

COUNCIL COMMUNICATION

TO: THE CITY COUNCIL
FROM: THE CITY MANAGER'S OFFICE

DATE:
June 3, 1987

NO.

SUBJECT: CONSIDER REQUEST OF LODI DISTRICT CHAMBER OF COMMERCE FOR
OFF-PREMISE SIGN MORATORIUM VARIANCE

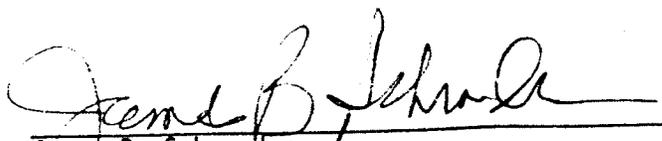
INDICATED ACTION:

That the City Council hear an appeal from the Chamber of Commerce that a promotional wall or window sign be exempted from the City's Off-Premise Sign Moratorium

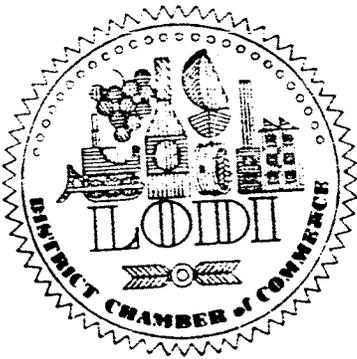
BACKGROUND INFORMATION:

On August 6, 1987 the City Council upon recommendation from the Planning Commission adopted Ordinance No. 1387 which declared a moratorium on the erection of off-premise signs. Off-premise signs include billboards and other signage which advertise products or businesses which are located in areas different than the sign location.

The Chamber of Commerce is interested in a promotional program which consists of mini-billboard metal maps produced by Stankus Information Displays, Inc. In reviewing this program the staff determined that the proposed displays were off-premise signs and came within the moratorium. The attached data from the Chamber describes the project.


James B. Schroeder
Community Development Director

Attachments



Lodi Country
PREMIUM WINES

Dear Chamber Member:

Exciting News! The Lodi District Chamber of Commerce is promoting the project of mini-billboard metal maps produced by Stankus Information Displays, Incorporated.

Large, eye-catching, aluminum, eight-color, silk-screened permanent outdoor display maps in mini-billboard form will be installed in 100 "KEY" high traffic locations. A very effective distribution is planned to reach consumers in the entire area. These displays will prove to be a significant community service giving participating sponsors a chance to expose their businesses to over 100,000 local consumers, newcomers and visitors a month. Take a look at the picture of a typical mini-billboard display printed on the back of this letter. Just imagine how your company's advertisement would look on these highly visible map displays of our area--working for you 24 hours a day, 365 days of the year in ONE HUNDRED carefully selected locations, 2 full years exposure.

In addition to the outdoor displays, 10,000 paper maps with your advertisement on them will be distributed primarily to visitors by the Chamber. One side of the map will be an exact replica of the large aluminum displays while the reverse side will consist of photographs and descriptive information promoting the Lodi District area, as well as a visitors guide to motels, restaurants, entertainment spots and others serving the visitor industry. We will also provide each advertiser with a quantity of paper maps for their own distribution.

We feel this much improved program will be a very useful tool in creating a real sales stimulant for your business, as well as providing a much needed service to all those either living, working or visiting the Lodi area. Stankus Information Displays Incorporated will be seeking support of the project by offering the advertising opportunity to interested businesses on a first come, first serve basis.

You can take advantage of the low cost advertising opportunity available on the Lodi District mini-billboard displays and paper street maps by simply calling Representative Bob Hansen at the Chamber Office at 334-4773. But HURRY as there is a maximum of 28 spaces available.

We urge you to give serious consideration to this presentation and support us on this ongoing and repeat program promoting the entire Lodi District area. If you should have any questions about the program, please feel free to give us a call. We are looking forward to a successful venture in promoting Lodi District businesses and tourism!


