



City of Arts & Innovation

COMPREHENSIVE SIGN CODE UPDATE SIGN CODE REVIEW COMMITTEE MINUTES

Monday, December 9, 2013

4:00 p.m.

MAYOR'S CEREMONIAL ROOM, CITY HALL
3900 MAIN STREET

1. Attendance

Committee and Community Members: S. Andrews, S. Austell, R. Ballance, R. Bell, J. Bielman, F. Comer, A. Dale, M. Early, C. Fielder, J. Gamble, K. Hicken, P. Jackson, M. Johnston, D. Kirby, R. Lang, K. Lyles, J. Penner, R. Perry, G. Pool, T. Riggle, C. Rodriguez, C. Roth, B. Stockton, D. Stout, T. Teets, M. Thompson, M. Urena, L. Vaupel, A. Walcker, S. Whyld, D. Winant, L. Zarate, R. Umashankar

Staff: Doug Darnell, Steve Hayes, Emilio Ramirez, Al Zelinka, Kristi. Smith, Frances Andrade

Consultants: Randal Morrison, Sabine & Morrison; Vivian Kahn, Dyett & Bhatia

2. Introduction, Project Overview, Meeting Objectives

Doug Darnell, Senior Planner, called the meeting to order. He welcomed the members and stated that this was a comprehensive update of the City's General Sign Code Provisions which also includes a review of the Citywide Design Guidelines. He thanked everyone for participating.

Mr. Darnell gave a brief update on the creation of this committee. He stated the committee is an advisory committee and will meet approximately six more times in order to review various elements of the Sign Code so that staff may obtain their input. For this process the City has also retained the services of a Planning and Consulting firm, and introduced Vivian Kahn with Dyett and Bhatia. Dyett & Bhatia have experience and specialize in Code updates and in particular Sign Codes. In addition, he introduced outside legal counsel that will be assisting with the update, Randal Morrison.

Based on the committee's input staff will draft a revised Sign Code Ordinance and revised Design Guidelines. These will be forwarded to the Cultural Heritage Board, Land Use Committee, Planning Commission and City Council. The City Council will be the body to ultimately adopt this, hopefully with the support of the community.

He introduced, Thomas Riggle, City Planning Commission representative, designated by the City Council as the Chair of this committee. Self introductions followed.

Mr. Darnell distributed a revised meeting schedule, which included not only the Sign Code Committee meeting dates but also the proposed Cultural Heritage, Land Use Committee, Planning Commission and City Council projected dates.

3. Sign Law 101

Mr. Darnell introduced Randal Morrison, Sabine & Morrison. Mr. Morrison is an attorney based in San Diego whose practice has been focused on signs and billboards for 15 years.

Mr. Morrison gave a PowerPoint presentation, "Sign Law 101".

Committee members thanked Mr. Morrison and asked if the presentation would be made available to the members.

Mr. Morrison stated he had a website that covered these items.

4. Issues and Options for Sign Regulation

Mr. Darnell introduced Vivian Kahn, Associate Principal with Dyett & Bhatia.

Vivian Kahn, Dyett & Bhatia, stated she would speak, specifically to how this assignment is approached and go over some basic principles which could also be referred to as criteria for signs. She stated that they will be reviewing the existing Code as well as looking at applications for projects that required variances. They want to know why a particular sign did not meet the requirements and whether or not it was ultimately approved. They have already conducted some interviews with members of the City Council and are looking forward to obtaining this committee's input as well.

Ms. Kahn proceeded with her PowerPoint presentation.

5. Project Schedule

Mr. Darnell went over the Sign Code Review Committee schedule. The schedule was distributed earlier in the meeting.

Audience participant inquired whether the next six meetings would be for the Executive Committee only.

Kristi Smith, Supervising Deputy City Attorney, clarified that the committee is made up of 38 members. A quorum for any meeting of this committee is 20. No matter what 7 of the executive committee are present, the committee has to have 20 people (which includes the 7). If there are only 19 members present, there can be no meeting. The executive committee was created only to make the voting easier, not as far as the meeting is concerned. The committee is a Brown Act meeting, everything has to be agendaized and posted.

She indicated that if there are members of the public present, there is a portion of the agenda, "Public Comment", where they will have an opportunity to speak and express their opinions. She recommended a three minute time limit for members of the public, similar to other board/commission and council meeting procedures.

6. Committee Role, Responsibilities

Mr. Darnell distributed procedural guidelines. He went over the guidelines briefly and asked for a consensus from the committee to adopt the guidelines.

MOTION MADE by Mark Early, SECONDED by Rod Ballance, TO ADOPT the procedural guidelines as presented.

MOTION CARRIED: Unanimously

7. Nomination of Executive Committee of seven voting members

Chair Riggle opened the nominations for the executive committee.

Committee members nominated the following individuals:

Bob Stockton
Steve Whyld
Sandy Austell
Pepi Jackson
Robin Bell
Finn Comer
Andrew Walcker

Finn Comer announced that he would volunteer as an alternate, should someone not be present.

MOTION MADE by Rod Ballance, SECONDED by Cindy Roth, TO APPROVE the nominations of: Bob Stockton, Steve Whyld, Sandy Austell, Pepi Jackson, Robin Bell, Andrew Walcker and Finn Comer (Alternate) to serve as the executive committee members.

MOTION CARRIED: unanimously

8. Public Comment

Chair Riggle opened the floor for public comment. There was no one present requesting to speak.

Committee member requested access to, or a copy of both of the consultant presentations.

Mr. Darnell explained that a link would be created on the Planning Division web page. The link would include the agendas, minutes and these presentations as well as the Sign Code and Citywide Design Guidelines. Mr. Darnell will send out an email to everyone when the link is ready.

9. Adjournment

The meeting was adjourned at 5:41 p.m. to the next meeting of February 13, 2014 at 4:00 pm in the Mayor's Ceremonial Room.