATION:

It is recommended City Council receive and file.

BACKGROUND:

At least once a month, the City Treasurer shall submit to the City Council, a copy of the check register.

DISCUSSION:

The purpose of this item is to provide the Council an opportunity to review and monitor ongoing expenditures. These documents are attached.

COST ANALYSIS:

There is no fiscal impact as a result of this action.

ENVIRONMENTAL REVIEW:

No Environmental Review required for this item.

ALTERNATIVES:

The following alternatives are provided for Council consideration:

1. Receive and file the report; or
2. Provide other direction to staff regarding requests for additional information.

**CITY COUNCIL/SUCCESSOR AGENCY
SUCCESSOR AGENCY CHECK REGISTER
OCTOBER 10, 2017
PAGE 2 OF 2**

Exhibits:

1. Check Register Report

Submitted by: 
Patricia Grainger, Accountant

Approved by: 
Steven Adams, City Manager

Check Register Report

Sept 22, 2017 (FY 2017-18)SA

Date: 09/25/2017

Time: 9:42 am

Page: 1

KING CITY CITY HALL

BANK: SUCCESSOR AGENCY OF

Check Number	Check Date	Status	Void/Stop Date	Vendor Number	Vendor Name	Check Description	Amount
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SUCCESSOR AGENCY OF Checks

219	09/25/2017	Printed		GREEN'S	GREEN'S ACCOUNTING	SA Monthly Accounting	495.00
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Total Checks: 1

Checks Total (excluding void checks): 495.00

Total Payments: 1

Bank Total (excluding void checks): 495.00

Total Payments: 1

Grand Total (excluding void checks): 495.00



Item No. 9(D)

REPORT TO THE CITY COUNCIL

DATE: OCTOBER 10, 2017

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: DOREEN LIBERTO, AICP, COMMUNITY DEVELOPMENT DIRECTOR

BY: DON FUNK, PRINCIPAL PLANNER

RE: SECOND READING AND CONSIDERATION OF ADOPTION OF AN ORDINANCE AMENDING SECTION 17.55 OF CHAPTER 17 OF THE KING CITY MUNICIPAL CODE REGULATING SIGNAGE WITHIN THE CITY LIMITS

RECOMMENDATION:

It is recommended City Council adopt the proposed Ordinance amending the sign regulations to be read by title only.

BACKGROUND:

On September 26, 2017, the City Council, after holding a noticed public hearing, approved the first reading of Ordinance No. 2017-747 (*Reference Exhibit 1*) approving new Sign Regulations. In approving the first reading, the City Council removed reference to the prohibition of bounce houses within Section 17.55.070.

The Planning Commission on September 5, 2017, unanimously recommended that the Council adopt Ordinance No. 2017-747. The Commission also made a separate motion requesting the Council direct staff to prepare a sign brochure that clearly explains the sign ordinance and distribute it to the business community.

The new ordinance is based on a broad range of feedback including a survey of local businesspersons and a June 20, 2017 public workshop conducted by the Planning Commission.

The new ordinance includes the input and recommendations of the City Attorney.

**CITY COUNCIL
CONSIDERATION OF SECOND READING OF ORDINANCE AMENDING
SECTION 17.55 OF CHAPTER 17 OF THE KING CITY MUNICIPAL CODE
REGULATING SIGNAGE WITHIN THE CITY LIMITS, OCTOBER 10, 2017
PAGE 2 OF 4**

DISCUSSION:

Analysis

The Ordinance is anticipated to reduce sign permit processing time and improve the understandability of the sign regulations. Obtaining approval and installing signs is often the most urgent need businesses experience to begin operations in a timely manner. Therefore, simplifying the sign regulations and process can be an effective way in which to assist new small businesses, which has been the primary objective of this process. Signs are also an important factor in creating an attractive business area. The City's enforcement has been inconsistent in the past, which has resulted in a wide range of sign quality. Staff recommends improving the overall sign permitting process by: 1) simplifying sign regulations and the permitting process; 2) educating the community about the sign regulations and permitting process; and 3) increasing consistent proactive enforcement in the future of non-permitted signs.

Ordinance No. 2017-747 replaces the existing Sign Regulations. The new regulations include many more helpful examples and figures. New Table 1 identifying allowable signs has been clarified. Outdated criteria have been amended and updated. It is anticipated that the new Sign Regulations will be clearer and help expedite approval of certain signs by allowing certain signs to be approved by the Community Development Director ("Director") rather than the Planning Commission. The new ordinance, among other things, expands the area of window signs allowed from twenty (20%) percent to twenty-five (25%) percent and removes provisions limiting maximum signage to one-hundred (100) square feet. It also changes the method of calculating double-sided signs and provides exemptions for many signs, including temporary banners, feather signs and "A" frame signs.

The Planning Commission's recommendation that a sign brochure be prepared for the public will further clarify the regulations and help businesses understand what types of signs are permitted and how to obtain a sign permit. Once adopted, staff will send the new regulations and the brochure to sign companies within the region.

Advantages

The new Sign Regulations will reduce the time needed to review and approve signs, thereby also reducing costs to applicants. The new regulations provide many more examples and are clearer than the current sign regulations. They also continue to protect the City from an over proliferation of signs and will improve the appearance of the City.

**CITY COUNCIL
CONSIDERATION OF SECOND READING OF ORDINANCE AMENDING
SECTION 17.55 OF CHAPTER 17 OF THE KING CITY MUNICIPAL CODE
REGULATING SIGNAGE WITHIN THE CITY LIMITS, OCTOBER 10, 2017
PAGE 3 OF 4**

Disadvantages

There are no known disadvantages.

Public Notification and Input

The public hearing for the proposed ordinance was duly noticed in the Rustler on October 4, 2017 notifying the public of this evening's public hearing.

COST ANALYSIS:

Development review application fees for sign permits are based on actual time and materials per the City Fee Scheduled. Applicants cover the cost required for review and processing. The process has been simplified for many sign permits, which is anticipated to reduce the processing time and thereby the costs for review for many permits. Some signs that previously required Commission review would be approvable by staff which will likely decrease both review time and costs.

ENVIRONMENTAL REVIEW:

The amended Sign Ordinance does not substantially change the sizes, colors, shapes or heights of future signs nor does it substantially change appearance of businesses nor does it negatively impact the views from US 101 or from major streets within the City. Based upon Title 14. California Code of Regulations, Chapter 3. Guidelines for Implementation of the California Environmental Quality Act, Section 15061 (b)(3) a project is exempt from CEQA "where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA."

ALTERNATIVES:

The following alternatives are provided for City Council consideration:

1. Conduct the second reading of Ordinance No. 2017-747, which adopts new sign regulations and direct staff to prepare a brochure summarizing the regulations;
2. Do not conduct the second reading of Ordinance No. 2017-747; or
3. Provide other direction to staff.

**CITY COUNCIL
CONSIDERATION OF SECOND READING OF ORDINANCE AMENDING
SECTION 17.55 OF CHAPTER 17 OF THE KING CITY MUNICIPAL CODE
REGULATING SIGNAGE WITHIN THE CITY LIMITS, OCTOBER 10, 2017
PAGE 4 OF 4**

Exhibits:

1. City Council Ordinance No. 2017-747
2. Planning Commission Resolution 2017-190
3. Existing Sign Ordinance
4. Draft Sign Flowchart of Review Process
5. Survey of Business Owners

Submitted by: _____


Doreen Liberto, AICP, Community Development Director

Approved by: _____


Steven Adams, City Manager

ORDINANCE NO. 2017-747

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF KING AMENDING CHAPTER 17.55 OF TITLE 17 OF THE KING CITY MUNICIPAL CODE PERTAINING TO SIGNS WITHIN THE CITY LIMITS

WHEREAS, the City of King is a charter city organized pursuant to Article XI of the California Constitution; and

WHEREAS, pursuant to the authority granted the City by Article XI, Section 7 of the California Constitution, the City has the police power to adopt regulations designed to promote the public convenience or the general prosperity, as well as regulations designed to promote the public health, the public morals or public safety; and

WHEREAS, comprehensive zoning regulations and regulations upon the use of land and property lie within the City's police power; and

WHEREAS, sign regulations are part of the City's comprehensive zoning regulations; and

WHEREAS, October 11, 2016, the City Council ("Council") authorized staff to amend the sign ordinance based on a recommendation by the Planning Commission ("Commission"); and

WHEREAS, the public was involved in the sign ordinance change process, including participating in a survey to gain input on needed changes; and

WHEREAS, the Commission held a Public Workshop on June 20, 2017 to hear and receive testimony regarding the draft sign regulations; and

WHEREAS, on September 5, 2017, the Commission conducted a public hearing to consider revisions to the sign regulations, and after receiving public testimony, adopted Resolution No. 2017-190, recommending the Council adopted an amended sign ordinance; and

WHEREAS, in accordance with the requirements of the California Environmental Quality Act ("CEQA"), on September 5, 2017, the Planning Commission determined that there was no possibility of project having a significant impact on the environment and recommended the filing of an exemption pursuant to Title 14, Chapter 3, Guidelines for Implementation of CEQA, Section 15061 (b)(3); and

NOW THEREFORE, the City Council of the City of King does hereby ordain as follows:

SECTION 1. The above recitals are incorporated are hereby by reference.

SECTION 2. The Ordinance is exempt from the California Environmental Quality Act ("CEQA") because it can be seen with certainty that there is no possibility that it will have a significant effect on the environment. (CEQA Guidelines §15061(b)(3).) As

compared to the existing regulatory environment, the proposed sign regulations do not have the potential to negatively impact views or appearance of the City. The new Sign Ordinance does not substantially change the sizes, colors, shapes or heights of future signs nor does it substantially change appearance of businesses nor does it negatively impact the views from US 101 or from major streets within the City. Based upon Title 14. California Code of Regulations, Chapter 3. Guidelines for Implementation of the California Environmental Quality Act, Section 15061(b)(3) a project is exempt from CEQA "where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA." The proposed sign regulations do not have the potential to negatively impact views or appearance of the City. (CEQA Guidelines §§15307, 15308.)

SECTION 3. Chapter 17.55, of Title 17, of the King City Municipal Code is amended in its entirety to read as follows:

Chapter 17.55 Signs

- Section 17.55.010 Purpose and Intent
- Section 17.55.020 Applicability
- Section 17.55.030 Definitions
- Section 17.55.040 Review, Approval, Required Findings and Expiration of Sign Permits.
- Section 17.55.050 Master Sign Program Requirements.
- Section 17.55.060 Exemptions from Sign Permit Requirements.
- Section 17.55.070 Prohibited signs.
- Section 17.55.080 General Requirements for Determining Sign Area, Height, Location and Sign Design.
- Section 17.55.090 Standards for Signs by Type and Development Characteristics
- Section 17.55.100 Standards for Specific Sign Types.
- Section 17.55.110 Nonconforming Signs.
- Section 17.55.120 Public Nuisance, Abatement and Violation.
- Section 17.55.130 Appeal.
- Section 17.55.140 Judicial review.

Section 17.55.010 Purpose and Intent

This section establishes the regulation of signs in order to:

- (a) Improve economic vitality in the City by permitting the ability of each business to identify business names.
- (b) Improve the visual qualities of the City by encouraging aesthetic, creative and innovative approaches to signage within the community that are of high quality design and character and contribute to the overall appearance of the community.
- (c) Enhance the overall property values in the City by discouraging signage that contribute to the visual clutter of the streetscape.

- (d) Enhance traffic safety in the community by minimizing signage information to ensure that signage does not distract motorists, obstruct, or otherwise impede traffic circulation.
- (e) Safeguard and protect the public health, safety, and welfare through appropriate prohibitions, regulations, and controls on the design, location, and maintenance of signage.

Section 17.55.020 Applicability.

- (a) The standards of the Chapter apply to signs in all Zoning Districts and Specific Plans when applicable. Only signage specifically authorized by this Section shall be allowed.
- (b) In the event of any conflict between this Chapter and any law, rule, or regulation of the state of California, that requirement that establishes the higher standard of safety shall govern. Failure to comply with such standard or safety shall be a violation of this Chapter.
- (c) If any provision or provisions of this chapter becomes illegal, invalid, or unenforceable, the legality, validity, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

Section 17.55.030 Definitions.

- (a) *A-Board Sign.* A portable “a-frame” or “sandwich board” sign.
- (b) *Abandoned Sign.* A sign that no longer advertises a business, lessor, owner, product, service or activity on the premises where the sign is displayed.
- (c) *Animated or Moving Sign.* A sign that uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.
- (d) *Awning Sign.* A sign copy or logo attached to or painted on an awning.
- (e) *Banner, Feather Sign, Flag or Pennant.* Cloth, bunting, plastic, paper, or similar non-rigid material used for advertising purposes attached to a structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the state of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.
- (f) *Cabinet Sign.* A sign with its text and/or logo symbols and artwork on an opaque or translucent face panel that is mounted within a metal frame or cabinet that contains the lighting fixtures, which illuminate the sign face from behind.
- (g) *Changeable Copy Sign.* A sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.

- (h) *Construction Sign.* A sign placed at a construction site that provides information regarding the project architect, owner, contractors, etc.
- (i) *Directional Sign.* A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.
- (j) *Electronic Message Sign.* A sign with a fixed or changing display composed of a series of lights, but not including time and temperature displays.
- (k) *Flashing Sign.* A sign that contains an intermittent or sequential flashing light source.
- (l) *Freestanding Sign.* A sign fixed in an upright position on the ground not attached to a structure other than a framework, pole or device, erected primarily to support the sign. Includes monument signs and pole signs.
- (m) *Freeway-oriented Signs.* A freestanding sign located near State Highway 101 freeway that identifies tourist-oriented businesses, such as gasoline service stations, restaurants, motels and regional commercial uses on properties that are located within five-hundred (500') feet of State Highway 101 freeway. A freeway sign is located on the same property as the business it identifies.
- (n) *Illegal Sign.* A sign that includes any of the following:
 - (1) A sign installed without complying with all regulations in effect at the time of its construction or use;
 - (2) A sign installed or maintained contrary to any applicable provision of Chapter 17.55 (Signs).
 - (3) A sign which is a danger to the public or is unsafe; or
 - (4) A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the city.
- (o) *Indirectly Illuminated Sign.* A sign whose light source is external to the sign and which casts its light onto the sign from a distance; or where the light source is behind an opaque sign element and causes it to be outlined by light reflected from the surface to which the sign is mounted.
- (p) *Internally Illuminated Sign.* A sign whose light source is located in the interior of the sign so that light passes through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.
- (q) *Monument Sign.* An independent, low, freestanding structure supported on the ground having a solid base as opposed to being supported by poles or open braces.
- (r) *Mural.* A painting, picture or graphic illustration applied to and made part of an exterior wall.

- (s) *Nonconforming Sign.* An advertising structure or sign which was lawfully erected and maintained prior to the adoption of this chapter, but does not now completely comply with current regulations.
- (t) *Off-site Sign.* A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign, or that identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, is not a principal item for sale or manufactured on the premises.
- (u) *Permanent Sign.* A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.
- (v) *Pole Sign.* An elevated freestanding sign, typically supported by one or two poles or columns and only permitted within the freeway corridor as provided within these sign regulations.
- (w) *Political or Social Issue Sign.* A sign that addresses:
 - (1) The passage or defeat of a measure appearing on the ballot in any national, state, or local election;
 - (2) The election or defeat of any candidate for any public office in any national, state, or local election; or
 - (3) An international, national, state, or local political or social issue.
- (x) *Portable Sign.* A sign that is not permanently affixed to a structure or the ground.
- (y) *Projecting Sign.* A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.
- (z) *Real Estate Sign.* A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.
- (aa) *Roof Sign.* A sign constructed upon or over a roof, or placed so as to extend above the edge of the roof.
- (bb) *Sign.* A structure, device, figure, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to otherwise provide information, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images.
- (cc) *Sign Area.* The entire area within a perimeter defined by a continuous line composed of right angles using no more than eight (8) lines which enclose

the extreme limits of lettering, logo, trademark, or other graphic representation.

- (dd) *Sign Height.* The vertical distance from the uppermost point used in measuring the area of a sign to the normal grade immediately below the sign, including its base or the top of the nearest curb of the street on which the sign fronts, whichever measurement is the greatest.
- (ee) *Subdivision Directional Sign.* A sign that provides directions to a new subdivision with on-site model homes and/or sales office, where parcels and/or housing units are, or will be, for sale.
- (ff) *Suspended Sign.* A sign oriented toward pedestrians that is suspended from the underside of an arcade or other covered walkway.
- (gg) *Temporary Sign.* A sign intended to be displayed for a limited period of time and capable of being viewed from a public right-of-way, parking area, or neighboring property.
- (hh) *Vehicle Sign.* A sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.
- (ii) *Wall Sign.* A sign that is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.
- (jj) *Window Display.* A window display is an arrangement of merchandise displayed in a building window. Window displays located more than twelve (12") inches from the face of a window are not considered signs. Window displays do not include the storage of merchandise or other items blocking windows.
- (kk) *Window Sign.* A sign posted, painted, placed, or affixed in or on a window (or series of adjacent windows) exposed to public view. An interior sign which faces a window exposed to public view and is located within twelve (12") inches of the inside of the window. Window signs do not include business hours of operation and open/closed signs. Window displays inside the building, including merchandise displays that are located more than twelve (12') inches from the face of a window, are not considered signs.

Section 17.55.040 Review, Approval, Required Findings and Expiration of Sign Permits.

- (a) **General Requirements.**
 - (1) **Sign Permit Approval Required. Permit Required.** With the exception of Sign Variances, Master Sign Programs, pole signs, kiosks and larger murals over twenty (20) square feet which are approved by the Planning Commission, sign permits are issued by the Community Development Department (Department). Except as otherwise

provided in this Chapter, no person shall erect, move, alter, replace, or maintain any sign without first obtaining a sign permit to ensure compliance with applicable provisions of this Section. Sign permits are required for all signs unless expressly exempted by this Chapter.

- (2) **Building Permit Required.** The Chief Building Official shall examine sign permit applications. When, in his or her determination, a separate building or electrical permit is required, the applicant shall be notified and the sign permit shall not be issued until such other permits, including but not limited to, building permits and electrical permits, are obtained from the Chief Building Official.
 - (3) **Compliance with Permit and Master Sign Program.** After approval by the City, the sign(s) must comply with the approved sign permit, the Master Sign Program (Section 17.55.050), and all requirements of the King City Municipal Code, if applicable.
 - (4) **A sign permit is valid only for the individual, person or entity the permit is issued to and for the location and sign type approved by the permit.**
- (b) **Sign Permit Review Authority.**
- (1) **Building signs (signs attached to a building), free-standing monument signs eight (8') feet or less in height, murals under twenty (20) square feet, window signs, banners and feather signs (except as exempted in Section 17.55.080(g).5) and Master Sign Programs for nonresidential buildings with up to ten (10) tenants shall be reviewed and approved by the Community Development Director (Director). The Director or his or her designee shall review sign permit applications and approve those signs that comply with the requirements of this Chapter and the King City Municipal Code.**
 - (A) **Freestanding Signs over eight feet (8') feet in height, murals over twenty (20) square feet in area, freestanding kiosks, Master Sign Programs for buildings with eleven (11) or more tenants, Sign Deviations and Variances shall be reviewed and approved by the Planning Commission (Commission).**

The Commission shall, after conducting a duly noticed public hearing, approve only those signs that comply with the requirements of this Chapter and the King City Municipal Code.
 - (B) **The Commission shall also review all requests for Variance from the sign regulations and may only approve such Variances that it deems to qualify for special consideration based upon unusual circumstances applicable to that specific business and location, such as poor visibility or location.**

- (C) The Commission shall, after conducting a duly noticed public hearing, review all variances from these regulations (variances for signs that do not comply with these regulations and exceed sign sizes, heights for pole signs and monument signs, as well as for all signs that otherwise do not meet these regulation, and shall approve only those signs that comply with the requirements of this Chapter and the King City Municipal Code.
- (D) The Commission shall also review the approval of kiosks billboard and changes to an existing billboard,
- (3) Conditions of Approval. The review authority may require conditions of approval that are deemed reasonable and necessary to achieve the purpose, intent, and objectives of this Chapter.
- (c) Sign Permit Application Procedures.
 - (1) Application Requirements. An application for a sign permit for all signs requiring permits and Master Sign Program (Section 17.55.050) shall be prepared, filed, and processed.
 - (2) Application Contents. Each application shall include all of the following:
 - (A) Plans for the sign, drawn to scale, including walls and rooflines on which signs are proposed as well as a scaled plot plan showing the proposed location of each sign in relation to other proposed and existing signs on the site and adjacent properties, structures, and uses;
 - (B) Colors of the letters, any applicable logos, background of the sign, and the frame of the sign.
 - (C) Sufficient other details of the proposed sign to show that it complies with the provisions of this Chapter;
 - (D) If applicant is renting the location, written authorization from the property owner for the placement of the proposed signs on the site;
 - (E) Computation of the total sign area, the area of each individual sign, the height of each sign, and the total number of existing and proposed signs for the site and business;
 - (F) If a sign permit application is filed for a site with existing signs, the application shall detail how the applicant will correct all nonconforming signs on the site as part of the installation of the proposed signs; and
 - (G) Processing fee(s) and other information as established within the Master Fee Schedule.

