



POWERLINE

News of the California Sign Association & Sign Users Council of California • March 2008

Bill Moore: A Sign Industry Leader

By Skip Moore, CSA 1st Vice President & Chair of the 50th Anniversary Committee

As we prepare to recognize the 50th anniversary of the founding of the California [Electric] Sign Association in 2009, it's important that we acknowledge those individuals that proved invaluable in getting us where we are today. On August 29, 1959, 30-year-old Bill Moore sat at a table with other representatives of the Northern California Electric Sign Association (NorCal) and the Southern California Electric Sign Association (SCESA) to sign the Articles of Incorporation of the California Electric Sign Association, thus unifying the industry in the growing state and providing a pathway for others to follow.

Allen Francis "Bill" Moore III was born in Ottawa, Illinois on April 6, 1929. The son of a life insurance executive and tireless mother, Francis C. Moore, Bill proved to be adventurous and fun-loving, characteristics that stay with him to this day. After finishing grade school in Ottawa, Bill attended Phillips Andover Academy in Massachusetts where he graduated with honors. In 1947, he enrolled at Stanford University. While studying engineering, Bill was a member of the ATO Fraternity and played Tackle for the then

Stanford "Indians". While attending a mixer function at nearby San Jose State, Bill met Margery S. Nelson, who was to become his wife a few years later.

After two years at Stanford, Bill transferred to the Massachusetts Institute of Technology where he finished with a degree in Chemical Engineering and Business. Bill and Marge were married on December 23, 1950. After a brief stint with Universal Oil Products in Chicago and the birth of their first son, Scott, they moved to Richmond, CA, where Bill went to work for his father-in-law, Art Nelson. Art had built Liberty ships in the Kaiser shipyards during World War II. When the war was over, Art went to work with his brother, Carl, who was a neon tube bender. Finding some success with the growing post-war sign market, they founded Nelson Neon in Richmond in 1947.

In 1951, at the age of 24, Bill brought his work ethic, innovative intelligence and engineering background to Nelson Neon, helping the firm grow to become one of the more important full service sign companies in the area. In November 1953, Bill and Marge had their second child, Skip, and moved their family into their new home in El Cerrito. Two daughters would soon be added to the family, Kathleen and Suzanne.

Nelson Neon built and erected many of the signs in the Richmond area. As their reputation increased, Bill came to manage the sign programs for large corporate accounts like Holiday Inn, Bank of America and Montgomery Ward. In 1958, at the age of 29, Bill became the President of NorCal, and thus had his place at the table when CESA came to be. As he has explained it to me, the driving cause of the formation of the Association was to strengthen the industry's stance on the mount-



Director Emeriti Bill Moore, Ray Quiel and Jerry Pettibone at the 2000 Annual Convention in Indian Wells.

ing challenges brought by the unions. In 1965, Nelson Neon relocated to Benicia, CA, to escape the union's ever-tightening grasp, where it continued to grow and prosper. During his time, Bill proved instrumental in moving CESA into the cohesive industry association that it is today, serving as its President in 1963 and again in 1983. In his off time, he enjoyed fixing up the family home, camping, skiing and flying his beloved Piper Comanche.

Continued on page 6



CESA Executive Committee, 1991-1992: (l to r) Terry Long, 1st Vice President (Ad Art Sign Company); John Baker, 2nd Vice President (Carl Karcher Enterprises); Roy Flahive, President (Pacific Sign Construction); Bill Moore, Secretary/Treasurer (Bill Moore & Associates). Not pictured, Allen Johnston, Immediate Past President (Sign Designs, Inc.).

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Montroy Supply Company, Signal Hill, CA

Jeff Tanielian

Commercial Neon, Inc., Fresno, CA

January Meeting Recap

Networking Receptions & Spotlight Segments

By Skip Moore, CSA 1st Vice President & 50th Anniversary Committee Chair

Eager to try something new for our Dinner Meetings, the Membership Committee was excited to bring the Networking Receptions with Spotlight Segments, a chance for our members to get to know each other.

In the South, CSA took over The Catch Restaurant's banquet room in Anaheim on Tuesday, January 15. Over 50 attendees enjoyed a relaxed evening mingling and talking amongst themselves before and after our two companies, Young Electric Sign Company and Southwest Sign Company, presented their brief Spotlight Segments. An opportunity for a little "show and tell", these two Sign Manufacturer member companies were the first to try our new format.

