



Staff Report

TO: City Council
FROM: Christina Taylor, Deputy City Manager
DATE July 18, 2023
SUBJECT: Direction to City Staff on Proposed Amendments to Beaumont Municipal Code Section 17.07 - Signs

Description Review of Code Section 17.07 – Signs for compliance with recent case law pertaining to non-commercial signage.

Background and Analysis:

This is a continued discussion from April 4, 2023, where the City Council directed staff to further research and make specific changes to the proposed amendment of Municipal Code Section 17.07 – Signs. These amendments are necessary for compliance based on recent case law related to non-commercial signage.

Although several components of the sign code have been discussed, including billboards, electronic signs and non-commercial signs, the focus of the changes in this proposed amendment is specifically to address non-commercial signs.

Previous City Council Action:

On July 20, 2021, based on the directives of the Supreme Court, City Staff provided to City Council background on the U.S. Supreme Court holding in *Reed v. Town of Gilbert* and its impact on sign ordinances. In coordination with the City Attorney, City Staff drafted proposed changes to Municipal Code Section 17.07 – Signs to amend the regulations to comply with the U.S. Supreme Court case.

At that meeting, City Council provided further direction to City staff to make edits on proposed changes to Section 17.07, and bring it back for review. Specifically, it believed the 45 days for political signs was insufficient during election time. It also requested consideration of certain modifications to the placement requirements in the right-of-way.

On April 4, 2023, City Council discussed the proposed changes to non-commercial signs within the municipal code and provided direction to staff. Minor changes include clarifying existing regulations and practices, removing unnecessary definitions or types of signs, and expanding the definition section of the document to assist with code

interpretations. No significant changes are proposed to the number of signs allowed or the square footage limitations for principal signage in commercial and industrial zoning districts.

Those changes are reflected in the current discussion version included as Attachment A and Attachment B is a redlined version.

As part of the Zoning Code Update, staff will be bringing back the sign code for a separate discussion on other components of the sign code including digital signs, billboards and commercial sign standards.

Fiscal Impact:

City staff estimates the cost for preparing the staff report to be \$2,500.

Recommended Action:

Discussion and direction to staff on proposed changes to Municipal Code Section 17.07-Signs related to non-commercial signage.

Attachments:

- A. Proposed Clean Version
- B. Current Code with Redlines
- C. Map insert
- D. April 4, 2023 Staff Report