

**AGENDA
CITY OF FERNDALE – HUMBOLDT COUNTY CALIFORNIA – U.S.A.
REGULAR PLANNING COMMISSION MEETING**

Location:	City Hall	Date:	March 21, 2012
	834 Main Street	Time:	7:00 p.m. Regular Meeting
	Ferndale CA 95536	Posted:	3/14/12

The City endeavors to be ADA compliant. Should you require assistance with written information or access to the facility please call 786-4224 24 hours prior to the meeting.

1.0	Open meeting / flag salute / roll call	
2.0	Update Agenda	
2.1	Proposed changes, modifications to agenda items	
2.2	Commissioners comments	
3.0	Approval of previous minutes –February 22, 2012.	Page 2
4.0	Public Comment	Page 3
5.0	Public Hearing	None
6.0	Business	
6.1	Proposed Sign Definitions-Sign Committee.....	Page 5
7.0	Correspondence and Oral Communications	Page 7
8.0	City Planner’s and Deputy City Clerk’s Staff Reports	Page 18
9.0	Design Review Minutes.....	Page 22
10.0	Sign Committee Minutes	Page 23
11.0	Adjournment – Next regular meeting April 18, 2012	Page 27

City of Ferndale, Humboldt County, California USA
Minutes for Planning Commission Meeting of February 22, 2012

Call to Order: Chair Jorgen Von Frausing-Borch called the Planning Commission meeting to order at 7:09pm. Commissioners Dan Brown, Trevor Harper, and Lino Mogni present as well as Mayor Jeff Farley and staff Deputy City Clerk Brianna Smith and City Planner George Williamson. Those in attendance pledged allegiance to the flag. Ceremonial: Deputy City Clerk Brianna Smith gave the Oath of Office to new Planning Commissioner Uffe Christiansen. MOTION: (Harper/Mogni). The January 18, 2012 were unanimously approved.

Public Comment: Mayor Farley welcomed Uffe Christiansen to the Planning Commission and thanked the whole committee for all their work that they do and the effort that they put in.

Historical and Cultural Resources Update: City Planner George Williamson gave an update on the H&CRE. The Planning Commission thanked George for all the hard work that was put into this document and commended PlanWest for what a great job they have done on the Historical and Cultural Resources Element MOTION: (Brown/Mogni). Move the Historical and Cultural Resources document to the City Council for adoption. Unanimous.

Sign Committee's Background, Purpose and Scope: Chairman from the Sign Committee Michael Bailey gave an update on the progress of the committee's work. MOTION:(Brown/Christiansen) Approve Sign Committee's Background, Purpose and Intent document. Unanimous.

Reports: Deputy City Clerk Brianna Smith gave an update on cement slab put in at 1430 Main Street. The Commission was informed that a drawing was submitted and that the fee's had been paid.

The next regular meeting will be March 21' 2012. The meeting was adjourned at 7:38 pm.

Respectfully submitted,

Brianna Smith
Deputy City Clerk

Section 4: PUBLIC COMMENT

This time is for persons who wish to address the Commission on any matter not on this agenda and over which the Commission has jurisdiction.

Items requiring Commission action not listed on this agenda will be placed on the next regular agenda for consideration, unless a finding is made by at least 2/3rd of the Commission (three of the five members) that the item came up after the agenda was posted and is of an urgent nature requiring immediate action.

This portion of the meeting will be approximately 30 minutes total for all speakers, with each speaker given no more than five minutes.

Please state your name and address for the record. (This is optional.)

Section 5: Public Hearing

Section 6: BUSINESS

Meeting Date:	March 21, 2012	Agenda Item Number	6.1
Agenda Item Title:	Proposed Sign Definitions-Sign Committee		
Presented By:	Michael Bailey, Sign Committee Chairman		
Type of Item:	<input checked="" type="checkbox"/>	Action	<input type="checkbox"/> Discussion <input type="checkbox"/> Information
Action Required:	<input type="checkbox"/> No Action	<input checked="" type="checkbox"/> Voice Vote	<input type="checkbox"/> Roll Call Vote

RECOMMENDATION:

Approve the proposed sign definitions.

BACKGROUND:

At the last few meetings the Sign Committee has been working up on a list of sign definitions. After some hard work the Committee has come up with the proposed list of sign definitions and approved them at the March 15, 2012 to be forwarded to the Planning Commission.

Attached you will find the list of Proposed Sign Definitions.

PROPOSED SIGN DEFINITIONS DRAFT
SECTION 1002
SIGN DEFINITIONS

1002.1 Definitions. The following words and terms shall, for the purposes of this section, and as used elsewhere in this ordinance, have the meanings shown herein. It must be understood that a sign type defined herein does not imply consent to use that sign type.

ABANDONED OR OBSOLETE SIGN: Any sign which no longer applies to the business or property, due to the lack of a business licenses or a change in business name or for any other reasons, rendering the sign not applicable to the premises involved. This condition must exist for a period of more than 90 days, at which time it becomes a nonconforming sign. Any sign which is a conforming sign, not in use, but which may be intended to be re-used in conjunction with the ownership or operation of a new business on said property shall not fall under the definition of abandoned.

ACCESSORY SIGN: Any sign which is designed to facilitate the announcement of trading stamps, credit cards, special services being offered or other similar messages. Such signs shall not announce or advertise products, goods or services directly related to the business being conducted on the premises.

AFFILIATION SIGN: Any sign with a message identifying membership in an association of businesses, such as credit card companies or civic organizations.

