

Prepared by: Amy Wolfson, City Planner

Subject: Draft Ordinance Regarding the Regulation of Portable Signage within the ROW of Properties Located Within the Town Core Zoning Designation

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**RECOMMENDATION:**

1. That the Planning Commission recommend that the City Council adopt the Ordinance regulating portable signage within the City Right-of-Way (ROW) of the Town Core zoning designation, as may be modified at the public hearing, which includes the following actions:
  - a. A recommendation that City Council find the Ordinance is Exempt under CEQA Guideline 15301, Categorical Exemption Class 1 (“Existing Facilities”) and under CEQA Guideline 15061(b)(3) (General Rule)
  - b. A recommendation to adopt the ordinance 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

**BACKGROUND:**

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.

**PROPOSED ORDINANCE:**

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.

**ENVIRONMENTAL DETERMINATION:**

This Ordinance is exempt under CEQA Guideline 15301, Categorical Exemption Class 1 (“Existing Facilities”), because it regulates the ability of existing businesses on commercial property to advertise using portable signs and does not authorize an expansion of use. This Ordinance is also exempt under CEQA Guideline 15061(b)(3) because it can be seen with certainty that there is no possibility that the Ordinance may have a significant effect on the environment as it is intended to regulate existing land uses rather than to promote new ones.

**ATTACHMENTS:**

1. Draft Ordinance for the Regulation of Portable Signage in the ROW
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