

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council
FROM: David A. Bobardt, Planning Director 
DATE: September 22, 2009 (CC Meeting of 10/7/2009)

SUBJECT: Consider Resolution Directing the Planning Commission to Study, Hold a Public Hearing and Provide a Recommendation on Amendments to Chapter 17.40 Sign Regulations, of Title 17, Zoning, of the Moorpark Municipal Code Related to Temporary Event Directional Signs

BACKGROUND / DISCUSSION

The City Council comprehensively amended the City's sign regulations in the Zoning Ordinance in 2005. The proprietor of the farmers' market on High Street, which opened earlier this year, addressed City Council a couple times during public comment requesting the ability to post off-site directional signage for the market. The sign regulations in the Zoning Ordinance currently do not allow for off-site signage for temporary events, such as a farmers' market, with the exception of banners and signs for events sponsored by the City or by Moorpark nonprofit organizations. On September 2, 2009, the City Council directed staff to waive enforcement of the sign regulations through the end of the year to allow the farmers' market and other High Street special events to have directional signage on the day of the event, provided that such signage is removed within two hours of the end of the event. In order to address this issue on a more permanent basis, amendments to the sign regulations in the Zoning Ordinance need to be studied. A draft resolution to initiate consideration of amendments to the sign regulations is attached for Council consideration.

STAFF RECOMMENDATION

Adopt Resolution No. 2009-_____.

ATTACHMENT: Draft Resolution

RESOLUTION NO. 2009-_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, DIRECTING THE PLANNING COMMISSION TO STUDY, HOLD A PUBLIC HEARING AND PROVIDE A RECOMMENDATION TO THE CITY COUNCIL ON AN AMENDMENT TO CHAPTER 17.40 SIGN REGULATIONS, OF TITLE 17, ZONING, OF THE MOORPARK MUNICIPAL CODE RELATED TO TEMPORARY EVENT DIRECTIONAL SIGNS

WHEREAS, Section 17.44.050 of the Municipal Code provides that the City Council may initiate proceedings to consider amendments to the Zoning Ordinance by the adoption of a resolution of intent; and

WHEREAS, the City Council wishes to initiate proceedings to consider an amendment to Chapter 17.40 Sign Regulations, of Title 17, Zoning, of the Moorpark Municipal Code related to temporary event directional signs.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MOORPARK DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. INITIATION OF PROCEEDINGS: The City Council hereby authorizes the initiation of proceedings to consider amendments to Chapter 17.40 Sign Regulations, of Title 17, Zoning, of the Moorpark Municipal Code related to temporary event directional signs.

SECTION 2. DIRECTION TO PLANNING COMMISSION: The Planning Commission is hereby directed to study, hold a public hearing, and provide a recommendation to the City Council on this matter.

SECTION 3. CITY CLERK CERTIFICATION AND FILING: The City Clerk shall certify to the adoption of this resolution and shall cause a certified resolution to be filed in the book of original resolutions.

PASSED AND ADOPTED this 7th day of October, 2009.

Janice S. Parvin, Mayor

ATTEST:

Deborah S. Traffenstedt, City Clerk