



# Agenda Report

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**Agenda of:** December 3, 2025

**Department:** Community Development

**Subject:** Discussion on Chapter 24 - Sign and Signage.

## **Recommended Motion:**

No action. Only for discussion.

## **Background:**

The City's current sign ordinance (Ord. 2016-001), adopted in 2015, is now nearly a decade old and relies on a structure and regulatory approach that no longer aligns with current industry standards, legal best practices, or the development patterns emerging in Castroville. Many regulations are embedded inside definitions, enforcement mechanisms are limited, and several location-based sign exceptions—such as the Highway 90 Off-Premise Special Sign Area—are outdated and complicated to administer.

In response, staff prepared a Draft Sign Ordinance that reorganizes the entire chapter into a clear, structured framework and incorporates modern standards for illuminated signs, changeable electronic message signs, permitting, enforcement, and aesthetics.

The Draft Sign Ordinance resolves several ongoing challenges:

- **Administration:** The new structure makes permitting and enforcement far more predictable and defensible.
- **Modernization:** Updated definitions, diagrams, and numerical standards ensure clearer interpretation.
- **Nighttime Light Control:** The dark-sky-aligned illumination rules address increasing concerns from residents about glare and nighttime visibility.
- **Legal Defensibility:** Strengthened enforcement, variance procedures, and zoning-based standards reduce legal vulnerabilities.
- **Consistency:** Aligns signage rules across the entire city.

## **Attachments:**

- Summary of Key Differences
- Draft Sign Ordinance

- Chapter 24 – Current Ordinance

**Submitted by: Breana Soto**