



CITY OF MARSHALL

AGENDA ITEM REPORT

COUNCIL 7/22/25

Presenter:	Ilya Gutman
Meeting Date:	Tuesday, July 22, 2025
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Adoption of Ordinance Amending Sections 86-96 A Agricultural District, 86-104 B-3 General Business District, 86-106 I-1 Limited Industrial District, and 86-107 I-2 General Industrial District to Update Billboard Requirements
Background Information:	<p>Recently, there was a slew of applications for conditional use permits for billboards, also known as advertising signs. The Ordinance defines them as “a sign which directs attention to a business, commodity, service, activity or entertainment not conducted, sold or offered upon the premises where such sign is located. An advertising sign is the same as a billboard.” All billboards currently require a conditional use permit, and they may be installed in general business commercial districts and industrial districts only.</p> <p>With five new applications in the last three years, there seems to be a need to review the ordinance governing them. Attached spreadsheet includes analysis of billboard related ordinances in other cities (not metro area), along with current Marshall regulations and proposed changes.</p> <p>Suggested changes will bring our standards more in line with the way other cities regulate them. It will increase the minimum distance between billboards and a buffer to the nearest residential district, while also adding a minimum distance to public spaces such as parks, churches, and schools. It will keep the current dimension limitation practically intact along the Highway 23 corridor, while reducing maximum area and height for billboards placed elsewhere.</p> <p>For visualization purposes, pictures of several existing billboards with dimensions and locations are attached.</p> <p>At its meeting on May 27, 2025, the Legislation and Ordinance committee reviewed this proposed change and recommended approval.</p> <p>The Planning Commission conducted a public hearing on June 11, 2025, and unanimously recommended approval with a change to include provisions allowing the city to promote any public safety measures on the signs without time restrictions.</p> <p>The Ordinance amending Sections 86-96, 104, 106 and 107 to update billboard requirements was introduced at the July 8, 2025, Council meeting.</p>
Fiscal Impact:	None
Alternative/ Variations:	None recommended
Recommendations:	The Planning Commission and staff recommend that the Council adopt Ordinance 25-007, which is amending Sections 86-96, 104, 106 and 107 to update billboard requirements.