

MONTEREY COUNTY PLANNING COMMISSION

Meeting: October 31, 2007 Time: 1:30 p.m.	Agenda Item No.: 9
Project Description: Planning Commission to make recommendations to the Board of Supervisors concerning adoption of Ordinances to amend Chapter 20.60 of Title 20 (Coastal Zoning Ordinance) and Chapter 21.60 of Title 21 (Non-Coastal Zoning Ordinance) of the Monterey County Code to modify regulations governing signs. Regulations establish size and height limits, location, number of signs, and identify exempt and prohibited commercial and non-commercial signs. Modifications include but are not limited to clarifying size limits in Design Control and Visual Sensitivity Zoning Districts, prohibiting billboards, adding definitions, and establishing permit requirements countywide.	
Project Location: County of Monterey	APN: N/A
Planning File Number: PLN070228	Name: County of Monterey
Plan Area: Countywide	Flagged and staked: No
Zoning Designation: : All Zoning Districts	
CEQA Action: Negative Declaration	
Department: RMA - Planning Department	

RECOMMENDATION:

Staff requests that the Planning Commission:

- (1) Consider the Negative Declaration;
- (2) Recommend that the Board of Supervisors adopt a Negative Declaration; and
- (3) Adopt a Resolution (**Exhibit A**) recommending that the Board of Supervisors adopt the attached ordinances (**Exhibit A, Attachments A and B**).

PROJECT OVERVIEW:

On July 12, 2005, the Board of Supervisors adopted an interim ordinance prohibiting the approval of new billboards in the County pending completion of the general plan update. That ordinance was approved for 45 days, extended on August 23, 2005 for an additional 10 months and 15 days, and once again extended on June 13, 2006 for an additional 12 months. On May 8, 2007, the Board of Supervisors adopted an interim ordinance (No. 5069) prohibiting the processing and approval of new billboards in the County pending final resolution of the June 2007 election ballot measures related to Monterey County's 2006 General Plan and the Community General Plan. That ordinance was approved for 45 days and extended on June 19, 2007 for 10 months and 15 days.

The Sign Ordinance, which is proposed to be amended, controls the size, location, type and number of signs that can be placed or constructed on private land in the unincorporated area of Monterey County. The amendments are proposed to amend the Local Coastal Program's Zoning Ordinance (Title 20, Part 1) and to amend the Zoning Ordinance for the Non-Coastal (Inland) Area of the County (Title 21). The text of the existing ordinances has been in place for over 15 years in both the Coastal and Inland areas. The ordinance amendments will not change much of the existing regulations. The amendments would establish definitions, prohibit new billboards, codify an existing interpretation allowing 35 square feet per business in a Commercial District with a Design Control Combining District, provide site visibility regulations, and determine which size signs require discretionary permits.

Under the current County's zoning regulations, billboards are allowed in Commercial and Industrial Zoning Districts subject to a Use Permit. Without the adoption of the proposed Sign Ordinance new applications would be accepted and billboards could be approved. The proposed

Sign Ordinance would prohibit new billboards in the unincorporated area of the County. Use permit applications for billboards that were complete or approved prior to July 12, 2005 would not be effected. At this time, there are no pending applications for billboards.

OTHER AGENCY INVOLVEMENT:

County Counsel worked with RMA staff in the preparation of the ordinance.

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October 23, 2007

cc: Planning Commission Members (10); County Counsel; Mike Novo; Laura Lawrence, Acting Planning & Building Services Manager; Anna V Quenga, Planner; Carol Allen; File PLN070228.

Attachments:	Exhibit A	Resolution
	Attachment A	Coastal Sign Ordinance
	Attachment B	Inland Sign Ordinance
	Exhibit B	Initial Study/Negative Declaration

This report was reviewed by Mike Novo, Director