

CITY COUNCIL

Pedro "Pete" M. Sanchez, Mayor
Mike Hudson, Mayor Pro-Tem
Jane Day
Michael A. Segala
Lori Wilson



CITY COUNCIL MEETING

First and Third Tuesday
Every Month

AGENDA

REGULAR MEETING OF THE SUISUN CITY COUNCIL TUESDAY, JUNE 11, 2013 7:00 P.M.

SUISUN CITY COUNCIL CHAMBERS – 701 CIVIC CENTER BOULEVARD – SUISUN CITY, CALIFORNIA

TELECONFERENCE NOTICE

Pursuant to Government Code Section 54953, Subdivision (b), the following Council meeting will include teleconference participation by Councilmember Jane Day from: 301 Morgan Street, Suisun City, CA 94585. This Notice and Agenda will be posted at the teleconference location.

(Next Ord. No. – 723)
(Next City Council Res. No. 2013 – 35)

ROLL CALL

Council
Pledge of Allegiance
Invocation

PUBLIC COMMENT

(Requests by citizens to discuss any matter under our jurisdiction other than an item posted on this agenda per California Government Code §54954.3 allowing 3 minutes to each speaker).

REPORTS: (Informational items only.)

1. Mayor/Councilmembers
2. City Manager/Staff

CONFLICT OF INTEREST NOTIFICATION

(Any items on this agenda that might be a conflict of interest to any Councilmembers / Boardmembers should be identified at this time.)

PRESENTATIONS/APPOINTMENTS

(Presentations, Awards, Proclamations, Appointments).

CONSENT CALENDAR

DEPARTMENTS: AREA CODE (707)

ADMINISTRATION 421-7300 ■ PLANNING 421-7335 ■ BUILDING 421-7310 ■ FINANCE 421-7320
FIRE 425-9133 ■ RECREATION & COMMUNITY SERVICES 421-7200 ■ POLICE 421-7373 ■ PUBLIC WORKS 421-7340
SUCCESSOR AGENCY 421-7309 FAX 421-7366

GENERAL BUSINESS**City Council**

3. Discussion and Direction Regarding the Formation of Special Sign Districts and Supporting Interests Regarding the Design of Related Signage – (Wooden).

PUBLIC HEARINGS:**CLOSED SESSION****CONVENE OPEN SESSION**

Announcement of Actions Taken, if any, in Closed Session.

ADJOURNMENT

A complete packet of information containing staff reports and exhibits related to each item for the open session of this meeting, and provided to the City Council, are available for public review at least 72 hours prior to a Council /Agency/Authority Meeting at Suisun City Hall 701 Civic Center Blvd., Suisun City. Agenda related writings or documents provided to a majority of the Council/Board/Commissioners less than 72 hours prior to a Council/Agency/Authority meeting related to an agenda item for the open session of this meeting will be made available for public inspection during normal business hours. An agenda packet is also located at the entrance to the Council Chambers during the meeting for public review. The City may charge photocopying charges for requested copies of such documents. Assistive listening devices may be obtained at the meeting

PLEASE NOTE:

1. The City Council/Agency/Authority hopes to conclude its public business by 11:00 P.M. Ordinarily, no new items will be taken up after the 11:00 P.M. cutoff and any items remaining will be agendaized for the next meeting. The agendas have been prepared with the hope that all items scheduled will be discussed within the time allowed.
2. Suisun City is committed to providing full access to these proceedings; individuals with special needs may call 421-7300.
3. Agendas are posted at least 72 hours in advance of regular meetings at Suisun City Hall, 701 Civic Center Boulevard, Suisun City, CA. Agendas may be posted at other Suisun City locations including the Suisun City Fire Station, 621 Pintail Drive, Suisun City, CA, and the Suisun City Senior Center, 318 Merganser Drive, Suisun City, CA.

