



AGENDA CITY OF IONE PLANNING COMMISSION MEETING



*Mike McDermed, Chairman
Mark Gebhardt, Commission
Mark Hopkins, Commissioner
Kim Smith, Commissioner
Stewart Wilkerson, Commissioner*

**Regular Meeting
Tuesday, January 10, 2012 at 6:00 p.m.
City Council Chambers, 1 E. Main Street, Ione 95640**

PLEASE LIMIT PUBLIC COMMENT/TESTIMONY TO FIVE MINUTES
Gov't. Code §54954.3

The Ione Planning Commission welcomes, appreciates, and encourages participation in the Ione Planning Commission Meeting. The Planning Commission reserves the right to reasonably limit the total time for public comment on any particular noticed agenda item as it may deem necessary.

Full staff reports and associated documents are available for public review at the Office of the City Clerk, City Hall, 1 E. Main Street, Ione, California. Hard copies may be obtained for 10 cents per page. Documents that are not available when the agenda is posted will be made available for public review at the meeting.

AGENDA

A. CALL TO ORDER

B. PLEDGE OF ALLEGIANCE

C. ROLL CALL

D. PUBLIC COMMENT: *EACH SPEAKER IS LIMITED TO 5 MINUTES*

*This is the time for members of the public who wish to be heard on matters that do not appear on the Agenda. Persons may address the Ione Planning Commission at this time on any subject within the jurisdiction of the Ione Planning Commission. There is a **5 minute time limit per person.***

Pursuant to the Brown Act, the Planning Commission may not take action or engage in a detailed discussion on an item that does not appear on the Agenda. However, matters that require Commission action will be referred to staff for a report and/or recommendation for possible action at a future Commission meeting.

Is there any person in the audience who wishes to address the Commission at this time?

E. CONSENT CALENDAR:

All matters on the Consent Calendar are approved under one motion unless requested to be removed for discussion by a commissioner or any member of the public.

E.1. Approval of Agenda of January 10, 2012

E.2 Approval of Minutes: September 13, 2011

October 14, 2011

F. PUBLIC HEARING:

F.1 Signage regulations for the Historic District – City Initiated Project

G. REGULAR AGENDA ITEMS:

G.1 Appointment of Vice Chairman for the period January, 2012 – April, 2012

H. CITY PLANNER'S REPORT

This item is reserved for the City Planner to comment or report on items not on the agenda. No action will be taken.

I. ADJOURNMENT

FUTURE MEETINGS

February 8, 2012

March 8, 2012

NOTICE REGARDING APPEALS

Pursuant to §17.16.060 of the Zoning Code, appeals of a final action by the Planning Commission must be filed with the City Clerk no later than ten calendar days after the day on which the final action was taken, along with the appropriate fee.

NOTICE REGARDING CHALLENGES TO DECISIONS

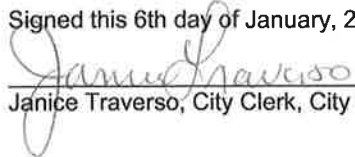
Pursuant to all applicable laws and regulations, including without limitation, California Government Code Section 65009 and or California Public Resources Code Section 21177, if you wish to challenge in court any of the above decisions (regarding planning, zoning and/or environmental decisions), you may be limited to raising only those issues you or someone else raised at the public hearing(s) described in this notice/agenda, or in written correspondence delivered to the City at, or prior to, this public hearing.

ADA COMPLIANCE STATEMENT

In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please contact City Clerk Janice Traverso at (209) 274-2412. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

I, Janice Traverso, the City Clerk of the City of Lone, declare under the penalty that the foregoing agenda for the January 10, 2012 regular meeting of the Lone Planning Commission was posted on January 6, 2012 at the office of the City of Lone City Hall at 1 East Main Street, Lone, CA 95640 and was available for public review at that location.

Signed this 6th day of January, 2012 at Lone, California



Janice Traverso, City Clerk, City of Lone

CITY OF IONE PLANNING COMMISSION MINUTES
September 13, 2011

I. CALL TO ORDER:

Chairman McDermed called meeting to order at 6:02 p.m.

II. PLEDGE OF ALLEGIANCE:

Chairman McDermed led the pledge of allegiance.

III. ROLL CALL:

Present: Gebhardt, Hopkins, McDermed

Absent: Wylie, Wilkerson

Staff: Jordan, Traverso

IV. CONSENT CALENDAR:

It was moved by Commissioner Hopkins, seconded by Commissioner Gebhardt and carried to approve the following Consent Calendar:

1. Agenda for September 13, 2011 with the deletion, under "Public Hearings - Smoke In A Bottle" due to lack of a quorum on this item. Commissioner Gebhardt has a conflict due to his family owning the building.
2. Approval of minutes of June 14, 2011

V. PUBLIC HEARING:

1. Zoning and Land Division Code Amendments – City Initiated Project- The Planning Commission will consider making a recommendation to the City Council on possible amendments to the City's standards for Nonconforming Use, Structures, and Land. The proposed amendments are part of a larger set of changes that have been reviewed by the Planning Commission and City Council.

City Planner Jordan commented that over the past several months, the City has been considering a series of amendments to the Zoning and Land Division portions of the Municipal Code. On June 14, 2011, the Planning Commission made a recommendation to the City Council that the amendments reviewed by the Commission be adopted. The Council considered these amendments at a series of hearings in July and August. After completing the review, the Council directed staff to bring the amendments back to the Planning Commission for review and discussion of additional changes to the Non-Conforming regulations. The additional text would allow the City to extend the nonconforming status beyond one year for an additional 24 months (maximum collective of 36 months). The Planning Commission would be the approving authority for the extension and the Commission could approve the extension, approve with conditions or deny the extension.

