



Board:	Planning Commission
Agenda Date:	July 7, 2026
Presenter:	Patricia West

Staff Report

Agenda Item Title:

Proposed Sign Ordinance Review

Background:

The proposed amendment represents a comprehensive repeal and replacement of the City's existing Sign Ordinance. While the current ordinance has served the City for many years, it has become increasingly difficult to administer due to outdated terminology, limited regulations for modern sign technologies, and organizational challenges. The proposed ordinance restructures the chapter into a clearer, more user-friendly format while preserving many of the community's existing sign standards and incorporating current zoning and legal best practices.

The most significant substantive change is the establishment of clear, objective, and content-neutral regulations consistent with current First Amendment case law. Definitions have been expanded and modernized, permit procedures and exemptions have been clarified, and sign standards have been organized by sign type rather than being dispersed throughout the ordinance. New supplemental standards provide objective regulations for common sign types such as monument signs, wall signs, projecting signs, awning signs, sidewalk signs, temporary signs, and Electronic Message Centers (EMCs), resulting in greater consistency during permit review and enforcement.

The proposed ordinance also modernizes the City's approach to sign technology and nonconforming signs. Electronic Message Centers are expressly regulated through standards governing brightness, message duration, transitions, and prohibited animation, where the current ordinance contains little guidance. The ordinance further distinguishes between legal and illegal nonconforming signs, allows routine maintenance and copy changes without increasing nonconformity, establishes procedures for abandoned and obsolete signs, and provides clearer standards for reconstruction following damage.

Several policy recommendations are also included for Planning Commission consideration. New billboard signs, digital billboards, roof signs, portable signs, and marquee signs are prohibited citywide. Pole signs are limited to the B-2, I-1, and I-2 zoning districts, while residential Electronic Message Centers are permitted only through conditional use approval for qualifying institutional uses. Additionally, the maximum allowable wall sign area in commercial districts has been increased from ten percent (10%) to fifteen percent (15%) of the wall area, with updated maximum size limits intended to better accommodate contemporary commercial buildings while maintaining compatibility with surrounding development.

Overall, the proposed ordinance is intended to improve clarity, consistency, and long-term administration while preserving community character, enhancing public safety, supporting local businesses, and providing property owners with more predictable and objective standards for signage throughout the City. The complete proposed ordinance is attached for the Planning Commission's review and consideration.

Supporting Documentation:

[DRAFT] Proposed Sign Ordinance

Recommendation:

Review the proposed Sign Ordinance rewrite and, if it is determined to be substantially complete, recommend forwarding the proposed ordinance to an attorney for legal review. Following legal review, any recommended revisions would be incorporated before the ordinance is scheduled for a public hearing and formal consideration in accordance with the City's zoning amendment procedures.