



CITY OF MARSHALL
AGENDA ITEM REPORT
L&O 04/08/25

Presenter:	Ilya Gutman
Meeting Date:	Tuesday, April 8, 2025
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Discussion on proposed billboards ordinance change
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 and height for billboards placed elsewhere.</p> <p>For visualization purposes, pictures of several existing billboards with dimensions and locations are attached.</p>
Fiscal Impact:	None.
Alternative/ Variations:	None recommended.
Recommendations:	Staff recommend expanding the outline presented today into a revision to billboard ordinance.