



CITY COUNCIL MEMORANDUM

TO: City Council

FROM: Matthew R. Schmitz, MPA - City Manager

DATE OF MEETING: July 14, 2025

ITEM TITLE: Resolution Extending Moratorium on Enforcement of Certain Sign Regulations

BACKGROUND:

In October of 2024 and February of 2025, the Council approved a moratorium on enforcement of sign regulations for the downtown area to give the Planning & Zoning Commission time to review and recommend modifications to the signage regulations.

DISCUSSION:

The Planning & Zoning Commission continues to work on the modifications to sign regulations for this area but needs additional time to complete this task. Staff recommends extending this moratorium a further 120 days to complete this work. The attached resolution has been created to give this additional time.

RESULTS:

The City has established priorities during strategic planning sessions. This item supports the Vision from that session of encouraging a supportive environment for businesses, workforce, and economic development and promoting and encouraging community involvement and engagement. This item helps achieve that vision by listening to feedback received from downtown business owners and working to address their concerns and support their businesses.

FINANCIAL CONSIDERATION:

Minimal costs are associated with this item, such as Staff time and publication costs.

RECOMMENDATION:

Staff recommends a motion to approve and authorize the Mayor to sign a resolution approving an extension of the moratorium on the enforcement of certain signage regulations.