ANIMATED OR MOVING MESSAGE SIGN: Any sign, with or without electrical energy, that uses movement, blinking, flashing, change or fluctuation of lighting intensity, color, motion, or sound to depict action or creates a special effect or scene including programmable displays and message boards, swinging and rotating signs.

ARCHITECTURAL FEATURE: Means either a projecting, three-dimensional or flush-mounted, sculptural, constructed item, or artistic rendering, that has no written message, lettering or business name incorporated into its design. This feature can be separate from the sign face and must be designed to visually identify the type of product for sale or a service offered, such as, but not limited to: molded coffee mug, ice cream cone or shoe projecting from the wall face to identify a coffee shop, ice cream shop or shoe store; flush mounted figures or painted murals of running horses for a tack shop, a barber pole for a barber shop, a pair of scissors flush mounted on the wall of a hair salon, a bicycle affixed to the wall of a bicycle shop, a model airplane mounted over the entry door of a toy store.

ARCHITECTURAL PROJECTION: Any projection that is not intended for occupancy and that extends beyond the face of an exterior wall of a building, but that does not include signs as defined herein. (See also "Awning" and "Canopy.")

AWNING, CANOPY OR MARQUEE SIGN: Any suspended sign that is mounted, painted on or attached to an awning, canopy or marquee. An awning is a metal and cloth structure. A canopy is solid structure; a marquee is a structure that typically is a covering with changeable advertising, such as the theatre marquee. An awning becomes a sign when it contains letters, numbers, symbols, pictures, logos, or visual display, or other communication, attached, painted on, or made an integral part of the awning.

BANNER, FLAG OR PENNANT: Any suspended sign made of a flexible material such as canvas, sailcloth, plastic or waterproof paper on which copy or graphics is displayed and displayed for a business purpose or public event.

BILLBOARD OR POSTER BOARD: Any freestanding off-site outdoor advertising sign and or panel typically designed on a free standing framework independent of a building to attract the interest of passing motorists. (Also see off-site signs.)

BUILDING ADDRESS: Any series of numbers and/or letters, presented in a mostly fixed format, used for describing the location of a building, apartment, or other structure or a plot of land on a street.

BUILDING MARKER: Any permanent sign indicating a building's name, date and incidental information about its construction. Such a sign typically is cut into a masonry surface or made of bronze or other permanent material.

PROPOSED SIGN DEFINITIONS DRAFT

- BUILDING SIGN:** Any sign affixed to the front or side of a building that identifies the building name, businesses or activities residing within the building. (See Directory or Multi-unit signs)
- BUSINESS SIGN:** Any sign that identifies the existence of a profit-making, nonprofit, or governmental organization involved in the provision of goods or services.
- OFF-SITE SIGN:** A sign not located on the same parcel of land from which the product, service or activity described by the sign is made available.
- ON-SITE SIGN:** A sign located on the same parcel of land from which the product, service or activity described by the sign is made available.
- CHURCH SIGN:** Any sign that identifies the existence of a religious building that provides for member prayer, services or assembly.
- COMMERCIAL MESSAGE SIGN:** Any sign, wording, logo or other representation, except for the actual name of the business, that directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.
- CONSTRUCTION SIGN:** A sign advertising or identifying the persons or firms associated with a construction project and typically attached to building(s), fence, or freestanding.
- CONTRACTOR SIGN:** A sign identifying a contractor's name, company, address or contact information associated with a construction project.
- DERELICT SIGN:** Any sign that is dilapidated or in such condition as to create a hazard or nuisance, or to be unsafe or fail to comply with the Building or Electrical Codes applicable in the jurisdiction.
- DIRECTIONAL SIGN:** A sign, other than a governmental sign, with a message that provides only directions (e.g., "exit only," "deliveries in rear," "private parking") to pedestrian or vehicular users of the premises.
- Directional, off-site:** A sign, located on one (1) parcel, advertising and/or directing traffic to a business located on a different parcel within the City.
- Directional, on-site:** A sign, the sole purpose of which is to direct the flow of traffic, indicate entrances or exits, transmit parking information or convey similar information.
- DOUBLE FACED & V-TYPE SIGNS:** Any sign that has two (2) sign faces. A V-Type type sign has two faces connected at one end, but facing away from each other at angles that impart a "V" shape to the sign. For purposes of computing surface area, such signs are two separate signs if the angle between the two outer surfaces is greater than 60 degrees; otherwise the panels/wings shall be considered one double-faced sign
- EVENT SPECIFIC SIGN:** Any temporary sign to be used to announce an event such as a festival, dance, business opening, sale, meeting, fund-raiser, parade and information about political candidates and other events which have a short term conclusion
- EXTERIOR SIGN:** A sign which is located on the outside of a building or business premises, located on a vacant property or painted on or attached to either the inside or outside of a door, fence or window as long as the sign is viewable from the sidewalk or street.
- FENCE SIGN:** Any exterior sign affixed to or painted on a fence that faces a public road or walkway.
- FLASHING SIGN:** Any sign that contains an intermittent or flashing, scintillating, blinking or traveling light source. This includes signs that give the illusion of intermittent or flashing lights by means of animation, or an externally mounted intermittent light source.
- FREESTANDING OR GROUND SIGN:** A sign supported by one (1) or more upright poles, columns, or braces placed in or on the ground to support the sign and not attached to any building, fence or structure. Included are pole, post & panel, pylon, monolith, and masonry wall-type signs.
- GARAGE SALE SIGN:** A sign with a message advertising the resale of personal property that has been used by the resident.
- GASOLINE PRICE SIGN:** A sign that announces the price of any fuel to the public passing by on a sidewalk or street.
- GATEWAY OR RESIDENTIAL GATEWAY SIGN:** A sign installed along a street or frontage and specifically intended to identify the name of a neighborhood, residential planned development, residential subdivision, residential districts, subdivision, apartment, condominium, apartment complex consisting of five or more units or office complex.