On Thursday, January 24, Young Electric Sign Company was again our featured Spotlight Segment for the Northern meeting at the Four Points Sheraton in Sacramento. A smaller crowd on a cold, rainy night, however the same intimate, relaxed atmosphere prevailed.

We look forward to seeing all of our members at all of our meetings, however if you want to experience this new format, we will have another round of Networking Receptions & Spotlight Segments in April. For details on these and all CSA meetings, visit www.calsign.org or call (916) 932-0021.

Photos (top to bottom):

Todd Johnston, Keith Wills and Dennis Small of Western Sign Company, Diamond Springs.

Rob Riley (Interstate Electric Co., Inc., Benicia), Membership Committee Co-chair and emcee for the evening, tries to pocket the winnings from the 50/50 raffle.

Scott Reese (Smart Sign Media, Sacramento) and Todd Johnston (Western Sign Co., Inc., Diamond Springs) count their raffle tickets at the Northern meeting.

Presenter Nate Buchaklian, Young Electric Sign Company, Sacramento.



March Dinner Meetings: Value of Signage

Join us in March at our monthly dinner meetings for an informative evening on the Value of Signage. Featuring a dynamic speaker, we look forward to an engaging presentation in our traditional dinner meeting format—doors open at 6:00 pm with a reception, dinner will be served at 7:00 pm and our program begins shortly after dessert.

The Southern meeting will be held at the Pomona Valley Mining Co. Restaurant in Pomona on Tuesday, March 18. The Northern meeting will be at the brand new Marriott in Pleasanton (formerly the Crowne Plaza Hotel) on Thursday, March 27.

Registration forms will be available online at www.calsign.org, click on Meetings/Events. Or please call CSA at (916) 932-0021 for more information.

Save the Date! In April we will feature our Networking Receptions with Spotlight Segments at both our North & South meetings. Mark your calendars for April 15 (South) and April 24 (North). Details to come in our April issue of *Powerline* and on our Web site, www.calsign.org. See you there!

■ GOVERNMENT AFFAIRS REPORT

by Jeff Aran, CSA Government Affairs Director



This winter the CSA Government Affairs Committee has been extremely active with numerous state, national and local activities. Our last meeting on January 24 in Sacramento reviewed windload engineering standards, new CEC proposals, digital illumination standards and amortization, as well as several local sign ordinances.

AT THE CAPITOL

No new signage bills were pending in the legislative bill hopper as of February 1. The deadline to introduce new bills is toward the end of February, so we'll have a current report next month. We previously reported that an effort is being made to explore a possible ban on amortization, pursuant to GA Committee direction. I've now met informally with several legislative staffers and GA will be addressing this shortly.

REGULATORY

Digital Regulations

Last year, AB 830 proposed legislation that would allow existing static billboards to be converted to digital displays. Due to backlash arising from an overbright, malfunctioning sign in the Bay Area, the bill was pulled. In the interim, the outdoor advertising industry began work to develop illumination standards and undertook field testing on digital brightness criteria. Myron Laible, Outdoor Advertising Association of America (OAAA) Director of Government Affairs, reports that OAAA has now finalized, "creative templates" and "best practices." Their study should be out shortly. Steve Jones (YESCO), CSA 2nd VP, relates that the testing was "intended to provide jurisdictions with an acceptable and reasonable method for measuring and evaluating LED lighting."

At the fall CSA Board meeting, President Ray Smith appointed an ad hoc digital LED Committee which met in December. Chaired by past-president Terry Long, the Committee sent a letter to ISA asking for ISA's participation in developing a national standard. The thinking is that if we do not act

collectively and cooperatively now, other agencies may develop unacceptable lighting standards for on- and off-premise signage without our input. Stay tuned for further developments.

Windload Re-Engineering/ Building Codes

As reported previously, concerns regarding overzealous windload engineering standards in the new building codes prompted several efforts to effect a change allowing use of the prior code. CSA has now engaged with the Structural Engineers Association of California to accomplish this goal.

California Energy Commission— "Green Building Standards Code"

The CEC recently released two new documents—The Green Building Report and a proposed Green Building Standards Code. Both of these are being reviewed by the CSA GA Committee and we will report shortly. Neither specifically mentions signs, but there are "lighting" provisions and they include incentive proposals which may effect future signage construction.

