

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

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TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: March 2, 2010

RE: Supplemental Report Regarding A Public Hearing And Report For Adoption Of Zoning Map [Removal Of The S-16, Industrial-Residential Transitional Overlay Zone And Rezoning Of The Southeast Corner Of 24th Street And Webster Street From C-40, Community Thoroughfare Commercial Zone, S-5, Broadway Retail Frontage Interim Combining Zone To C-40, S-4 Design Review Overlay Zone] And Citywide Planning Code Amendments, Including Non-Substantive Changes To Reformat, Reorganize And Improve The Consistency Of The Code; Minor Substantive Changes To Improve Interpretability, Clarity, And Flexibility Of The Code; And Substantive Changes To Improve Development Standards Such As: A) Adding Consumer Service Activities As A Permitted Activity To The CIX-2 Zone And As A Conditionally Permitted Activity In The IO Zone; B) Require Landscaping For Nonresidential Facilities Where Currently Not Required; C) Require Screening Of All New Open Parking, Loading, And Storage Areas In Commercial And Industrial Zones; D) Create Master Sign Program Provisions; E) Expand Exceptions To 1000' Separation Requirement For Alcohol Sales To Include Off-Site Sales Of Alcohol In The Jack London Square Area; F) Delete Additional Parking Requirements For One-Family Dwellings In R-1 Through R-30 Zones On Streets Without On-Street Parking; And Other Items.

SUMMARY

This supplemental report incorporates direction received from the Community and Economic Development Committee (CEDC) at its February 23, 2010 meeting. Staff had proposed that the aggregate permitted sign area in commercial zones be increased from 200 square feet to 300 square feet. The Committee requested that the aggregate sign area remain at 200 square feet. Therefore, the zoning text will revert back to the existing language, as follows:

17.104.020 General limitations on signs--Commercial zones.

B. Permitted Aggregate Sign Area.

1. In all commercial zones, the maximum aggregate area of display surface of all business, civic, and residential signs on any one lot shall be one square foot for each one foot of lot frontage in the case of an interior lot, or 0.5 square feet for each one foot of lot frontage

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in the case of a corner lot. The aggregate shall include only one face of a double-faced sign. The total amount of aggregate sign area shall not exceed ~~three hundred (300)~~ two hundred (200) square feet on any one property. Exceptions to the total amount of aggregate sign area normally allowed on any one property may be approved pursuant to the regulations in Subsection B(3) below and to the small project design review procedure in Chapter 17.136.

The CEDC recommended that the remaining proposed zoning text and zoning map amendments be adopted by the full City Council at its March 2, 2010 meeting.

The CEDC also requested that staff consider future revisions to the Code regarding accessory structures in required yards, creating a new use classification and zoning controls for certain Consumer Services, such as laundromats, tattoo parlors, and nail salons, and revising regulations governing nonconforming commercial uses located along commercial corridors. These suggestions will be analyzed by staff and brought forward to the Committee and Council at a later time.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends adoption of the Ordinance, with the revision suggested by the CEDC.

Respectfully submitted,



Walter S. Cohen, Director
Community and Economic Development Agency

Prepared by:
Leigh McCullen, Planner III
Planning and Zoning Division

APPROVED AND FORWARDED TO THE
CITY COUNCIL


Office of the City Administrator

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