

## **ORDINANCE NO. 1138**

### **AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CAMARILLO, CALIFORNIA, AMENDING CAMARILLO MUNICIPAL CODE SECTION 17.04.110, REGARDING SIGNS PERMITTED IN COMMERCIAL ZONES**

The City Council of the City of Camarillo ordains as follows:

**SECTION 1.** Findings. The City Council of the City of Camarillo finds as follows:

A. Chapter 17.04 (Sign Regulations (Private Property)) of the Camarillo Municipal Code regulates the placement of signs on private property within the City.

B. The City's Planning Commission reviewed the proposed amendments at a duly-noticed public hearing on December 6, 2016. After all interested parties were given full opportunity to be heard and to present evidence, the Planning Commission voted to recommend to the City Council to adopt the proposed ordinance.

C. On January 11, 2017, the City Council conducted a duly-noticed public hearing to consider this ordinance, and all interested parties were given full opportunity to be heard and to present evidence.

D. After reviewing the evidence presented, the City Council finds that this ordinance is consistent with the City's General Plan in that it will continue to help to preserve the aesthetic character of the City's commercial developments and other zoning areas by imposing reasonable regulations on siting, design, and number of subject signs consistent with the surrounding zone and the land uses permitted in those zones, and that avoiding excessive and distracting signage also furthers the goals of the Community Design Element of the General Plan.

**SECTION 2.** Environmental Review. The City Council exercises its independent judgment and finds that this ordinance is not subject to the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines, California Code of Regulations, Title 14, Chapter 3, because the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. The proposed ordinance has no potential for resulting in any significant physical change to the environment, directly or indirectly. Projects proposing any of the additional permanent signs permitted under the revised regulations will be subject to a separate environmental review, however, such signs would be categorically exempt from CEQA under Section 15303 of the CEQA Guidelines as small structures. As such, it can be seen with certainty that there is no possibility that this ordinance may have a significant adverse effect on the environment, and that therefore, the adoption of this ordinance is exempt from CEQA.

**SECTION 3.** Amendment to CMC Section 17.04.110. Section 17.04.110 (Signs Permitted in Commercial Zones), is amended, as follows:

**17.04.110 - Signs permitted in commercial zones.**

In addition to any other applicable signage allowed under this chapter, the following signage is permitted in commercial zones.

**A. An Individual use on a separate parcel of land which is not a part of a planned development area, where the project does not share similar landscape features, common accessways, reciprocal parking or similar architectural features**

| Sign Type                        | Number   | Maximum Size  | Other Regulations  |
|----------------------------------|--|---|--|
| 1. Freestanding or Monument Sign | One.<br>A parcel with a single use may be permitted two, separate monument identification signs with a minimum separation between the signs of 300 ft. | Up to three-fourths of the sign area authorized for a wall sign, up to a maximum of 150 square feet in area. Only one side of a freestanding or monument sign will be measured when computing sign area. Maximum height of 25 feet for a freestanding sign and 8 feet high for a monument sign. | <ul style="list-style-type: none"> <li>• Sign area for separate frontage may not be combined.</li> <li>• Changeable copy area is permitted and will be measured as part of the total sign area.</li> </ul> |

**B. Shopping centers as defined in section 17.04.020**

| Sign Type                              | Number   | Maximum Size  | Other Regulations   |
|--|--|---|---|
| 1. Shopping Center Identification Sign | Two monument or freestanding signs. In the event the shopping center fronts upon two dedicated public streets; the center may be permitted one additional identification sign. | <p>Freestanding: The identification sign may not exceed 100 square feet in area whether single-faced or double-faced. The sign area allowed for a major tenant may not exceed 20 square feet per face, with such area counting toward the total permitted sign area.</p> <p>Freestanding: Maximum height of 25 feet, except that shopping centers located within 150 feet of the U.S. Highway 101/Ventura Freeway and containing more than 225,000 square feet may be permitted a height of up to 35 feet.</p> <p>Monument: Maximum of 8-feet high by 14-feet wide. The sign area allowed for a major tenant may not exceed 3.5 square feet per face, with such area counting toward the total permitted sign area.</p> | <ul style="list-style-type: none"> <li>• Identification signs must be located on separate street frontages, except shopping centers that contain at least 20 gross acres; may be allowed two identification signs on one street frontage.</li> <li>• Shopping centers that contain at least 55,000 square feet of building area may include the identification of up to four major tenants on each sign.</li> <li>• Shopping centers that contain at least 225,000 square feet of building area and located within 150 feet of the Ventura Freeway, may include the identification of up to five major tenants on each sign. A minimum separation distance of 500 feet must be provided between identification signs on the same street frontage within a shopping center.</li> <li>• Where more than one sign is authorized, the listing of the major tenants may differ on the two signs.</li> <li>• Signs may be interior lighted or unlighted.</li> <li>• The design of shopping center identification signs must be compatible with the architecture and materials of the approved shopping center design in which it is located. Panels for signs must be aluminum and textured, and painted a uniform solid color with channel letters.</li> </ul> |

