

ITEM 9.A.

MOORPARK CITY COUNCIL AGENDA REPORT

TO: Honorable City Council

FROM: Barry K. Hogan, Deputy City Manager 

DATE: August 5, 2009 (CC Meeting of 9/2/09)

SUBJECT: Consider Providing Direction to Staff Regarding Signing for the Moorpark Farmer's Market Located on City Property on High Street

DISCUSSION

The question was raised by the proprietor of The Farmer's Market at Moorpark (TFMM) whether he could be allowed to have off-site directional signage for his reoccurring Saturday event. TFMM is on land leased by the Moorpark Redevelopment Agency. What the proprietor wants to do is to put up temporary directional signage similar to that allowed for realtor open houses under Section 17.40.100(F)(2) of the Moorpark Sign Ordinance. This Section allows up to a maximum of 5 open house signs to direct customers to the site of the home sale. The size of the signs is limited to four square feet and to a maximum of three feet in height. There is also a duration restriction relative to weekends and caravan days.

The City has a long history of support for the revitalization of High Street and has spent over \$30 million since 1989 on High Street with the latest expenditure for the High Street Streetscape design. High Street has always been a special place for Moorpark. The Council's adoption and recent amendment of the Downtown Specific Plan and the reduction of parking are evidence of the Council's support of activities and businesses in the downtown area and specifically High Street. There are many activities presently on High Street which could benefit from directional signing such as Roamin' Relics, Country Days, and The Farmer's Market at Moorpark. We have recently received a request for Temporary Use Permit for a crafts fair on High Street. There may also be additional events planned for the future to promote the High Street Arts Center, such as film festivals, art shows, craft festivals and other activities on High Street.

The Farmer's Market is a once a week activity and it is important to get the word out to residents/customers of Moorpark of this new business and event happening in downtown on High Street. Unlike other businesses which are open and present on High Street during the week, the Farmer's Market is only open on Saturdays.

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The Director has extended the Temporary Use Permit for The Farmer's Market to November 7, 2009. The Zoning Ordinance does not give the Director the authority to allow signage in excess of that allowed by the Sign Ordinance. On a trial basis, the City Council could direct staff to waive enforcement of the Sign Ordinance for this event through November 7, 2009. The conditions of the TUP require the applicant to apply for an Administrative Permit by no later than September 25, 2009 in order to continue with the Farmer's Market uninterrupted.

STAFF RECOMMENDATION

Direct staff, on a trial basis through December 31, 2009, to waive enforcement of the Sign Ordinance to allow the Farmer's Market and other High Street special events to have directional signing the day of the event and to have such signage removed within two hours of the end of the event. A maximum of five directional signs would be allowed.