



City of Grass Valley City Council Agenda Action Sheet

Title: A-Board Sign Regulation

CEQA: Not a project under CEQA; If directed to prepare an ordinance, the appropriate CEQA review will be completed at that time, but it is anticipated to qualify for a categorical exemption.

Recommendation: That Council direct staff to draft an Ordinance for the regulation of A-Board signs throughout the city.

Prepared by: Amy Wolfson, City Planner

Council Meeting Date: January 23, 2024

Date Prepared: January 17, 2024

Agenda: Administrative

Background Information: The city municipal code currently prohibits A-board signage throughout the city. However, several businesses continue to place A-board signage outside their storefronts, often within city right-of-way. Many business owners feel these sign styles are a vital feature for attracting customers. However, without regulation they have the potential to be hazardous to motorists and pedestrians as distractions or tripping hazards and can create a cluttered appearance if the design is not in line with the surrounding aesthetic.

Staff anticipates that the ordinance will include parameters for the following:

- Size, location, and sign number limitations
- A requirement for liability insurance when placed within the right-of-way
- Aesthetic considerations

Staff is seeking direction on whether to pursue drafting of the ordinance to regulate A-board signage or to begin enforcing the prohibition of A-board signs as currently is in place.

Council Goals/Objectives: Direction to pursue this ordinance supports the 2020 Strategic Plan Update, 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: Development of the draft ordinance will require staff time.

Funds Available: None

Account #: TBD

Reviewed by: City Manager

Attachments: none