PROPOSED SIGN DEFINITIONS DRAFT

GOVERNMENT SIGN: Any temporary or permanent sign erected and maintained by the city, county, state or federal government for traffic direction or for designation of or direction to any school, hospital, historical site or public service, property or facility.

GRANDFATHERED SIGN: A non-conforming sign which legally exists and is allowed to remain even though it may not meet the terms of this ordinance

HISTORIC SIGNIFICANCE OR HISTORIC PLAQUE: An identification sign or marker announcing the location of any feature, place or building found to be historically significant and authorized or erected by the City Council, or a federal, or state authority.

HOME OCCUPATION SIGN: A sign that identifies a permitted business located in a residence.

IDENTIFICATION SIGN: A sign, the sole purpose of which is to identify the site or the building, use, significance of, or persons occupying the site on which the sign is located.

ILLEGAL USE SIGN: A sign that served a permitted use that was modified by the property owner without permit or is otherwise in violation of any section of this ordinance, and which has not received "nonconforming status." (See Article 3.78.2 & 7.22.1)

ILLUMINATED OR REFLECTING SIGN: A sign illuminated by electricity, gas or other artificial light either from the interior or exterior of the sign and which may include reflective glass and/or phosphorescent surfaces.

INFLATABLE SIGN: Any sign that is or can be filled with three (3) cubic feet or more of air or gas.

INFORMATION SIGN: A very legibly printed and very noticeable placard that informs people of the purpose of an object, history of a building or structure, or gives them instructions on the use of something.

INTERIOR SIGN: A sign which is located on the interior of a building or structure and is within the first five (5) feet of the exterior surface of a building or structure, excluding signs which are primarily designed for the information of persons within a building.

MENU-BOARD: A permanently mounted structure displaying the changeable bill of fare of a restaurant.

MISLEADING OR MISDIRECTING SIGN: A sign that directs pedestrians or motorists to proceed in the wrong direction, perform an illegal action, or to be endangered by following the intent of the sign.

MONUMENT OR GROUND SIGN: A permanent, freestanding sign mounted on a base or support where the entire bottom is affixed to the ground, not to a building. The bottom of the sign face is normally within three (3) feet of ground level. The width of the sign structure can be no less than ninety (90) and no more than one hundred and twenty (120) percent of the width of the base.

MULTIFACED SIGN: A sign that has more than two (2) sign faces with each face oriented at less than 150 degrees from the other.

NAMEPLATE, MEMORIAL OR COMMEMORATIVE PLAQUE OR TABLET: means An identification sign, made of appropriate material, that is a statement or remembrance of the event, name, address, phone number and/or occupational designation of the present or past occupant.

NEON SIGN: A sign containing any outline tubing which is located inside or outside a building, and which is displayed in such a manner as to be seen from outside the building.

NON-CONFORMING USE SIGN: A sign that was lawfully constructed or installed prior to the adoption or amendment of this ordinance and was in compliance with all of the provisions of this ordinance then in effect, but which does not presently comply with this ordinance. (See Article 3.78.3, 7.23.4 & 12.01)

OPEN HOUSE SIGN: An off-site portable sign directing prospective purchasers to the location of a property being offered for sale and open for visitation by the public at the time the sign is displayed.

OPINION SIGN: A temporary sign that expresses a personal or political opinion or position.

PENDENT-STRING OR GROUND-WIGGLER: Any wind-driven sign with continuous pennants, advertisements attached to a rope or pennants attached to a single pole (Ground Wigglers).

PERMANENT SIGN: Any sign for which a sign permit is issued with no time limit in accordance with the provisions of this ordinance. Any mention of signs in this ordinance shall be considered to mean permanent signs unless this ordinance specifies a time limit or references "temporary signs."

PERMITTED USE WITH USE PERMIT SIGN: Any sign that requires a use permit in order to be displayed. They are specifically permitted by list in the sign ordinance, and can also be special or conditional uses.

PROPOSED SIGN DEFINITIONS DRAFT

POLE, PYLON, POST & PANEL OR COLUMN SIGN: A sign, with one or more panels that are mounted on or between freestanding pole(s), column or other supports permanently anchored in the ground so that the bottom edge of the sign face is six feet (6') or more above grade.

POLITICAL SIGN: A temporary sign that directly relates to a candidate for public office or to a ballot issue, proposition, or a party in an election conducted by a governmental entity or a sign expressing political, religious, or other ideological sentiments that does not advertise a product or service.

PORTABLE, TRAILER OR MOBILE SIGN: Any sign located on or off a business premises which is intended to be moved or capable of being moved, whether or not on a motor vehicle, wheels or other special supports, including, but not limited to, "A-frame" type signs, placards and banners.

PRINCIPAL PERMITTED USE SIGN: Any sign or nameplate that does not normally require a use permit in order to be displayed, but could still require a design review if displayed in the Design Control Combining Zone. (See Article 3.78.4 & 10.01)

PROFESSIONAL SIGN: Any sign which identifies the location of a person(s) engaged in a professional service such as lawyers, doctors, and other professional(s), engaging in a given activity as a source of livelihood or as a career such as a professional writer, or a professional repair job.

PROHIBITED USE SIGN: Any sign that is specifically listed in this ordinance as "prohibited," and is also defined by this ordinance.

