



COUNTY OF HUMBOLDT

For the meeting of: 1/18/2024

File #: 24-113

To: Planning Commission
From: Planning and Building Department

Agenda Section: Public Hearing

SUBJECT:
Sign Ordinance
Assessor Parcel Numbers (APN) 000-000-000
Record No.: PLN-2023-18011
Countywide

Amendment of the Inland and Coastal Zoning Ordinance sections regulating Signs and Nameplates to provide a uniform set of standards for the development, siting, size, and installation of signs and (Section 87.3 of Chapter 3 and Section 87.2 of Chapter 4 of Division 1 of Title III of Humboldt County Code). These standards will protect aesthetic values along scenic highways, coastal views, and scenic areas; encourage siting in preferred locations to help preserve the County's environmentally sensitive habitat areas; ensure compatibility with Caltrans Outdoor Advertising Act requirements; and create standards to manage the size and locations of signs. The ordinance proposes changes to the following sections:

1. Amends sections 314-87.2.1 through 314-87.2.2 and adds sections 314-87.2.3, 87.2.4, 87.2.5, 87.2.6, 87.2.7, 87.2.8, 87.2.9, 87.2.10, 87.2.11, 87.2.12, and 87.2.13 in Chapter 4 of Division 1 of Title III of the County Code for the inland areas of the County.
2. Amends sections 313-87.3.1, 87.3.2, and 87.3.3 and adds sections 313-87.3.4 in Chapter 3 of Division 1 of Title III of the County Code for the coastal areas of the County.

RECOMMENDATION(S):
That the Planning Commission:

1. Adopt the resolution (Resolution 24-__) recommending that the Humboldt County Board of Supervisors take the following actions:
 - a. Find the proposed ordinance is exempt from CEQA pursuant to §15303 of the State CEQA Guidelines and

- b. Find that the modifications to the Zoning Ordinance are consistent with the General Plan or Local Coastal Plan
- c. Adopt the Amendment to the Inland and Coastal Zoning Ordinance sections regulating the location and size of signage.

DISCUSSION:

Project Location: All of the unincorporated areas of Humboldt County, including the Coastal Zone.

Present General Plan Land Use Designation: All land use designations.

Present Zoning: All zoning districts.

Environmental Review: The proposed ordinance amendments are exempt from environmental review under §15303 of the California Environmental Quality Act (CEQA) Guidelines, the construction of limited numbers of new small facilities or accessory structures.

State Appeal: This project is located in part within the Coastal Zone and is therefore appealable to the California Coastal Commission. Changes proposed to the Local Coastal Program (zoning ordinance provisions in 313-87.3 and other sections of Chapter 3) must receive final certification from the California Coastal Commission before they may become effective.

Executive Summary: The amendment of the Signs and Nameplates provisions of the Zoning Ordinance is intended to implement adopted policies of the General Plan and to consider other revisions to ensure community compatibility. This ordinance will provide a uniform and comprehensive set of standards for the development, siting and installation of signs and billboards in the Zoning Ordinance (Section 87.3 of Chapter 3 and Section 87.2 of Chapter 4 of Division 1 of Title III of Humboldt County Code).

This ordinance is intended to implement measure **SR-IM2 Sign Ordinance Revision** of the Humboldt County General Plan which seeks amendment of the sign ordinance to implement adopted policies for off-premise billboards and to consider other revisions to ensure community compatibility. This measure was accomplished by implementing policies for off-premise billboards in accordance with the goals and policies of the Humboldt County General Plan, public input from workshops, and Planning Commission recommendations. Revisions have been made to the sign ordinance to ensure community compatibility by including a more robust purpose and applicability statement, clearer nameplate, property sale, and appurtenant sign regulations, and the addition of language for temporary signs, master sign plans, prohibited signs, and design standards which regulate illumination of signs.

This is the third public hearing for the Sign Ordinance, which has undergone multiple revisions and drafts to adhere to the General Plan, address public concern, include recommendations from the Planning Commission and conform to State requirements. This ordinance initially solely focused on regulating billboards, but after further discussion implementing SR-IM2 seemed appropriate. The first

target was organizing the regulatory language to be consistent with other regulations and the coastal version of the sign ordinance. After reorganizing the ordinance, the regulatory language has become much more clarified with specific sections that inform the public and decision makers what the standards are. Implementation of a purpose and applicability section should provide a decision-making basis for making findings consistent with the goals and policies of the General Plan. Sections have been added to clarify questions regarding specific types of signage and their allowances. The sections that have been added include: temporary signs, master sign plans, prohibited signs, murals, creative signs, existing billboards, directional signs, and design standards. The appurtenant sign section has been modified to make it clear what is principally permitted and what requires a Special Permit. Digital and animated signs would be considered prohibited under this ordinance due to the distraction they may cause to drivers and other motorists. This regulation has also been included to protect the night sky and promote responsible outdoor lighting that is functional without negatively impacting the environment.

