

PLANNING COMMISSION
RESOLUTION NO. 2017-01

RESOLUTION RECOMMENDING TO THE CITY COUNCIL AN AMENDMENT
TO SECTIONS 10-6.102 AND 10-6.108 OF TITLE 10 OF THE MODESTO
MUNICIPAL CODE TO ALLOW DIGITAL FREEWAY BILLBOARDS

WHEREAS, in recent years, billboard companies have started using digital billboards that allow electronic messages to be continuously changed throughout the course of a day, and

WHEREAS, the current Zoning Code does not allow billboards, and

WHEREAS, the City of Modesto Community and Economic Development Director has determined that the City should have regulations governing digital freeway billboards, due to their increasing popularity and interest expressed by local business owners, and

WHEREAS, City staff has drafted an amendment to Sections 10-6.102 and 10-6.108 that would all digital freeway signs, and

WHEREAS, a public hearing was held by the Planning Commission on January 9, 2017 in the Chambers, 1010 Tenth Street, Modesto, California, at which hearing evidence both oral and documentary was received and considered; and

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission that it hereby finds and determines as follows:

1. The proposed change will not be detrimental to the public health, safety or welfare because there are development standards that will address the visual impacts of a new digital freeway billboard such as limiting the location, level of brightness, design, and removal of existing landscaping. Also, a conditional use permit is required to review any proposed digital freeway billboard and there is a requirement to remove at least four legally existing billboards for every new digit freeway billboard.
2. The proposed change will result in an orderly planned use of land because billboards will only be allowed along State Highway 99 and on non-residential properties.
3. The proposed change is in accordance with the community's objectives as set forth in the General Plan because it does not affect what uses are allowed in the General Plan's Commercial land use designation, only the process necessary to locate a specific use.

BE IT FURTHER RESOLVED by the Planning Commission that it hereby recommends to the Council an amendment to Chapter 6 of Title 10 of the Modesto Municipal Code (Zoning Regulations) to amend Sections 10-6.102 and 10-6.108 as shown in Exhibit A.

The foregoing resolution was introduced at the regular meeting of the Planning Commission held on January 9, 2017, by Carmen Morad, who moved its adoption, which motion was seconded by Amin Vohra and carried by the following vote:

Ayes:	Escutia-Braaton, Lucas, Morad, Pollard, Smith, Vohra
Noes:	None
Absent:	None
Recused:	None

BY ORDER OF THE PLANNING COMMISSION OF THE CITY OF MODESTO.

Original, signed copy on file in CEDD

Patrick Kelly, Secretary

Attachment: Exhibit "A"

**EXHIBIT A
CODE-16-001
SEE ATTACHMENT 1**