PROJECTION, OVERHANGING OR VERTICAL: A sign erected upon a building wall, canopy, or awning, and which projects more than twelve (12) inches outward or perpendicular from the plane of the business façade awning or doorway. Any sign under a marquee, porch, walkway covering or similar structure and generally perpendicular to the wall of the adjoining building shall be deemed to be a projecting, overhanging or vertical sign.

PUBLIC MENACE OR PERIL SIGN: A sign which creates a safety hazard, pitfall, or danger by obstruction of the clear view or safe movement of vehicular or pedestrian traffic. This definition includes signs which may impair or cause confusion of vehicular or pedestrian traffic by their design, color, placement or display characteristics. This definition also includes signs that present a physical hazard due to design or disrepair.

PUBLIC MESSAGE SIGN: A sign which contain only non-commercial messages, posted in public view, with words or drawings on it that give people information, instructions, warn them not to do something, etc. for some public purpose such as designation of restrooms, telephone locations or parking signs..

PUBLIC INTEREST OR PROTECTIVE SIGN: A sign designed and intended to convey information pertinent to the safety, regulations, restrictions, or legal responsibilities of the general public such as "WARNING" and "NO TRESPASSING." This sign can also be associated with safeguarding the permitted uses of the occupancy and provide needed guidance to the general public. Examples include "BAD DOG", and "NO SOLICITORS."

PUBLIC NOTICE OR BULLETIN BOARD: Any permanent sign with posted messages that relay public information.

PUBLIC PURPOSE, TRAFFIC OR PUBLIC INFORMATION SIGN: Any sign erected and maintained by public officials or public agencies, or approved for use by state or local government authorities or required or authorized by any law, statute or ordinance and which meets the regulations in said law, statute or ordinance. This includes traffic sign, legal notices or other messages posted by a governmental officer in the scope of his or her duties, and signs indicating the location of buried utilities.

PUBLIC STREET SIGN: A type of traffic sign used to identify named public roads, generally those that do not qualify as expressways or highways.

READER-BOARD, MULTIPLE MESSAGE OR COPY-CHANGE SIGN: A sign constructed to display a visual message that may be periodically changed by the manipulation of letters, panels or numbers on its face(s), either manually or electronically.

REAL ESTATE SIGN: A temporary sign announcing the offer to build on, sell, lease or rent the real property, or any portion thereof, upon which the sign is located and the identification of the person handling such sale, lease or rental.

PROPOSED SIGN DEFINITIONS DRAFT

REVOLVING OR ROTATING SIGN: A sign that revolves three hundred sixty (360) degrees about an axis. (Also see animated signs.)

ROOF SIGN: A sign that is mounted on the roof of a building or which is wholly dependent upon a building for support and which projects above the point of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof .

SANDWICH-BOARD OR SIDEWALK SIGN: A portable freestanding A-board sign designed to be placed outside a business or on the sidewalk.

SIGN: Any medium for visual communication, including its supporting structure, which is used or intended to be used to attract attention to a location. It includes any writing, pictorial representation, object, structure, lettering, symbol, display, banner, streamer, or other thing of visual appearance primarily used for, or having the effect of, identifying, announcing, directing or attracting attention or to advertise, or which is used to decorate or illuminate for commercial purposes, or attract attention to any privately owned property or premises from the street, sidewalk or other outside public arena for advertising or identification purposes with the intent to inform the public of sales, rentals, leases or other activities, or is provided by a public agency for a public purpose required or specifically authorized by law, statute or ordinance, or for the protection of the public health, safety or welfare.. A sign shall not mean displays of merchandise or products for sale on the premises, or ornamentation, designs, non-commercial flags, flags bearing an official design, pictures, paintings or other such art forms unless the attraction, because of location, size, use or nature thereof, has the substantial effect of attracting attention for advertising or identification purposes or stating personal or political viewpoints when viewed from an outside area.

SIGN ALTERATION: Any change of copy, color, size, shape, illumination, position, location, construction or supporting structure of an existing sign.

SIGN AREA: The two dimensional area of the smallest square, rectangle or parallelogram drawn to include all characters, lettering, illustrations, designs, ornamentations, frame, and structural components which are part of the sign, but excluding any supports, uprights, posts or structures by which any sign is supported unless such supports, uprights, posts or structures are designed in such a manner as to form an integral background of the sign. In computing the area of a double face sign, only one (1) face of the sign shall be included; provided, that the two (2) faces shall be approximately the same size and approximately parallel to each other and not more than two feet (2') apart at any point. The area of all other multifaced signs shall be computed as the sum of the areas of each face. The area of a sphere shall be computed as the area of a circle encompassing the sphere.

SIGN BORDER: Any molding, edge or line constituting the perimeter of a sign.

SIGN HEIGHT: The vertical distance measured from the lowest ground level directly beneath the sign to the highest point at the top of the sign. The ground level shall be either the natural grade or finished grade, whichever is lowest.

SITUATIONAL SIGN: A sign that advertises a temporary or changing business condition or a situation or a price that will last for a period of time.

SNIPE SIGN: A temporary sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes or fences or to other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises upon which the sign is located.

SPECIAL OR PUBLIC EVENT SIGN: A temporary sign or banner pertaining to community wide events of civic, community, government, philanthropic, educational or other organizations, which are not conducted in connection with the operation of a commercial enterprise.

SPECIAL PURPOSE SIGN: A temporary sign to announce sales, new products, openings or close outs and other special events.

SPECIAL USE PERMIT SIGN: A sign permitted to be used in connection with a conditional use for sites which have been granted a use permit.

