

# CITY OF RANCHO CORDOVA



## CITY COUNCIL MEETING

City Hall  
2729 Prospect Park Drive, Rancho Cordova

Tuesday, September 11, 2018

5:30 PM – Special Meeting  
American River Community Room North

## AGENDA

### 1. SPECIAL MEETING - CALL TO ORDER/ROLL CALL

Council Members Gatewood, McGarvey, Sander, Terry and Mayor Budge.

### 2. PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any item not on the agenda.

### 3. SPECIAL MEETING ITEM

3.1 **Subject:** Cordova Community Council Update.

**Recommendation:** Receive information and provide input and direction related to the Cordova Community Council activities and programs.

**Result of Recommended Action:** Staff and the Cordova Community Council are seeking Council guidance and feedback on the current partnership activities and programming of the Cordova Community Council. Additionally, we are seeking feedback on the programming of the Mills Station Arts and Culture Center and the future of the Mine Shaft Property.

**Staff Report:** Cyrus Abhar, City Manager.

**Advances Goals:** 1 and 3.

3.2 **Subject:** Discussion and Direction on Various Aspects of Signage Related to Community Events and Way-finding Signage.

**Recommendation:** Receive report and direct staff on potential code amendments to address community event and way-finding signage.

**Result of Recommended Action:** No formal action is requested of Council at this time. Council insight and/or direction to City staff on various aspects of signage will assist staff with potential code amendments related to noncommercial, digital billboards, and way-finding signage.

**Staff Report:** Darcy Goulart, Planning Manager.

**Advances Goals:** 1, 2, and 6.

#### **4. ADJOURNMENT**

### ADDITIONAL INFORMATION

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

### CERTIFICATION OF POSTING OF AGENDA

I, Stacy Leitner, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the Tuesday, September 11, 2018 Special Meeting of the Rancho Cordova City Council was posted and available for review on Friday, September 7, 2018 at City Hall of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670. The agenda is also available on the city website at [www.cityofranchocordova.org](http://www.cityofranchocordova.org).

Signed Friday, September 7, 2018 at Rancho Cordova, California.



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Stacy Leitner, City Clerk



## MEMORANDUM

**DATE:** September 11, 2018  
**TO:** Honorable Mayor and Council Members  
**FROM:** Cyrus Abhar, City Manager  
**SUBJECT:** Cordova Community Council Update



### **RECOMMENDATION**

Receive information and provide input and direction related to the Cordova Community Council activities and programs.

### **RESULT OF RECOMMENDED ACTION**

Staff and the Cordova Community Council are seeking Council guidance and feedback on the current partnership activities and programming of the Cordova Community Council. Additionally, we are seeking feedback on the programming of the Mills Station Arts and Culture Center and the future of the Mine Shaft Property.

### **BACKGROUND**

The Cordova Community Council will provide an update to the Council reviewing the current partnership activities and programming the Cordova Community Council has been providing to the community with City support from Community Enhancement Fund grants. In addition, the Cordova Community Council will provide an update on the Mills Station Arts and Culture Center and the Mine Shaft Property.

Staff and the Cordova Community Council are seeking direction and guidance on the current partnership activities and programming of the Cordova Community Council and in addition on programming of the Mills Station Arts and Culture Center and the future of the Mine Shaft Property.

The Cordova Community Council and the City of Rancho Cordova's current grant partnership agreement supports several civic engagement, citywide events and supports the community through activities supporting the history, arts and cultures totals \$500,000 from the General Fund for the current fiscal year. In addition, the Cordova Community Council has been awarded Community Enhancement Fund grants for specific projects totaling in the amount of \$365,000 for the current fiscal year.

### **ATTACHMENT**

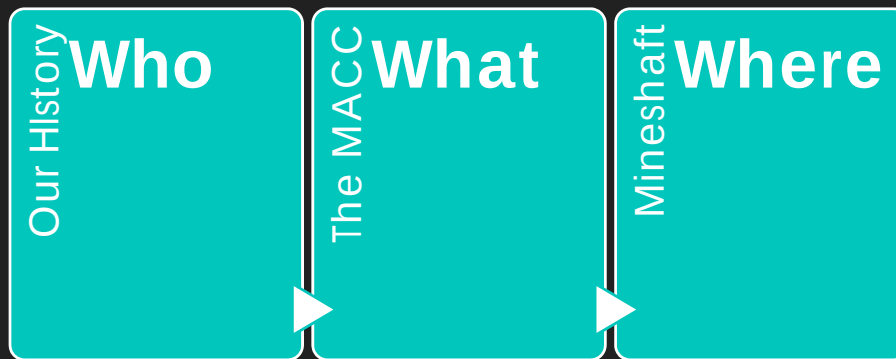
1. Presentation



# Cordova Community Council Foundation

Rancho Cordova City Council Work Session \* Sept. 11, 2018

# Cordova Community Council Foundation



- **Who we are** and how we got here: how are we doing?
- The MACC: **What's happening** and where we are headed. What do you think?
- The Mineshaft: **Where we stand** and a request to consider allowing a digital billboard
- **Feedback.** The good, the bad and ugly.

# Cordova Community Council Foundation

## Core Program

- One of the oldest organizations in Rancho Cordova, founded in 1959
- With the Chamber of Commerce, was a force in incorporation of our City
- **Mission Statement:** The Cordova Community Council brings people and organizations together to build a vibrant Rancho Cordova community.
- **Purpose Statement:** The core purpose of the Cordova Community Council is to inspire community involvement. The Cordova Community Council engages citizens and organizations to strengthen community participation and collaboration, improve community image and build sustainable civic and volunteer organizations. We achieve these goals through excellent public events, broad communications and strategic partnerships with non-profit organizations, business and government.

# Cordova Community Council Foundation

## Core Program: Broad Reach

### Core Values

- We make a positive difference in our community
- We exhibit integrity in all our dealings
- We have love for the community
- We take responsibility for our own community
- We foster inclusion and respect for all
- We respect volunteers and their time
- We put the community's interest above self
- We are stronger together than separate
- We listen to the community
- We share a belief in our bright future

### Our Reach

- CordovaCouncil.org
- RanchoCordovaJuly4th.com
- TheMACC.org
- Host of the Digital Grapevine
- Email list of 18,000
- Facebook, Instagram and Twitter
- Affiliates:
  - Rancho Cordova Historical Society
  - Rancho Cordova River City Concert Band
  - Rancho Cordova Civic Light Orchestra
  - Rancho Cordova Arts
  - Rancho Cordova Athletic Association

# Cordova Community Council Foundation

## Core Program: City Partnership 2007

### Goal and Deliverables

- Fourth of July Celebration
- Community Luncheons
- Christmas Tree Lighting
- Form Historical Society
- Rescue Kids Day and iFest
- Create State of the City Event
- Recognize and recruit volunteers
- Create community events
- Bring the “three-legged stool” to life

### Our Response

- Organized as a 501c 3 non-profit
- Hired professional staff
- Engaged in robust fundraising activity
- Delivered on the City’s to-do list

## Cordova Community Council Foundation Core Program

Established a formal relationship with the City in 2007 to respond to changing community expectations in the wake of incorporation

Continue and enhance iconic community traditions

| 2008-2009<br>\$230,000                                                                                                                                                        | 2013-2014<br>\$400,000                                                                                                                                                                                                                                                                                                       | 2018-2019<br>\$500,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Volunteer Awards<br>RC Luncheon<br>Kids Day<br>iFest<br>Fourth of July<br>State of the City<br>Christmas Tree Lighting<br>Historical Society<br>All America City Award (2010) | Volunteer Awards<br>RC Luncheon<br>Kids Day<br>iFest<br>Fourth of July<br>State of the City<br>Christmas Tree Lighting<br>Historical Society<br>Concert Band<br>Orchestra<br>Summer Concerts<br>Moonlight Movies<br>City Hall Art Shows<br>RC Athletic Association<br>Multi-faceted 10 <sup>th</sup> Anniversary Celebration | RC Luncheon<br>Kids Day<br>iFest<br>Fourth of July<br>State of the City<br>Christmas Tree Lighting<br>Historical Society<br>Concert Band<br>Orchestra<br>Summer Concerts<br>Moonlight Movies<br>City Hall Art Shows<br>RC Athletic Association<br>Community Golf Classic<br>Sports Hall of Fame<br>Brushes and Brews<br>Wines of the World<br>Fourth of July Parade and Band Competition<br>Memorial Day<br>Veterans Day<br>15 <sup>th</sup> Anniversary Support<br>MACC Support<br>Heartstoppers Haunt<br>9 CEF Projects |

## **Cordova Community Council Foundation Core Program**

- **More than just an event producer**
- **We can do a lot, but we can't do everything**
- **We could use some more help**

**City Council  
Invoker  
recruitment and  
scheduling**

**California Capital  
Airshow Support**

**Support other  
volunteer  
organizations,  
including CEF  
support**

**Robust  
communications  
and email program**

**Key utility player  
in our City**

## Questions for City Council Core Program

Reviewing these offerings, are there any you would discontinue?