The Green Building Report is a summary of recommendations relating to "green" building incentives and barriers. The report may be found at: www.energy.ca.gov/2008publications/CEC-400-2008-005/CEC-400-2008-005.pdf.

For more information on the proposed Green Building Standards Code, including draft "express terms," go to: www.documents.dgs.ca.gov/bsc/prpsd_std/Combined-GB-Stds-12-24-07.pdf.

Hazardous Materials Environmental Fee

This will make your day if your company has more than 49 employees. Regulations recently promulgated by the Department of Toxic Substances Control (DTSC) expand a little known

2007-08 Committee Chairs

Communications

Deborah Cook
Bob Shimmin

Education

Gus Navarro
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Fishing Trip

Gary Quiel

Golf Tournaments

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Consider this...

National Pi Day

Pi Day and Pi Approximation Day are two unofficial holidays held to celebrate the mathematical constant π (pi). Pi Day is observed on March 14 (3/14 in American date format), due to π being equal to roughly 3.14. Sometimes it is celebrated on March 14 at 1:59 p.m. (commonly known as "Pi Minute"). If π is truncated to seven decimal places, it becomes 3.1415926, making March 14 at 1:59:26 p.m., "Pi Second". Pi Approximation Day may be observed on any of several dates, most often July 22 (22/7—in European date format—is a popular approximation of π). March 14 also happens to be Albert Einstein's birthday.

The first Pi Day celebration was held at the San Francisco Exploratorium in 1988, with staff and public marching around one of its circular spaces, and then consuming fruit pies; the museum has since added pizza pies to its Pi Day menu. The founder of Pi Day, the "Prince of Pi", is Larry Shaw, now retired from the Exploratorium, but still helping out with the celebrations.

A couple of Pi Facts:

- The Massachusetts Institute of Technology often mails out its acceptance letters to be delivered to prospective students on Pi Day.
- The billionth digit of pi is 9.
- "Pi Approximation Day" can be celebrated on any of several dates:
 - February 27: The Earth is estimated to have travelled 1 radian of its orbit since the New Year.
 - March 14: A common approximation for American Pi (3.14).
 - July 22: 22/7 in nearly all date formats, an ancient approximation of pi.
 - November 10: The 314th day of the year (in leap years, November 9).
 - December 21, 1:13 p.m.: The 355th day of the year (in leap years, December 20), celebrated at 1:13 for the Chinese approximation 355/113.
 - March 14, 2016: The closest approximation of pi this century (3/14/16).

Source: <http://www.piday.org>; <http://www.exploratorium.edu/pi/>; and http://en.wikipedia.org/wiki/Pi_Day

CALENDAR OF EVENTS

General Membership Meetings



Southern Meetings:

- March 18 • Pomona
- April 15 • San Diego
- June 17 • Commerce

Northern Meetings:

- March 27 • Pleasanton
- April 24 • Stockton
- May 17 • Oakland

Educational Seminars

Basics of Electricity

- March 1 • Ontario
- March 8 • Stockton

UL 48 Advanced Signs

- March 13 • Modesto

Special Events

Hi-Jinks Golf Tournaments

- May 20 • Westridge Golf Club, La Habra, CA
- June 10 • Whitney Oaks Golf Club, Rocklin, CA

6th Annual Fishing Trip

- July 26 • Dana Point, CA

ISA Events

ISA Sign Expo:

- March 26-29 • Orange County Convention Center, Orlando, FL



"Yeah, I use ATMs all the time, but I refer to them as 'Mom' and 'Dad.'"

Ready to play! CSA Hi-Jinks Golf Tournaments

It's time to break out your golf clubs and join us on the course. CSA's Hi-Jinks Golf Tournaments are signing up players & sponsors now, so don't miss out. The Southern Hi-Jinks Tournament will be at Westridge Golf Club in La Habra, CA, on Tuesday, May 20. Registration opens at 10:00 am; our shotgun start is at 12 Noon. The Northern Hi-Jinks Tournament will be held at Whitney Oaks Golf Club in Rocklin, CA, on Tuesday, June 10. Again registration will open at 10:00 am, but this shotgun start will be at 12:30 pm. Both of our tournaments will be a scramble format.

