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MEMORANDUM

DATE: JUNE 7, 2021

TO: MENDOCINO HISTORICAL REVIEW BOARD MEMBERS

FROM: PLANNING AND BUILDING SERVICES STAFF

SUBJECT: MCC SECTION 20.760.040 SIGN COPY EXEMPTION AND REVIEW BOARD GUIDANCE

On May 3, 2021, staff requested guidance about sign regulations and MCC Section 20.760.040(H). The following is intended to summarize the Review Board's comments, which concluded with a request that the Director prepare a policy (or procedure) regarding MCC Chapter 20.760 sign exemptions.

1. The frequently adopted condition (below) should be interpreted to mean that when a business ceases or relocates, the approved sign permit is no longer valid. A new location for the same business (or a new business at the same location) would apply for a permit when the current sign permit is no longer valid.

"This permit for this sign is valid only for as long as this business is conducted at this location. The Review Board reserves the right to consider all aspects of any future changes to the sign, including size."

To accommodate new business owners' requesting a sign copy change pursuant with MCC Section 20.760.040, staff will suggest revised language for this often adopted condition (above).

The Review Board requests staff to develop a potential condition that could limit the use of telephone, web-address, social media (e.g. facebook, Instagram, twitter) and similar information on business signs in Town.

2. The exemption for sign copy changes as listed in MCC Section 20.760.040(H) states:

"Copy changes on legally existing signs [are exempt from Chapter 20.760] provided that the Planning and Building Services Department has determined that the replacement or revised sign: (1) Conforms to sign size and design standards contained in this Chapter and Chapter 20.712; and (2) Is similar in color and design to the original sign; and (3) Is not larger than the original sign; and (4) Is in the same location on the property as the original sign."

Threshold examples of when a sign copy change could satisfy MCC Section 20.760.040(H):

- ✓ The copy change exemption can be applied to signs having the same dimension shown on the permit.
- ✓ The exemption can be applied when sign *colors and design* are similar to what is shown on the permit. A new permit is recommended when both the copy and the design of the sign changes.
- ✓ The exemption can be applied when the sign remains in the same location, as shown on the permit.
- ✓ The colors identified in the MHRB Permit are the colors allowed. The exemption can be applied when the sign colors used are the same as the colors listed in the permit.

A "copy change on a legally existing sign" means the most recently issued permit. When the most recently issued permit is not valid (e.g. by condition or other), then the exemption would not apply.