

Jackson City Council
Minutes
Regular Meeting of November 28, 2011

Wayne Garibaldi
Patrick Crew
Marilyn Lewis
Keith Sweet, Vice-Mayor
Connie Gonsalves, Mayor

Michael Daly, City Manager
Scott Morrison, Police Chief
Susan Peters, City Planner
Gisele Cangelosi, City Clerk

COUNCIL MEMBERS ABSENT:

Mayor Gonsalves called the meeting to order at 7:00 p.m.

1. **APPROVAL OF AGENDA.**

Moved by Councilmember Lewis and seconded by Councilmember Crew, and unanimously carried to approve the City Council Agenda dated November 28, 2011 as presented.

2. **PUBLIC MATTERS NOT ON THE AGENDA.**

Bill Orescan, Jackson, stated at the last meeting he made a recommendation the Fire Department charge \$500 to the homeowner for fire callouts to supplement their budget. He now understands that Homeowner Fire Policies in California do not cover that type of charge.

3. **CONSENT CALENDAR.**

- a. Approval of Minutes of November 14, 2011 meeting.
- b. Approval of Expenditure Report for November in the amount of \$ 131,326.01.
- c. Approve Updated Contract Agreement with City Engineer.

Moved by Councilmember Lewis, seconded by Councilmember Garibaldi, and unanimously carried to approve as presented except for:

1. **Councilmember Crew abstained on the approval of Check 235210 in the amount of \$794.20.**

4. **ADMINISTRATIVE REPORTS.**

Police Chief Morrison reported Christmas Delights took place without any problems.

City Planner Peter reported the Planning Commission meeting for December will probably be cancelled. Her focus has changed to completing the revisions to the Housing Element and the Sign Ordinance update.

City Manager Daly reported on the following:

1. The Marcucci Bridge Slab Project ribbon cutting ceremony was held Tuesday, November 22 at 9:00 a.m.
2. Café De Coco Grand Opening ribbon cutting ceremony will be held Wednesday, November 30 at 11:30 a.m.

3. The California Transportation Commission performed the site visit regarding the Environmental Enhancement Mitigation Program Grant for Jackson Vista Point Improvement Project on Thursday, November 17 at 10:00 a.m. Recommendations won't be available until January or February.
4. Representatives for every city except Amador City, as well as Supervisors Plasse and Forster, Joe Lowe, Greg Gillot and Chuck Iley met with two of Senator Gaines' senior staff to urge their support for a fix to the ERAF problem with the school district.
5. Assemblywoman Huber is planning to introduce a piece of legislation intended to resolve this problem unique to Amador and Mono Counties. As soon as this materializes a support resolution will be presented to the City Council for consideration.

5. COUNCIL REPORTS.

Councilmember Crew reported on the following:

1. Attended the Amador Council of Tourism meeting.
2. The Jackson Business and Community Association Christmas Delights, held November 25 and 26 from 6:00 p.m. to 9:00 p.m. was a great success.

Vice-Mayor Sweet reported on the following:

1. The Marcucci Bridge Slap Project ribbon cutting ceremony Marcucci.
2. Attended the ACTC meeting.

Mayor Gonsalves attended the Amador Council of Tourism meeting.

DISCUSSION CALENDAR.

6. Public Hearing – Sign Ordinance Update.

City Manager Daly reported in October 2010, the City Council reviewed a possible amendment to the “non-commercial temporary” sign provisions in the Development Code. The amendment failed to receive approval from the City Council and was referred to the Planning Commission for further review. The Planning Commission folded the non-commercial temporary sign issue in with its review of general signage in Jackson. On October 15, 2011 the Planning Commission approved a motion to recommend the City Council approve the proposed amendments to the Sign Regulations Ordinance. The key issue discussed at the November 14, 2011, City Council meeting were:

1. The lack of input from the Jackson business community regarding the newly proposed regulations.
2. The proposed regulations were not business-friendly and that they could create a competitive disadvantage for businesses within city limits.
3. There was also some confusion regarding “non-conforming” signs and “illegal” signs.