Do you think you are getting a good value for your investment?

Is there anything additional we should be considering?

*Issue: Flat funding for three years as costs continue to increase will require that CCCF either eliminate offerings or deplete our reserve.*

| 2008-2009<br>\$230,000                                                                                                                                                        | 2013-2014<br>\$400,000                                                                                                                                                                                                                                                                                                       | 2018-2019<br>\$500,000                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Volunteer Awards<br>RC Luncheon<br>Kids Day<br>iFest<br>Fourth of July<br>State of the City<br>Christmas Tree Lighting<br>Historical Society<br>All America City Award (2010) | Volunteer Awards<br>RC Luncheon<br>Kids Day<br>iFest<br>Fourth of July<br>State of the City<br>Christmas Tree Lighting<br>Historical Society<br>Concert Band<br>Orchestra<br>Summer Concerts<br>Moonlight Movies<br>City Hall Art Shows<br>RC Athletic Association<br>Multi-faceted 10 <sup>th</sup> Anniversary Celebration | RC Luncheon<br>Kids Day<br>iFest<br>Fourth of July<br>State of the City<br>Christmas Tree Lighting<br>Historical Society<br>Concert Band<br>Orchestra<br>Summer Concerts<br>Moonlight Movies<br>City Hall Art Shows<br>RC Athletic Association<br>Sports Hall of Fame<br>Community Golf Classic<br>Brushes and Brews<br>Wines of the World<br>Fourth of July Parade and Band Competition<br>Memorial Day<br>Veterans Day<br>MACC Support<br>Heartstoppers Haunt<br>9 CEF Projects |

# The MACC Mills Station Arts and Culture Center

## Goals and Deliverables

Design a schedule of events

Recruit, train and manage volunteers

Plan and implement each activity

Identify school field trip opportunities

Provide for display of RC artists

Add artistic coordinator

Bring The MACC to life

## Our Response

- Picked a name and established a logo
- Worked with City on renovations
- Soft opening with Holiday Pop-up Nov. 2017
- Grand opening with Tapigami
- Hosted Insights with the Society of the Blind
- Hosted David Hockney exhibit
- Hosted Luminous Layers Encaustic Exhibit
- Created and hosting "Century of Service," 100<sup>th</sup> Anniversary of Mather Tribute
  - *Grand opening reception \* Mather Talk with James Scott (2) \* Music at The MACC RC Swing \* Silver Wings Saturday Reunion \* Remembering the Tuskegee Airmen with George Hudson*

## MACC 2018-19 Coming Attractions



- **September:** Century of Service
- **October:** Anne Frank. My Story. My Photos
- **November:** Holiday Pop-up Gallery
- **December:** Holiday Pop-up Gallery
- **January:** Legos!
- **February:** Student Show
- **March:** Qwerty: Typewriters and Art
- **DATE TBD:** From Rancho Cordova to the Moon
- **July:** RC Arts Members Only Show
- **August:** Teachers (unconfirmed)
- **September:** Burners (not confirmed)
- **October:** Boo! Art of the Macabre
- **November:** Jesse Reno \* Best of Portland
- **December:** Holiday Pop-up Gallery

## The MACC

Other possibilities  
Questions for City Council

Reviewing these offerings, are there any you would eliminate?

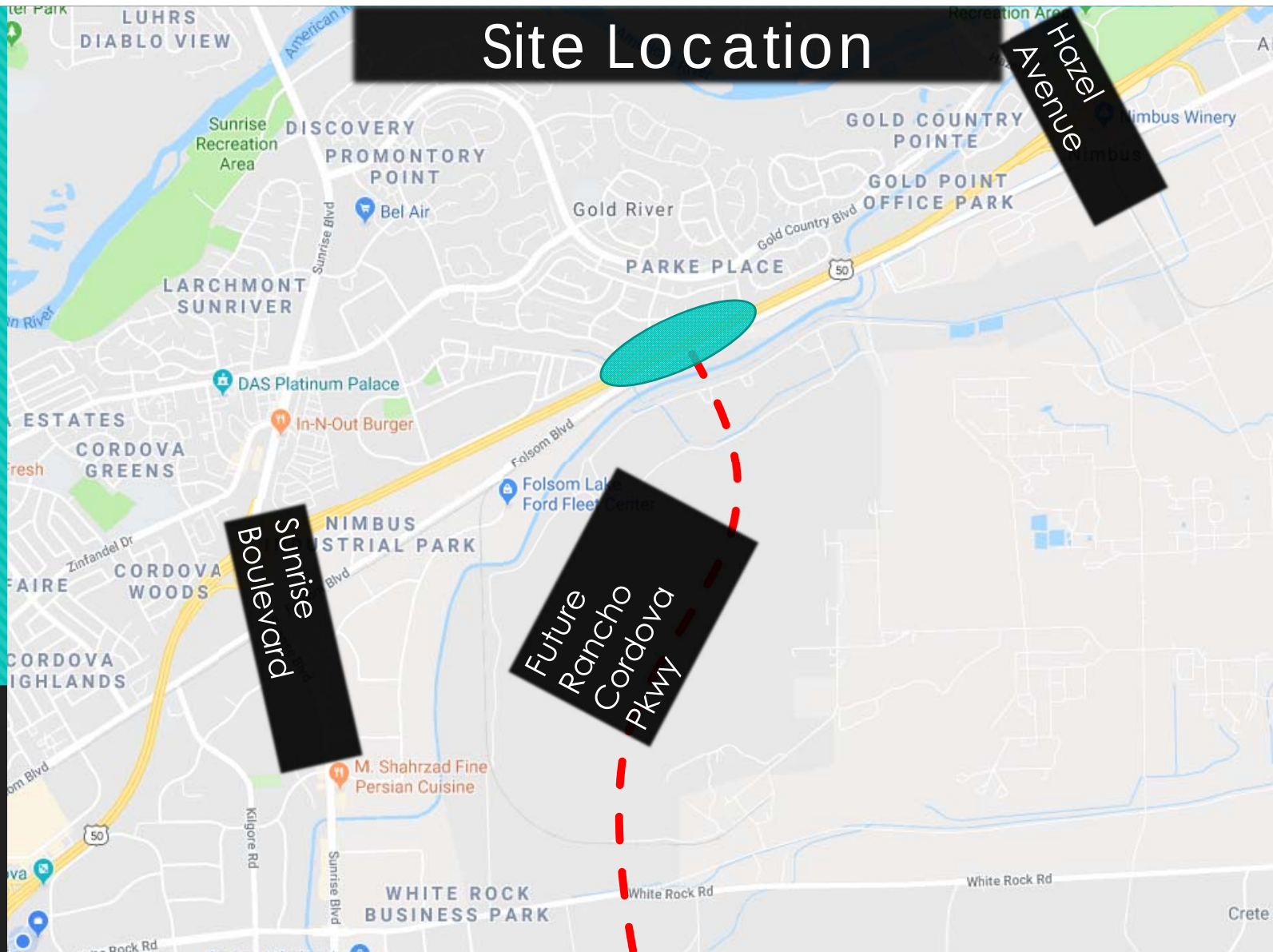
Are you getting good value for your investment?

Is there anything additional we should be offering?

