



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2604

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Public Hearing

November 15, 2005

Honorable Mayor and
Members of the City Council

Subject: Approve: Appeals fee for the Old Sacramento Historic District Sign Permit Process

Location/Council District: Old Sacramento (District 1)

Recommendation: Adopt a resolution establishing a fee of \$370 for an appeal under the Old Sacramento Special Sign District Ordinance

Contact: Ed Astone, Old Sacramento Town Manager, 264-8209
Nicole York-Johnson, Administrative Officer, 264-7032

Presenters: Ed Astone, Town Manager

Department: Convention, Culture and Leisure Department

Division: Old Sacramento Management

Organization No: 4360

Summary:

The Old Sacramento Special Sign District Ordinance, Number 2005-021 sets forth an appeal process by which any person desiring to challenge a decision of the Director of Planning or the History Manager shall have the opportunity to file an appeal accompanied by a fee in an amount specified by resolution of the City Council. No appeal fee has ever been established; this resolution will establish the appeal fee at \$370.

Committee/Commission Action: None

Background Information:

With the support of the Historic Old Sacramento Foundation and the Old Sacramento Business Association, on March 15, 2005, City Council approved an ordinance amending Section 15.152 of the Sacramento City Code, relating to the Old Sacramento Special Sign District. The amendments accomplished the following:

- Identified additional signs to be prohibited in the District
- Clarified the type of signs prohibited in the District
- Identified sign size limitations
- Prescribed a maximum number of signs for each business
- Established a provision for sidewalk and door displays

Over a two year period prior to adoption of the amendments, the Historic Old Sacramento Foundation, a City Council approved advisory stakeholder group formed a sign committee comprised of merchants, property owners, and a representative from the City's Old Sacramento Management Division. The sign committee was charged with assessing the current sign ordinance and amending it to clarify what type of signs and displays detract from the desired atmosphere in Old Sacramento.

The sign committee held more than 20 meetings some of which included Jim Henley, the History and Science Manager. Mr. Henley provided the committee guidance during the drafting of the amendments helping to ensure the historical basis of the final draft. Additionally, Roberta Deering, the Historic Preservation Director and Neighborhood Services Code Enforcement reviewed the final draft and supported the amendments. The amended ordinance was presented and approved by Council on March 15, 2005 with no public opposition.

Immediately following adoption of the ordinance, City staff in partnership with the Historic Old Sacramento Foundation held public outreach meetings and workshops to educate Old Sacramento stakeholders on the contents of the ordinance providing a five month grace period before enforcement.

As the sign program moves into enforcement, the consideration for such procedures as appeals becomes necessary. Staff has determined that the process for coordinating appeals will require the time of an Administrative Officer who will process applications for appeal and coordinate the hearing and findings of the History and Science Commission. Based on the total number of hours required, staff is recommending a fee of \$370, which is the same amount adopted by City Council for appeals filed with the City's Neighborhood Code Enforcement program.

On October 12, 2005, staff presented the proposed appeals fee to the Old Sacramento Property Owners' Council and received their unanimous approval. On the following day, October 13, 2005, the Historic Old Sacramento Foundation Board also approved the proposed fee.

Financial Considerations:

It is expected that the number of appeals under this program will be minimal. Fees collected will be deposited in the Old Sacramento Management budget and used to offset the administrative costs of reviewing each appeal.

Environmental Considerations:

This report concerns administrative activities that will not have any significant effect on the environment, and that do not constitute a "project" as defined by the California Environmental Quality Act (CEQA) [CEQA Guidelines Sections 15061(b)(3); 15378(b)(2)].

Policy Considerations:

The proposed fees as recommended are consistent with the Fee Guidelines adopted by Council on June 22, 2004 for FY2004/05.

Emerging Small Business Development (ESBD):

Not applicable.

Respectfully Submitted By: Ed Astone
Ed Astone, Town Manager

Approved By: Barbara E. Bonebrake
Barbara E. Bonebrake, Director
Convention, Culture and Leisure Department

Recommendation Approved:

Robert P. Thomas
ROBERT P. THOMAS
City Manager

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RESOLUTION NO.

Adopted by the Sacramento City Council

November 15, 2005

APPROVING AN APPEALS FEE FOR THE OLD SACRAMENTO HISTORIC DISTRICT SIGN PERMIT PROCESS

BACKGROUND

- A. Ordinance Number 2005-021 states that any person desiring to challenge a decision of the Director of Planning or the History Manager shall have the opportunity to file an appeal accompanied by a fee in an amount specified by resolution of the City Council.
- B. The purpose of the fee is to meet the administrative processing expenses of processing and coordinating each appeal.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. A fee of \$370 is established for appeals of a decision of the Director of Planning or the History Manger pursuant to this ordinance.