(d) **Required General Required Findings for All Sign Permit Approvals and Master Sign Programs.**

- (1) The approval of a sign permit or Master Sign Program shall require that the review authority make the following findings, as applicable:(1) The proposed sign(s) comply with the City sign regulations and do not exceed the standards set forth within Sections 17.55.090 (Table 1) and 17.55.100 (Signs Permitted by Type and Development Characteristics), and are of the minimum size and height necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
- (2) That the colors, design and placement of the sign on the site is appropriate for the location and architectural style of the building.
- (3) That signs do not unreasonably impair the visibility of existing signs on adjacent properties;
- (4) The placement and size of the sign(s) will not impair pedestrian, bicyclist or vehicular safety;
- (5) The sign is constructed of durable materials and shall be required to be maintained in good condition by the sign applicant or landowner.
- (6) For signs located in the Historic Downtown Area, the Director and/or Commission must find that the sign is compatible with the character of the subject and surrounding buildings.
- (7) For free-standing freeway-oriented pole signs: the approval of a freestanding pole sign permit for a freeway-oriented sign shall require that the Commission find that the use or site cannot be adequately identified by other signs allowed within the that site.

(e) **Required Additional Findings Required Findings for Public Murals.**

Prior to approving a mural, the Director, or as applicable, the Commission, shall, in addition to the findings required in Section (d) above, find that the:

- (1) Mural's size, colors, and placement are visually compatible with the structure architecture;
- (2) Mural serves to enhance the aesthetics of the city; and
- (3) Mural illustrates the local history or natural resources or assets of the City and region.

(f) **Required Additional Findings for Approval of Kiosks.**

The approval of a kiosk shall include the following findings:

- (1) The kiosk design, size, colors, and placement is visually compatible with nearby architecture and landscape design;
- (2) The kiosk serves to enhance the aesthetics of the city; and
- (3) The kiosk provides information, maps and/or other information for visitors and residents.

(g) **Required Additional Findings for Banners, Flags and Feather Signs.**

The approval of a banner, flag, pennant and feather sign shall include the following findings:

- (1) The banner, flag and/or feather sign(s) is compatible with the location; and
- (2) The banner, flag and/or feather sign is of good quality and durable materials; and
- (3) The banner, flag and/or feather sign shall be promptly removed if it becomes faded, torn or otherwise damaged.

(h) **Required Additional Findings for Minor Sign Variance.**

A minor sign variance is a minor deviation from the standards for signs identified in these regulations. Minor sign variance approval requires the Commission to find that, in addition to meeting the findings contained in Section (d) above, the site and/or location make adherence to the sign regulations a hardship upon the applicant. The minor sign variance is not a major deviation from the sign standards and Commission approval of the following findings will be an indication that the proposed minor sign variance is consistent with the general purposes and intent of the sign regulations. Signs that exceed the standards listed below shall require a general variance applicable under Municipal Code Section 17.62.

- (1) The minor sign variance will not exceed twenty (20) percent of the height or sign area allowed under these sign regulations and that the sign(s) is consistent with the building design and any approved comprehensive plan.
- (2) The applicant has established that there are practical difficulties in complying with the provision and the applicant proposes to use the property in a reasonable manner consistent with the requirements of this Chapter and the King City Municipal Code. Economic considerations alone do not constitute practical difficulties.
- (3) The plight of the applicant is due to circumstances unique to the property not created by the applicant, property owner or third party.

- (4) The minor sign variance will not authorize any use that is not allowed in the zoning district where the property is located.
 - (5) The approval of a minor sign variance does not require public notice.
 - (6) The approval or denial of a minor variance is within the sole discretion of the Commission.
- (i) Required Additional Findings for Issuance of a Sign Variance
- (1) Any requested sign that exceeds twenty (20) percent increase in area or height of the sign or does not meet the requirements for location on the property and/or building shall require approval of a Sign Variance.
 - (2) The applicant shall file a formal application with the Department.
 - (3) The Commission shall review, and approve the variance findings at a duly noticed public hearing.
 - (4) Any sign variance approval shall, in addition to the findings in Section (d) above, require that the sign(s) and site meet the all of the following requirements:
 - (A) Any sign variance granted shall be subject to such conditions as will assure that the adjustment thereby authorized shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and district in which the subject property is situated.
 - (B) Because of special circumstances applicable to the subject property, including size, shape, topography, location or surroundings, the strict application of the zoning ordinance is found to deprive subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification. The applicant must show there is a specific unique quality to the specific property – for example, exceedingly poor visibility, worse than neighboring properties which prevents the construction of a conforming size sign.
- (j) Expiration and Extension of Sign Permits.
- (1) Approval of a sign permit, Master Sign Program, and/or variation permit shall expire twelve (12) months from the date of approval. Before the expiration of a sign permit, Master Sign Program permit and/or variation, the applicant may apply to the Department for a twelve (12) month extension from the original date of expiration. Only one extension shall be granted by the Director. In response to an extension request, the Director may make minor modifications to the

permit, Master Sign Program and/or variance or deny the requested extension.

- (2) The expiration date of the sign permit or Master Sign Program permit shall be automatically extended to concur with the expiration date of the companion building permit or other applicable permits.
- (3) The City shall provide thirty (30) day written notice of a sign, banner, feather sign, kiosk, mural or other sign as defined in this Chapter which is damaged, faded, torn, maintained in poor condition and/or in need of repair.
- (4) A sign permit shall automatically expire if the sign, banner, feather sign, kiosk, mural or other sign as defined in this Chapter which is damaged, faded, torn or is otherwise maintained in poor condition is not repaired and refurbished within the thirty (30) day time period provided by the City's written notice.

Section 17.55.050 Master Sign Program Requirements.

- (a) A Master Sign Program is used to create standard sign design guidelines for projects with multiple buildings or tenants, as cited below. Once a Master Sign Program is approved, tenants may receive approval of their individual signs at staff level instead of having to go through the Design Review process each time. A Master Sign Program shall be:
 - (1) Required for new nonresidential projects with four (4) or more tenants;
 - (2) Required for existing nonresidential project with four (4) or more tenants that completes either:
 - (A) A major renovation. For the purposes of this Chapter, major renovation means adding more than fifty (50%) percent to the gross floor area of the structure(s) or exterior work on more than fifty (50%) percent of the length of the façade, or
 - (B) The modification of fifty (50%) percent or more of the existing signs on the site within a twelve (12) month period;
 - (3) Submitted with other planning permits (such as Conditional Use Permit and/or AR Permits) required by the City for development of a parcel on which the sign is proposed to be located and shall be processed simultaneously with the other planning permit(s).
- (b) Contents.

A Master Sign Program shall include all the information and materials required by Section 17.55.040.(c) (Application contents), and shall provide standards for the uniform style, construction, height, size, and placement of the signs.

(c) Review Authority.

The Director shall review Master Sign Programs for buildings with up to ten (10) tenants and shall approve only those that comply with the findings required in Section 17.55.040(d) (Findings for Approval). The Commission shall review Master Sign Programs for buildings with eleven (11) or more tenants and shall approve only those that comply with the findings required in Section 17.55.040(d) (Findings for Approval).

(d) Revisions.

The Director may approve minor revisions to an approved Master Sign Program.

Section 17.55.060 Exemptions from Sign Permit Requirements.

The following signs and repair of existing signs as identified below are allowed without a sign permit or Master Sign Program approval, provided that they comply with Section 17.55.080 (General Requirements for All Signs), and any required building permit is obtained.

(a) Nonstructural Modifications and Maintenance.

- (1) Modifications to the copy of conforming changeable copy signs;
- (2) The normal maintenance or repair of conforming permanent signs and legal nonconforming signs that do not result in a change of sign copy or colors of the existing sign. Exemptions do not apply to repair of existing nonconforming sign(s) as identified in Section 17.55.110(b) (Nonconforming signs).

(b) Street Addresses and Identification Signs. Street addresses and identification street location numbers are required for all properties, shall be visible from the public or private street and shall be a minimum of six (6") inches in height and a maximum of twelve (12") inches in height. (See Figure 1)



Figure 1
Example of Site or Building Address

- (c) On-site directional signs, on-site, solely for guiding traffic, parking, and loading on private property, with no advertising (See Figure 2). Sign copy shall be limited to the facility name and address, instructions, and directional arrows. Sign area shall not exceed eight (8) square feet per sign in residential and non-residential districts. The maximum height for freestanding signs shall be six (6') feet. The total sign area and number of directional signs do not count towards the total allowed as described in Table 1. Any information regarding the business or products shall require a Sign Permit (to be issued by the Director) and the area of said business name and/or advertising shall be included in the total sign area provided in Table 1;



Figure 2

Example of on-site directional sign containing no business names or advertising

(d) **Temporary Signs.** The following temporary signs are allowed without a sign permit.

(1) **Real Estate Signs.**

Real estate signs are allowed without a sign permit in compliance with California Civil Code section 713, and subject to the following requirements:

(A) A site within a commercial, industrial, or other nonresidential zoning district shall be allowed one real estate sign of no more than ten (10) square feet, with a maximum height for freestanding signs of six (6') feet, adjacent to each parcel frontage.

(B) **Residential Zoning Districts.**

One residential real estate sign not more than six (6) square feet in area, advertising the sale or lease of a parcel or structure, may be located on the property it advertises (See Figure 3). One off-site real estate (advertising the sale of a property) directional signs not more than six (6) square feet in area may be located on private property with the property owner's consent, provided that they do not obstruct or impede pedestrian or vehicular traffic, and are not secured to prevent removal. No real estate sign shall be permitted within the

public right-of-way. Larger subdivision sale signs require a sign permit as specified in Section 7.55.100 (I).



Figure 3
Example of real-estate sales sign

(2) Temporary Window Signs.

Temporary signs on commercial properties that are painted or applied directly on a window (or series of adjacent windows), affixed to the inside of a window, or hung inside the building within twelve (12") inches of a window promoting a message, including but not limited to, grand openings and special events (commercial and noncommercial), and special sales, provided the sign or signs do not exceed twenty-five (25%) percent of the total window area upon which the sign is attached (See Figures 4 and 5). Temporary signs shall be maintained in good condition.



Figure 4
Example of Temporary Window Sign under 25% of total window area



Figure 5
Example of Calculating Temporary Window Signs under 25% of total window area

- (3) Temporary Garage, yard, estate, and other home-based sales signs.

Sign advertising the one-day sale of items from a garage, yard, estate, or other home-based sale. Garage/yard sale sign(s) shall be only those provided for such purpose by the City through a City-approved garage sale permit.

(e) Temporary Political or Social Issue Signs.

Political or social issue signs are allowed without a sign permit pursuant to the following requirements:

- (1) The sign(s) are placed on private property with the property owner's consent, and do not exceed a total aggregate area of twelve (12) square feet within a residential zoning district, or twenty (20) square feet within a nonresidential zoning district;
- (2) The sign(s) are not placed so as to impede the visibility of street or traffic control signs to motorists or pedestrians; and
- (3) The sign(s) are not placed unlawfully. The placement of a sign in the public right-of-way in violation of this Chapter or any other provision of the King City Municipal Code is a nuisance, and any sign so placed may be removed and disposed of by the City.
- (4) Non-illuminated campaign yard signs of less than four (4) square feet for residential properties and up to eight (8) square feet on non-residential property pertaining to an election to any public office or ballot measure may be erected and shall be removed within ten (10) days following said election.

(f) Governmental Signs.

Signs installed by the City, county, or a federal or state governmental agency, are allowed without a sign permit including, but not limited to, the following:

- (1) Emergency and warning signs necessary for public safety or civil defense;
- (2) Traffic signs and public wayfinding signs erected and maintained by an authorized public agency (See Figure 6);
- (3) Legal notices, licenses, permits, and other signs required to be displayed by law;
- (4) Signs showing the location of public facilities (e.g., public telephones, restrooms, and underground utilities);
- (5) Any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect the public health, safety, and general welfare;
- (6) Bus stop signs installed by a public transit company;
- (7) City park signs;
- (8) Public sculptures erected by the City; and
- (9) Similar public signs.



Figure 6
Examples of Public Wayfinding Signs and Safety Signs

- (g) **Miscellaneous Exempt Signs.** The following signs are also allowed without a sign permit:
- (1) **Official Flags.** Flags of national, state, or local governments, or nationally recognized religious, fraternal, or public service agencies; provided that:
 - (A) The length of a flag shall not exceed one-fourth the height of the flagpole;
 - (B) The height of the flag pole shall not exceed twenty-five (25') feet within a residential zoning district and thirty (30') feet within a nonresidential zoning district; and
 - (C) No private flagpole shall be located within a public right-of-way or required setback.
 - (2) **Ornamentation and Decoration.** Symbols, pictures, patterns, and illumination approved as architectural ornamentation or decoration by the Commission.

- (3) **Historical Markers.** Historical markers erected and maintained by individuals, corporations, or nonprofit organizations including memorials, building cornerstones and date-constructed stones, provided that none of these exceed four (4) square feet.
- (4) **Service Station Price Signs.** Service station changeable copy price signs less than twelve (12) square feet in area unless larger size is required by California state law.
- (5) **Banners and Feather Signs.** One banner (See Figure 7) and one feather sign (See Figure 8) for special public events, such as street farmer's markets, shall be authorized without a sign permit. The banner and feather sign shall not exceed twenty-five (25) square feet in area. Feather signs may not exceed twelve (12') feet in height from the ground and shall not extend into the City right-of-way or neighbor's property. The Director may approve larger and additional temporary banners, pennants, feather signs upon issuance of a sign permit.



Figure 7
Example of Temporary Banner under 25 square feet

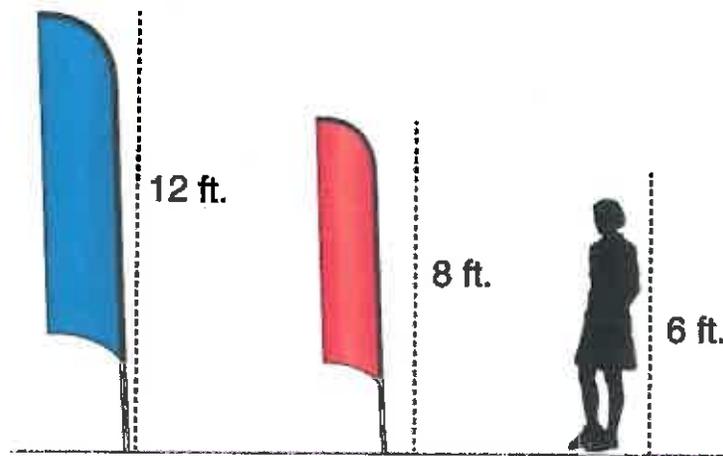


Figure 8

Example of Temporary Feather Signs 12 feet and 8 feet tall

- (6) Signs that are within buildings and are not visible from any point outside of the structure(s)
- (7) Official or legal notice required by a court or government agency (government/civic signs);
- (8) Signs on licensed commercial vehicles, including trailers, that the vehicles/trailers shall not be used as parked/stationary outdoor display signs;
- (9) Holiday Decorations. Holiday decorations that do not contain any commercial message shall be permitted. Such non-commercial signs shall be removed within ten (10) days following the holiday or event;
- (10) Construction and future tenant announcement signs not to exceed one sign per street frontage and a maximum of thirty-two (32) square feet for each sign. Construction and future tenant announcement signs may not be illuminated. The signs shall be removed upon completion of the City's final building inspection. Construction Signs. Construction identification signs may be allowed in all zoning districts with sign permit approval, in compliance with the following standards:
 - (A) Only one sign, located on-site, shall be allowed;
 - (B) The area of the sign shall not exceed thirty-two (32) square feet;
 - (C) Sign height shall not exceed eight (8') feet;
 - (D) The sign shall not be illuminated; and

- (E) Construction signs shall be removed within ten (10) days after completion of construction.
- (11) Menu/Order Board Signs connected with an existing restaurant with valid business license, attached to the building or on a short monument. A maximum of two menu-order board signs shall be permitted for each drive-in or drive-through business (See Figure 9), provided that each sign not exceed a maximum of twenty-four (24) square feet in sign area and that each sign be limited in height to eight (8') feet. Non-drive in or drive-through restaurants may have menu displays (See Figure 10) which shall not exceed eight (8) square feet in total area. The area and number of Menu/Order Board Signs do not count towards the total allowed sign area as described in Table 1;



Figure 9
Example of Menu Board for Fast Food Restaurant



Figure 10
Example of Menu Board for Sit-Down Restaurant

- (12) Special Announcement Signs. Signs, up to a total of four (4) square feet, prohibiting trespassing and/or advertising, as well as neighborhood watch and alarm signs, shall be permitted on private property.
- (13) One A-board (sometimes referred to as "sandwich board" signs) and other portable temporary sidewalk signs smaller than six (6) square feet and not more than four (4') feet in height is authorized without a sign permit (See Figure 11). All A-board signs shall be constructed of sturdy durable materials and well maintained. Any A-board sign shall not be located within the public right-of-way and shall not be a hazard to the public. A-board sign shall only be permitted during business hours and shall only advertise items or services available at the location of the sign.



Figure 11
Example of Sandwich Board Sign (under six (6) square feet)

Section 17.55.070 Prohibited signs.

All signs not expressly authorized by this Chapter shall be prohibited. Prohibited signs include the following:

- (a) **Animated and Moving Signs.** Includes electronic message display signs (except as permitted with a sign permit for public benefit organizations such as schools and hospitals and government organizations under Section 17.55.100(l)), blinking, or flashing signs, or signs that emit a varying intensity of light or color, except time and temperature displays (which are not considered signs) and barber poles;
- (b) **Billboard signs** except as authorized by Section 17.55.100(d) (City billboard signs);
- (c) **Off-site signs** except as authorized by Section 17.55.100(m)(6) (Offsite directional signs);
- (d) **Signs that Emulate Traffic Control Signals.** Because of the City's interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic are prohibited;

- (e) Off-site Directional Signage. A private off-site directional sign in the form or shape of a directional arrow, or otherwise displaying a directional arrow, unless approved by the Commission.
- (f) Signs attached to boats, vehicles, or other moving objects. A sign attached to or suspended from a boat, vehicle, or other movable object that is parked within a public right-of-way, or located on private property so that it is visible from a public right-of-way, unless approved by the Commission. This standard does not include signs painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of a vehicle that covers no portion of a vehicle window;
- (g) Any sign, other than public signs, placed within a public right-of-way, except as provided by Section 17.55.080(d) (Signs placed within the public right-of-way);
- (h) A-board (sometimes referred to as "sandwich board" signs) and other portable temporary sidewalk signs larger than six (6) square feet are prohibited.
- (i) Roof-mounted or building sign that extends above the height of the roof.
- (j) Private signs, including but not limited to permanent signs, temporary signs such as "A-frame signs, feather signs, freestanding signs and other signs, located in the public right-of-way or public property except where an Encroachment Permit has been issued by the City pursuant to Section 17.55.080 (d) below.

Figure 12
[Reserved]

- (k) Balloons, inflatable noodles, drones with advertising or business names and similar inflatable or power-driven attraction devices.



Figure 13
Example of Prohibited Balloon and Inflatable Noodle Signs

Section 17.55.080 General Requirements for Determining Sign Area, Height, Location and Sign Design.

(a) Determining Sign Area.

The measurement of sign area to determine compliance with the sign area limitations of this chapter shall be regulated as follows:

(1) Surface Area.

The surface area of a sign shall be calculated by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. Individual letters applied to or painted directly on the building wall surface are determined by the dimension of the outer edges of the applied letters or numbers. (See Figure 14)

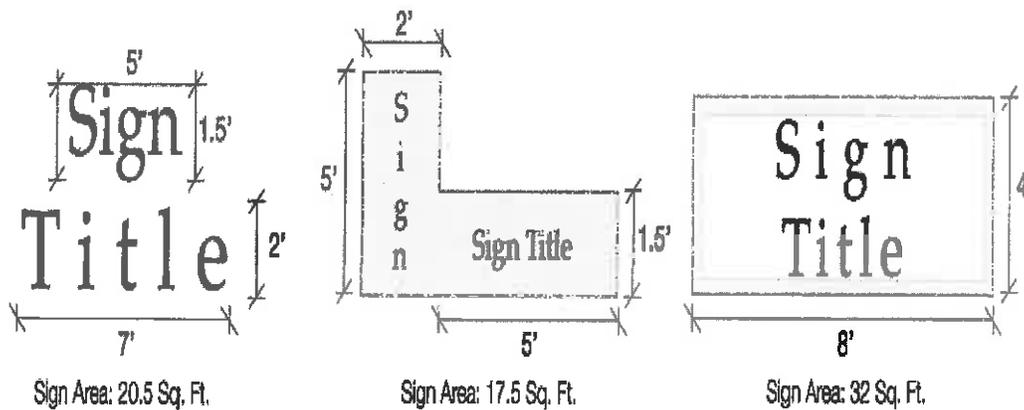


Figure 14
Surface Area Sample Calculation for
channel-letter signs applied to building wall and signs within a box or sign panel.

(2) Sign Structure.

Supporting bracing or framework that is clearly incidental to the display itself shall not be computed as sign area.

(3) Double-Sided Signs.

For double-sided signs which have two separate sign faces 180 degrees in opposite directions (such as monument and projecting signs), the sign shall be computed with the total area of only one side of the sign. Individual signs composed of more than one sign face shall be computed as including only the maximum single display surface that is visible from any ground position at one time.

(4) Three-dimensional Objects.

Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), the sign area shall be measured at their maximum projection upon a vertical plane. (See Figure 15)



Figure 15
Three-dimensional objects as signs

- (5) **Lighted Panels and Tube Lighting.** Permanently installed illuminated panels, visible tubing (such as neon-lighting or light-emitting diode (LED) lighting), and strings of lights outlining all or a portion of a structure shall be deemed "signs" subject to this Chapter and shall be counted as part of the allowed sign area.
 - (6) **Time and/or Temperature Device.** The area of any time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area.
- (b) **Determining Sign Height Measurement, Freestanding Signs.**

The height of a freestanding sign shall be computed as the vertical distance from the ground point of the base of the sign at center of the sign at existing grade, to the top of the highest attached component of the sign (See Figure 16). This calculation is unclear.

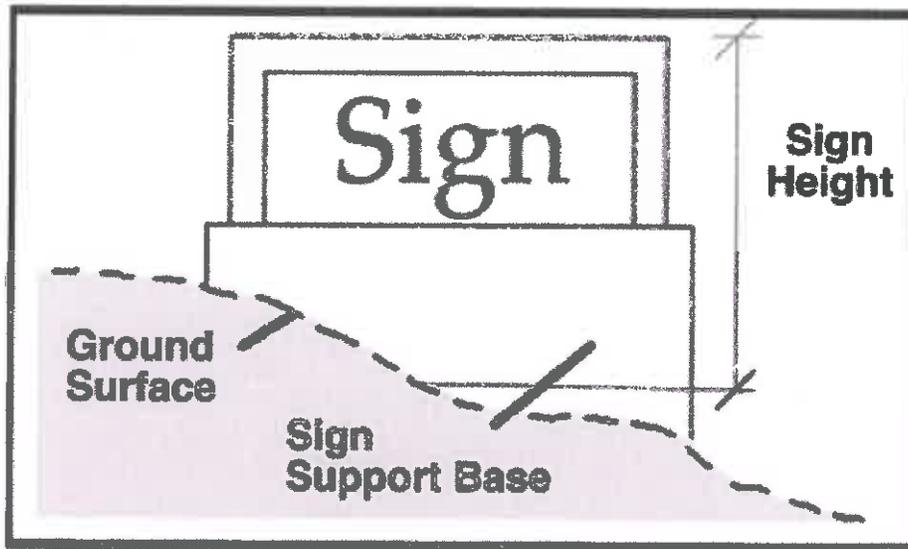


Figure 16
Sign Height Measurement, Free-standing Monument Sign

(c) **Sign Location Requirements.**

Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this Chapter.

- (1) Each sign shall be located on the same site as the subject of the sign as specified in Table 1, except as otherwise allowed by Section 17.55.100 for a specific sign type.
- (2) No sign shall project over public property, or the public right-of-way, except where the City has granted an encroachment permit in addition to a sign permit.
- (3) No sign shall be placed so as to interfere with the operation of a door or window or otherwise cause a hazard to the public.

(d) **Private Signs Placed within the Public Right-of-way.**

- (1) No private sign shall be allowed in the public right-of-way except for the following:
 - (A) Projecting signs that comply with Section 17.55.100(h) (Projecting signs). An encroachment permit shall be required.
 - (B) Temporary local community signs may be approved by the Director or his or her designee without a sign permit for events up to a maximum duration of seven (7) days.
 - (i) **Size.** The sizes shall be no larger than twenty (20) square feet.

- (ii) Location. Signs shall be positioned so they do not obstruct visual line of sight or endanger members of the public.
 - (iii) Affixed to Ground/Structure. Signs shall be safely installed so they do not blow away, fall over, or create a risk to public safety.
- (2) Any sign installed or placed within the public right-of-way other than in compliance with this Chapter shall be forfeited to the public and be subject to confiscation.
- (3) The City shall have the right to recover from the owner, or person placing the sign, the full costs related to the removal and disposal of the sign.
- (4) A sign permit shall not be required for public City signs placed within the public right-of-way.
- (e) Sign Materials, Colors, Construction and Maintenance.

All signs shall be designed, constructed and continuously maintained in compliance with the following standards:

- (1) Compliance with Applicable Provisions.

All signs shall comply with the applicable provisions of the King City Municipal Code, including those code adopted by reference therein, and any other applicable City ordinances, resolutions, or regulations.
- (2) Permanent Materials and Attachment.

Except for banners, flags, temporary signs, and window signs conforming with the requirements of this Chapter, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
- (3) Color.

Colors of sign background face and structural members should be harmonious with one another and relate to the dominant colors of the building structures on the site. Bright letters and/or backgrounds (such as use of bright yellow, bright red and bright orange) are discouraged and shall be minimally used within the Historic Corridor Revitalization Plan area.
- (4) Design and Construction.
 - (A) All permanent signs shall be designed and constructed by persons knowledgeable in design and construction of signs.
 - (B) No sign shall include reflective material.

(C) Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.

(D) The use of individual letters incorporated into the building design is encouraged.

(f) Copy Design Guidelines.

The City does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

(1) Sign copy should relate only to the name and/or nature of the business or commercial center.

(2) Permanent signs that advertise continuous sales, special prices, or include phone numbers, etc., shall be avoided.

(3) Freestanding signs shall contain the street address of the parcel or the range of addresses for a multitenant center.

(g) Sign Lighting.

Sign lighting shall be designed to minimize light and glare on the surrounding rights-of-way and properties.

(1) External and internal lighting in the case of translucent signs, shall ensure that light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign. Internally lit signs are discouraged within the Downtown Historic Area pursuant to the Historic Corridor Revitalization Plan.

(2) Sign illumination shall not blink, flash, flutter, or change light intensity, brightness, or color.

(3) Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.

(4) Neither the direct nor reflected light from primary lighting sources shall create hazards for pedestrians or operators of motor vehicles.

(5) Light sources shall utilize energy efficient bulbs and/or illumination fixtures. Indirect lighting which is primarily for illuminating architectural features or landscaping is not included in sign area.

(h) Maintenance of Signs.

(1) Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times.

- (2) Any repair to a sign shall be of materials and design of equal or better quality as the original sign.
- (3) A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the King City Municipal Code.
- (4) When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed.

Section 17.55.090 Standards for Signs by Type and Development Characteristics

- (a) Maximum sign area, sign height, sign location and other applicable sign standards for permitted signs: Each sign shall comply with the sign type, area, height, and other restrictions provided by this section, in addition to the provisions of Section 17.55.100 (Standards for specific types of signs).

Signs permitted within the City are regulated by sign and corresponding development type, rather than Zoning District, and the standards for their development are described in Table 1 below. A sign permit is required to determine compliance with applicable provisions of this Chapter.

- (b) Sign Standards for sign area, sign height, sign location and illumination: The following general rules/standards apply to permanent signs regulated in this Chapter:
 - (1) Building signs are those signs that are permanently attached to a building (e.g., wall signs, blade/bracket signs, etc. (See Figure 19.D));
 - (2) Freestanding signs are those that have their own unique foundation or are otherwise not attached to a building (e.g., monument sign (See Figure 23))
 - (3) The total allowed sign area may be distributed among the maximum number of signs permitted for each sign type. (See Figure 17)



Figure 17
Example of Multiple Signs for One Business

- (4) Illumination Standards refer to whether or not the sign may be illuminated and how. Signs that may be illuminated may be done so by “Indirect or background” (indirect light source, low-wattage spotlight without glare to the adjoining property, or internal light source with opaque, non-transparent background) or by any method, that produces “No glare onto (neighboring) residential property.”
- (5) Allowable sign area is either a set square footage per business or is based on a ratio of sign area to primary building frontage (See Figure 18). It is calculated as described in Table 1. Where a ratio is described, it applies up to the listed maximum sign area.

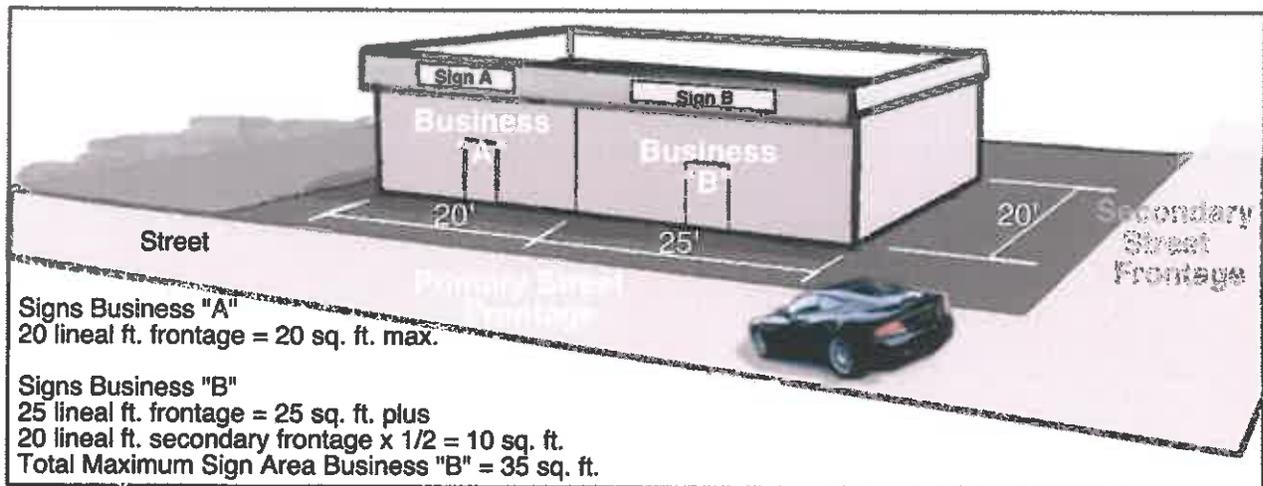


Figure 18
Determining Maximum Allowable Sign Area (except within Downtown)

- (6) Building Frontage is used to determine allowable sign area and is that area of the building that faces onto a public right-of-way, an internal circulation aisle, or a parking lot. In no case shall signs face directly onto residential property. Where the maximum allowed sign area is based upon the measurement of a building's primary frontage, the primary frontage shall be the building frontage facing the street. In cases where a building has more than one street frontage, the longest of the street frontages shall be considered the primary building frontage. In cases where a business has no building frontage facing a street, the building frontage with the primary business entrance shall be considered the primary building frontage. For buildings facing two streets, the secondary street frontage is used to determine additional allowable total sign area permitted. (See Figure 18.)

In the case of a single multi-tenant building that has one primary frontage, the allowable sign area for which may be distributed at the discretion of the owner; however, in no event shall the combined sign area for all tenants exceed the allowable sign area for the building (See Figure 19).

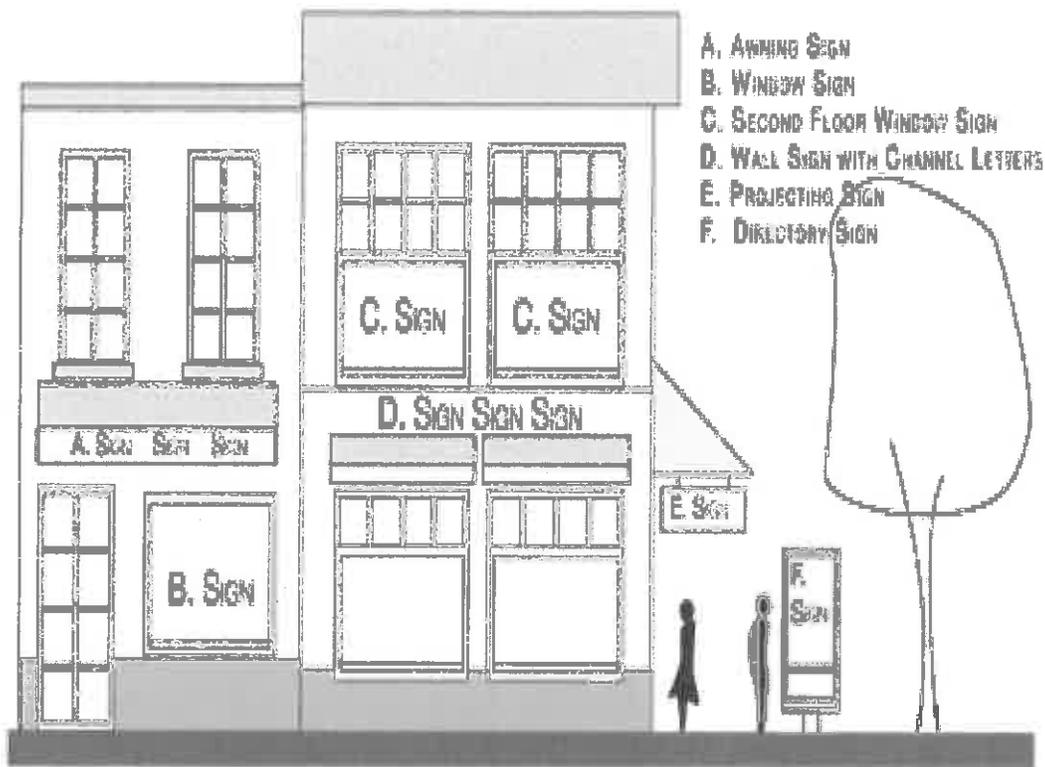


Figure 19
Examples of Sign Types

Table 1
Signs Permitted by Type and Development Characteristics

Sign Type	Maximum Number of Separate Signs	Maximum Total Sign Area ¹	Maximum Height	Minimum Setback from R-O-W ²	Illumination ³ & Other ^{4&5} Standards
SINGLE-FAMILY RESIDENTIAL USES					
1. Address only sign	1	two (2) sq. ft.			Indirect illumination only
MULTIFAMILY & SUBDIVISIONS including Apartment Complexes, Subdivisions & PUD					
1. Entry Monument Sign	1	twelve (12) sq. ft.	eight (8) ft.	ten (10) ft.	Indirect illumination

Sign Type	Maximum Number of Separate Signs	Maximum Total Sign Area ¹	Maximum Height	Minimum Setback from R-O-W ²	Illumination ³ & Other ^{4&5} Standards
OR on-building sign					only
COMMERCIAL, OFFICES & INDUSTRIAL USES within commercial, industrial zones and PD zones with approved CUPs for commercial & industrial uses (except Downtown)					
1. Building Signs (per business). Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	3	Total 1 sq. ft. per lineal ft. of Building Frontage, plus 0.5 sq. ft. per lineal ft. of secondary	Below top of Roofline	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Interior (box) lighting or Indirect lighting
2. Monument Signs	1	building frontage. Minimum 20 sq. ft.	eight (8) ft.	ten (10) ft.	Interior (box) lighting or Indirect lighting
3. Second floor business Sign, wall mounted. Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	1	twelve (12) sq. ft.	At least one foot below the top of a parapet or top of the roof.	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Interior (box) lighting or Indirect lighting
4. Pole Signs (only permitted within five-hundred 500 ft. of US 101 freeway R-O-W)	Maximum of 1 per property	one hundred (100) sq. ft.	sixty (60) ft.	twenty (20) ft.	Interior (box) lighting or Indirect lighting

Sign Type	Maximum Number of Separate Signs	Maximum Total Sign Area¹	Maximum Height	Minimum Setback from R-O-W²	Illumination³ & Other^{4&5} Standards
DOWNTOWN HISTORIC AREA SIGNS (FSC, VC & SB Districts)⁶					
1. Building Signs (per business). Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	3	Total 1 sq. ft. per each 2-lineal ft. of Building Frontage, plus 0.5 sq. ft. per lineal ft. of secondary	Below top of Roofline	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Indirect lighting
2. Monument Signs	1	building frontage. Minimum 20 sq. ft.	six (6) ft.	ten (10) ft.	Indirect lighting
3. Second floor business Sign, wall mounted. Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	1	twelve (12) sq. ft.	At least one foot below the top of a parapet or top of the roof.	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to 3 feet from building face	Indirect lighting
RELIGIOUS INSTITUTIONS					
1. Signs and/or religious symbols	3	Total 1 sq. ft. per each 2-lineal ft. of Building Frontage,		ten (10) ft.	Indirect lighting

Sign Type	Maximum Number of Separate Signs	Maximum Total Sign Area ¹	Maximum Height	Minimum Setback from R-O-W ²	Illumination ³ & Other ^{4&5} Standards
2. Monument Signs	1	Minimum 20 sq. ft.	six (6) ft.	ten (10) ft.	Indirect lighting
COMMERCIAL & OFFICE USES IN RESIDENTIAL ZONES (only where said uses are permitted)					
1. Building Signs (per business). Signs include projecting signs, parapet mounted, suspended signs, wall signs & permanent window signs (such as decals)	2	Total 1 sq. ft. per each 2-lineal ft. of Building Frontage, Minimum 20 sq. ft.	Below top of Roofline	May extend to edge of Building Fascia or Eave. Projecting signs may extend up to three (3) feet from building face	Indirect lighting
2. Monument Signs	1		six (6) ft.	ten (10) ft.	Indirect lighting

1. Sign area of double-sided signs shall be determined by the area of only one face of the sign
2. R-O-W means Right-of-Way, the public easement for public roads, public walkways and public alleys
3. Sign Lighting shall not glare into adjoining properties or street right-of-way ((ROW).
4. Street address numbers are required for all buildings, minimum 6-inch-tall numbers visible from the street to identify the location for emergency personnel and utility companies.
5. No sign shall rotate, flash, vibrate or otherwise move.
6. Historic Corridor signs shall be of muted colors that coordinate with the colors of the building. Bright colors such as red, yellows and oranges shall be limited to ten (10%) percent or less of the total sign graphics. Historic area is defined in Section 18.55-090(c). Signs in the Historic Downtown Corridor shall comply with the findings contained in the Sign Guidelines of the Historic Corridor Revitalization Plan. Internally lit cabinet signs are strongly discouraged and indirect lighting is recommended as the primary means of night lighting signs within the Historic Downtown.

- (c) **Historic Downtown Area.** Each sign in the historic downtown area shall comply with the requirements in Table 1. For purposes of this section, the historic downtown area is defined in the Historic Corridor Revitalization Plan (HCRP) and includes the First Street Corridor (FSC), Village Core (VC) and Village Business (VB) Districts within the HCRP.
 - (1) **Purpose.** The purpose of establishing sign standards for the historic downtown area is to preserve and protect the historic integrity and cultural resources of the downtown area.
 - (2) **Required Findings.** The Director or his or her designee must find that the sign is compatible with the character of the building and the historic downtown area.

Section 17.55.100 Standards for Specific Sign Types.

Proposed signs shall comply with the following standards applicable to the specific sign type. Each sign type listed in this section shall be included in the calculation of the total sign area allowed on a parcel by Section 17.55.090 (Table 1) unless this section explicitly provides otherwise. Each sign shall also comply with the requirements of Section 17.55.080 (General requirements for determining sign area, height, location and sign design.), and all other applicable provisions of this chapter.

- (a) **Awning Signs.** The following standards apply to awning signs (Figure 20) in all districts where allowed by Section 17.55.090 (Table 1).
 - (1) Signs on awnings are limited to ground level or second story occupancies only.
 - (2) Awnings shall be indirectly illuminated. Translucent awning materials are prohibited.



Figure 20
Example of Awning Signs
with indirect lighting

- (b) Cabinet Signs. Cabinet signs can be either externally or internally illuminated. signs can be incorporated into monument signs, walls signs, projecting signs and pole signs (See Figure 21).



Figure 21
Example of Cabinet Sign

- (c) Channel Letter Signs. Signs in which the letters of the sign are either painted on or constructed individually on the building wall or roof surface. (See Figure 22)

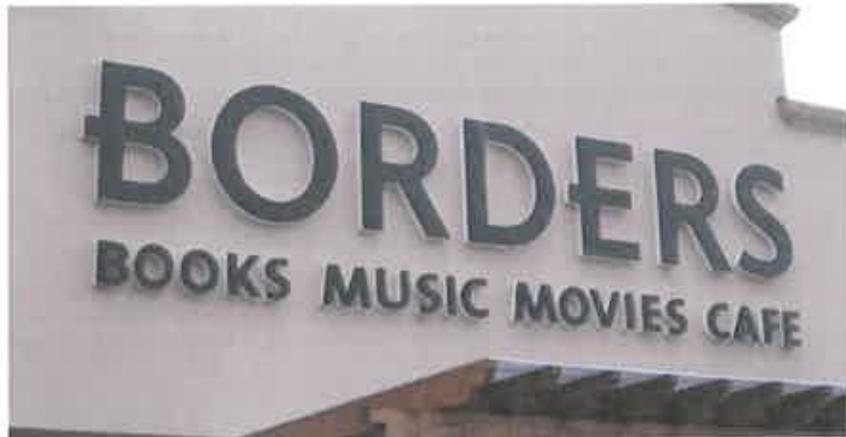


Figure 22
Example of Channel Letter Sign

- (d) **City Billboard Signs.** The Commission may allow a city-owned or public benefit nonprofit organization owned and maintained billboard in the PD and H-S zoning districts along State Highway 101. Billboards advertising businesses and products are prohibited.
- (e) **Monument Signs.** Monument signs are low-profile freestanding signs not attached to a building. The following standards apply to monument signs in all districts where allowed by Table 1.
 - (1) Monument signs shall not exceed eight (8') feet in height in commercial and industrial zones and shall be separated from other monument signs by a minimum of fifty (50') feet to ensure adequate visibility for all signs. (See Figure 23) The review authority may waive this requirement where the locations of existing signs on adjacent properties would make the fifty-foot separation impractical, or there is no other alternative. Monument signs in the Downtown Historic Corridor shall not exceed six (6') feet in height.
 - (2) A monument sign shall be setback from the right-of-way for traffic, pedestrian and bicyclist safety and shall not project over public property, vehicular easements, or rights-of-way, and shall not obstruct a traffic safety sight area, as determined by the City Engineer.
 - (3) To assist emergency response personnel in locating the site, monument signs shall contain an illuminated street address plate. Address numbers shall be a minimum of six (6") inches in height.