|   |  |  |  |
|---|--|--|--|
| 2. Shopping Center Multi-Tenant Monument Sign For Centers Containing at Least 20 Gross Acres with 10 or More Uses                               | Two monument signs at the primary shopping center entrance and one monument sign at each secondary entrance. | Primary entrance:<br>Maximum of 8-feet high by 14-feet wide.<br><br>Secondary entrance:<br>Maximum of 6-feet high by 14-feet wide. | <ul style="list-style-type: none"> <li>• Primary entrance: Up to six tenant names are permitted on each sign face, not to exceed 3.5 square feet per tenant, with such area counting toward the total permitted sign area.</li> <li>• Secondary entrances: Up to four tenant names are permitted on each sign face, not to exceed 3.5 square feet per tenant, with such area counting toward the total permitted sign area.</li> <li>• Except for the primary entrance, monument signs located on the same street frontage must be at least 500 feet apart.</li> <li>• The design of the monument signs must be compatible with the architecture and materials of the approved shopping center design in which it is located. Panels for signs must be aluminum and textured, and painted a uniform solid color with channel letters.</li> </ul> |
| 3. Signs for Pedestrian Traffic   | One per business   | 6 square feet  | <ul style="list-style-type: none"> <li>• Must be placed perpendicular to the street or parking lot.</li> </ul>   |
| <b>C. Office Complex or Shopping Center</b>   |  |  |  |
| <b>Sign Type</b>  | <b>Number</b>  | <b>Maximum Size</b>  | <b>Other Regulations</b>   |
| 1. Directory Sign   | One wall-mounted or freestanding sign  | 16 square feet per face  | <ul style="list-style-type: none"> <li>• The directory sign is in addition to all other applicable signage allowed under this chapter.</li> <li>• The directory sign may be interior illuminated or exterior illuminated.</li> </ul>   |
| <b>D. Hotels and Motels</b>   |  |  |  |
| <b>Sign Type</b>  | <b>Number</b>  | <b>Maximum Size</b>  | <b>Other Regulations</b>   |
| 1. Marquee Sign with Changeable Copy  | One single or double-faced sign  | 40 square feet   | <ul style="list-style-type: none"> <li>• The changeable copy sign is in addition to the signage otherwise allowed for individual businesses under this chapter.</li> <li>• The sign copy may not be changed more often than once every four consecutive hours.</li> </ul>  |
| <b>E. Assembly uses of 100 or more persons for meetings or entertainment and where such meetings or entertainment occurs on a regular basis</b> |  |  |  |
| <b>Sign Type</b>  | <b>Number</b>  | <b>Maximum Size</b>  | <b>Other Regulations</b>   |
| 1. Changeable Copy Sign   | One  | 25 square feet if single-faced or 15 square feet if double-faced   | <ul style="list-style-type: none"> <li>• The copy for the sign is limited to coming and current entertainment or events only, and may not include rates or prices of attractions or events.</li> </ul>   |
| <b>F. Multi-screen Theaters</b>   |  |  |  |
| <b>Sign Type</b>  | <b>Number</b>  | <b>Maximum Size</b>  | <b>Other Regulations</b>   |
| 1. Marquee Sign with Changeable Copy  | One  | 75 square feet   | <ul style="list-style-type: none"> <li>• The marquee sign is in addition to all other applicable signage allowed under this chapter.</li> <li>• The sign must be placed on a wall at the ticket booth with the specific location and height as approved by the Director of Community Development. The copy for the sign is limited to the titles, times, prices, and ratings of current attractions.</li> </ul>  |

|           |  |  |   |
|-----------|--|--|---|
| 2. Poster | One for each screen in the theater for current or future films | As approved by the Director of Community Development | <ul style="list-style-type: none"> <li>• Sign must be in a cabinet along the front wall of the building at a location as approved by the Director of Community Development.</li> <li>• The movie poster cabinet must be an integral part of the building design and in proportion to the front entrance.</li> </ul> |
|-----------|--|--|---|

**G. Gasoline Service Stations**

| Sign Type                | Number  | Maximum Size                         | Other Regulations  |
|--------------------------|---|--------------------------------------|--|
| 1. Monument Sign         | One   | 36 square feet per face, 8-feet-high | <ul style="list-style-type: none"> <li>• Gasoline service stations located within 1,000 feet of a freeway interchange centerline, or within 500 feet of a freeway centerline where access is provided are entitled to one freestanding sign in lieu of a monument sign that may not exceed 25 feet in height and 50 square feet in area on each face.</li> </ul> |
| 2. Wall Sign             | One   | 25 square feet                       |  |
| 3. Fuel Price Sign       | One double-faced sign, which may be part of a monument sign or a freestanding sign. | 20 square feet per face              |  |
| 4. Service Sign          | Four single-faced signs   | 4 square feet per sign               | <ul style="list-style-type: none"> <li>• Must be unlighted and mounted on canopy supports or poles on service islands to indicate self-service or full- service islands.</li> </ul>  |
| 5. Vehicle Services Sign | One double-faced sign   | 36 square feet, 6-feet high          | <ul style="list-style-type: none"> <li>• Limited to identifying vehicle services provided by the service station.</li> </ul>   |

