



CITY OF CHICO OFFICIAL PLANNING DIRECTOR INTERPRETATION

(Section 19.02.030 Procedures for interpretation of the Chico Municipal Code)

Applicable Code Section(s): **19.74.110 Standards for specific types of signs**

Interpretation: One ground-mounted dealer identification sign not exceeding 20 feet in height is permitted per automobile dealership, subject to compliance with all other design standards.

This Official Interpretation is effective immediately and will require an amendment to Title 19 Land Use and Development Regulations.

A handwritten signature in blue ink, appearing to read "Kim Seidler", written over a horizontal line.

Kim Seidler, Planning Director

Date: October 28, 2003

CC: A-PC-7
Applicable project file



CITY OF CHICO MEMORANDUM

TO: Principal Planner; Building Official DATE: October 28, 2003
FROM: Kim Seidler, Planning Director *KS* FILE: A-PC-7; Building File
SUBJECT: Interpretation: Ground-Mounted Sign Heights for Auto Dealerships

The Courtesy BMW auto dealership at 2520 Cohasset Road has a 14-foot-high ground-mounted sign, and the owner wishes to replace it with a 16' 4"-high freestanding sign in the same location. While the sign regulations of the CMC currently do not provide for ground-mounted signs exceeding 12 feet in height, staff has indicated to the applicant, Hupp Neon, that the replacement may be supportable as designed.

Prior to 1999, the CMC included specific sign standards for automobile dealerships. It appears that specific sign standards for automobile dealerships were inadvertently not included in the 1999 Title 19 update. Because of the scale and largely exterior nature of auto dealerships, individual standards for them are appropriate, and direction will be given to staff to include them in the next round of Title 19 text amendments for review and recommended approval by the Planning Commission and City Council.

Pursuant to CMC Section 19.02.020, I hereby interpret the regulations of CMC Section 19.74 to provide for one ground-mounted sign per auto dealership not exceeding 20 feet in height, with the following findings:

1. Until the 1999 Title 19 update, automobile dealerships were allowed to have ground-mounted signs of up to 30 feet in height.
2. Specific sign standards for automobile dealerships were inadvertently not included in the 1999 Title 19 update.
3. A ground-mounted sign exceeding 12 feet in height is appropriate for and consistent with the unique characteristics of an automobile dealership.
4. Direction is hereby provided to staff to recommend a Title 19 text change to include specific sign standards and provide for higher ground-mounted signs for automobile dealerships.

This interpretation will allow the 16' 4" sign requested by the applicant, which is only incrementally higher than the current 14' sign, and for which the applicant has already submitted plans to the Building Division in reliance on staff expressions of support, subject to satisfaction of building code requirements. A record of this interpretation has been filed.

cc: Planning Staff