Figure 23
Example of Monument Sign
With Address Numbers

- (f) **Freeway-oriented Pole Signs.** A freeway-oriented pole sign may be approved in compliance with the following requirements. (Figure 24 shows a business with one pole sign and several building signs.)
- (1) **Permit Requirement.** Freestanding pole sign permit approval is required for a freeway-oriented sign.
 - (2) **Where Allowed.** The Commission may, after conducting a duly noticed public hearing, allow a freeway-oriented pole sign permit:
 - (A) Within a commercial or planned development zoning district on a parcel with a property line within five-hundred (500') feet of the State Highway 101 freeway right-of-way. New pole signs are not permitted in other areas of the City.
 - (3) **Design.** The city shall limit the number, height and visual impact of freeway-oriented signs when considering a freestanding pole sign permit. Pole signs shall be discouraged if adequate signage can be provided on the sides of buildings and in the form of monument signs. Pole signs shall not exceed 100 square feet in sign area.
 - (4) **Height.** The height of any Commission approved freeway oriented signs shall not exceed sixty (60') feet and shall be limited to the

lowest practical elevation when considering the line of sight from nearby highways. However, the Commission may require minimum clearances beneath a freeway-oriented sign if necessary to protect the public health and safety.

- (5) Required Findings. In addition to the findings required in Section 17,.55.040(d), the approval of a freestanding pole sign permit for a freeway-oriented sign shall require that the Commission find that the use or site cannot be adequately identified by other signs allowed within the that site.

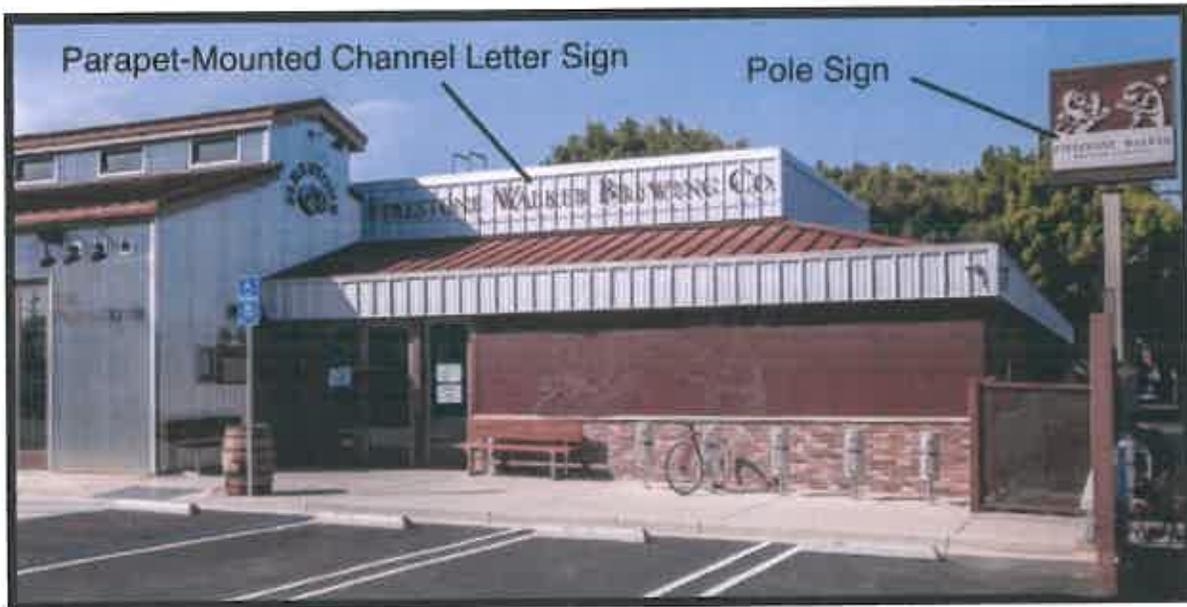


Figure 24
Example of Combination of Pole Sign and Building Signs
(Pole Signs Only Permitted on Properties within 500 feet of Freeway Highway 101 Main Corridor)

- (g) Information Kiosks. A kiosk is a small monument or structure with a cover located next to a sidewalk or walkway (See Figure 25). Public Information Kiosks are encouraged for the permanent and/or temporary display of information including community and civic activities, and advertising for local commercial establishments may be allowed. Approval of the size, location, and maintenance requirements for such kiosks shall be established by the Commission through the application for a kiosk sign permit. A kiosk shall not apply to the maximum allowable sign area provided that there is no information on the kiosk identifying the name of the business(s) or products sold at the site legible from the street or parking lot. Kiosks may include maps and directions or other information as deemed appropriate by the Commission.



Figure 25
Example of Information Kiosk

- (h) Murals. Murals placed on the wall of a structure or noise barrier are encouraged (See Figure 26). Murals, through a sign permit, are subject to Director approval if smaller than twenty (20) square feet in area and Commission approval for murals larger than twenty (20) square feet, and as follows:
- (1) Requirements.
 - (A) A mural without advertising visible from a public right-of-way may be approved in addition to (not counted as part of) the sign area allowed by Table 1.
 - (B) Any mural with text identifying the business or products of the business shall be included in the calculation of total sign area and shall comply with the sign area limitations applicable to the site;



**Figure 26
Example Mural**

- (i) **Projecting Signs.** The following standards apply to projecting signs in all zoning districts where allowed by Table 1. (See Figure 27)
- (1) With the exception of a theater marquee, the maximum projection of a sign from a structure wall over a public right-of-way shall not exceed thirty-six (36") inches over a sidewalk. Larger projections from the structure wall over private property may be approved by the review authority. Any projection over a public right-of way shall require an encroachment permit.
 - (2) The top of a projecting sign shall exceed the lesser of: fourteen (14') feet, eave height, one foot below top of parapet, or sill of a second-floor window. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet on a flat roof.
 - (3) A projecting sign shall maintain a minimum clearance of eight (8') feet from the bottom of the sign to the finished grade below.
 - (4) Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged.
 - (5) Sign supports shall be well-designed and compatible with the design of the sign.



Figure 27
Example Projecting Sign

- (j) **Wall Signs.** Wall signs include enclosed sign boxes, routed signs (in which letters are routed out of a wood background which is attached to a wall surface), channel letters applied to a wall surface, painted letters on a wall surface and similar signs attached to a wall of the building. The following standards apply to wall signs in all zoning districts where allowed by Table 1, Section 17.55.090. (See Figure 28)
- (1) **Sign Location.** A wall sign may be located on any primary or secondary structure frontage.
 - (2) **Projection from Wall Surface.** A wall sign shall not project more than twelve (12") inches from the surface to which it is attached.

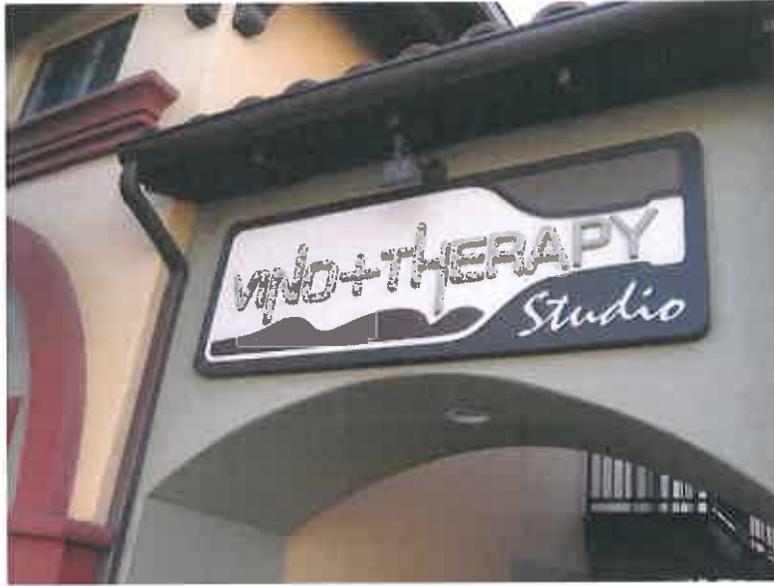


Figure 28
Example Wall Sign

- (k) **Window Signs.** The following standards apply to permanent window signs where allowed by Section 17.55.090 (Table 1) (See Figure 29).
- (1) **Sign Location.** Window signs shall be allowed on the ground level and second story windows.
 - (2) **Maximum Sign Area.** Permanent window signs shall not occupy more than twenty-five (25%) percent of the total window area. The maximum area of window permanent signs and other signs (such as wall signs, monument signs, projecting signs and other similar signs) identifying the business shall not exceed the standards for total sign area as defined in Table 1.
 - (3) **Sign Materials.** Window signs shall consist of individual letters, logos, or symbols applied to, stenciled on, or etched into the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass.



Figure 29
Example of Permanent Business Window Signs

- (l) **Electronic Message Boards:** The Director may grant a sign permit for electronic message boards at a private school or hospital or other similar public benefit organization for the purpose of providing public service messages unrelated to commercial products and services (See Figure 30). Said electronic message board, if constructed as a separate monument detached from the building, shall not exceed eight (8) feet in height and shall not exceed 20 square feet in area. The Commission shall review any proposed message board exceeding eight (8) feet in height or exceeding twenty (20) square feet in area.



Figure 30
Example of Electronic Message Board

- (m) **Subdivision Signs:** In the case of sale of subdivisions, on-site subdivision identification signs may be allowed by the Director with sign permit approval, in compliance with the following standards:
- (1) A maximum of two on-site signs (See Figure 31) may be located within the project boundaries; provided, no more than one sign for each street frontage is allowed, and multiple signs shall be separated by a minimum of seventy-five (75') feet.
 - (2) The area of each sign shall not exceed twenty-four (24) square feet;
 - (3) Sign height shall not exceed ten (10') feet;
 - (4) The signs shall not be illuminated; and
 - (5) The signs may be displayed only during the two years following date of recordation of the final map, or until all of the units have been sold, whichever occurs first.
 - (6) **Off-site Directional Signs.** Off-site real estate (advertising the sale of a property) directional signs greater than six (6) square feet in area, subject to a sign permit issued by the Director, may be located on private property with the property owner's consent, provided that they do not obstruct or impede pedestrian or vehicular traffic, and are not secured to prevent removal. No real estate sign shall be permitted within the public right-of-way.



Figure 31
Example Subdivision Sales Sign

Section 17.55.110 Nonconforming Signs.

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this chapter. These sign regulations, Chapter 17.55, are deemed not more restrictive than the previous sign regulations in force at the time of the adoption of these sign regulations. Pursuant to the Business and Professions Code Section 5491.1, any city or county adopting or amending any ordinance or regulation that regulates or prohibits the use of any on-premises advertising display that is more restrictive than existing law, shall include provisions in that ordinance or regulation for the identification and inventorying of all displays within its territorial limits that are determined to be illegal or abandoned pursuant to the law that is in effect prior to the adoption of, or amendment to, the ordinance or regulation.

- (a) **General Requirements.** A nonconforming sign shall not be:
- (1) Changed to another nonconforming sign;
 - (2) Structurally altered to extend its useful life;
 - (3) Enlarged;
 - (4) Re-established after a business is discontinued for ninety (90) days;
 - (5) Re-established after damage or destruction to fifty (50%) percent or more of the value of the sign, or its components, as determined by the Chief Building Official: or

- (6) Any nonconforming sign shall lose its legal nonconforming status immediately following the expiration of the ninety (90) day period that the business was discontinued and shall be removed and replaced with a conforming sign, requiring a new sign permit approval.

(b) Amortization.

Signs that lawfully existed and were maintained and became nonconforming after adoption of this Chapter in January of 2009, shall be removed or made to conform based on the following schedule:

If the Original Value of the Sign is	Amortization Period (in years)
Less than \$499	2
\$500 to \$1,499	3
\$1,500 to \$2,999	5
More than \$3,000	7

- (1) The time periods shall commence on the effective date of the ordinance codified in this Chapter in January of 2009;
- (2) If more than one sign on a premises is or becomes nonconforming, the cost of all such nonconforming signs shall be aggregated for the purpose of determining the amortization period;
- (3) The owner or user of a nonconforming sign shall, upon written request of the Department, furnish acceptable proof of the initial cost in the form of:
 - (A) An original bill of sale,
 - (B) A description schedule from state or federal income tax returns, or
 - (C) A written appraisal by a sign manufacturer.
- (4) The owner or user of a nonconforming sign shall appeal, in writing, for a longer amortization period to the Commission within fifteen (15) calendar days of the date of actual service of the Director's notice; if served by mail, shall be deemed served three (3) calendar days after the postmarked date on the envelop. The written appeal shall be served upon the City Clerk. The Commission shall provide the appellant with notice of its decision relating to the appeal. The owner or user of a nonconforming sign shall file an appeal with the City Clerk within fifteen (15) calendar days of the date of actual service. If the Commission's decision is served by mail, the date of actual service shall be three (3) calendar days after the postmarked date

on the envelop. The City Council may consider the appeal de novo. The City Council may reverse, affirm wholly or partly, or modify the decision of the Commission. The decision of the City Council on any such appeal shall be final on adoption of an order containing its determination. If the City Council fails to act within seven (7) calendar days following the hearing of the appeal, the action of the Commission shall be deemed final, unless this time period is extended by mutual consent of the appellant and the City Council.

Section 17.55.120 Public Nuisance, Abatement and Violation.

- (a) **Public Nuisance.** Any sign erected or maintained in violation of the requirements of this Chapter constitutes a public nuisance subject to the enforcement, abatement and cost recovery provisions set forth within Chapter 7.51 of Title 7 of the King City Municipal Code.
- (b) **Criminal Enforcement.** Any sign erected or maintained in violation of the requirements of this Chapter constitutes a misdemeanor as set forth within Chapter 1.04 of Title 1 of the King City Municipal Code.
- (c) A sign maintained in any of the following conditions shall constitute a public nuisance:
 - (1) The sign is significantly damaged either in support structure or sign face, as determined by the Chief Building Official;
 - (2) The sign is illegible either through erosion, fading, or rusting of the sign face or through faulty or missing illumination; or
 - (3) The sign is unsafe for pedestrians or vehicles.
- (c) **Removal of Abandoned Sign.** A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign, the Director shall give the owner thirty (30) days' written notice to remove it. Upon failure to comply with the notice, the property owner and/or lessee shall be subject to the enforcement, abatement and cost recovery provisions set forth within Chapter 7.51 of Title 7 of the King City Municipal Code.
- (d) **Additional Violations.**
 - (1) Any of the following shall be deemed a violation of this Chapter and shall be subject to all penalties and procedures set forth within Chapter 7.51 of Title 7 of the King City Municipal Code.
 - (A) To create, erect, install, or maintain any sign in a way that is inconsistent with any plan or permit governing the sign or the parcel on which the sign is located;

- (B) To fail to remove any sign that is created, erected, installed, or maintained in violation of this chapter or for which the sign permit has lapsed.
- (2) Each sign created, erected, installed, or maintained in violation of this Chapter shall be considered a separate violation subject to the enforcement, abatement and cost recovery provisions set forth within Chapter 7.51 of Title 7 of the King City Municipal Code.
- (3) Each and every day of a continued violation shall be considered a separate violation subject to the enforcement, abatement and cost recovery provisions set forth within Chapter 7.51 of Title 7 of the King City Municipal Code,

Section 17.55.130 Appeal.

Applicants denied a sign permit by the decision of the Director may appeal to the Commission in writing within fifteen (15) calendar days of receipt of the Director's decision. Appeal from any action of the Commission must be made in writing by an aggrieved party within fifteen (15) calendar days from the date of receipt of notice of action of the Commission, as per Municipal Code Section 2.12.050 (Commission—Decision appeal procedure). The City Council is the appeal board with respect to any action(s), as specified in Section 2.12.040 of the King City Municipal Code, taken by the Commission.

Section 17.55.140 Judicial review.

Any permit issued or denied in compliance with this Chapter shall be subject to judicial review to the extent provided by Code of Civil Procedure section 1094.8 et seq.

SECTION 4: EFFECTIVE DATE.

This Ordinance shall take effect and be in full force and effect from and after thirty (30) calendar days after its final passage and adoption. Within fifteen (15) calendar days after its adoption, the Ordinance, or a summary of the Ordinance, shall be published once in a newspaper of general circulation.

I HEREBY CERTIFY that the foregoing Ordinance was introduced by the City Council after waiving reading, except by Title, at a regular meeting thereof held on the 26th day of September, 2017, and adopted the Ordinance after the second reading at a regular meeting held on the 10th day of October, 2017, by the following roll call vote:

AYES: _____

NOES: _____

ABSTAIN: _____

ABSENT: _____

ATTEST

STEVEN ADAMS, City Clerk

CITY OF KING

By: _____
MIKE LEBARRE, Mayor

APPROVED AS TO FORM:

By: _____
SHANNON L. CHAFFIN, Interim City Attorney
Aleshire & Wynder, LLP

I, _____, City Clerk of the City of King, California, DO
HEREBY CERTIFY that the foregoing is a true and accurate copy of the Ordinance
passed and adopted by the City Council of the City of King on the date and by the vote
indicated herein.

RESOLUTION NO. 2017-190

**RESOLUTION OF THE CITY OF KING PLANNING COMMISSION RECOMMENDING
THE CITY OF KING CITY COUNCIL AMEND SECTION 17.55 OF CHAPTER 17 OF
THE KING CITY MUNICIPAL CODE REGULATING SIGNAGE WITHIN THE CITY
LIMITS**

WHEREAS, the City of King is a charter city organized pursuant to Article XI of the California Constitution; and

WHEREAS, pursuant to the authority granted the City by Article XI, Section 7 of the California Constitution, the City has the police power to adopt regulations designed to promote the public convenience or the general prosperity, as well as regulations designed to promote the public health, the public morals or public safety; and

WHEREAS, comprehensive zoning regulations and regulations upon the use of land and property lie within the City's police power; and

WHEREAS, sign regulations are part of the City's comprehensive zoning regulations; and

WHEREAS, on October 11, 2016, the City Council ("Council") authorized staff to amend the sign ordinance based on a recommendation by the Planning Commission ("Commission"); and

WHEREAS, the public was involved in the sign ordinance change process, including participating in a survey to gain input on needed changes; and

WHEREAS, the Commission held a Public Workshop on June 20, 2017 to hear and receive testimony regarding the draft sign regulations; and

WHEREAS, on September 5, 2017, the Commission conducted a public hearing to consider revisions to the sign regulations, and after receiving public testimony, adopted Resolution No. 2017-190, recommending the Council adopted an amended sign ordinance; and

WHEREAS, on September 5, 2017, and in accordance with the requirements of the California Environmental Quality Act ("CEQA"), the Planning Commission determined that as compared to the existing regulatory environment, the proposed sign regulations do not have potential to negatively impact views or appearances of the City and there was no possibility of having a significant impact on the environment and recommended the filing of an exemption pursuant to Title 14, Chapter 3, Guidelines for Implementation of CEQA, Section 15061 (b)(3); and

**PLANNING COMMISSION PUBLIC HEARING
PROPOSED SIGN ORDINANCE
SEPTEMBER 5, 2017
PAGE 2 OF 2**

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Planning Commission of the City of King

1. The Planning Commission finds that the Ordinance adopting new sign regulations is exempt from the California Environmental Quality Act ("CEQA") because it can be seen with certainty that there is no possibility that it will have a significant effect on the environment. (CEQA Guidelines § 15061(b)(3).) As compared to the existing regulatory environment, the proposed sign regulations do not have the potential to negatively impact views or appearance of the City. The new Sign Ordinance does not substantially change the sizes, colors, shapes or heights of future signs nor does it substantially change appearance of businesses nor does it negatively impact the views from US 101 or from major streets within the City. Based upon Title 14. California Code of Regulations, Chapter 3. Guidelines for Implementation of the California Environmental Quality Act, section 15061(b)(3) a project is exempt from CEQA "where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA." The proposed sign regulations do not have the potential to negatively impact views or appearance of the City. (CEQA Guidelines §§ 15307 and 15308.)
2. The Planning Commission recommends the City Council adopt Ordinance 2017-747 amending Section 17.55 of Chapter 17 of the King City Municipal Code, as presented in Exhibit 2.

This resolution was passed and adopted this 5th day of September, 2017, by the following vote:

AYES: Nuck, Mendez, Barbree, Lee, Raschella

NAYS:

ABSENT:

ABSTAIN:



DAVID NUCK, CHAIRPERSON

ATTEST:



Erica Sonne, Deputy City Clerk

King City Municipal Code

[Up](#)[Previous](#)[Next](#)[Main](#)[Collapse](#)[Search](#)[Print](#)[No Frames](#)[Title 17 ZONING](#)**Chapter 17.55 SIGNS****Note**

* Prior ordinance history: Ords. 660, 631, 621, 593, 562, 555, 545, 542 and 532.

17.55.010 Purpose.

The regulations established by this chapter are intended to appropriately limit the placement, type, size, and number of signs allowed within the city, and to require the proper maintenance of signs. The purposes of these limitations and requirements are to:

- (a) Avoid traffic safety hazards to motorists, bicyclists, and pedestrians caused by visual distractions and obstructions;
- (b) Promote the aesthetic and environmental values of the community by providing for signs that do not impair the attractiveness of the city as a place to live, work, and shop;
- (c) Provide for signs as an effective channel of communication, while ensuring that signs are aesthetically proportioned to adjacent structures and the structures to which they are attached; and
- (d) Safeguard and protect the public health, safety, and general welfare. (Ord. 679 § 1, 2009)

17.55.020 Applicability.

The requirements in this chapter shall apply to all signs within the city. This chapter, however, does not regulate the message or content of signs.

