



CITY OF MORRO BAY PLANNING COMMISSION AGENDA

*The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life.
The City shall be committed to this purpose and will provide a level of municipal service and safety
consistent with and responsive to the needs of the public.*

**Regular Meeting - Wednesday, July 17, 2013
Veteran's Memorial Building - 6:00 P.M.
209 Surf Street, Morro Bay, CA**

Chairperson Rick Grantham

Vice-Chairperson John Solu

Commissioner Michael Lucas

Commissioner John Fennacy

Commissioner Robert Tefft

ESTABLISH QUORUM AND CALL TO ORDER
MOMENT OF SILENCE / PLEDGE OF ALLEGIANCE
PLANNING COMMISSIONER ANNOUNCEMENTS

PUBLIC COMMENT PERIOD

Members of the audience wishing to address the Commission on matters not on the agenda may do so at this time. In a continual attempt to make the public process open to members of the public, the City also invites public comment before each agenda item. Commission hearings often involve highly emotional issues. It is important that all participants conduct themselves with courtesy, dignity and respect. All persons who wish to present comments must observe the following rules to increase the effectiveness of the Public Comment Period:

- When recognized by the Chair, please come forward to the podium and state your name and address for the record. Commission meetings are audio and video recorded and this information is voluntary and desired for the preparation of minutes.
- Comments are to be limited to three minutes so keep your comments brief and to the point.
- All remarks shall be addressed to the Commission, as a whole, and not to any individual member thereof. Conversation or debate between a speaker at the podium and a member of the audience is not permitted.
- The Commission respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the Commission to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in Commission meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Public Services' Administrative Technician at (805) 772-6291. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. There are devices for the hearing impaired available upon request at the staff's table.

PRESENTATIONS

Informational presentations are made to the Commission by individuals, groups or organizations, which are of a civic nature and relate to public planning issues that warrant a longer time than Public Comment will provide. Based on the presentation received, any Planning Commissioner may declare the matter as a future agenda item in accordance with the General Rules and Procedures. Presentations should normally be limited to 15-20 minutes.

A. **CONSENT CALENDAR**
None

B. **PUBLIC HEARINGS**
Public testimony given for Public Hearing items will adhere to the rules noted above under the Public Comment Period. In addition, speak about the proposal and not about individuals, focusing testimony on the important parts of the proposal; not repeating points made by others.

B-1 Public hearing continued from May 15, 2013.
Case No.: Coastal Development Permit #CP0-246
Site Location: 360 Cerrito in the R-1 zoning district
Proposal: Appeal of Administrative Coastal Development Permit #CP0-246 approval for the demolition of an existing 1,183 square foot single-family residence and removal of two trees, and the subsequent construction of a 2,155 square foot single-family residence and an associated 648 square foot garage. This site is located outside of the appeals jurisdiction of the California Coastal Commission.
CEQA Determination: Categorically exempt, Class 1 and Class 3
Staff Recommendation: Continue the Public Hearing to August 7, 2013 to allow additional time for the applicant to comply with the Commission’s previous direction.
Staff Contact: Kathleen Wold, Planning Manager, (805) 772-6211

B-2 Public hearing continued from July 3, 2013.
Case No.: Zoning Text Amendment #A00-015 (continued originally from June 20, 2012 meeting)
Site Location: Citywide
Proposal: The City of Morro Bay is proposing a Municipal Code Amendment modifying Section 17.68 “Signs.” Recommendations from the previous sign workshops, sign survey results, previous work for the 2004 Planning Commission report and direction from City Council (2012) will be presented at the June 19, 2013 meeting. The Planning Commission will review these items, take public testimony and provide direction to staff.
CEQA Determination: To be determined.
Staff Recommendation: Review draft ordinance, take public testimony, and provide direction to staff.
Staff Contact: Erik Berg-Johansen, Planning Intern (805) 772-6291

C. UNFINISHED BUSINESS

- C-1 Current and Advanced Planning Processing List
Staff Recommendation: Receive and file.
Upcoming Projects: To be determined.

D. NEW BUSINESS

None

E. DECLARATION OF FUTURE AGENDA ITEMS

F. ADJOURNMENT

Adjourn to the a next regularly scheduled Planning Commission meeting at the Veteran’s Memorial Building, 209 Surf Street, on Wednesday, August 7, 2013, at 6:00 p.m.

PLANNING COMMISSION MEETING PROCEDURES

This Agenda is subject to amendment up to 72 hours prior to the date and time set for the meeting. Please refer to the Agenda posted at the Public Services Department, 955 Shasta Avenue, for any revisions or call the department at 772-6291 for further information.

Written testimony is encouraged so it can be distributed in the Agenda packet to the Commission. Material submitted by the public for Commission review prior to a scheduled hearing should be received by the Planning Division at the Public Services Department, 955 Shasta Avenue, no later than 5:00 P.M. the Tuesday (eight days) prior to the scheduled public hearing. Written testimony provided after the Agenda packet is published will be distributed to the Commission but there may not be enough time to fully consider the information. Mail should be directed to the Public Services Department, Planning Division.

Materials related to an item on this Agenda are available for public inspection during normal business hours in the Public Services Department, at Mill’s/ASAP, 495 Morro Bay Boulevard, or the Morro Bay Library, 695 Harbor, Morro Bay, CA 93442. Materials related to an item on this Agenda submitted to the Planning Commission after publication of the Agenda packet are available for inspection at the Public Services Department during normal business hours or at the scheduled meeting.

This Agenda may be found on the Internet at: www.morro-bay.ca.us/planningcommission or you can subscribe to Notify Me for email notification when the Agenda is posted on the City’s website. To subscribe, go to www.morro-bay.ca.us/notifyme and follow the instructions.

The Brown Act forbids the Commission from taking action or discussing any item not appearing on the agenda, including those items raised at Public Comment. In response to Public Comment, the Commission is limited to:

1. Responding to statements made or questions posed by members of the public; or
2. Requesting staff to report back on a matter at a subsequent meeting; or
3. Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a))

Commission meetings are conducted under the authority of the Chair who may modify the procedures outlined below. The Chair will announce each item. Thereafter, the hearing will be conducted as follows:

1. The Planning Division staff will present the staff report and recommendation on the proposal being heard and respond to questions from Commissioners.
2. The Chair will open the public hearing by first asking the project applicant/agent to present any points necessary for the Commission, as well as the public, to fully understand the proposal.
3. The Chair will then ask other interested persons to come to the podium to present testimony either in support of or in opposition to the proposal.
4. Finally, the Chair may invite the applicant/agent back to the podium to respond to the public testimony. Thereafter, the Chair will close the public testimony portion of the hearing and limit further discussion to the Commission and staff prior to the Commission taking action on a decision.

APPEALS

If you are dissatisfied with an approval or denial of a project, you have the right to appeal this decision to the City Council up to 10 calendar days after the date of action. Pursuant to Government Code §65009, 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 Commission, at, or prior to, the public hearing. The appeal form is available at the Public Services Department and on the City's web site. If legitimate coastal resource issues related to our Local Coastal Program are raised in the appeal, there is no fee if the subject property is located within the Coastal Appeal Area. If the property is located outside the Coastal Appeal Area, the fee is \$250 flat fee. If a fee is required, the appeal will not be considered complete if the fee is not paid. If the City decides in the appellant's favor then the fee will be refunded.

City Council decisions may also be appealed to the California Coastal Commission pursuant to the Coastal Act Section 30603 for those projects that are in their appeals jurisdiction. Exhaustion of appeals at the City is required prior to appealing the matter to the California Coastal Commission. The appeal to the City Council must be made to the City and the appeal to the California Coastal Commission must be made directly to the California Coastal Commission Office. These regulations provide the California Coastal Commission 10 working days following the expiration of the City appeal period to appeal the decision. This means that no construction permit shall be issued until both the City and Coastal Commission appeal period have expired without an appeal being filed. The Coastal Commission's Santa Cruz Office at (831) 427-4863 may be contacted for further information on appeal procedures.



Memorandum

TO: PLANNING COMMISSIONERS

FROM: KATHLEEN WOLD, PLANNING MANAGER

DATE: July 12, 2013

SUBJECT: 360 Cerritos Place, Appeal hearing for Coastal Development Permit # CPO-246

Background

At their May 15, 2013 meeting the Planning Commission held a public hearing on the appeal of Coastal Development Permit #CPO-246. After consideration of the item it was the Commission's decision to continue the item to July 17, 2013 with the direction that the applicant was to submit new plans which reflect the Volbrecht land survey, show the edge of pavement line and show that show the house complies with all R-1 setbacks.

Staff received new plans submitted on July 2, 2013 however these plans did not reflect the Volbrecht lane survey or show the edge of pavement. Staff spoke with the applicant and the applicant's architect and indicated to them the deficiencies of the submittal. Staff recommends that the project being continued to the August 7, 2013 meeting to allow additional time for these corrections.

Recommendation

Staff recommends that the Planning Commission continue the public hearing for the appeal of Coastal Development Permit #CPO-246 to the August 7, 2013 meeting.



AGENDA NO: B-2

MEETING DATE: July 17, 2013

Staff Report

TO: Planning Commission

DATE: July 9, 2013

**FROM: Erik Berg-Johansen, Intern Planner
Kathleen Wold, Planning and Building Manager**

SUBJECT: Proposed Sign Ordinance Update (continued from July 3, 2013 meeting)

RECOMMENDATION:

Review materials and continue to provide direction to staff.

BACKGROUND:

At the June 19, 2013 Planning Commission meeting, the 2013 Draft Sign Ordinance was presented to the Commissioners. Discussion at this meeting focused primarily on the Embarcadero District and more general issues such as sidewalk signs, the Master Sign Program, and amortization schedules.

At the July 3, 2013 Planning Commission meeting, the Planning Commission took public testimony and continued discussion primarily focused on the Downtown District. Allowed sign types and allowable sign area were the key topics of discussion. Other issues were revisited and discussed at the July 3, 2013 meeting such as multi-sided buildings, primary vs. secondary facades, sign amortization, window signs, A-frame signs (sidewalk signs) and specifics for the Embarcadero District. Staff updated the ordinance per Commission direction from the June 19, 2013 meeting, and a new revised draft was presented to the Commission at the July 3, 2013 meeting. While no decisions are final at this point, the Commissioners agreed to settle on the aforementioned issues, offer direction to staff, and move onto other sections of the draft ordinance. The ordinance has been revised to reflect these decisions.

Included as Attachment A to this report is the 2013 Draft Sign Ordinance (revised after the July 3, 2013 meeting).

Prepared By: E.Berg-Johansen

Dept Review: K.Wold

DISCUSSION:

The following section discusses the revisions made in response to comments and direction given during the July 3, 2013 Planning Commission meeting.

The Embarcadero District:

- Allow window signs with a maximum area equal to 20% of the window area.
- Include window signs in the “choose one type” category.
- Provide a bonus of 3 sq. ft. to total allowable area for the use of “individual lettering” on window signs.
- Allow one small wall sign in conjunction with all other sign types to signify the entrance to a business.

The Downtown District:

- Allow window signs with a maximum area equal to 30% of the window area.
- Include window signs in the “choose one type” category.
- Provide a bonus of 5 sq. ft. to total allowable area for the use of “individual lettering” on window signs.
- Allow signage equal to 15% of the primary façade and 5% of secondary facades.
- Allow one small (3 sq. ft. max) wall sign in conjunction with all other sign types to signify the entrance to a business.

General Issues:

- Terminology and regulations in regard to “Architectural Signs” are now included.
- All terminology in ordinance reflects that “sidewalk sign” is the appropriate term for this sign type in lieu of the term “A-frame.” Other sidewalk sign regulations are updated.
- Sidewalk Sign Permit Application incorporates discussed changes (however more direction is needed in regard to the guidelines).
- Amortization schedule removed.

- “Sign Maintenance” section added to support the issue of nonconforming signs (more direction on this issue may be needed).
- Illumination standards adjusted to allow small illuminated signs to be turned on during daylight hours.
- Terminology and regulations in regard to “murals” are now included.
- “Community Promotional Display Programs” section revised to assure that snipe signs are not exempt.
- Ordinance specifies that business owners can choose which façade is their “primary façade.”

CONCLUSION:

The changes above are reflected in the revised Draft Sign Ordinance attached to this report. Major changes have been highlighted with the use of red text and strikethroughs. These changes are not final; staff will adjust any further changes requested by the Commission.

The presentation planned for July 17, 2013 is focused on defining regulations for the Quintana District. Furthermore, the presentation will introduce the Draft 2013 Embarcadero Tourism-Oriented Directional Sign Plan. Staff has formulated this plan in response to the prohibition of sidewalk (A-frame) type signs in the Embarcadero District. The newly proposed sign plan is designed to allow businesses a chance to advertise their location at an off-premise location, in turn lessening a need for portable sidewalk signs.

Attachments:

Attachment A – 2013 Draft Sign Ordinance (revised)

Attachment B – Sign Photos (additional graphics will be provided as handouts)

Attachment C – 2013 Embarcadero Tourism-Oriented Direction Sign Plan: Background Report

Attachment D – Draft 2013 Embarcadero Tourism-Oriented Directional Sign Plan

Attachment E – Draft Sidewalk Sign Permit Application and Encroachment Permit (revised)

ATTACHMENT A

Chapter 17.68 Sign Regulations

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17.68.010 Purpose

The purpose of this Chapter is to regulate signs so that they express and enhance the character and environment of the City of Morro Bay and its community. These regulations recognize the importance of business activity to the economic vitality of the City. Specifically, these regulations are intended to:

1. Encourage communications which aid in the identification of businesses and activities.
2. Preserve and enhance the aesthetic character of the City.
3. Restrict signs that overload the public's capacity to receive information or that violate privacy.
4. Prohibit signs which increase the probability of automobile accidents.
5. Provide distinct regulations for different districts and lodging establishments.

Morro Bay's General Plan states, "The commercial areas of Morro Bay are composed of a variety of commercial uses as well as motels and some residential uses. These areas include Downtown, the Embarcadero, Quintana Road, and North Main Street. Each has its own special character and function." This Chapter provides different sign regulations for each individual district as defined by the General Plan, as well as a custom set of regulations for lodging establishments. It must be noted that *sign districts* as defined by this Chapter are different than the *zone districts* as defined by Morro Bay's Municipal Code.

This Chapter is also consistent with the City's Local Coastal Land Use Plan. Chapter XIII of the City's Coastal Land Use Plan includes the following provisions under Policy 12.05:

- a. Require monument and surface mounted signs and discourage roof mounted and pole signs;
- b. Require that view protection and the nighttime characteristics of the sign be mandatory considerations of any sign installation;
- c. Prohibit billboards;
- d. Reduce allowable height and size where they interfere with views to and along State Highway One.
- e. Develop and adopt sign criteria for signs appropriate for Morro Bay's commercial districts.

17.68.020 Commercial Signs and Calculations

Figure 17.021: Sign Types



- 1 Roof Sign
- 2 Wall Sign
- 3 Monument Sign (externally illum.)
- 4 Pole Sign
- 5 A-frame Sign
- 6 Directory Sign
- 7 Suspended (Hanging) Sign
- 8 Wall Sign (Channel Letters)
- 9 Awning Sign
- 10 Projecting (Pub) Sign
- 11 Window Sign

a. **Sign Types**

1. **Attraction Board** means a device used to display information regarding conveniences, services and rates currently offered by facilities providing temporary accommodation.
2. **Architectural Signs.** Freestanding signs situated on two (2) or more supporting structures.
3. **Awning and Canopy Signs.** Signs painted on awnings, canopies, arcades, or similar attachments or structures. Sign area for awning and canopy signs is calculated as the area within a single continuous enclosure around only the copy area of the lettering or logo of the sign.
4. **Banners.** A temporary sign of fabric, plastic, paper or other light pliable material not enclosed in a rigid frame, and which is suspended, mounted, or attached to buildings or poles at two ends or continuously across its longest side so as to allow movements of the sign by atmospheric conditions.
5. **Changeable Copy sign** means a sign designed so that characters, letters or illustrations can be changed or rearranged without substantially altering the face or the surface of the sign.
6. **Directory Sign.** A collection of signs which list names of individual businesses located in a single building, courtyard, or property.
7. **Dock Sign.** Any sign that is placed on a floating dock structure or gangway.
8. **Externally Illuminated Signs.** A sign that is illuminated by a light source not attached to the sign.
9. **Fence Signs.** Signs on fences or free-standing walls, not part of a building.
10. **Hanging (Suspended) Signs.** A sign that hangs parallel to the building's façade.
11. **Internally Illuminated Signs.** A sign which radiates light from any internal source or is backlit.
12. **Marquee Sign.** A projecting sign that is part of a permanent entryway or canopy and traditionally associated with theaters. A marquee may include a projecting vertical sign extending above the cornice line of a building. See "Projecting Signs" below.
13. **Monument Signs.** A sign erected on the ground or on a monument base designed as an architectural unit (and not attached to a building). Monument signs shall not interfere with safety sight angles on corners and at driveways.

