

CITY COUNCIL MEETING
JULY 16, 1986

ORD. DECLARING A
ONE YEAR MORATORIUM
ON THE ISSUANCE OF
BUILDING PERMITS FOR
OFF-PREMISE SIGNS
INTRODUCED

ORD. NO. 1387
INTRODUCED

CC-53(a)

Notice thereof having been published according to law, Mayor Reid called for the Public Hearing to consider the Planning Commission's recommendation that the City Council declare a one year moratorium on the issuance of building permits for off-premise signs so that the present sign requirements can be reviewed and improved.

The matter was introduced by City Manager Peterson and Community Development Director Schroeder who responded to questions as were directed by Staff.

Mr. Jack Ronsko, 1242 Devine Drive, Lodi, addressed the Council urging the implementation of the subject moratorium. Mr. Ronsko presented a slide presentation depicting off-premise signing presently in place in various locations throughout the City.

Also supporting the moratorium and addressing the Council regarding the matter were:

- a) Mr. Robert Morris, 301 W. Locust Street, Lodi
- b) Mr. John Borelli, President, Lodi District Chamber of Commerce

There being no other persons in the audience wishing to speak on the matter the public portion of the hearing was closed.

On motion of Council Member Hinchman, Olson second, Council introduced Ordinance No. 1387 declaring a one year moratorium on the issuance of building permits for off-premise signs so that the present sign requirements can be reviewed.

CO^NCIL COMMUNICATION

TO: THE CITY COUNCIL

DATE

NO.

FROM: THE CITY MANAGER'S OFFICE

July 8, 1986

SUBJECT:

MORATORIUM ON OFF-PREMISE SIGNS

RECOMMENDED ACTION. At its meeting of June 9, 1986 the Lodi City Planning Commission recommended that the City Council declare a one-year moratorium on the issuance of Building Permits for off-premise signs so that the present sign requirement can be reviewed and improved.

BACKGROUND. In recent years a number of new off-premise signs have been installed in the City. These new signs are most evident along Cherokee Lane, East Pine Street and East Lodi Avenue, and the Planning Commission feels that they are providing an unsightly condition in our community.

The moratorium will provide the necessary time to study current law on off-premise signs and to provide Council and the Planning Commission the various alternatives for addition control or elimination of these signs.


JAMES B. SCHROEDER
Community Development Director

LEGAL NOTICE

NOTICE OF PUBLIC HEARING BY THE LODI CITY COUNCIL OF THE PLANNING COMMISSION'S RECOMMENDATION THAT THE CITY COUNCIL DECLARE A 1 YEAR MORATORIUM ON THE ISSUANCE OF BUILDING PERMITS FOR OFF-PREMISE SIGNS SO THAT THE PRESENT SIGN REQUIREMENTS CAN BE REVIEWED AND IMPROVED

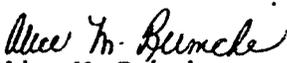
NOTICE IS HEREBY GIVEN that on Wednesday, the 16th day of July, 1986, at the hour of 7:30 p.m., the Lodi City Council will conduct a Public Hearing in the Chambers of the Lodi City Council at 221 West Pine Street, Lodi, California, to consider the Planning Commission's recommendation that the City Council declare a 1 year moratorium on the issuance of building permits for off-premise signs so that the present sign requirements can be reviewed and improved.

Information regarding this item may be obtained in the office of the Community Development Director at 221 West Pine Street, Lodi, California, or by phoning (209) 333-6711.

All interested persons are invited to present their views either for or against the above proposal. Written statements may be filed with the City Clerk at any time prior to the Hearing scheduled herein and oral statements may be made at said Hearing.

If you challenge the above matter in Court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this notice, or in written correspondence delivered to the City Clerk at, or prior to, the Public Hearing.

By Order of the Lodi City Council


Alice M. Reimche
City Clerk

Dated: June 25, 1986



Lodi Country
PREMIUM WINES

July 16, 1986

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

Dear Mr. Peterson:

On behalf of the membership and the Board of Directors of the Lodi District Chamber of Commerce, we would like to go on record as supporting the planning commission recommendation for a one year moratorium for off-premise signs. It is the feeling of our Board that a moratorium will help provide ample time to hear from residents and businesses on how best to deal with this important issue.

In addition to supporting a moratorium, the Board of Directors also voted to support the eventual removal of all off-premise billboard signs within the city limits of Lodi.

Although to some, this decision may appear to be in conflict with our Chamber's Mission Statement. It should be made clear that the Chamber's mission is not only to promote and encourage business, but is also to promote the civic interests and the general welfare of our community.

Our Directors feel that if they take the necessary steps to eliminate billboard signs today, future generations will enjoy a community free from overcrowded advertising signs within the city limits.

RECEIVED

DATE: 7/16/86

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

We hope that the City Council makes every effort to examine this issue carefully. Furthermore, we hope the Council will support the removal of all billboard signs within the city limits in order to help keep Lodi a beautiful city in which we can all be proud.

Sincerely,

John Boulli

John Borelli
President

JB/ta

OFF - PREMISE SIGNS

from pgs. 53, 54 & 55 of Zoning Ordinance

4. General Commercial and Industrial Zones: Signs are permitted in C-2, C-F, M-1 and M-2 Zones, subject to the following regulations:

(1) Free-standing signs which are supported primarily by structures on the ground may not exceed a height of thirty-five (35) feet and shall be a minimum of ten (10) feet above the finished grade of the existing sidewalk or future sidewalk; except that non-illuminated, non-structural and non-supporting decorative spires mounted on top of said signs may exceed the height limit by a height equal to one-third ($1/3$) of the distance measured between the top portion of the sign identifying the businesses and the finished grade of the existing or future sidewalk.

(ii) Signs mounted on buildings may not exceed the height limit of the building or thirty-five (35) feet, whichever is the greater.



(ix) Off-premise signs may be erected in addition to the maximum permitted sign area under the following conditions:

- a. One (1) off-premise sign shall be permitted per each city block, except that in any city block in excess of five hundred (500) lineal feet, one additional off-premise sign shall be permitted in every three hundred (300) lineal feet thereof.
- b. The maximum size of any off-premise sign shall be four hundred eighty (480) square feet.
- c. In determining the maximum size of two off-premise signs which are placed back to back on the same structure, only one readable surface shall be counted.