SUBJECT: SECOND READING - ORDINANCE NO. 1622, POLITICAL SIGN REGULATIONS

SOURCE: Administrative Services Department/City Clerk Division

COMMENT: Ordinance No. 1622 amends Article 20, Section 2012 of the Zoning Ordinance Pertaining to Promotional, Campaign and Political Sign Regulations to allow 12.5 square feet signs on residentially zoned property with frontage on an Arterial or Collector Street. This ordinance was given First Reading on October 15, 2002, and has been printed.

RECOMMENDATION: That Council give Second Reading to Ordinance No. 1622, waive further reading, and adopt said ordinance.

Attachment: Ordinance No. 1622
ORDINANCE NO. 1622

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PORTERVILLE AMENDING ARTICLE 20, SECTION 2012 OF THE ZONING ORDINANCE PERTAINING TO PROMOTIONAL, CAMPAIGN AND POLITICAL SIGN REGULATIONS

WHEREAS, the City Council of the City of Porterville at its regularly scheduled meeting of October 15, 2002, conducted a public hearing to consider General Amendment of the Zoning Ordinance 2-2002, amending Article 20, Section 2012 of the Porterville Zoning Ordinance pertaining to the Promotional, Campaign, and Political signage standards.

WHEREAS, the proposed General Amendment of the Zoning Ordinance amends the provisions for maximum size of promotion, campaign and political signs in the residential zones.

NOW THEREFORE BE IT ORDAINED, that the City Council of the City of Porterville does hereby amend Article 20, Section 2012 as follows:

SECTION 1: Article 20 is hereby amended as follows:

SECTION 2012: Promotional, Campaign, and Political Signs.

A. Temporary promotional, campaign and political signs are permitted on private property in any zoned district and within the public right-of-way providing that:

1. The individual in charge of posting said signs files with the City Clerk his/her name, address and telephone number and receives a copy of Sections 2012 and 2015 of the Zoning Ordinance.

2. Any such sign on a residentially zoned property with frontage on an Arterial or Collector Street as designated by the Circulation Element of the General Plan shall be no greater than twelve and one-half (12.5) square feet in area. Signs on residentially zoned property not fronting an Arterial or Collector Street shall be limited to a maximum of four (4) square feet in area.

3. Any such sign exceeding thirty-two (32) square feet in area shall require approval of a use permit in conformance with Article 29 contained within this ordinance.

4. No such sign shall be posted within public right-of-way in residentially zoned districts except along Arterial streets and Collector Streets, as designated in the Circulation Element of the General Plan. Such signs in the public right-of-way shall be limited to a maximum of four (4) square feet in area.
5. No such sign shall be located so as to constitute a hazard to vehicular and pedestrian traffic.

6. No such sign in the City right-of-way shall be attached to any pole or structure supporting a traffic control sign or device, Street tree or fire hydrant.

7. No such sign shall be placed in the roadway or on the sidewalk.

8. No such signs shall be posted more than ninety (90) days preceding the date of the event or election to which the signs pertain.

9. All such signs shall be removed within fifteen (15) days following the date of the event or election to which the signs pertain.

10. No such sign shall be placed in the public right-of-way abutting any public property including parklands nor within City maintained landscaped parkways within public right-of-way.

B. Violation to any of the above regulatory conditions shall be deemed a public nuisance and may be summarily abated as such; and each day that such violation continues shall be regarded as a new and separate offense.

SECTION 2: This ordinance shall be in full force and effect thirty days from and after its publication and passage.

ADOPTED this 5th day of November, 2002.

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Gordon T. Woods, Mayor

ATTEST:

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John Longley, City Clerk