14. **Pole Signs.** A freestanding sign erected on top of a pole (and not attached to a building).
15. **Projecting Signs (Pub Signs).** Signs under canopies or covers in conjunction with pedestrian walkways, or signs projecting from the building wall.
16. **Roof Signs.** Signs erected upon, over or above the roof of a building or structure, or any sign affixed to the wall of a building so that it projects above the eave line of a roof.
17. **Shopping Center Identification Signs.** A sign structure located in front of a shopping center that advertises the name of the center and associated businesses.
18. **Sidewalk Signs.** Signs not permanently attached to the ground or any other permanent supporting structure. These signs are sometimes referred to as A-frame signs. Where permitted, sidewalk signs are subject to special regulations and permits.
19. **Snipe Sign.** An off-site sign which is tacked, nailed, posted, pasted, glued or otherwise attached to trees, poles, stakes, fences or to other objects.
20. **Temporary Sign.** A sign or advertising display designed or intended to be displayed for a short period of time.
21. **Wall Signs (Surface).** Wall surface signs include any sign attached to, erected against or painted upon the wall of a building or structure, the face of which is in a single plane parallel to the plane of the wall. Wall signs also include signs on a false or mansard roof.
22. **Window sign** means any sign placed inside or upon a window facing the outside and which is intended to be seen from the exterior.

b. **Determining Computable Sign Area**

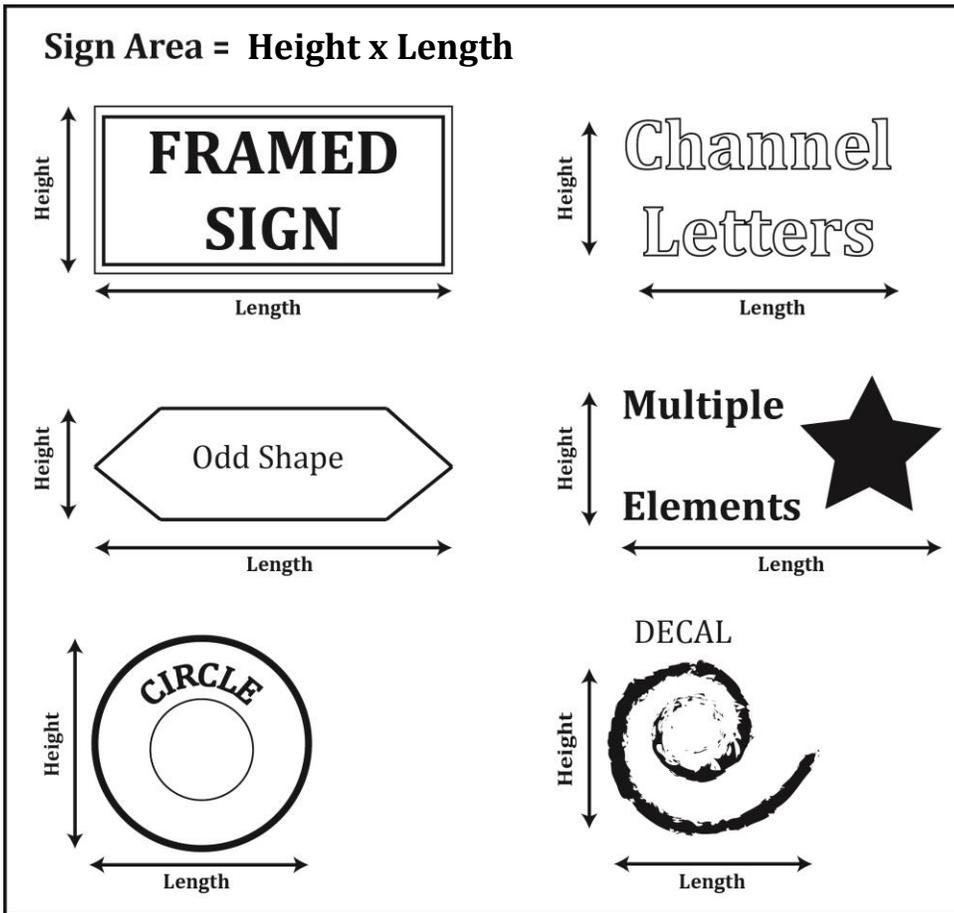
1. **Single-faced Signs.** The sign face on a single plane and viewable from only one side of the plane shall be measured as the entire area within a single continuous perimeter composed of squares or rectangles that enclose the extreme limits of all sign elements including, but not limited to, sign structures or borders, written copy, logos, symbols, illustrations, and color.
2. **Double-faced Signs.** Double-faced signs with sign faces that are parallel (back-to-back) and a distance of less than three feet apart, or sign faces that have an interior angle of 45 degrees or less, shall be counted as a single sign with only one face measured in calculating sign area. Where the faces are not equal in size, the larger sign face shall be used as the basis for calculating sign area.
3. **Multi-faced Signs.** The sign area of signs with three or more sign faces, or signs with two sign faces with a distance greater than three feet apart or an interior angle greater than 45 degrees, shall be calculated as the sum of all the sign faces.

4. Three-dimensional Signs. Signs that consist of, or have attached to them, one or more three-dimensional objects (i.e., balls, cubes, clusters of objects, sculpture, or statue-like trademarks), shall have a sign area of the sum of two adjacent sides or sign faces.

Allowable sign area and sign types are designated by District. See Figure 17.031 to determine what district your business is located in. If your business is located on or near the border of a district, please contact the Morro Bay Planning Department.

DRAFT

Figure 17.023: Measurement of Sign Area



Three-Dimensional Signs

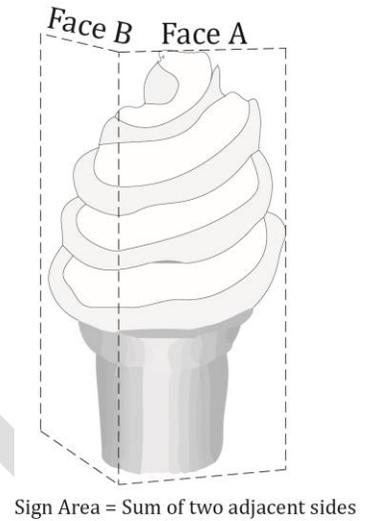
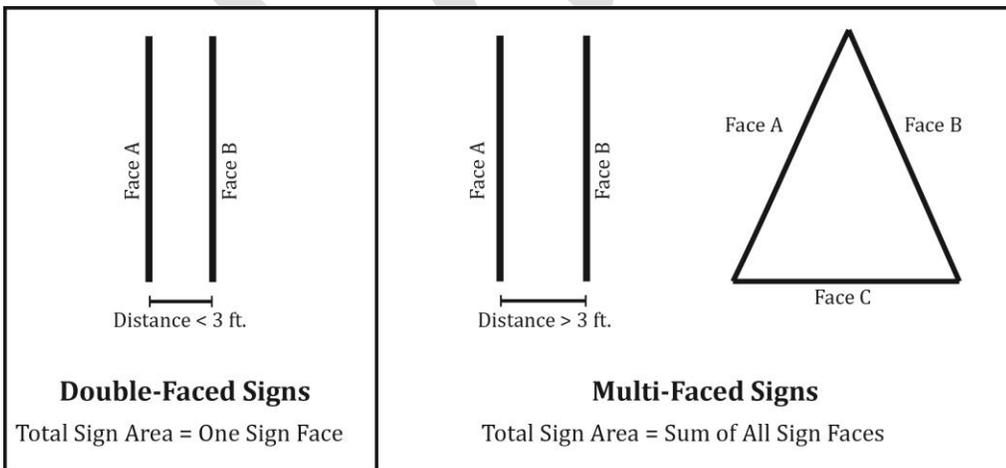


Figure 17.024: Measurement of Double and Multi-Faced Signs



c. **Computation of Facades**

“Façade” = (Façade Length x Façade Height)

*For the purposes of this Ordinance, “Façade Height” shall not include the roof

*For definitions of “Façade Length and Façade Height” see Section 17.68.120.

Figure 17.025: Single-Tenant Façade Calculation

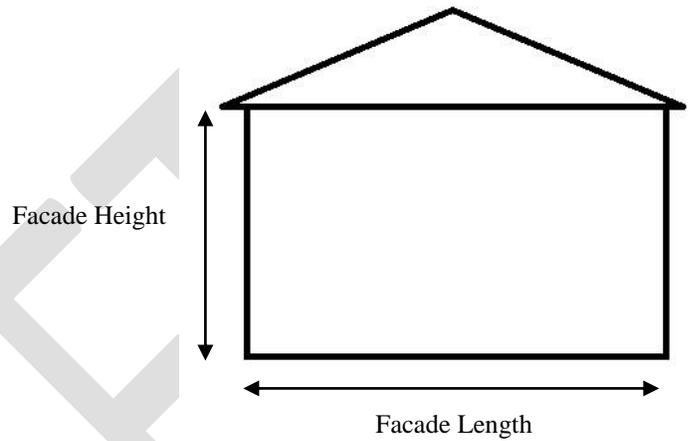


Figure 17.026: Multi-Tenant Façade Calculation Example #1

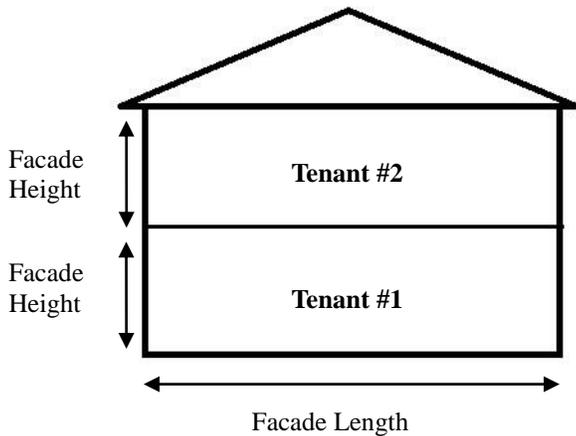
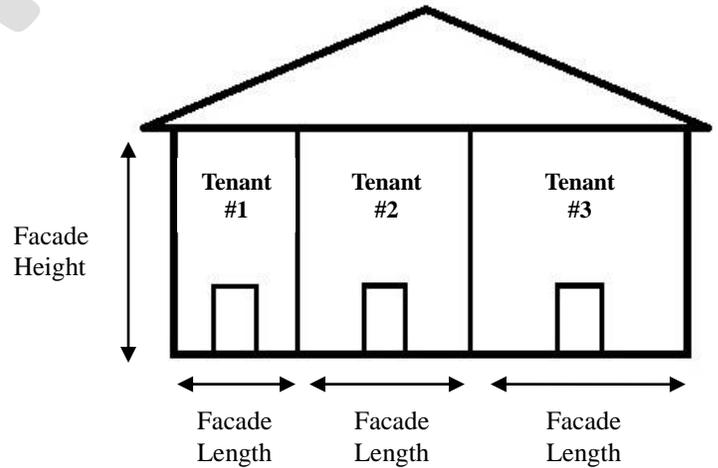


Figure 17.027: Multi-Tenant Façade Calculation Example #2



17.68.030 Standards for All Districts and Zones

The following principles and regulations apply to all areas within the City. No area in the City is exempt from the provisions listed in the following section. See other applicable commercial sign standards by following these steps: (1) Determine appropriate sign district (using Figure 17.031) (2) View table that applies to the appropriate district (Sections.17.68.040-17.68.070). For Lodging Establishments see Section 17.68.080.

A. Construction, Maintenance, Abandonment and Removal

1. Construction and Maintenance

- a. Unless exempt, signs and supporting structures shall be installed in accordance with the Building Code.
- b. All signs, together with all supporting structures, shall be maintained in the following manner:
 - i. Signs shall be kept free of rust, dirt and chipped, cracked or peeling paint.
 - ii. All hanging, dangling, torn or frayed parts of signs shall be promptly repaired and graffiti and unauthorized attachments shall be removed.
 - iii. Burned-out illumination shall be replaced immediately.
 - iv. Sign areas shall be kept free and clear of all noxious substances, rubbish, and weeds.
- c. If a sign is removed from its supporting structure for longer than 60 days, the supporting structure shall be removed.
- d. Any sign deemed unsafe by a Building Official shall be removed or fixed within 3 days of written notice.
- e. Every sign, including those signs for which no permit is required, together with all supports braces, guys and anchors shall be maintained in a safe, presentable and good structural condition at all times. The display surfaces of all signs shall be kept neatly painted, posted or otherwise maintained at all times. The owner of property on which the sign is located shall be responsible for the condition of the area in the vicinity of the sign, and shall be required to keep this area clear, sanitary and free from noxious or offensive substances, rubbish and flammable waste materials.

2. Abandonment. The following signs shall be presumed to be abandoned:

- a. **Located on Property.** Any sign which is located on property that becomes vacant and is unoccupied for a period of 60 days or longer.
- b. **Unrelated to Property.** Any sign which was erected for an occupant or business unrelated to the present occupant or business.
- c. **Time, Event or Purpose Sign.** Any sign which pertains to a time, event or purpose which no longer exists.
- d. **Exceptions**
 - i. **Temporarily Suspended Business.** Permanent signs applicable to a business temporarily suspended because of a change of ownership or management of such business shall not be deemed abandoned unless the property remains vacant for a

period of 60 days or more.

3. **Removal.** Abandoned signs are found to be a public nuisance due to their misleading and distracting nature and due to their contributing to visual blight, detrimental to surrounding areas and the community generally. An abandoned sign face is prohibited and shall be removed by the property owner.

B. Provisions for Nonconforming and Illegal Signs

1. **Existing Nonconforming Signs.** Signs existing at the time of adoption of this Title, that do not comply with the provisions of this Chapter but that were legally erected pursuant to applicable state and city ordinances in effect at the time of construction, shall be regarded as nonconforming signs, subject to the following:
 - a. **Use Change.** Whenever the type of business or use changes with which a nonconforming sign is associated, the nonconforming sign associated with business shall be removed or otherwise made to conform to the provisions of this Chapter. An example of a change in use is a traveler-serving amenity (such as a gas station or convenient store) becoming a resident-serving amenity (such as a furniture or clothes store).
 - b. **Ownership Change.** Whenever a business leaves a location and new business occupies a property, the nonconforming sign associated with the previous business shall be removed or otherwise made to conform to the provision of this Chapter.
 - c. **Sign Maintenance.** When a nonconforming sign becomes deteriorated or dilapidated to the extent of over fifty percent (50%) of the physical value it would have if it had been maintained in good repair, it must be removed within sixty (60) days after receiving notice from the Public Services Department.
 - i. If an ill-maintained sign cannot be adequately valued and assessed, the Public Services Director may require that such sign be removed or repaired.
 - d. **Limited Expansion.** A nonconforming sign may not be expanded, extended, reconstructed, or altered in any way in its location or orientation to enable it to be read or viewed from a different direction than its original position, except in the following cases:
 - i. Changes in sign face, copy, graphic design or color are permitted provided that such sign not be removed.
 - e. **Other Requirements.** Nonconforming signs are also subject to the provisions of Chapter 17.56: Nonconforming Uses and Structures.
2. **Illegal Signs.** Whenever a sign is found to be erected or maintained in violation of any

provision of this Chapter, this Title, or any other Federal, State, or local law, and such sign is not a nonconforming sign (e.g. it was a legal sign under the sign regulations in effect prior to adoption of the ordinance codified in this Chapter), the Public Services Director shall order that such sign be altered, repaired, reconstructed, demolished or removed, as may be appropriate, to abate such condition or the Director may initiate proceedings to abate the sign as a public nuisance under the provisions of the Business and Professional Code (Sections 5499.1 to 5499.16). Any work required to be done shall be completed within ten days of the date of such order, unless otherwise specified in writing.

- a. An illegal sign that conforms to the provisions of this Chapter may become legalized if the owner submits a sign permit application within five days of illegal sign notification. If said sign permit is granted the sign may remain in its current state.

C. General Sign Standards (Commercial and Non-Commercial)

1. Architectural Signs.

- a. **Maximum Height:** 8 feet (from the ground to top of sign).
- b. **Shall be supported by two (2) or more posts or beams.**
- c. **Minimum Setbacks:** One foot from setback line.
- d. **Sign faces:** Maximum of two sign faces permitted.
- e. **Landscaping.** Signs shall be placed in a landscaped planter or berm. As a condition of any sign permit for a monument sign, additional landscaping of the site may be required to better integrate sign appearance with the site.

2. Awning and Canopy Signs.

- a. **Maximum Height.** 25 feet above a sidewalk or public right-of-way
- b. **Sign copy and/or logos** may not extend beyond the area of the awning or canopy.

3. **Clearance from Utilities.** Signs and their supporting structures shall maintain clearance and not interfere with electrical conductors, communications equipment or lines, surface and underground facilities and conduits for water, sewage, gas, electricity and communications equipment or lines. Signs shall not be placed in public utility easements unless express written permission from the affected public utility is obtained.

4. **Community Promotional Display Programs.** Community promotion signs advertising, directing or informing pedestrian of ~~business service or~~ community events and services not related to or located on the site shall be permitted on private property in all commercial districts, and on public land with the granting of an encroachment permit.

5. **Dock Signs.** Any sign placed on a dock shall not in any way impede the right-of-way for pedestrians or watercraft. A dock sign may only be placed on docks or gangways owned by the subject property.

6. **Drainage.** The roofs of canopies or marquees exceeding 25 square feet shall be drained to prevent dripping or flow onto public sidewalks or streets and shall be connected to an

approved disposal source of adequate conductors.

7. **Encroachment into Public Street or Sidewalk.** For signs projecting over a public street or sidewalk refer to “Title 14: Buildings and Construction” within the City’s municipal code.
8. **Equipment Signs.** Signs, not more than eight square feet in sign area, incorporated into displays, machinery, or equipment by a manufacturer, distributor, or vendor that identify or advertise only the product or service dispensed by the machine or equipment, such as signs customarily fixed to automated teller machines (ATMs), gasoline pumps, menu boards, and umbrellas. If a vending machine is visible from the street, the sign area shall be included in the total sign area allowed for the use.
9. **Hanging (Suspended) Signs.**
 - a. Bottom of sign must maintain a minimum clearance of 8 feet above the public right-of-way or sidewalk.
 - b. Shall not be internally illuminated.
10. **Illumination.** Signs with any type of illumination are subject to all of the following standards:
 - a. All lighting is subject to necessary electrical permits.
 - b. All newly fabricated signs shall incorporate light-emitting diodes (LEDs) or an equally energy efficient light source.
 - c. Illuminated signs that are larger than 10 square feet in area shall not be switched ON during daylight hours. All newly fabricated signs larger than 10 square feet in area shall incorporate an automatic on/off switch.
 - d. All illuminated signs shall be turned off at 10 PM or at the time the business closes.
 - e. External lighting shall be properly shielded to prevent glare upon an adjacent public right-of-way or adjacent property.
 - f. Illumination shall be constant in intensity and color and shall not consist of flashing, animated or changing lights.
 - g. Illumination shall not be distracting to pedestrians, motorists, or neighboring property.
 - h. No sign shall emit or reflect light exceeding ten foot-candle power at ten feet from the face of the sign.
11. **Marquee Signs.** Marquee signs may not project above the marquee face.
12. **Materials.** All signs shall be made of substantial materials that are not subject to rapid deterioration, as determined by the Public Services Director.
13. **Monument Signs**
 - a. Maximum Height. 5 feet
 - b. Minimum Setbacks: One foot from setback line.
 - c. Sign faces: Maximum of two sign faces permitted.
 - d. Landscaping. Signs shall be placed in a landscaped planter or berm. As a condition of

any sign permit for a monument sign, additional landscaping of the site may be required to better integrate sign appearance with the site.

14. Pole Signs

- a. Landscaping. Pole signs shall be placed within a landscaped planter with at least 28 square feet of planting area. As a condition of any sign permit for a pole sign, additional landscaping of the property may be required where needed to better integrate sign appearance with the site through scale and softening effects.
- b. Maximum Height. 15 feet;
- c. Subject to Conditional Use Permit and shall meet the following conditions:
 - i. Business is within 100 feet of Highway 1.
 - ii. Business is traveler-serving.
 - iii. Proposed sign does not degrade or block scenic views (professional viewshed study may be required).

15. Projecting (Pub) Signs.

- a. Minimum Height. 8 feet above a sidewalk or other public right-of-way.
- b. Maximum Height. 20 ft. above a sidewalk or other public right-of-way, but not above an eave or roof.
- c. Shall not be internally illuminated.

16. Roof Signs. The top of the sign may not extend above the maximum building height for the zone in which the business is located.

17. Sign Orientation. No sign, other than a projecting sign, shall be permitted that is so oriented as to be viewed primarily across an adjacent private property line. All signs must be visible directly from a public right-of-way, other public open space or parking lot or courtyard on the same site as the sign, without view lines extending over private property different from that on which the sign is located.

18. Substitution of Sign Message. The owner of a permitted sign may substitute a non-commercial message for a commercial message or a commercial message for a non-commercial message.

19. Wall Surface Signs (“Wall” Signs). Wall signs are subject to the standards in the following table. No wall surface sign may cover wholly or partially any required wall opening.

WALL (SURFACE) SIGN STANDARDS	
Minimum Horizontal and Vertical Separation Between Signs	3 ft.
Maximum Projection from Surface of Building	12 in
Minimum Vertical Separation Between Sign and Roof Line	1 ft. (8 inches on a mansard roof)
Maximum Height	20 ft. above a sidewalk or public right-of-way.

