



**SAN BENITO COUNTY  
AGENDA ITEM  
TRANSMITTAL FORM**

Dom Zanger  
District No. 1

Kollin Kosmicki  
District No. 2

Mindy Sotelo  
District No. 3  
Chair

Angela Curro  
District No. 4  
Vice-Chair

Bea Gonzales  
District No. 5

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**Item Number: 2.6**

**MEETING DATE:** 05/23/2023

**DEPARTMENT:** COUNTY COUNSEL

**AGENDA ITEM PREPARER:** Barbara Thompson

**DEPT HEAD/DIRECTOR:** Barbara Thompson

**SUBJECT:**

**COUNTY COUNSEL - B. THOMPSON**

Review the County's current sign ordinance and direct staff to update sign ordinance if desired.  
SBC FILE NUMBER: 160

**AGENDA SECTION:**

REGULAR AGENDA

**BACKGROUND/SUMMARY:**

Attached is a copy of the County's sign ordinance. The Board is requested to review the ordinance and provide direction to staff. This agenda item was requested by the Board to be brought back at a future meeting for further consideration.

Key issues the Board may wish to consider:

- a) Updating the definition of a temporary sign;
- b) determining whether to eliminate the requirement for a permit for a temporary sign, in favor of labeling or other requirements
- c) updating enforcement provisions; or
- d) other suggested changes.

Some ideas for signs regulations are included below and in attached documents. Additionally, in the future, as time allows, RMA may wish to globally review the sign ordinance for additional changes in light of the Gilbert case.

**RESOLUTION OR ORDINANCE NEEDED FOR THIS ITEM:**

N/A

**CONTRACT NEEDED FOR THIS ITEM:**

No

**CONTRACT AND RFP HISTORY:**

n/a

**LAST CONTRACT AMOUNT OR N/A:**

n/a

**STATE IF THIS IS A NEW CONTRACT/ HOW MANY PAST AMENDED CONTRACTS/ OR N/A:**

n/a

**STRATEGIC PLAN GOALS: 1. Operational Development & Excellence**

Yes

**STRATEGIC PLAN GOALS: 2. Planning And Sustainable Growth**

No

**STRATEGIC PLAN GOALS: 3. Technology**

No

**STRATEGIC PLAN GOALS: 4. Community Engagement**

Yes

**STRATEGIC PLAN GOALS: 5. Health & Safe Community**

No

**BUDGETED:**

N/A

**BUDGET ADJUSTMENT NEEDED:**

N/A

**SOURCE OF FUNDING:**

N/A

**UNFUNDED MANDATE:**

N/A

**SBC BUDGET LINE ITEM NUMBER:**

n/a

**CURRENT FY COST:**

n/a

**STAFF RECOMMENDATION:**

Discuss and provide direction to staff.

**BOARD ACTION RESULTS:**

No action taken.

**ATTACHMENTS:**

[25.07- General Development and Design Standards - Existing Sign Ordinance](#)  
[2020 Notice Regarding Political Signs](#)  
[City of Ventura Political signs](#)