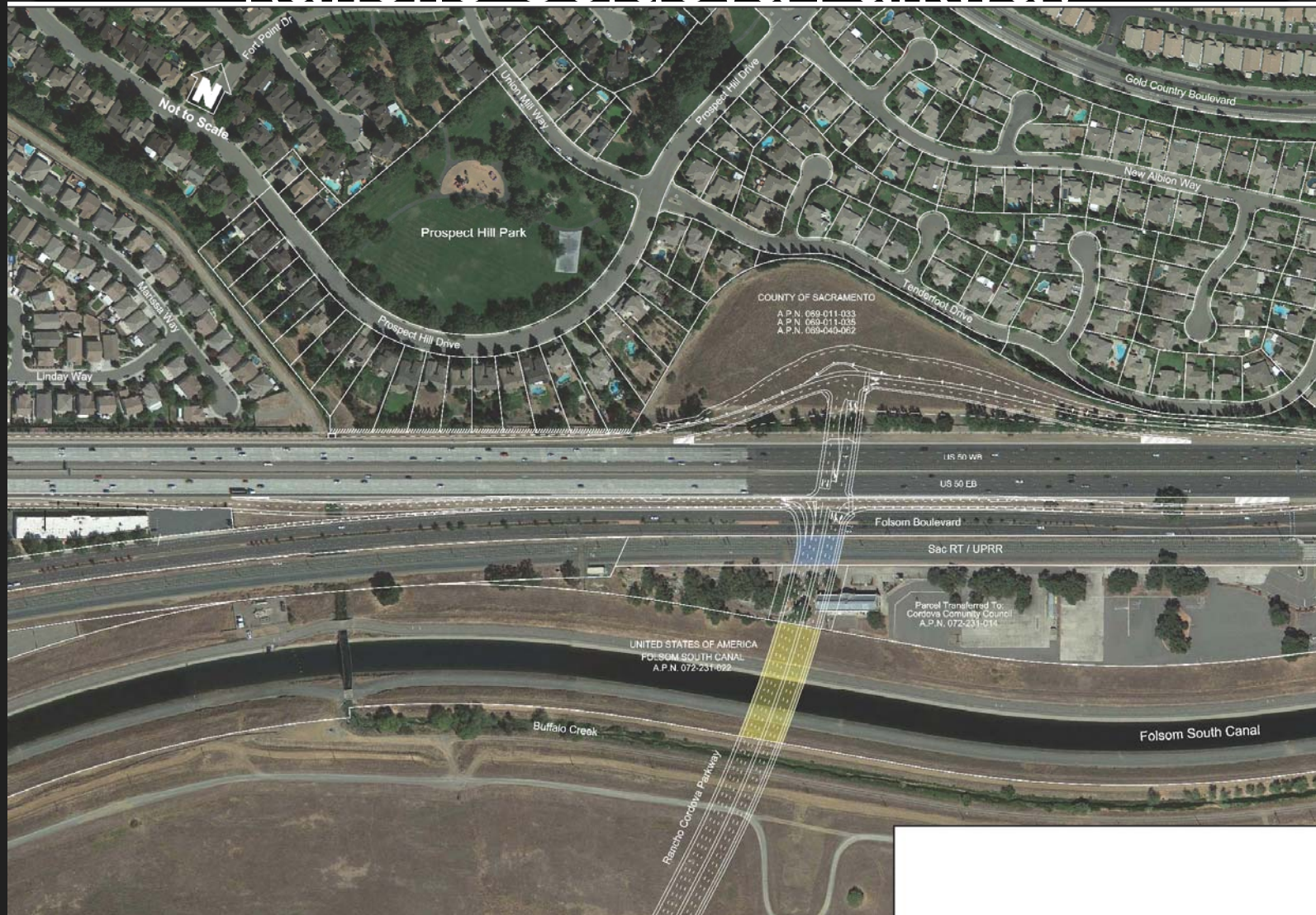
*Consideration: MACC success relies on the infrastructure provided by the CCCF*

## Where in the world shall to go?

- Cultural Topics
- Sports Topics
- Art Topics
- Social Justice Topics
- History Topics
- Local Heritage Topics



# Rancho Cordova Parkway



## The Mineshaft Property Questions for City Council

**Would the Council consider approving conversion of current static screen billboard to digital board?**

**Interim use?**

### **Short term goal is to use it for non-profit purposes**

- Working with the Sac State Aquatics Center to assist with their event parking needs
- Working with Police Activities League to assist with their storage and activity needs
- Working with RCPD to provide some break area for officers
- Heartstoppers Haunted House to provide another great Rancho Cordova attraction and raise money to support the Mineshaft enterprise



## MEMORANDUM

**DATE:** September 11, 2018

**TO:** Honorable Mayor and Council Members

**FROM:** Darcy Goulart, Planning Manager

**SUBJECT:** Discussion and direction on various aspects of signage related to community events and way-finding signage.



### **RECOMMENDATION**

Receive report and direct staff on potential code amendments to address community event and way-finding signage.

### **RESULT OF RECOMMENDED ACTION**

No formal action is requested of Council at this time. Council insight and/or direction to City staff on various aspects of signage will assist staff with potential code amendments related to noncommercial, digital billboards, and way-finding signage.

### **DISCUSSION**

Title 23, Chapter 23.743 of the Rancho Cordova Municipal Code (RCMC) regulates all aspects of signage within the City limits. The City's regulation of signs must be consistent with the U.S. Constitution's First Amendment right to free speech. Sign regulations should be based on physical attributes such as size, lighting, location, and materials. Sign regulations generally cannot regulate the content of the sign. For example, a regulation that favors official public signs over other types of noncommercial signs, such as political or ideological signs, would likely be considered a "content-based" restriction. To justify such regulations, a city must show that the regulation furthers a compelling government interest and is narrowly tailored to achieve the objective. While this standard could likely be met where traffic signs are treated differently for public safety reasons, it would be difficult to meet it for a regulation that favored "community events" signage over other types of noncommercial signs.

Cities generally have more leeway to regulate commercial speech than noncommercial speech. A city regulation on commercial speech complies with the First Amendment so long as the restriction:

- Concerns lawful activity and is not misleading;
- Seeks to implement a substantial government interest;
- Directly advances that interest; and
- Reaches no further than necessary to accomplish its objective.

On a routine basis, staff receives various requests from community groups about off-site advertising for events and the need for more permanent solutions to advertise the numerous events that take place throughout the City. Additionally, inquiries often come in from potential or existing business owners regarding the need for way-finding signage to direct people to specific locations. Mainly these locations are commercial shopping centers that may not be known by those traveling along the Highway 50 corridor. The amount of inquiries regarding the desire for off-site community event advertising and way-finding signage has increased, which has prompted the need to have a discussion with the City Council on what is currently allowed and some potential solutions on how to address the identified needs of the community.

This staff report outlines the various sections of Chapter 23.743 that already address the necessary types of or that could be amended to do so. It also identifies constraints with the existing language. Staff will also speak to a few key areas where there are requests to install specific signs and will be seeking direction from Council on potential amendments.

### *Billboards*

Billboards are regulated by Section 23.743.080 and are often the most common form of off-site signage. The billboards found within the City limits are those that display only one message or advertisement, unless it is a two-sided billboard. While there are still billboards located within the City limits, over the years some have been removed and replaced with digital signage, which offers the opportunity to host more than one advertisement. Digital signage will be further discussed in a section below.

This particular section of the code is specific to requests to relocate an existing billboard. In order to relocate a billboard, one must obtain approval of a conditional use permit. The following development standards apply for requests to relocated billboards:

| <b>Type of Sign</b>  | <b>Height</b> | <b>Sq. ft.</b> | <b>Separation Requirements/Other Notable Requirements</b>                                                                                                                                 | <b>Location</b> | <b>Permit</b> |
|----------------------|---------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| Relocated Billboards | 30 feet       | 720 sq. ft.    | 300 ft. from other billboards<br>75 ft. from other onsite signs<br>200 ft. from ag/res parcels<br>No more than 1,000 ft. from commercial or industrial parcel<br>At least 50 ft. from ROW | Industrial zone | CUP           |

While billboards may offer the ability to host some off-site advertising or way-finding signage for specific locations, consistent policy direction and discussion since incorporation has been to work towards phasing out the use of billboards within the City and replace them with signage that provides more opportunity to advertise various events and uses. There's a tendency for billboards to not be properly maintained and often times become abandoned and result in unwanted blight. For these reasons, staff does not recommend amending the code to utilize billboards as a means to advertise community events or way-finding signage.

### *Digital Freeway Sign Overlay*

Section 23.743.150 of the Municipal Code regulates digital freeway signs along the Hwy 50 corridor. The digital freeway sign overlay was established to enable the consideration of digital freeway signs in specific locations within the City. Digital freeway signs located within the overlay area that meet various development standards may be permitted through a conditional use permit. If it is necessary to deviate from the standards, applicants may enter a voluntary operational agreement with the City. The information in the table below summarizes some key

components to a digital freeway sign. Figure 1 outlines the two areas (in yellow) within the City where digital freeway signs can be located. Figure 2 is an image of an existing digital freeway sign located near Naturewood, along Hwy 50. This sign hosts a variety of advertising, but is not limited to those uses or events specific to Rancho Cordova.

| Type of Sign          | Height  | Sq. ft.                         | Separation Requirements/Other Notable Requirements                                                                                                                                                                                                                                                                                                                             | Location                                                                   | Permit |
|-----------------------|---------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------|
| Digital Freeway Signs | 60 feet | 672 sq. ft. per digital display | 2,500 ft. from other digital freeway signs w/in City limits<br>Allow City display time for community interest messages<br>Allow public safety messages such as "Amber Alert" or emergency disaster communications<br>Remove 4 billboards for every one digital freeway sign.<br>Voluntary operational agreement to deviate from standards<br>Can advertise off site businesses | Sunrise Blvd. area<br>Hazel Ave. area<br>*See Figure 1 for exact location. | CUP    |