In the event of any conflict between this chapter and any law, rule, or regulation of the state of California, that requirement that establishes the higher standard of safety shall govern. Failure to comply with such standard or safety shall be a violation of this chapter.

If any provision or provisions of this chapter becomes illegal, invalid, or unenforceable, the legality, validity, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby. (Ord. 679 § 1, 2009)

17.55.030 Sign permit requirements and procedures.**(a) General Requirements.**

(1) **Approval Required.** No sign shall be constructed, installed, or modified, unless a sign permit and, where applicable, master sign program approval is obtained in compliance with all the regulations within this chapter. Except for signs allowed without sign permit by Section 17.55.050 (Exemptions from sign permit requirements).

(2) **Building Permit Required.** The chief building official shall examine sign permit applications. When, in his or her determination, a separate building or electrical permit is required, the applicant shall be notified and the sign permit shall not be issued until such other permits are obtained from the community development department (“department”).

(3) Compliance with Permit and Master Sign Program. After approval, the sign(s) must comply with the sign permit and master sign program (Section 17.55.040), if applicable.

(b) Review Authority.

(1) Community Development Director. The community development director (“director”) shall review sign permit applications and approve only those that comply with the findings required in subsection (d) of this section (Findings for approval). The director may also refer a sign permit application to the planning commission for review and decision, either for the individual sign permit, or as part of a development project that is otherwise subject to a conditional use permit (“CUP”) or architectural review (“AR”).

(2) Planning Commission.

(A) The planning commission shall review all master sign programs (Section 17.55.040), and shall approve only those that comply with the findings required in subsection (d) of this section (Findings for approval).

(B) In limited circumstances, the planning commission may approve a sign permit application that does not meet finding (d)(1) of this section.

(3) Conditions of Approval. The review authority may require conditions of approval that are deemed reasonable and necessary to achieve the purpose, intent, and objectives of this chapter.

(c) Sign Permit Procedures.

(1) Application Requirements. An application for a sign permit and master sign program (Section 17.55.040) shall be prepared, filed, and processed.

(2) Application Contents. Each application shall include all of the following:

(A) Plans for the sign, drawn to scale, showing the proposed location of the sign in relation to other signs on the site and adjacent properties, structures, and uses;

(B) A complete color scheme and drawing of the sign;

(C) Sufficient other details of the proposed sign to show that it complies with the provisions of this chapter;

(D) Written permission from the property owner for the placement of the proposed signs on the site;

(E) Computation of the total sign area, the area of each individual sign, the height of each sign, and the total number of existing and proposed signs on the parcel;

(F) An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not;

(G) If a sign permit application is filed for a site with existing signs, the application shall detail how the applicant will correct all nonconforming signs on the site as part of the installation of the proposed signs; and

(H) Other information as required by the department.

(d) Findings for Approval. The approval of a sign permit or master sign program shall require that the review authority make the following findings, as applicable:

(1) The proposed sign(s) do not exceed the standards of Sections 17.55.080 (Zoning district sign standards) and 17.55.090 (Standards for specific types of signs), and are of the minimum size and height necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;

(2) That the placement of the sign on the site is appropriate for the height and area of a freestanding or projecting sign;

(3) That a flush or projecting sign relates to the architectural design of the structure;

- (4) That signs do not unreasonably impair the visibility of existing signs on adjacent properties;
- (5) The placement and size of the sign(s) will not impair pedestrian or vehicular safety;
- (6) The design, height, location, and size of the sign(s) are visually complementary and compatible with the scale and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street;
- (7) The proposed sign(s) are in substantial conformance with the design criteria in Section 17.55.070(f) (Design criteria for signs); and
- (8) The proposed sign(s) are of a color, height, letter type, location, material, shape, size, and style that is appropriate for the use of the premises, enhancing to the premises, and harmonious with the surrounding neighborhood.

(e) Expiration and Extension of Sign Permits.

(1) Approval of a sign permit or master sign program permit shall expire twelve months from the date of approval unless the sign has been installed or a different expiration date is stipulated at the time of approval. Before the expiration of a sign permit or master sign program permit, the applicant may apply to the department for an extension of an additional twelve months from the original date of expiration. Only one extension may be granted. In response to an extension request, the director may make minor modifications or deny further extensions.

(2) The expiration date of the sign permit or master sign program permit shall be automatically extended to concur with the expiration date of the companion building permit or other applicable permits. (Ord. 679 § 1, 2009)

17.55.040 Master sign program requirements.

(a) When Required. A master sign program shall be:

- (1) Required for new nonresidential projects with three or more tenants;
- (2) Required for existing nonresidential project with three or more tenants that complete either:
 - (A) A major renovation, for the purposes of this chapter, major renovation means adding more than fifty percent to the gross floor area of the structure(s) or exterior work on more than fifty percent of the length of any façade, or
 - (B) The modification of fifty percent or more of the existing signs on the site within a twelve-month period;
- (3) Submitted with other planning permits required by the city for development of the parcel on which the sign is proposed to be located and shall be processed simultaneously with the other planning permit(s).

(b) Contents. A master sign program shall include all the information and materials required by Section 17.55.030.(c)(2) (Application contents), and shall provide standards for the uniform style, construction, height, size, and placement of the signs.

(c) Review Authority. The planning commission shall review all master sign programs and shall approve only those that comply with the findings required in Section 17.55.030(d) (Findings for approval).

(d) Revisions. The director may approve revisions to an approved master sign program. (Ord. 679 § 1, 2009)

17.55.050 Exemptions from sign permit requirements.

The following signs are allowed without sign permit or master sign program approval, provided that they comply with Section 17.55.070 (General requirements for all signs), and any required building permit is obtained.

(a) Nonstructural Modifications and Maintenance.

(1) Modifications to sign copy on conforming signs or changes to the face or copy of conforming changeable copy signs;

(2) Nonstructural modifications of the face or copy of an existing conforming sign installed in compliance with a master sign program; provided, the modifications are consistent with the approved master sign program;

(3) The normal maintenance of conforming signs, except as identified in Section 17.55.100(b) (Nonconforming signs).

(b) Identification Signs. Street identification and house identification signs not exceeding one square foot.

(c) Temporary Signs. The following temporary signs are allowed without a sign permit.

(1) Real Estate Signs. Real estate signs are allowed without a sign permit in compliance with California Civil Code Section 713, and subject to the following requirements:

(A) A site within a commercial, industrial, or other nonresidential zoning district shall be allowed one real estate sign of no more than ten square feet, with a maximum height for freestanding signs of six feet, adjacent to each parcel frontage.

(B) Residential Zoning Districts.

(i) On-site Signs. One residential real estate sign not more than ten square feet in area, advertising the sale or lease of a parcel or structure, may be located on the property it advertises.

(ii) Off-site Directional Signs. Off-site real estate directional signs not more than six square feet in area may be located on private property with the property owner's consent, provided that they do not obstruct or impede pedestrian or vehicular traffic, and are not secured to prevent removal. No real estate sign shall be permitted within the public right-of-way.

(2) Political or Social Issue Signs. Political or social issue signs are allowed without a sign permit provided that the signs:

(A) Are placed on private property with the property owner's consent, and do not exceed a total aggregate area of twelve square feet within a residential zoning district, or twenty square feet within a nonresidential zoning district;

(B) Are not placed so as to impede the visibility of street or traffic control signs to motorists or pedestrians; and

(C) Are not placed unlawfully. The placement of a sign in the public right-of-way in violation of this chapter or any other provision of the Municipal Code is a nuisance, and any sign so placed may be removed and disposed of by the city.

(3) Temporary Window Signs. Temporary signs on commercial properties that are painted directly on a window, affixed to the inside of a window, or hung within twelve inches of a window promoting a message, including but not limited to, grand openings and special events (commercial and noncommercial), provided the sign or signs do not exceed five percent of the window area or two square feet per window, whichever is greater. Temporary window signs may be allowed for a thirty-day period.

(d) Governmental Signs. Signs installed by the city, county, or a federal or state governmental agency, are allowed without a sign permit including, but not limited to, the following:

(1) Emergency and warning signs necessary for public safety or civil defense;

- (2) Traffic signs erected and maintained by an authorized public agency;
 - (3) Legal notices, licenses, permits, and other signs required to be displayed by law;
 - (4) Signs showing the location of public facilities (e.g., public telephones, restrooms, and underground utilities); and
 - (5) Any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect the public health, safety, and general welfare.
- (e) Miscellaneous Signs. The following signs are also allowed without a sign permit:
- (1) Street Addresses. Street address numbers not exceeding twelve inches in height.
 - (2) Official Flags. Flags of national, state, or local governments, or nationally recognized religious, fraternal, or public service agencies; provided that:
 - (A) The length of a flag shall not exceed one-fourth the height of the flagpole;
 - (B) The height of the flag pole shall not exceed twelve feet within a residential zoning district and thirty feet within a nonresidential zoning district; and
 - (C) No private flagpole shall be located within a public right-of-way or required setback.
 - (3) Ornamentation and Decoration. Symbols, pictures, patterns, and illumination approved as architectural ornamentation or decoration by the planning commission.
 - (4) Historical Markers. Historical markers erected and maintained by nonprofit organizations, memorials, building cornerstones, and date-constructed stones, provided that none of these exceed four square feet.
 - (5) Service Station Price Signs. Service station price signs required by state law. (Ord. 679 § 1, 2009)

17.55.060 Prohibited signs.

All signs not expressly allowed by this chapter shall be prohibited. Examples of prohibited signs include, but are not limited to, the following:

- (a) Animated and moving signs. Includes electronic message display signs, blinking, or flashing signs, or signs that emit a varying intensity of light or color, except time and temperature displays (which are not considered signs) and barber poles;
- (b) Billboard signs except as allowed by Section 17.55.090(b) (City billboard signs);
- (c) Off-site signs except as allowed by Section 17.55.090(i)(3) (Offsite directional signs);
- (d) Signs that emulate traffic control signals. Because of the city's interest in ensuring traffic safety, signs that simulate in color, size, or design, any traffic control sign or signal, or that make use of words, symbols, or characters in a manner that interferes with, misleads, or confuses pedestrian or vehicular traffic are prohibited;
- (e) Directional signage. A sign in the form or shape of a directional arrow, or otherwise displaying a directional arrow, unless approved by the planning commission. This is to protect the safety, convenience and control of vehicular and pedestrian traffic within the premises of the subject use;
- (f) Signs attached to boats, vehicles, or other moving objects. A sign attached to or suspended from a boat, vehicle, or other movable object that is parked within a public right-of-way, or located on private property so that it is visible from a public right-of-way, unless approved by the planning commission. This standard does not include signs painted directly upon, magnetically affixed to, or permanently affixed to the body or other integral part of a vehicle that covers no portion of a vehicle window;
- (g) A sign burned, cut, or otherwise marked on or affixed to a natural feature.
- (h) A sign placed within a public right-of-way, except as provided by Section 17.55.070(d) (Signs placed within the public right-of-way); and

- (i) A-board and other portable sidewalk signs. (Ord. 679 § 1, 2009)

17.55.070 General requirements for all signs.

(a) Sign Area Measurement. The measurement of sign area to determine compliance with the sign area limitations of this chapter shall be regulated as follows:

(1) Surface Area. The surface area of a sign shall be calculated by enclosing the extreme limits of all framing, emblem, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight lines. See Figure 1.

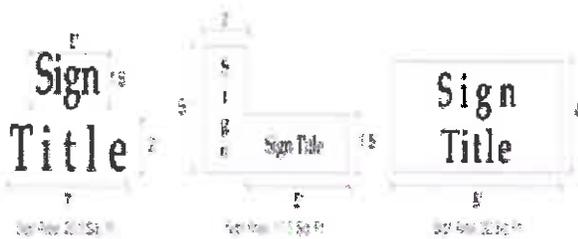


Figure 1 Surface Area Calculation

(2) Sign Structure. Supporting bracing or framework that is clearly incidental to the display itself shall not be computed as sign area.

(3) Multi-faced Signs. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces.

(4) Three-dimensional Objects. Where a sign consists of one or more three-dimensional objects (e.g., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), the sign area shall be measured at their maximum projection upon a vertical plane. See Figure 2.



Figure 2 Three-dimensional Objects

(5) Time and/or Temperature Device. The area of any time and/or temperature device incorporated into a sign shall not be included in the calculation of total sign area.

(6) Sign Lighting. Permanently installed illuminated panels, visible tubing, and strings of lights outlining all or a portion of a structure shall be deemed "signs" subject to this chapter and shall be counted as part of the allowed sign area. Each line of tubing or lights shall be deemed to have a minimum width of at least six inches

for the purpose of area calculation. Indirect lighting that is primarily for illuminating architectural features or landscaping is not included in sign area.

(b) **Sign Height Measurement.** The height of a sign shall be computed as the vertical distance from the lowest point of the base of the sign at normal grade, to the top of the highest attached component of the sign. See Figure 3.

Normal grade shall be construed to be the lower of either the:

- (1) Existing grade before construction; or
- (2) Newly established grade after construction, exclusive of any berming, filling, mounding, or excavating solely for the purpose of locating the sign.

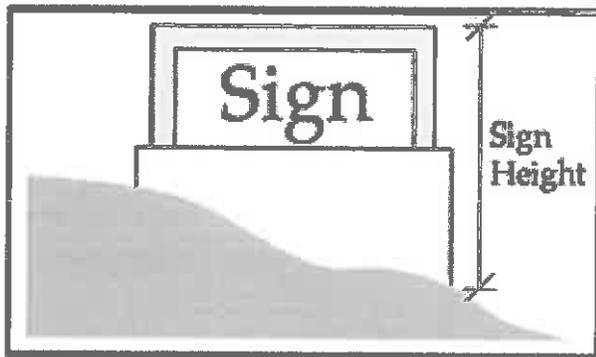


Figure 3 Sign Height Measurement

(c) **Sign Location Requirements.** Each sign shall be located in compliance with the following requirements, and all other applicable provisions of this chapter.

(1) Each sign shall be located on the same site as the subject of the sign, except as otherwise allowed by Section 17.55.090 for a specific sign type.

(2) No sign shall project over public property, or the public right-of-way, except where the city has granted an encroachment permit in addition to a sign permit.

(3) No sign shall be placed so as to interfere with the operation of a door or window. A sign that covers architectural features shall be discouraged.

(d) **Signs Placed within the Public Right-of-way.**

(1) No sign shall be allowed in the public right-of-way except for the following:

- (A) Public signs erected by or on behalf of a governmental agency to convey public information, identify public property, post legal notices, or direct or regulate pedestrian or vehicular traffic;
- (B) Bus stop signs installed by a public transit company;
- (C) Informational signs of a public utility regarding its lines, pipes, poles, or other facilities;
- (D) Emergency warning signs erected by a governmental agency, a public utility company, or a contractor doing authorized work within the public right-of-way;
- (E) Projecting signs that comply with Section 17.55.090(h) (Projecting signs);
- (F) Temporary local community group signs located at the corner of San Antonio and Broadway, adjacent to the cemetery. The signs shall meet the following requirements:
 - (i) **Size.** The sizes shall be no larger than four square feet.

(ii) Location. Signs shall be positioned so they do not obstruct visual line of sight.

(iii) Affixed to Ground/Structure. Signs shall be safely installed so they do not blow away, fall over, or create other safety problems.

(2) Any sign installed or placed within the public right-of-way other than in compliance with this section shall be forfeited to the public and be subject to confiscation.

(3) The city shall have the right to recover from the owner, or person placing the sign, the full costs related to the removal and disposal of the sign.

(4) A sign permit shall not be required for city signs placed within the public right-of-way.

(e) Sign Design, Construction and Maintenance. All signs shall be designed, constructed, and continuously maintained in compliance with the following standards:

(1) Compliance with Applicable Provisions. All signs shall comply with the applicable provisions of the uniform codes of the city, any other applicable city ordinances, resolutions, or regulations, and this chapter.

(2) Permanent Materials and Attachment. Except for banners, flags, temporary signs, and window signs conforming with the requirements of this chapter, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.

(f) Design Criteria for Signs. The following design criteria shall be used in reviewing the design of individual signs. Substantial conformance with each of the following design criteria shall be required before a sign permit or building permit can be approved:

(1) Color. Colors on signs and structural members should be harmonious with one another and relate to the dominant colors of the other structures on the site. Contrasting colors may be utilized if the overall effect of the sign is still compatible with the structure colors and prevailing colors in the surrounding neighborhood (where a theme can be identified).

(2) Design and Construction.

(A) All permanent signs shall be designed by professionals (e.g., architects, building designers, landscape architects, interior designers, or those whose principal business is the design, manufacture, or sale of signs) who are capable of producing professional results.

(B) All permanent signs shall be constructed by persons whose principal business is building construction or a related trade including sign manufacturing and installation businesses, or others capable of producing professional results. The intent is to ensure public safety, achieve signs of careful construction, neat and readable copy, and durability so as to reduce maintenance costs and to prevent dilapidation.

(3) Materials and Structure.

(A) Sign materials (including framing and supports) shall be characteristic of the type and scale of materials used on the site of the sign. Sign materials shall match those used on the structure and on other signs on the site.

(B) No sign shall include reflective material.

(C) Materials for permanent signs shall be durable and capable of withstanding weathering over the life of the sign with reasonable maintenance.

(D) The size of the structural members (e.g., columns, crossbeams, and braces) shall be proportional to the sign panel they are supporting. In general, fewer larger supporting members are preferable to many smaller supports.

(E) The use of individual letters incorporated into the building design is encouraged, rather than a sign with background and framing other than the structure wall.

(4) Street Address. The review authority may require that a sign include the street address of the site, where it determines that public safety and emergency vehicle response would be more effectively served than if the street address were displayed solely on one or more structures on the site.

(g) Copy Design Guidelines. The city does not regulate the message content (copy) of signs; however, the following are principles of copy design and layout that can enhance the readability and attractiveness of signs. Copy design and layout consistent with these principles is encouraged, but not required.

(1) Sign copy should relate only to the name and/or nature of the business or commercial center.

(2) Permanent signs that advertise continuous sales, special prices, or include phone numbers, etc., shall be avoided.

(3) Information should be conveyed briefly or by logo, symbol, or other graphic manner. The intent should be to increase the readability of the sign and thereby enhance the identity of the business.

(4) The area of letters or symbols should not exceed forty percent of the background area in commercial districts or sixty percent in residential districts.

(5) Freestanding signs should contain the street address of the parcel or the range of addresses for a multitenant center.

(h) Sign Lighting. Sign lighting shall be designed to minimize light and glare on surrounding rights-of-way and properties.

(1) A sign should be illuminated by lights shining on the sign rather than by lights within the sign.

(2) External light sources shall be directed and shielded so that they do not produce glare off the site, on any object other than the sign.

(3) Sign illumination shall not blink, flash, flutter, or change light intensity, brightness, or color.

(4) Colored lights shall not be used at a location or in a manner so as to be confused or construed as traffic control devices.

(5) Neither the direct nor reflected light from primary light sources shall create hazards for pedestrians or operators of motor vehicles.

(6) No lamp that exceeds fifteen watts shall be placed so that the face of the lamp is visible from a public right-of-way or adjacent property.

(7) Light sources shall utilize hard-wired florescent or compact florescent lamps, or other lighting technology that is of equal or greater energy efficiency. Incandescent lamps shall be prohibited.

(i) Maintenance of Signs.

(1) Each sign and supporting hardware, including temporary signs, shall be maintained in good repair and functioning properly at all times.

(2) Any repair to a sign shall be of materials and design of equal or better quality as the original sign.

(3) A sign that is not properly maintained and is dilapidated shall be deemed a public nuisance, and may be abated in compliance with the Municipal Code.

(4) When an existing sign is removed or replaced, all brackets, poles, and other supports that are no longer required shall be removed. (Ord. 679 § 1, 2009)

17.55.080 Zoning district sign standards.

Each sign shall comply with the sign type, area, height, and other restrictions provided by this section, in addition to the provisions of Section 17.55.090 (Standards for specific types of signs).

Sign standards for specific plans and planned developments will be determined during the discretionary review process. If such standards follow the citywide standards in this chapter, the review authority will determine the zoning districts that most closely match the proposed project.

(a) Residential and Open Space Districts. Each sign in the A, R-1, R-2, R-3, R-4 and O districts shall comply with the requirements in Table (1)

Table 1
Sign Standards for Residential Neighborhoods

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Wall	Two feet below edge of roof	One per street frontage	Twelve sf maximum each
Freestanding	Four feet		Twenty-four sf total for all signs

(b) Commercial and Industrial Districts. Each sign in the C-N, C-1, C-1-TD, C-2, H-S, M-1, M-2, and M-3 districts shall comply with the requirements in Table 2 except for signs located in the historic downtown area, which are regulated by subsection (c) of this section. Figure 4 shows examples of several sign types.

