



City Council Staff Report

Subject: Temporary Sign Deposits and Abatement

Date: September 26, 2023

Submitted By: Elizabeth Sorg, Management Analyst

Department: City Manager's Office

Recommendation:

- A. Conduct a Public Hearing to Consider Testimony.
- B. Introduce, Waive Full Reading, and Read by Title Only, an Ordinance of the City Council of the City of Rocklin To Amend Section 17.75.070 D. Temporary Signs of the Rocklin Municipal Code to Establish a Compliance Deposit and Sign Removal Process (Temporary Signs/ZOA2023-0004).
- C. Adopt a Resolution of the City Council of the City of Rocklin Adopting a Fee for the Abatement of Temporary Noncommercial Signs.

Background:

On August 13, 2019, the City Council considered possible revisions to the standards applicable to temporary noncommercial signs. Following the discussion, the City Council directed staff to move forward with an ordinance to modify the Rocklin Municipal Code (RMC) to establish size limitations, as well as update and clarify the temporary noncommercial sign regulations to make them clearer and easier to understand.

Based upon the City Council's direction, staff drafted modifications to the standards for temporary noncommercial signs, RMC Sections 17.75.070 (C), Table 1, Row labeled "Noncommercial temporary signs" and 17.75.070 (D) to:

- Establish the maximum size of a temporary noncommercial sign as 16 square feet.
- Revise the time such signs may be displayed to beginning 45 days prior to an event and ending 5 days after an event.
- Clarify where temporary noncommercial signs may be located on a property.
- Update language and formatting to clarify intent and make the regulations more user friendly.

The changes were adopted at the October 12, 2021 City Council meeting.

Since the adoption of the revised regulations in 2021, these types of signs have posed a challenge for staff when they are not placed in compliance with the RMC and have required abatement. Therefore, an update to the ordinance (Attachment 1) is recommended to institute

a sign deposit of \$500 that must be submitted to the City Clerk prior to the placement of any temporary noncommercial signs in the City and establish procedures for removal of non-compliant signs. No changes to the previously adopted standards applicable to this type of sign are proposed.

Staff presented the proposed changes at the September 5, 2023 Regular Meeting of the Planning Commission. The Planning Commission voted 4-0 with one Commissioner absent to recommend the changes to the City Council.

Attachment 2 is a Resolution of the City Council establishing the fee that would be charged for the abatement of signs. City staff performed a cost study and found that the abatement of a sign placed in violation of the existing code costs approximately \$47.00. This is the fully burdened cost of a Code Enforcement Officer to abate a sign and complete the necessary notification process. Understanding that most temporary noncommercial signs are placed by individuals or groups that are not-for-profit, staff recommends setting the the proposed fee per violation at \$25, which is \$22 lower than the fully burdened cost. This fee would be charged against the deposit submitted prior to someone placing a temporary noncommercial sign per RMC 17.75.070 (D).

Fiscal Impact:

There is no direct fiscal impact in adopting the proposed Ordinance. The collection of sign abatement fees could result in a slight revenue for the City, but this would be offset by staff time to abate signs.

ATTACHMENTS:

- [1. Ordinance](#)
- [2. Resolution](#)
- [3. Resolution Exhibit A - Fee](#)