



FAIRFAX TOWN COUNCIL MEETING SUPPLEMENTAL STAFF REPORT

MEETING DATE February 7, 2024
PREPARED FOR Mayor and Town Council
PREPARED BY Heather Abrams, Town Manager
SUBJECT Supplement to Agenda Item #3 Adopt a Resolution Authorizing the Display of Chamber of Commerce Banners on downtown light posts; authorize use of staff time to place banners; authorize Town Manager to pay for printing of authorized banners

RECOMMENDATION

Replace Attachment A Non-commercial sign regulation fact sheet to correct formatting errors, and replace Attachment B Resolution to clarify dates when the banners will be displayed and reiterate that the Town will pay for printing of the banners.

ATTACHMENT

Replacement Exhibit A Non-commercial sign regulation fact sheet, and Exhibit B Resolution



TOWN OF FAIRFAX

142 Bolinas Road, Fairfax, California 94930

(4 1 5) 4 5 3 - 1 5 8 4 / Fax (4 1 5) 4 5 3 - 1 6 1 8

TEMPORARY NONCOMMERCIAL SIGN REGULATIONS [Town Code § 17.064.030(B)]

- Temporary noncommercial signs, including but not limited to political signs and announcements for noncommercial public activities or events, are allowed on private property with the property owner's permission.
- These types of signs are limited to four square feet or less in size (24" by 48") and shall be erected no sooner than 60 days before and shall be removed within 7 days after an election or event; or
- If not concerning a particular event, then the sign may be posted for 67 days.
- Additionally, temporary non-commercial signs may be posted in the windows of or on privately owned commercial buildings for the same time periods described above if they do not exceed one square foot in size, are not illuminated and contain no reflective paint or material except gold or silver leaf.
- Noncommercial signs not complying with the above regulations require the review and approval of an exception to the sign permit regulations from the Planning Commission (Town Code § 17.064.070(B)).
- The only permitted public location for posting a noncommercial public activity or events sign is the banner location across Sir Francis Drake Boulevard. Banners require a sign permit issued by the staff and they must comply with the banner requirements contained in Town Code § 17.064.040(B)(1).

The Sign Ordinance can be reviewed in its entirety with the following link:

https://codelibrary.amlegal.com/codes/fairfax/latest/fairfax_ca/0-0-0-7615

RESOLUTION 24-__

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX
AUTHORIZING THE DISPLAY OF CHAMBER OF COMMERCE BANNERS; AUTHORIZING
THE USE OF STAFF TIME FOR THE PLACEMENT OF BANNERS; AND AUTHORIZING
THE TOWN MANAGER TO PAY FOR PRINTING OF AUTHORIZED BANNERS DURING
MARCH 2024**

WHEREAS, Mayor Barbara Coler has requested that the Town display light pole banners with the text “eat”, “play” and “shop” with “Fairfax” at the bottom of the banner, in alignment with the Chamber of Commerce’s campaign to bolster local commerce; and

WHEREAS, the Town adheres to a Flag Display Policy which was adopted on May 4, 2022 as per Resolution 22-28, which specifies that the Town retains control of its flagpoles and prohibits third-party requests for commemorative flag displays, only allowing for the display of commemorative flags when the request is brought forth by a Town Council member and then authorized by the Town Council as an expression of the Town’s official sentiments; and

WHEREAS, the Town of Fairfax finds it in the public interest to support local businesses because residents value a lively downtown with shopping and dining opportunities, and because sales tax revenue accounts for approximately 14.2% of the Town’s General Fund Taxes and Fees; and

WHEREAS, the Town of Fairfax finds it in the public interest to pay for the printing of the banners with the text “eat”, “play” and “shop” to be displayed in Fairfax; and

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Town Council authorizes the display of the light pole banners with the text “eat”, “play” and “shop” with “Fairfax” at the bottom of the banner, that coordinate with the Chamber of Commerce’s campaign in support of local businesses for up to 18 downtown lamp posts for the month of March 2024, beginning on or about March 1 and ending May 30April 1, 2024, to express the Town’s support for local businesses.

The foregoing resolution was duly passed and adopted at a regular meeting of the Town Council of the Town of Fairfax on the 7th day of February 2024 by the following vote, to wit:

AYES:
NOES:
ABSENT:

Barbara Coler, Mayor

Attest:

Christine Foster, Deputy Town Clerk