D. Exempt Signs

The following signs are exempt in ALL districts and do not count towards total allowable sign area:

20. **Announcement Signs.** One sign, not exceeding 16 square feet in area and 6 feet in height, per street frontage on real property where construction, structural alteration or repair is to take place, or is taking place, which contains information regarding the purpose for which the building is intended and the individuals connected with the project, including names of architects, engineers, contractors, developers, finances and tenants. Announcement signs are exempt only for the duration of the construction of the building and shall be removed prior to issuance of a certificate of occupancy.
21. **Automatic Teller Signs.** Any business owning one or more ATM machines is allowed one (1) single-sided automatic teller sign.
 - a. Maximum area. 3 square feet.
22. **Businesses Outside of Defined Districts.** In the case a business does not exist within any of the sign districts as defined by this Chapter, the business shall conform to the regulations of the sign district it best fits in, as determined by the Public Services Director.
23. **Change of Business Signs.** A temporary attachment or covering of wood, plastic, or canvas over a permanent sign indicating a change of ownership or activity may be displayed no longer than 30 days following the change of ownership or activity for which the sign is intended, or up to 90 days following issuance of a building permit. The sign shall be no larger than the previously permitted permanent sign.
24. **Civic Event Signs.** One temporary sign announcing a campaign drive or event of a civic, public, quasi-public, philanthropic, educational or religious organization is allowed.
 - a. Maximum Sign Area. 32 square feet.
 - b. Maximum Time Period. Shall not be displayed for a period exceeding thirty calendar days previous to such event. An establishment shall not display such signs more than 60 days each year. Such signs shall be removed immediately after the event.
25. **Fence Signs.** One fence sign allowed per property to advertise community and non-profit events. Such signs shall not be displayed for a period exceeding thirty calendar days previous to such event. An establishment shall not display such signs more than 60 days each year. Such signs shall be removed immediately after the event.
26. **Flags.** Flags and insignia of any government, except when incorporated into a commercial sign, are permitted.
27. **Garage Sale Signs.** One unlighted sign is permitted for garage sales, provided such sign does not exceed four square feet in area and is displayed on the property where such sale shall take place only on the day of the sale.

28. **Mobile Home Parks.** A mobile home park may be allowed one externally illuminated or non-illuminated identification sign, not to exceed the equivalent of one square foot of sign area per ten linear feet of frontage on each right-of-way upon which it takes vehicular access. No sign shall have a surface area of greater than 30 square feet, a height of 8 feet, or be erected at right angles to the right-of-way.
29. **Mobile Vendor (Non-permanent Vendor) Signs.** Signs fixed to mobile vending carts that identify or advertise the name, product, or service provided by the vendor. Each mobile vending cart is limited to a maximum sign area of eight square feet.
30. **Murals.** Artwork painted on buildings; such artwork shall not include logos, text, or graphics that intentionally advertise a business, as determined by the Public Services Director.
31. **Off-Site Directional Sign.** One off-site sign not to exceed 36 square feet, providing direction to real estate available for sale or lease, during daylight hours only. Permission from the property owners of the site where the sign is placed is required.
32. **Official Government Signs and Legal Notices.** Official notices issued by a court, public body or office and posted in the performance of a public duty; notices posted by a utility or other quasi-public agent in the performance of a public duty; historical markers erected by a governmental body; identification information; directional signs erected by government bodies; or other signs required or authorized by law.
33. **Parking and Directional Signs.** On-site parking and directional signs, not exceeding eight square feet in sign area and five feet in height, that do not include any advertising messages or symbols.
34. **Political Campaign Signs.** Political campaign signs not to exceed sixty-four square feet in area per site and shall be permitted only on private property;
35. **Public Restroom and Public Access Signs.** One on-site public restroom sign not exceeding 3 square feet and one on-site public access sign not exceeding 4 square feet.
36. **Real Estate and “Open House” Signs.** Signs conveying information about the sale, rental, or lease of a property and the identification of the person or firm (agent) handling such sale, lease or rental, provided they comply with the following standards. Real estate and open house signs are exempt only during the period for which the property is offered for sale or lease.
37. **Restaurant Menu Boards.** Restaurants with a valid business license are allowed one (1) menu board per entrance with a maximum of two (2) menu boards.
- Maximum area. 4 square feet.
 - Menu boards shall be securely placed on a building face.
 - Menu boards shall not in any way obstruct or block a door, window, or exit.

d. Menu boards shall consist solely of the restaurant's current menu.

38. Sidewalk Signs. Subject to a special *Sidewalk Sign Permit*. Sidewalk signs proposed to be placed within the public right-of-way require a *Sidewalk Sign Encroachment Permit* in addition to a general *Sidewalk Sign Permit*.

39. Subdivision Signs. One sign per frontage, advertising the sale of a subdivision may be displayed on the site of the subdivision upon approval of a final map and initiation of construction for a period of one year. The display period may be extended with written approval of the Public Services Director for a reasonable period of time, not to exceed one year at any one time.

40. Shopping Center Identification Signs. A shopping center with four (4) or more tenants is allowed one Identification Sign per major street frontage.

a. Minimum Height. 6 ft.

b. Maximum Height. 8 ft.

c. Sign shall include name of shopping center and spaces for a maximum of 8 tenants.

d. The sign(s) shall incorporate the design theme of the existing shopping center.

e. The sign(s) are subject to Public Services Director's approval.

41. Special Private Event Displays. A temporary sign may be erected on the premises of an establishment having a special event provided that such sign shall not be displayed for a period exceeding thirty calendar days previous to such event. An establishment shall not display such signs more than 60 days each year. Such signs shall be removed immediately after the event.

42. Temporary Signs. One temporary sign not exceeding 30 square feet for new businesses is allowed. A temporary sign may remain erected for a maximum of 30 days unless the Public Services Director grants an extension.

E. Prohibited Signs

The following signs are prohibited in ALL districts:

- 1. Animated and Moving Signs.** Signs that incorporate, in any manner, any flashing, moving, rotating, pulsating or intermittent lighting, with the exception of approved time and temperature displays.
- 2. Banners, Streamers, or Pennants.** Signs, banners, pennants, valances or any other advertising display constructed of cloth, canvas, light fabric, paper, cardboard, wallboard or other light materials except for awnings and temporary signs as provided for in this Chapter.
- 3. Billboards.** Off premises outdoor advertising signs.

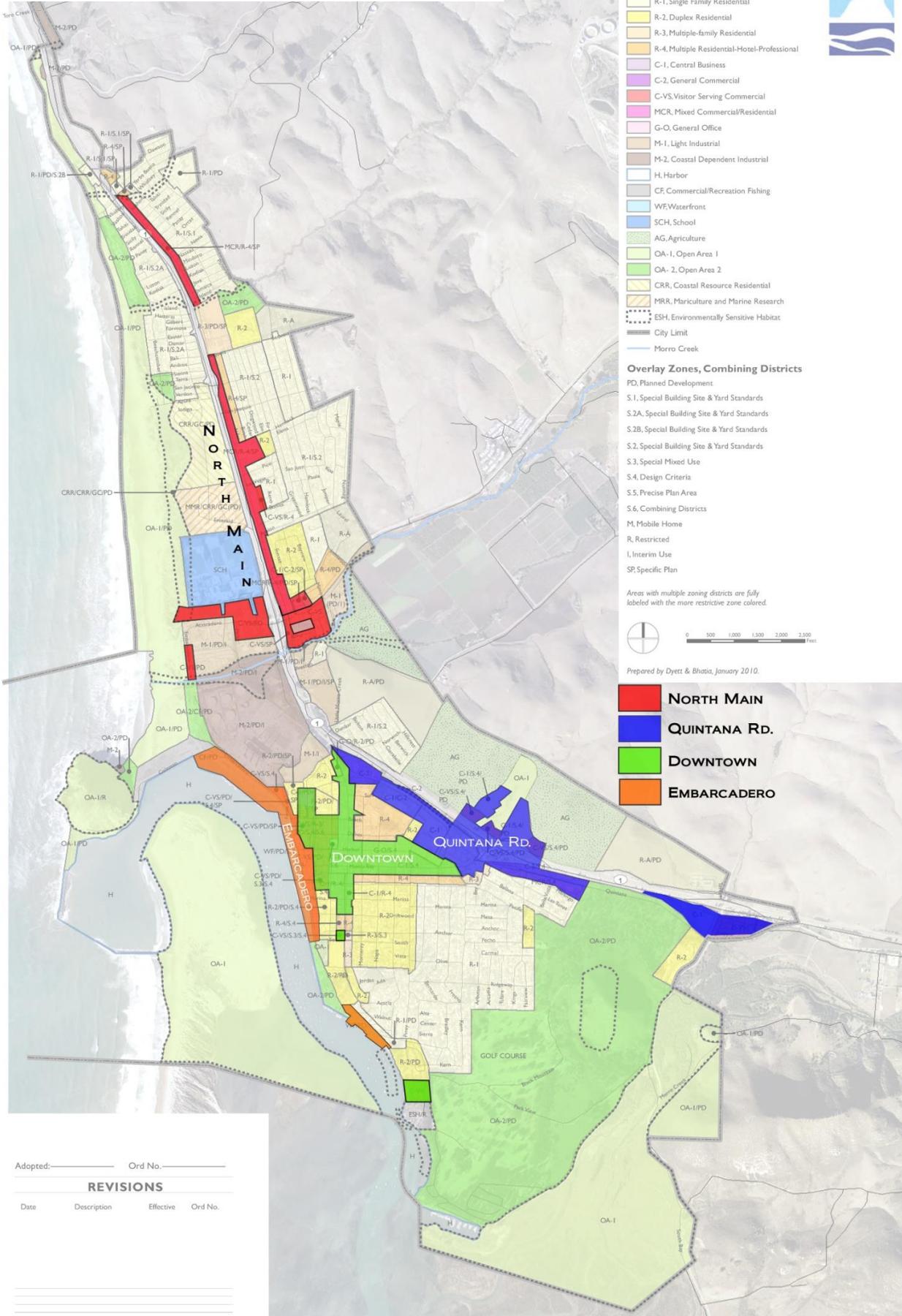
4. **Digital Signs.** Any electronic sign that resembles a television screen or video monitor, or that can be altered or changed from a remote location.
5. **Emissions.** Signs that produce noise or sounds in excess of 40 decibels, excluding voice units at drive-through facilities, and signs that emit visible smoke, vapor, particles, or odor.
6. **Inflatable Signs.** Three-dimensional signs that are made of flexible material that is designed to be filled with gas or air.
7. **Obscenities.** Signs that depict, describe, or relate to “specified sexual activities” or “specified anatomical areas.”
8. **Obstruction to Exits.** Signs that obstruct any fire escape, required exit, window or door opening intended as a means of egress.
9. **Obstruction to Ventilation.** Signs that interfere with any opening required for ventilation.
10. **Persons or Animal Signs.** Signs that use humans or animals to display signs or act as signs.
11. **Signs Advertising Brand Names.** Any sign that advertises a brand name or logo (except the brand name or logo directly related to the business) is prohibited. Example: Grocery stores may use signs to advertise that they sell “cereal,” but may not use signs to display the names of brands that make the cereal.
12. **Signs Creating Traffic Hazards.** Signs located in such a manner as to constitute a traffic hazard or obstruct the view of any authorized traffic sign or signal device, or signs that may be confused with any authorized traffic sign, signal, or device; or that makes use of the words “stop”, “look”, “danger”, or any other word, phrase, symbol, or character that interferes with, misleads, or confuses vehicular drivers.
13. **Snipe Signs.** Off-premise signs advertising a business or service. All commercial signs shall be on property owned or leased by the business owner.
14. **Signs on Public Bus Shelters or Benches.** Signs located on bus shelters, benches, or similar structures provided for the use of passengers along the route of a bus, not including plaques containing the names of persons or organizations which have made gifts or donations of such street furniture.
15. **Vehicle Displays.** Signs placed or displayed on vehicles parked in a conspicuous location to be used for on-site or off-site advertising, with the exception of signs advertising such vehicles for sale and vehicle identification signs in locations where sale of vehicles is permitted.

16. **Tire Stacks.** Signs placed on stacked tires.

DRAFT

CITY OF MORRO BAY ZONING

Figure 17.031: Sign District Map



Adopted: _____ Ord No. _____

REVISIONS

Date	Description	Effective	Ord No.

17.68.040 Embarcadero District

Purpose. The Embarcadero District is home to many of the tourist-serving businesses in Morro Bay. The Embarcadero District contains a dense collection of restaurants, hotels, bars, museums, gift shops, and recreation-based businesses. The sign regulations for this district are intended to maintain the unique, beach town character of Morro Bay’s waterfront. The Embarcadero District is dominated by pedestrians; the code promotes small scale signs and projecting type signs that are oriented towards pedestrians and bicyclists. With the prohibition of window signs and pole signs, the code also aims to maximize views of the bay from the street and walkways.

The following chart displays all allowable sign types and specifications for businesses located in the Embarcadero District.

IMPORTANT NOTES

- See Chapter 17.68.100 for MASTER SIGN PROGRAM if property has three or more tenants or includes a building with a facade exceeding 3,000 square feet.
- If a business is near the edge of a district, please consult Planning Staff to confirm appropriate district designation.
- If a sign type does not appear in the following table it is prohibited in this district.
- Signs advertising BRAND NAMES are prohibited in all districts.
- Signs that describe offered products or services COUNT towards total allowed signage.
- If illumination or lighting of ANY kind is proposed on or around signs, see Section 17.68.030, C-10.

Projecting Sign Bonus: All businesses are entitled to one (1) “free” projecting sign per frontage. The proposal of an 8 sq. ft. projecting sign *must be reported in the sign permit application*, but will not count towards the total allowable signage for the business. The bonus 8 sq. ft. can also be applied to the placement of a larger projecting sign (e.g. a 16 sq. ft. projecting sign counts towards 8 sq. ft. of allowable area).

Embarcadero District

Sign Type	Total # of signs allowed	Sign Area Allowed	Max. Sign Area per sign (sq. ft)	Additional Regulations
Awning and Canopy	1 per frontage (choose one type) <i>Window signs: 1 per window</i>	10% of primary facade, 5% of each additional secondary façade*	--	See Section 17.68.030, C-2
Roof			--	See Section 17.68.030, C-16
Wall (Surface) **			--	See Section 17.68.030, C-19
Hanging (Suspended)			--	See Section 17.68.030, C-9
Window			20% of window area	--
Monument (Freestanding)	1 per frontage		25	See Section 17.68.030, C-13
Projecting (Pub)	2 per frontage (30 ft. of spacing between required)		8	See Section 17.68.030, C-15
Dock	1 per business		16	See Section 17.68.030, C-5
Bonuses				
Projecting (Pub)	PLUS (+) 8 sq. ft.		8	
Wall (Surface)	PLUS (+) 4 sq. ft. for Individual Lettering		--	
Window	PLUS (+) 3 sq. ft. for Individual Lettering		20% of window area	

* Primary facades shall contain maximum signage equal to 10% of facade area, and secondary facades shall contain maximum signage equal to 5% of façade area (extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa).

****One wall sign signifying the entrance to a business and not exceeding 3 square feet in area may be implemented in conjunction with all other sign types. Such signs must be placed above the main entrance and shall count towards total allowable signage.**

17.68.050 Downtown District

Purpose. The Downtown District houses a combination of resident-serving and tourist-serving businesses. While there are many restaurants, gift shops and galleries, the district also contains banks, shopping markets, offices, and service-based businesses such as automobile repair shops. The sign regulations for this district are intended to preserve the small-town character that residents, tourists, and business owners enjoy. The code is designed to eliminate excessive signage while promoting pedestrian-oriented signs.

The following chart displays all allowable sign types and specifications for businesses located in the Embarcadero District.

IMPORTANT NOTES

- See Chapter 17.68.100 for MASTER SIGN PROGRAM if property has three or more tenants or includes a building with a facade exceeding 3,000 square feet.
- If a business is near the edge of a district, please consult Planning Staff to confirm appropriate district designation.
- If a sign type does not appear in the following table it is prohibited in this district.
- Signs advertising BRAND NAMES are prohibited in all districts.
- Signs that describe offered products or services COUNT towards total allowed signage.
- If illumination or lighting of ANY kind is proposed on or around signs, see Section 17.68.030, C-10.

Sidewalk Signs. See draft Sidewalk Sign Application / Encroachment Permit.

Projecting Sign Bonus: All businesses are entitled to one (1) “free” projecting sign per frontage. The proposal of an 8 sq. ft. projecting sign *must be reported in the sign permit application*, but will not count towards the total allowable signage for the business. The bonus 8 sq. ft. can also be applied to the placement of a larger projecting sign (e.g. a 16 sq. ft. projecting sign counts towards 8 sq. ft. of allowable area).

Downtown District				
Sign Type	Total # of signs allowed	Sign Area Allowed	Max. Sign Area per sign (sq. ft)	Additional Regulations
Awning and Canopy	1 per frontage (choose one type); <i>window signs: 1 per window</i>	15% of primary facade, 5% of each additional secondary façade *	--	See Section 17.68.030, C-2
Marquee			--	See Section 17.68.030, C-11
Wall (Surface) **			--	See Section 17.68.030, C-19
Window			30% of window area	--
Hanging (Suspended)	1 per frontage		--	See Section 17.68.030, C-9
Monument (Freestanding)	1 per frontage		25	See Section 17.68.030, C-13
Projecting (Pub)	2 per frontage (30 ft. of spacing between required)		16	See Section 17.68.030, C-15
Bonuses				
Projecting (Pub)	PLUS (+) 8 sq. ft.		16	
Wall (Surface)	PLUS (+) 10 sq. ft. for Individual Lettering		--	
Window	PLUS (+) 5 sq. ft. for Individual Lettering		30% of window area	
Sidewalk Sign	See Sidewalk Sign specifications			

* Primary facades shall contain maximum signage equal to 15% of facade area, and secondary facades shall contain maximum signage equal to 5% of facade area (extra allowable sign area granted for secondary facades cannot be implemented on the primary facade, and vice versa).

****One wall sign signifying the entrance to a business and not exceeding 3 square feet in area may be implemented in conjunction with all other sign types. Such signs must be placed above the main entrance and shall count towards total allowable signage.**

17.68.060 Quintana Road District

Purpose. The Quintana Road District contains many of the City's larger commercial buildings, strip malls, and gas stations. Due to the existence of large parking lots and the adjacent Highway 1, this district is auto-oriented. The sign regulations for this zone focus on allowing large-scale commercial and industrial businesses adequate signs that are proportionate to the associated structures. The regulations also promote motorist safety by requiring that signs are clear and legible from the road.

IMPORTANT NOTES

- See Chapter 17.68.100 for MASTER SIGN PROGRAM if property has three or more tenants or includes a building with a facade exceeding 3,000 square feet.
- If a business is near the edge of a district, please consult Planning Staff to confirm appropriate district designation.
- If a sign type does not appear in the following table it is prohibited in this district.
- Signs advertising BRAND NAMES are prohibited in all districts.
- Signs that describe offered products or services COUNT towards total allowed signage.
- If illumination or lighting of ANY kind is proposed on or around signs, see Section 17.68.030, C-10.

Sidewalk Signs. See draft Sidewalk Sign Application / Encroachment Permit.