Mike Bradley
Executive Manager

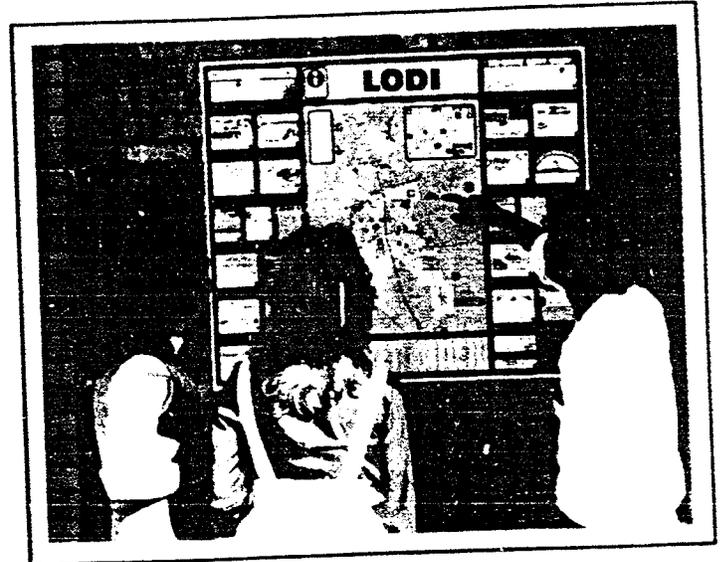


LODI DISTRICT CHAMBER OF COMMERCE

Put your business on display 24 hours a day.

You receive two full years of continuous advertising exposure.

Displays are placed only in high traffic locations.



**OFFICIAL
NEWCOMERS & VISITORS
GUIDE**

LODI DISTRICT CHAMBER OF COMMERCE

LODI
DISTRICT CHAMBER OF COMMERCE

Lodi Country
PREMIUM WINES

ACCREDITED

**LODI DISTRICT
NEWCOMERS & VISITORS
GUIDE**

215 W. OAK ST. • P.O. BOX 386 • LODI, CA 95241

This is the front cover of the paper map.

They reach the hard to reach market of traveling businessmen, tourists and newcomers. Studies show this market to be most affluent.

These large mini-billboard displays direct thousands of potential customers per month.

They direct potential customers to your exact location.

CHOOSE A PROGRAM THAT BENEFITS THE ENTIRE COMMUNITY

ORDINANCE NO. 1387

AN ORDINANCE OF THE LODI CITY COUNCIL
ESTABLISHING A MORATORIUM ON THE CONSTRUCTION
OR RECONSTRUCTION OF OFF-PREMISE SIGNS
WITHIN THE CITY OF LODI.

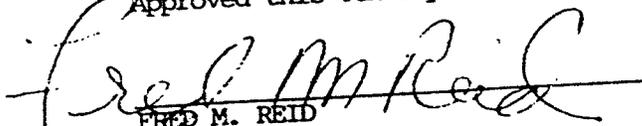
BE IT ORDAINED BY THE LODI CITY COUNCIL

SECTION 1. Pursuant to Section 65856 of the State of California Government Code, and after public hearing held pursuant to said section, the City Council of the City of Lodi hereby declares a moratorium on the construction or reconstruction of off-premise signs as defined in Lodi Municipal Code Section 17.63.370 within the City of Lodi for a period of twelve months.

SECTION 2. All ordinances and parts of ordinances in conflict herewith are repealed insofar as such conflict may exist.

SECTION 3. This ordinance shall be published one time in the "Lodi News Sentinel", a daily newspaper of general circulation printed and published in the City of Lodi and shall be in force and take effect thirty days from and after its passage and approval.

Approved this 6th day of August, 1986


FRED M. REID
MAYOR

ATTEST:


ALICE M. REIMCHE
City Clerk

State of California
County of San Joaquin, ss.