Chairman McDermed opened the public hearing at 6:35 p.m.

Mr. Larry Rhoades, 124 N. Arroyo Seco commented that these new regulations are more restrictive than the previous regulations.

Chairman McDermed closed the public hearing at 6:40 p.m.

After discussion by Commission, it was moved by Commissioner Gebhardt, seconded by Commissioner Hopkins and carried to adopt Resolution 11-4 recommending that the City Council adopt the proposed additional amendment to Title 17 (Zoning) of the Ione Municipal Code.

V. REGULAR AGENDA:

2. Downtown Master Plan – City Planner Jordan commented that the City is preparing a Master Plan for the Downtown. The intent of this project is to create a comprehensive and cohesive plan for the Downtown that informs future public and private improvements and development. It is important the City undertake this work at this time so that when property owners are ready to make improvements to their property there will be sufficient guidance. Further, by having this plan in place, the City can go after additional grants for public improvements, such as improvements to the Train Park and sidewalks on Jackson Street. The following are the components:
 - Vision Plan
 - Market Study and Economic Development Action Plan
 - Development Code
 - Design Guidelines and Pattern Book
 - Parking Plan
 - Infrastructure Assessment
 - Public Realm Standards
 - Gateway & Wayfinding Program
 - Implementation and Funding Plan

This was a discussion item and no action was taken.

VI. ADJOURNMENT:

Chairman McDermed adjourned the meeting at 7:09 p.m.

Respectfully submitted,

Janice Traverso
City Clerk

CITY OF IONE PLANNING COMMISSION MINUTES
October 14, 2011

Chairman McDermed called meeting to order at 6:15 p.m.

I. PLEDGE OF ALLEGIANCE:

Chairman McDermed led the pledge of allegiance.

II. ROLL CALL:

Present: McDermed, Wylie, Wilkerson, Gebhardt, Hopkins (via telephone)

Staff: Jordan, Traverso

III. PUBLIC COMMENT:

None.

IV. CONSENT CALENDAR:

It was moved by Commissioner Wylie, seconded by Commissioner Wilkerson, and carried to approve the following Consent Calendar:

1. Approval of agenda for October 14, 2011

Commissioners Gebhardt and Wilkerson left the meeting at this time due to conflict of interest with project.

V. PUBLIC HEARING:

2. Smoke In A Bottle – Conditional Use Permit – The applicant is requesting a Conditional Use Permit for the operation of a smoke shop (cigar shop) in an existing retail building. The use currently has a Conditional Use Permit to operate a smoke shop at the Ione Hotel. The new permit is being requested so that the operation may relocate to a new site at the corner of South Ione Street and East Main Street.

City Planner Jordan explained that in November, 2010, the Planning Commission approved a Conditional Use Permit for a smoke shop at the Ione Hotel, one block west of the proposed project site. The applicant is proposing to relocate the store from the Hotel to this vacant site. Because Conditional Use Permits run with the land, a new permit specific to 106 E. Main Street site is necessary. The project site is Zoned C-2(H) Central Business District Commercial, Historic Overlay) and is currently vacant. Adjacent uses include other retail establishments and residential uses.

Chairman McDermed opened the public hearing at 6:20 p.m.

Stewart Wilkerson, 117 E. Main Street commented that he had no fundamental oppositions to this business going into this new location,

but he has asthma and is very sensitive to cigarette and cigar smoke. He would like to confine smoking to inside of the building, and keep all the doors and windows closed. As long as we can do that, we can co-exist as good neighbors.

Dolores Enos, 110 E. Main Street against the Cigar Shop coming to this end of Main Street and think they should stay at their previous location.

Mark Gebhardt, Manager of the building commented that there has been several people who asked to rent this space, but thought that this one was the most appropriate. The Cigar Shop will only occupy the front part of the building.

Martin Marshall, co-owner of the Cigar Shop commented that this is only a cigar store and no cigarettes will be sold at this business. By moving to this location, we will eliminate the outdoor smoking and it will be strictly indoors. In the future, we will also be installing a filter system.

Raili Wilkerson, 117 E. Main commented that she concerned about the smoke and odor coming from across the street. This will effect the quality of life of the neighbors. There is a bench outside the building and I am pretty sure, if and when the business moves over there, we will see people sitting on the bench smoking. If they smoke indoors, I am willing to work with that. Unless they can keep the Smoke In A Bottle, I don't think this business should be there.

With no further comments, the public hearing was closed at 6:44 p.m.

Chairman McDermed commented that he understands the concerns of both the applicant and the neighbors, and hopefully, we can build in a condition to keep the smoke inside.

After discussion by the Commission, it was moved by Commissioner Wylie, seconded by Commissioner Hopkins and carried to adopt Resolution No. 11-5 finding the proposed CUP as amended for a smoke shop at 106 E. Main Street exempt from CEQA and approve the conditional use permit as amended (filtration system) subject to the conditions of approval in the October 14, 2011 staff report.

VI. ADJOURNMENT:

Chairman McDermed adjourned the meeting at 6:52 p.m.

Respectfully submitted,
Janice Traverso, City Clerk



CITY OF IONE PLANNING COMMISSION STAFF REPORT



FOR THE MEETING OF: JANUARY 10, 2012

DATE: JANUARY 6, 2012

TO: HONORABLE PLANNING COMMISSION

FROM: CHRISTOPHER JORDAN, AICP, CITY PLANNER

**SUBJECT: SIGNAGE REGULATIONS FOR THE HISTORIC DISTRICT
– CITY INITIATED PROJECT**

STAFF RECOMMENDED ACTION:

Staff recommends that the Planning Commission:

1. Receive the staff report;
2. Open the public hearing and take public comment;
3. Close the public hearing; and
4. Adopt a Resolution of the Planning Commission of the City of Ione Making Recommendation to the City Council Regarding Adoption of an Ordinance Amending Signage Standards for the Historic Downtown (Attachment 1).