AGENDA TRANSMITTAL

MEETING DATE: June 11, 2013

CITY AGENDA ITEM: Discussion and Direction Regarding the Formation of Special Sign Districts and Supporting Interests Regarding the Design of Related Signage.

FISCAL IMPACT: There would be no direct fiscal impact. It is anticipated, however, that additional highway-oriented signs could result in increased sales tax revenue to the City.

BACKGROUND: On June 4, 2013, the City Council discussed a proposal to amend the Suisun City Code to allow sign districts. Councilmembers raised questions that could not be addressed at that time, and one councilmember was unable to attend the meeting, so the Mayor directed that the item be brought back at the next Council meeting. In the meantime, the City Council has heard from local businesses that there is strong interest in deciding this issue one way or the other, as soon as possible. Consequently, the Mayor has asked that this item be placed on a Special Meeting of the City Council for June 11, 2013.

STAFF REPORT: Interests that have been raised by Council in considering this item include:

- Making sure interests of small businesses are recognized.
- Reaffirming the need to draw traffic off Highway 12 into the commercial centers, which would provide a benefit to all businesses, whether included on the pylon sign or not.
- Managing the size/number of sign districts to avoid increasing sign clutter.
- Recognizing that different areas of the City have different needs and interests regarding signage.

Currently, unless businesses purchase space on an outdoor advertising sign, they are limited to on-site signage. Often, individual businesses within a shopping center are located on parcels owned separately. Consequently, in the absence of a sign district, those businesses would not be allowed by Suisun City Code (unless a legally enforceable agreement to the contrary exists) to advertise on an off-site sign located on another parcel in the center that lists the businesses in the center.

In order to comply with Caltrans regulations, the advertising display (pylon) sign would have to meet the following requirements:

- The sign is within the boundaries of an individual commercial development project.
- The sign identifies the name of the business center in which it is located.
- Only businesses located within the business center may be identified on the display.
- The City Council has adopted an ordinance for the display and it meets city ordinances.
- The display results in a consolidation of allowable signs within the business center, so that fewer signs will be erected as a result of the display.

PREPARED BY:

April Wooden, Community Development Director

REVIEWED/APPROVED BY:

Suzanne Bragdon, City Manager

In response to questions regarding proliferation of such pylon signs, staff has determined that Caltrans regulations limit the placement of these signs as follows:

“No advertising display shall be placed within 100 feet from another advertising display on the same side of any portion of a primary highway...”

In addition, the amendment to the Zoning Ordinance would provide for a determination on a case by case basis by City Council whether to approve an application for a Special Sign District.

Finally, the formation of a sign district would require the agreement of all property owners proposed to be within a given sign district. By agreeing to be part of the district, each property owner would receiving the benefit of advertising (or having tenants advertise) on a large pylon sign in return for reduced overall signage in the district. Even tenants that are not on the pylon display receive the benefit of increased traffic (leading to an increased customer base) that comes into the center because of the pylon sign.

RECOMMENDATION: Provide discussion and direction to staff regarding the formation of Special Sign Districts and supporting interests regarding the design of related signage.

ATTACHMENTS:

1. June 4, 2013 Staff Report.

AGENDA TRANSMITTAL

MEETING DATE: June 4, 2013

CITY AGENDA ITEM: Discussion and Direction regarding the formation of Special Sign Districts and supporting interests regarding the design of related signage.

FISCAL IMPACT: There would be no direct fiscal impact. It is anticipated, however, that additional highway-oriented signs could result in increased sales tax revenue to the City.

BACKGROUND: City staff has become aware of the establishment of Special Sign Districts in Fairfield at Cordelia Junction along Interstate 80 and North Texas Street and Interstate 80, as well as in the City of Vacaville. Through the provisions of a Special Sign District, cities can approve the construction of signs in these locations that allow multiple businesses to advertise on one large pylon sign that would not otherwise be approved. City staff contacted staff from Fairfield to research this concept and learned that these signs seem to be generating significant additional sales tax revenue for the city. It appears that, as a result of vehicular traffic exiting Interstate 80 to utilize the businesses advertised on the pylon sign, sales are increasing, resulting in additional sales tax. Vacaville, reportedly, has had similar results.

