

**CITY OF OJAI
ORDINANCE NO. 830**

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF
OJAI, CALIFORNIA AMENDING THE OJAI MUNICIPAL CODE
SECTION 10-2.1609 (STANDARDS FOR SPECIFIC TYPES OF
SIGNS) RELATED TO BUSINESS BANNER SIGNS**

The City Council of the City of Ojai finds, determines and declares as follows:

1. The Ojai Municipal Code contains standards for signage in the City.
2. Generally, temporary signs such as banners are prohibited except under certain conditions as set out in Section 10-2.1609 (c) such as business grand openings and very limited special events not exceeding 4 times per year for 30 days at a time.
3. The City Council finds that unlike traditional fixed-place businesses, there are certain facilities in the City whose principal activity is the presenting or sponsoring of multiple or changing events, shows, programs and activities such as plays, art shows, and music events that cannot obtain the same benefit of business banner signs with the current time and frequency limitations because the matters they wish to advertise change so often.
4. The City Council further finds that expanding the frequency and duration of business banner signs for these unique and limited uses will not be detrimental to the City of Ojai or incompatible with the policies and goals of the signage standards of the Ojai Municipal Code.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF OJAI CALIFORNIA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. Section 10-2.1609(c) (2) and (3) of Title 10, Chapter 2 of Article 16 of the Ojai Municipal Code is hereby amended to read as follows:

- (c) *Banner business signs.* "Banner business sign" shall mean a strip of cloth or similar flexible material on which a sign is painted or printed that displays a business name or otherwise directs attention to a business or profession, or to the commodity, service, or entertainment sold or offered upon the premises where the banner business sign is located.
 - (1) A new business announcing its grand opening shall be allowed one (1) on-site banner business sign.
 - (2) Existing businesses shall be allowed one (1) on-site banner business sign up to a maximum of four (4) times per year. Notwithstanding the

foregoing, any business whose principal activity is the presenting or sponsoring of multiple or changing events, shows, programs and activities such as theater art, fine art, and music events shall be allowed one (1) on-site banner business sign up to a maximum of eight (8) times per year.

- (3) A banner business sign may be posted for up to thirty (30) days. Notwithstanding the foregoing, a banner business sign may be posted for up to sixty (60) days on any business with its principal activity being the presenting or sponsoring of multiple or changing events, shows, programs and activities such as theater art, fine art, and music events.
- (4) A banner business sign shall be affixed to the exterior wall(s) of the structure within which the business is located, and shall not hang between posts, or from trees, be within the public right-of-way, or be placed on a rooftop, except if the building in which the business is located is at least fifty (50') feet from the public right-of-way, a banner business sign may be placed on a front fence, wall or other structure approved by the Director. Notwithstanding the foregoing, any business whose principal activity is the presenting or sponsoring of multiple or changing events, shows, programs and activities such as theater art, fine art, and music events shall be allowed to display banners in a professional manner on fixed posts that are integrated into the architecture of the adjacent building and attractively designed such that such posts do not detract from the aesthetics of the property.
- (5) Banner business signs shall not exceed a maximum area of twenty-four (24) square feet or fifty (50%) percent of the allowed permanent sign area for the particular site, whichever is less. Additional square footage may be allowed through design review approval by the Director, in compliance with Article 20 of this chapter.
- (6) Banner business signs shall be maintained in a clean and presentable manner at all times.

SECTION 2. Environmental Determination. The City Council determines that the following findings reflect the independent judgment of the City Council. The City Council finds that under CEQA Guidelines Section 15061(b)(3), CEQA review is not required because there is no possibility that this Ordinance may have a significant effect upon the environment.

SECTION 3. Severability. If any section, subsection, sentence, clause, phrase or portion of this Ordinance is for any reason held to be invalid or unconstitutional by the final decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council declares that it would have adopted this Ordinance, and each section, subsection, sentence, clause, phrase or portion thereof, irrespective of the fact that any one or more sections, subsections, phrases or portions might be declared invalid or unconstitutional.

SECTION 4. The City Clerk shall cause this Ordinance to be published once, within fifteen (15) calendar days after its passage, in the Ojai Valley News, a newspaper of general circulation, printed, published and circulated in the City, and shall cause a copy of this Ordinance and its certification, together with proof of publication, to be entered in the Book of Ordinances of the City.

SECTION 5. This Ordinance shall become effective on the thirty-first (31st) day after its adoption.

PASSED, APPROVED, and ADOPTED this 13th day of August 2013 by the following vote:

AYES: Blatz, Clapp, Lara, Strobel
NOES: None
ABSENT: Smith
ABSTAIN: None

CITY OF OJAI, CALIFORNIA



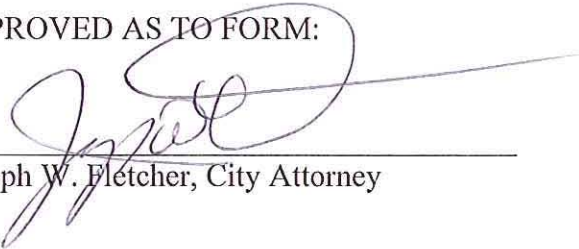
Paul Blatz, Mayor

ATTEST:



Rhonda K. Basore, City Clerk

APPROVED AS TO FORM:



Joseph W. Fletcher, City Attorney

STATE OF CALIFORNIA)
)
COUNTY OF VENTURA)
)
CITY OF OJAI)

I, Rhonda K. Basore, City Clerk of the City of Ojai do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council of the City of Ojai held on July 9, 2013, and adopted at a regular meeting held on August 13, 2013, by the following vote:

AYES: Blatz, Clapp, Lara, Strobel

NOES: None

ABSENT: Smith

ABSTAIN: None



Rhonda K. Basore
City Clerk for the City of Ojai