Table 2
Sign Standards for Commercial and Industrial Districts

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Ground mounted and ground floor signs			
Awning	At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang	Three of any combination of allowed sign types per primary structure frontage	The total sign area on a parcel shall comply with the following requirements: (1) One sf for each linear ft of primary building frontage
Freestanding	Six feet		
Projecting	See Section 17.55.090(h) (Projecting signs)		
Roof	Two feet above highest point		

Suspended	Below eave/canopy; the lower edge at least eight feet above a walking surface	One of any allowed sign type per secondary frontage	(2) One-half sf for each linear foot of secondary building frontage
Wall	At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang		(3) Each use is allowed a total sign area of at least twenty-five sf regardless of the frontage
Window	See Section 17.55.090(k) (Window signs)		(4) The total sign area shall not exceed one hundred sf

Other signs

- Freeway See Section 17.55.090(e) (Freeway signs)
- Murals See Section 17.55.090(g) (Murals)
- Temporary See Section 17.55.090(i) (Temporary signs)

Second floor signs

Awning	At least one foot below the top of a parapet or the lowest point of any cornice or roof overhang	One per tenant	Twelve sf for each tenant
Projecting			
Wall	See Section 17.55.090(k) (Window signs)		
Window			

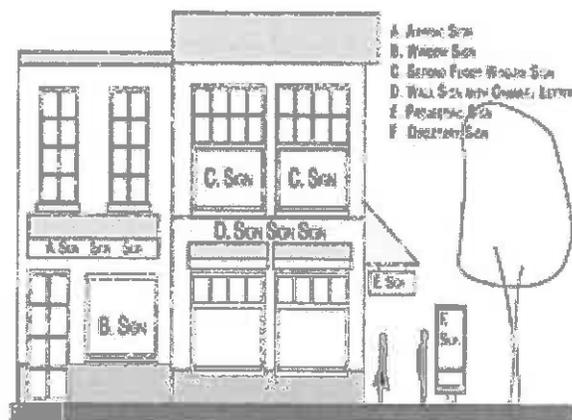


Figure 4 Examples of Sign Types

(c) Historic Downtown Area. Each sign in the historic downtown area shall comply with the requirements in Table 3. For purposes of this section, the historic downtown area is defined as Broadway Street between North Mildred Avenue and North 1st Street.

(1) Purpose. The purpose of establishing sign standards for the historic downtown area is to preserve and protect the historic integrity and cultural resources of the downtown area.

(2) Required Findings. The director must find that the sign is compatible with the character of the building and the historic downtown area.

Table 3
Sign Standards for the Historic Downtown Area

Allowed Sign Types	Maximum Sign Height	Maximum Number of Signs Allowed per Parcel	Maximum Sign Area Allowed per Parcel
Ground mounted and ground floor signs			
Awning	At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang	Three of any combination of allowed sign types per primary structure frontage	The total sign area on a parcel shall comply with the following requirements: (1) One sf for each two linear ft of primary building frontage (2) One-half sf for each linear foot of secondary building frontage (3) Each use is allowed a total sign area of at least twenty sf regardless of the frontage (4) The total sign area shall not exceed one-hundred sf
Projecting	See Section 17.55.090(h) (Projecting signs)	One of any allowed sign type per secondary frontage	
Suspended	Below eave/canopy; the lower edge at least eight feet above a walking surface		
Wall	At least one foot below the top of a parapet, the sill of a second story window or the lowest point of any cornice or roof overhang		
Window	See Section 17.55.090(k) (Window signs)		
Other signs			
Freestanding	In addition to the permanent on-site signs permitted by this chapter, a parcel may have a freestanding sign not to exceed twenty-five square feet. The sign may not be illuminated higher than five feet.		
Murals	See Section 17.55.090(g) (Murals)		
Temporary	See Section 17.55.090(i) (Temporary signs)		
Second floor signs			

Awning	At least one foot below the top of a parapet or the lowest point of any cornice or roof overhang	One per tenant	Twelve sf for each tenant
Projecting			
Wall			
Window	See Section 17.55.090(k) (Window signs)		

(Ord. 679 § 1, 2009)

17.55.090 Standards for specific sign types.

Proposed signs shall comply with the following standards applicable to the specific sign type. Each sign type listed in this section shall be included in the calculation of the total sign area allowed on a parcel by Section 17.55.080 (Zoning district sign standards), unless this section explicitly provides otherwise. Each sign shall also comply with the requirements of Section 17.55.070 (General requirements for all signs), and all other applicable provisions of this chapter.

(a) Awning Signs. The following standards apply to awning signs (Figure 5) in all districts where allowed by Section 17.55.080 (Zoning district sign standards).

- (1) Signs on awnings are limited to ground level or second story occupancies only.
- (2) Awnings shall be indirectly illuminated. Translucent awning materials are prohibited.
- (3) Signs on awning shall not exceed twenty-five square feet.



Figure 5 Awning Signs

(b) Cabinet Signs. Cabinet signs are internally illuminated and come in different shapes and sizes. Cabinet signs can be incorporated into monument signs, walls signs, projecting signs and pole signs. Cabinet signs should have a dark background and light lettering.

(c) City Billboard Signs. The planning commission may allow a city-owned and maintained billboard in the PD zoning district along State Highway 101.

(d) Freestanding Signs. The following standards apply to freestanding signs in all districts where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 6.

(1) Multiple signs shall be separated by a minimum of seventy-five feet to ensure adequate visibility for all signs. The review authority may waive this requirement where the locations of existing signs on adjacent properties would make the seventy-five foot separation impractical, or there is no other alternative.

(2) A sign shall not project over public property, vehicular easements, or rights-of-way, and shall not obstruct a traffic safety sight area, as determined by the review authority.

(3) To assist emergency response personnel in locating the site, freestanding signs shall contain an illuminated street address plate. Numbers shall be a minimum of six inches in height.



Figure 6 Freestanding Signs

(e) Freeway-oriented Signs. A freeway-oriented sign may be approved in compliance with the following requirements. See Figure 7.

(1) Permit Requirement. CUP approval is required for a freeway-oriented sign.

(2) Where Allowed. The planning commission may allow a freeway-oriented sign:

(A) Within the H-S zoning district; and

(B) On a parcel with a property line within five hundred feet of the State Highway 101 right-of-way.

(3) Design. The city shall limit the number, height and visual impact of freeway-oriented signs when considering a CUP. Pole signs shall be discouraged if adequate signage can be provided on the sides of buildings and in the form of monument signs.

(4) Height. The height of permitted signs shall be limited to the lowest practical elevation when considering the line of sight from nearby highways. However, the planning commission may require minimum clearances beneath a freeway-oriented sign if necessary to protect the public health and safety. Freeway signs shall not exceed a maximum height of sixty feet.

(5) Required Findings. The approval of a CUP for a freeway-oriented sign shall require that the planning commission find that the use or site cannot be adequately identified by other signs allowed within the applicable zoning district.



Figure 7 Freeway-oriented Signs

(f) **Information Kiosks.** Kiosks for the permanent and/or temporary display of information including community and civic activities, and advertising for local commercial establishments may be allowed. Approval of the size, location, and maintenance requirements for such kiosks shall be established by the planning commission.

(g) **Murals.** A mural placed on the wall of a structure or noise barrier may be allowed in any commercial or industrial zoning district subject to planning commission approval, and as follows:

(1) **Requirements.**

(A) A mural without text visible from a public right-of-way may be approved in addition to (not counted as part of) the sign area allowed by Section 17.55.080 (Zoning district sign standards); a mural with text shall comply with the sign area limitations applicable to the site;

(B) Murals should illustrate the local setting and history as sources of inspiration; and

(C) Murals should not contain any commercial message. See Figure 8.

(2) **Required Findings.** Prior to approving a mural, the planning commission shall find that the:

(A) Mural's size, colors, and placement are visually compatible with the structure architecture;

(B) Mural serves to enhance the aesthetics of the city; and

(C) Mural illustrates the local history.



Figure 8 Murals

(h) **Projecting Signs.** The following standards apply to projecting signs in all zoning districts where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 9.

(1) The maximum projection of a sign from a structure wall over a public right-of-way shall not exceed thirty-six inches over a sidewalk. Larger projections from the structure wall over private property may be approved by the review authority. Any projection over a public right-of-way shall require an encroachment permit.

(2) The top of a projecting sign shall exceed the lesser of: fourteen feet, eave height, one foot below top of parapet, or sill of a second floor window. No portion of the sign shall project above the eave line of a sloped roof or the top of the parapet on a flat roof.

(3) A projecting sign shall maintain a minimum clearance of eight feet from the bottom of the sign to the finished grade below.

(4) Icon signs using shapes or symbols uniquely suited to the business, creative shapes, and three-dimensional signs are encouraged.

(5) Each sign shall be graphically designed for pedestrians, with a maximum area of nine square feet on each sign face, regardless of the length of the building frontage.

(6) Sign supports shall be well-designed and compatible with the design of the sign.



Figure 9 Projecting Signs

(i) **Temporary Signs.** The following standards apply to temporary signs in all zoning districts where allowed by Section 17.55.080 (Zoning district sign standards).

(1) **Banners, Balloons and Pennants.** Temporary banners, balloons, and pennants on private property shall comply with the following requirements:

(A) The use of banners, balloons, or pennants may be allowed no more than forty-five days in a row or no more than one hundred eighty days within any three hundred sixty-five day period.

(B) The application for a sign permit for banners, balloons, or pennants shall include the dates proposed by the applicant for scheduled use.

(C) A bond may be required by the director. The bond may be called if the temporary banners are not removed within two days after the date when the sign permit required their removal.

(D) Sign permits for temporary banners, balloons, and pennants shall expire three hundred sixty-five days after issuance and must be applied for annually.

(E) Schools, parks, and nonprofit organizations require a sign permit for temporary banners, balloons, and pennants.

(F) Exceptions to these requirements may be approved by the planning commission for automobile dealerships.

(2) Construction Signs. Construction identification signs may be allowed in all zoning districts with sign permit approval, in compliance with the following standards:

- (A) Only one sign, located on-site, shall be allowed;
- (B) The area of the sign shall not exceed thirty-two square feet;
- (C) Sign height shall not exceed six feet;
- (D) The sign shall not be illuminated; and
- (E) Construction signs shall be removed within thirty days after completion of construction.

(3) Subdivision Directional Signs, Off-site. Off-site signs providing directions to a new subdivision may be allowed with sign permit approval, and shall comply with the following standards:

- (A) A maximum of two off-site signs may be located on private property (not within any public right-of-way).
- (B) The total area of each sign shall not exceed eighteen square feet;
- (C) The height of each sign shall not exceed six feet;
- (D) The signs shall not be illuminated;
- (E) The signs may be displayed only during the two years following date of recordation of the final map, or until all of the units have been sold, whichever occurs first; and
- (F) The signs shall not affect pedestrian or vehicular safety.

(4) Subdivision Signs, On-site. On-site subdivision identification signs may be allowed with sign permit approval, in compliance with the following standards:

- (A) A maximum of two on-site signs may be located within the project boundaries; provided, no more than one sign for each street frontage is allowed, and multiple signs shall be separated by a minimum of seventy-five feet.
- (B) The area of each sign shall not exceed twenty-four square feet;
- (C) Sign height shall not exceed six feet;
- (D) The signs shall not be illuminated; and
- (E) The signs may be displayed only during the two years following date of recordation of the final map, or until all of the units have been sold, whichever occurs first.

(j) Wall Signs. The following standards apply to wall signs in all zoning districts where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 10.

(1) Sign Location. A wall sign may be located on any primary or secondary structure frontage.

(2) Maximum Sign Area. In addition to the limitations on sign area in Tables 1, 2, and 3, (Section 17.55.080), the area of the largest wall sign shall not exceed seven percent of the area of the building facade on which the sign is mounted or painted, including the area of windows, doors, and recesses.

(3) Projection from Wall Surface. A wall sign shall not project more than twelve inches from the surface to which it is attached.



Figure 10 Wall Signs

(k) **Window Signs.** The following standards apply to permanent window signs where allowed by Section 17.55.080 (Zoning district sign standards). See Figure 11.

(1) **Sign Location.** Window signs shall be allowed on the ground level and second story windows.

(2) **Maximum Sign Area.** Permanent window signs shall not occupy more than twenty percent of the total window area.

(3) **Sign Materials.** Window signs shall consist of individual letters, logos, or symbols applied to, stenciled on, or etched into the glass surface; however, neon signs with transparent backgrounds may be hung inside the window glass.



Figure 11 Window Signs

(Ord. 679 § 1, 2009)

17.55.100 Nonconforming signs.

A nonconforming sign is any permanent or temporary sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation but that does not now comply with the provisions of this chapter. Pursuant to the Business and Professions Code, the city shall identify and inventory illegal or abandoned signs pursuant to the regulations in effect prior to the adoption of this chapter. The identification and inventory shall commence not later than one hundred twenty days from the date on which this chapter is adopted and shall be completed in a timely manner.

(a) **General Requirements.** A nonconforming sign shall not be:

- (1) Changed to another nonconforming sign;
- (2) Structurally altered to extend its useful life;
- (3) Enlarged;

(4) Re-established after a business is discontinued for thirty days; or

(5) Re-established after damage or destruction to fifty percent or more of the value of the sign, or its components, as determined by the chief building official.

(b) Maintenance and Changes. Sign copy and face changes, nonstructural modifications, and nonstructural maintenance (e.g., painting, rust removal) are allowed without a sign permit up to a maximum of twenty-five percent of the existing total area of the sign. Face changes not including copy, and any nonstructural modifications exceeding twenty-five percent of the existing total area of the sign, and any structural changes shall comply with all applicable standards of this chapter.

(c) Amortization. Signs that lawfully existed and were maintained and became nonconforming after adoption of this chapter, shall be removed or made to conform based on the following schedule with written notice by the director:

**Amortization Period
(in years)**

**If the Original Value of
the Sign is:**

Less than \$499	2
\$500 to \$1,499	3
\$1,500 to \$2,999	5
More than \$3,000	7

(1) The time periods shall commence on the effective date of the ordinance codified in this chapter;

(2) If more than one sign on a premises is or becomes nonconforming, the cost of all such nonconforming signs shall be aggregated for the purpose of determining the amortization period;

(3) The owner or user of a nonconforming sign shall, upon written request of the department, furnish acceptable proof of the initial cost in the form of:

- (A) An original bill of sale,
- (B) A description schedule from state or federal income tax returns, or
- (C) A written appraisal by a sign manufacturer.

(4) The owner or user of a nonconforming sign may appeal to the planning commission in writing within sixty days of receipt of the director's notice for a longer amortization period. The city council is the appeal board with respect to any actions taken by the planning commission as specified in Section 2.12.040 of the Municipal Code. (Ord. 679 § 1, 2009)

17.55.110 Public nuisance, abatement and violation.

(a) Public Nuisance Declared by Director. Any sign erected or maintained contrary to the provisions of this chapter may be declared to be a public nuisance by the director and proceedings for its removal may take place in compliance with the Municipal Code.

(b) Public Nuisance Declared by City Council. The director may ask the city council to declare a sign a public nuisance under the following conditions:

(1) The sign is significantly damaged either in support structure or sign face, as determined by the chief building official;

(2) The sign is illegible either through erosion, fading, or rusting of the sign face or through faulty or missing illumination; or

(3) The sign is unsafe for pedestrians or vehicles.

(c) **Removal of Abandoned Sign.** A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business that it advertises is no longer conducted on the premises. If the owner or lessee fails to remove the sign, the director shall give the owner thirty days' written notice to remove it. Upon failure to comply with the notice, the director may have the sign removed at the property owner's expense.

(d) **Violations.**

(1) Any of the following shall be deemed a violation of this chapter and shall be subject to all penalties and procedures identified in the Municipal Code.

(A) To create, erect, install, or maintain any sign in a way that is inconsistent with any plan or permit governing the sign or the parcel on which the sign is located;

(B) To fail to remove any sign that is created, erected, installed, or maintained in violation of this chapter or for which the sign permit has lapsed.

(2) Each sign created, erected, installed, or maintained in violation of this chapter shall be considered a separate violation.

(3) Each day of a continued violation shall be considered a separate violation. (Ord. 679 § 1, 2009)

17.55.120 Appeal.

Applicants denied a sign permit by the decision of the director may appeal to the planning commission in writing within fifteen days of receipt of the director's decision. Thereafter, appeal from any action of the planning commission must be made in writing by an aggrieved party within fifteen calendar days from the date of receipt of notice of action of the planning commission, as per Municipal Code Section 2.12.050 (Planning commission—Decision appeal procedure). The city council is the appeal board with respect to any actions taken by the planning commission as specified in Section 2.12.040 of the Municipal Code. (Ord. 679 § 1, 2009)

17.55.130 Judicial review.

Any permit issued or denied in compliance with this chapter shall be subject to expedited judicial review to the extent provided by the time limits identified in Code of Civil Procedure Section 1094.8 et seq. (Ord. 679 § 1, 2009)

17.55.140 Definitions.

A-Board Sign. A portable "a-frame" or "sandwich board" sign.

Abandoned Sign. A sign that no longer advertises a business, lessor, owner, product, service or activity on the premises where the sign is displayed.

Animated or Moving Sign. A sign that uses movement, lighting, or special materials to depict action or create a special effect to imitate movement.

Awning Sign. A sign copy or logo attached to or painted on an awning.

Banner, Flag or Pennant. Cloth, bunting, plastic, paper, or similar nonrigid material used for advertising purposes attached to a structure, staff, pole, line, framing, or vehicle, not including official flags of the United States, the state of California, and other states of the nation, counties, municipalities, official flags of foreign nations and nationally or internationally recognized organizations.

Cabinet Sign (Can Sign). A sign with its text and/or logo symbols and artwork on a translucent face panel that is mounted within a metal frame or cabinet that contains the lighting fixtures, which illuminate the sign face from behind.

Changeable Copy Sign. A sign designed to allow the changing of copy through manual, mechanical, or electrical means including time and temperature.

Construction Sign. A sign placed at a construction site that provides information regarding the project architect, owner, contractors, etc.

Directional Sign. A sign that is designed and erected solely for the purposes of directing vehicular and/or pedestrian traffic within a project.

Electronic Message Sign. A sign with a fixed or changing display composed of a series of lights, but not including time and temperature displays.

Flashing Sign. A sign that contains an intermittent or sequential flashing light source.

Freestanding Sign. A sign fixed in an upright position on the ground not attached to a structure other than a framework, pole or device, erected primarily to support the sign. Includes monument signs and pole signs.

Freeway-oriented Signs. A freestanding sign located near State Highway 101 that identifies tourist-oriented businesses, such as gasoline service stations, restaurants, motels and regional commercial uses. A freeway sign is located on the same property as the business it identifies.

Illegal Sign. A sign that includes any of the following:

- (1) A sign installed without complying with all regulations in effect at the time of its construction or use;
- (2) A sign installed or maintained contrary to any applicable provision of Chapter 17.55 (Signs).
- (3) A sign which is a danger to the public or is unsafe; or
- (4) A sign which is a traffic hazard not created by relocation of streets or highways or by acts of the city.

Indirectly Illuminated Sign. A sign whose light source is external to the sign and which casts its light onto the sign from a distance; or where the light source is behind an opaque sign element and causes it to be outlined by light reflected from the surface to which the sign is mounted.

Internally Illuminated Sign. A sign whose light source is located in the interior of the sign so that light passes through the face of the sign, or light source which is attached to the face of the sign and is perceived as a design element of the sign.

Monument Sign. An independent, freestanding structure supported on the ground having a solid base as opposed to being supported by poles or open braces.

Mural. A painting, picture or graphic illustration applied to and made part of an exterior wall.

Nonconforming Sign. An advertising structure or sign which was lawfully erected and maintained prior to the adoption of this chapter, but does not now completely comply with current regulations.

Off-site Sign. A sign identifying a use, facility, service, or product that is not located, sold, or manufactured on the same premises as the sign, or that identifies a use, service, or product by a brand name which, although sold or manufactured on the premises, is not a principal item for sale or manufactured on the premises.

Permanent Sign. A sign constructed of durable materials and intended to exist for the duration of time that the use or occupant is located on the premises.

Pole Sign. An elevated freestanding sign, typically supported by one or two poles or columns.

Political or Social Issue Sign. A sign that addresses:

- (1) The passage or defeat of a measure appearing on the ballot in any national, state, or local election;
- (2) The election or defeat of any candidate for any public office in any national, state, or local election; or
- (3) An international, national, state, or local political or social issue.

Portable Sign. A sign that is not permanently affixed to a structure or the ground.

Projecting Sign. A sign other than a wall sign suspending from, or supported by, a structure and projecting outward.

Real Estate Sign. A sign indicating that a property or any portion thereof is available for inspection, sale, lease, rent, or directing people to a property, but not including temporary subdivision signs.

Roof Sign. A sign constructed upon or over a roof, or placed so as to extend above the edge of the roof.

Sign. A structure, device, figure, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to otherwise provide information, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images.

Sign Area. The entire area within a perimeter defined by a continuous line composed of right angles using no more than eight lines which enclose the extreme limits of lettering, logo, trademark, or other graphic representation.

Sign Height. The vertical distance from the uppermost point used in measuring the area of a sign to the normal grade immediately below the sign, including its base or the top of the nearest curb of the street on which the sign fronts, whichever measurement is the greatest.

Subdivision Directional Sign. A sign that provides directions to a new subdivision with on-site model homes and/or sales office, where parcels and/or housing units are, or will be, for sale.

Suspended Sign. A sign oriented toward pedestrians that is suspended from the underside of an arcade or other covered walkway.

Temporary Sign. A sign intended to be displayed for a limited period of time and capable of being viewed from a public right-of-way, parking area, or neighboring property.

Vehicle Sign. A sign which is attached to or painted on a vehicle which is parked on or adjacent to any property, the principal purpose of which is to attract attention to a product sold or business located on the property.

Wall Sign. A sign that is attached to or painted on the exterior wall of a structure with the display surface of the sign approximately parallel to the building wall.

