

RESOLUTION NO. 7327

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDLANDS INTERPRETING THE TERM "READER BOARD" FOR PURPOSES OF IMPLEMENTING THE CITY'S GENERAL PLAN (MEASURE "U") WITH RESPECT TO FUEL PRICE SIGNS

WHEREAS, on November 4, 1997, the voters of the City of Redlands approved Measure "U," an initiative ordinance of the City of Redlands, which amended the City's General Plan; and

WHEREAS, the results of the November 1997 election were certified on December 2, 1997, and the provisions of Measure "U" became effective on December 12, 1997; and

WHEREAS, among its many provisions, Measure "U," with respect to permanent outdoor commercial signs proposed within the City, provides that "No 'reader boards' or 'billboards' shall be permitted;" and

WHEREAS, subsequent to the approval of Measure "U," the City Council of the City of Redlands (the "City Council") adopted an ordinance to amend the City's Sign Code to define a "reader board" as:

"...a sign in which automated electric lights or other animated devices are used to form letters and/or symbols, generally in an animated or changing display (see definition of changeable copy);" and

WHEREAS, the City Council's ordinance amending the City's Sign Code also defined the term "changeable copy;" as:

"Copy containing, displaying as having media or letters each of which can be readily changed without tools, where allowed by this chapter (see definition of reader board);" and

WHEREAS, from time-to-time, questions have arisen from members of the public with respect to the intent and scope of the prohibition within Measure "U" against reader board signs and the definition of reader board signs set forth in the City's Sign Code; and

WHEREAS, in a response to one such public inquiry, the City Council has previously determined that time and temperature signs did not fall within the scope of Measure "U's" prohibition because such signs do not contain commercial messages, consist only of numerals and symbols, have limited display areas, and serve the important purpose of informing persons with medical needs of local conditions; and

WHEREAS, for those reasons, the City Council directed that the City's Sign Code be amended to exempt electronic and other signs displaying time and temperature information from the regulations of the Sign Code, provided such signs do not contain advertising copy; and

WHEREAS, City staff has recently received another public inquiry as to the applicability of Measure "U" and the City's Sign Code with respect to electronic signs which display fuel prices for vehicle service stations; and

WHEREAS, electronic fuel price signs have attributes similar to time and temperature signs in that they also generally consist only of numerals and symbols, and have a limited display area; and

WHEREAS, fuel price signs are required by state law because they serve the important purpose of ensuring persons and the motoring public are immediately informed of existing fuel prices upon entering a vehicle service station, which discourages fuel price gouging; and

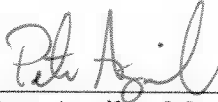
WHEREAS, new technology that was not extant at the time of the approval of Measure "U" has resulted in vehicle service stations installing and making use of electronic signs to more efficiently and economically display fuel prices;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Redlands as follows:

Section 1. The City Council hereby determines that, for purposes of implementing the City's General Plan, including those provisions of the General Plan added by Measure "U," the term "reader board" shall not be meant to include an electronic permanent outdoor commercial sign which displays only numerals and symbols to display fuel prices, and which does not have the capacity to display words or commercial advertising copy.


Section 2. The City staff is hereby directed to prepare an ordinance for the City Council's consideration to amend the City's Sign Code provisions, including the definition of the term "reader board," to permit electronic fuel signs which display only numerals and symbols, and which do not have the capacity for displaying words or commercial advertising copy.

ADOPTED, SIGNED AND APPROVED this 1ST day of October, 2013.



Pete Aguilar, Mayor

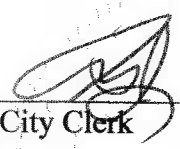
ATTEST:



Sam Irwin, City Clerk

I, Sam Irwin, City Clerk of the City of Redlands, hereby certify that the foregoing resolution was adopted by the City Council at a regular meeting thereof held on the 1st day of October, 2013, by the following vote:

AYES: Councilmembers Harrison, Foster, Gardner, Gilbreath; Mayor Aguilar
NOES: None
ABSTAIN: None
ABSENT: None



Sam Irwin, City Clerk