Figure 1 – Digital Freeway Sign Overlay

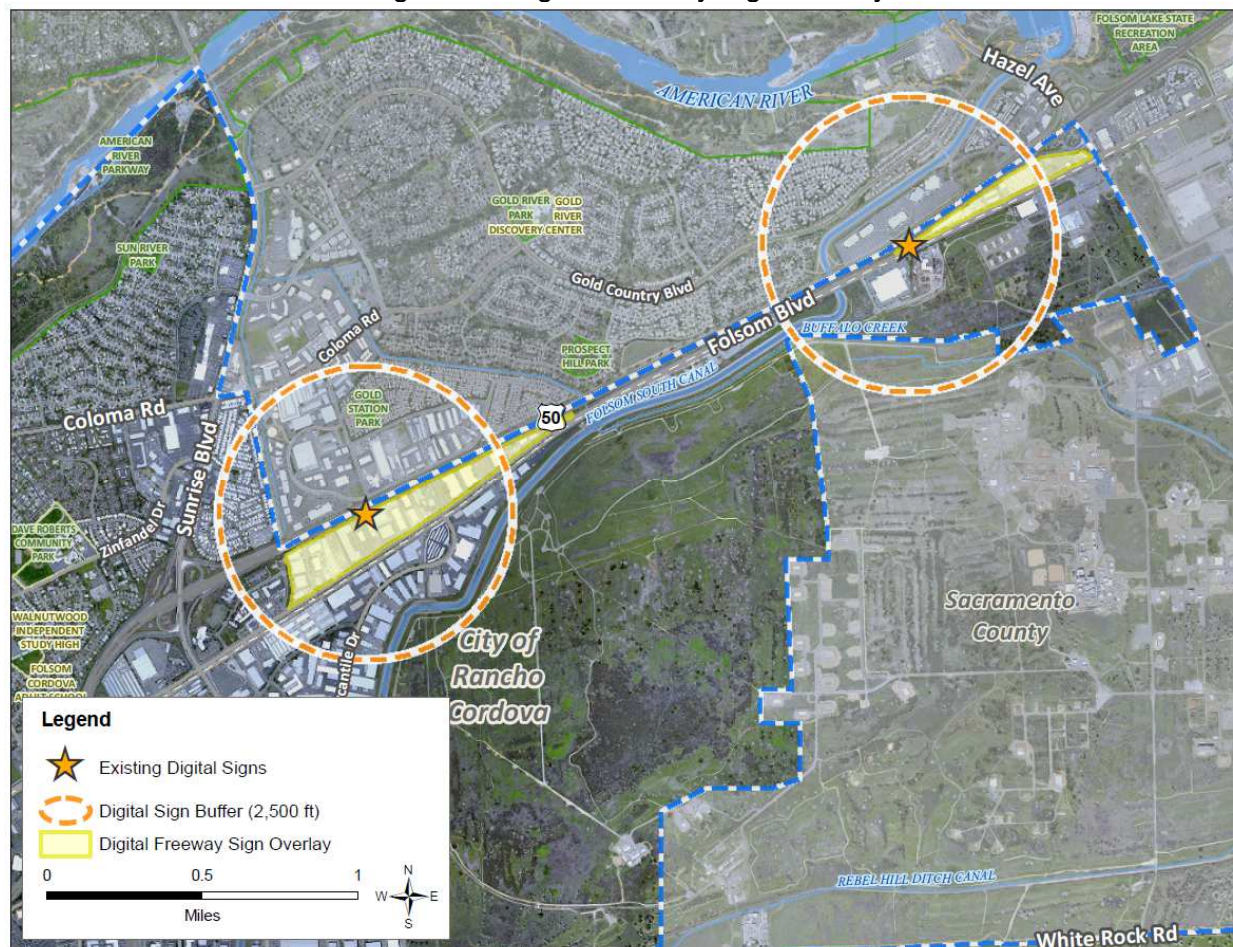


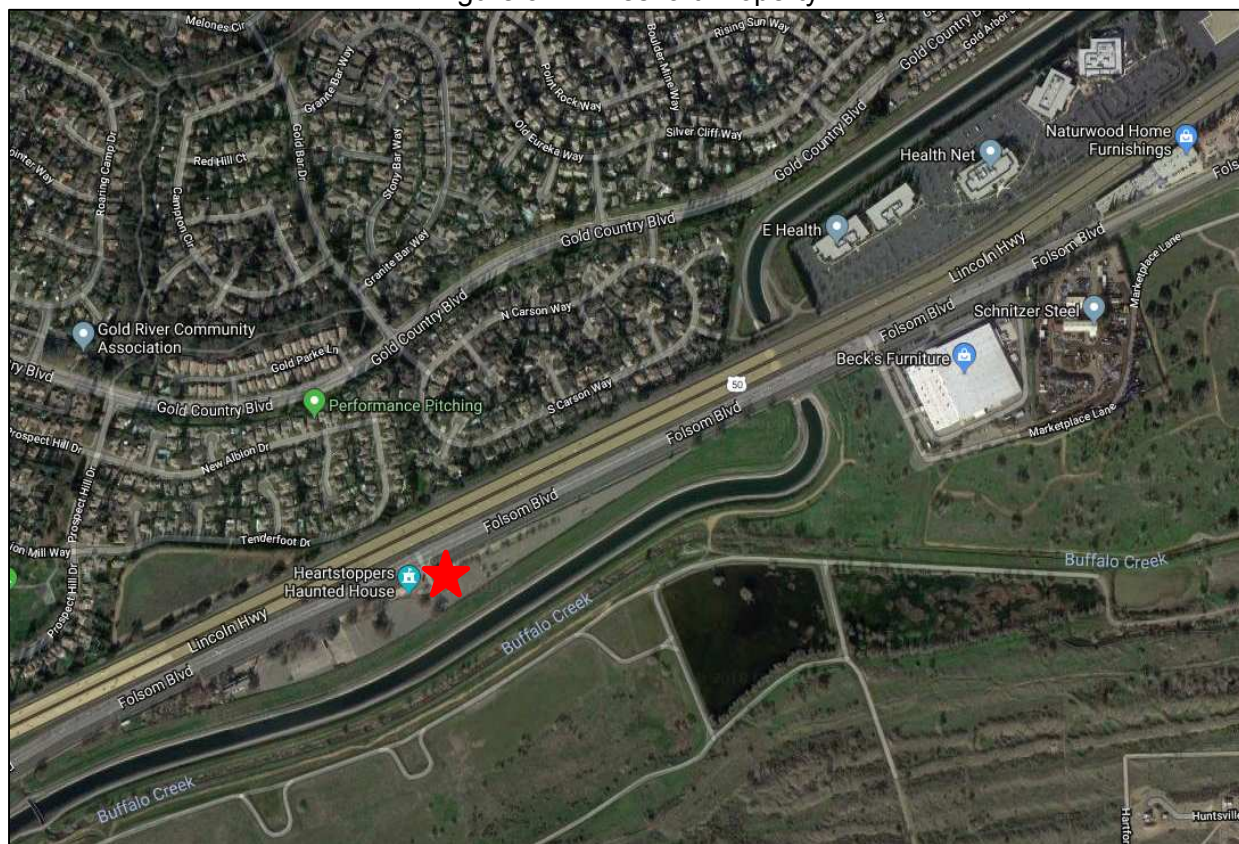
Figure 2 – Digital Freeway Sign near Naturewood



Digital freeway signs can be used to advertise various goods and services, as well as events. Caltrans and the City have various regulations that pertain to these signs such as illumination, aesthetics, frequency of how often messages can change and the requirement to use these signs for important safety messages and alerts. This section of the City's code contains solid regulations and provides the avenue for expanded advertising opportunities if all the development regulations can be met.

With that being said, staff has received an inquiry from the Cordova Community Council about the possibility of installing a digital freeway sign on the mineshaft property (Figure 3). This property is located outside of the digital freeway sign overlay, but does have a billboard on the far east portion of the property. The sign would be used to advertise Cordova Community Council events as well as offer opportunities for other entities to lease advertising space. Without an amendment to this section of the code to expand the overlay boundaries, a digital freeway sign on the mineshaft property would not be permitted.

Figure 3 – Mineshaft Property



### *Electronic Message Signs*

Electronic message signs are regulated by Section 23.743.065 and include video display, electronic graphic display and time and temperature signs. These signs are allowed in any zone within the City through approval of an Administrative Use Permit. Some of the development standards are listed in the table below.

| Type of Sign     | Height                             | Sq. ft.    | Separation Requirements/Other Notable Requirements                               | Location  | Permit |
|------------------|------------------------------------|------------|----------------------------------------------------------------------------------|-----------|--------|
| Electronic Signs | 6 ft. – 10 ft. (depending on zone) | 32 sq. ft. | 100 ft. from residential zone<br>Located on the site of the use being advertised | City wide | AUP    |

The key thing to note with these types of signs is that the sign must be located on the site of the use identified or advertised by the sign. Figure 4 is an example of an electronic message sign used to advertise goods sold on a particular site. While this particular sign advertises retail goods, these types of signs could also be used to display upcoming events at a particular location. With that, staff is aware that the Mills Station Arts and Culture Center (MACC) is looking to install a sign of this nature near the corner of Mather Field Road and Folsom Boulevard, which would be considered off-site signage because it's not on the MACC site and not allowed per the current regulations.

