



**MINUTES**  
**SPECIAL MEETING OF**  
**SAN DIMAS CITY COUNCIL**  
**TUESDAY, OCTOBER 26, 2010, 6:00 P. M.**  
**SENIOR CITIZEN/COMMUNITY CENTER**  
**201 E. BONITA AVE.**

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**PRESENT:**

Mayor Curtis W. Morris  
Mayor Pro Tem John Ebiner  
Councilmember Emmett Badar  
Councilmember Denis Bertone  
Councilmember Jeff Templeman

City Manager Blaine Michaelis  
City Attorney Mark Steres  
City Clerk Ina Rios  
Assistant City Manager of Community Development Larry Stevens  
Assistant City Manager Ken Duran  
Director of Public Works Krishna Patel  
Director of Parks and Recreation Theresa Bruns

**ABSENT:**

Director of Development Services Dan Coleman

**1. CALL TO ORDER**

Mayor Morris called the meeting to order at 6:03 p.m.

**2. ORAL COMMUNICATIONS**

(For anyone wishing to address the City Council on an item on this agenda. Under the provisions of the Brown Act, the legislative body is prohibited from taking or engaging in discussion on any item not appearing on the posted agenda. Speakers are limited to three minutes or as may be determined by the Chair.)

- a. Members of the Audience

There were no speakers.

**3. STUDY SESSION PLANNING MATTERS**

- a. Opportunity to discuss concerns regarding the city's sign provisions.

Assistant City Manager Stevens provided a summary of commercial sign regulations and concluded that most of the concern might be related to retail and commercial signs with some focus on temporary signs and banners, as well as a growing concern that "for sale" or "for lease" signs in commercial centers are becoming permanent.

Mr. Stevens responded to Councilmember Bertone that there are no requirements for these types of signs, other than limitations by maximum size or quantity per property. He added there is heightened sensitivity since the City is proactively enforcing regulations and responding to over one hundred complaints related to banners and temporary signs.

In response to Councilmember Badar, Mr. Stevens replied that all types of sandwich board signs are not permitted

In response to Mayor Pro Tem Ebiner, Mr. Stevens said Pozettos is permitted to install an icon sign and two wall signs in lieu of three wall signs, which will address their concern.

Mr. Stevens said most regulations prohibiting the advertisement of alcohol sales are in the conditional use permit, not in the sign ordinance. He added that in most cases the conditional use permit has to be amended to permit sale of beer advertisements.

Councilmember Templeman was not concerned with businesses having signs hung in a window. He felt the City should be as helpful as possible, especially first year businesses in the downtown corridor. He said staff can try regulating the appearance of lease signs rather than prohibiting them.

Mr. Stevens said the intention is to require a permit to regulate appearance, not to restrict lease signs. However, he thought there should be some time limit that has to be reviewed, rather than allow them to be open ended.

Mr. Stevens stated if the City Council expressed any interest in permitting sandwich board signs, staff can come up with a strategy to overcome concerns.

Bill Emerson felt it was time for staff to revisit the sign ordinance.

In response to Mayor Morris, Mr. Stevens replied that a multi-tenant building may have wall signs or icon signs, in addition to a monument sign.

Mr. Stevens added that the sign ordinance was amended to allow changes in monument signs to permit grouped tenant signs at San Dimas Station. He stated that five monument signs were approved for San Dimas Station on five street frontages that allowed tenant identification, but they were never installed. In addition to a walk through monument, San Dimas Station has now submitted a request for seven monument signs which will be considered by the Planning Commission in November or December.

Mayor Morris suggested the Planning Commission conduct hearings to solicit public input on sign code amendments for recommendation to the City Council.

Councilmember Bertone suggested advertising the hearings in the Frontier Newsletter.

Mayor Pro Tem Ebiner requested that similar examples from other cities be provided when changes are recommended

In response to Mayor Pro Tem Ebiner, Mr. Stevens replied that window signs are subject to limitations, but staff cannot regulate content. He added that political signs are addressed separately in the code.

The City Council felt it was worthwhile to consider a six-month flexible sign or banner program for new businesses; and to refer to the Planning Commission the idea of conducting appropriate hearings to collect data from the public relative to the sign ordinance, which will be brought before the City Council for discussion and recommendation.

- b. Long Range Planning Projects Update – review of what is ready for consideration, schedule for the rest of the projects.

Assistant City Manager Stevens said staff will continue to work on pending first and second priority projects and tasks, as well as other major projects and current planning tasks. He said projects are assigned to staff and the list is updated periodically.

#### **4. ADJOURNMENT**

Mayor Morris adjourned the meeting at 6:59 p.m. The next City Council meeting is Tuesday, October 26, 2010, 7:00 p.m.

Respectfully submitted,

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Ina Rios, CMC, City Clerk