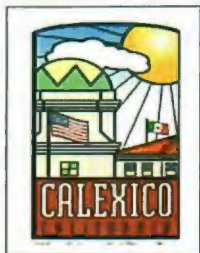


**AGENDA  
ITEM**

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# CITY COUNCIL STAFF REPORT

**DATE:** May 3, 2023

**TO:** Mayor and City Council

**APPROVED BY:** Esperanza Colio Warren, City Manager

DocuSigned by:  
*Esperanza Colio Warren*  
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**PREPARED BY:** Kevin Grant, Contract Planner

**SUBJECT:** Consider the Reinstallation of the Calexico Brewing Company Sign Located on the Northern side of Cole Boulevard at the intersection with M L King Street

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**Recommendation:**

Consideration of the matter and recommendation to deny the replacement of a previously temporarily approved and installed sign by the Calexico Brewing Company (Applicant) on the Northern side of Cole Boulevard at the intersection with M L King Street

**Background:**

On August 24, 2020, the City of Calexico Development Services Department approved a Permanent Sign Permit and an Encroachment Permit allowing the Applicant to install a "V"-shaped sign measuring approximately 8 feet long by 7 feet high on each side, as depicted in Exhibit A. The Encroachment Permit issued by the Engineering Department explicitly describes the work as "Temporary Fixed Sign, to be removed per City Notice/Request." This permit was signed by Mr. Jose L. Yopez, Jr. and dated August 18, 2020.

The Applicant's sign was removed by the Imperial Irrigation District (IID). Currently, only a portion of one post remains as shown in Exhibit A.

**Discussion and Analysis:**

The removal of the Applicant's previously approved sign was out of the control of the Applicant. Staff has reviewed the sign and determined that it is located in the public right of way and not permitted. Even though City did not request the removal of the Sign, Staff cannot support a reinstallation of the sign under the City's ordinance, rules and regulations. Alternatively, The Council can direct staff to work with the Applicant on a new application for an alternative Site.

Environmental Clearance: An alternative sign replacement would need to be reviewed under the California Environmental Quality Act.

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**Fiscal Impact:**

None.

**Coordinated With:**

City Manager's Office.

**Attachment(s):**

1. Exhibit A: Previous Sign Pictures.

## EXHIBIT A: PREVIOUS SIGN PICTURES



PICTURE 1: PREVIOUS SIGN – CLOSE UP



PICTURE 2: PREVIOUS SIGN – LOOKING WEST FROM COLE BOULEVARD



**PICTURE 3: PREVIOUS SIGN – LOOKING EAST FROM COLE BOULEVARD**



**PICTURE 4: PREVIOUS SIGN – LOOKING NORTH FROM M L KING STREET**



**PICTURE 5: CURRENT SIGN LOCATION –  
LOOKING NORTH FROM COLE BOULEVARD**