Figure 4 – Electronic Message Board

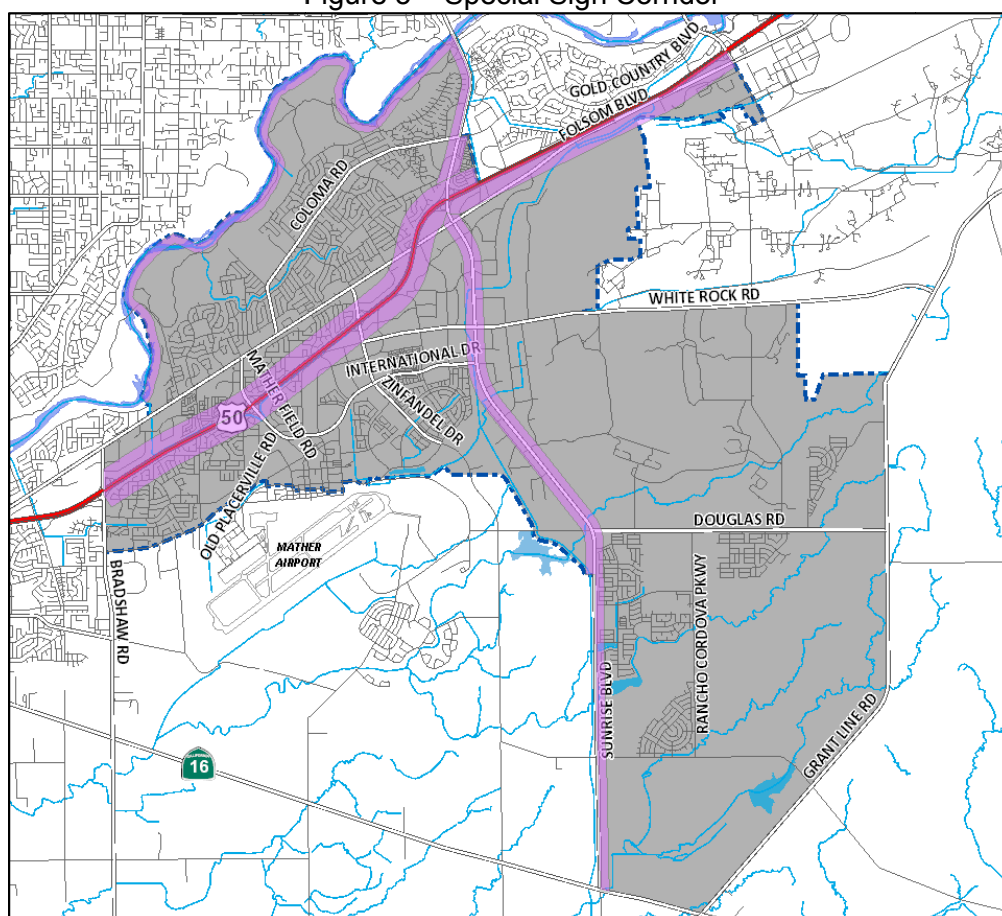


### *Special Sign Corridor*

Section 23.743.120 regulates signs located within the Special Sign Corridor. As depicted in pink on Figure 5, this corridor focuses on areas that are heavily traveled. The intent of this corridor is to provide provisions to identify a business in an aesthetic manner that complements the architecture of the building and serves the needs of the traveling public. Historically, these areas attracted large, bright signs which may or may not have been related to the travel way or the needs of the traveler. Some of the specific development standards are listed in the table below. Similar to other sections of the sign chapter, off-site advertising is not permitted within the special sign corridor, except for in the form of a billboard or digital freeway sign.

| Type of Sign                             | Height                             | Sq. ft.         | Separation Requirements/Other Notable Requirements                    | Location                                                                                                                                                                 | Permit                       |
|------------------------------------------|------------------------------------|-----------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Section 23.743.120 Special Sign Corridor | 6 ft. – 10 ft. (depending on zone) | Based upon zone | 50 ft. between freestanding signs<br>Located within a landscaped area | Hwy 50: 1,000 ft. radius/buffer<br>Sunrise from American River to Hwy 16: 500 ft. radius/buffer<br>American River centerline/northern City limits: 500 ft. radius/buffer | AUP: freestanding signs only |

Figure 5 – Special Sign Corridor



### *Gateway Signs*

Section 23.743.130 establishes criteria for special signage at key entrances into the city and major districts within the city. One of the benefits of this type of signage is greater promotion of businesses, activities, events and places within the community. The key development standards are listed in the table below. One that staff wants to highlight is that the gateway signage program is a city-administered program. The process for securing sites, designing the signs, leasing or otherwise providing space on the sign for identification of uses and events in the city, maintaining the signs, and other functions is established by council and may be updated from time to time as deemed necessary. Additionally, nothing prohibits the city from acquiring the services of a private organization for purposes of designing, constructing, maintaining, and operating the signs.

| <b>Type of Sign</b>              | <b>Height</b> | <b>Sq. ft.</b> | <b>Separation Requirements/Other Notable Requirements</b>                                                                                                                                                                                                                        | <b>Location</b>                                                                                                                            | <b>Permit</b> |
|----------------------------------|---------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Section 23.743.130 Gateway Signs | 60 ft.        | 1,000 sq. ft.  | Gateway signage program is city-administered<br>No more than one sign per freeway off-ramp or regional town center zone<br>Sign shall include the City logo and identification of the area of the city.<br>Located on property within the city limits, city ROW or Caltrans ROW. | Located at each entrance to the city from Hwy 50 – Bradshaw Rd., Mather Field Rd., Zinfandel Dr., Sunrise Blvd., & Rancho Cordova Parkway. | Non specified |

Public Works is currently administering the gateway sign program within the City limits. They are working on signage for a few key entrances into the city, such as Sunrise near the American River bridge and Folsom Blvd, near the west side of the city limits. While these specific sign locations provide an opportunity to welcome people into the city and display various upcoming events, there is an equal need for gateway signs at freeway off-ramps to provide greater promotion of businesses that do not have Hwy 50 frontage or visibility. Figures 6 and 7 depict freeway off-ramp gateway signage from two neighboring cities. These types of signs provide additional signage opportunities for businesses located off of the freeway that may not have direct freeway visibility for those traveling along freeway corridors. While the current code language provides the means to have these types of signs installed, at this time there aren't any that have been erected within the City. Additionally, the special sign corridor that was discussed above would need to be amended to allow these types of off-site advertising signs to be installed.

Figure 6 – Freeway Off-Ramp Gateway Signage



Figure 7 – Freeway Off-Ramp Gateway Signage



### *Special Sign Districts*

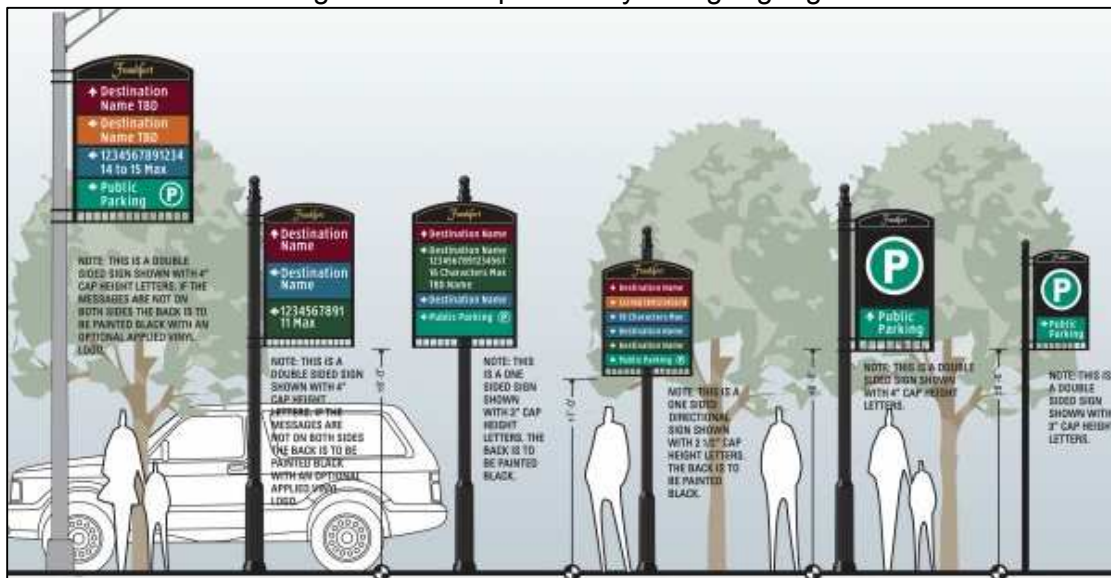
Section 23.743.110 gives the City the ability to establish special sign districts for specific areas of the city. The intent of these special sign districts is to provide a uniform and consistent branding and identification for areas of the city, such as the downtown and the convention district, which would benefit from such regulations. As part of the special sign district, the city may adopt special development standards for private party signs that apply to property within this district. Examples of existing special sign districts are the special sign corridor and the digital freeway overlay. These districts clearly identify locations and development standards specific to signage within the specified area. Staff brings attention to this section of the code so that Council is aware that if they chose to create additional districts, there is a means to do so.

