



City of Grass Valley City Council Agenda Action Sheet

Title: Second Reading of Ordinance 828 amending section 17.38.050(B) and adding Section 17.38.080(N) of Chapter 17.38 and Section 17.100.020(S) of Chapter 17.100, Title 17 of the Grass Valley Municipal Code regarding the regulation of portable signage within the ROW of properties located within the Town Core zoning designation

CEQA: Exempt under CEQA Guideline §15301, Categorical Exemption Class 1 (“Existing Facilities”) and under CEQA Guideline §15061(b)(3) (General Rule)

Recommendation: That Council Find the project exempt from the California Environmental Quality Act (CEQA) pursuant to the attached NOE and hold a second reading, waive full reading, by title only, and adopt Ordinance No. 828 to regulate signage within the ROW of properties in the Town Core Zoning Designation.

Prepared by: Amy Wolfson, City Planner

Council Meeting Date: May 28, 2024

Date Prepared: May 22, 2024

Agenda: Consent

Background Information: At the City Council meeting held January 23, 2024, council directed staff to draft an ordinance that regulates A-Board signage. Staff held a public workshop with merchants and FREED on March 6, 2024. The final draft ordinance is a culmination of feedback provided at the workshop and by the Police, Engineering, and Planning Departments.

The ordinance regulations only apply to portable signs within the Right-of Way (ROW) of the Town Core Zoning designation and only allow them for retail and restaurant tenants. As drafted, it regulates the size and location and limits the number of portable signs that can be placed for any one business. Portable signage within the ROW throughout the rest of the city will remain prohibited, though businesses who place portable signage within private property space would not be regulated under this ordinance. The ordinance further regulates material that may be used for portable signs that are located within the Historic District.

The Planning Commission reviewed the draft ordinance at their regular meeting held April 16, 2024 and voted unanimously to recommend adoption as presented. On May 14, 2024, the Grass Valley City Council unanimously voted to introduce Ordinance No 828, waiving the full reading, and read by title only.

Council Goals/Objectives: The drafting of this ordinance attempts to achieve, Goal #4: the City of Grass Valley encourages a robust and sustainable economy that reflects diverse employment opportunities that support the values of Grass Valley.

Fiscal Impact: Enforcement of the ordinance requires staff time.

Funds Available: None

Account #: TBD

Reviewed by: City Manager

Attachments:

1. Notice of Exemption
2. Draft Ordinance 828 for the Regulation of Portable Signage in the ROW