



ITEM SUMMARY

MEETING DATE: August 4, 2025

FROM: Denise Malone, AICP, Development and Neighborhood Services Director

SUBJECT: **Ordinance 2025-10 – ZTA-25-05 – Second Reading**
Sign Regulations and Master Sign Plan

BACKGROUND

The City-initiated request for a Zoning Text Amendment (ZTA) has been brought forth to move sign criteria for Planned Commercial Developments (PCD) to Article VI, and to update, clarify, and refine the existing regulations related to signage, Master Sign Plans (MSP), and nonconforming signs.

ANALYSIS

The Zoning Text Amendment (ZTA) focuses on enhancing the functionality and visual quality of signs in order to promote harmonious, well integrated signs and preserve the City's visual character while supporting current and future development. Specifically, the amendment enhances and refines the existing regulations related to signage; revises the Master Sign Plan (MSP) requirements and procedures; and removes the signage criteria for Planned Commercial Development (PCD) from Section 16-921, Article V, Specific Developments to Article IV, Sign Regulations for clarity.

The amendment is designed to reflect current trends and address community needs regarding sign usage, ensuring that all modifications are consistent with applicable State and Federal standards influenced by significant legal precedents. It adds on to the recent sign amendments to provide for further clarity of the applicable standards and enhance safety. Further the amendment supports the goals, objectives, and policies of the City's Comprehensive Plan, particularly those aimed at fostering balanced, sustainable, and long-term growth. The City Council voted four (4) to zero (0) to recommend approval of Zoning Text Amendment ZTA-25-05 on first reading July 21, 2025.

FINANCIAL INFORMATION

N/A.

LEGAL

Ordinance 2025-10 was prepared in accordance with all applicable state statutes and City Code Requirements and has been reviewed for legal sufficiency.

STAFF RECOMMENDATION

Approval of ZTA 25-05 through Ordinance 2025-10.