BACKGROUND:

In 2010, the Planning Commission considered and made recommendation to the City Council regarding amendments to the City's Zoning Code to allow internally illuminated signs in the Downtown. As of spring 2009, these signs had been prohibited (Attachment 2). Since adoption of these standards, a number of businesses have come forward requesting the use of internally illuminated signs. Staff has not supported such requests based upon the adopted standards.

The City Council considered the Planning Commission's recommendation at their July 6, 2010 meeting. After extensive discussion, the Council voted 4-0 not to adopt the changes and, if the business community requested the changes again to take the revisions back through the process. A copy of the July 2010 staff report is attached for reference (Attachment 3).

In December 2011, resident Laurie Lord brought the issue back to the Council and requested that the matter be addressed. The Council directed at the December 20 meeting

that the Planning Commission review the item and make a new recommendation for consideration.

ANALYSIS:

Staff has reviewed the changes prepared in 2010 and is recommending some simpler language be considered. As presented in Attachment 1, the draft changes would:

- Allow internally illuminated signs in the Downtown upon approval of a Minor Architectural Design Review. This permit requirement already exists, so there would be no change in permit requirements.
- Requires that internally illuminated sign:
 - Incorporates historical design styles (e.g., lettering, detailing, shape, mounting), and/or
 - Is visually interesting (more than a simple can sign), and
 - Complements the overall District and building.
- Establish a performance standard that lighting no cause glare onto adjacent properties, the public sidewalk, and the public street.
- Includes examples of encouraged and discouraged signs. These examples were included in the prior draft.
- Updates Table 17.42.090-1 (Allowed Permanent On-Site Sign Standards) concurrently for consistency.

The proposed changes provide flexibility in allowing internally illuminated signs and do not increase the permit requirements beyond the current requirements.

ENVIRONMENTAL REVIEW:

The California Environmental Quality Act (CEQA) requires analysis of agency approvals of discretionary “projects.” A “project,” under CEQA, is defined as “the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.” The approval of this action does not approve any development project nor does it either directly or indirectly disturb the physical environment. The proposed Zoning Code amendment is not subject to CEQA. Specifically, this action qualifies for an exemption under Section 15061 (b)(3) of the CEQA Guidelines under the general rule that CEQA only applies to projects which “have the potential for causing a significant effect on the environment; where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.” The proposed amendments address the design requirements and allowed area limitations for signage within the Downtown, an area of the City that is already developed. It does not permit any specific development action, nor does it provide for increased density or intensity of development within the Downtown. Therefore, this proposed amendment qualifies for this exemption. No further environmental review is required.

SUMMARY:

In summary, the proposed amendments provide a process and basic design guidance for property owners and businesses to request internally illuminated signs within the Downtown.

RECOMMENDED MOTIONS:

If the Planning Commission agrees with staff's recommendation, the following motion is recommended:

I move that the Planning Commission adopt a resolution recommending that the City Council make amendments to the City's Zoning regulations specific to signage in the Downtown.

FINDINGS:

CEQA

Finding: The proposed amendment to Title 17 of the Municipal Code is exempt from CEQA under Section 15061 (b)(3) of the CEQA Guidelines.

Evidence: The proposed Zoning Code amendment is not subject to CEQA. Specifically, this action qualifies for an exemption under Section 15061 (b)(3) of the CEQA Guidelines under the general rule that CEQA only applies to projects which "have the potential for causing a significant effect on the environment; where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA." The proposed amendments address the design requirements and allowed area limitations for signage within the Downtown, an area of the City that is already developed. It does not permit any specific development action, nor does it provide for increased density or intensity of development within the Downtown. Therefore, this proposed amendment qualifies for this exemption. No further environmental review is required.

General Plan

Finding: The proposed amendment to Title 17 of the Municipal Code is consistent with the General Plan goals, policies, and implementation programs.

Evidence: This proposed amendment specifically implements the following General Plan vision, goal, and policy:

- Vision: Revitalize the Downtown (2-12), which calls for revitalization and improvement of the Downtown area;
- Goal LU-3, which calls for preservation and regeneration of Ione's historic Downtown; and
- Policy ED-1.6, which calls for the City to update the Zoning Code to provide flexibility within the downtown to facilitate economic development.

These revised signage standards provide additional guidance to property owners and business owners on what the City wants to see from new signage in the Downtown, including providing a process for establishment of illuminated signs under specific design requirements. In doing so, these regulations provide for the improvement of the Downtown consistent with the General Plan.

ATTACHMENTS:

1. Draft Planning Commission Resolution
2. July 6, 2010 City Council staff report

RESOLUTION NO _____

**A RESOLUTION OF THE PLANNING COMMISSION
OF THE CITY OF IONE
RECOMMENDING THAT THE CITY COUNCIL ADOPT AN ORDINANCE AMENDING
TITLE 17 OF THE MUNICIPAL CODE RELATIVE TO SIGNAGE IN THE HISTORIC
OVERLAY ZONING DISTRICT**

WHEREAS, on May 7, 2009, the City established a Historic Overlay Zoning District covering the historic downtown of Ione; and

WHEREAS, the Historic Overlay Zoning District includes regulations pertaining to signage and currently prohibits internally illuminated signs; and

WHEREAS, these regulations pose a limitation to property owners and business owners that is inconsistent with overall General Plan policies promoting revitalization and improvement of the Downtown and providing flexibility for new development; and

WHEREAS, on December 20, 2011, the City Council directed the Planning Commission to re-review the signage regulations and make recommendations regarding possible amendments; and

WHEREAS, the Planning Commission held a duly noticed public hearing on January 10, 2012 to accept public comments and to review and consider proposed changes to Title 17 relative to signage regulations in the Downtown;

NOW THEREFORE BE IT RESOLVED, the Planning Commission does hereby recommend that the City Council adopt an Ordinance that amends the signage regulations in the Historic Overlay Zoning District as provided in Exhibit A, based upon the following findings:

CEQA

Finding: The proposed amendment to Title 17 of the Municipal Code is exempt from CEQA under Section 15061 (b)(3) of the CEQA Guidelines.

