

**MOORPARK CITY COUNCIL  
AGENDA REPORT**

**TO:** Honorable City Council

**FROM:** David A. Bobardt, Community Development Director  
Joseph Fiss, Principal Planner

**DATE:** October 19, 2012 (CC Meeting of 11/7/2012)

**SUBJECT:** Consider Resolution Directing the Planning Commission to Study, Hold a Public Hearing, and Provide a Recommendation on an Amendment to Chapter 17.40 (Sign Regulations) of the Zoning Ordinance



**BACKGROUND / DISCUSSION**

At the October 17, 2012 City Council meeting under Public Comment, a speaker addressed the Council on the City's sign regulations. From time to time, it is beneficial to revisit the City's regulations to ensure that they remain relevant to changing circumstances and to identify ways to streamline regulations while still meeting community expectations. The most recent comprehensive revision to the City's sign regulations was adopted by Ordinance 332 on December 21, 2005. Staff already had started research on potential revisions to temporary sign and banner regulations, as well as monument sign and pylon sign regulations. Staff believes that there may be some room for some flexibility in the timing and size requirements for temporary signs, and that the sections regarding monument signs and pylon signs need to be reevaluated and clarified, especially for signs along Los Angeles Avenue.

The Municipal Code calls for a resolution of City Council to initiate an amendment to the Zoning Ordinance. The attached draft resolution, if adopted by City Council, would direct staff and the Planning Commission to study and provide a recommendation to the City Council on the City's sign regulations.

**FISCAL IMPACT**

A review of the City's sign regulations would be an effort by existing staff. It is not in the current work program for the Community Development Department and assigning staff to this program would affect the timing of other programs of the department.

**STAFF RECOMMENDATION**

Adopt Resolution No. 2012-\_\_\_\_\_.

**ATTACHMENT**

1. Draft Resolution

RESOLUTION NO. 2012-

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)

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 a Zoning Ordinance Amendment that would amend Chapter 17.40 (Sign Regulations).

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 a Zoning Ordinance Amendment that would amend Chapter 17.40 (Sign Regulations).

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 November, 2012.

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Janice S. Parvin, Mayor

ATTEST:

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Maureen Benson, City Clerk