Quintana Road District				
Sign Type	Total # of signs allowed	Sign Area Allowed*	Max. Sign Area per sign (sq. ft)	Additional Regulations
Awning and Canopy	1 per frontage (choose one type) <i>window signs: 1 per window</i>	15% of primary facade, 10% of each additional secondary façade*	--	See Section 17.68.030, C-2
Marquee			--	See Section 17.68.030, C-11
Wall (Surface)			--	See Section 17.68.030, C-19
Window			30% of window	
Architectural (Freestanding)	1 per property (choose one)	15% of primary facade, 10% of each additional secondary façade*	25	See Section 17.68.030, C-1
Monument (Freestanding)			40	See Section 17.68.030, C-13
Pole (Freestanding)			--	Conditional Use Permit See Section 17.68.030, C-14
Projecting (Pub)			16	See Section 17.68.030, C-15
Bonuses				
Wall (Surface)	PLUS (+) 10 sq. ft. for Individual Lettering		--	
Window	PLUS (+) 5 sq. ft. for Individual Lettering		30% of window	
Sidewalk Sign	See Sidewalk Sign Specifications			

*** Primary facades shall contain maximum signage equal to 15% of facade area, and secondary facades shall contain maximum signage equal to 10% of façade area (extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa).**

17.68.070 North Main District

Purpose. The North Main District is composed of industrial, commercial, and mixed use zones. While pedestrian and bicycle activity is present, this district is auto-oriented. The regulations for this district promote signs that are appealing to pedestrians, bicyclists, and automobiles.

The regulations for this district also intend to increase the aesthetic quality of signs that are visible from Highway 1.

IMPORTANT NOTES

- See Chapter 17.68.100 for MASTER SIGN PROGRAM if property has three or more tenants or includes a building with a facade exceeding 3,000 square feet.
- If a business is near the edge of a district, please consult Planning Staff to confirm appropriate district designation.
- If a sign type does not appear in the following table it is prohibited in this district.
- Signs advertising BRAND NAMES are prohibited in all districts.
- Signs that describe offered products or services COUNT towards total allowed signage.
- If illumination or lighting of ANY kind is proposed on or around signs, see Section 17.68.030, C-10.

Sidewalk Signs. *See draft Sidewalk Sign Application / Encroachment Permit.*

North Main District				
Sign Type	Total # of signs allowed	Sign Area Allowed	Max. Sign Area per sign (sq. ft)	Additional Regulations
Awning and Canopy	1 per frontage (choose one type) <i>window signs: 1 per window</i>	15% of primary façade, 10% of secondary façade	--	See Section 17.68.030, C-2
Marquee			--	See Section 17.68.030, C-11
Wall (Surface)			--	See Section 17.68.030, C-19
Window			30% of window	
Architectural (Freestanding)	1 per property (choose one)	15% of primary façade, 10% of secondary façade	25	See Section 17.68.030, C-1
Monument (Freestanding)			40	See Section 17.68.030, C-13
Pole (Freestanding)			--	Conditional Use Permit See Section 17.68.030, C-14
Projecting (Pub)	1 per frontage		16	See Section 17.68.030, C-15
Bonuses				
Wall (Surface)	PLUS (+) 20 sq. ft. for Individual Lettering		--	
Window	PLUS (+) 10 sq. ft. for Individual Lettering		30% of window	
Sidewalk	See Sidewalk Sign Specifications			

*** Primary facades shall contain maximum signage equal to 15% of facade area, and secondary facades shall contain maximum signage equal to 10% of façade area (extra allowable sign area granted for secondary facades cannot be implemented on the primary façade, and vice versa).**

17.68.080 Lodging Establishments

Purpose. The following regulations apply to lodging establishments in ALL districts. Lodging establishments in the City are located in both residential and commercial zones, and have unique requirements that do not coincide with the signage needs of other types of businesses. The regulations in this section are intended to promote signs that attract potential customers and that are also appealing to both residents and tourists

1. **Attraction Boards for Hotels, Motels and Bed and Breakfast Establishments.** An attached or detached attraction board, not to exceed five square feet in sign area, is allowed, provided it is included within the calculation of the maximum allowable sign area for a hotel, motel, or bed and breakfast establishment. Advertisement of current rates is prohibited.

IMPORTANT NOTES

- See Chapter 17.68.100 for MASTER SIGN PROGRAM if property has three or more tenants or includes a building with a facade exceeding 3,000 square feet.
- If a business is near the edge of a district, please consult Planning Staff to confirm appropriate district designation.
- If a sign type does not appear in the following table it is prohibited in this district.
- Signs advertising BRAND NAMES are prohibited in all districts.
- Signs that describe offered products or services COUNT towards total allowed signage.
- If illumination or lighting of ANY kind is proposed on or around signs, see Section 17.68.030, C-10.

Lodging Establishments				
Sign Type	Total # of signs allowed	Sign Area Allowed*	Max. Sign Area per sign (sq. ft)	Additional Regulations
Attraction Boards	1 per business	10% of primary facade, 10% of secondary facade	5	Cannot display rates.
Awning and Canopy	1 per frontage (choose one)		--	See Section 17.68.030, C-2
Wall (Surface)			--	See Section 17.68.030, C-19
Architectural (Freestanding)	1 per property (choose one)		25	See Section 17.68.030, C-1
Monument (Freestanding)			25	See Section 17.68.030, C-13
Projecting (Pub)	1 per frontage		16	See Section 17.68.030, C-15
Bonuses				
Wall (Surface)	PLUS (+) 4 sq. ft. for Individual Lettering		--	

*** Primary facades shall contain maximum signage equal to 10% of facade area, and secondary facades shall contain maximum signage equal to 10% of facade area (extra allowable sign area granted for secondary facades cannot be implemented on the primary facade, and vice versa).**

17.68.090 Sign Permits

A. Zoning Clearance or Sign Permit Required

1. **Authority.** No sign, other than an exempt sign, shall be erected or altered, without first obtaining a zoning clearance or sign permit from the Public Services Director. The Director may attach reasonable conditions on the approval of the sign permit to help ensure compliance with this Chapter. These conditions may require the removal, modification or relocation of existing signs where the proposed sign(s) would be located on sites where existing signs are nonconforming.
2. **Application Requirements.** Applications for a sign permit shall be made in writing upon forms furnished by the Public Services Director, accompanied by the required fee and plans drawn to scale and with all of the following information. Where the scale and scope of the sign proposal so warrants, the Director may waive some of the informational requirements listed below provided all information necessary for adequate review of the proposal is submitted.
 - a. The proposed design, dimensions, copy, color, lighting methods and location of the sign on the site, including the dimensions of the sign's supporting members, and details of all connections, guy lines, supports and footings, and materials to be used.
 - b. The maximum and minimum height of the sign.
 - c. The location of off-street parking facilities, including entries and exits where directional signs are proposed.
 - d. The size and dimension of all signs existing on the site.
 - e. The location and horizontal frontage of any building(s) on the property, both existing and proposed.
 - f. Photographs of all existing signage and the building faces or sites where signage is proposed.
 - g. Any other information deemed necessary by the Public Services Director.

B. Required Findings. In approving a sign permit, the Director must find that:

1. Signs on all proposed buildings or new additions to existing buildings are designed as an integral part of the total building design.
2. The location of the proposed sign and the design of its visual elements (lettering, words, figures, colors, decorative motifs, spacing and proportions) are legible under normal viewing conditions that prevail where the sign is to be installed.
3. Review of signs at city entryways as defined in the Scenic Highway Element of the General Plan shall also be subject to the following provisions:
 - a. Sign area, height and location of signs shall be designed so as not to interfere with view corridors as defined and specified in the General Plan/Local Coastal Plan.

- b. Freestanding signs shall not exceed eight feet in height except within one hundred feet of Highway 1 or Highway 41. Where feasible, all freestanding signs within or along city entryways shall be placed within a landscaped planter.

17.68.100 Master Sign Program

A. **Purpose.** Master Sign Programs establish criteria for multi-tenant properties that ensure signage is uncluttered, consistent, and fairly distributed between tenants.

B. **Applicability.**

1. Any site having three (3) or more non-residential occupants shall submit a master sign program to be reviewed and approved by the decision-making authority for the use (e.g. the Public Services Director or the Planning Commission).
2. Any site having three or fewer non-residential occupants may submit a master sign program to be reviewed and approved by the decision-making authority.
3. Projects involving construction or renovation of more than 25,000 square feet of space in the commercial and mixed use zoning districts shall submit a master sign program which must be approved prior to issuance of any occupancy permit.
4. Properties subject to a MSP that do not have one shall establish a MSP when a current tenant proposes the installation of a new sign.
5. Nonconforming signs shall be amortized when a tenant closes their business and a new tenant moves in. All new signs shall conform to the approved Master Sign Program.

C. **Application Requirements.** Applications for approval of a master sign program shall be submitted to the Public Services Director and shall include the following:

1. Master Sign Program. A Master Sign Program, drawn to scale, delineating the site proposed to be included within the signing program and the location of all proposed signs.
2. Drawings and Sketches. Drawings and/or sketches indicating the exterior surface details of all buildings on the site on which wall signs, directory signs, ground signs or projecting signs are proposed. Illuminated sign locations and illumination methods shall also be specified.
3. Photographs of all existing signage and the building faces or sites where signage is proposed.
4. Statement for Modifications. A statement of the reasons for any requested modifications to the regulations or standards of this Chapter.

5. **Sign Standards.** A written program specifying sign standards, including color, size, construction details, placement, and necessity for City review for distribution to future tenants.
 6. **Directory Sign.** A directory sign not exceeding 12 feet in area shall be integrated into the site design and placed on the primary frontage or entryway. The sign shall have space to advertise the names of businesses associated with the MSP.
 7. **Public Access Sign.** If a property includes a public access way, this access shall be indicated with a sign (minimum 3 square feet) on the primary building façade.
- D. **Allowable Modifications.** A Master Sign Program may provide for additional sign area and other deviations from the standards of this Chapter, provided that the Master Sign Program is consistent with the provisions of all Sections in this Chapter.
- E. **Required Findings.** In approving a Master Sign Program, the decision-making authority shall find that all of the following are met:
1. The proposed signs are compatible in style and character with any building to which the sign is to be attached, any surrounding structures, and any adjoining signage on the site;
 2. Future tenants will be provided adequate opportunities to construct, erect or maintain a sign for identification;
 3. All current and future tenants shall be granted adequate advertisement space on the property's primary frontage; and
 4. Directional signage, required directory sign, and building addressing is adequate for pedestrian and vehicular circulation and emergency vehicle access.
- F. **Conditions of Approval.** The Planning Commission may attach any reasonable conditions necessary to carry out the intent of the Master Sign Program requirement, while still permitting each sign user opportunities for effective identification and communication.
- G. **Administrative Approval of Signs Consistent with Master Sign Program.** Following approval of a Master Sign Program, the Public Services Director is authorized to issue building permits or other permits, as deemed necessary, to install signs that conform to an approved Master Sign Program. Minor modifications of individual sign area may be approved, provided the maximum allowed by an approved Master Sign Program is not exceeded.

17.68.110 Appeals

- A. **Persons Who May Appeal.** Except as provided for elsewhere in this Title, appeals may be made by the following persons, in the following instances:
1. **Local Appeals.** Appeals to the Planning Commission or City Council may be filed by the applicant, by the owner of property, or by any other person aggrieved by a decision that is subject to appeal under the provisions of this Title.
- B. **Final Decision Required.** Unless otherwise specified by Federal or State law, an appeal must be brought and a final decision rendered by the hearing body before the matter may be appealed to a court of law.
- C. **Time Limits.** Unless otherwise specified in State or Federal law, all appeals shall be filed within 10 days of the date of action.
- D. **Proceedings Stayed by Appeal.** The timely filing of an appeal shall stay all proceedings in the matter appealed, including, but not limited to, the issuance of City building permits and business licenses.
- E. **Appeals of Director Decisions.** A decision of the Public Services Director on any application may be appealed to the Planning Commission by filing a written appeal with the Planning Department. The appeal shall identify the decision being appealed and shall clearly and concisely state the reasons for the appeal.
- F. **Appeals of Planning Commission Decisions.** Decisions of the Planning Commission may be appealed to the City Council by filing a written appeal with the City Clerk. The appeal shall identify the decision being appealed and shall clearly and concisely state the reasons for the appeal.
- G. **Transmission of Record.** The Director, or in the case of appeals to the City Council, the City Clerk, shall schedule the appeal for consideration by the authorized appellate body within 60 days of the date the appeal was filed. The Public Services Director shall forward the appeal, the Notice of Action, and all other documents that constitute the record to the appellate body. The Director also shall prepare a staff report that responds to the issues raised by the appeal and may include a recommendation for action.
- H. **Appellate Body Action.** The appellate body shall review the appeal, the administrative record, and any written correspondence submitted after the appeal has been filed, and may take one of the following actions:
1. Conduct a public hearing and decide on the action; or
 2. Remand the matter to the decision-making body or official to cure a deficiency in the record or the proceedings.

- I. **No “De Novo” Review.** At an appeal or review, the appellate body shall consider only the same application, plans, and related project materials that were the subject of the original decision.
- J. **Appellate Body Decision.** The appellate body shall render its decision within 60 days of the date the hearing is closed unless State law requires a shorter deadline. An action to grant an appeal shall require a majority vote of the appellate body members. A tie vote shall have the effect of rejecting the appeal.
- K. **Standards of Review.** When reviewing any decision on appeal, the appellate body shall use the same standards for decision-making required for the original decision. The appellate body may adopt the same decision and findings as were originally approved.

17.68.120 Definitions

Abandoned Sign. A sign that no longer applies to a business space, building, or site, due to lack of a valid business license, change of business name, or for any other reason that renders the sign not applicable to the premises involved.

Billboard (Outdoor-off-site freestanding sign). A sign placed for the purpose of advertising products or services that are not produced, stored or sold on the property or any other subject no related to the property or use of the property, upon which the sign is located.

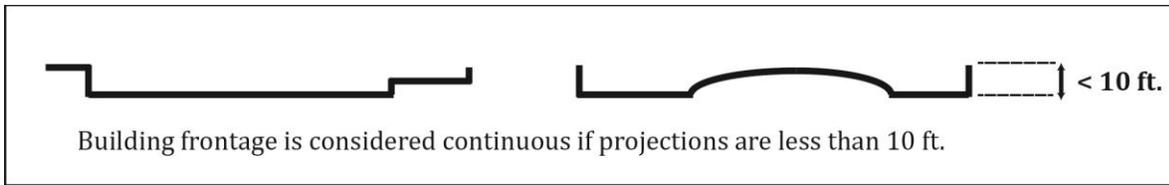
Building Mounted Sign. Any sign mounted or erected on or against any building or façade and includes all walls signs, awning and canopy signs and projecting signs.

Business Sign. Any interior or exterior sign which is intended to identify the name or portions of the business name and which is viewable from any exterior area open to the public.

Canopy shall refer to an ornamental roof like structure upon which a sign may be attached or otherwise affixed which is usually located over gasoline pumps.

Construction Sign. A sign displayed by a contractor, subcontractor, or architect on a project site whenever a building permit has been issued for construction, alteration, or repair of a structure and when work is in progress on site pursuant to such permit.

Building frontage. The linear measurement in feet of the property line directly fronting on a public street, or other public right-of-way to which such sign is oriented, excluding California State Highway One.



Height of a sign means the greatest vertical distance measured from the ground level directly beneath the sign to the top of the sign or from the nearest property line fronting on a public street, whichever is lower.

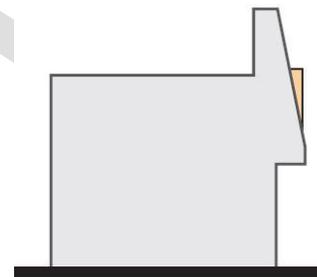
Illegal Sign. An unpermitted sign that is found to be erected or maintained in violation of any provision of this Chapter, this Title, or any other Federal, State, or local law.

Façade Length. The length of the building face or tenant lease site (see page 6 of this Chapter for a graphical representation).

Façade Height. The height of the building face or tenant lease site (see page 6 of this Chapter for a graphical representation).

Master Sign Plan. A coordinated program of all signs, including exempt and temporary signs for a business, or businesses if applicable, located on a development site. The sign program shall include, but not be limited to, indications of the locations, dimensions, colors, letter styles and sign types of all signs to be installed on a site.

Mansard. A roof-like façade comparable to an exterior building wall.



side elevation

Nonconforming Sign. Any previously approved and permitted sign that existed prior to a change in the municipal code that prohibits such sign. A nonconforming sign is different than an illegal sign (see definition above for “Illegal Sign”).

Open House Sign. An open house sign advertises that a house is open for view as part of the sale or exchange of the property.

Primary Façade. The face of a building or tenant lease site that incorporates the main entrance to the business and that faces a primary street, [as determined by the business owner](#).

Real Estate Sign. A sign identifying that a property is for sale, lease, exchange, or rent. The purpose of this sign is to help owners in the sale of their property by providing information on

the location of the property to potential buyers without impairing the appearance of the community.

Secondary Façade. The face of a building or tenant lease site that serves as a secondary entrance and/or advertising space to the primary façade, [as determined by the business owner.](#)

Signs. Any object, structure, symbol, emblem, logo, or display, or any combination thereof, which is intended to or does identify, attract attention to, advertise, or communicate information of any kind to the public. See also Chapter 17.68: Signs.

Sign Area. The entire area of a sign calculated for maximum sign area purposes, pursuant to Chapter 17.68:

Sign Face. The surface or surfaces used for the display of a sign message as seen from any one direction.

DRAFT

ATTACHMENT B



Façade (approx.):
30' x 20' = 600 sq. ft.

Total Signage: 54.5 s.f.

20% of Façade = 120 s.f.

10 % of Façade = 60 s.f.

15% of Façade = 90 s.f.

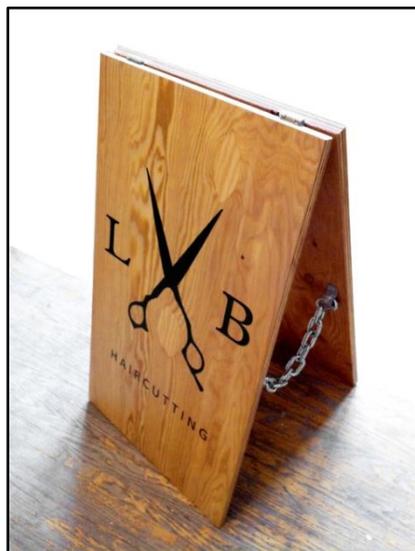
5% of Façade = 30 s.f.

Size of Sign: 4.5' x 5' = 22.5 sq. ft.

Example of newly defined “Architectural Sign.” This sign type does not fit the description for “monument” or “pole” signs. Architectural Signs could perhaps replace the need for “pole signs” in the Quintana District (except for gas stations).



Examples of high quality sidewalk signs.
Guidelines have been revised to attempt further regulation of sidewalk sign aesthetics (See Attachment E)



ATTACHMENT C

CITY OF MORRO BAY, CALIFORNIA

Embarcadero District Tourism-Oriented Directional Sign Plan

BACKGROUND REPORT



Prepared by

Erik Berg-Johansen, Intern Planner

June 2013

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Chapter 1: Project Background

1.1 Introduction

Morro Bay, California is by all standards a desirable tourist destination. Located on an upward sloping hill, residents and tourists enjoy views of the Pacific Ocean, Morro Rock, and a calm bay that houses sail boats, sea lions, and otters. Tourism is an important industry in Morro Bay, and this plan has the potential to further enhance the economic viability of this industry in the future. This document includes research about signs, and also the reasoning behind the decisions made during the process of crafting the "Embarcadero District Tourism-Oriented Directional Sign Plan."

