



Planning Commission Agenda Item

Meeting Date: 8/13/2024
From: Josh White, Principal Planner
Item: Off-Premises/Billboard Signs Amendments discussion

Purpose: Off-Premises/Billboard Signs Amendments discussion

Background:

At the June meeting, a public hearing was held regarding a Billboard sign. There was some significant opposition to the location and size of the proposed billboard. The Planning Commission tabled the request until the July meeting to gather additional public comment. Staff initiated a poll and gathered feedback. Most respondents requested the Planning Commission to deny the request and argued that it was too large and not a great location for a billboard among other issues. The Planning Commission ultimately voted to recommend denial of the request and the application was withdrawn the next day.

Staff used the direction of both the public and Planning Commissioners to draft some amendments to the regulations. These amendments reduce the height and size of proposed off-premises and billboard signs. Spacing between existing signs was also increased. The allowed locations could also be restricted further. It is important to note that these regulations do not just regulate billboard signs but also any off-premises sign. We have several so-called off premises signs in the community so it wouldn't be appropriate to completely eliminate them. Here are the two definitions from Section 27-3:

Billboard. An off-premises sign.

Off-Premises Sign. A sign that draws attention to or communicates information about a business, service, commodity, accommodation, attraction, or other enterprise or activity that exists or is conducted, sold, offered, maintained, or provided at a location other than the premises on which the sign is located. A sign that draws attention to a cause or advocates or proclaims a political, religious or other noncommercial message shall also be an off-premises sign unless such sign is excluded from regulation under Section 27-3.

Staff will discuss the proposed amendments and gather feedback. In addition to this discussion, Staff has recently been dealing with temporary signage on city owned property. Due to a controversy, all temporary signage was removed from city owned property earlier this year. Staff and the City Commission have been trying to determine a method to restrict but not eliminate the placement of such signs on city property but that has been a challenge. In a review of the zoning regulations, staff found an unrelated confusing item that we wish to remove regarding interior signage. It is unclear what was intended by this language so now is a good time to simply remove it. Also, staff will propose a separate amendment to a section in the Municipal Code (50-227 Public Property) telling the reader to refer to the zoning regulations for any exceptions regarding signage on public property. This is a very minor step but without major policy direction, we feel there is little more that can or should be changed in our regulations.

After discussion, staff recommend a public hearing be scheduled for the September 10, 2024 meeting. Any adjustments will be made prior to publication of the public hearing notice and with approval of the Chair. The proposed amendments would then be available in the Neighborhood Services office as well as on the City's website.

Action: Discuss the proposed amendments and set a public hearing for September 10, 2024.

Attachments: Proposed Amendments