



## CITY OF SIGNAL HILL

2175 Cherry Avenue • Signal  
Hill, California 90755-3799

### STAFF REPORT

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7/9/2024

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#### **AGENDA ITEM**

**TO: HONORABLE MAYOR  
AND MEMBERS OF THE CITY COUNCIL**

**FROM: CARLO TOMAINO  
CITY MANAGER**

**BY: COLLEEN T. DOAN  
COMMUNITY DEVELOPMENT DIRECTOR**

**SUBJECT: ADOPTION OF ORDINANCE NO. 2024-06-1549 APPROVING ZONING ORDINANCE  
AMENDMENT 24-02, AMENDING CHAPTER 20.58 SIGNS OF TITLE 20 OF THE  
SIGNAL HILL MUNICIPAL CODE FOR CONSISTENCY WITH STATE AND FEDERAL  
LAWS BY REMOVING LANGUAGE PERTAINING TO SIGN CONTENT, ELECTION  
SIGNS, PUBLIC INFORMATION SIGNS, AND ADDING REGULATIONS FOR  
TEMPORARY NON-COMMERCIAL SIGNS, CITYWIDE; AND FINDING THE ACTION  
TO BE EXEMPT FROM CEQA**

#### **Summary:**

The City Council introduced Ordinance No. 2024-06-1549 at its regular meeting on Tuesday, June 11, 2024; the Ordinance is ready for a second reading and adoption. The primary purpose of Ordinance 2024-06-1549 is to amend Chapter 20.58 Signs of Title 20, pertaining to sign standards to be consistent with current case law.

#### **Strategic Plan Goal(s):**

Goal No. 5 High-Functioning Government: Strengthen internal communication, recruitment, retention systems, and processes to increase the effectiveness and efficiency of City services.

#### **Recommendation:**

Adopt Ordinance No. 2024-06-1549, entitled:

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIGNAL HILL, CALIFORNIA,  
APPROVING ZONING ORDINANCE AMENDMENT 24-02, AMENDING CHAPTER 20.58  
SIGNS OF TITLE 20 OF THE SIGNAL HILL MUNICIPAL CODE FOR CONSISTENCY WITH  
STATE AND FEDERAL LAWS BY REMOVING LANGUAGE PERTAINING TO SIGN

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CONTENT, ELECTION SIGNS, PUBLIC INFORMATION SIGNS, AND ADDING REGULATIONS FOR TEMPORARY NON-COMMERCIAL SIGNS, CITYWIDE; AND FINDING THE ACTION TO BE EXEMPT FROM CEQA.

Fiscal Impact:

There is no fiscal impact associated with the recommended action.

Background and Analysis:

During the June 11, 2024, City Council meeting, the City Council introduced Ordinance No. 2024-06-1549. During the meeting, the City Council requested an amendment to the language of the proposed Ordinance, pertaining to Section 20.58.120, H. "Temporary Non-Commercial Signs" to revise language for the allowed location to read as follows:

Location: Within front setback or street side yard setback. Signs shall not encroach into the public right-of-way.

Ordinance No. 2024-06-1549 is now presented for a second reading and adoption. Upon adoption, the City Clerk will cause a Notice of Exemption under State California Environmental Quality Act Guidelines § 15061 (b)(3) to be filed as authorized by CEQA and the State CEQA Guidelines.

The City posted a summary of the Ordinance in accordance with Signal Hill Municipal Code Section 1.08.010 and published the notice in the Signal Tribune newspaper on June 14, 2024. Upon adoption of the Ordinance, the City will publish summary in the Signal Tribune newspaper and post the information in accordance with Section 1.08.010. The City will also publish Ordinance No. 2024-06-1549 in its entirety on the City's website.

Reviewed for Fiscal Impact:

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Sharon del Rosario

Attachment:

A. Ordinance No. 2024-06-1549