



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

To: Plan Commission
From: Dave Kittel, Director of Planning and Community Development
Date: 3/17/2025
Re: Commercial Sign Ordinance

Background information:

Staff have received numerous calls from sign companies working in the city that have confusion on how to find information on sign code and what the codes mean. While typically a few emails or a quick phone call can provide the needed information it is showing that the presentation of our sign code is causing confusion and by just updating some of the language the code would be much easier to follow for contractor, business owners and staff. As an example, if you would like to determine if a sign would be compliant in the Commercial Core District first you would need to look in 17.20 for zoning specifics, then 17.32(6) for additional supplementary District, then in 17.03 under definitions for the remaining regulations. There also may be needed to review parts of Section 14 depending on size. Often some of the important rules on signs are missed by those not aware that there are specific items on signs delineated out in the definitions. And there is often confusion on what the sign limits are. Ideally one would only need to look in two places, the zoning district for specific district requirements and the sign code area for construction standards and general sign regulations. As it stands, someone may need to look through 4 different sections to hopefully get all the needed information.

Staff would like to update the format to more of a bullet point layout for simplicity and update the language to be more direct to prevent confusion as well as ensure any sign regulations in the definitions are either also found in the other parts of the sign ordinance or properly referenced. This will better help contractors when submitting permits and hopefully free up staff time as these questions are quite frequent.

In addition, this will allow for staff to review the size limitations in some of the districts and how the city handles temporary signage. A few business owners have expressed a desire for allowing for a bit more signage opportunities in the Commercial Core District specifically. From, looking at surrounding municipalities and current signage in the downtown area making some clarifications and updates to number of signs and size would make sense

such as allowing two signs on a building when there are more than one business operating out of the building.

Recommendation:

Only for discussion and possible direction from the Plan Commission