Window Display. A window display is an arrangement of merchandise displayed in a building window. Window displays located more than twelve inches from the face of a window are not considered signs. Window displays do not include the storage of merchandise or other items blocking windows.

Window Sign. A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign which faces a window exposed to public view and is located within twelve inches of the window. Window signs do not include business hours of operation and open/closed signs. Window displays, including merchandise displays that are located more than twelve inches from the face of a window, are not considered signs. (Ord. 679 § 1, 2009)

View the [mobile version](#).

EXHIBIT 4

City of King
Community
Development
Department

Application Filed for
New Sign or Modification to
Existing Sign

Applications include exhibits & drawings of proposed signs, information regarding site & building, applicant & landowner signatures, & application fees

Applicant should check with Building Official to see if building permits are required

Community Development
Department Initial Review

If Sign is EXEMPT & doesn't require a Permit, Staff will inform applicant

Determination of Complete Application

Incomplete Applications are returned to applicant

Staff Reviewed Permits Include:
Signs attached to building
Monument Signs < 8' height
Murals under 20 sq. ft.
Permanent Window Signs
Subdivision Signs

Planning Commission Reviews Include:
Murals over 20 sq. ft. & Kiosks
Freeway Oriented Pole Signs
Master Sign Programs (for 11+ tenants)
Minor Sign Variance Review
Sign Variance Review (Public Hearing)

Staff Reviews Proposed Sign(s) for consistency with City Sign Regulations

Commission Reviews Proposed Sign(s) for consistency with City Sign Regulations

If sign(s) meet ALL applicable standards, including design, sign is approved by Director with Findings & Conditions of Approval (COA)

If sign(s) are denied, applicant may file an appeal to Commission

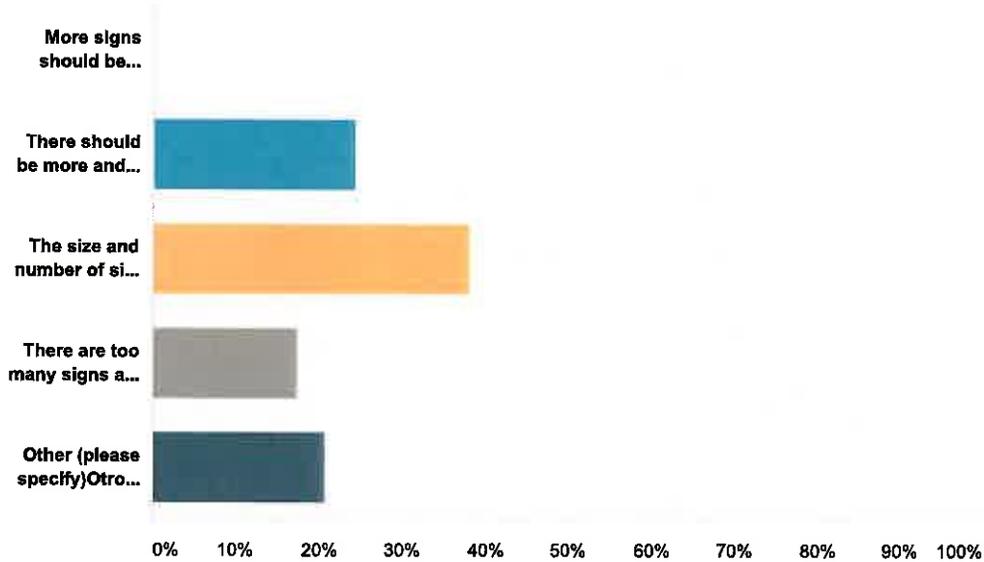
If sign(s) are denied, applicant may file an appeal to Council

If sign(s) meet ALL applicable standards, including design, sign is approved by Commission with Findings & Conditions of Approval (COA)

Important: Signs may only be installed pursuant to approved sign permits and per applicable COAs

Q1 Which statement do you agree with the most about the current sign regulations? Please indicate ONLY one. (¿Con cuál afirmación está mas de acuerdo sobre las regulaciones actuales de letreros? Por favor indique solo una.)

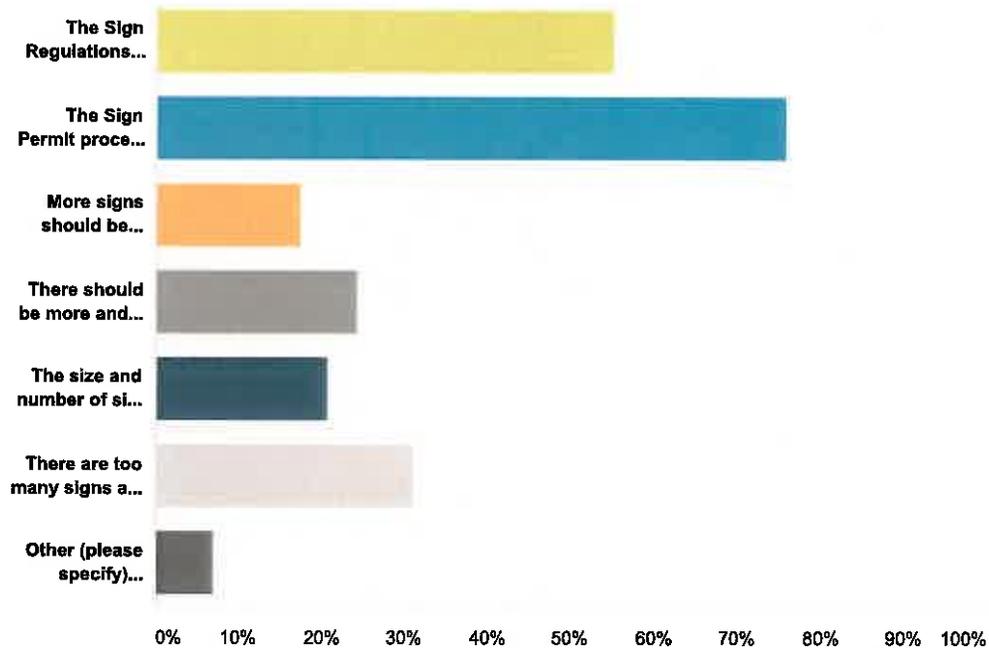
Answered: 29 Skipped: 0



Answer Choices	Responses
More signs should be permitted for businesses. (Se deben permitir más letreros para los negocios.)	0.00% 0
There should be more and larger signs permitted for all businesses. (Deberían permitir más y letreros más grandes para todos los negocios.)	24.14% 7
The size and number of signs now permitted are about right. (El tamaño y número de letreros permitidos ahora son aproximadamente correctos.)	37.93% 11
There are too many signs at some businesses. (Hay demasiados letreros en algunos negocios.)	17.24% 5
Other (please specify)Otros (por favor de especificar)	20.69% 6
Total	29

Q2 Which of the following statement(s) do you agree with most? You may select more than one answer. (¿Cuál de la siguiente afirmación (s) está de acuerdo con mayoría? Puede seleccionar más de una respuesta.)

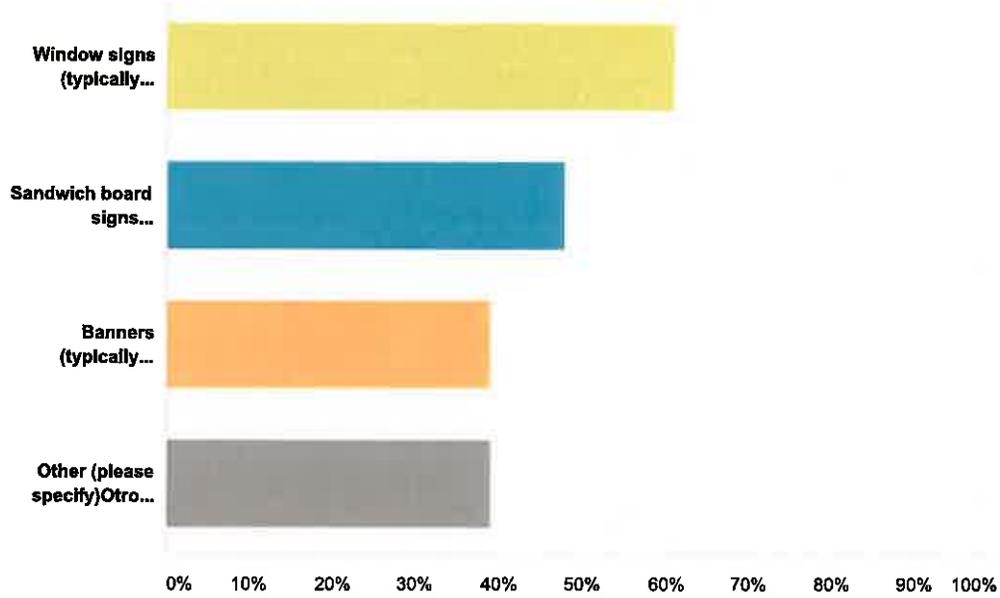
Answered: 29 Skipped: 0



Answer Choices	Responses
The Sign Regulations should be clear. (Los reglamento de letreros deben ser más claro.)	55.17% 16
The Sign Permit process should be simplified. (El proceso de permisos para letreros debe ser simplificado.)	75.86% 22
More signs should be permitted for businesses/Deberían permitir más letreros para los negocios. (Deberían permitir mas más y letreros más grandes para los negocios.)	17.24% 5
There should be more and larger signs permitted for all businesses. (Deberían permitir mas más y letreros más grandes para los negocios.)	24.14% 7
The size and number of signs now permitted is about right. (El tamaño y número de letreros permitidos ahora son aproximadamente correctos.)	20.69% 6
There are too many signs at some businesses. (Hay demasiados letreros en algunos negocios.)	31.03% 9
Other (please specify) (Otros (por favor de especificar))	6.90% 2
Total Respondents: 29	

Q3 Are there any business signs that you find to be unattractive or offensive? You may select more than one answer. (¿Hay letreros de negocios que se encuentran ser desagradables y no atractivos? Puede seleccionar más de una respuesta.)

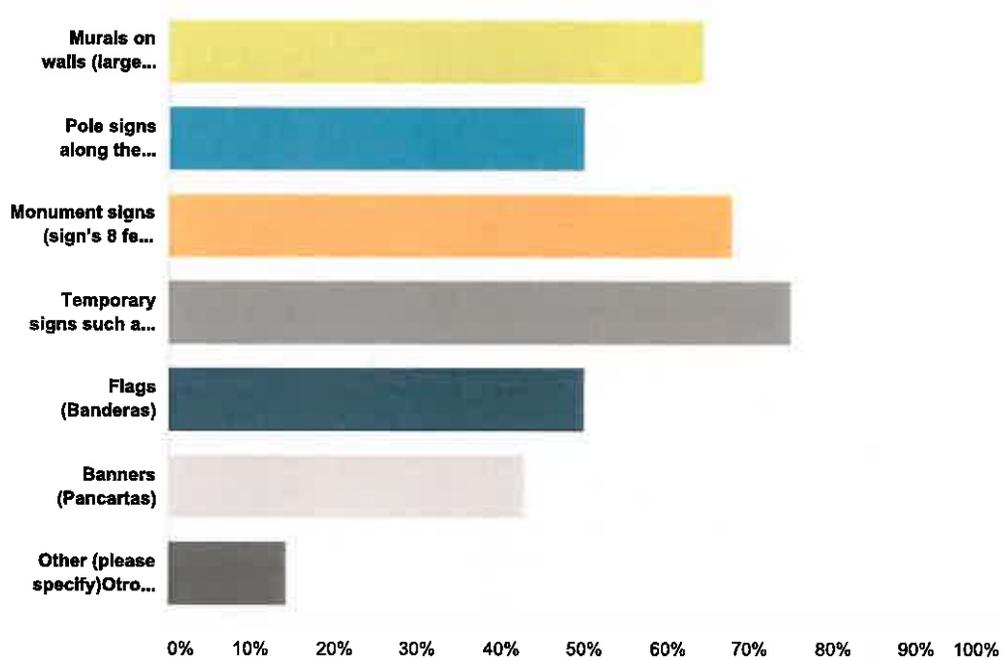
Answered: 23 Skipped: 6



Answer Choices	Responses
Window signs (typically temporary paper, cloth or other similar signs). (Letreros de Ventana (típicamente de papel temporal, tela u otros letreros similares).)	60.87% 14
Sandwich board signs (typically signs attached to a wood frame and placed on or near the sidewalk.) (Señales de Tablero (típicamente letreros adjuntos a un marco de madera y colocados en o cerca de la banqueta).)	47.83% 11
Banners (typically large paper or cloth signs attached to a building or to posts). (Pancartas (típicamente papel grande o letreros de tela puestos en un edificio o en los postes).)	39.13% 9
Other (please specify)Otros (por favor de especificar)	39.13% 9
Total Respondents: 23	

Q4 Do you support allowing the following types of business signs within the City? You can select more than one answer. (¿Usted apoya permitir los siguientes tipos de letreros en negocios dentro de la ciudad? Puede seleccionar más de una respuesta.)

Answered: 28 Skipped: 1

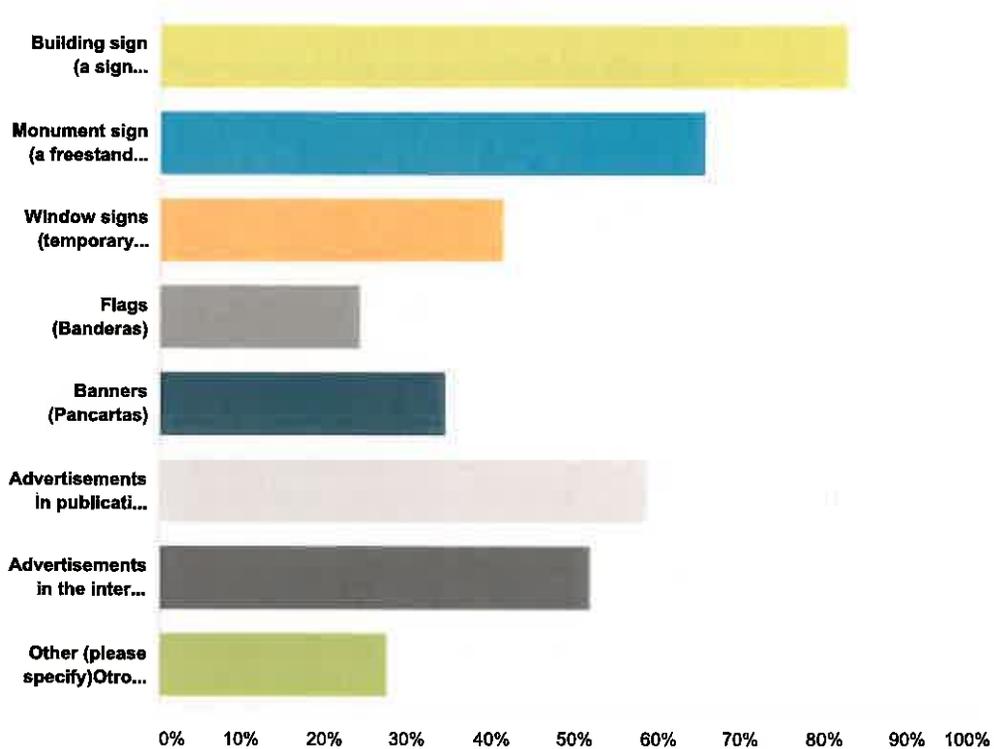


Answer Choices	Responses
Murals on walls (large artwork on sides of buildings or on walls along the roadway). (Murales en las paredes (grandes obras de arte en los lados de los edificios o en las paredes a lo largo de la carretera).)	64.29% 18
Pole signs along the freeway (freestanding signs over 8 feet in height). (Letreros de poste a lo largo de la autopista (letreros independientes de más de 8 pies de altura).)	50.00% 14
Monument signs (sign's 8 feet tall or shorter). (Letreros de monumento (letreros de 8 pies de altura o más corto).)	67.86% 19
Temporary signs such as banners and signs within windows (usually advertising special sales or events). (Letreros temporales tales como pancartas y letreros dentro de ventanas (generalmente publicidad de ventas especiales o eventos).)	75.00% 21
Flags (Banderas)	50.00% 14
Banners (Pancartas)	42.86% 12
Other (please specify)Otros (por favor de especificar)	14.29% 4

Total Respondents: 28

Q5 What are the best ways to advertise your business? You may select more than one answer. (¿Cuáles son las mejores maneras de dar publicidad a su negocio? Puede seleccionar más de una respuesta.)

Answered: 29 Skipped: 0

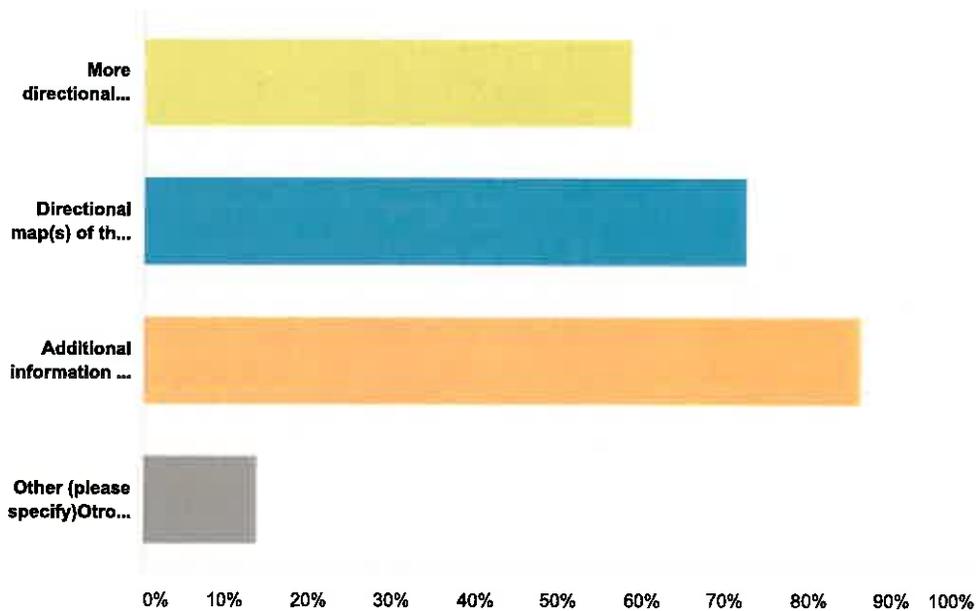


Answer Choices	Responses
Building sign (a sign attached to the building). (Letreros de Edificio (una letrero adjunto al edificio).)	82.76% 24
Monument sign (a freestanding sign in the landscape area of the property). (Letrero de Monumento (un letrero independiente en el área del paisaje de la propiedad).)	65.52% 19
Window signs (temporary signs attached to the inside of a business window). (Letreros de Ventana (letreros temporales adjunta a la parte interior de una ventana de negocios).)	41.38% 12
Flags (Banderas)	24.14% 7
Banners (Pancartas)	34.48% 10
Advertisements in publications such as newspaper or magazines. (Anuncios en publicaciones como periódicos o revistas.)	58.62% 17
Advertisements in the internet (such as a business website). (Los anuncios en Internet (como un sitio web de negocios).)	51.72% 15

Other (please specify)Otros (por favor de especificar)	27.59%	8
Total Respondents: 29		

Q6 What do you recommend for City public signage that could benefit businesses? You may select more than one answer. (¿Qué recomienda usted para letreros públicos de la Ciudad que podrían beneficiar a los negocios? Usted puede seleccionar más de una respuesta.)

Answered: 29 Skipped: 0

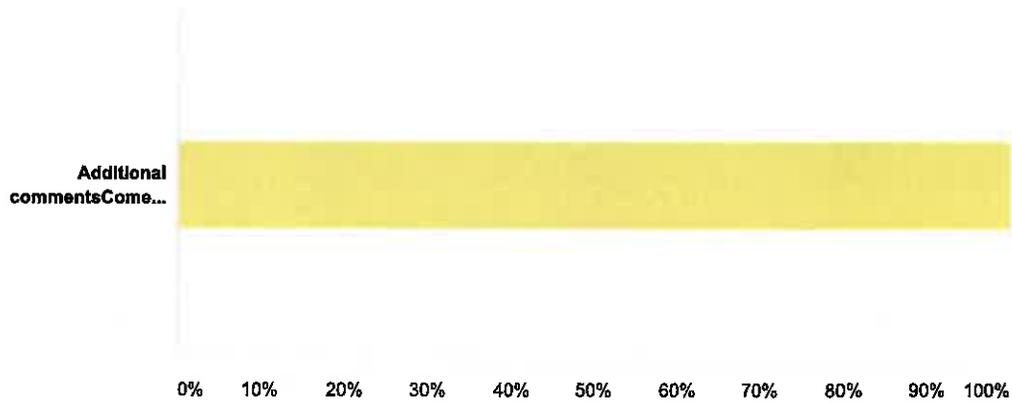


Answer Choices	Responses
More directional signs, such as the recent sign located at the corner of First Street and Broadway Street. (Más señales direccionales, como el reciente letrero ubicado en la esquina de First Street y Broadway Street.)	58.62% 17
Directional map(s) of the City to help tourists find their way around the City & surrounding points of interest, such as Pinnacles National Park, local parks, Downtown, and historical buildings. (Mapa(s) direccionales de la Ciudad para ayudar a los turistas a encontrar su camino alrededor de la ciudad y los lugares de interés, como Pinnacles Parque Nacional, parques locales, el centro de la ciudad y edificios históricos.)	72.41% 21
Additional information on the internet to help tourists discover the City businesses and points of interest, such as parks, golf course, historical buildings. (Información adicional en Internet para ayudar a los turistas a descubrir los negocios y puntos de interés de la ciudad, como parques, curso de golf, edificios históricos.)	86.21% 25
Other (please specify)Otros (por favor de especificar)	13.79% 4

Total Respondents: 29

Q7 Do you have any additional comments regarding the revisions to the sign regulations or other programs that may improve your business. (Do you have any additional comments regarding revisions to sign regulations or other programs that can improve your business?)

