



Approvals:

City Manager mm
Dept. Head thub
Attorney so
Finance su

AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: March 3, 2015

Department: Community Development\Code Compliance Division
Prepared By: Brent Panas, Code Compliance Supervisor BP

Subject: **ZONING AMENDMENT INITIATION – COMMERCIAL MASCOTS**

Fiscal Impact: None.

Summary: Staff recommends the City Council initiate a Zoning Amendment to prohibit the use of commercial mascots as advertising.

Background: The Zoning Ordinance does not address commercial mascots. Commercial mascots are a form of advertising in which a person or animal often stands in a visible location, dressed in a costume or distinctive colors that are closely associated with a business or organization. Commercial mascots often direct traffic to businesses by pointing or waving.

Discussion: Commercial mascots are inconsistent with the City's goals for signage because: 1) mascots can distract traffic which is a safety concern and may cause traffic delays; and 2) mascots can cause "sign clutter" and focus attention away from building signage, which is encouraged and commonly relied upon to identify businesses. To avoid these issues, staff recommends the City Council initiate an amendment to prohibit commercial mascots. The tentative timeline for this project is a Planning Commission meeting in April and City Council meeting in June.

Recommended

Action: STAFF RECOMMENDS THAT the City Council initiate a Zoning Amendment to prohibit commercial mascots.

Attachments: None.

Notification: Not required for the recommended action. If a zoning amendment is initiated, the public will be notified when the Planning Commission and City Council consider code changes at public hearings.