

CITY OF WATSONVILLE
TEXT AMENDMENT

EXHIBIT “A”

APN: Citywide

Address: Citywide

Applicant: City of Watsonville

Hearing Date: December 5, 2022

Text Amendment Findings (Section 14-12.807)

- 1. That the proposed amendment is consistent with the policies embodied in the General Plan.**

Supportive Evidence

The proposed text amendments to Part 12 (Sign Permit) of Chapter 14-12 (Zoning Permits) of Title 14 (Zoning), repeal of Chapter 6 (Signs) of Title 8 (Building Regulations), addition of a new Chapter 14-21 (Signs) of Title 14 (Zoning), and amendment to Section 14-40.060 (Clear Corner Triangles) of Chapter 14-40 (General Provisions, Exceptions and Modifications) of Title 14 (Zoning) are consistent with the policies embodied in the General Plan, in that the Ordinances allows the City to modernize the Sign ordinance to keep up with the needs of the business community. The proposed text amendments are also consistent with the following General Plan Goals:

- Goal 4.C.5 – The City shall enforce diligent control over the placement of commercial signs to avoid unsightly, dangerous, or misleading advertising.
- Goal 5.3 – Ensure that commercial signs do not detract from street appearance or create hazardous visual distractions.
- Implementation Measure 5.C.2 calls for the creation of a uniform sign program in order to discourage visual clutter in the City. Further, Policy 5.C calls for a design review process to ensure that signs (materials, size, color, lettering, and location) are aesthetically pleasing and compatible with surroundings.

- 2. That the proposed amendment is compatible to the extent possible with actual and general planned use of the adjacent properties.**

Supportive Evidence

The proposed Sign Ordinance update will adjust the Zoning code to conform with current law and make the Ordinance more clear, efficient and effective for the City, its residents and its businesses. The Sign Ordinance update clarifies sign regulations to allow a more uniform treatment of different types of signs in the City.