

PLANNING COMMISSION RESOLUTION NO. P15-0230

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CATHEDRAL CITY, CALIFORNIA RECOMMENDING THAT THE CITY COUNCIL APPROVE AN AMENDMENT TO CHAPTER 9.62 (SIGNS) TO ADD REGULATIONS AND DEVELOPMENT STANDARDS FOR THE CONSTRUCTION OF BILLBOARDS WITH DIGITAL DISPLAY OR CHANGEABLE COPY.

WHEREAS, the City of Cathedral City, California (“City”), is initiating an application for a Zone Ordinance Amendment for modifications to Title 9, Chapter 9.62 (Signs);

WHEREAS, the City last amended the Sign Code (Chapter 9.62) in 2010, which included an allowance for the construction of monument signs with electric changeable copy through Planning Commission approval of a master sign program; and

WHEREAS, Chapter 9.62 of the Code establishes requirements for the construction of signs within the City of Cathedral; and

WHEREAS, the City proposes to amend Chapter 9.62 to add regulations and development standards for the construction of billboards with digital display or changeable copy has initiated Zone Ordinance Amendment No. 15-001 (“ZOA 15-001”) for that purpose; and

WHEREAS, the City, acting as Lead Agency, has determined that ZOA 15-001 will not have a significant impact on the environment and is exempt from the California Environmental Quality Act (CEQA) pursuant to Title 14, Chapter 3, Section 15061(b)(3) (General Rule) of the California Code of Regulations; and

WHEREAS, following a duly noticed public hearing on October 21, 2015, the Cathedral City Planning Commission recommended that the City Council approve ZOA 15-001 and determined that ZOA 15-001 is exempt from further CEQA review.

NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF CATHEDRAL CITY, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

Section 1. The Planning Commission has considered all of the evidence submitted into the administrative record for the recommendations listed in this Planning Commission Resolution No. P15-0230, including, but not limited to, the following:

- (a) Cathedral City Municipal Code and Cathedral City General Plan;
- (b) Zone Ordinance Amendment No. 15-001;

- (c) The staff report prepared by Salvador Quintanilla. Associate Planner and reviewed by Robert Rodriguez, Development Services Manager, dated October 21, 2015
- (d) Staff presentation at the public hearing conducted at the Planning Commission Meeting held on October 21, 2015;
- (e) Testimony and/or comments from interested parties submitted to the City in either written or oral form at, or prior to, the public hearing conducted at the Planning Commission Meeting held on October 21, 2015;
- (f) Public comments, both written and oral, received and/or submitted at, or prior to, the public hearing conducted at the Planning Commission Meeting held on October 21, 2015, supporting and/or opposing the staff recommendation.

Section 2. Pursuant to the provisions of the California Environmental Quality Act (CEQA), the Planning Commission makes the following environmental determinations and recommendations:

- (a) Pursuant to Title 14, Chapter 3, Section 15061(b)(3) of the California Code of Regulations, the approval of ZOA 15-001 is exempt from further review under CEQA as it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Any land development project affected by this action will undergo its own environmental review.

Section 3. The Planning Commission has considered all of the evidence submitted into the administrative record for proposed Zone Ordinance Amendment No. 15-001 and bases its recommendation for the City Council to adopt an Ordinance to approve Zone Ordinance Amendment No. 15-001 on the following findings:

- (a) The proposed modifications to Chapter 9.62 (Amendment) will preserve and enhance the visual aspects of the City of Cathedral City and promote the orderly placement and display of signs consistent with the goals and policies of the City's General Plan;
- (b) The City recognizes the value and importance of signs, and desires to maintain and preserve the freedom of speech, which the Amendment will promote; and
- (c) The Amendment is consistent with the intent of the City's message-neutrality policy to regulate signs in a constitutional manner, which is content neutral as to non-commercial signs and viewpoint neutral as to commercial signs;

- (d) The Amendment has been determined by the preparation to be exempt pursuant to Section 15061(b)(3), the "General Rule" since it has been determined that it would have no impact on the environment.

Section 4. In view of all of the evidence, and based on the foregoing findings and conclusions, the Planning Commission hereby recommends as follows:

- (a) That the City Council adopt an ordinance to amend the Cathedral City Municipal Code to encompass Zone Ordinance Amendment No. 15-001, approving an amendment to Chapter 9.62 (Signs) to add text establishing regulations and developments standards for billboards with digital display or changeable copy.

Section 5. The Secretary shall certify as to the adoption of this resolution and shall cause the same to be processed in the manner required by law.

THE FOREGOING RESOLUTION WAS APPROVED AND ADOPTED on this 21st day of October, 2015, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

John Rivera, Chair

ATTEST AND APPROVED AS TO CONTENT:

Robert Rodriguez, Development Services Manager/
Secretary to the Planning Commission

PREPARED BY:

Salvador Quintanilla
Associate Planner

APPROVED AS TO LEGAL FORM:

Charles R. Green
City Attorney