I, Alice M. Reimche, City Clerk of the City of Lodi, do hereby certify that Ordinance No. 1387 was introduced at a regular meeting of the City Council of the City of Lodi held July 16, 1986 and was thereafter passed, adopted and ordered to print at a regular meeting of said Council held August 6, 1986 by the following vote:

Ayes: Council Members - Olson, Pinkerton, Hinchman, Snider and Reid (Mayor)

Noes: Council Members - None

Absent: Council Members - None

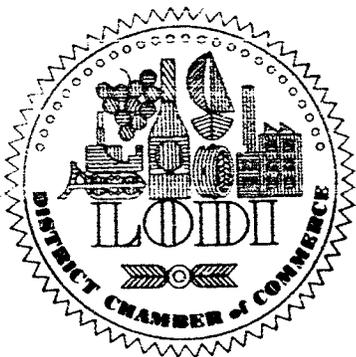
Abstain: Council Members - None

I further certify that Ordinance No. 1387 was approved and signed by the Mayor on the date of its passage and the same has been published pursuant to law.


ALICE M. REIMCHE
City Clerk

Approved as to Form


RONALD M. STEIN
City Attorney



Lodi Country
PREMIUM WINES

May 27, 1987

Tom Peterson
City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Dear Tom:

Recently the Chamber, in its enthusiasm to encourage tourism development, embarked on a project calling for the display of 100 strategically placed mini-billboard maps. These locator maps would be displayed to allow visitors in our community an opportunity to discover the "points of interest" in our beautiful city, while at the same time showcasing 28 local businesses as advertisers.

After a recent discussion with City Planning Director Jim Schroeder, it appears that there may have been a slight misinterpretation on our part as to how the City defines the term "billboard sign".

Nevertheless, after a lengthy discussion, the Board of Directors agreed that because of the nature of this project and the nature of the Chamber's goal to encourage and promote the economic wellbeing of our community, an Off Premise Sign Moratorium Variance would be appropriate.

We recognize that in order to continue with this project, a Variance must be granted by the City Council. Therefore, the Chamber would like to present their request for a Variance at the Council's June 3rd meeting.

RECEIVED

1987 MAY 27 PM 2:20

ALICE M. REIMCHE
CITY CLERK
CITY OF LODI

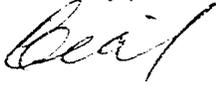


LODI DISTRICT CHAMBER OF COMMERCE

215 W. OAK ST. • P. O. BOX 386 • LODI, CA 95241 • PHONE (209) 334-4773

Please find attached a copy of the project information bulletin.

Sincerely,

A handwritten signature in cursive script, appearing to read "Cecil", written in dark ink.

Cecil Dillon
President

CD/ta

Enclosure

CITY COUNCIL

EVELYN M. OLSON, Mayor
JOHN K. (Randy) SNIDER
Mayor Pro Tempore
DAVID M. HINCHMAN
JAMES W. PINKERTON, Jr.
FRED M. REID

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
CALL BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 334-5634
TELECOPIER : (209) 333-6795

THOMAS A. PETERSON
City Manager

ALICE M. REIMCHE
City Clerk

RONALD M. STEIN
City Attorney

June 5, 1987

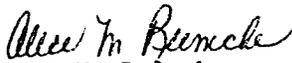
Mr. Mike Bradley
Executive Director
Lodi District Chamber of Commerce
215 West Oak Street
Lodi, CA 95240

Dear Mr. Bradley:

This letter will confirm action taken by the Lodi City Council at its regular meeting of June 3, 1987 whereby the Council, following review of the Chambers request for an off-premise sign moratorium, determined that the mini-billboard metal maps produced by Stankees Information Displays, Inc. and being promoted by the Chamber is not an off-premise sign.

Should you have any questions regarding this matter, please do not hesitate to call.

Very truly yours,


Alice M. Reimche
City Clerk

AMR:jj

cc: Mr. James B. Schroeder