

PLANNING COMMISSION  
RESOLUTION NO. 2018-02

RESOLUTION RECOMMENDING TO THE CITY COUNCIL AN AMENDMENT TO  
TITLE 10 "ZONING REGULATIONS," CHAPTER 7, "OTHER LAND USE ZONES,"  
ARTICLE 5 "DOWNTOWN ZONES," SECTION 10-7.515 "GENERAL  
PROVISIONS," SUBSECTION E "SIGNS"

WHEREAS, the current Zoning Code allow projecting signs limited to 12 square feet in the Central Downtown, Transition Downtown, Urban General Downtown, and Main Street Downtown Zones, and

WHEREAS, the Community and Economic Development Director determined that larger projecting signs on a limited basis can help provide a sense of place in downtown, and

WHEREAS, City staff has drafted an amendment to Modesto Municipal Code Section 10-7.515 that would that would increase the size of a projecting sign in the Central Downtown, Transition Downtown, Urban General Downtown, and Main Street Downtown Zones, and

WHEREAS, a public hearing was held by the Planning Commission on January 8, 2018 in the Chambers, 1010 Tenth Street, Modesto, California, at which hearing evidence both oral and documentary was received and considered; and

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission that it hereby finds and determines as follows:

1. The proposed change will not be detrimental to the public health, safety or welfare because projecting signs will continue to be required to meet all City regulations including minimum height clearance and maximum projection to not interfere with pedestrians and vehicles.
2. The proposed change will result in an orderly planned use of land because signs do not affect the planned land use and how land is developed.
3. The proposed change is in accordance with the community's objectives as set forth in General Plan Economic Development Goal Number 2 that indicates the City shall preserve and revitalize the downtown as an identifiable center and be the focal point of community life and be the social, cultural, business, governmental, and entertainment center because larger but limited projecting signs could help improve visibility and provide a sense of place because unique and interesting signs can make visual statement.
4. The proposed amendment is exempt from CEQA pursuant Section 15311 of the State CEQA Guidelines which provides an exemption for accessory structures, including signs.

BE IT FURTHER RESOLVED by the Planning Commission that it hereby recommends to the Council an amendment to Title 10 "Zoning Regulations," Chapter 7, "Other Land Use

Zones," Article 5 "Downtown Zones," Section 10-7.515, "General Provisions," Subsection (e), "Signs" as follows:

(e) **Signs.** Except where in conflict with the provisions of this article, all signs shall conform with Chapter 6, as they apply to the equivalent zones specified in Section 10-7.502(a).

(3) Projecting Signs (CD, TD, UGD, MSD Zones only).

- (i) One (1) projecting sign per building, size limited to one (1) square foot per linear foot of building frontage up to a maximum of 48 square feet, and advertising a single message or use.
- (ii) In addition to the projecting sign allowed in subsection (3)(i), individual tenants in a multi-tenant building shall be allowed one (1) projecting sign, with a maximum sign area limited to twenty-four (24) square feet.
- (iii) Projecting signs shall be located at least ten (10) feet from other projecting signs. Projecting signs may not project more than five (5) feet from the facade of the building and shall be a minimum eight (8) feet above a pedestrian walkway and fourteen (14) feet above a vehicular access way or as provided by zone. Projecting signs shall not be higher than the ridgeline of the roof, parapet, or wall.

The foregoing resolution was introduced at the regular meeting of the Planning Commission held on January 8, 2018, by Commissioner Lucas, who moved its adoption, which motion was seconded by Commissioner Morad, and carried by the following vote:

Ayes: Birring, Escutia-Braaton, Lucas, Morad, Pollard, Smith, Vohra  
Noes: None  
Absent: None  
Recused: None

BY ORDER OF THE PLANNING COMMISSION OF THE CITY OF MODESTO.

Original, signed copy on file in CEDD

Patrick Kelly, Secretary