

# Sign Ordinance

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COUNTY FILE: ZT19-0002

ORDINANCE NO. 2021-41



# Background

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- The Board of Supervisors accepted a report on “Recommendations on Reforming Agricultural Land Use Policies in Contra Costa County To Improve Both Economic Vitality and Sustainability” and directed staff to take the actions necessary to further evaluate and implement the recommendations in the report.
- 18 recommendations in the report, which includes an update the County’s sign regulations to allow directional signs in a public right-of-way to direct people to U-pick operations on agricultural lands in the County.



# Purpose of Zoning Text Amendment

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- Allow directional signs in a public right-of-way
- Update the County's sign regulations to conform with current sign regulations that comply with the First Amendment and other constitutional principles.
  - Chapter 88-8 – Sign Control Combining District adopted in the early 1970s
  - Chapter 88-9 – S2 Sign Control Combining District adopted in the mid-1970s
  - Chapter 88-6 – Outdoor Advertising adopted in the mid-1960s



# Highlights of Zoning Text Amendments

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Delete the following Chapters:

- Chapter 88-8 – Sign Control Combining District
- Chapter 88-9 – S2 Sign Control Combining District



# Highlights of Zoning Text Amendments

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Amend Chapter 88-6 and Other Provisions of the County Ordinance Code:

- Regulate signs in a manner that is content-neutral and consistent with the United States and California Constitutions.
- Remove conflicting sign regulations and revise definitions related to sign regulation.
- Allow for directional signs in a public right-of-way with permits requirements to protect the health and safety of persons in the County.
- Provides a comprehensive sign permitting procedure and provides standards for the construction, placement, display, and maintenance of signs in the unincorporated area of the County.



# Staff Recommendations

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Staff recommends that the Board of Supervisors:

1. OPEN the public hearing on Ordinance No. 2021-41, RECEIVE testimony, and CLOSE the public hearing;
2. DETERMINE that adoption of Ordinance No. 2021-41, is exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines section 15061(b)(3) (“General Rule” exemption);
3. ADOPT Ordinance No. 2021-41, deleting Chapters 88-8 (Sign Control Combining District) and 88-9 (S2 Sign Control Combining District), and amending Chapter 88-6 and Other Provisions of the County Ordinance Code to regulate the construction, placement, display, and maintenance of signs in the unincorporated area of the County.
4. DIRECT the Department of Conservation and Development to file a CEQA Notice of Exemption with the County Clerk.

