



MEMORANDUM

City of Angels City Council

Date: June 12, 2025
To: City of Angels City Council
From: Amy Augustine, AICP – City Planner
Re: Discuss and make recommendations to the City regarding the sign ordinance including, but not limited to: Allowing temporary signs including Feather Signs and Banners (and other temporary signs), Updating outdated sections of the code, and allowing the City Planner to approve Historic District signage consistent with adopted Sign Design Guidelines

RECOMMENDATION

Discuss and make recommendations to the City regarding changes to the sign ordinance including, but not limited to: Allowing temporary signs including Feather Signs and Banners (and other temporary signs), Updating outdated sections of the code, and allowing the City Planner to approve Historic District signage consistent with adopted Sign Design Guidelines. Recommendations will be used to prepare a code amendment tentatively at the July meeting.

BACKGROUND

One of the primary purposes of the City's sign code is to:

"Enhance the economic values of the community and avoid wasteful and unsightly competition in signs, as overly ostentatious signs violate the rights of other sign users as well as the public"

Temporary signs are defined as: "...any sign, banner, pennant, valance, political sign or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other light materials, with or without frames, intended to be displayed for a period of not more than thirty calendar days." Banners are temporary signs. Currently, they may be permitted as a temporary sign subject to the issuance of a Temporary Sign Permit by the City (Angels Municipal Code Section 15.12.210).

Code enforcement has been pursuing removal of feather signs and banners citywide in response to complaints. Per City policy, code enforcement is complaint driven and is not proactive. The City has, from time to time, been asked to reconsider its code requirements for signs, especially "temporary" signage. The City Council considered feather flags and inflatable tube signs at its May 21, 2024, meeting. At that time, the Planning Commission recommended the following to the City Council:

The City of Angels Planning Commission considered allowing feather flags and inflatable tube signs as permanent signs at its May 9, 2024, meeting. The Planning Commission recommends to the City Council that feather flags and



inflatable tube signs should not be allowed as permanent signs and that no code changes should be made to expand the use of these signs. Their recommendations are based on:

1. *Aesthetics.*
2. *Permanent signage is available to all businesses.*
3. *These signs are allowed on a temporary basis already under the code. Temporary use is adequate for a grand opening or special event.*
4. *If additional advertising is needed, current technology allows for social media, messaging, texts, and related methods that can achieve the same result without allowing these signs to be permanent signs.*
5. *Inadequate enforcement staff exists to regulate such signs as “Portable” signs taken in and out at open and close of business*

The City Council concurred.

On May 20, 2025, the City Council again directed staff to consider the following changes to the City of Angels Municipal Code related to signage, requesting specific changes to the code relative to temporary signs and including:

- Allowing temporary signs to be issued over-the-counter, for a limited period of time and include feather signs and banners, but outside the historic district. Reduce cost for temporary signs issued over-the-counter.
- Limit temporary signs to one per business.
- Remove language related to election signage inconsistent with court decisions
- Allow the City Planner to issue sign permits for Historic District signage for signs consistent with the City’s adopted Historic District Sign guidelines. Planner may refer them to the Planning Commission where consistency is in question.
- Allow temporary signs during elections in all zoning districts.
- Other changes as may be identified by local businesses and consistent with the intent of the sign code. The City will be conducting outreach as part of a broader economic development outreach program.

STRATEGIC PLAN CONSISTENCY

A4 Economic Development

Promote a wide variety of economic opportunities consistent with the city's social, cultural, environmental, and aesthetic resources. The signs proposed herein represent both an economic (advertising) issue and an aesthetic issue.

ANALYSIS

This item is for discussion only at this time.

FISCAL IMPACT:

Costs incurred will include staff costs researching drafting code amendments, legal noticing requirements for code amendments, legal review, public hearings and final publication costs. It is anticipated that these costs would be approximately \$3,000, unless more complex legal review is triggered.

ENVIRONMENTAL FINDING:

The item is to provide direction for staff. It does not meet the definition of a project pursuant to the California Environmental Quality Act until the nature and scope of the ordinance changes are identified. Environmental evaluation will occur at the time the item is brought before the Planning Commission.

ATTACHMENTS:

None.