



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

January 28, 2020

SUBJECT: The City of Wheatland staff requests City Council provide direction to staff to begin preparing a draft sign ordinance amendment to address sign banners within the City.

PREPARED BY: Jim Goodwin, City Manager

Recommendation

The City of Wheatland staff requests City Council provide direction to staff to begin preparing a draft sign ordinance amendment to address sign banners within the City.

Discussion

Wheatland High School staff recently inquired about placing high school decorative banners on the street-light poles in the public right-of-way adjacent to the school. Many cities in California allow for public agencies to place banners on street-light poles, but typically restrict the opportunity only to public agencies. In order to allow the school district to install the banners, the Wheatland Sign Code (Title 19 of the Wheatland Municipal Code) would need to be amended. An amendment will also allow the city to consider placing decorative banners if desired.

Therefore, city staff is requesting Council direction to begin preparing draft standards to allow sign banners from public agencies to be placed within the City with city staff approval. Amending the Wheatland Sign Code would require future City Council review and approval of a draft zoning ordinance amendment.

Fiscal Impact

Staff time to prepare the draft sign ordinance amendment.

Attachments

None.