

Motion Regarding Sign Ordinance; 3/3/09

RESOLVED: That the Brentwood Community Council requests that the City Council and City Planning Commission,

- 1. Involve neighborhood councils and community organizations in a full discussion of how the proposed sign ordinance revisions affect their neighborhoods. Stakeholders must have the opportunity for informed input before the city council takes any action on the ordinance.**
- 2. Support regulations to limit the height, size, number, and placement of signs to protect communities from visual clutter and blight.**
- 3. Support the prohibition of digital signs to protect residents and communities from unwanted light trespass and pollution, potential traffic safety hazards, and excessive energy usage.**
- 4. Support the prohibition of any signs that cover doors or windows.**
- 5. Oppose elimination of the distinction between off-site and on-site signs. Instead, strengthen the off-site sign ban currently in place by removing the city's discretion to grant exceptions in supplemental use districts, specific plans, and approved development agreements. These exceptions have led to a degrading of the city's visual environment and a crass commercialization of public space.**
- 6. Enact meaningful penalties for illegal signage that will act as a real deterrent to this unlawful activity that is currently blighting our city, and make provision for the recovery of "ill-gotten gains" from companies that reap large financial return from illegal signs.**
- 7. Establish criteria for sign districts that include a mandatory reduction of billboards and other forms of off-site signage in the community plan area. Include regulations that protect adjacent neighborhoods from any light trespass and other negative effects from the allowed signage.**
- 8. Oppose the grandfathering of current applications for sign districts that would allow them to proceed through the approval process under the existing, more liberal provisions that do not include mandatory sign reduction and protections for surrounding neighborhoods.**
- 9. Oppose the establishment of any new sign districts until a definitive ruling has been received from the 9th Circuit Court of Appeals in the World Wide Rush v. City of Los Angeles case. Allowing any new sign districts could lead to further injunctions of the sort that have undermined the city's ability to enforce the current off-site sign ban, and could result in a significant proliferation of supergraphic signs and other types of outdoor advertising.**