



## MEMORANDUM

### City of Angels City Council

---

**Date:** May 20, 2025  
**To:** City of Angels City Council  
**From:** Amy Augustine, AICP – City Planner  
**Re:** **Banners – Discuss and Provide Direction to the Planning Commission RE: Allowing Feather Signs and Banners in Angels Camp**

### **RECOMMENDATION**

Discuss and provide direction to the Planning Commission RE: allowing feather signs (Figure 1) and banners in Angels Camp. Direction should include preferences for duration for displaying banners and feather signs (temporary, permanent) and location (should residential or the historical commercial district be included, should they be allowed along the state highway).

### **BACKGROUND**

Banners and feather signs are considered temporary signs pursuant to the City of Angels Municipal Code (AMC). Banners and feather signs may be displayed upon securing a sign permit from the City of Angels. Unless located in the Historical Commercial (HC) zoning district, banners do not require Planning Commission approval. Banner and feather sign permits are issued in-house outside the HC zone. The cost of any sign permit in Angels Camp is currently \$179 (i.e., the same as for a permanent sign). For a given entity, multiple banners may be reviewed and issued under a single permit at the same cost. Therefore, applicants are encouraged to submit all anticipated temporary signage at the same time under a single application. These costs and this process exclude banners over SR 49 in the HC district which require review and approval by Caltrans and an additional cost for installation.

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. In response to enforcement actions, and at the April 15, 2025 City Council meeting, Grace Hills Church requested that the city consider allowing banners (Grace Hills has been installing feather signs, so feather signs are included here).

### **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**

The City has, from time to time, been asked to reconsider its code requirements for signs, especially “temporary” signage. Most recently the City 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*



Figure 1: Feather Flag

## **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.