Answered: 11 Skipped: 18



Answer Choices	Responses
Additional commentsComentarios adicionales	100.00% 11
Total Respondents: 11	



Item No. 9(E)

STAFF REPORT

DATE: OCTOBER 10, 2017
TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL
FROM: OCTAVIO HURTADO, HANNA & BRUNETTI, CITY ENGINEER
RE: CONSIDERTATION OF PROPOSED PROJECT AND AWARD OF KING CITY ENTRY SIGN LANDSCAPING

RECOMMENDATION:

It is recommended City Council: 1) award the King City Entry Sign Landscaping Bid as proposed by Franks Gardening in the proposed amount of \$64,600; and 2) appropriate an additional \$37,000 from the General Fund for the project.

BACKGROUND:

Conceptual plans for the City Entrance Sign Landscaping project at Broadway Street and San Antonio Drive were approved by the City Council in June 2016. Once Conceptual plans were approved, Improvement Plans and Specifications were put out to bid and no bids were received. Staff then requested bids from contractors with other work under way with the City, but costs of the bids exceeded the budget by a substantial amount. As a result, staff is recommending the prior plan be deleted and the work be done through a design bid proposal from a local contractor.

The proposed work will be on City property originally obtained from Caltrans when US 101 relocated from its route along Broadway Street to its existing alignment. A portion of the excess highway right-of-way was being used by Days Inn as a parking lot. The City recently sold the portion of land being used as a parking lot to Days Inn to pay for a portion of the Entry Sign Monument.

DISCUSSION:

Bids received on the original design are as follows:

**CITY COUNCIL
CONSIDERATION OF PROPOSED PROJECT AND AWARD OF KING CITY
ENTRY SIGN LANDSCAPING
OCTOBER 10, 2017
PAGE 2 OF 3**

Quality Landscape Service Inc. \$115,300.00

This bid excluded clear and grub, topsoil and topsoil placement, hardscape, bio-retention soil and electrical service.

Four Seasons Landscaping: \$60,156.00

This bid excluded grading, hardscape and electrical so the actual cost would have been higher.

Once bids were reviewed, Four Seasons Landscaping was contacted and a meeting was held to value engineer the landscaping project. Unfortunately, due to an unexpected shortage of staff, Four Seasons Landscaping respectfully declined to further consider the project.

Staff met with Local Landscaper, Frank Lopez, to provide a proposal to design build the landscaping portion the Entry Sign project. The Landscaping project received the following bid from Franks Gardening:

Franks Gardening \$64,600.00

This bid includes full installation of a design build landscaping project similar to the original plans using drought tolerant plants approved by California Water Service. This bid includes items excluded from the previous bidders, the common exclusions include grading for the entry sign and providing an electrical service for the Entry Sign. For bid comparison, if grading and electrical was removed from Franks Gardening, the bid would be \$53,500. Giving consideration to the bid amounts, Franks Gardening is the low bidder and staff recommends awarding the King City Entry Sign Landscaping to Franks Gardening in the amount of \$64,600.00.

The primary changes to the landscape design include elimination of the majority of hardscape. The plan also excludes most of the new landscaping on the narrow Broadway Street strip of land adjacent to the cemetery and focuses most of the work on the corner area surrounding the sign. The landscape design will continue to serve as a drought tolerant demonstration garden, which is proposed to be sponsored by Cal Water.

COST ANALYSIS:

The Broadway Street City Entrance Sign Capital Improvement Project approved by the City Council in the biennial budget includes \$80,000 budgeted in FY 2017-18. Of this amount, 52,061.00 was previously used to award the construction of the Entry Sign, leaving \$27,939.00. Therefore, an additional \$36,661 is needed to complete the project. The budget includes a proposed \$25,000 for Cal

**CITY COUNCIL
CONSIDERATION OF PROPOSED PROJECT AND AWARD OF KING CITY
ENTRY SIGN LANDSCAPING
OCTOBER 10, 2017
PAGE 3 OF 3**

Water's sponsorship of the drought tolerant garden, which is \$10,000 above their original commitment. A request has been made to increase their contribution to fully fund the landscape portion of the project. If not approved, staff may need to return to Council for an additional appropriation.

Staff anticipates there will be sufficient revenue for this expense from additional parcels that are being recommended for sale adjacent to the wastewater treatment plant. If not, staff will reduce funding that was appropriated for streetscape improvements by this amount. As a result, there should not be a net impact to the projected General Fund ending fund balance.

ENVIRONMENTAL REVIEW:

No changes are being made to the project that would result in either a direct or indirect impact to the environment so no additional environmental review is required for the City Council action.

ALTERNATIVES:

The following alternatives are provided for Council consideration:

1. Award the King City Entry Sign Landscaping to Franks Gardening in the proposed amount of \$64,600.00 and appropriate an additional \$37,000 for the project;
2. Award the King City Entry Landscaping to an alternate bidder;
3. Do not award the King City Entry Landscaping project;
4. Provide other direction to staff.

Exhibits:

1. Bids received

Submitted by: _____



Octavio Hurtado, Hanna & Brunetti, City Engineer

Approved by: _____



Steven Adams, City Manager



731 Amesti Road, Watsonville, California 95076 • (831) 724-1885 • Fax (831) 724-1838 • CA Lic. #352943

DIR Contractor Registration Number 1000003941
BID CONFIRMATION

Project: King City Entry Sign

Date: 05-15-2017

Furnish and install: yes Tax Included: yes

Minority status: NONE Union: yes Prevailing Wage: Yes

Bondable: yes Bond Rate: 3% cost is not included in bid

INCLUDES:

Boulders (no details on plan), Irrigation, Planting, Landscape Lighting.

TOTAL \$115,300.00

CLARIFICATIONS

QLS to receive site graded to 0.10' of finish grade, free of weeds and debris.

Maximum boulder size to be 3'x2.5'x2.5'

Proposal based on the following insurance coverage:

General Aggregate \$2,000,000.00

Waiver of subrogation is excluded. To add Waiver of Subrogation, add \$500.00

*Any additional insurance coverage to be paid by others.

EXCLUSIONS

Maintenance paths, cobble swales, all hardscape

Bio-retention soil, Topsoil and topsoil placement / excavation of existing

Electrical service to irrigation controller and lighting controller

Clear/grub/demo/removal/disposal/haul-away

Traffic Control / Pedestrian Control

Permits / water meter / hot tap /

Site utility verifications/located (General to have site "USA'd")

Water meter / hot tap / irrigation supply line

Cut/remove/patch/trench through existing pavement

Bore and jack

Four Seasons Landscaping
 1090 Riverside Rd.
 Hollister, CA 95023
 (831) 637-2517

CA Lic. #594647

1811

proposal submitted to:

work to be performed at:

NAME CITY OF KING

NAME ENTRY SIGN + DEMONSTRATION GARDEN

ADDRESS 212 S. VANDERBUNDT

ADDRESS SAN ANTONIO DR + BROADWAY ST.

CITY KING CITY STATE Ca. ZIP 93930

CITY KING CITY STATE Ca. ZIP 93930

TELEPHONE OCTAVIO 831-601-0301

TELEPHONE

DATE	DATE OF PLANS	START WORK DATE	YOUR INQUIRY NO.	PROPOSAL NO.	PAGE NO.	OF PAGES
<u>12/2/16</u>	<u>7/8/16</u>					

INSTALL LANDSCAPING AS PER PLAN TO INCLUDE: AUTOMATIC DRIP IRRIGATION, PLANTING + HANDSCAPE AS PER PLAN. SITE TO BE USED BEFORE WE START WORK. PARKING LOT TO STORAGE AREA FOR THIS PROJECT. SIGN + ELECTRICAL WORK TO BE DONE BEFORE WE START. THIS IS A PREVAILING WAGE JOB.

60,156.⁰⁰

*Mark ya
John*

proposal & acceptance

proposal includes

acceptance of proposal

MATERIAL AND LABOR AS REQUIRED IN ACCORDANCE WITH THE ABOVE SPECIFICATIONS.

THE ABOVE PRICES, SPECIFICATIONS AND CONDITIONS ARE SATISFACTORY AND ARE HEREBY ACCEPTED. YOU ARE AUTHORIZED TO COMPLETE THIS CONTRACT AS SPECIFIED. PAYMENT WILL BE MADE AS OUTLINED TO THE LEFT.

FOR THE SUM OF _____ DOLLARS \$ 60,156.00
 PAYMENT TO BE MADE AS FOLLOWS _____

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance. Our workers are fully covered by Workman's Compensation Insurance.

SIGNATURE OR COMPANY _____

AUTHORIZED SIGNATURE _____

NOTE: THIS PROPOSAL MAY BE WITHDRAWN BY US IF NOT ACCEPTED WITHIN 30 DAYS.

John
 AUTHORIZED SIGNATURE

DATE OF ACCEPTANCE _____



Frank's Gardening Service

California State License # 716839

Frank's Gardening Service
Frank Lopez
P. O. Box 52
King City, CA. 93930

CITY OF KING CITY
212 SOUTH VANDERHURST AVENUE
King City California 93930

Please find enclosed the requested **PROJECT BID** for your Landscape Project of the **ENTRANCE** to the city via Broadway Street. After your review, please do not hesitate to contact me with any questions, changes, or additional information necessary to process my bid.

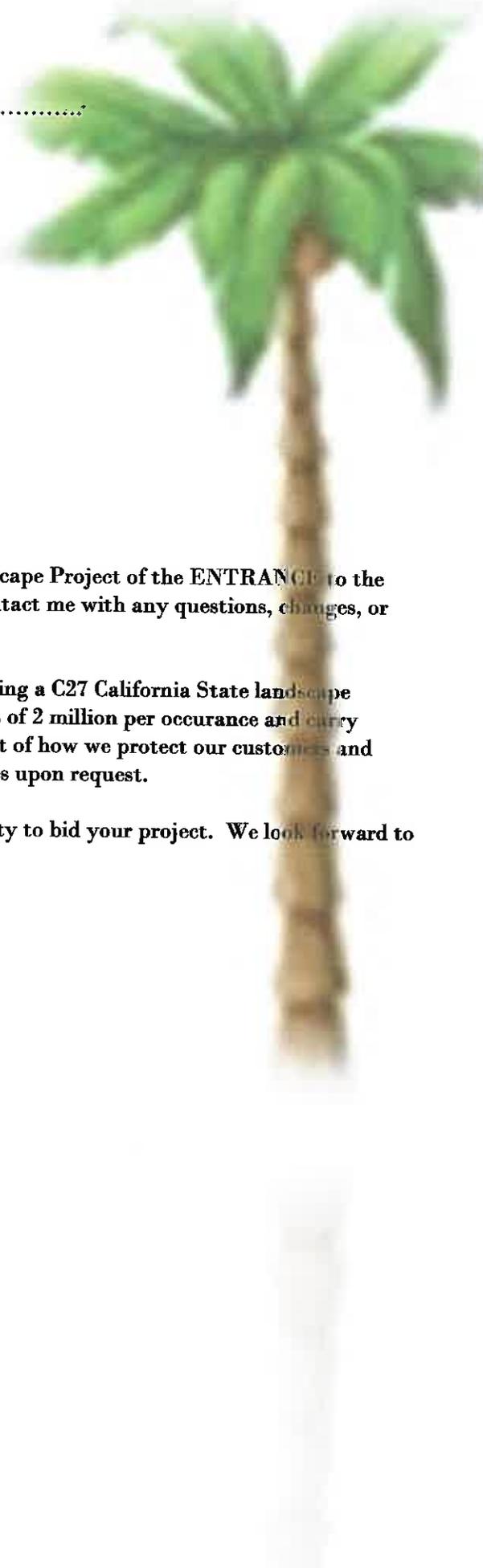
Frank's Gardening Service is a full service landscape business holding a C27 California State landscape contractors license. We carry a General liability insurance policy in excess of 2 million per occurrence and carry workman's compensation and commercial auto liability insurance as a part of how we protect our customers and employees. We will furnish any certificates of insurance or proof of licenses upon request.

Thank you for your attention in this matter and for the opportunity to bid your project. We look forward to your response.

Sincerely,

Frank Lopez

Frank's Gardening Service
Ca. state contractor license # 716839





Frank's Gardening Service
CALIFORNIA STATE LICENSE #224222

.....
 Frank's Gardening Service
 Frank Lopez
 P. O. Box 52
 King City, CA. 93930

CITY OF KING CITY
 212 SOUTH VANDERHURST AVENUE
 King City California 93930

PROJECT BID

SITE DEMOLITION – including general clearing and grubbing including removal of existing irrigation system	\$ 3500.00
GRADING - level/grading of site in preparation for construction of ENTRY SIGN FOUNDATION	\$5000.00
ELECTRICAL SERVICE – for lighting of Entry Sign	\$ 6100.00
LANDSCAPE INSTALLATION - as per discussed a similar plan to the one provided, utilizing drought tolerant Low maintenance California native plants as much as practical & approved by CalWater	\$25,000.00
IRRIGATION INSTALLATION - automatic drip irrigation as per discussed	\$15,000.00
UNDERGROUND ROOT BARRIER / gopher guard to be installed on all plants	\$ 5000.00
HARDSCAPE INSTALLATION - cobble/rock/gravel /DG	<u>\$5000.00</u>
<u>TOTAL BID PRICE</u>	<u>\$64600.00</u>

Please note that while I am providing you a generalized breakdown on the utilization of funding for the project, elimination of any one category would not necessarily lower the TOTAL PRICE of the project – my bid is the TOTAL PRICE quoted



Item No. 9(F)

REPORT TO THE CITY COUNCIL

DATE: OCTOBER 10, 2018

TO: CITY COUNCIL

FROM: ROBERT MASTERSON, CHIEF OF POLICE

RE: CONSIDERATION OF APPROPRIATION FOR MODEMS USED FOR PATROL VEHICLE MOBILE DATA COMPUTERS

RECOMMENDATION:

It is recommended the City Council appropriate \$13,000 for installation of new wireless modems for the mobile data computers in police vehicle.

BACKGROUND:

The Police Department mobile data computers rely on cellular connections to receive and transmit dispatch data. The past methods used USB air cards, which would be jostled during driving. As a result, they would eventually break and need to be continuously replaced. The new modems will be hard mounted with CAT 5 cabling to the MDC docking stations in the patrol vehicles. This reduces the loss in connectivity and the possibility of breakage.

DISCUSSION:

Funding was appropriated in the FY 2016-17 Annual Budget and the purchase order completed. However, actual installation did not occur until September due to delivery delays. Therefore, since the City has begun a new fiscal year, it is necessary to re-appropriate the funding.

COST ANALYSIS:

The cost for the new modems is \$13,000. It will be funded from the General Fund. Therefore, it will increase expenditures in FY 2017-18. However, the funds budgeted in FY 2016-17 will not be expended. Therefore, there will be no net impact on the projected year-end fund balance.

**CITY COUNCIL
CONSIDERATION OF APPROPRIATION FOR MODEMS USED FOR PATROL
VEHICLE MOBILE DATA COMPUTERS
October 10, 2017
PAGE 2 OF 2**

ENVIRONMENTAL REVIEW:

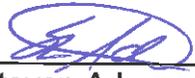
Since the project involves patrol vehicle maintenance, it is not considered a project for the purposes of CEQA and has no potential for resulting in either a direct or indirect impact to the environment.

ALTERNATIVES:

The following alternatives are presented for Council consideration:

1. Approve staff's recommended appropriation;
2. Cancel the new modems installation; or
3. Provide other direction to staff.

Prepared by: 
Robert Masterson, Chief of Police

Approved by: 
Steven Adams, City Manager



Item No. 9(G)

REPORT TO THE CITY COUNCIL

DATE: OCTOBER 10, 2017

TO: CITY COUNCIL

FROM: STEVEN ADAMS, CITY MANAGER

RE: CONSIDERATION OF LETTER URGING THE CITY'S CONGRESSIONAL ELECTED OFFICIALS TO ADOPT LEGISLATION ENABLING RESIDENTS THAT QUALIFY UNDER THE DEFERRED ACTION FOR CHILDHOOD ARRIVALS (DACA) TO CONTINUE TO LIVE AND WORK IN THE UNITED STATES

RECOMMENDATION:

It is recommended the City Council approve a letter prepared by the City Council Subcommittee urging the City's Congressional elected officials to adopt legislation enabling DACA residents to continue to live and work in the United States.

BACKGROUND:

President Obama created DACA through a 2012 executive order. The program has allowed hundreds of thousands of young people who were brought to the United States illegally as children to remain in the country. Applicants cannot have serious criminal histories and must have arrived in the U.S. before 2007, when they were under the age of 16. DACA recipients can live and work legally in the U.S. for renewable two-year periods. DACA was based upon the Development, Relief and Education for Alien Minors (DREAM) Act, which failed to pass Congress. Therefore, those qualifying under DACA are often referred to as the "Dreamers." President Trump recently took action to end DACA. New applications are no longer accepted and work permits may be renewed for those expiring up to March 5, 2018 if submitted by October 5, 2017.

At the September 12, 2017 meeting, two individuals impacted by the end of DACA requested Council to support Dreamers in King City. At the September 26, 2017 meeting, Mayor LeBarre and Mayor Pro Tem Victoria proposed forming a Subcommittee to draft a letter to the City's Congressional elected officials urging them to adopt legislation enabling DACA residents to continue to

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OCTOBER 10, 2017
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live and work in the United States. City Council concurred and the Subcommittee consists of Mayor LeBarre and Mayor Pro Tem Victoria.

DISCUSSION:

The letter drafted by Mayor LeBarre and Mayor Pro Tem Victoria is attached for Council consideration. It will be sent to Senator Feinstein, Senator Harris, and Congressman Panetta. It urges Congressional elected officials to adopt legislation addressing this issue as quickly as possible. It is also intended to communicate to members of the community that qualify under DACA that the City supports and values their importance to our community.

COST ANALYSIS:

There is no cost associated with the recommended action.

ENVIRONMENTAL REVIEW:

The proposed letter is not considered a project for the purposes of CEQA and has no potential for resulting in either a direct or indirect impact to the environment.

ALTERNATIVES:

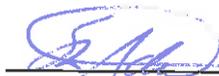
The following alternatives are presented for Council consideration:

1. Approve the proposed letter;
2. Modify and approve the proposed letter;
3. Do not approve the letter; or
4. Provide other direction to staff.

Exhibits:

1. Letter to Senator Feinstein
2. Letter to Senator Harris
3. Letter to Congressman Panetta

Prepared and Approved by:



Steven Adams, City Manager



October 10, 2017

Senator Dianne Feinstein
331 Hart Senate Office Building
Washington, D.C. 20510

Dear Honorable Senator Feinstein:

The City of King City Council supports your efforts to find a way to allow recipients under the DACA program, who have followed the rules, to live and work in the country without fear of deportation. Our community is home to many under DACA and the Mayor Pro Tem and I believe our residents deserve a safe community where all are valued and respected.

You have always been an advocate for those without a voice. Sandy Bell Torres and Alma Torres are members of our community who have benefited under the DACA program. We are their voice.

Sandy Bell came to King City when she was 3 years old and DACA took the fear of deportation away and made her life better. She used the opportunity to learn, get an education, and continue working for a better life. In her words, "DACA has helped me accomplish my dreams." She now works at our middle school as a para educator. Alma was 10 when she became part of our community. Her dream was to go to a four year college. Thanks to DACA her dream came true. She attended Fresno State University and earned her degree in Psychology. Their lives, hard work and determination to build a better life are just two examples of the many fine individuals positively contributing to our community.

It currently appears several bills are moving through congress and what emerges is still unknown. The Mayor Pro Tem and I urge you to vote for any legislation that legally allows dreamers to stay in our communities. We support your efforts on the BRIDGE, RAC, BLUE CARD, and DREAM Acts and will support and defend your vote on any legislation that accomplishes the most important goal of a legal mechanism that provides DACA recipients a way to stay in the country without fear of deportation.

We support the rule of law, our constitution, and rights we all enjoy as free individuals of the world's greatest country. Now is the time to act and urge a quick resolution and vote to allow DACA recipients to stay in our country and our communities.

Respectfully,

Mike LeBarre
Mayor

Carlos Victoria
Mayor Pro Tem

Robert Cullen
Council Member

Darlene Acosta
Council Member

Carlos DeLeon
Council Member



October 10, 2017

Senator Kamala Harris
 112 Hart Senate Office Building
 Washington, D.C. 20510

Dear Honorable Senator Harris:

The City of King City Council supports your efforts to find a way to allow recipients under the DACA program, who have followed the rules, to live and work in the country without fear of deportation. Our community is home to many under DACA and the Mayor Pro Tem and I believe our residents deserve a safe community where all are valued and respected.

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 Mayor

Carlos Victoria
 Mayor Pro Tem

Robert Cullen
 Council Member

Darlene Acosta
 Council Member

Carlos DeLeon
 Council Member



October 10, 2017

Congressman Jimmy Panetta
228 Cannon House Office Building
Washington, DC 20515

Dear Honorable Congressman Panetta:

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