SUBDIVISION SIGN: A temporary sign advertising a subdivision and providing travel directions to properties therein offered for sale or lease for the first time. The term "subdivision sign" also includes a model home sign on the site of a property within the subdivision.

PROPOSED SIGN DEFINITIONS DRAFT

SUSPENDED OR SHINGLE SIGN: A sign that is suspended entirely from the underside of a horizontal plane surface such as a covered porch, covered walkway, or an awning and supported by such surface.

SWINGING SIGN: A sign, other than an animated sign as defined by this Article, where the sign copy area is attached to a sign structure in a way that can be set in motion with pressure, and where the sign structure is attached to a building at a height above normal eye level. This term does not include any freestanding signs.

TEMPORARY SIGN: Any sign constructed of paper, metal, plastic or other material that does not require a permit and that can be removed quickly and simply without tools.

TENANT DIRECTORY OR MULTI-UNIT SIGN: A ground or building sign identifying or listing the business names of business' located in a mall, building with business offices, multi-tenant office, mixed use building or clusters of store fronts, which may include directional indicators or location designations.

UNREGULATED OR EXEMPT SIGN: A sign that is defined by this ordinance that would not normally require the issuance of a use permit or fees, provided that the sign does not violate any other part of this ordinance and adhere to general construction and safety standards and other conditions specifically imposed by all other regulations. Signs otherwise exempt, may nonetheless require review by the Design Review Committee if located in –D Combining Zone.

USE PERMIT: A use permit offers a process for considering and approving signs and other zoning restriction, subject to special conditions particular to the character of the use in a particular zone. (See Article 10)

WALL OR FASCIA SIGN: A sign fastened to or painted on the wall of a building or a structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign and which does not project more than twelve inches (12") from such a building or structure wall.

WALL MURALS AND GRAPHIC DESIGNS: A wall graphic that is purely decorative in nature and content, applied directly to a wall, and does not include advertising by picture or verbal message.

WARNING SIGN: A sign that announces a danger or caution, and is limited to pole, wall or fence signs.

WIND-DRIVEN SIGN: Any flag, banner, balloon, pennant, streamer or similar device that moves freely in the wind. All wind-driven devices are considered to be signs and are regulated and classified as attached or detached by the same regulations as other signs.

WINDOW OR DOOR SIGN: A sign that is applied or attached to the exterior or interior of a window or door, or located in such a manner within a building that it can be seen from the exterior of the structure through a window or door.

PROPOSED SIGN DEFINITIONS DRAFT

1002.2 Sign Categories. There are a significant number of sign definitions that require regulation. The signs types have been separated into one or more categories in a matrix in Table 1002.2.2 and the sign categories have been abbreviated in Table 1002.2.1 to facilitate their use in the tables.

Table 1002.2.1 – SIGN CATEGORY CODE TABLE

General Categories	Code	Other Categories	Code
Miscellaneous Business	MBus	Temporary	Temp
Prohibited or Illegal	P/IL	Public Message	PMsg
Nonconforming	NC	Situational	Sit
Unregulated or Exempt	U/Ex	Identification	Id
Illuminated & Reflecting	I/R	Suspended or Shingle	Susp
Movement & Wind-driven	M/WD		

TABLE 1002.2.2 - SIGN CATEGORIES MATRIX

SIGN TYPES	SIGN CATEGORIES										
	GENERAL SIGNS						OTHER SIGNS				
	MBUS	P/IL	NC	U/EX	I/R	M/WD	TEMP	PMSG	SIT	ID	SUSP
Abandoned or Obsolete			X								
Accessory				X							
Affiliation				X						X	
Animated or Moving Message		X				X					
Awning, Canopy or Marquee											X
Banner, Flag or Pennant						X					X
Billboard or Poster-board		X									
Building Address or House Number				X							X
Building Marker											X
Building Sign											X
Business (On & Off Site)	X										
Church											X
Commercial Message									X		
Construction							X		X		
Contractor									X		
Derelict		X									
Directional	X										
Double Faced & V-Type	X										
Event Specific							X		X		
Exterior	X										
Fence									X		
Flags bearing an official design				X		X					X
Flashing		X			X						

PROPOSED SIGN DEFINITIONS DRAFT

SIGN TYPES	TABLE 1002.2.2 - SIGN CATEGORIES MATRIX										
	SIGN CATEGORIES										
	GENERAL SIGNS						OTHER SIGNS				
	MBUS	P/IL	NC	U/EX	I/R	M/WD	TEMP	PMSG	SIT	ID	SUSP
Freestanding or Ground						X					
Garage Sale						X					
Gasoline Price									X		
Gateway or Residential Gateway									X		
Government				X							
Grandfathered			X								
Historic Significance or Historic Plaque										X	
Home Occupation										X	
Inflatable		X				X					
Information				X							
Interior	X			>5'							
Menu-board									X		
Misleading or Misdirecting		X									
Monument or Ground	X										
Multifaced	X										
Nameplate, Memorial or Commemorative Plaque, or Tablet				X						X	
Neon					X						
Open House							X				
Opinion							X				
Parking Information				X							
Pendent String or Ground-wiggler						X					
Pole, Pylon, Post & Panel or Column Political											X
Political				X			X				
Portable, Trailer or Mobile							X				
Professional										X	
Projecting, Overhanging or Vertical										X	
Public Interest or Protective				X				X			
Public Menace or Peril		X		X							
Public Message				X				X			
Public Notice or Bulletin Board								X	X		
Public Purpose, Traffic or Public				X				X			