Evidence: The proposed Zoning Code amendment is not subject to CEQA. Specifically, this action qualifies for an exemption under Section 15061 (b)(3) of the CEQA Guidelines under the general rule that CEQA only applies to projects which “have the potential for causing a significant effect on the environment; where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.” The proposed amendments address the design requirements and allowed area limitations for signage within the Downtown, an area of the City that is already developed. It does not permit any specific development action, nor does it provide for increased density or intensity of development within the Downtown. Therefore, this proposed amendment qualifies for this exemption. No further environmental review is required.

General Plan

Finding: The proposed amendment to Title 17 of the Municipal Code is consistent with the General Plan goals, policies, and implementation programs.

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These revised signage standards provide additional guidance to property owners and business owners on what the City wants to see from new signage in the Downtown, including providing a process for establishment of illuminated signs under specific design requirements. In doing so, these regulations provide for the improvement of the Downtown consistent with the General Plan.

AYES:
NOES:
ABSENT:
ABSTAIN:

Mike McDermed, Chairman

ATTEST:

Janice Traverso, City Clerk

EXHIBIT A

Proposed Zoning Code Amendments

Note to Reader: Proposed changes are shown in strikeout/underline with proposed deletions shown with strikeout and additions shown with an underline.

Section 17.28.020.D.10 – Amend the regulations pertaining to illumination of signs:

Signs. All signs should be created at a human scale and be designed for the pedestrian. In addition to the provisions of Chapter 17.42 (Signs on Private Property), the following design considerations apply to signage in the Downtown:

- a. Signs in Downtown should utilize colors and materials that are consistent with the architectural style of the structure whose use they are advertising. Signs that are out of character with those historically seen and that would alter the historic character of Downtown are discouraged. See Figure 17.28.020-21 (Sign Design).

Figure 17.28.020-21: Sign Design



- b. Signs should utilize typefaces consistent with those traditionally and historically seen in the area, which are usually typefaces with serifs. Letter styles and sizes should be compatible with the structure façade and architectural style of the structure. Overly intricate and illegible typefaces are discouraged.
- c. Several sign types are encouraged for the Historic District: wooden wall signs, pedestrian-oriented blade and bracket signs, and push-pin letter signs (either made of metal or treated to resemble metal). See Figure 17.28.020-22 (Pedestrian-Oriented Signs). Definitions of these sign types can be found in Chapter 17.42 (Signs).

Figure 17.28.020-22: Pedestrian-Oriented Signs



- ~~d. Channel letter signs are discouraged. Can signs are prohibited.~~
- ~~e. Signs shall only be lit with indirect lighting. Signs can be illuminated with lighting directed at the sign from an external, shielded lamp or lamps. Warm colored lighting is preferred.~~
- ~~f. Illuminated signage should be compatible with the architectural style of the structure and not detract from the visibility of surrounding buildings. Sign lighting should also be shielded to prevent glare onto adjacent properties.~~
- d. The following are types of illuminated signs that may be permitted within the Historic District:
 - i. Projecting Sign;
 - ii. Push Pin Letter Sign; and
 - iii. Reverse Channel Letter Sign.

A wall-mounted can sign or channel letters may only be permitted through Creative Sign Permit.

Externally illuminated signs are preferred over internally illuminated signs. However, specific types of internally illuminated signs may be allowed through Architectural Design Review, provided the design of the sign incorporates historical design styles (e.g., lettering, detailing, shape, mounting) and/or is visually interesting (more than a simple can sign), and that complements the overall District and building.

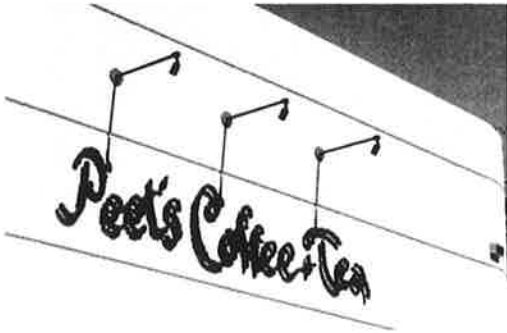
See Figure 17.28.020-22a (Example Signs) for examples of signs that are encouraged and discouraged.

- e. Illuminated signs shall be designed such that lighting is shielded/directed to prevent glare onto adjacent properties, the public sidewalk, and the public street. Opportunities include but are not limited to, shielding, use of translucent films over light fixtures, and reduced illumination levels (lumens).

Figure 17.28.020-22a: Example Signs

Encouraged

Signs incorporate a design that is visually interesting.



Discouraged

Signs are flat and/or boxy with no detailing or visual interest.