City Planner Peters acknowledged she should have held a Sign Ordinance Update workshop at the November 14 City Council meeting. The last major stand-alone update to the City's sign regulations occurred in 2002. Changes to the regulations for banner signs were adopted in 2008. Then, as part of the 2009 Development code adoption, further changes were made to the sign ordinance. In October 2010, the City Council reviewed a possible amendment to the “non-commercial temporary” sign provisions in the Development Code. The amendment failed to receive approval from the City Council and was referred to the Planning Commission for further review. On October 15, 2011 the Planning Commission completed its review and approved a motion to recommend the City Council approve the following proposed amendments to the Sign Regulations Ordinance:

- To address the non-conforming political sign issue a time limit was added to Section 17.54.115, Removal of Nonconforming Signs;
- A reduction in the maximum height for pole signs to six feet so that they are more similar to a monument sign;
- Disallowance of internally lit cabinet signs;
- Changes to Section 17.54.165, Certain Signs Prohibited in All Zones, prohibiting use of attention getting signs, changeable copy signs, electronic display screens, and electronic message centers;
- Addition of definitions for changeable copy sign, reader board sign, electronic display screen, and electronic message center;
- Description of how signs are measured and inclusion of Figure 3-22, Calculation of Sign Area;
- Regulations for window signs;
- New regulations regarding vehicle mounted signs;
- Regulations for total aggregate signage allowed; and
- Amendments to Section 17.54.100, Nonconforming Signs, prohibiting new businesses moving into an existing building from utilizing the prior businesses' existing nonconforming signs. This section also requires a five year amortization period for existing businesses to remove their nonconforming signs. The Planning Commission's recommendation is to retain this requirement.

At the November 14, 2011 City Council meeting the direction to staff following the public hearing was to develop an outreach program to the business community to obtain more input from these stakeholders regarding the current and proposed sign regulations. Staff recognized the need to reach out to local businesses and presented a three-fold brochure that focused on the benefits of good sign design and gaining voluntary compliance with the City's sign regulations. A copy of the draft version of this brochure was provided to the City Council. The City Council directed staff to develop an outreach program to the business community to obtain more input from these stakeholders regarding the current and proposed sign regulations. It does not specifically identify or review the newly proposed regulations.

Mayor Gonsalves opened the public hearing. The following individuals voiced their concerns regarding the Sign Ordinance Update: Thornton Consolo and Jack Georgette. Hearing no further comments from the public, Mayor Gonsalves closed the public hearing.

City Manager Daly requested clarification on the letter to be sent to the businesses with the brochure. He asked if the letter would address the Sign Clutter Cleanup Campaign, current and proposed amendments to the Sign Regulations Ordinance and notification of nonconforming signage.

Vice-Mayor Sweet understood the Council's direction to staff would be to address this matter in two phases.

Moved by Councilmember Sweet, seconded by Councilmember Crew, and unanimously carried to approach the Sign Ordinance Outreach in two phases and direct staff to:

- 1. Phase One - send a letter and brochure to all businesses explaining the Sign Clutter Campaign.**

2. **Phase Two – send a letter to all business explaining the proposed amendment to the Sign Regulations Ordinance, notification of nonconforming signage and schedule additional workshops to allow additional opportunities for public concerns and input.**

7. **Jackson Revitalization Committee Appointments.**

City Manager Daly reported the Jackson Revitalization Committee two year terms expired in September. The regular term on the committee is two years and the seats are staggered so that approximately half of them expire each year. At the last City Council meeting, the Council re-appointed all of the members whose terms were expiring as recommended by the Committee with the exception of two members who opted not to seek reappointment (Jane Wilkinson and Lana Vukovich). The Jackson merchant seat was filled at the last meeting with the appointment of Robert Carr from Radio Shack. The other seat is for a Jackson commercial property owner. An application was submitted after the last City Council meeting by Kellee Davenport who qualifies for this vacant seat. It was recommended by the Revitalization Committee that if Ms. Davenport submitted an application, that she be appointed.

Moved by Councilmember Sweet, seconded by Councilmember Lewis, and unanimously carried to appoint Kellee Davenport (commercial property owner) to serve on the Jackson Revitalization Committee.

8. **Selection of Mayor and Vice Mayor.**

City Manager Daly reported the Jackson Municipal Code and California Government Code call for the City Council to select one of its own members to serve as Mayor and Vice-Mayor for one year terms. This has been traditionally voted upon at the last meeting in November of odd-numbered years and the beginning of December of even-numbered years following the general election. To clarify the roles and responsibilities of the Mayor, Vice-Mayor and Councilmembers, the City Council adopted the City of Jackson Code of Conduct for Elected Officials, which was last revised in June, 2005. The section of this document pertaining to the roles and responsibilities was provided.

Moved by Councilmember Garibaldi, seconded by Councilmember Lewis, and unanimously carried to nominate Councilmember Crew as Mayor.

Councilmember Lewis and Councilmember Sweet respectfully declined Vice-Mayor appointment.

Moved by Councilmember Lewis, seconded by Councilmember Garibaldi, and unanimously carried to nominate Councilmember Gonsalves as Vice-Mayor.

9. **ADJOURNMENT.**

Adjourn: 7:56 p.m.

ATTEST:



Gisele L. Cangelosi, City Clerk