



Agenda Abstract PLANNING BOARD

Meeting Date:	November 21, 2024
Department:	Planning & Economic Development Division
Agenda Section:	Discussion Items
Public hearing:	Yes
Date of public hearing:	October 17, 2024

PRESENTER/INFORMATION CONTACT

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ITEM TO BE CONSIDERED

Subject: Unified Development Ordinance (UDO) text amendment (staff initiated):
Section 6, *Development Standards*, Subsection 6.18, *Signage*, Paragraph 6.18.10, *Billboards*

Attachments:

1. Section 6, Subsection 6.18, Paragraph 6.18.10 with proposed amendments & clean version
2. Draft Planning Board consistency statement

Summary:

UDO Sub-paragraph 6.18.7.6 prohibits new & existing off-premise signs other than those expressly allowed by the UDO. UDO Section 9.2, *Definitions*, defines “Sign, Off-premise” as “Any sign which directs attention to a business, company, service, accommodation, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.” UDO Paragraph 6.18.10 contains regulations specifically speaking to billboards, which are a type of off-premises sign.

In early May 2024, staff received an application to erect a billboard on property fronting South Churton Street between John Earl Street & Mayo Street. The application material contained a copy of UDO Paragraph 6.18.10. Staff denied the application. In discussing the denial with the applicant, UDO Paragraph 6.18.10 was identified as being misleading. The proposed amendment clarifies the town’s intent to prohibit all off-premises signs not specifically allowed by the UDO by removing specific reference to billboards.

The joint public hearing for this item was held on October 17, 2024. No members of the public signed up to speak. Draft minutes from the hearing are in this packet as Item 3A.

Comprehensive Sustainability Plan goals:

Town Government & Public Services Goal 2: Adopt local laws, regulations & policies that help to achieve sustainable & equitable outcomes.

Strategy: Develop & adopt policies that help accomplish town goals.

Financial impacts: None.

Staff recommendation: Staff recommends approval of the UDO text amendment as written.

Action requested: Make a recommendation on the proposed text amendment.