



## ITEM SUMMARY

**MEETING DATE:** May 20, 2024

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

**SUBJECT:** **Ordinance 2024-13 – ZTA-24-05 – Second Reading**  
**Sign Regulations**

### BACKGROUND

The City-initiated request for a Zoning Text Amendment has been brought forth to revise the Sign Regulations outlined in Chapter 16, Article VI of the City Code of Ordinances. The primary goal is to enhance and refine the existing regulations, adding new guidelines for managing painted wall signs, trademarks, temporary signs, and signage related to Automatic Teller Machines (ATMs).

The proposed changes, especially those concerning temporary signage for elections and specific events, aim to facilitate timely and appropriate communication while maintaining public safety and the aesthetic quality of the city.

### ANALYSIS

City-initiated request for a Zoning Text Amendment to provide for further clarity of the applicable standards of the City's Sign Regulations. This amendment is designed to reflect current trends and address community needs regarding sign usage, ensuring that all modifications align with constitutional 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. The City Council voted five (5) to zero (0) to recommend approval of Zoning Text Amendment ZTA-24-05 on May 6, 2024.

### FINANCIAL INFORMATION

N/A.

### LEGAL

Ordinance 2024-13 was prepared in accordance with all applicable state statutes and City Code Requirements. This document has been reviewed for legal sufficiency.

### STAFF RECOMMENDATION

Staff recommends approval of Ordinance 2024-13.