Section 17.42.090 – Amend the regulations pertaining to signage in the Historical Overlay for consistency with the revised provisions in Section 17.28.020.D.10:

17.42.090 Allowed Permanent On-Site Sign Standards

Table 17.42.090-1 (Allowed Permanent On-Site Sign Standards) lists the development standards for all permanent on-site signs based on use type and zoning district, as well as allowed sign type. As identified in Section 17.42.040 (Permits and Review Procedures), a sign permit is required before any of the sign types listed herein are installed, erected, or otherwise established. Only those signs that may be permitted are listed. Regulations for temporary promotional on-site signs are listed in Table 17.42.100-1 (Allowed Temporary Promotional On-Site Sign Standards). Regulations for off-site signs are listed in Section 17.42.110 (Allowed Off-Site Signage). The following general rules/standards apply to permanent signs regulated in this Section:

- A. **Minimal Illumination.** Where illumination of a sign is allowed under this Title, such illumination may be achieved by any method that minimizes glare onto neighboring or abutting property, such as from behind the sign (e.g., light source behind the face of the sign, such as with the opaque, non-transparent face of channel letters; silhouette halo illumination behind letters) or by a low-level spotlight. In the case of Electronic Message Signs, it is recognized that this standard is not applicable and, in such instances, the illumination level shall be regulated such that the intensity of the illumination is appropriate based upon the level of lighting of the surrounding environment (e.g., illumination by the sun or moon during day, dusk, night time, and dawn) through the use of such means as light meters and programmed illumination regulation or LEDs that are designed to limit the spread of light.
- B. **Sign Area Allowance.** Allowable sign area is either a set square footage per establishment or is based on a ratio of sign area to primary building frontage. Sign area is calculated as described in Section 17.42.070.C (Determination and Measurement of Sign Area). Where a ratio is described, it applies up to the listed maximum.
- C. **Collective Sign Area.** The total sign area allowed herein for each sign type may be distributed among the maximum number of signs permitted for that sign type. For example, the total allowed area for wall signs for a particular establishment may be distributed amongst the maximum number of wall signs allowed for that same establishment. (Ord. 423, §2, 2009)

Table 17.42.090-1: Allowed Permanent On-Site Sign Standards

Sign Type		Maximum Number Permitted	Maximum Area	Maximum Height	Minimum Setback from ROW ¹	Illumination Allowed	Other Standards / Notes
Permanent Subdivision Identification Signs							
Freestanding Sign	Monument or on fence/wall not in ROW	2/entrance	24 sf	6 ft	5 ft	Yes	
	Monument w/in ROW	1/entrance	24 sf	6 ft	(2)	Yes	
Multiple-family Residential Signs							
Freestanding sign, project identification		1 / entrance	25 sf	8 ft	5 ft	Yes	
Nonresidential Signs – In General							
Freestanding Signs	Monument sign	1 / frontage	25 sf	8 ft	5 ft	Yes	
	Pylon sign ³	1/ frontage	100 sf	35 ft	15 ft	Yes	
Building	Wall sign	No	2.5:1, max	Roofline		Yes	

Sign Type		Maximum Number Permitted	Maximum Area	Maximum Height	Minimum Setback from ROW ¹	Illumination Allowed	Other Standards / Notes
Attached Signs, Establishments ≥5k sf	Window sign ⁴	Maximum	200 sf	-	-	No	
Building Attached Signs, Establishments <5k sf	Wall sign	No Maximum	1.5:1, max 100 sf	Roofline	-	Yes	
	Window sign ⁴			-	-	No	
Nonresidential Signs – Historic Overlay (H) District							
Building Attached Signs	Projecting Sign	1 / frontage	1.5:1, max 50 sf	Roofline	-	Yes ⁴	
	Wall Sign	1/ frontage			-	Yes ⁴	
	Window Sign ⁴⁵	No maximum		-	-	No	
	New Ghost Sign ⁵⁶	1 / frontage	1:1 of applicable frontage, max 100 sf	Roofline	-	No	(3)

Notes:

1. Must be located outside the Clear Visibility Triangle.
2. Within median islands, sign must be set back three feet from sides and 12 feet from ends.
3. Freestanding pylon signs shall only be permitted as part of a Uniform Sign Program for sites greater than or equal to 10 acres.
4. Internally illuminated signs may be permitted through required Architectural Design Review consistent with the provisions of Section 17.28.020.D.10.
45. Window signs may not occupy more than 20 percent of the individual window area. The void rule shall apply when calculating the area of the window sign when it is stenciled on the window pane.
56. New ghost signs must be treated such that they appear aged and weathered consistent with existing historic ghost signs in the Downtown area.



CITY OF IONE CITY COUNCIL STAFF REPORT



FOR THE MEETING OF: JULY 6, 2010

DATE: JULY 2, 2010
TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: CHRISTOPHER JORDAN, AICP, CITY PLANNER
SUBJECT: SIGNAGE REGULATIONS FOR THE HISTORIC DISTRICT

RECOMMENDED ACTION:

The Planning Commission recommends that the City Council:

1. Receive the staff report;
2. Open the public hearing and take public comment;
3. Close the public hearing;
4. Introduce and waive the full reading, by substitution of title only, an Ordinance of the City Council of the City of Ione amending the City's Zoning Regulations Specific to Signage in the Downtown (Attachment A); and
5. Schedule second reading of the Ordinance for July 20, 2010.

SOURCE OF FUNDING:

General Fund, City Planning Department Budget

BACKGROUND:

On May 11, 2010, the Planning Commission discussed the signage regulations within the

TYPE OF ITEM:

- _____ Consent
- _____ Departmental
- _____ Public Hearing
- _____ Other _____

PREVIOUS ACTION/REFERRAL:

Council Order No. _____

Meeting of: _____

City Council for the City of Ione

Upon motion of Council Member

Seconded by Council Member

And carried _____ by those members present,

The Council hereby adopts the recommended action contained in this report.

Dated: _____

Janice Traverso, City Clerk

By: _____

Historic Overlay District that covers Main Street. Existing regulations prohibit the use of internal lighting. If signs are to be lit, they must either be lit with an external spot light, or they should be lit with some form of indirect lighting (e.g., porch light). Since the adoption of these standards in 2009 a number of businesses have come forward requesting the use of internally illuminated signs. Staff has not supported such requests based upon the adopted standards. At the May 11 meeting, the Commission directed staff to draft revisions for Commission review that provided some limited opportunities for internally illuminated signs.