The City of Morro Bay, California is located on California's coastline halfway between San Jose and Los Angeles. The City was founded by farmer, businessman, and politician Franklin Riley, who came to the area in the 1860s to establish a homestead. In 1872 Riley and his friend Carolan Mathers, a surveyor by trade,



Figure 1.1: Morro Bay, Morro Rock, and the Embarcadero

designed the street layout for the future city of Morro Bay. It is said that in the 1920s, Paul and Mary Whitlock discovered the tourism potential of an area with natural beauty and a temperate climate. They built a home, cleared land for a campground, and set up a first-aid station in their home to provide assistance to both locals and visitors (Castle, 2006, p. 9, 21). Perhaps Morro

Bay's thriving tourism today is owed to the Whitlock family who discovered Morro Bay nearly 80 years ago.

Today, Morro Bay is a much different place from the farming village it once was. According to the 2010 U.S. Census, the City of Morro Bay has a population of 10,234. This population spikes significantly during the spring and summer seasons when tourists flock to the beaches to escape the heat and enjoy all that Morro Bay has to offer.

According to the City of Morro Bay Chamber of Commerce, the estimated number of motel visitors in July of 2012 was 41,317, more than four times the current population of the City. This spike in motel visitors strongly correlates with the amount of car traffic observed on California State Route 1 where it intersects with Highway 41 in Morro Bay

(Appendix 1.1). On the other hand, in January of 2012 it was estimated that only 9,305 visitors stayed in motel rooms, and less than half the volume of car travel observed in July 2012 was present.



Figure 1.2: Traditional Directional Sign



Figure 1.3: Business Directional Signs in Healdsburg, CA



Figure 1.4: Business Directional Signs in Healdsburg, CA

1.2 Directional Signs

Tourism-oriented directional signs (or wayfinding signs) are used to help tourists navigate through cities. Directional signs are most commonly used to guide tourists towards areas of interest such as beaches, downtown commercial districts, parks, and sites with historic significance (see Figure 1.2 on page 2). Although public directional signs of this kind are discussed, this plan focuses primarily on directional signs that display the names and services of local businesses (see Figures 1.3 and 1.4). According to Morro Bay’s Business Database (2013), there are 45 hotels and motels, and 55 restaurants within the City to support tourism (Morro Bay Economic Development Program). These proposed directional signs are designed to make tourists aware of these businesses, and especially ones they may have missed while walking, biking, or driving through Morro Bay’s Embarcadero district.

1.3 Project Goals

The primary goal of the Embarcadero Tourism-Oriented Directional Sign Plan (TODSP) is to improve the overall tourism industry in the City of Morro Bay, CA. Working in tandem with an updated sign ordinance, it is expected that these proposals could benefit the City in the future.

Due to the fact that city budgets are tight in the current economic conditions, the main focus of the plan will be to minimize implementation costs while maintaining a certain level of effectiveness. Strategically placing only a few sign posts on the Embarcadero will have a minimal impact on both the budget and the City's natural aesthetic qualities. Furthermore, Morro Bay's local economy today is partially based on the oyster farming and fishing industries. If overfishing and ocean acidification trends continue, the City may need to rely more heavily on tourism to support the economy. Research themes explored during this project are summarized as follows:

- Sign design features (aesthetics) that fit local character
- International symbology with the ability to convey messages to non-English speakers
- The use of directory signs for wayfinding
- Strategic placement of directional signs
- Key tourism areas and neglected tourist areas (due to poor location)
- Circulation patterns (where do tourists enter the City?)
- Parking areas for visitors
- Signage that targets pedestrians
- Feasibility / implementation costs

The final product of this project is a Tourism-Oriented Directional Sign Plan that focuses on providing geographical information to tourists in regards to businesses and points of interest in the Embarcadero district. These signs will be designed to allow advertisement of businesses and

their locations at an off-premise location. Although all businesses will be given an opportunity to be featured on a sign, these proposed signs will especially benefit businesses that lack visible storefronts, awarding them an increased chance of being discovered by tourists. Furthermore, implementation of directory maps along the Embarcadero is proposed. The use of directory maps in combination with business directional signs will allow tourists to orient themselves on the Embarcadero and successfully navigate to desired destinations. If implemented successfully, these signs have the potential to negate a need for unpermitted off-premise A-frame signs (which are prohibited in the sign ordinance). Please see the 2013 Embarcadero District Tourism-Oriented Directional Sign Plan for an overview of the three alternative proposals.

The plan is focused on the Embarcadero area because it attracts a high volume of tourists, and has infrastructure designed for pedestrians. These directional signs will be visible from the road, but will be designed to capture the attention of tourists in areas with high levels of pedestrian traffic. The proposed directional signs shall be maintained and managed by the City of Morro Bay, and the City will ultimately decide what businesses are featured on the signs, and what design standards must be followed in order to receive approval. The Embarcadero Tourism-Oriented Sign Plan includes three alternative proposals.

Chapter 2: Real World Examples

2.1 Evidence from Scholarly Articles

Success of Directional Sign Plans:

Tourism-Oriented Directional Sign Plans have proved successful in various cities. An article from the *Journal of Travel Research* discusses examples of these plans in Oregon and Washington State. According to the article, “Some Washington business operators estimated that as much as 50% to 80% of their sales were to highway travelers. Some of the operators of these businesses attributed as much as 50%-70% of their total sales to the influence of their TODS signs.” In Oregon, surveys found that “Of the operators who felt they could estimate the portion of sales attributable to TODS, seven estimated 30% or less, two estimated 50%, and six estimated 70% or more of a TODS-generated increase, with a fairly even distribution among wineries and other types of businesses” (Dornbusch and Kawczynska, 1992, p. 4). In a summary of survey results, the authors state that nearly all businesses involved in the study believe that Tourism-Oriented Sign Plans have a positive influence on sales.

The article also includes a bar graph titled “Method of Locating Businesses, Washington and Oregon Combined” that includes nine different methods (Appendix 2.1). The methods on the graph are as follows: Brochure, Map, Visitor Center, Directions, TODS, Other Signs, Guidebook, Drove around, and Don’t know. TODS was the obvious winner, followed by “Directions,” which was the second most popular method.

Discussion:

The article summarized above proves success of TODSPs in the Pacific Northwest. Although this is only one study, and conditions are different in Morro Bay, it certainly proves that TODSPs have the potential to impact communities in an economically positive way.

For a few reasons, various findings within the article can be applied to the City of Morro Bay. First, much discussion within the article reveals the importance of targeting highway travelers with a TODSP. Located along Highway 1, Morro Bay is a perfect candidate for a sign plan that aims to attract tourists and travelers driving past the City. Taking Exit 278 for Morro Bay Boulevard, presents travelers with two convenient gas stations within close proximity of the highway (Valero and Chevron). Morro Bay Blvd. is also one of the City's most vibrant commercial strips. Directional signs near these two pit stops could potentially attract travelers into the City center for dining, shopping, and sight-seeing. Signs that would attract highway travelers are not proposed in this plan, however, future implementation should be considered.

The second reason the article is relevant to Morro Bay's situation is its discussion of business types such as gift/crafts, amusement/recreation, museums, and wineries. It is evident that these mentioned business types are abundant throughout the Embarcadero and Downtown districts.

Digital Signage:

Implementation of digital signage throughout the City on business frontages and billboards would be inconsistent with the General Plan and overall character of the community. Using digital signs to display directional business information could be the way of the future; however, Morro Bay residents and business owners have spoken out against the existence of such signs in their City. Implementation of digital signs also has relatively high upfront costs and additional maintenance costs.

On the other hand, strategically placed digital signs capable of displaying information for tourists could be useful, and could perhaps direct tourists towards businesses they may have missed due to an unfortunate location. The implementation of a single digital sign on the Embarcadero could be greatly beneficial for the City of Morro Bay. In the article "Digital Signage Replaces

Traditional Signage," David Drain argues that digital signs are especially useful for wayfinding, emergency notifications, and weather alerts (p. 34). It is advised that the City considers the use of digital signs for emergency notification purposes in the future. If current hypotheses are correct, coastal towns such as Morro Bay may be very susceptible to the future effects of sea level rise and climate change. These changes have the potential to increase the likelihood of natural disasters such as hurricanes and flooding in the coastal regions of California; the City of Morro Bay should prepare for these effects by implementing storm and disaster warning systems on the Embarcadero. A digital sign on the Embarcadero could provide weather alerts and emergency notifications to tourists, residents, business owners, and fisherman.

2.2 King City, CA Directional Signage Program

In 2006, Cal Poly Master's student, Bill Roth, completed a directional sign plan for King City, California. According to Bill Siembieda, a Cal Poly City and Regional Planning Professor, Roth's project should serve as a reference during the formation of a plan for the City of Morro Bay. King City's directional sign plan was not "Tourism-Oriented" per say, however some of the theory and concepts related to implementation can be applied to Morro Bay's plan. Roth's project also includes proposals for evacuation route signs; proposals for these types of signs will not be included in the potential sign program for Morro Bay.

Key Ideas:

In the background report Roth expressed ideas that can be applied to a TODSP for the City of Morro Bay. Early on Roth presents "The Guiding Principles for King City Directional Signage." They are as follows: Unified Style, Cross-cultural communication, Affordability and efficiency, and Safety (p. 4). After discussion with project advisors and Morro Bay City staff, it is evident

that these guiding principles presented by Roth coincide with the goals of a directional sign plan in Morro Bay.

Unified style, or a theme for the signs, is certainly important. It will be vital that tourists learn what the directional signs look like so they are able to quickly spot others as they navigate the City. Also, a sleek theme shared by directional signs looks more professional, and could improve the overall aesthetic quality of the proposed designs.

Roth's second guideline, cross-cultural communication, is especially important in the case of a tourist town such as Morro Bay. People travel from all over the world to drive up and down California's famous coastline. It must be assumed that some tourists speak and read little to no English, and therefore directional signs must be designed accordingly. Roth comments that "Symbols from the International Standards Organization (ISO) should be used whenever possible" (p. 6). Such symbols allow for graphical representation of ideas rather than textual, which allows the transmission of information to people of different nationalities.

Bringing practicality into the picture is Roth's third guideline, affordability and efficiency. He discusses efficient use of public funds, along with the use of a phased implementation schedule.

Roth's final guiding principle is safety, stating that "A balance between information and readability (at driving speeds) must be maintained" (p. 7). Federal Highway Administration standards were used in the creation of Roth's directional sign plan. These standards ensure that signs will not distract drivers to a point where vehicle-pedestrian and vehicle-vehicle collisions become a problem.

Apart from the four guiding principles presented in the King City Directional Sign Plan, another theme appears throughout the project; an offering of choices. Instead of assuming that a single design pleases all readers, Roth's proposal allows decision makers to choose from various design concepts and locations for the proposed signs. For example, each type of proposed sign is presented with a "Style A" and "Style B" choice. Although some may argue that this could cause conflict during the decision process (perhaps during a Planning Commission meeting), it is believed that offering choices can stimulate positive and constructive discussion.

2.3 Healdsburg, CA

Morro Bay Chamber of Commerce:

After a meeting with Morro Bay Chamber of Commerce CEO, Craig Schmidt, it was clear that the Chamber supports the idea of implementing directional signs to help visitors locate businesses in the Downtown and Embarcadero areas. Mr. Schmidt was a member of a team who implemented the Downtown Directional Sign Program in the City of Healdsburg, California (Appendix 2.2). He suggested that the City of Morro Bay use ideas from this successful plan designed for Healdsburg, a city with a similar population to that of Morro Bay.

Key Features from Healdsburg Directional Sign Program:

The information presented in the Healdsburg Downtown Directional Sign Program – Sign Criteria and Application Requirements handout (Appendix 2.2) is both concise (less than two pages) and user friendly. The following are key features found in the document:

- Designed to feature tourist serving businesses (eligible businesses must be open on weekends).
- The plan offers approval of directional signs for sixteen (16) types of businesses, including clothes stores, hotels, restaurants, spas, and gift shops .

- The plan bars approval of directional signs for seven (7) types of businesses: exercise and yoga studios, religious establishments, cleaners, general offices, shoe repair, copy and printing shops, and paint stores.
- Businesses must be located within the downtown district or be a destination of general interest.
- Signs cannot include phone numbers or website addresses.
- Each sign shall include a directional arrow oriented towards the business.
- Signs shall measure 7 x 17.5 inches and fabricated from .08 gauge aluminum.
- Offers contact information for local businesses who have the ability to manufacture such signs.
- \$128 Processing fee for sign review.
- Signs shall be installed within 30 days of City's approval.

Adaptation in Morro Bay

The Healdsburg, California Directional Sign Program has many well designed features that can be adapted to work in Morro Bay's proposed program. The following section analyzes key features from Healdsburg's plan, and how these features could be adapted and used in Morro Bay's proposed Tourism-Oriented Directional Sign Plan.

Allowable Business Types

One key aspect noted from Healdsburg's plan is that it grants directional signs to sixteen (16) different types of businesses. After multiple meetings with Morro Bay city staff members, it was concluded that Morro Bay's proposed plan should reduce the number of business types eligible for obtaining a directional sign permit. The City of Healdsburg arguably allows businesses not directly associated with tourism to apply for a directional sign permit. These allowances include

pet stores, beauty salons, banks, and florists. City of Morro Bay staff concluded that pet stores and banks, for example, are not establishments that attract tourists strolling along the Embarcadero on a Saturday afternoon. Instead, these types of businesses are generally sought out beforehand, and then driven to with personal automobiles. Furthermore, it can be argued that business types such as pet stores and banks cater primarily to permanent and part-time residents, not tourists or travelers making a pit stop in Morro Bay.

Morro Bay staff members also believe that Morro Bay has too many businesses in the Embarcadero district for all of them to be featured on a directional sign. To ensure that the plan is consistent and fair, while at the same time optimizing effectiveness, eligible business types shall be limited.

Allowable Number of Signs

The City of Healdsburg allows businesses to be featured on two different directory signs at different locations. To further increase the chance of permitting all eligible applicants a directional sign in Morro Bay, it is advisable to limit businesses to a total of one sign.

Symbol Signifying Business Type

Healdsburg's plan states that each directional sign shall include a "...descriptive line identifying products or services (e.g. art, wine tasting, clothing) that is clearly subordinate to the business name." Instead of using text to describe services, Morro Bay's directional business signs will instead include a symbol to be placed in the corner of each sign. Chamber of Commerce representatives and city staff believe that using universal symbols to describe services is preferable because they better accommodate non-English speaking individuals. Furthermore, use of symbols will eliminate excess text on the signs, and in turn, the signs will be easier to read and less cluttered with information.

Chapter 3: Directional Signs – Design and Implementation

3.1 Community Outreach

As part of the 2013 Sign Ordinance Update for the City of Morro Bay, a survey was sent out to all business owners within the City. Fifty percent of respondents support the idea of “directional signs” on the Embarcadero, while 19% are neutral. As far as the implementation details, the choice “All businesses should be featured on a directional sign” was most popular (27% of respondents). Because the latter question has no clear winner, and no option had the approval of over 50% of respondents, the deciding body should consider multiple alternatives for implementation. The alternatives will allow the deciding body the opportunity to examine all viable options

For more information on the survey and survey results, please see the “City of Morro Bay, CA Sign Ordinance Update Background Report.

Figure 3.1: Business Survey Results

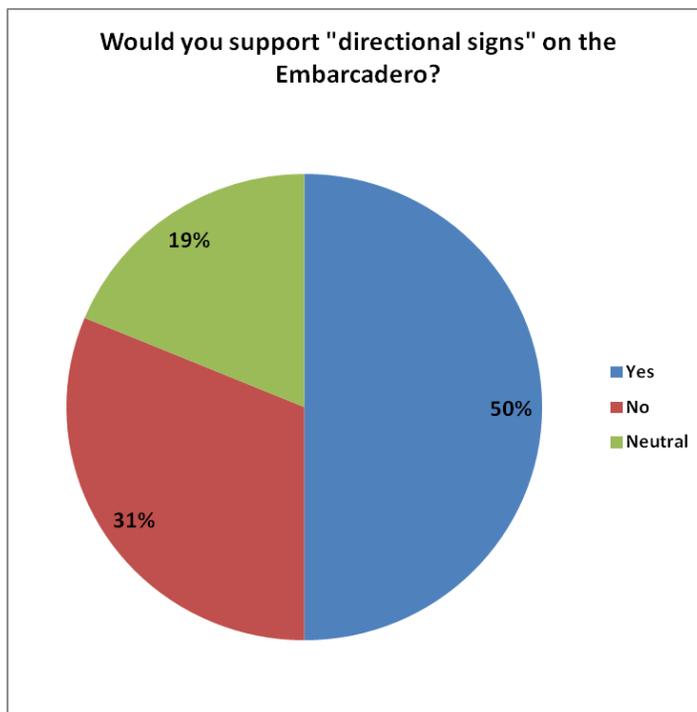
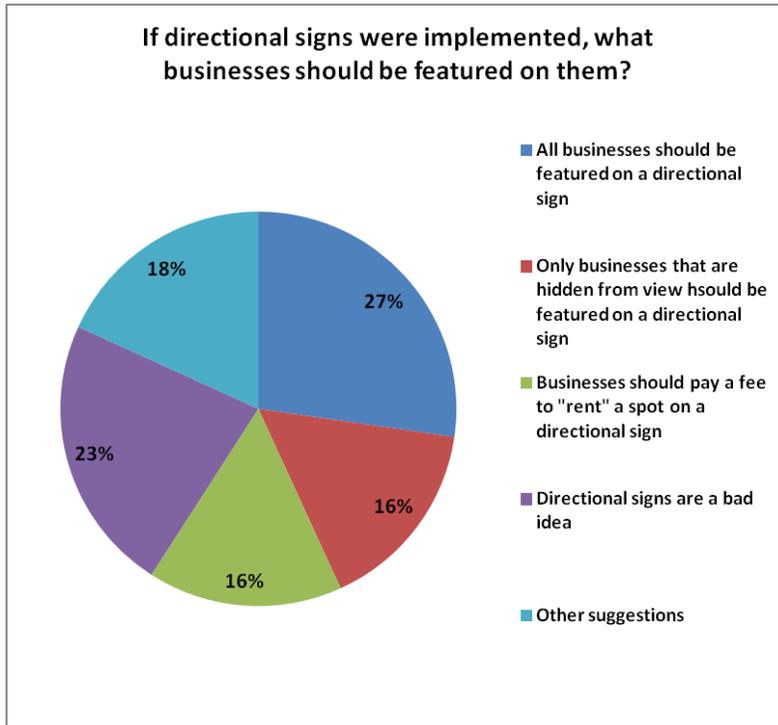


Figure 3.1: Business Survey Results (continued)



3.2 Sign Design and Placement

Design:

The design guidelines presented in the Tourism-Oriented Directional Sign Plan are a product of extensive background research and discussions with staff and stakeholders in Morro Bay. The sign guidelines have been designed to allow business owners the opportunity to be creative and artistic, while at the same time ensuring that signs are consistent, decipherable and aesthetically pleasing.