### *Way-finding Signs*

While staff does not receive a lot of requests for off-site signage for advertising goods and services, there are circumstances where way-finding signage is needed to get the traveling public to a specific destination. Similar to directing people to specific public facilities, way-finding signage can also get people to a specific event, identified districts or shopping areas. These

types of signs are generally permanent, but can be used on a temporary basis for events. Figure 8 provides various examples of way-finding signage. These are just a small sample of the many options that are available and are only included for reference purposes.

Figure 8 - Example of Wayfinding Signage



The City is unique in the sense that many of the major shopping areas are not situated in a manner where travelers along Hwy 50 would be aware of all that Rancho Cordova has to offer in terms of shopping and dining. Centers such as Cordova Village, Rancho Cordova Town Center and Capital Village could all benefit from the use of way-finding signage, but at this time the code would consider this type of signage to be off-site signage, which is not allowed.

### **COUNCIL DIRECTION**

Staff is looking for the following direction from the City Council:

1. Amend the Digital Freeway Sign Overlay to incorporate additional locations to locate these types of signs that can be used to advertise goods, services and community events?
2. Amend the code to allow off-site noncommercial signage only? If so, does the council want to specify specific locations within the city?
3. Amend the code to allow off-site commercial advertising on gateway signs at freeway off-ramps that are located in the special sign corridor?
4. Amend the code to incorporate way-finding signage for specific districts or locations within the city?

### **FISCAL IMPACT**

There are no immediate fiscal impacts relating to this discussion beyond staff time.

### **ATTACHMENTS**

1. Presentation

# Community Event & Way-finding Signage



*a fresh take.*  
**RANCHO CORDOVA**  
CALIFORNIA

## Purpose of Tonight's Discussion

- Receive report and direct staff on potential code amendments to address community event and way-finding signage.

## Council Direction

1. Amend the Digital Freeway Sign Overlay to incorporate additional locations to locate these types of signs that can be used to advertise goods, services and community events?
2. Amend the code to allow off-site non-commercial signage only? If so, does the council want to specify specific locations within the city?
3. Amend the code to allow off-site commercial advertising on gateway signs at freeway off-ramps, that are located in the special sign corridor?
4. Amend the code to incorporate way-finding signage for specific districts or locations within the city?

# Sign Ordinance

## Why does the City have a sign ordinance?

- ❖ Protects public health, safety, and welfare through appropriate prohibitions, regulations, and control on design, location and maintenance of signs.
- ❖ Enhance traffic safety – does not distract, obstruct or impede motorists or traffic circulation.
- ❖ Aesthetic, architectural and cosmetic compatibility with community by limiting clutter of the streetscape.

## What types of provisions are included in the sign ordinance?

- ❖ Development regulations for permanent and temporary signage – size, location, & illumination.
- ❖ Exempt & Prohibited Signs
- ❖ Development regulations for specific locations such as sign corridors or overlay areas.

# Content-Neutral Regulation

The City's regulation of signs must be consistent with the U.S. Constitution's First Amendment right to free speech.

Regulations should generally be content-neutral.

Cities generally have more leeway to regulate commercial speech than noncommercial speech. A city regulation on commercial speech complies with the First Amendment so long as the restriction:

- Concerns lawful activity and is not misleading;
- Seeks to implement a substantial government interest;
- Directly advances that interest; and
- Reaches no further than necessary to accomplish its objective.

# Billboards



|         |             |                                                                                                                                                                                                                                                                               |                 |     |
|---------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----|
| 30 feet | 720 sq. ft. | <ul style="list-style-type: none"> <li>➤ 300 ft. from other billboards</li> <li>➤ 75 ft. from other onsite signs</li> <li>➤ 200 ft. from ag/res parcels</li> <li>➤ No more than 1,000 ft. from commercial or industrial parcel</li> <li>➤ At least 50 ft. from ROW</li> </ul> | Industrial zone | CUP |
|---------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----|