**H. Commercial Drive-Thru Restaurant**

| Sign Type          | Number | Maximum Size                | Other Regulations   |
|--------------------|--------|-----------------------------|---|
| 1. Menu Board Sign | Two    | 30 square feet, 8-feet high | <ul style="list-style-type: none"> <li>• Menu board signs are in addition to any other applicable signage allowed under this chapter.</li> <li>• The location of all menu board signs will be determined by the Director of Community Development.</li> </ul> |

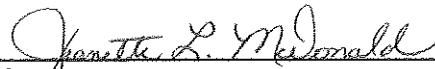
**I. Additional Signs Permitted for Each Business In a Commercial Zone**

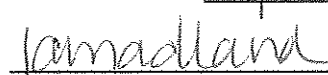
| Sign Type  | Number  | Maximum Size  | Other Regulations  |
|--|---|---|--|
| 1. Wall Sign   | One.<br>A business in a building facing on more than one street or public parking lot is allowed a wall sign on each street or parking lot frontage, provided the area may not be accumulated on one frontage of the building and may not exceed the allowed area on any one dimension of the building. | Two square feet in area for each lineal foot of building frontage or one square foot for each lineal foot of parcel frontage to a maximum of 200 square feet. | <ul style="list-style-type: none"> <li>• Businesses maintained exclusively on the second floor of a two-story building are entitled to 50 percent of the sign area authorized for the business frontage. This does not take away from the sign area permitted for the first floor.</li> <li>• Buildings containing more than two stories are limited to two square feet in area for each lineal foot of building frontage, or one square foot for each lineal foot of parcel frontage to a maximum of 200 square feet. However, such buildings may also have one wall identification sign for the entire building or a tenant in the building that may be placed above the first floor of the building; provided, that the sign area for this wall identification sign does not exceed one square foot in area for each lineal foot of building frontage.</li> </ul>                                 |
| 2. Temporary Banner  | One   | 36 square feet  | <ul style="list-style-type: none"> <li>• A temporary banner sign must be placed on the building frontage facing a public street or parking lot.</li> <li>• Temporary banner signs are permitted up to four times a year for a period not to exceed 30 days at a time with a minimum of 30 days between each period in which a banner is displayed.</li> </ul>  |
| 3. Business Associates Sign  | One   | 3 square feet   | <ul style="list-style-type: none"> <li>• Sign must be on the building or windows and is limited to indicating the owners, operators, or associates of the business.</li> <li>• Lettering must be enclosed within a single area.</li> </ul>   |
| 4. Window Sign   | Each window sign must be at least 8½-inches-by-11-inches and no more than 25 percent of the total window area on each frontage of a business may be utilized for the display of window signs.   |   |  |
| 5. Sidewalk Display Sign (such as an A-frame sign or sandwich board) | One   | 6 square feet per side  | <ul style="list-style-type: none"> <li>• The business must have frontage within 40 feet of the curb line of a publicly-maintained street or be within 40 feet of the publicly-accessible driveway or parking areas if part of a shopping center with four or more uses and under a planned development area where it shares similar landscape features, common access ways, reciprocal parking, or similar architectural features.</li> <li>• Sign must be placed within 5 feet of the primary entrance of the individual business on private property, or within the first 18 inches of any public property that is directly in front of the individual business. A minimum passage way width of 48 inches must be maintained along the sidewalk in front of such sidewalk display sign.</li> <li>• No sidewalk display sign may be placed outside a business during non-business hours.</li> </ul> |

**SECTION 4. Severability.** If any section, subsection, sentence, clause, or phrase of this ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of competent jurisdiction, such decision will not affect the validity of the remaining portions of this ordinance. The City Council hereby declares that it would have passed this ordinance and each and every section, subsection, sentence, clause, or phrase not declared invalid or unconstitutional without regard to whether any portion of the ordinance would be subsequently declared invalid or unconstitutional.

**SECTION 5. Publication.** The City Clerk is directed to certify this ordinance and cause it to be published in the manner required by law.

PASSED, APPROVED, AND ADOPTED January 25, 2017.

  
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Mayor

Attested to on 1/27/17  
  
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City Clerk

I, Jeffrie Madland, City Clerk of the City of Camarillo, certify Ordinance No. 1138 was introduced by the City Council at a meeting held January 11, 2017, and subsequently passed and adopted by the City Council at a regular meeting held January 25, 2017, by the following vote:

AYES: Councilmembers: Craven, Kildee, Morgan, Trembley, Mayor McDonald  
NOES: Councilmembers: None  
ABSENT: Councilmembers: None

  
\_\_\_\_\_  
City Clerk

