

ORDINANCE NO. 2017-08

AN ORDINANCE OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
AMENDING ARTICLE 66 (SIGN ORDINANCE)
OF THE ESCONDIDO ZONING CODE

APPLICANT: City of Escondido
PLANNING CASE NO.: AZ 17-0001

The City Council of the City of Escondido, California, DOES HEREBY ORDAIN
as follows:

SECTION 1. That proper notices of a public hearing have been given and
public hearings have been held before the Planning Commission and City Council on
this issue.

SECTION 2. The City Council has duly reviewed and considered all evidence
submitted at said hearings, including, without limitation:

- a. Written information;
- b. Oral testimony from City staff, interested parties, and the public;
- c. The staff report, dated May 10, 2017, which along with its attachments is
incorporated herein by this reference as though fully set forth herein; and
- d. Additional information submitted during the Public Hearing.

SECTION 3. That the City Council has reviewed and considered the Notice of
Exemption prepared for this project, in conformance with the California Environmental
Quality Act ("CEQA") Section 15061(b)(3) "General Rule", and has determined that all

environmental issues have been addressed and finds that no significant environmental impact will result from approving the code amendment.

SECTION 6. That upon consideration of the staff report, Planning Commission recommendation, Planning Commission staff report, all public testimony presented at the hearing held on this project, and the "Factors to be Considered," attached as Exhibit "A" to this Ordinance and incorporated herein by this reference as though fully set forth herein, this City Council finds the Zoning Code Amendments are consistent with the General Plan and all applicable specific plans of the City of Escondido.

SECTION 7. That the specified sections of the Escondido Zoning Code Article 66 are amended as set forth in Exhibit "B" to this Ordinance and incorporated herein by this reference as though fully set forth herein.

SECTION 8. SEPARABILITY. If any section, subsection, sentence, clause, phrase or portion of this ordinance is held invalid or unconstitutional for any reason by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portions.

SECTION 9. That as of the effective date of this ordinance, all ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 10. That the City Clerk is hereby directed to certify to the passage of this ordinance and to cause the same or a summary to be published one time within 15

days of its passage in a newspaper of general circulation, printed and published in the County and circulated in the City of Escondido.

PASSED, ADOPTED AND APPROVED by the City Council of the City of Escondido at a regular meeting thereof this 24th day of May, 2017 by the following vote to wit:

AYES : Councilmembers: DIAZ, GALLO, MASSON, MORASCO, ABED

NOES : Councilmembers: NONE

ABSENT : Councilmembers: NONE

APPROVED:



SAM ABED, Mayor of the
City of Escondido, California

ATTEST:



DIANE HALVERSON, City Clerk of the
City of Escondido, California

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO : ss.
CITY OF ESCONDIDO)

I, DIANE HALVERSON, City Clerk of the City of Escondido, hereby certify that the foregoing ORDINANCE NO. 2017-08 passed at a regular meeting of the City Council of the City of Escondido held on the 24th day of May, 2017, after having been read at the regular meeting of said City Council held on the 10th day of May, 2017.



DIANE HALVERSON, City Clerk of the
City of Escondido, California

ORDINANCE NO. 2017-08

EXHIBIT "A"
FACTORS TO BE CONSIDERED
AZ17-0001

Zoning Code Amendment

1. The public health, safety, and welfare would not be adversely affected by the proposed Zoning Code amendment. New or modified sign standards relate to building mounted signs and freestanding signs and increasing the allowable sign area results in only slightly larger signs.

The proposed zoning code amendment would not be detrimental to surrounding properties because no physical improvements are proposed as part of this zoning code amendment. Future sign construction must comply with any applicable laws and standards. This includes the Building Code, the Fire Code, and any property standards by-laws. Furthermore, in the review and consideration of future sign permit applications, the City would ensure future signs are compatible with the structure and/or property where they are installed and do not adversely impact the visual character of the surrounding area, while supporting the businesses they help advertise.

2. The proposed zoning code amendments would be consistent with the goals and policies of the General Plan. The General Plan includes land use patterns and development strategies to manage new development in a way that does not overwhelm transportation and utility systems, or reduce the quality of community services, safety, and protection by the City. The Sign Ordinance would not, in and of itself, result in development or any other material change to the environment. The proposed amendments provide for new sign standards that facilitate economic development and economic development activity, which is generally consistent with portions of the General Plan promoting such. The proposed zoning code amendments would not diminish the Quality of Life Standards of the General Plan, nor adversely impact the community health or natural resources.
3. The proposed zoning code amendments do not conflict with any specific plan.

EXHIBIT "B"
PROPOSED CHANGES TO THE ZONING CODE
AZ17-0001

Amend the various zoning code sections to read as specified below.

ARTICLE 66. SIGN ORDINANCE

Revise Section 33-1396, General use signs, as set forth below.

(e) Bulletin signs.

(E) Private schools—WASC (Western Association of Schools and Colleges) accredited primary and secondary schools (grades K-12) (including day care centers)

Revise Section 33-1396, General use signs, as set forth below.

(f) Signs for nonresidential uses in residential zones. Nonresidential facilities and uses located in residential zones subject to a conditional use permit, are allowed one (1) wall sign, a maximum of twenty (20) square feet in area and one (1) freestanding sign, a maximum of twenty-four (24) square feet in area. A freestanding sign three (3) feet high may be located anywhere on the site. A taller sign up to a maximum of six (6) feet high shall maintain the required setback of the zone. All freestanding signs must be compatible with the structure and/or property where they are installed and shall not adversely impact the visual character of the surrounding area. For properties with more than five (5) acres and frontage on more than one (1) street, one (1) freestanding sign per street frontage may be allowed. Only one (1) sign per property/use may be a changeable copy sign pursuant to section 33-1396(e).

(A) WASC (Western Association of Schools and Colleges) accredited primary and secondary schools (grades K-12) subject to this section are allowed one (1) wall sign, a maximum of forty (40) square feet in area. Monument sign(s) of up to six (6) feet in height are permitted, or a pole sign of up to fifteen (15) feet in height may be permitted subject to staff design review. The maximum square footage allowed for each freestanding sign shall not exceed sixty (60) square feet, and the number of freestanding signs permitted on a site shall not exceed two (2). Each and every sign over three (3) feet shall maintain the required setback of the underlying zone.