STAFF REPORT: City staff has been approached by Bruce Bishop, Monument Partners, the developer of new highway-oriented pylon signs in Fairfield on Interstate 80 at Cordelia Junction and North Texas Street, as well as highway signage in Vacaville. These signs are located in Special Sign Districts. The Special Sign District designation is provided for in the Fairfield Zoning Code and the developer received approval of an application to establish these districts.

Monument Partners has identified the northwest corner of Sunset Avenue and Highway 12 as a logical location for multiple businesses to advertise on a highway-oriented pylon sign. If the Council is interested in exploring the concept of creating an entitlement for Special Sign Districts in the Zoning Code, the specific boundaries of the Special Sign District would be worked out and processed through the Planning Commission. City staff is currently researching whether there are any Caltrans regulations that could impede the installation of a sign at the proposed location.

Benefits to the community that could potentially result from the establishment of a Special Sign District include:

- Greater visibility for local businesses.
- Opportunity to assist businesses not located in the downtown.
- Additional sales tax revenue.
- Opportunity to use the "sea captain" monument sign design prepared by Gates + Associates as part of a pylon sign.
- Removal of illegal signs within the sign district and reduction of sign blight.

PREPARED BY:
APPROVED BY:

April Wooden, Community Development Director
Suzanne Bragdon, City Manager

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S.B.

One benefit of the proposed sign construction would be the incorporation of an artistic component into the sign. In 2008, Gates + Associates created a monument sign design that incorporated the concept of a boat and sea captain to be used as a gateway sign for Suisun City. Due to several factors, including the loss of Redevelopment revenue, the gateway signs were not constructed. However, staff has contacted Gates + Associates and the firm is agreeable to the use of its concept design in the creation of a highway-oriented pylon sign, if the Special Sign District zoning amendment and, ultimately, a Special Sign District, is approved. Monument Partners has indicated a willingness to work with this motif as part of its proposed design.

Interests relative to the design of such a sign that the Council might consider include:

- Uniqueness of the design tied to Suisun City.
- Incorporation of a nautical theme, such as the sea captain motif.
- Requiring attractive landscaping to complement the sign.
- Optimum height for visual impact.
- Complementary design to the existing architecture and design of the commercial buildings in the vicinity of Highway 12 and Sunset Avenue.

In order to move forward, staff is seeking direction from the City Council regarding creating an entitlement in the Zoning Code for Special Sign Districts that would allow the processing of an application for a Special Sign District, such as the ones Monument Partners has created in Fairfield and Vacaville. If the City Council is interested in moving forward, staff is interested in receiving feedback on the Council's interests regarding the design of such a sign near the intersection of Sunset Avenue and Highway 12.

If the City Council provides direction to staff to move forward the Planning Commission would hold a public hearing on June 25, 2013.

STAFF RECOMMENDATION: Provide discussion and direction to staff regarding the formation of Special Sign Districts and supporting interests regarding the design of related signage.

ATTACHMENTS:

1. City of Fairfield Zoning Code Section 25.1308, Special Sign Districts.

City of Fairfield, California

Article IX.

Sign Ordinance

SECTION 25.1300

SIGNS – Section 25.1308 Special Sign Districts

25.1308 Special Sign Districts

The Planning Commission or City Council may initiate the formation of special sign districts, approved by ordinance of the City Council, where it is found that special architectural and sign program considerations exist on a large number of parcels under separate ownership which may be reasonably grouped into a district for modification to the regulations and limitations of this Section. In addition, a Special Sign District may be approved for automobile and vehicle dealerships which offer more than two vehicle brands for sale, to assure adequate and equitable identification of all vehicle franchises offered for sale at the business.

