



CITY COMMISSION STAFF REPORT

DEPARTMENT: Commission

DATE August 26, 2025

SUBJECT: Discussion and possible action to amend Chapter 25 “Development Standards”, Section 25-24 “Temporary Signs” of the City’s Code of Ordinances to allow 4’x8’ banners in the School Sponsorship Sign Program. – **Mayor Curran**

RECOMMENDATION:

Mayor Curran recommends approving the proposed amendment to Chapter 25, Sec. 25-24 of the City’s Code of Ordinances to allow 4’x8’ banners as part of the School Sponsorship Program, to increase sponsorship opportunities for participating schools while maintaining consistency with City development standards.

BACKGROUND OF ITEM:

The City’s current Code of Ordinances, Discussion and possible action to amend Chapter 25 “Development Standards”, Section 25-24 “Temporary Signs”, outlines the parameters of the School Sponsorship Sign Program.

Under the current language:

- Schools must submit a School Sponsorship Sign Program annually for review and approval by the Community Development Department.
- Signs must meet uniform size and shape requirements and may not exceed the maximum size limitations currently established.
- The size limit has traditionally restricted schools to smaller formats, which limits the visibility of sponsor recognition and the potential for increased sponsorship revenue.

Several schools have expressed interest in using 4’x8’ banners to display sponsor information better. This size is consistent with industry-standard sponsorship signage used at athletic fields and school facilities and would improve visibility for both sponsors and the school community.

ANALYSIS:

The proposed code amendment would:

- Modify Sec. 25-24(l)(8)(c) to increase the allowable maximum sign size for the School Sponsorship Sign Program to 4 feet by 8 feet.
- Maintain all existing requirements for uniformity of size, color, location, and installation, ensuring visual consistency and safety.

- Provide schools with increased flexibility to attract and retain sponsorship, potentially resulting in additional resources to support school programs and activities.

The amendment has been determined to have no negative impact on the adjacent properties or public safety, as the signs would remain subject to location and installation review by the Community Development Department.

Approving this amendment supports the City's commitment to partnership with local schools and fostering community engagement while maintaining regulatory oversight and aesthetic standards.

ATTACHMENTS:

1. Section. 25-24(l)(8)(c)