



## CITY OF MARSHALL AGENDA ITEM REPORT

<b>Presenter:</b>	Ilya Gutman
<b>Meeting Date:</b>	Tuesday, November 22, 2022
<b>Category:</b>	NEW BUSINESS
<b>Type:</b>	ACTION
<b>Subject:</b>	Sign Ordinance Amendment- Chapter 86, Division 86-VI-2-Signs, Sec. 86-180 through 86-187
<b>Background Information:</b>	<p>Current City Sign Ordinance was adopted in 1976 and has practically not been amended ever since. It is therefore outdated in not covering many newer sign types and applications, thus creating ambiguity, restrictive in allowed sign area, and difficult to follow. Considering the above reason, staff suggests completely revising the Sign Ordinance as presented.</p> <p>The revised Ordinance includes all existing sign related definitions that will be moved out of the Chapter definition section (Sec. 86-1) in order to have all sign related information in one place. The new ordinance also expands a list of signs not requiring a sign permit while covering additional types of signs not covered before and includes requirements for LED signs. Additionally, the new Ordinance slightly increases maximum allowed signage area and also gives additional allowances for properties located on extra-large lots and/or facing divided highway.</p> <p>In general, the City's new sign ordinance is less restrictive than sign ordinances of comparable cities and allows for more signage than average. To simplify Ordinance understanding, a summary spreadsheet is attached. Also, staff has created a spreadsheet for signage area calculations that takes into account all ordinance provisions.</p> <p>At the September 14, 2022, regular Planning Commission meeting, Muchlinski made a motion, second by Deutz to recommend to city council an approval as recommend by staff. All voted in favor of the motion.</p> <p>At the meeting on October 5, 2022, Legislative and Ordinance Committee suggested taking a second look at the ordinance and offered to review it. A L&amp;O member comments were received and incorporated into this version. A few other changes were made to minimize City's interference with temporary signs.</p>
<b>Fiscal Impact:</b>	N/A
<b>Alternative/ Variations:</b>	
<b>Recommendations:</b>	Staff recommend the recommendation to the City Council approving the Sign Ordinance Amendment - Chapter 86, Division 86-VI-2-Signs, Sec. 86-180 through 86-187