The proposed size of the signs and sign structures are other important factors. If the individual business signs are too small they may not be visible to some readers. If the sign structures are too small there may not be enough room to place the needed amount of business signs. The safety of

the signs must also be considered; the signs shall not block the view of drivers, and sharp edges on the design should be avoided to prevent injury.

All alternatives propose that directory maps be implemented. These maps will include a map of the Embarcadero to help tourists navigate. This type of map, which is commonly found in large malls and theme parks, includes a marking and a statement that reads “You are here.” The implementation of such a map on the Embarcadero will supplement the business directional signs (as proposed in Alternative 3), giving tourists a general sense of where they are and where they might want to go. Additional information about the discussed business directional sign and directory sign designs can be found in the 2013 Embarcadero District Tourism-Oriented Directional Sign Plan.

Placement:

As discussed in Section 2.3 of this report, the proposed TODSP will direct the placement of sign structures in the Embarcadero district. The proposed locations of sign structures were chosen because they meet the following criteria:

- Located in an area with high volumes of pedestrian traffic.
- Located in an area with a high volume of visitor-serving businesses.
- When placed the sign will not completely block the pedestrian right-of-way.
- When placed the sign can be seen from both the road and adjacent sidewalks on both sides of the street.
- When placed the sign will not block desirable viewsheds.
- When placed the sign will not obstruct the visibility of commercial signs.
- When construction activities occur, sensitive natural resources, plants, animals, or habitat will not be disturbed.

Furthermore, a Wayfinding Sign Project was completed in 2005 that proposed traditional directional signs and gateway signs throughout the City (but not directional business signs). This project, which proposes 6 directional signs along the Embarcadero (Appendix 3.1), was referenced during the creation of the TODSP. The plan differentiates “directional” and “locational” signs, stating that directional signs are constructed along main streets, while locational signs are mounted along walkways on walls or posts. Both types of signs convey the same kind of information and are only differentiated based on the way they are placed, and where they are placed. As the map in Appendix 3.1 indicates, directional/locational signs were proposed at the following locations:

- The intersection of Marina St. and Embarcadero (Directional)
- The south end of Embarcadero in Anchor Street Park (Locational)
- The south end of Front St. on the corner of Front St. and Embarcadero (Locational)
- On the west side of the intersection of Harbor St. and Embarcadero (Locational)
- On the west side of Embarcadero between Dunes St. and Beach St. (Locational)
- Near the parking lot where the Embarcadero makes a turn towards the NW (Directional)

Using the criteria presented above along with evidence presented in the 2005 Wayfinding Sign Project, the following locations for sign placement are proposed:

1. The NE corner of the Marina St. and Embarcadero intersection.
2. The south end of Front St. on the corner of Front St. and Embarcadero (in the park)
3. The NW corner of the Beach St. and Embarcadero intersection (at the start of the walking path)

3.3 Feasibility

Implementation of a relatively small scale sign program in a city like Morro Bay is very feasible. City projects such as creating parks or building community centers may require the purchasing of land, and contractors may be required to construct buildings, grade the soil, and complete extensive landscaping. In contrast, costs associated with the manufacturing of sign structures and directory signs, and installation of the structures can be easily estimated. As far as the individual aluminum business signs, applicants will be responsible for the design and fabrication costs.

Furthermore, the financing for such a program in a smaller city like Morro Bay is not overwhelming, and can be partially supported by the processing fee associated with directional business signs. In the case of direction sign plan, a program could be completed solely by Recreation and Parks personnel and sign manufacturers. This means that City funds can be saved by using internal labor, and any other expenditure can be filtered back into the local economy (e.g. hiring a local sign company to make the signs).

Sign Law:

According to the United States Federal Highway Administration, there are some laws one must consider when proposing a directional sign plan. In Section 2D.50 titled Community Wayfinding Signs, The Manual on Uniform Traffic Control Devices states that "...wayfinding guide signs shall not be installed on freeway or expressway mainlines or ramps." The Morro Bay TODSP will not propose signs on any kind of freeway or expressway ramp.

Furthermore, there are laws prohibiting signs that have the potential to distract automobile drivers. These laws were considered during the creation of this plan, but because the proposed directional signs are located on a street with low speed limits and abundant stop signs and

crosswalks, and will be oriented for pedestrian use, traffic accidents should not be a relevant issue.

Maintenance:

Maintenance costs for directional business signs are low, and there are ways the City of Morro Bay can complete maintenance while also helping local non-profit agencies. According to Morro Bay Chamber of Commerce CEO Craig Schmidt, the City of Healdsburg hired a local non-profit to maintain their directional signs. The non-profit, who provides mentally ill individuals work, was contracted by the City to clean the signs every month. If directional business signs are implemented in Morro Bay, and it is feasible to do so, it is advised that the signs be maintained by a local non-profit.

3.4 Implementation

The implementation process for Morro Bay's TODSP is relatively simple. The process consists of the following steps:

1. Submit background report and TODSP to city staff for review, and make any changes associated with their comments.
2. Make proposal public and notify Morro Bay residents.
3. Provide Planning Commission members with a copy of the background report and the sign plan, and then present the proposal at a Planning Commission meeting.
4. If approved, make corrections to the sign plan, and begin formulating a sign program.
5. Implement sign program and begin construction of sign structures and/or directory signs.
6. Alert Embarcadero business owners of the approval and begin accepting applications.

For additional details regarding the proposal, please see the 2013 Embarcadero District Tourism-Oriented Sign Plan.

Sources:

- City of Healdsburg, CA. "Downtown Directional Sign Program." Retrieved from: <http://www.ci.healdsburg.ca.us/Modules/ShowDocument.aspx?documentid=3517>
- City of Morro Bay Public Services Department. (2012). "Master Fee Schedule for the 2012/13 Fiscal Year."
- Castle, Roger and Gary Ream. 2006. *Images of America Morro Bay*. Charleston SC, Chicago IL, Portsmouth NH, San Francisco CA: Arcadia Publishing.
- City of Morro Bay Economic Development Program. 2013. Developed by: Morro Bay Chamber of Commerce. Retrieved from: <http://morrobay.nationbuilder.com/>.
- Dornbusch, D.M. and Kawczynska, C.J.. 1992. "Tourist Oriented Directional Signs: a self-supporting program to promote rural business and economic development." *Journal of travel research*; 31, 1.
- Roth, Bill. 2006. "King City Directional Signage Plan and Implementation Program." Masters Project: California Polytechnic State University, San Luis Obispo, CA.
- United States Census Bureau. City of Santa Cruz, City of Atascadero, City of Morro Bay, City of San Clemente. "2010 Demographic Profile Data (DP-1)
- United States Department of Transportation, Federal Highway Administration. "Manual on Uniform Traffic Control Devices (MUTCD) – 2009 MUTCD Standard Signs." Retrieved from: http://mutcd.fhwa.dot.gov/shsm_interim/index.htm#gss.

ATTACHMENT D

CITY OF MORRO BAY, CALIFORNIA

Embarcadero District Tourism-Oriented Directional Sign Plan



Prepared by

Erik Berg-Johansen, Intern Planner

June 2013

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I. Introduction

This section outlines the background, purpose, and characteristics associated with the City of Morro Bay Tourism-Oriented Directional Sign Plan.

Background

This Tourism-Oriented Directional Sign Plan (TODSP) and the City of Morro Bay 2013 Sign Ordinance Update have been prepared simultaneously. This sign plan is designed to work in harmony with the goals presented in the new draft sign ordinance. The Chamber of Commerce, City Staff, and business owners have agreed that business directional signs will be a beneficial asset to the City of Morro Bay.

Purpose

The purpose of this Plan is to promote tourism and increase the vitality and economic success of businesses in Morro Bay's Embarcadero district. The proposed signs are designed to make tourists aware of the numerous businesses existing along the Embarcadero, and negate the need for the illegal use of A-frame signs. The directional signs will be especially beneficial for businesses that have a less than ideal location and lack a frontage along the Embarcadero's primary right-of-way.

Project Characteristics

The project includes this TODSP and a supplementary background report. The background report serves as supporting document for the decisions made during the formation of the Plan. This TODSP is the product of extensive research, community outreach, and discussion among City staff. The primary goals of the project are as follows:

1. Increase the vitality of all businesses in the Embarcadero district.
2. Propose aesthetically pleasing signs that match the community's character.
3. Use international symbology on signs to accommodate non-English speakers.
4. Propose placement of directional signs in areas with high volumes of local businesses and pedestrian traffic.
5. Design signs in a manner that increases feasibility and decreases implementation costs.

Business Directional Signs

“Business directional signs,” a term coined during the formation of this plan, can be differentiated from traditional tourism-oriented for a number of reasons¹. First of all, business directional signs portray more specific information about individual businesses. For example, a traditional directional sign might state, “Commercial District This Way.” A business directional sign, on the other hand, includes multiple signs with the names of individual business names – “Crabby’s Seafood Restaurant This Way.” Figure 1.2 is an example of a business directional sign existing in Healdsburg, CA.



Figure 1.1: Business Directional Sign

Furthermore, business directional signs rely on the creativity of business owners because the included signs, for the most part, are not designed by the City. It is proposed that the City provide a template and specific design guidelines for directional signs, and then allow business owners to create their own signs that include their business name and logo.



Figure 1.2: Business Directional Sign

¹Traditional Tourism-Oriented Directional Signs

Tourism-oriented directional signs are traditionally (and most commonly) used to help tourists navigate through cities. These signs can be used to guide tourists towards areas of interest such as beaches, downtown commercial districts, parks, and sites with historic significance. They can also be used for safety purposes, pointing towards hospitals and police stations, or making drivers aware of designated emergency evacuation routes. Figure 1.1 is an example of a tourism-oriented directional sign proposed in Morro Bay’s 2005 Wayfinding Sign Project.

II. Proposals

Sign Locations

Three (3) locations for sign placement are proposed along the Embarcadero:

- **On the west side of the Beach Street and Embarcadero intersection.** This site was chosen because a directional sign could serve as a gateway to the new pedestrian walkway (Harborwalk) that leads to the north end of the Embarcadero. In addition, there is a large parking lot across the street that attracts arriving tourists.
- **In Centennial Parkway at the intersection of Front Street and Embarcadero.** This location was chosen because the park (and the public bathroom within the park) attracts tourists. Furthermore, the land is owned by the City and construction will not require consent from a landowner.
- **On the NE corner of the Marina Road and Embarcadero intersection.** This site was chosen due to the high amount of pedestrian traffic and high concentration of businesses. It may be more appropriate to locate the sign on the west side of the Embarcadero, however crowding in the public right of way could be an issue.

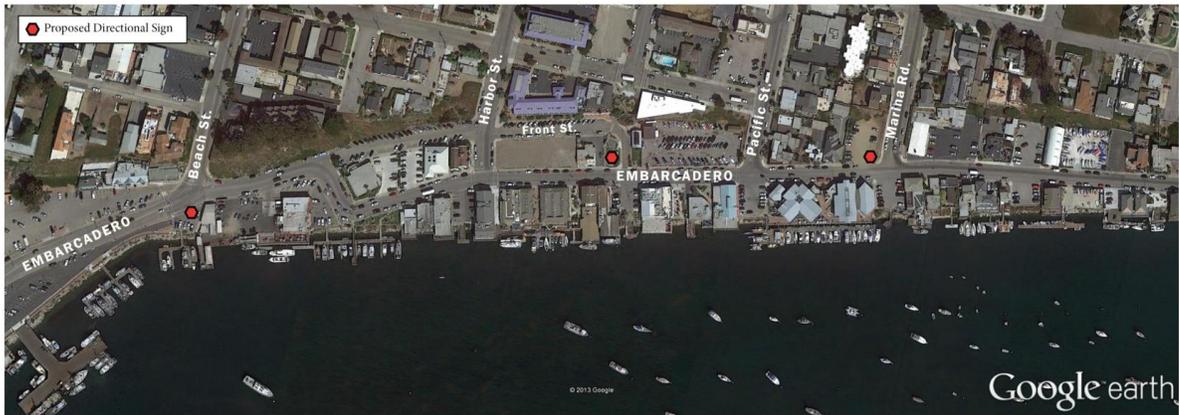


Figure 2.1: Proposed Sign Locations

Three (3) alternatives are presented for the implementation of directional signs on the Embarcadero. All three proposals suggest placement of signs in the three locations specified above, however it could be decided that placement of signs at only one or two of the proposed locations is the only feasible option.

ALTERNATIVE 1

This alternative is the most basic and feasible option. Each directional sign will include only one (1) component:

1. A **directory map** of the Embarcadero district that allows readers to pinpoint their current location. This map will include parking areas, public bathroom locations, and other areas of interest such as viewpoints and ocean access points. This map will *not* need to be frequently updated.

Figure 2.2: Directory Sign with Points of Interest



ALTERNATIVE 2

This alternative is similar to Alternative 1, however the proposed directory map is more complex. Each directional sign will include only one (1) component:

1. A large **directory map** of the Embarcadero that includes everything proposed on the directory map described in Alternative 1, plus the addition of all business names and their locations. With the high turnover rate of businesses in the Embarcadero, this map will need to be updated frequently. This map has the potential to be more effective than the map proposed in Alternative 1, however, the cost of printing and installing updated maps must be considered.

Figure 2.3: Directory Sign with Business Names



ALTERNATIVE 3

Alternative 3 is the most complicated alternative, however, if implemented it will provide tourists with the maximum amount of information.

Each directional sign will be composed of three main components:

1. A permanent **sign structure** constructed by the City.
2. A large **directory map** of the Embarcadero that includes everything proposed on the directory map described in Alternative 1.
3. Multiple **business directional signs** attached to the sign structure.

Sign Design

Figures 2.4 and 2.5 (on the next page) are graphical models of how business directional signs would look. The design template includes a space for business owners to create a custom graphic that includes their business name and logo. The template includes two additional spaces where a directional arrow (and accompanying text) and an international symbol can be placed. The arrow is designed to guide tourists towards the business they wish to locate. The international symbol is designed to signify the “type” of business. For example, a knife and fork symbol indicates that the business serves food, and a martini glass indicates that the business is a bar or pub that primarily serves alcoholic beverages.

The proposed business directional signs are designed to:

- Clearly convey business information while allowing for creativity and individuality.
- Include design features that fit local character while also increasing the aesthetic qualities of the Embarcadero.
- Convey information to non-English speaking tourists.
- Guide tourists towards businesses they would have otherwise passed by.
- Permit off-premise advertisement that will reduce a need for A-frame sign use.

It must also be decided if businesses will be allowed one sign face (front only) or two sign faces (front and back). Due to the high volume of businesses along the Embarcadero, it is recommended that businesses are eligible for only one sign face. This will allow the maximum number of businesses to be represented on the sign structure. The issue with having twice as many different signs on the sign structure is the increased amount of clutter; having too many signs could be overwhelming for the reader.

According to the Chamber of Commerce’s Embarcadero Marketplace directory map, there are over 85 businesses (not including hotels) that could be eligible for a directional business sign. For eligibility criteria see Chapter III.

Figure 2.4: Business Directional Sign Example #1

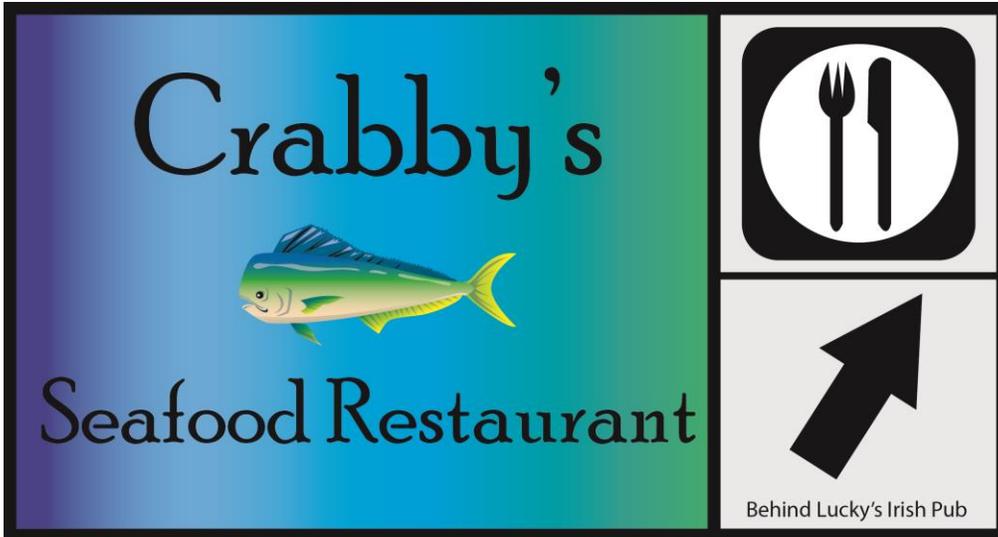


Figure 2.5: Business Directional Sign Example #2



Sign Structure

Alternative 3 also requires the construction of a sign structure. The aluminum business directional signs will be attached to the structure. To reduce the cost of implementation it is recommended that a simple steel pole be used as the base sign structure. However, other more attractive designs should be considered and discussed before a final decision is made.

Furthermore, the proposed business directional signs will require additional structural supports that will allow the placement of each individual directional sign. On the directional sign structures in Healdsburg, California, the sturdy aluminum signs are attached using screws in each corner (see Figure 2.9). It is recommended that the signs be made of .08 gauge aluminum, which is what STOP signs and most other road signs are made of (a local sign company was consulted about sign materials). Due to the simplicity of the design, it is proposed that the City of Morro Bay use this method to attach the business directional signs. Using this method of attachment will also make changing the signs relatively quick and easy. To help prevent theft of the signs, custom screws should be used so that ordinary Flathead and Phillips screwdrivers are ineffective at removing signs.

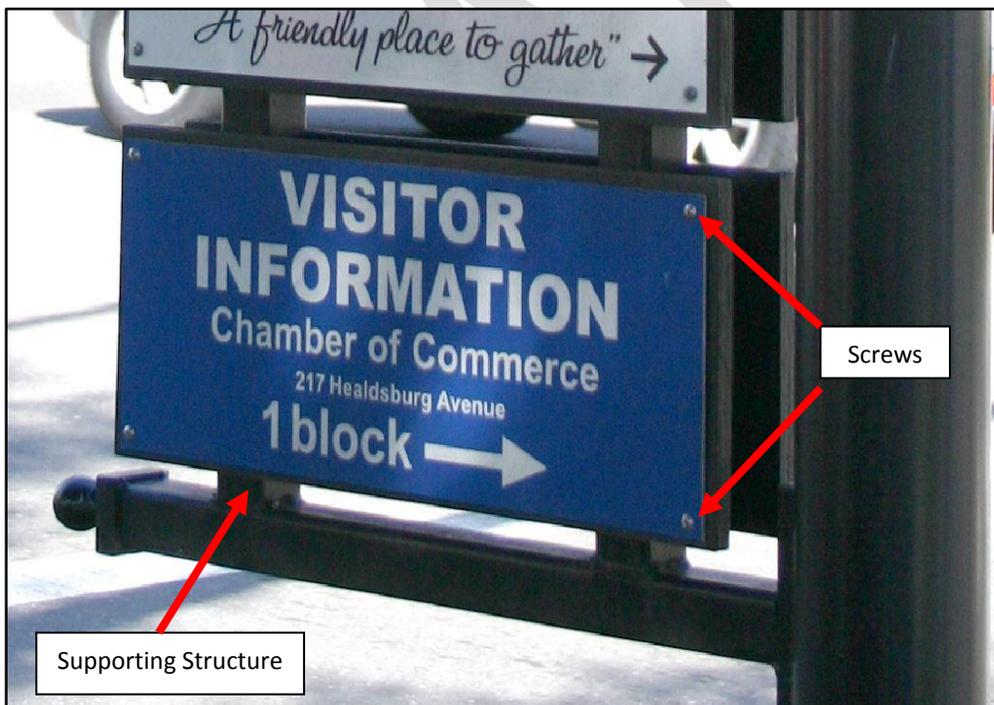


Figure 2.6: Sign Structure in Healdsburg, CA

Safety should also be considered when designing the sign structure. The structure shall be void of sharp edges that could injure passing pedestrians or bicyclists.