PROPOSED SIGN DEFINITIONS DRAFT

TABLE 1002.2.2 - SIGN CATEGORIES MATRIX											
SIGN TYPES	SIGN CATEGORIES										
	GENERAL SIGNS						OTHER SIGNS				
	MBUS	P/IL	NC	U/EX	I/R	M/WD	TEMP	PMSG	SIT	ID	SUSP
Information											
Public Street								X			
Reader-board, Multiple Message or Copy-change					X	X			X		
Real Estate				X			X				
Revolving or Rotating		X				X					
Roof		X									
Sandwich-board or Sidewalk							X				
Seasonal Decorations				X							
Snipe							X				
Special Event or Public Interest Event				X			X				
Special Purpose							X				
Subdivision							X				
Swinging						X					X
Tenant Directory or Multi-unit										X	
Wall or Fascia	X										
Wall Murals & Graphic Designs	X										
Warning									X		
Window and Door	X										

PROPOSED SIGN DEFINITIONS DRAFT

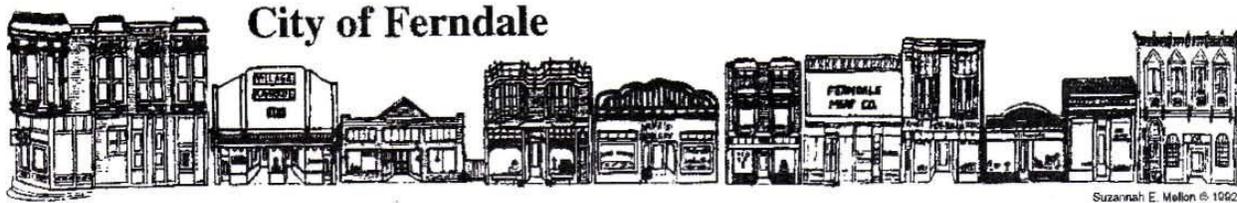
1002.3 Zone Names and Definitions. Zones are established and designated in Article 4 of the Zoning Ordinance as principal and combining zones. A zoning map is also established in Article 4 to determine the zone boundaries Table 1002.2 outlines the zone names and regulations established in Article 5 & 6 and is provided here to clarify sign regulations established in Section 1003 an 1004.

TABLE 1002.3 ZONE NAMES AND DEFINITIONS			
Article V	Zone	Principal Zone Names	Definitions
§ 5.02	R-S	Residential-Suburban	Large lot development of single-family homes.
§ 5.03	R-1	Residential One-Family	Single-family home development.
§ 5.04	R-2	Residential Two-Family	Two families on each building site.
§ 5.05	R-3	Residential Multiple Family	Low-density Apartment developments.
§ 5.06	R-4	Apartment-Professional	Professional & business offices and institutional uses.
§ 5.07	C-1	Neighborhood Commercial	Convenient sales and service facilities to residential areas.
§ 5.08	C-2	Community Commercial	More complete commercial facilities for community convenience.
§ 5.09	C-AG	Agricultural Services Commercial	Service and selling of goods directly related to farming, dairying, & ranching.
§ 5.10	C-H	Highway Service Commercial	Services for traveling public along main roads and highway frontages.
§ 5.11	M-L	Limited Industrial	Used predominant for light manufacturing heavy commercial and large administrative facilities.
§ 5.12	M-H	Heavy Industrial	Used to control congestion and protect surrounding zones.
§ 5.13	F-W	Floodway	Controls lands which lie within stream or tidal channels and to adjacent areas.
§ 5.14	F-P	Flood Plain	Areas which have been inundated by overflow flood waters in the past.
§ 5.15	P-D	Planned Development	Suitable parcels of undeveloped land.
§ 5.16	A-E	Agriculture-Exclusive	Agriculture areas protected from encroachment.
§ 5.17	P-F	Public Facility	Lands owned by public agencies or the location of public facilities.
Article VI	Zone	Combining Zone Names	Definitions
§ 6.02	-A	Agricultural Combining	Combined with principal R Zones for large lots for agriculture and livestock.
§ 6.03	-B	Special Building Site Combining	Area where lot area and yard requirements should be modified.
§ 6.04	-X	Recreation Combining	Addition of recreational uses.
§ 6.05	-D	Design Control Combining	Structures form a substantial contribution to the use of the zone.
§ 6.06	-Q	Qualified Combining	Combined with any principal commercial zone in which predominantly residential.

Combining Example: R2-B-2 = Residential 2 Family with 10,000 sq. ft. building site.

Section 7: CORRESPONDENCE

**Correspondence Files are available for review at City Hall during regular business hours,
Monday through Thursday, 9am to 4pm.**



March 5, 2012

Mr. Willis Hadley
P.O. Box 885
Ferndale, CA 95536

Subject: Preliminary Review of Proposed Improvements on APN 031-05-115

Dear Mr. Hadley,

The City of Ferndale's Office of City Engineer has conducted a preliminary review of the proposed improvements on your property (APN 031-05-115) as identified in preliminary drawings submitted by your contractor Mr. Mark Hamor (enclosed).

The proposed project is a phased construction project that includes site grading and drainage improvements, a proposed fence, and building construction. The proposed construction should be permitted using the City of Ferndale's Building Permit Process. In order to issue a Building Permit for the first phase of the project (site grading and drainage improvements) please submit the following information to the City of Ferndale for review:

1. Provide an application for a Building Permit to the City for your project. Submittal requirements are listed in the Building Permit Application Process. A Plot Plan is required as part of the application. On the Plot Plan please identify all areas to be disturbed. (Make a note on the Plot Plan regarding your request for phased project approval.)
2. Provide a Grading and Drainage Plan prepared by a registered engineer, indicating existing drainage patterns, and a layout of the proposed drainage improvements along with sufficient information to demonstrate compliance with the City's Drainage Ordinance.
3. Provide a Soils Report, prepared by a registered engineer that addresses site grading, utility trench backfill, and building foundation recommendations.

