

**TOWN OF FAIRFAX  
STAFF REPORT**

**To: Mayor, Members of the Town Council**

**From: Jim Moore, Director of Planning & Building Services**

**Date: November 7, 2012**

**Subject: Authorization to refer discussion of Downtown signs to the General Plan Implementation Committee (GPIC) as part of their upcoming efforts to create a Town Center Plan as called for in the Town Center Element within the newly adopted 2010-2030 General Plan**

**BACKGROUND**

On April 4, 2012 the Town Council formally adopted the new 2010-2030 General Plan (GP), including CEQA (e.g. California Environmental Quality Act) review.

The new 2010-2030 GP contains one discretionary element titled the "Town Center Element" which calls for the creation of a Town Center Plan in the near future.

Subsequent to the final adoption of the new 2010-2030 GP the Town Council formed the General Plan Implementation Committee (GPIC) to assist in the prioritization and implementation of the approximately 500 policies and/or programs contained in the new GP.

The efforts to create the Town Center Plan will involve a thorough public participatory process led by the GPIC and staff.

**DISCUSSION**

"Signage" is an important component of creating a Town Center Plan, particularly at major "gateways" into and out of Town.

**RECOMMENDATION**

Defer discussion of Downtown signs to the GPIC - as part of their upcoming efforts to create a Town Center Plan.