III. Implementation Recommendations

The following are recommendations to be considered if Alternative 3 is approved. These standards should be reviewed and critiqued by decision-making bodies before final implementation of a directional sign program.

Note: If Alternatives 1 or 2 are selected, implementation will be straightforward. The City will have the directory signs constructed and then installed by City staff. The following applies mostly to applicants under Alternative 3.

Application and Fees

Any business owner interested in a directional sign for their business must submit a completed application to the City of Morro Bay Planning Department. Applications will be reviewed by Planning Staff. If an application meets the criteria, the sign application shall be approved. If there are no spaces available on the sign structure, submitted applications will be put on a waiting list. There will be a \$100 processing fee for sign review.

Eligibility

The following criteria will be applied to be eligible for a directional sign:

- Business is located within the Embarcadero District.
- Business is open on weekends (Friday-Sunday).
- The business is tourist-oriented. The following business types meet this description: Clothing and shoe stores, surf shops, restaurants, cafes, pubs, bars, wine shops, hotels/motels, wine tasting rooms, art galleries, museums, gift shops, and recreation/entertainment-based businesses (such as kayak rental shops).

Considerations:

- *Only businesses WITHOUT a storefront on the Embarcadero's main right-of-way are eligible (or favored). There are potentially more than 85 businesses eligible for a sign (allowing a space for all businesses would require placement of 25 or more signs per sign structure).*
- *Make Hotels/Motels ineligible for a sign because they are generally sought out and reserved beforehand, and due to their larger size they are generally visible from the street.*

Enforced Standards

- Each business is entitled to one (1), one-sided directional business sign.
- Signs shall be fabricated from .08 gauge aluminum. Four drill holes (one in each corner) shall be installed at specified locations.
- Signs shall not include phone numbers, website addresses, obscene language or graphics, or brand names/logos.
- The City shall remove illegal signs (signs that were not approved) from the sign structures immediately.
- If a business closes or moves out of the Embarcadero District, the directional sign shall be removed by the owner within 10 days of their last operational day. If such sign is not removed during this 10 day period, the City shall remove the sign.
- If a business moves to another location within the Embarcadero District, the previously approved sign may be modified and placed on the appropriate sign structure (if space permits). Before the sign is modified or moved it must be approved by the City, however the processing fee shall be waived.

Installation

- Once approved the sign shall be installed by the City.
- Signs shall be given to the City for installation within 10 days after the fabrication of the sign is complete.

Maintenance

It is suggested that the City contract a local non-profit to complete maintenance duties associated with directional signs. Such a contract could greatly benefit a local organization, and would also be consistent with the City's dedication to the preservation and enhancement of the quality of life. Expected maintenance duties are as follows:

- Clean the directory sign, sign structure, and business signs monthly to prevent rust and corrosion.
- Complete a monthly check to insure that all approved signs are in place and that no illegal signs have been mounted.

ATTACHMENT E

SIDEWALK SIGN PERMIT APPLICATION



CITY OF MORRO BAY

Public Services Department
Planning Division

955 Shasta Avenue
Morro Bay, CA 93442
(805) 772-6577

For Department Use Only:

Case No.: _____

Fees Paid: \$ 50 (for Sidewalk Sign)

\$126 (if proposed sign located
in public right-of-way)

CHECK ALL THAT APPLY
\$176 TOTAL FOR BOTH PERMITS

Property Owner	Name: _____	Daytime Phone: _____
	Address: _____	
<p>I/We, the undersigned owner(s) of record of the fee interest in the above noted land for which an application for a permit, is being requested, do certify that such application may be filed and processed with my/our full consent. The applicant is authorized to act as our agent in all contacts with the City in connection with this matter. I/We hereby grant the City of Morro Bay or any of its authorized agents the right to enter upon the land described herein at any time during normal business hours for the purposes of site inspection in advance of City action on the Land Use Permits; inspection of any construction, grading or other development activities following any land use permit approval or evaluation of the satisfactory completion of development authorized through land use permit approval, including continuing compliance with any conditions of approval.</p> <p>I certify that I am the legal owner of record and that under penalty of perjury under the laws of the State of California that the foregoing is true and correct. I authorize the following person(s) to act as my agent in processing this sign permit:</p> <p>_____</p> <p>Signature: _____ Date: _____</p>		
Applicant/Agent	Name: _____	Daytime Phone: _____
	Address: _____	

PROJECT INFORMATION	
Business Name: _____	
Description of Project: _____	
Project Address: _____	
Assessor Parcel Number: _____	Related Planning Case Number(s): _____
Applicant/Agent Signature: _____	Date: _____

GUIDELINES FOR SIDEWALK SIGNS

Sidewalk signs are intended to promote businesses while also enhancing community character. These signs should be designed to match the associated business with respect to colors and design characteristics. Furthermore, creativity in sidewalk sign design is highly encouraged (“A-frame” type signs are not the only type of permitted portable sidewalk sign). Sidewalk signs do not count towards total allowable signage.

General Standards:

1. One sidewalk sign per business is allowed (and will not count towards total allowable signage).
2. Shall be placed in front of the associated business.
3. Shall be removed from the sidewalk and brought inside each night at the time the business closes.
4. Sidewalk sign permits are void at the time a business closes, moves location or changes name.
5. If a sidewalk sign does not comply with the conditions of approval, the City may remove the sign immediately.

Physical appearance:

1. Maximum size: 2 feet wide, 4 feet tall.
2. Sidewalk sign design characteristics and color scheme shall be consistent with the existing signs associated with the subject business.
3. The construction of signs shall be of professional quality, and signs shall show no sign of deterioration.
4. Chalkboard type signs are only permitted for food-serving businesses.
5. Reflective letters or coloring is prohibited.

Placement:

1. Shall not be placed on street corners (see Figure 1 below).
2. Shall not interfere with vehicular traffic, doors, entrances/exits, parking areas, transit stops (such as bus stops) or ADA accessibility, and must leave a minimum of 4' clearance on sidewalks.

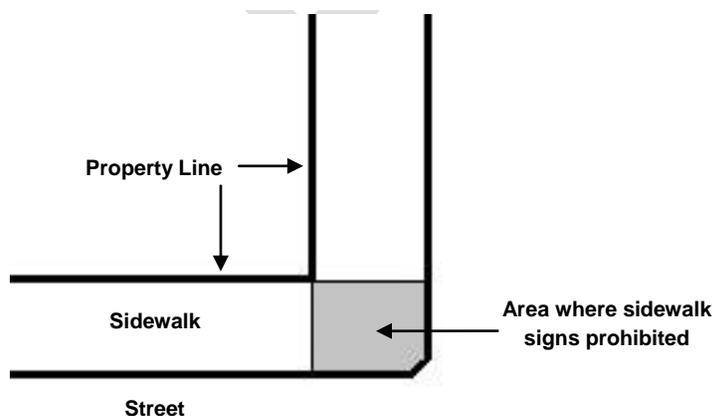
Content:

1. Signs may only include the following: Name of business, logo, and directional arrow (specials, prices, and advertisement of specific good or services offered shall not be included).
2. Shall not advertise brand names.
3. Shall not display explicit or misleading content.

Application:

1. An illustration of the proposed sign shall be submitted. Signs shall be legible and consistent with other signs on the property.
2. A site layout map showing the sidewalk, streets, buildings and proposed sign location shall be submitted with the standard sign application. Exact sidewalk dimensions must be provided.

Figure 1: Placement of Sidewalk Signs in ROW



APPLICATION SUBMITTAL REQUIREMENTS

Information on this checklist must be submitted for your project to be accepted for processing, review, and action. These are the **minimum** requirements and additional information and/or plans may be required to evaluate your application following initial review by staff. **An application not containing the necessary information as shown on the checklist will be deemed incomplete and placed on hold.** Check each box to indicate that you have provided the appropriate information.

All plans submitted for sign permits/sign programs shall consist of a minimum of a site plan and sign elevations containing the following information:

Site Plan Indicating:

- 1. North arrow and scale.
- 2. Location of existing buildings or structures, property lines, building setbacks, streets, parking areas, and vehicular access points to the property.
- 3. The position (orientation) of the proposed sign and its relation to adjacent buildings and structures, property lines and public rights-of-way.

Graphical illustration of Sidewalk Sign specifying:

- 1. Layout of logos and/or text
- 2. Color of proposed sign, including color number (copy, background, trim caps and returns).
- 3. Letter style and height,
- 4. Type of material.



CITY OF MORRO BAY

Public Services Department
Planning Division

955 Shasta Avenue
Morro Bay, CA 93442
(805) 772-6577

SIDEWALK SIGN ENCROACHMENT PERMIT

For Department Use Only:

Case No.: _____

Fees Paid: \$ 126

ADDRESS OF BUSINESS _____

PROPERTY OWNER _____

TENANT: _____

(If Tenant is Applicant, must have Property Owner Approval)

CONTACT INFORMATION: _____
Address Phone

PERMIT TAG NO. _____

A COPY OF THIS PERMIT SHALL BE KEPT ON THE SITE

1. All portable sign placements must conform to approved drawings.
2. This Encroachment Permit applies to the location shown on the approved site plan. Placement of signs in locations not approved with an Encroachment Permit will be referred to City Code Enforcement.

INDEMNITY:

The permitted shall defend, indemnify, and safe harmless the city, it's officers, agents and employees from any and all claims, demands, damages, costs, expenses or liability arising out of this permit, or by reason of anything related thereto including but not limited to defects in design, increase condemnation, or of agents, employees or independent contractors directly responsible to the permittee; providing permittee's agents, employees, or independent contractors and the city, its agents, employees, or independent contractors. Nothing contained in the foregoing indemnity provision shall be construed to require the permittee to indemnify the city against any responsibility or liability in contravention of the civil code.

AGREEMENT:

The permittee agrees to pay all costs which the City may incur enforcing provision of this permit.

Owner Signature

Tenant Signature

Date paid

Receipt No.

Engineering Division



City of Morro Bay
Public Services/Planning Division
Current Project Tracking Sheet

This tracking sheet shows the status of the work being processed by the Planning Division
New Planning items or items recently updated are highlighted in yellow. Building permit updates are highlighted in green.

Approved projects are deleted on next version of log.

Agenda No: C-1

Meeting Date: July 17, 2013

#	Applicant/ Property Owner	Project Address	Date	Permit Numbers	Project Description/Status	Planning Comments and Notations	Building/Fire Comments and Notations	Engineering Comments and Notations	Harbor/Admin Comments and Notations
Hearing or Action Ready									
1	City of Morro Bay	Citywide	6/19/13	A00-015	Sign Ordinance Update. Text Amendment Modifying Section 17.68 "Signs"	Text Amendment Modifying Section 17.68 "Signs". Planning Commission placed the ordinance on hold pending additional work on definitions and temporary signs. 5/17/2010. Planning Commission made recommendations and forwarded to Council. Anticipate a City Council public hearing on the draft ordinance on May 2011. Scheduled for 5/10/11 CC meeting, item was continued. Item heard at 5/24/11 City Council Meeting. Interim Urgency Ordinance approved to allow projecting signs. A report on the status of this project brought to PC on 2/7/2011. The item shall be brought back to City Council first meeting in November. Workshops scheduled September 29, 2011 and October 6, 2011.-Workshop results going to City Council December 13, 2011. Continued to 1/10/12 CC meeting. Staff Report to PC. Project went to 5/2/2012. Currently an intern is working on the Sign Ordinance. Update due to City Council in June 2013. Draft Sign Ordinance reviewed by PC on 6/19/13. Continued to 7/3/13 PC meeting for further review.	No review performed.		
30 -Day Review, Incomplete or Additional Submittal Review									
2	Davis	501 Embarcadero Rd.	6/17/13	UP0-363	Minor Use Permit for massage and spa business as an ancillary use to Estero Inn	Under review. Noticed.7-3-13.			
3	Redican	725 Embarcadero Rd.	6/26/13	UP0-359	Use Permit for seven boat slips and gangway	Under review.	Under review.		
4	AT&T	788 Main St.	6/10/13	UP0-362 & CP0-403	Special Use Permit for Recycling Container Enclosure in Parking Lot	CJ- Application under Review. Deemed Incomplete. Letter sent 7-9-13.	Review complete, applicant to obtain building permit prior to construction.		

#	Applicant/ Property Owner	Project Address	Date	Permit Numbers	Project Description/Status	Planning Comments and Notations	Building/Fire Comments and Notations	Engineering Comments and Notations	Harbor/Admin Comments and Notations
5	Head/Andrich	320 Trinidad	5/29/13	AD0-083	Parking Exception for additional parking space	Under review.Deemed Incomplete. Letter sent 7-1-13.			
6	Heifert	2940 Greenwood	5/22/13	CP0-401	Coastal Development Permit for new SFR on vacant lot	CJ- Application deemed incomplete. 6/10/13 Corrections sent 6/10/13. Letter returned undeliverable. Left msg for agent 6/24/13.	No review performed.		
7	Ferguson	605 Ironwood Ct	5/22/13	CP0-400	Coastal Development Permit for new SFR on vacant lot	CJ- Application deemed incomplete. Requested corrections 6/10/13. Resubmittal received 6/25/13.	No review performed.		
8	Goodwin	2920 Juniper	5/21/13	CP0-399	Coastal Development Permit for new SFR on vacant lot	CJ- Application deemed incomplete. Requested corrections 6/10/13.	No review performed.		
9	Hoppe/Najarian	505 Yerba Buena	5/14/13	CP0-398	Coastal Development Permit for new SFR on vacant lot	CJ- Application deemed incomplete. Requested corrections 6/3/13.Met with applicant 6/10 to discuss outstanding items. Site noticed 7-11-13 for CDP.	No review performed.		
10	Held	901 Embarcadero	4/26/13	UP0-342	Amendment to Use Permit and Mitigated Negative Declaration. Adding new water lease area and proposing floating dock for the Harbor Center project.	Plans submitted and project description. CJ- under initial review. Project deemed incomplete, letter sent to applicant/agent 5/20/13. Resubmittal received 5/31/13 and under review. CJ.	Review complete, applicant to obtain building permit prior to construction.TP-Cond.App.w/FDCode Req.5/7/13		
11	Lucky 7	1860 Main	3/12/13	CP0-394	Construct Fuel Island Canopy	CJ- Requested additional info. 3-29-13	Review complete, applicant to obtain building permit prior to construction.	N/A	
12	Diaz	1149 Market			Business License App for Mexican Market.	Directed Applicant on 11-27-12 to re-submit parking plan demonstrating compliance with Zoning Ordinance. Parking plan submitted demonstrating seven parking spaces 12-20-2012. Sent letter requesting plan corrections 1-15-13. Waiting for response from applicant.	Review complete, applicant to obtain building permit prior to construction.	N/A	
13	City of Morro Bay	N/A			MND for Choro Creek Stream Gauges		No review performed.		
14	Keogh	N/A	5/1/13		NPDES Permit		No review performed.		
Continued projects									

#	Applicant/ Property Owner	Project Address	Date	Permit Numbers	Project Description/Status	Planning Comments and Notations	Building/Fire Comments and Notations	Engineering Comments and Notations	Harbor/Admin Comments and Notations
15	Nicki Turner	360 Cerrito	8/15/07	CP0-246	Appeal of Demo/Rebuild SFR and 2 trees removal. Planning Commission c continued to a date uncertain. Project folder given to Rob S.	Project placed on hold for a long extended period of time. Staff contacted the applicant for information concerning the status of this project and received a letter on April 1, 2013. Project scheduled for next Planning Commission meeting to hear appeal. Applicant requested a continuance, PC approved a continuance to July 17, 2013 meeting. Submitted plans incomplete do not meet Commission direction. Project to be continued to 8-7-13 PC mtg.	Review complete, no conditions noted.	Review completed in 2007, provide drainage details, erosion control, utility locations	
16	City of Morro Bay	End of Nutmeg	1/18/12	UP0-344	Environmental documents for Nutmeg Tanks. Permit number for tracking purposes only County issuing permit. Demo existing and replace with two larger reservoirs. City handling environmental review	KW--Environmental contracted out to SWCA estimated to be complete on 4/27/2012. SWCA submitted draft I.S. to City on May 1, 2012. MR-Reviewed MND and met with SWCA to make corrections. In contact with County Environmental Division for their review. MND received by SWCA on 10/7/12. MND out for public notice and 30 day review as of 11/19/12. 30 day review ends on 12/25/12. No comments received. Scheduled for 1/16/13 Planning Commission meeting and then to be referred back to SLO County. Planning Commission continued this item to address concerns regarding traffic generated from the removal of soil. In applicant's court, they are addressing issues brought up by neighbors during initial P.C. meeting	No review performed.	BCR- New design concept completed. Needs new MND for concrete tank, less truck trips.	Not applicable
Ongoing Projects									
17	City of Morro Bay	N/A			CDBG funding to CAPSLO for operation of the Prado Day Center & Homeless Shelter	Staff has ongoing responsibilities for contract management	No review performed.		
Projects in Process									
18	Frye	244 Shasta	3/6/13	CP0-396 and AD0-081	Secondary Unit and Parking Exception.	Proposed creation of secondary unit from garage. Parking exception. First Noticed 5-16-13. Setbacks noted on plan incorrect, therefore project required to be re-noticed on 6/26/13. KM	No review performed.		No Comments to date