On June 8, 2010, the Planning Commission reviewed draft changes to the City's zoning regulations for signage in the Downtown. The Commission voted 4-0 to adopt a resolution recommending the Council adopt the changes.

ANALYSIS:

The proposed amendments (see Attachment A) would allow for internally illuminated signs through concurrent Architectural Design Review (already required for all signs in the Historic District) and Creative Sign Program. The provisions would require that signs provide visual interest and possibly incorporate historical design styles. Basic, simple box signs (can signs) would not meet these standards. Examples of signs that could be permitted or would likely not be permitted are included with the text.

Further, the provisions limit the maximum size of internally illuminated signs to no more than 70 percent of the maximum allowed signage for the building. The maximum signage allowed for any one building is 50 square feet, so under this provision the maximum size internally illuminated sign would be 35 square feet.

The proposed amendments also include additional pictures of the types of signs that the City would like to see within the Downtown. The intent of providing these additional graphics is to help property and business owners understand what the City is looking for with regard to signage in the Downtown.

ENVIRONMENTAL REVIEW:

The California Environmental Quality Act (CEQA) requires analysis of agency approvals of discretionary "projects." A "project," under CEQA, is defined as "the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment." The approval of this action does not approve any development project nor does it either directly or indirectly disturb the physical environment. The proposed Zoning Code amendment is not subject to CEQA. Specifically, this action qualifies for an exemption under Section 15061 (b)(3) of the CEQA Guidelines under the general rule that CEQA only applies to projects which "have the potential for causing a significant effect on the environment; where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA." The proposed amendments address the design requirements and allowed area limitations for signage within the Downtown, an area of the City that is already developed. It does not permit any specific development action, nor does it provide for increased

density or intensity of development within the Downtown. Therefore, this proposed amendment qualifies for this exemption. No further environmental review is required.

FISCAL IMPACT:

There are no fiscal impacts to the City with regard to adoption or implementation of the draft Ordinance.

OTHER AGENCY INVOLVEMENT:

Departments involved in the preparation of this ordinance include the Planning Department, the City Attorney, and the City Manager.

ALTERNATIVES TO PLANNING COMMISSION RECOMMENDATION:

The Council could decide not to adopt the proposed modifications, or modify them in whole or in part.

RECOMMENDED MOTIONS:

If the City Council agrees with the Planning Commission recommendation, the following motion is recommended:

I move that the City Council direct the City Planner to prepare a summary of the proposed ordinance for publication; and

I move that the City Council conduct and waive the full reading, by substitution of title only, an Ordinance of the City Council of the City of Ione Making Certain Amendments to the City's Zoning Regulations Specific to Signage in the Downtown, and

I move that the Ordinance be scheduled for second reading for the July 20, 2010 City Council meeting.

ATTACHMENTS:

- A. An Ordinance of the City Council of the City of Ione Making Certain Amendments to the City's Zoning Regulations Specific to Signage in the Downtown

Attachment A

ORDINANCE NO _____

AN ORDINANCE OF THE CITY COUNCIL
OF THE CITY OF IONE
MAKING CERTAIN AMENDMENTS TO THE CITY'S ZONING REGULATIONS
SPECIFIC TO SIGNAGE IN THE DOWNTOWN

The City Council of the City of Ione does ordain as follows:

Section 1: Purpose

The purpose of this Ordinance is to update the City of Ione's signage regulations with respect to the Downtown, more specifically identified as the Historic Overlay District.

Section 2: Action, Amendment to Section 17.28.020.D.10, Signs

Section 17.28.020.D.10, Signs, is hereby amended to read as described in Exhibit A.

Section 3: Action, Amendment to Section 17.42.090, Allowed Permanent On-Site Sign Standards

Section 17.42.090, Allowed Permanent On-Site Sign Standards, is hereby amended to read as described in Exhibit A.

Section 4: Findings

The City Council hereby bases these amendments upon the following findings.

California Environmental Quality Act (CEQA)

Finding: The project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 (b)(3) of the CEQA Guidelines.

Evidence: CEQA requires analysis of agency approvals of discretionary "projects." A "project," under CEQA, is defined as "the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonable foreseeable indirect physical change in the environment." The proposed Zoning Code amendment is not subject to CEQA. Specifically, this action qualifies for an exemption under Section 15061 (b)(3) of the CEQA Guidelines under the general rule that CEQA only applies to projects which "have the potential for causing a significant effect on the environment; where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA." The proposed amendments address the design requirements and allowed area limitations for signage within the Downtown, an area of the City that is already developed. It does not permit any specific development action, nor does it provide for increased density or intensity of development within the Downtown. Therefore, this proposed amendment qualifies for this exemption. No further environmental review is required.

General Plan Consistency

Finding: This Ordinance is consistent with the General Plan goals, policies, and implementation programs.

Evidence: This proposed amendment specifically implements the following General Plan vision, goal, and policy:

- Vision: Revitalize the Downtown (2-12), which calls for revitalization and improvement of the Downtown area;
- Goal LU-3, which calls for preservation and regeneration of Ione’s historic Downtown; and
- Policy ED-1.6, which calls for the City to update the Zoning Code to provide flexibility within the downtown to facilitate economic development.

These revised signage standards provide additional guidance to property owners and business owners on what the City wants to see from new signage in the Downtown, including providing a process for establishment of illuminated signs under specific design requirements. In doing so, these regulations provide for the improvement of the Downtown consistent with the General Plan.