The best deal for our sponsors is now. Take advantage of our special pricing that gets you a discount on the Convention Tournament in Anaheim. We're welcoming all sponsors for Tees, Specialty Holes, our Hole-in-One Contest, Boxed Lunches, Beverage Cart, Gifts & Raffle Prizes. Our Hole-in-One Contest unfortunately cannot be held without a sponsor—don't disappoint our golfers! To register to play and/or sponsor, download a registration form from our Web site at www.calsign.org, click on Meetings/Events, and scroll down to the Calendar of Events. Or contact the CSA office today for more information at (916) 932-0021.



Quote of the Month

I would like to deny all allegations by Bob Hope that during my last game of golf, I hit an eagle, a birdie, an elk and a moose.

~Gerald Ford

Sunny San Diego The 2008 Western States Sign Show

Attendees: 1,519

Booths: 85

Companies: 66

Educational Seminars prove valuable

"As the person who approves the sign permits here at the City [of Ridgecrest], it was very interesting to hear what the owner of Federal Heath had to say about pulling permits at different cities and the difficulties. I believe it will make a difference in our new sign ordinance. Well done."

~Pamela Hill, Planning Technician,
City of Ridgecrest

Photos (top to bottom):

Bill Winslow, ISA Finance and Administration Vice President, Bill Dundas, ISA Technical and Regulatory Affairs Director, Jonathan Kaupanger, ISA Executive Administrator, and CSA Executive Director Connie Seitz at the closing party.

Exhibit set-up at the Show.

CSA President Ray Smith (Federal Heath Sign Company, Oceanside), Executive Director Connie Seitz with Cheryl Strukelj and Immediate Past President Roy Flahive (Pacific Sign Construction, San Diego) pose at the CSA booth.

The entrance to the Exhibit Hall.



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In 1974, Nelson Neon was purchased by Cummings and Company and in 1975, Bill sold his remaining interest in the firm and created his own company, Bill Moore & Associates Graphics, Inc. In what proved to be a visionary move, Bill saw his associates as being all the sign fabricators and installers that he had come to know in his 25 years in the business. Launching the business from his El Cerrito home, he soon set up his office in nearby Albany where the company continues to operate today.

His son Skip, left his job as a land-use planner in Oregon to come to work for his dad in 1977. While they started modestly, their reputation grew and the business flourished in the model that Bill had envisioned. Soon, they were hiring from the local universities and knocking out walls to accommodate the relative success. Alastair Cumming, now co-owner, joined them in 1984.

With an increasingly capable crew able to look after the business, Bill was able to focus more and more on the affairs of the association, especially as it pertained to the Treasurer's position and in Government Affairs. Working with Bob Aran, CESA Legal Council, legislative advocate Bob Garcia, the late Leo March and others, CESA was able to get valuable legislation passed that amended Sections 5490-5499 of the California Business and Professions Code. These changes have proven to protect the rights of the sign industry and the sign users to this day. Bill also served as CESA's Treasurer for many consecutive years, assuring fiscal responsibility while maintaining many benefits to the membership.

At the age of 72, Bill retired to be with Marge full time in their foothills home they call Mountain Home. He continues to stay active in developing the property and in the community, taking on building projects with the local museum and their church. Just prior to the passing of Marge last spring, Bill and Marge had purchased the local Grange Hall with a vision of providing a place for the local youth to gather and socialize. It is now known as the Margery N. Moore Memorial Youth Center and has been fixed up to be the pride of the Brownsville Community. The youth program that was initiated by Marge, Friday Nite Lights, has become increasingly popular under the directorship of Bill, his daughter, Suzanne and his granddaughter, Nehseem Mehrizi.

Over his lifetime, Bill has worked tirelessly and selflessly to better his family and his industry. For those that know him, we are each the better to have worked with him on his never completed list of goals. For those that don't know him, you are each the better off for his contributions to the sign industry in the State of California.

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Last-minute Reminder UL 48 Seminar

Space is still available for the UL 48: Advanced Signs Workshop in Modesto on Thursday, March 13. Register online by accessing the link on the CSA Web site's Events page—go to: www.calsign.org/meetings, scroll down to the Special Events/Training section and click on the link to UL University. Be sure to enter your discount code as a CSA Member to guarantee our special rate of \$120/person. Nonmembers are \$395/person. Questions? Call (916) 932-0021.