#	Applicant/ Property Owner	Project Address	Date	Permit Numbers	Project Description/Status	Planning Comments and Notations	Building/Fire Comments and Notations	Engineering Comments and Notations	Harbor/Admin Comments and Notations
18	LaPlante	3093 Beachcomber	11/3/11	CP0-365	New SFR. Resubmittal and Phase 1 Arch report 2/6/12.	SD-- Incomplete Letter 12/12/11. Phase 1 Arch Report required and Environmental Document. Environmental in process. Letter sent 4/11/2012 requesting environmental study. Applicant has requested a meeting on August 9, 2012 to review environmental study request. MR- Met with Applicant and discussed potential impacts of project and CEQA information requested to complete MND. Applicant will provide MND fees with submittal of Biological report. 8/9/12 MR met with applicant and owner to discuss environmental issues. Would require a detailed MND. Applicant is still considering preparation of Biological Report. Staff met with applicant and his agent, discussed elements of the project especially the Biological report needs to be prepared. Draft biological report received and under review. Project referred to environmental consultant and Coastal.	Review complete, applicant to obtain building permit prior to construction.	DH comments submitted 1/18/2012. Provide EC, drainage report, SW mgmt.	
Environmental Review									
19	City of Morro Bay	Morro Creek/Embarcadero	3/14/13	-	FHWA Approved PE funds - CASB12RP-5391(013) - Phase 1 Morro Creek Trail & Bridge Project	<i>In process. NEPA review required. RFP released 3-25-13. Planning working on PES form. Working with Althouse to do Botany survey and wetland delineation. Met with consultants on site on May 22, 2013. Consultant selected.</i>	No review performed.	Planning and engineering consultant has been selected. Contract under negotiation.	Not applicable
20	City of Morro Bay	Morro Bay State Park	3/8/12		Environmental Review of the Morro Bay State Park Waterline Interconnect Project	<i>MR-Reviewed request and determined the project needed MND; major issues are archaeological and presence of habitat for Morro Shoulderband Dune Snail. Waiting for Archaeological surface survey and Shoulderband Snail Protocol survey. Expect by May 2013. Arch report results indicate no issues. Snail report came back negative. Project exempt from CDP requirement. CEQA Notice of Exemption issued 6/26, 2013</i>	No review performed.	Not applicable	

#	Applicant/ Property Owner	Project Address	Date	Permit Numbers	Project Description/Status	Planning Comments and Notations	Building/Fire Comments and Notations	Engineering Comments and Notations	Harbor/Admin Comments and Notations
21	Sequoia Court Estates	670 Sequoia	4/3/12	UP0-349 & S00-112	Parcel Map. 3 parcels and an open space parcel. A revised subdivision map was submitted for review on August 6, 2012.	Incomplete letter sent to applicant/agent. Project submitted without necessary materials for processing. Applicant submitted a revised plan reducing the number of lots, and is providing additional information as requested addressing City requested information. Additional information submitted; waiting for biological report. Report should be submitted in September 2012. Needs drainage plans. MR: Second incomplete letter sent 11/13/12. MND in preparation. Susan Craig, Coastal Commission staff confirmed property is entirely outside coastal zone. Met with applicant on 1/30/2013 project moving ahead, staff waiting on resubmittal. Applicant directed to obtain wetland determination.	Review complete, applicant to obtain building permit prior to construction.	BCR- comments submitted 4/47/12. Drainage issues need to be addressed.	
Grants									
22	Community Development Block Grant (CDBG) / HOME Program through Urban County Consortium	Downtown area	11/13/12		CDBG Applications received 10/12/12. Nine applications received. Draft funding recommendations to be adopted at 11/13/12 City Council Meeting. Final Funding Approval heard at 2-13-13 City Council Meeting. Final action taken by County Board of Supervisors 3-5-13.	Application recommended for funding is Pedestrian Accessibility Improvements for City of Morro Bay. Council approved on 11-13 funding for Senior Nutrition and Pedestrian Accessibility. 2nd Funding Workshop to be held at Community Center on 1/9/13. Subrecipient Agreement and NEPA Environmental Review under review. CEQA NOE filed. NEPA clearance obtained 6/21/13.	No review performed.		
19	Sustainable Communities	City-wide			\$900,000 Grant Opportunity for funding for long-range planning activities including LCP update, General Plan. State has not released grant information for the next application cycle.	In process	No review performed.	N/A	
20	Coastal Conservancy, California Coastal Commission, California Ocean Protection Council	City-wide			\$250,000 Grant Opportunity for funding for LCP update to address sea-level rise and climate change impacts.	In process. Application due July 15, 2013.	No review performed.	N/A	
Project requiring coordination with another jurisdiction									

#	Applicant/ Property Owner	Project Address	Date	Permit Numbers	Project Description/Status	Planning Comments and Notations	Building/Fire Comments and Notations	Engineering Comments and Notations	Harbor/Admin Comments and Notations
21	City of Morro Bay	Outfall			Original jurisdiction CDP for the outfall and for the associated wells	Coastal staff is working with staff. Coastal letter received 4/29/2013.	No review performed.		
22	City of Morro Bay Desal Plant	170 Atascadero			Project requires a Coastal Development Permit for upgrades at the Plant. Final action taken Sent to CCC but pursuant to their request the City has rescinded the action.	Waiting for outcome from the CDP application for the outfall	No review performed.	BCR-project has been revised to do maint and repair only with completion postponed pending permit renewal.	
Preapplication projects									
23	Martini	399 Quintana			Vacant parcel adjacent to wetland area (per U.S. Wildlife mapping) requesting a CDP for new construction	Staff has reviewed the project and determined that due to the project's location adjacent to a mapped wetland that the project will have to conduct a wetland delineation per LCP 11.01. Directed the applicant/agent on 4/16/2013	No review performed.		
24	Galvin	861 Quintana			Applicant/agent requests to fence and rock vacant lot	Commercial structure demolished pursuant to approved CDP. Meeting scheduled to discuss issues regarding expansion of the U-Haul business without benefit of permit	No review performed.		
25		Little Morro Creek Road			BMX park	Staff waiting for additional information	No review performed.		
26		110 Orcas			Inquires regarding construction of a new house on a vacant lot with wetlands (per U.S. Wildlife mapper)	Staff met with seller and potential buyers to explain code requirements	No review performed.		
27	Sonic	1840 Main Street			Applicant/agent inquiries on parcel to develop Sonic restaurant.	Explain to agent regarding environmental issues, queuing, lighting etc.	No review performed.		
28	Triad Homes	253 Main			Discussions on a parcel map, dividing residential use from commercial uses		No review performed.		
29		214 Beach			Property for sale, inquiries regarding demolishing and placing houses.		No review performed.		
Final Map Under Review									
30	Zinngarde	1305 Teresa	5/9/11	Map	Final Map. Public Works review of the final map, CCR's and conditions of approval. Plans 8/5/11. Applicant resubmitted CCRS. Incomplete submittal as of 1/23/12. Resubmitted 4/4/2012	KW--Comments given to applicant, held meeting on 9/27/2011 regarding comments. Biological being review by applicant to address drainage issues. Biological Report approved by Planning as well as the CCRs.	Review complete, applicant to obtain building permit prior to construction.	DH - map check complete, PIP are on ready for applicant to submit grading permit.	

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31	Medina	3390 Main	10/7/11	Map	Final Map. Issues with ESH restoration. Applicant placed processing of final map on hold by proposing an amendment to the approved tentative map and coastal development permit. Applicant proposed administrative amendment. Elevated to PC, approved 1/4/12. Appealed, scheduled for 2/14/12 CC Meeting. Appeal upheld by City Council, and project with denied 2/14/12. map check returning for corrections on 3/9/12	SD--Meeting with applicant regarding ESH Area and Biological Study. MR- Received letters from biologist regarding revegetation on 9/2/12. Letter sent to biologist. Recent Submittal reviewed and memo sent to PW regarding deficiencies. Initial review shows resubmitted map does not meet the 50 foot ESH boundary. Referred to	No review preformed.	DH - resubmitted map and Biological study on Dec 19th 2012. PW has completed their review. Received a letter from Median's lawyer and preparing response. PW comments sent to RS to be included with his response letter.	
32	Strugill	1885 Ironwood		Map	Final Map: Submitted on 6/26/12 complete application.	MR - review map and gave corrections on CC&Rs. CJ- Deed restriction prepared and being reviewed for signature 3-27	No review preformed.	DH - Map check complete Mylars submitted, Public improvements accepted. Map to CC on 5.28.13 Map Recorded 6.4.13	
Projects Continued Indefinitely, No Response to Date on Incomplete Letter or inactive									
33	Maritime Museum Association (Larry Newland)	Embarcadero	11/21/05	UP0-092 & CP0-139	Embarcadero-Maritime Museum (Larry Newland). Submitted 11/21/05. Resubmitted 10/5/06, tentative CC for landowner consent 1/22/07 Landowner consent granted. Resubmitted 5/25/07. Applicant resubmitted additional material on 9/30/2009. Applicant working with City Staff regarding an lease for the subject site. Applicants enter into an agreement with City Council on project. Applicant to provide revised site plan. Staff is processing a "Summary Vacation (abandonment)" for a portion of Surf Street. Staff waiting on applicant's resubmittal. Meeting held with applicant on 2/23/2011. Staff met with applicant on January 27, 2011 and reviewed new drawings, left meeting with the applicant indicating they would be resubmitting new plans based on our discussions.	KW--Incomplete 12/15/05. Incomplete 3/7/07. Incomplete Letter sent 6/27/07. Met to discuss status 10/4/07 Incomplete 2/4/08. Met with applicants on 3/3/09 regarding inc. later. Met with applicants on 2/19/2010. Environmental documents being prepared. Meeting held with city staff and applicants on 2/3/2011.	Please route project to Building upon resubmittal.	An abandonment of Front street necessary. To be scheduled for CC mtg.	
34	James Maul	530, 532, 534 Morro Ave	3/12/10	SP0-323 & UP0-282	Parcel Map. CDP & CUP for 3 townhomes. Resubmittal 11/8/10. Resubmittal did not address all issues identified in correction letter.	KW-Incomplete letter sent 4/20/10. Met with applicant 5/25/10. Letter sent to applicant/agent indicating the City's intent to terminate the application based on inactivity. City advised there will be a new applicant and to keep the application viable.MR: Received letter from applicant's rep 11/15/12 requesting project remain open. Called B. Elster for further information. Six month extension granted.	Please route project to Building upon resubmittal.		

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Projects going forward to Coastal Commission for review									
35	City of Morro Bay		Citywide	2/1/13	Ordinance 556	AMENDING THE MUNICIPAL CODE BY ADDING CHAPTER 17.27 ESTABLISHING REGULATIONS AND PROCEDURES ENTITLED "Antennas and Wireless Telecommunications Facilities" AND MODIFYING CHAPTER 17.12 TO INCORPORATE NEW DEFINITIONS, 17.24 to MODIFY primary district matrices to incorporate the text changes , 17.30 to eliminate section 17.30.030.F "antennas", 17.48 modify to eliminate section 17.48.340 "Satellite dish antennas" and Modify THE TITLE PAGE TO REFLECT THE NEW CHAPTER.	In progress	No review preformed.	N/A
Projects Appealed to City Council									
36	Perry	3202 Beachcomber	9/8/11	AD0-067	Variance. Demo/Reconstruct. New home with basement in S2.A overlay. Variance approved for deck only; the issue of stories was resolved due to inconsistencies in Zoning Ordinance.	Variance approved at 8/15/12 PC meeting. Appealed by 3 parties to City Council. Appeal to be heard. City Attorney reviewing.Appeal in abeyance until coastal application complete.	Review complete, applicant to obtain building permit prior to construction.	See above	
Projects in Building Plan Check									
37	Sangren	675	Anchor	11/28/12	B-29813	SFR Addition	Requested corrections 1/9/13. CJ.	BC- Returned for corrections 1/9/13.	N/A
38	LaPlante	3093	Beachcomber	11/3/11	B-29586	New SFR	SD--Incomplete Letter 12/12/11. Phase 1 Arch Report required and Environmental Document. Incomplete letter sent 2/2012. MR: Met with applicant to go over environmental issues.	BC- Application on hold during planning process	DH- Provide SW mgmt, drainage rpt, EC.
39	Peter	190	Dana	5/30/13	B-29926	New SFR	CJ- conditionally approved subject to amending CDP 6-25. Approved 7-10-13	BC-Returned for corrections 6/26/2013.	
40	Bylo	593	Driftwood	3/12/13	B-29870	SFR Addition	Disapproved. Compact in-fill permit conditions not met. 3-27	BC-Returned for corrections 3/28/13.	DH- Provide SW mgmt, drainage rpt, EC.
41	Imani	571	Embarcadero	4/23/12	B-29695	Commercial alteration, addition	CJ- Incomplete Memo 11/26/2012 sent to applicant's representative. Awaiting response.	BC- Resubmitted 6/20/2013.	BCR- Approved 5/23/12

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42	Harbor	1620 Embarcadero	4/4/13	B-29888	Construct restroom and storage mezzanine within existing "Cal Poly Building."	CJ-requested corrections 4-15	BC-Returned for corrections 4/16/13.	BCR- approved	
43	Helfelt	2940 Greenwood	5/21/13	B-29924	New SFR	Needs CDP from Planning	BC-under review.		
44	Methodist Church	3000 Hemlock	8/16/12	B-29752	Construct new modular classroom, site work.		BC- Spoke with PH 3/29/13.	BCR- need drainage rpt	
45	Ferguson	605 Ironwood	4/24/13	B-29861	New SFR	Needs CDP from Planning	BC- returned for corrections 6/17/13.	BCR-returned for CDP app	
46	Stanton	2335 Ironwood	6/7/13	B-29939	Deck	CJ- Planning approved 6-24-13	BC-Issued 7/1/2013.		
47	Santoianni	2570 Ironwood	5/29/13	B-29922	SFR Demo/ Reconstruct	Approved. CJ.	BC- under review.	BCR-needs sidewalk design. Easement resolved	
48	Wilber	481 La Jolla	4/8/13	B-29889	Deck	CJ-approved 4-15	BC-Returned for corrections.		
49	Hough	281 Main	6/16/13	B-29936	New SFR	Corrections requested 7-11-13.	BC- under review.	Needs engr to certify existing drainage facility	
50	Lemos	1320 Main	5/2/13	B-29845	Commercial demo/ reconstruct	Corrections requested 6-17-13	BC- Returned for corrections 6/17/2013.	BCR-under review 6-20-13. more geotech study req'd	
51	Naran	2176 Main	5/13/13	B-29918	Partial change of occupancy		BC-under review.		
52	Chevron	3072 Main	4/29/13	G-39	Remove abandoned oil terminal infrastructure	CJ-Planning approved 6-24-13.	BC- Issued 6/24/2013.	SWPP review complete, PW approval	
53	Storm	1029 Monterey	5/3/12	B-29702	Partial Demo/ Reconstruct of MFR dwelling	KW-under review	BC- Returned for corrections 7/3/2012.		
54	Markowitz	589 Morro Avenue	8/17/11	B-29820	Roof Deck	Under review. Spoke with architect 1/23/13 to clarify requested	BC- Corrections	N/A	
55	Shirkey	341 Nevis	2/13/13	B-29821	New SFR	Approved. CJ.	BC- Returned for corrections 3/13/13.TP- Sprinkler Approved	BCR- approved	
56	Frantz	499 Nevis	9/23/12	B-29510	New SFR	CJ- Requested additional info 5-28	BC- Returned for corrections 6/5/13.		
57	Vallely	460 Olive	3/29/13	B-29885	New Second Unit, Detached garage	CJ- approved 4-15-13	BC- Returned for corrections 4/25/13.		
58	G2F	423 Panay	6/10/13	B-29928	SFR Alteration		BC- Returned for corrections.		
59	Rock Harbor	1478 Quintana	1/10/13	B-29834	Microwave Dish	CJ -Planning approved.	BC-RTI 2/27/13		
60	Frye	244 Shasta	5/7/13	B-29910	Garage to Second Unit conversion		BC- under review, Planning?	BCR-approved 5/13/13	
61	Inn at MB	60 State Park	3/28/13	B-29882	Rooftop clerestory structures	CJ- Approved 6-26-13. Determined to be repair & maintenance. Like for like.	BC- RTI 7/1/2013.		

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62	Inn at MB	60 State Park	3/28/13	B-29884	Modifications to fireplace venting		BC- RTI 7/1/2013.		
63	Inn at MB	60 State Park	6/27/13	B-29884	Main Building Remodel		BC- under review.		
64	Seashell	1305 Theresa	6/24/13	G-38	Grading and Onsite Improvements for Tract 2870	Under review	BC- under review.		
65	Najarian	505 Yerba Buena	6/12/13	B-29941	New SFR	Needs CDP from Planning	BC- under review.		
Projects & Permits with Final Action									
66	City of Morro Bay	170 Atascadero	1/9/13	CP0-389	Coastal Development Permit for water treat plant (Desal) modifications.	Permit approved at 2-6-13 PC Mtg. Letter received from Coastal Commission staff regarding permit and response sent 2-15. Final action pending until resolution with Coastal Commission	No review performed.	BCR-Repair and maintenance under consideration.	



City of Morro Bay

Public Services/Planning Division

Advanced Planning Work Program

Work Item	Requested by	Date Requested	Comments	Estimated Staff Hours	Planning Commission	City Council	Coastal Commission
Updating the Strategic plan matrix for managing the greening process	City Council	Annually	Original green matrix went to P.C. on 7/6/09 and then to C.C. on 12/14/09. Now subject to annual updates	20 hours	Annual Updates	Annual Updates	
CEQA Implementation Guidelines	City Council	2006	CEQA guidelines were adopted in March 9, 1981 need to be updated.	120 to 160	TBD	TBD	NA
North Main Street Parking Plan	City Council	2011	Text amendment to be review by Planning Commission and PC to make recommendation to City Council 4/18/12 PC mtg. City Council took action on June 3, 2012 and Approved the amendment. Text Amendment ready to be submitted to California Coastal Commission.	100	4/18/2012	6/4/2012	TBD
Sign Ordinance Update	City Council	2010	Text Amendment Modifying Section 17.68 "Signs". Planning Commission placed the ordinance on hold pending additional work on definitions and temporary signs. 5/17/2010. Planning Commission made recommendations and forwarded to Council. Anticipate a City Council public hearing on the draft ordinance on May 2011. Scheduled for 5/10/11 CC meeting, item was continued. Item heard at 5/24/11 City Council Meeting. Interim Urgency Ordinance approved to allow projecting signs. A report on the status of this project brought to PC on 2/7/2011. The item shall be brought back to City Council first meeting in November. Workshops scheduled September 29, 2011 and October 6, 2011.-Workshop results going to City Council December 13, 2011. Continued to 1/10/12 CC meeting. Staff Report to PC. Project went to 5/2/2012. Currently an intern is working on the Sign Ordinance. Update due to City Council in June 2013	150 to 250 + consultant hrs	Project went to P.C. on May 16, 2012. At this meeting staff was given several tasks to accomplish prior to the June 20, 2012 meeting including the following: bring back survey results differentiating between the surveys, a new matrix with all definitions including those new definitions provided by the Commission, bring back pictures of signs, clarification of the difference between internally and externally illuminated signs, limitations on materials, encourage increase in window signs, add a column for staff recommendations, define shopping center, enlarge the downtown area.	TBD	
Wireless Ordinance	City Council	2009	Text amendment. Ready to be submitted to California Coastal Commission				
Updated Zoning Ordinance	CC based on CCC letter	2010	Project on hold pending direction.	1,800	TBD	TBD	TBD
Updated General Plan/LCP	CC based on CCC letter	2010	Subcommittee formed. Meetings held are: 11/9/11 to develop plan of action, 12/7/11 to review Access & Recreation Element. Changes were made but not yet finalized. 1/9/12 to review Harbor Resources Element Next meeting scheduled for 1/30/12 to discuss Visual Resources. No additional meetings held. Work plan for the update of the General Plan and LCP due back to City Council on June 25, 2013	1,800	TBD	TBD	TBD
Status report on Progress of Planning Study Committee Solutions (May '13)	City Council	2013					