# Existing Billboard Locations

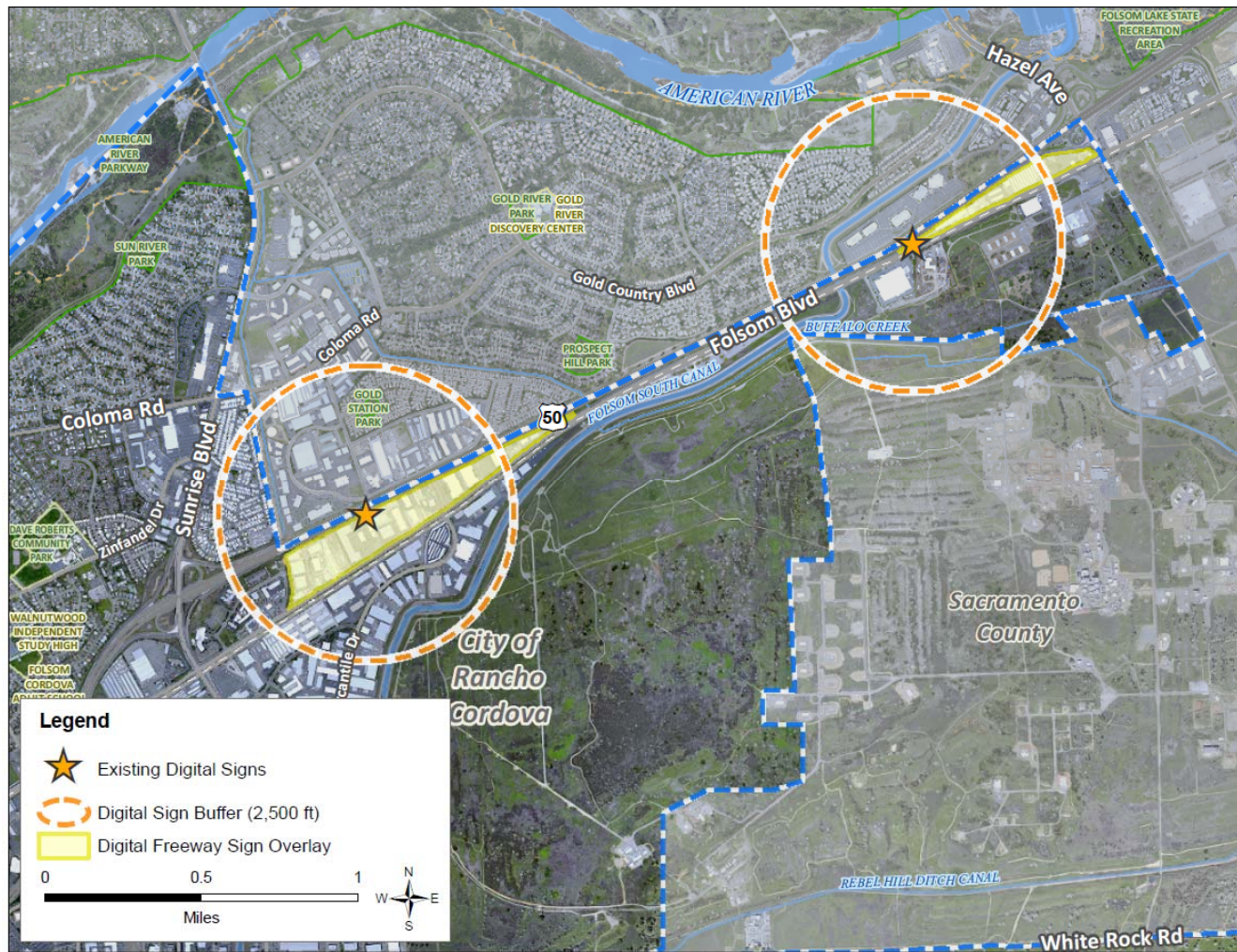


# Digital Freeway Signs

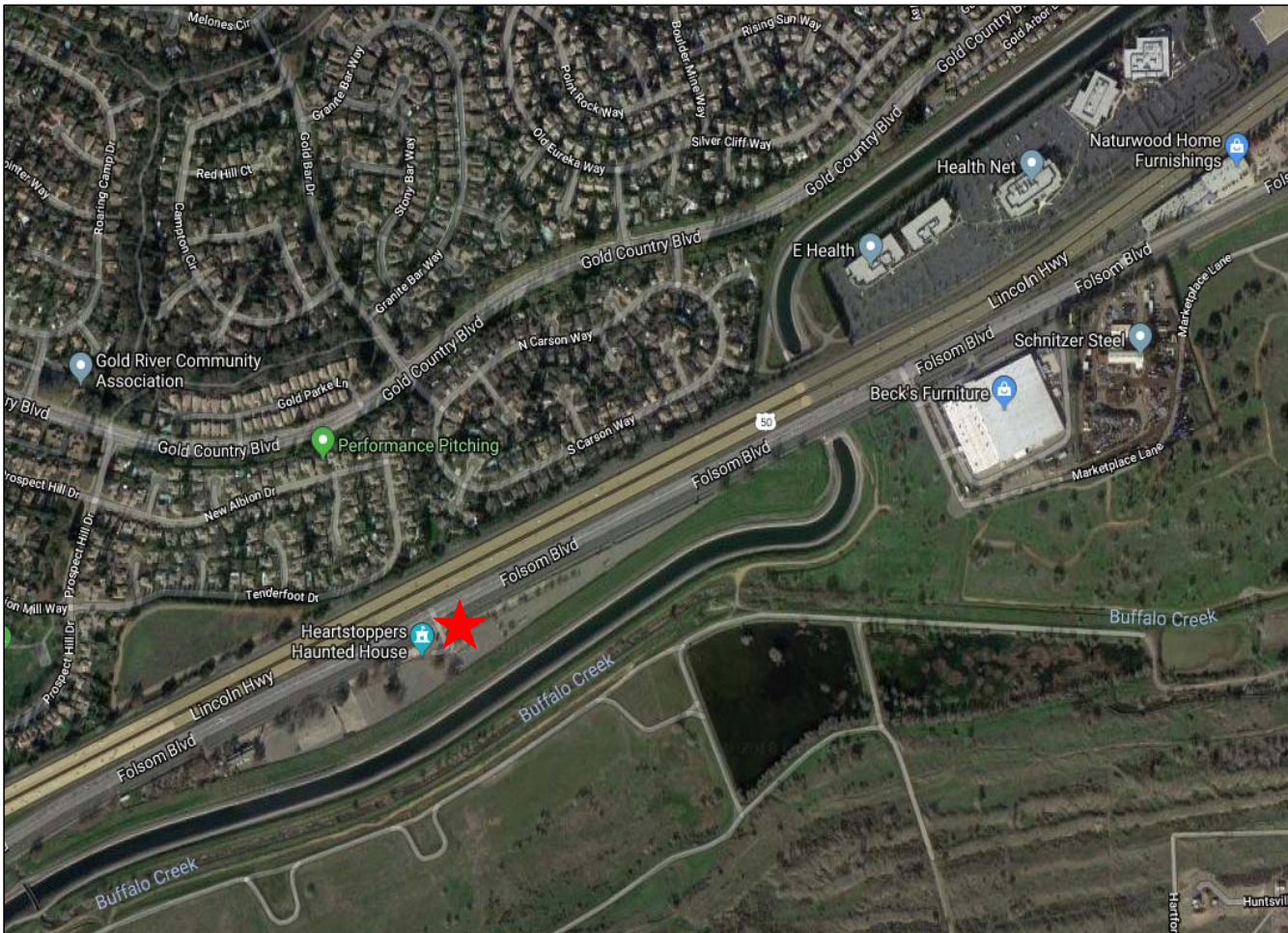


|         |                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                   |     |
|---------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----|
| 60 feet | 672 sq. ft. per digital display | <ul style="list-style-type: none"> <li>➤ 2,500 ft. from other digital freeway signs w/in City limits</li> <li>➤ Allow City display time for community interest messages</li> <li>➤ Allow public safety messages such as "Amber Alert" or emergency disaster communications</li> <li>➤ Remove 4 billboards for every one digital freeway sign.</li> <li>➤ Voluntary operational agreement to deviate from standards</li> <li>➤ Can advertise off site businesses</li> </ul> | <ul style="list-style-type: none"> <li>➤ Sunrise Blvd. area</li> <li>➤ Hazel Ave. area</li> </ul> | CUP |
|---------|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----|