Preliminary Comments:

1. Preliminary Plot Plan shall be routed to the City Planning Department and local agencies for comment.
2. It appears that Del Oro will require continued access across the subject parcel. Provide documentation of existing access rights or create a new access easement.
3. Drainage easements will be required across new storm drain locations to allow for offsite drainage to pass through the subject parcels.

If you have any questions please contact me 444-3800 extension 7440 or Ms. Annje Dodd at extension 7447.

Sincerely,

Praj White, PE
City Engineer

Section 8: REPORTS

CITY PLANNER:

Meetings, Planning & Coordination

- Coordinated with City Manager and Deputy City Clerk on planning and development projects.
- Responded to questions from a Ferndale resident regarding zoning designations and lot area and yard requirements.
- Reviewed building permit applications for repairs to two Ferndale residences.
- Answered questions and researched Zoning Ordinance definitions for Deputy City Clerk.
- Reviewed Sign Ordinance Committee's definitions for Sign Ordinance Update as requested by Sign Committee Chair Michael Bailey. Researched sign ordinance examples and provided feedback.
- Prepared Resolution Writing Guide.
- Attended 2/2 City Council meeting and presented Housing Element Update staff report recommending Council approve Resolution 2012-02 General Plan Housing Element Update Adoption. Also presented staff report recommending Council send revised Historical & Cultural Resources Element to the Planning Commission for review.
- Attended 2/22 Planning Commission meeting and presented revised Historical & Cultural Resources Element Update and Draft Resolution 2012-03 General Plan Historical & Cultural Resources Element Update Adoption.
- Initiated staff report for 3/1 City Council meeting to consider Historical & Cultural Resources Element Update and recommendation from the Planning Commission.
- Prepared and published public notice for 2/15 Planning Commission Meeting.

Projects

- General Plan Update - Housing Element Update – Prepared Resolution 2012-02 General Plan Housing Element Update Adoption and presented to Council at 2/2 meeting. Council voted unanimously to adopt resolution. Initiated memo outlining implementation steps to update the Zoning Ordinance to comply with the Housing Element Update.

- General Plan Update—Historical & Cultural Resources (H&CR) Element— Coordinated with the Ferndale Museum to obtain digital copies of pre-existing photographs of historic Ferndale buildings. Where the museum had no digital copy of a particular style, staff took pictures of existing Ferndale buildings as directed by Ferndale Museum’s Head of Research, Ann Roberts. Incorporated images into the element, along with captions, additional citation, and an expanded list of figures in the Table of Contents. Removed two architectural styles from Chapter 3 as no evidence in support of their existence in Ferndale was found. Made revisions in response to community member comments. Descriptions of historic events noted as incorrect in the comments have been researched and corrected. Based on the comments, staff revised the form of citation to comply with Council of Science Editors (CSE) citation standards. Revised Element and added additional citation as needed throughout the text. Revised References section to accurately reflect information sources cited in the Element. Made minor revisions to language for clarity and correctness.
- Bear River Wind Project – Coordinated with City Manager to prepare & submit letter to County reflecting 1/5 City Council meeting minutes and Council actions, requesting that the County reevaluate the scope of the project, and opposing the use of Ferndale city streets for the transport of any construction related materials.
- General Plan Completion Scope – Prepared Scope and Contents for General Plan Update as an aid for determining next steps in update process. The required elements that remain to be updated are:
 - Land Use Element
 - Transportation (Circulation) & Public Facilities Element
 - Conservation & Open Space Element
 - Noise & Air Quality (New) Element
 - Public Safety & Hazards Element

Staff sent a memo to City Manager Jay Parrish outlining reasons for updating two of the remaining elements, emphasizing the value to the city & community. The elements proposed by staff for updating are:

- Conservation Element – The Conservation Element defines conservation goals, policies, and strategies for the conservation and utilization of natural resources and protection of the aesthetic qualities of the community. The Element would document the City’s stewardship of its resources through the utilization of land use policies and implementation programs which reflect the community’s conservation goals.
- Safety Element – The Safety Element provides a policy basis for measures Ferndale can take to prevent loss of life, reduce injuries and property damage, and minimize economic and social dislocations which could result from earthquake, fire, or other natural and man-made disasters.

DEPUTY CITY CLERK:**MEETINGS:**

Special City Council Meeting-1/24/2012

City Council Meeting-2/2/2012

Various meetings with City Manager on office issues

PROJECTS:

- Set up for Special City Council Meeting-1/24/2012
- Typed Special CC Minutes-1/24/2012 meeting
- Coordinated City Manager on assembling the City Council Packet- 2/2/2012
- Posted City Council Agenda-2/2/12
- Type City Council Minutes-2/2/2012 meeting
- Upload Council video to computer. 2/2/12 meeting
- Answer phones/messages/emails/copies/counter work
- Sort/Distribute Mail
- Collect and Filed 700 forms
- Community Center Rentals
- City Hall Rentals
- Dog Licenses
- Electronic deposit
- Assembled Planning Commission Packet for the 2/22/2012 meeting
- Assembled Sign Committee Packet for the 2 /16/2012 meeting
- Posted PC Packet-2/22/2012 meeting
- Posted SC Agenda-2/16/2012 meeting
- Sent Building Permit Valuations to Ben Bartallato
- Faxed January Building Permits to Assessor
- Various Filing
- Coordinated with Building Inspector on building permits
- Coordinated with City Planner on Use Permits
- Coordinated with City Planner and City Manager on planning and developmental projects