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Government Affairs Report continued from page 3

fee call the “Hazardous Materials Environmental Fee,” to every company in California with more than 50 employees, regardless of the company’s activity or actual exposure to hazardous materials. The law which authorizes collection of the fee clearly restricts application to organizations that “use, generate, store, or conduct activities in this state related to hazardous materials...,” and a reasonable interpretation of this section would dictate the fee apply only to those companies that directly handle hazardous materials, but the statute has been so “broadly” interpreted that DTSC has decided that any company with 50 or more employees will now be subject to the fee because they must somehow have exposure to hazardous materials. To read the complete notice from the State Board of Equalization (the BOE collects the fees for the DTSC), go to: www.boe.ca.gov/pdf/pub90.pdf.

ADA changes

The California Access Advisory Board met February 7 to review proposed changes to the ADA disability access rules pertaining to parking lots, but nothing particularly new with regard to other ADA signage. Members are encouraged to review the regulations prior to embarking on any ADA projects. California has a different Braille standard apparently. CSA worked with the State Architect several years ago on some of these issues.

The California Department of General Services previously posted a 265-page 2005 comparison of the ADA v. California regs. If you’re in the mood, visit: www.documents.dgs.ca.gov/dsa/other/casbs_%20doj_comments.pdf.

The document can be reviewed online by searching “signs.” It is important to note that these are the existing ADA regs that have been in place for a while and that they apply only to permanent rooms and functional spaces of a building. Also, there is a provision for “equivalent facilitation,” which is an “alternate means of complying with the literal requirements...”

News Recap

Solar signage...Safeway stores reports that it’s “going solar” at a number of stores, including with its signage. The Pleasanton store anticipates it will eliminate 487,000 pounds of carbon dioxide annually, which is claimed to be the equivalent of removing 50 cars from the roadway...PG&E has unveiled what it claims to be the nation’s first solar-powered billboard in San Francisco as part of their *We Can Do This* advertising campaign.

Ordinances under review...Truckee is trying to reduce “light pollution” with the help of the Dark Skies...El Dorado County, Pittsburg, Sacramento City and County, Madera County, Hollister, West Sacramento, Oroville, Oakdale, Citrus Heights, Bakersfield, Palm Springs...all revamping their ordinances.

“Grow Logo Initiative”...Word on the street is that there is a proposal sprouting around Washington to allow landscaped corporate logos along highways.

Out of Business...Merchants in the City of American Canyon (Napa County) claim their sign ordinance is so strict several have shut their doors and left town...But you can fight City Hall, reports Citrus Heights (Sacramento County) handyman, Greg Antonucci, who after years with an unpermitted 18 sf residential sign was cited and told he could only have a 1 sf sign. After his customers complained to the city, an amendment to the code is pending.

■ CELEBRATE MEMBER MILESTONES

Join us in our congratulations of our Member Companies below on their 20th year as CSA Members!

Congratulations! Our 20-year Members Celebrated

Arlon, Inc., Santa Ana, CA

Avery Dennison—Graphics Division, Hamilton, OH

Commercial Neon, Inc., Fresno, CA

H2 Insurance Services, Inc. (formerly Vannatta Insurance Agency, Inc.), Fresno, CA

Fast-Ad Letters, Santa Ana, CA

N. Glantz & Son, LLC, Brea, CA



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Did You Know?

Moratoriums—Can a city impose a moratorium on new applications?

State law allows 45-day moratoriums (“interim ordinance”) on permit approvals when there is an immediate threat to public health, safety or welfare. Often abused by cities and counties which seem to make very loose findings, the moratorium can be extended for two years. Although an interim ordinance may prohibit development of land uses that conflict with a general or specific plan or pending zoning ordinance, the interim ordinance cannot prohibit the processing of development applications. In other words, the city still must process your application. What constitutes an immediate threat to public health, safety or welfare is often a debate that applicants miss out on, because the issues often arise on short notice. Rarely does a sign application trigger an immediate threat to public health, safety or welfare, but the welfare standard is very broad, and aesthetics, as the sign industry well knows, bans on pole signs and readerboards frequently derive from interim ordinances.

WANTED

HISTORICAL
DOCUMENTS & PHOTOS



CSA is looking to secure copies of historical photos and stories associated with CESA-member companies and individuals.

First person narratives, articles and the like will all be welcome. All items that are submitted for consideration will be properly tracked, credited and returned.

For more information, please contact Skip Moore, Chairman of the CSA 50th Anniversary Committee, at skip@billmoore.com or (510) 526-0296.

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