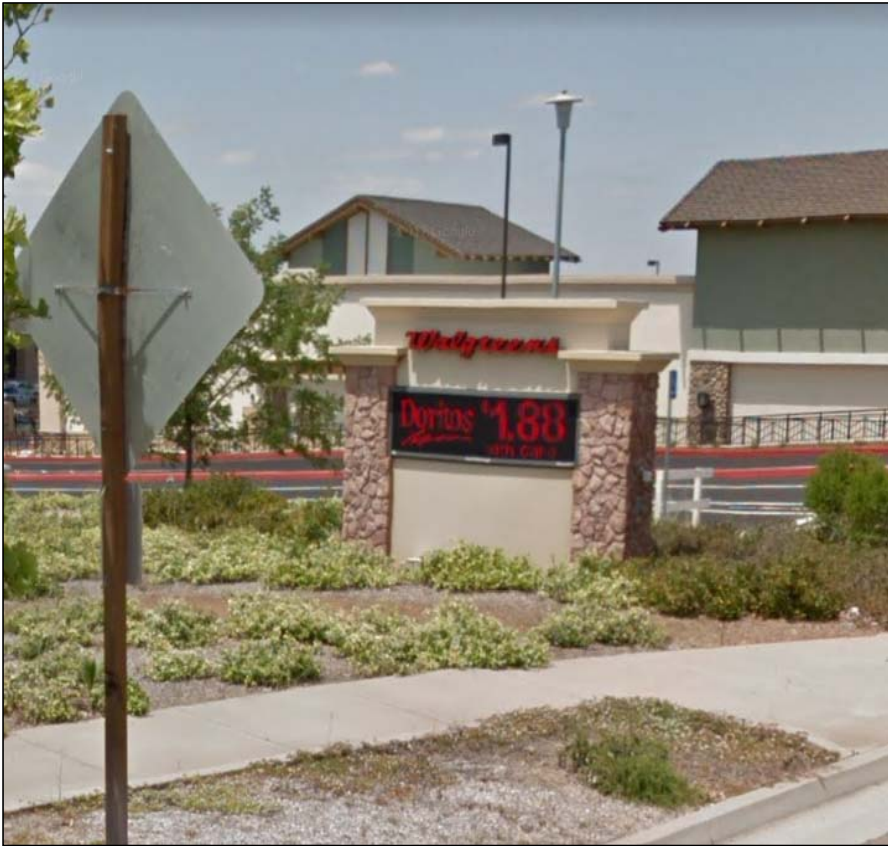
# Digital Freeway Signs



# Mineshaft Property



# Electronic Message Signs

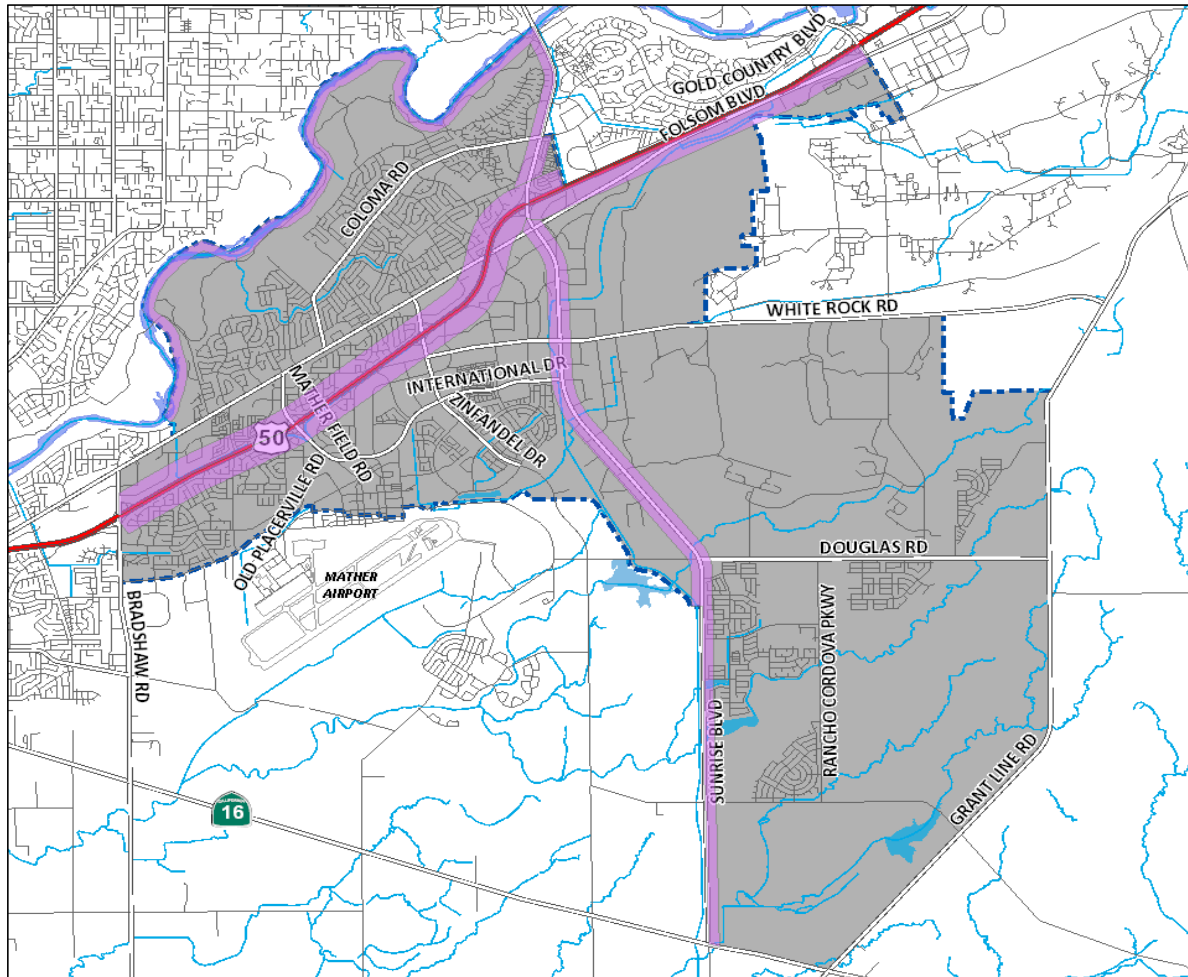


|                                          |               |                                                                                                                                              |           |     |
|------------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----|
| 6 ft. – 10 ft.<br>(depending<br>on zone) | 32 sq.<br>ft. | <ul style="list-style-type: none"> <li>➤ 100 ft. from residential zone</li> <li>➤ Located on the site of the use being advertised</li> </ul> | City wide | AUP |
|------------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----|

## Special Sign Corridor

|                                          |                    |                                                                                                                                   |                                                                                                                                                                                   |                                 |
|------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 6 ft. – 10 ft.<br>(depending on<br>zone) | Based upon<br>zone | <ul style="list-style-type: none"> <li>➤ 50 ft. between freestanding signs</li> <li>➤ Located within a landscaped area</li> </ul> | <ul style="list-style-type: none"> <li>➤ Hwy 50: 1,000 ft. radius/buffer</li> <li>➤ Sunrise from American River centerline/northern City limits: 500 ft. radius/buffer</li> </ul> | AUP:<br>freestanding signs only |
|------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|

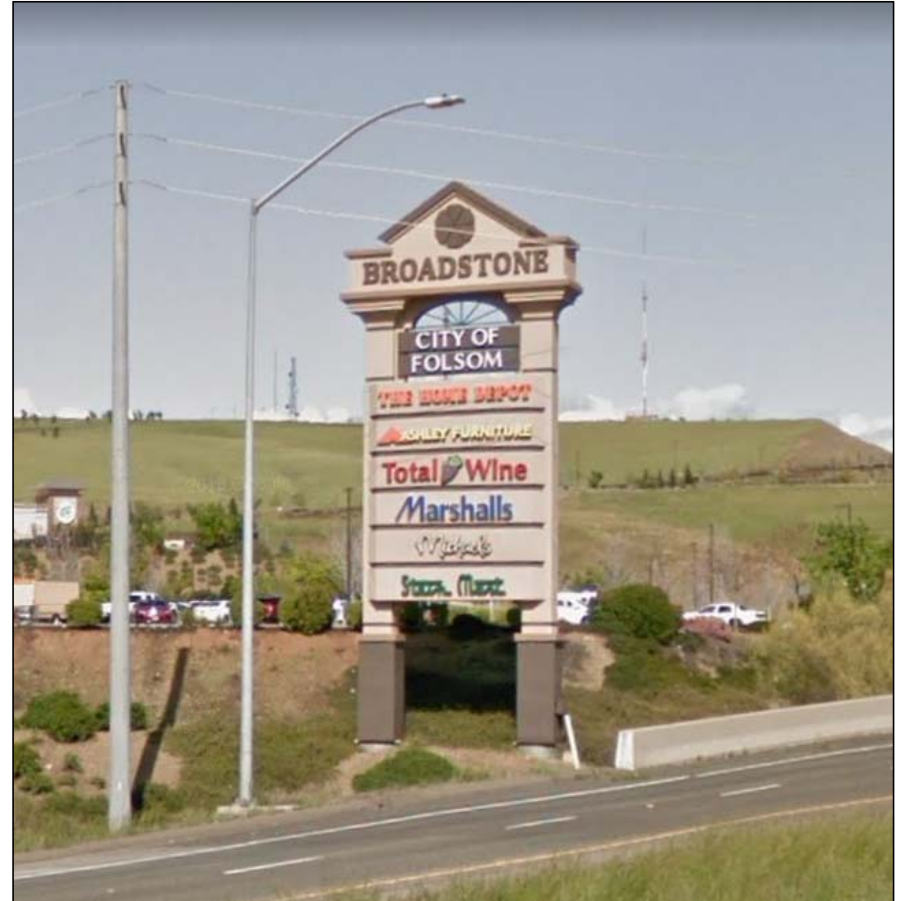
# Special Sign Corridor



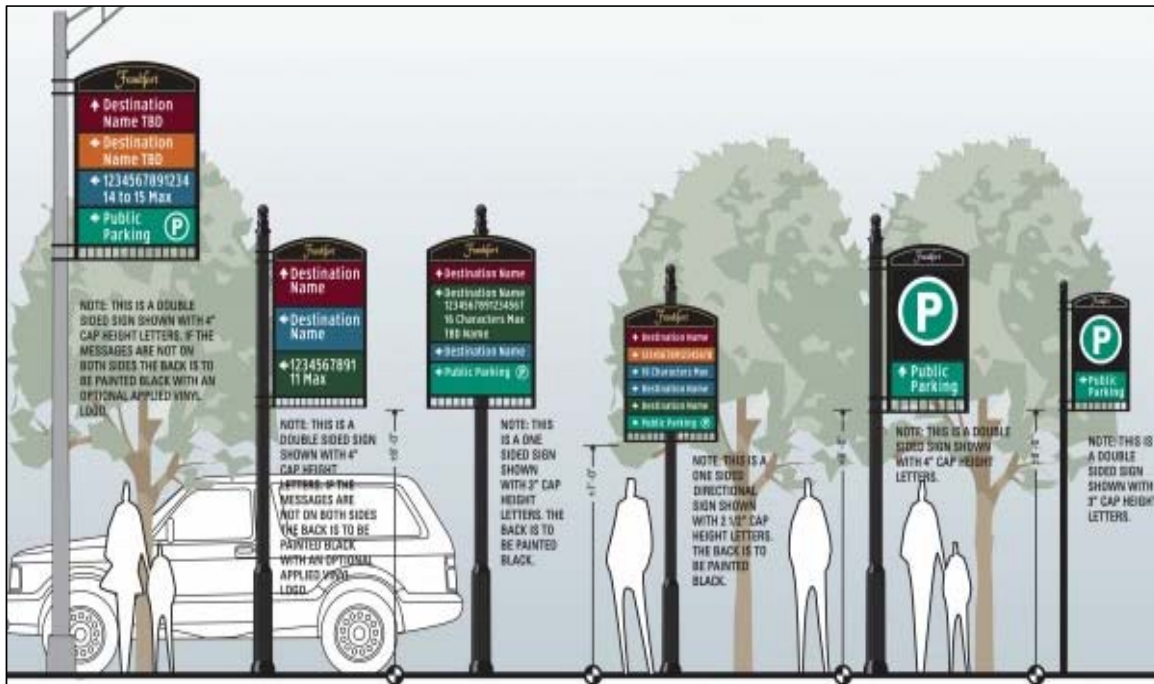
# Gateway Signs

|        |               |                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                            |               |
|--------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 60 ft. | 1,000 sq. ft. | <ul style="list-style-type: none"> <li>➤ Gateway signage program is city-administered</li> <li>➤ No more than one sign per freeway off-ramp or regional town center zone</li> <li>➤ Sign shall include the City logo and identification of the area of the city.</li> <li>➤ Located on property within the city limits, city ROW or Caltrans ROW.</li> </ul> | Located at each entrance to the city from Hwy 50 – Bradshaw Rd., Mather Field Rd., Zinfandel Dr., Sunrise Blvd., & Rancho Cordova Parkway. | Non specified |
|--------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------|

# Freeway Off-Ramp Gateway



# Way-finding Signage



- Directs public to specific locations such as commercial centers.
- Generally permanent but could be temporary for events.
- Centers such as: Cordova Hills, Rancho Cordova Town Center and Capital village do not have freeway visibility or are tucked behind other developments and not easily found.
- Wayfinding would benefit many hidden shopping centers or specific locations.

## Council Direction

1. Amend the Digital Freeway Sign Overlay to incorporate additional locations to locate these types of signs that can be used to advertise goods, services and community events?
2. Amend the code to allow off-site non-commercial signage only? If so, does the council want to specify specific locations within the city?
3. Amend the code to allow off-site commercial advertising on gateway signs at freeway off-ramps, that are located in the special sign corridor?
4. Amend the code to incorporate wayfinding signage for specific districts or locations within the city?

# THANK YOU

QUESTIONS & DISCUSSION