During the second public hearing for the Sign Ordinance, the Planning Commission made recommendations for revisions, additions, and alternatives to the draft ordinance. Staff has prepared a draft ordinance that addresses the recommendations made and provides alternatives to sections that need more consideration. Revisions have been made to the appurtenant sign section to address Special Permits that may have been issued with a Master Sign Plan to avoid confusion when an applicant proposes building a sign. The appurtenant sign section has also been revised to eliminate sizing requirements for applicants seeking exceptions from the performance standards provided in the appurtenant sign table. The permit requirement for this type of proposal has been revised to a Conditional Use Permit due to the possible negative impacts that may be caused due to increased signage sizes. The appurtenant sign table has been revised for clarity and includes increased monument sign sizes for projects with an approved Master Sign Plan, an alternative for wall sign sizes, and an alternative for freestanding sign sizes. The Planning Commission requested that staff provide language for murals, which do not advertise products or the place of business, and creative signs, which would allow signs of unique designs when approved with a Special Permit. The existing billboard section has been revised to define and regulate existing billboards in respect to California State law. Signs on public roads have been added to the prohibited sign section to reflect the requirements of the Public Works Department, and revisions have been made to signs on public property to clarify when they are allowed. Lastly a section has been added to allow directional signs to businesses when approved with a Special Permit.

The Humboldt County General Plan provides goals, policies and standards that address how to accomplish the implementation measures. In Section 10.7.3 of the Goals and Policies for Scenic Resources **SR-G1 Conservation of Scenic Resources** prioritizes the protection of high-value scenic forest, agriculture, river, and coastal areas that contribute to the enjoyment of Humboldt County's beauty and abundant natural resources. **SR-P4 Term of Off-Premise Billboards and Prohibition** limits the term of new and existing off-premise billboards by ordinance to provide for removal consistent with the Outdoor Advertising Act and prohibit the construction of new off-premise billboards along mapped Scenic Highways and coastal views. **SR-P5 Billboards in Sensitive Habitat Areas** prohibits construction of billboards in mapped sensitive habitat areas. Section 10.7.4 of the Humboldt County General Plan provides standards including **SR-S3 New Off-Premise Billboards**

which restricts new off-premise billboards to a maximum of 15 years and limits them to areas designated as Commercial Services or Industrial General. This standard also states that off-premise billboards shall not include animation or electronic messaging unless for public service purposes and be restricted to a size of 300 square feet. **SR-S5 Permits for Billboards** requires Conditional Use Permits and conformance to building, zoning and other local codes for construction of new billboards, as well as the expansion of existing billboards. These goals, policies and standards have provided a framework for developing a set of regulations that address community interests and protect the scenic and environmental quality of the unincorporated areas of Humboldt County.

After discussion with stakeholders and county counsel, staff found that enforcing maintenance review would put the county in legal jeopardy. The updated draft language provides a more consistent approach with the Outdoor Advertising Act. To adhere with state law and create a robust ordinance that meets the goals, policies and standards of the General Plan, staff has prepared language that identifies specific activities that are not permitted. Due to the allowances for maintenance activities granted by the state, local jurisdictions are limited in their protection of the natural environment. State law allows local jurisdiction authority over activities that are considered placement, as defined by the Outdoor Advertising Act, which gives the county the ability to protect the environment in these instances.

The draft ordinance has undergone public input at multiple public meetings where comments were made and responded to. The comments received were particularly interested in the billboard section, which regulated new and existing billboards. After receiving comments on new billboards, staff found that there was little interest in allowing new billboards. Existing billboards have become more contentious as we discussed their continued use and possible removal. We believe that prohibiting activities that are considered placement would be necessary to ensure that environmentally sensitive habitats are not significantly impacted by work within streams, wetlands, etc. The County also sees this ordinance as an opportunity to protect our scenic views that would qualify our highways as Scenic Highways by standards regulated by Caltrans. Staff believes that the ordinance has been revised in a way that satisfies the comments made by the Planning Commission to protect the scenic natural resources in the unincorporated portions of Humboldt County.

OTHER AGENCY INVOLVEMENT:

The project was referred to responsible agencies and all responding agencies have either responded with no comment or recommended approval or conditional approval.

ALTERNATIVES TO STAFF RECOMMENDATIONS:

1. The Planning Commission could elect to have staff review the recommendations made by the Planning Commission and consider revisions to the draft sign ordinance at a later hearing.

ATTACHMENTS:

1. Sign Ordinance (Inland)
2. Sign Ordinance (No Strikethrough Version)
3. Sign Ordinance (Coastal)
4. Inland Resolution
5. Coastal Resolution

6. Public Comment

Please contact Jacob Dunn, Planner, at JDunn@co.humboldt.ca.us or 707-267-9390 if you have questions about this item.