Call to Order at 3:55 p.m.
Roll Call: Council Member McCracken, Council Member P. Martinez, Mayor Pro Tem F. Martinez, Council Member Hernandez, and Mayor Hamilton

ORAL COMMUNICATIONS

• Dick Eckhoff, 197 North Main, asked whether the audience would be allowed to speak now, and not during the item, and he stated that he had sent in his notes and questioned whether they had been received. Mr. Eckhoff was told that he would need to make his comments at this point, and that his notes had been given to Council as a handout. He stated that they were close to getting this squared away, and he was pleased to see it coming to a finale. He was also pleased to see the bit about the A frame signs for the downtown area. He agreed that different development areas of town required different ordinances. He stated that he was for the ordinance.

• Renee Sprague, 275 North “E” Street, stated that she appreciated the City taking time to do this, as it had been a tough job. She stated that she wanted clarification on what type of sign the new Cingular, sail type signs were that she was starting to see a lot of on curbs. Staff stated they were more of a flag banner, and were covered under the ordinance. Ms. Sprague stated that those signs stick out too much.

• Avtar Singh, 134 North Main Street, expressed his concern about pole signs along Highway 65. He stated that there were a lot of trees, and you could not read the signs, such as at Olive Avenue and Highway 65. He stated that he was concerned with the height.

SCHEDULED MATTER

1. ZONING ORDINANCE AMENDMENT 2006-7 (FORMERLY 3-2004) - AN ORDINANCE AMENDING VARIOUS SIGNAGE REGULATIONS

Recommendation: That the City Council provide direction to staff and direct staff to set the time and place for a public hearing.

Mayor Hamilton welcomed Julie Boyle back.

Brad Dunlap, Community Development Director, stated that the handout he had given Council contained Mr. Eckhoff’s comments and a brief staff response. He stated that in addressing the comments about the Clearwire and Cingular banners, those would be considered banners—they were just mounted vertically on a two-pole frame. He then presented the staff report. Mr. Dunlap stated that the Code amendment before them today was not a comprehensive Code amendment. It basically represented an amendment to the Code which addressed some low-lying fruit, and had to do with three general characteristics—sign quality and maintenance, temporary signage, and roof signage. Mr. Dunlap stated that what Mr. Singh was talking about was evaluating appropriate
height, and the only place that was done was where it pertained to temporary signage, or signs on roofs. He stated that none of this effort was directed toward typical height or numbers of signs for permanent signs. Mr. Dunlap stated that would be another Code amendment, or when they finished with the General Plan Update, there would be a need for a comprehensive update to the entire Zoning Ordinance, and possibly other Codes. He stated that the Code had not been amended for decades, and this would be considered a band-aid until that was done. Mr. Dunlap then presented the staff report which amended and clarified Chapter 3 and Article Three of the Zoning Ordinance. Mr. Dunlap and Mrs. Boyle then reviewed the proposed amendments and the following items were noted:

- 3-27 (c) should switch with 3-28 (e)
- Section 2010 (B) (5) would like a shorter term than 15 seconds to change messages
- Section 2011 (B)(1) change to twelve foot height
- Section 2013(A)(4) change to A Frame not Sandwich-board
- For future consideration, Mr. Dunlap should look at requirements for the banner across Main Street and determine where it would fall in the Code
- Council asked staff to address signage height along freeway/highway frontages at a later time, such as a freeway overlay zone

The City Attorney stated that she had a couple of issues on non-commercial speech, which she would talk to Mr. Dunlap about.

Mayor Hamilton asked when they would bring this back for codification, and Mr. Dunlap stated that they would make the changes and bring this back to Council for a public hearing and consideration of adoption.

Council Member P. Martinez stated that this would also take care of signs on wheels.

**ORAL COMMUNICATIONS**
- Dick Eckhoff spoke on bulletin boards on the street and the height of awnings downtown with advertising, and Section 2019 (H)(2).

**OTHER MATTERS**
- Mayor Pro Tem F. Martinez spoke about parking at Proteus and asked how many parking spaces they have. It was stated that there was only on-street parking spaces, and none were assigned to a specific business.
- Council Member P. Martinez stated that Kiwanis spoke about posting banners or flags around Porterville with the names of individuals serving in the military. Kiwanis was looking into funding for this, and once the person served, the banner would come down and go to the family.
- Council Member P. Martinez thanked Mr. Singh for his assistance during the freeze.
- Larry Stoneburner spoke on the program being done by KSEE 24 for the freeze.
- Council Member P. Martinez stated that there was a presentation from the Gleanors, as they lost funding from United Way. It will also affect other organizations.

**ADJOURNMENT**
The Council adjourned at 5:32 p.m. to the Council Meeting of January 26, 2007, at 12:30 p.m.

Georgia Hawley, Chief Deputy City Clerk

SEAL

Cameron Hamilton, Mayor