

VMC 17.48.070 (B)

This section currently reads:

- B. Residential Zones (R-A, R-1, and R-M) (No permit required).
 - 1. One nameplate, not exceeding two square feet in area, containing the name and address of occupant, is permitted for each residence;
 - 2. Two signs pertaining to the sale, lease, rental or display of a structure or land is permitted. These signs may have two faces. Each face shall not exceed an area of four square feet and shall not exceed a height of six feet above the surface of the ground;
 - 3. One externally illuminated permanent subdivision or multiple housing entrance sign shall be limited to one square foot of sign area per dwelling units, but not to exceed twenty (20) square feet. Such signs shall be wall mounted or freestanding with a maximum height of six feet;
 - 4. Signs identifying neighborhood commercial centers are permitted as provided within Section 17.48.070(C)(2).

The proposed amendment would add the following section:

17.48.070 (5)

- 5. Temporary Open House Signs
 - (a) For the purposes of this section, "Temporary Real Estate Open House Sign" means a temporary sign that solely indicates that property, or a portion thereof, is for sale, and provides directions to and information regarding the property.
 - (b) All Temporary Real Estate Open House Signs are subject to the following conditions:
 - 1. Size. The total face area of the signs shall not exceed twenty-four (24) inches by thirty six (36) inches in size.
 - 2. Height. The vertical distance measured from ground level to the highest point of such sign or sign structure or other support shall not exceed three (3) feet.
 - 3. Limit. No more than (6) six Temporary Real Estate Open House Signs per property for sale may be posted within the public right-of-way.
 - 4. Type. Temporary Real Estate Open House Signs shall be an A-frame or "in ground light weight wire based" signs, shall be maintained in good condition at all times, and shall be constructed out of materials normally used in professional signage. No balloons or flags or similar devices may be affixed to a Temporary real Estate Open House Sign.
 - 5. Location. No Temporary Real Estate Open House Sign may be placed, used or maintained:

- (1) On trees, traffic signs or utility poles, nor be placed in such a manner as to obstruct the view of any official public sign.
 - (2) On private property or public right-of-way if the location obstructs, impedes or otherwise disturbs the safe and convenient use by the public of any street or sidewalk.
 - (3) In or on any roadway area or center median area.
 - (4) Within 18" from face of curb.
 - (5) On streets undergoing construction.
 - (6) On streets being utilized for special events.
 - (7) Within five (5) feet of the beginning of the curb return of any intersection, whether the intersections have marked or unmarked crosswalks.
6. Time. Signs shall only be displayed during the "open house" and not earlier than 8 am; and must be removed no later than dusk or 6 pm, whichever is earlier.
 7. Identification Required. Every person who places or maintains a Temporary Real Estate Open House Sign shall have his/her name and telephone number on or affixed to the sign.

On-site Subdivision Signs, Devices and Activities

The City Council motion included changes to on-site promotional activities, but lacked a consensus related to the types of activities, signs, actions and related promotions for on-site sales. Staff has not included the on-site changes in this report to allow a review of proposed activities from the Home Builders Association for a more detailed analysis of a proposed ordinance amendment.

Subdivision Kiosk Sign Program

No amendments are proposed to the Kiosk Sign Program as a part of this action. The Kiosk Sign Program could be reviewed for changes through a subsequent text amendment. As expressed in the May 17, 2010 City Council Transmittal, an amortization period for the kiosk sign program is being considered. Staff determined that added input from the kiosk sign company and related stakeholders should be solicited prior to putting forward a sign ordinance amendment for changes to the program.

Environmental Review

This action consists of amending the regulations for temporary signs which will not result in a change of land use or density whereby the proposed changes are considered Categorical Exempt under Section 15305 and a Categorical Exemption was prepared for this project, consistent with the California Environmental Quality Act (CEQA). Staff recommends that Notice of Exemption No. 2010-53 be adopted for this project.