



ITEM SUMMARY

MEETING DATE: July 21, 2025

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

SUBJECT: **Ordinance 2025-10 – ZTA-25-05 – First 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) is intended to improve the functionality and aesthetic quality of signage across the city while supporting redevelopment, placemaking, and commercial visibility. Key changes include refining the existing sign regulations; updated procedures and criteria for Master Sign Plans (MSPs) and administrative variances; and the relocation of signage standards for Planned Commercial Developments (PCDs) from Section 16-921, Article V, Specific Developments to Article IV, Sign Regulations for organization and clarity.

The amendment is intended to reflect current design trends and address evolving community needs related to signage, ensuring consistency with applicable State and Federal regulations, including precedents concerning content-neutral standards. Building on recent updates to the sign code, this amendment further clarifies applicable standards, enhances safety, and reinforces the goals, objectives, and policies of the City's Comprehensive Plan aimed at fostering balanced, sustainable, and long-term growth.

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.