Section 5: No Mandatory Duty of Care

This ordinance is not intended to and shall not be construed or given effect in a manner that imposes upon the City or any officer or employee thereof a mandatory duty of care towards persons and property within or without the City, so as to provide a basis of civil liability for damages, except as otherwise imposed by law.

Section 6: Severability

If any provision of this ordinance or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the ordinance which can be given effect without invalid provision or application, and to this end the provisions of this ordinance are severable. This City Council hereby declares that it would have adopted this Ordinance irrespective of the invalidity of any particular portion thereof and intends that the invalid portions should be severed and the balance of the ordinance enforced.

Section 7: Effective Date and Publication

This Ordinance shall take effect thirty (30) days after its adoption. In lieu of publication of the full text of the ordinance within fifteen (15) days after its passage, a summary of the ordinance may be published at least five days prior to and fifteen (15) days after adoption by the City Council and a certified copy shall be posted in the office of the City Clerk, pursuant to GC 36933(c)(1).

The foregoing Ordinance of the City Council of the City of Ione was duly introduced and adopted by the City Council at its regular meeting on _____ by the following vote:

INTRODUCED:
 ADOPTED:
 EFFECTIVE:

 Skip Schaufel, Mayor of the City of Ione

ATTEST:

 Janice Traverso, City Clerk

EXHIBIT A

Proposed Zoning Code Amendments

Note to Reader: Proposed changes are shown in strikeout/underline with proposed deletions shown with strikeout and additions shown with an underline.

Section 17.28.020.D.10 – Amend the regulations pertaining to illumination of signs:

Signs. All signs should be created at a human scale and be designed for the pedestrian. In addition to the provisions of Chapter 17.42 (Signs on Private Property), the following design considerations apply to signage in the Downtown:

- a. Signs in Downtown should utilize colors and materials that are consistent with the architectural style of the structure whose use they are advertising. Signs that are out of character with those historically seen and that would alter the historic character of Downtown are discouraged. See Figure 17.28.020-21 (Sign Design).

Figure 17.28.020-21: Sign Design



- b. Signs should utilize typefaces consistent with those traditionally and historically seen in the area, which are usually typefaces with serifs. Letter styles and sizes should be compatible with the structure façade and architectural style of the structure. Overly intricate and illegible typefaces are discouraged.
- c. Several sign types are encouraged for the Historic District: wooden wall signs, pedestrian-oriented blade and bracket signs, and push-pin letter signs (either made of metal or treated to resemble metal). See Figure 17.28.020-22 (Pedestrian-Oriented Signs). Definitions of these sign types can be found in Chapter 17.42 (Signs).

Figure 17.28.020-22: Pedestrian-Oriented Signs



- ~~d. Channel letter signs are discouraged. Can signs are prohibited.~~
- ~~e. Signs shall only be lit with indirect lighting. Signs can be illuminated with lighting directed at the sign from an external, shielded lamp or lamps. Warm colored lighting is preferred.~~
- ~~f. Illuminated signage should be compatible with the architectural style of the structure and not detract from the visibility of surrounding buildings. Sign lighting should also be shielded to prevent glare onto adjacent properties.~~
- d. The following are types of illuminated signs that may be permitted within the Historic District:
 - i. Projecting Sign;
 - ii. Push Pin Letter Sign; and
 - iii. Reverse Channel Letter Sign.

A wall-mounted can sign or channel letters may not be permitted at any time.

Externally illuminated signs are preferred over internally illuminated signs because they are more in keeping with the historical integrity of the District. However, internally illuminated signs may be allowed through Architectural Design Review and concurrent Creative Sign Permit review and approval, provided the design of the sign incorporates historical design styles (e.g., lettering, detailing, shape, mounting) and/or is visually interesting (more than a simple can sign), and that complements the overall District and building. Where used, internally illuminated signs shall not exceed 70 percent of the overall signage allowed for the building.

See Figure 17.28.020-22a (Preferred Sign Types) for examples of signs that would be permitted and denied consistent with these provisions

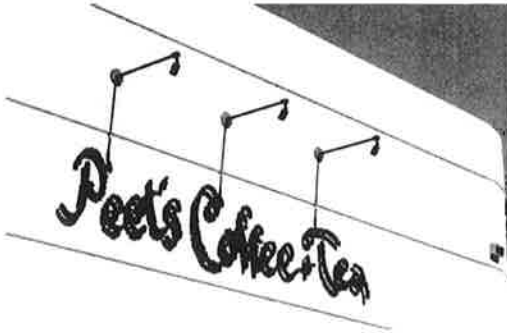
- e. Illuminated signs shall be designed such that lighting is shielded/directed to prevent glare onto adjacent properties, the public sidewalk, and the public street. Opportunities include but are not limited to, shielding, use

of translucent films over light fixtures, and reduced illumination levels (lumens).

Figure 17.28.020-22a: Preferred Sign Types

Do This

Signs incorporate a design that is visually interesting.



Don't Do This

Signs are flat and boxy with no detailing or visual interest.



Section 17.42.090 – Amend the regulations pertaining to signage in the Historical Overlay for consistency with the revised provisions in Section 17.28.020.D.10:

17.42.090 Allowed Permanent On-Site Sign Standards

Table 17.42.090-1 (Allowed Permanent On-Site Sign Standards) lists the development standards for all permanent on-site signs based on use type and zoning district, as well as allowed sign type. As identified in Section 17.42.040 (Permits and Review Procedures), a sign permit is required before any of the sign types listed herein are installed, erected, or otherwise established. Only those signs that may be permitted are listed. Regulations for temporary promotional on-site signs are listed in Table 17.42.100-1 (Allowed Temporary Promotional On-Site Sign Standards). Regulations for off-site signs are listed in Section 17.42.110 (Allowed Off-Site Signage). The following general rules/standards apply to permanent signs regulated in this Section:

- A. **Minimal Illumination.** Where illumination of a sign is allowed under this Title, such illumination may be achieved by any method that minimizes glare onto neighboring or abutting property, such as from behind the sign (e.g., light source behind the face of the sign, such as with the opaque, non-transparent face of channel letters; silhouette halo illumination behind letters) or by a low-level spotlight. In the case of Electronic Message Signs, it is recognized that this standard is not applicable and, in such instances, the illumination level shall be regulated such that the intensity of the illumination is appropriate based upon the level of lighting of the surrounding environment (e.g., illumination by the sun or moon during day, dusk, night time, and dawn) through the use of such means as light meters and programmed illumination regulation or LEDs that are designed to limit the spread of light.
- B. **Sign Area Allowance.** Allowable sign area is either a set square footage per establishment or is based on a ratio of sign area to primary building frontage. Sign area is calculated as described in Section 17.42.070.C (Determination and Measurement of Sign Area). Where a ratio is described, it applies up to the listed maximum.
- C. **Collective Sign Area.** The total sign area allowed herein for each sign type may be distributed among the maximum number of signs permitted for that sign type. For example, the total allowed area for wall signs for a particular establishment may be distributed amongst the maximum number of wall signs allowed for that same establishment. (Ord. 423, §2, 2009)

Table 17.42.090-1: Allowed Permanent On-Site Sign Standards

Sign Type		Maximum Number Permitted	Maximum Area	Maximum Height	Minimum Setback from ROW ¹	Illumination Allowed	Other Standards / Notes
Permanent Subdivision Identification Signs							
Freestanding Sign	Monument or on fence/wall not in ROW	2/entrance	24 sf	6 ft	5 ft	Yes	
	Monument w/in ROW	1/entrance	24 sf	6 ft	(2)	Yes	
Multiple-family Residential Signs							
Freestanding sign, project identification		1 / entrance	25 sf	8 ft	5 ft	Yes	

Sign Type		Maximum Number Permitted	Maximum Area	Maximum Height	Minimum Setback from ROW ¹	Illumination Allowed	Other Standards / Notes
Nonresidential Signs – In General							
Freestanding Signs	Monument sign	1 / frontage	25 sf	8 ft	5 ft	Yes	
	Pylon sign ^d	1/ frontage	100 sf	35 ft	15 ft	Yes	
Building Attached Signs, Establishments ≥5k sf	Wall sign	No Maximum	2.5:1, max 200 sf	Roofline		Yes	
	Window sign ⁴			-	-	No	
Building Attached Signs, Establishments <5k sf	Wall sign	No Maximum	1.5:1, max 100 sf	Roofline	-	Yes	
	Window sign ⁴			-	-	No	
Nonresidential Signs – Historic Overlay (H) District							
Building Attached Signs	Projecting Sign	1 / frontage	1.5:1, max 50 sf	Roofline	-	Yes ⁴	
	Wall Sign	1/ frontage			-	Yes ⁴	
	Window Sign ⁴⁵	No maximum		-	-	No	
	New Ghost Sign ⁵⁶	1 / frontage	1:1 of applicable frontage, max 100 sf	Roofline	-	No	(3)

Notes:

1. Must be located outside the Clear Visibility Triangle.
2. Within median islands, sign must be set back three feet from sides and 12 feet from ends.
3. Freestanding pylon signs shall only be permitted as part of a Uniform Sign Program for sites greater than or equal to 10 acres.
4. Internally illuminated signs may be permitted through concurrent Architectural Design Review and Creative Sign Permit, consistent with the provisions of Section 17.28.020.D.10, provided the area of the subject sign is no more than 70% of the allowed maximum signage for the building.
45. Window signs may not occupy more than 20 percent of the individual window area. The void rule shall apply when calculating the area of the window sign when it is stenciled on the window pane.
56. New ghost signs must be treated such that they appear aged and weathered consistent with existing historic ghost signs in the Downtown area.



City of IONE 1 EAST MAIN STREET// P.O. BOX 398 // IONE, CA 95640
[TEL] 209.274.2412 // <http://ione-ca.com/home/ione/>

NOTICE OF PUBLIC HEARING

Dated June 25, 2010

NOTICE is hereby given that on **July 6, 2010** at **6:00 p.m.**, or as soon thereafter as the matter may be heard, the **CITY COUNCIL** of the City of Ione will hold a Public Hearing at the **Ione City Hall**, located at 1 East Main Street in Ione, to consider the following project:

Signage Regulations for the Historic District

Project Description: The City Council will consider a series of amendments to the signage regulations for the Historic District of Downtown Ione. The updated regulations will address opportunities for internally illuminated signs within the historic area.

Location/ APN: All properties within the Historic Overlay District.

Environmental Review: The proposed amendments qualify for an exemption from the California Environmental Quality Act (CEQA).

For more information, contact: Christopher Jordan, AICP
209.274.2412, x104

Interested persons should attend the public hearing in order to make their comments known. If you are unable to attend the public hearing, you may direct written comments to the City Clerk, City of Ione, P.O. Box 398, Ione, CA 95640. Additional information on this project is available for review at City Hall between the hours of 8:00 a.m. and 4:30 p.m. on weekdays, or you may telephone 209-274-2412.

NOTICE REGARDING CHALLENGES TO DECISIONS

Pursuant to all applicable laws and regulations, including without limitation, California Government Code Section 65009 and or California Public Resources Code Section 21177, if you wish to challenge in court any of the above decisions (regarding planning, zoning and/or environmental decisions), you may be limited to raising only those issues you or someone else raised at the public hearing(s) described in this notice, or in written correspondence delivered to the City at, or prior to, this public hearing.

ADA COMPLIANCE STATEMENT

In compliance with the American with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (209) 274-2412. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

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