Building and Encroachment Permits Issued

B1202	1057 Fifth St.	Repair Foundation
B1203	827 Howard	Reroof, gutters, termite repair, misc electrical, shower panel
B1204	742 Main St.	Install sewer cleanout
B1205	630 Main St.	Install sewer cleanout
B1206	366 Main St.	Reroof detached carport

Section 9: Design Review

City of Ferndale, Humboldt County, California USA

Special Design Review Minutes for the 03/08/12 8:30am meeting

Vice Chairman Dane Cowan opened the meeting at 8:36 a.m. Committee Members Lino Mogni, Michael Sweeney and Michael Bailey, along with staff City Manager Jay Parrish and Deputy City Clerk Brianna Smith were present. There were no modifications to the agenda.

There was no public comment.

447 Main Street-Ferndale Repertory Theatre-Temporary Banner: MOTION: (Mogni/Bailey). Approve applicants temporary banner. Unanimous.

The meeting adjourned at 8:48am. The next meeting regular meeting will be March 22, 2012.

Respectfully submitted:

Brianna Smith
Deputy City Clerk

Section 10: Sign Committee

City of Ferndale, Humboldt County, California USA
Sign Ordinance Committee Minutes for the 2/16/12 2:30 pm meeting

Chairman Michael Bailey opened the meeting at 2:32 pm. Committee members Michael Sweeney and Karen Pingitore along with City Manager Jay Parish were present. Committee members Trevor Harper and Phil Ostler were absent.

No public comment.

January 19, 2012 Minutes: MOTION: Approve minutes as presented. (Pingitore/Sweeney). All in favor.

Chairman Michael Bailey raised the issue that there was no spot on the agenda for correspondence. An email from Melanie Rheaume of PlanWest Partners regarding the definitions of use permits was received. Additionally, Melanie hoped that the sign ordinance committees' work could be combined with updating the Zoning Ordinance to implement Housing Element programs. The Committee appreciated the definitions of use permits which will be incorporated into the definition section of the sign ordinance update. However, the Committee felt that participating in the update of the Zoning Ordinance was out of scope and beyond the charge of the Committee which is limited to updating the sign ordinance.

City Manager Jay Parrish said that correspondence would be added to subsequent agendas.

Additionally, Chairman Bailey referred to documents emailed to Committee members since the last meeting which included the Background Purpose and Scope statement that was forward to the Planning Commission, the Committee Action Plan and Schedule, and revised matrix of categories for sign-related definitions. Discussion followed on some definitions that were not placed in any category and which categories were appropriate. An additional category was developed for other or miscellaneous.

A copy of the International Zoning Code Chapter 10 Sign Regulations, emailed to Committee members earlier, was provided to Committee members for their reference.

Review, Add, and Revise Definitions: The Committee reviewed and discussed the draft definitions as developed by Chairman Bailey and presented to the Committee at the 1/19/12 meeting. A discussion ensued regarding some of the definitions in the International Zoning Code Chapter 10 that may apply to Ferndale. Further discussion pertained to editing some of the existing draft definitions and, in some cases, adding additional definitions. During the discussion the Committee decided to eliminate the additional numeric designations behind each definition. For example, a typical current numeric designation would read 3.66.18. The revised system would simply refer to 3.66 and then list subsequent definitions in alphabetical order (a, b, c...). The Committee also agreed to add the statement to the introduction to the Definitions that "signs listed under these definitions may not be legal to use" to eliminate any possible confusion or misunderstanding between definitions and legal or allowable signage. In conclusion, the Committee felt that the list of definitions was adequate, with the changes made during this meeting, to forward to the Planning Commission. The Committee acknowledged that additional changes or additions to the definition list may occur as the update process proceeds.

Chairman Bailey will edit the current definition list per Committee discussions.

MOTION: Approve Definition Statement and forward it to the City of Ferndale Planning Commission for consideration during their next meeting. (Pingitore/Sweeney). All in favor.

General Regulations: The Committee briefly discussed ideas related to how best to organize the General Regulations element of the Sign Ordinance. Michael Sweeney presented an outline of a format he developed as follows:

1. Exempt Signs
2. Prohibited Signs
3. Principal permitted signs
4. Signs permitted with a Use Permit
5. Other sign regulations

6. Design Control Combining Zone

Within each of the above elements, regulations pertaining to applicable zones would be listed:

- Any zone
- Residential R-S, R-1, R-2, R-3 or R-4 Zones
- Commercial or Manufacturing C or M zones
- C-AG, C-H, A-E, M-L, M-H, F-W, F-P, P-D or P-F Zones

Mr. Sweeney suggested that the organization could be an opposite version of the above as well:

1. Any zone
2. Residential R-S, R-1, R-2, R-3 or R-4 Zones
3. Commercial or Manufacturing C or M zones
4. C-AG, C-H, A-E, M-L, M-H, F-W, F-P, P-D or P-F Zones

Within each of the above elements, the regulations pertaining to the following would be listed:

- Exempt Signs
- Prohibited Signs
- Principal permitted signs
- Signs permitted with a Use Permit
- Other sign regulations
- Design Control Combining Zone

Mr. Sweeney agreed to further organize these options in a table format for review and discussion at the next meeting.

The next regular meeting will be March 15, 2012 at 2:30 pm. The meeting was adjourned at 4:20 pm.

Respectfully submitted by:

Michael Sweeney

Section 11: Adjourn