

**CITY OF MARSHALL
AGENDA ITEM REPORT
COUNCIL 9/9/25**

Presenter:	Ilya Gutman
Meeting Date:	Tuesday, September 9, 2025
Category:	NEW BUSINESS
Type:	ACTION
Subject:	Adoption of Ordinance Repealing and Replacing Division 86-VI-2 Signs and Amending Section 86-1 Definitions
Background Information:	The current City Sign Ordinance was adopted in 1976 and has practically not been amended ever since, except for some minor changes made more than 25 years ago. It is therefore outdated in not covering many newer sign types (for example, digital signs), which create ambiguity, restrictive in allowed sign area, and difficult to follow. Considering the above reasons, staff suggest completely revising the Sign Ordinance as presented. 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 the list of signs not requiring a sign permit and includes requirements for LED signs. Additionally, the new Ordinance changes the way maximum signage for a property is calculated, which will make it much easier for people to understand; it also gives additional allowances for properties located on extra-large lots and/or facing divided highways. In general, the City's new sign ordinance is less restrictive than sign ordinances of comparable cities. To simplify Ordinance understanding, a summary spreadsheet is attached. The proposed Ordinance has been thoroughly reviewed by the City attorney to make sure it complies with the First Amendment requirements and relevant Supreme Court opinions, as signs convey messages and are subject to free speech provisions. Additionally, Section 86-1 Definitions was reviewed and updated, by deleting all sign-related definitions that were moved out, as explained above, adding definitions for some terms used in the Ordinance but never properly defined, and amending some other definitions to make them more clear, concise, and consistent among themselves. At its August 6, 2025, meeting, the Legislation and Ordinance committee reviewed this change and recommended approval. The Planning Commission conducted a public hearing on August 13, 2025, and unanimously recommended approval. The Ordinance repealing and replacing Division 86-VI-2 Signs and amending Section 86-1 Definitions was introduced at the August 26, 2025, Council meeting.
Fiscal Impact:	None.
Alternative/ Variations:	None recommended.
Recommendations:	Planning Commission and staff recommend that the City Council adopt Ordinance 25-011, which is the ordinance repealing and replacing Division 86-VI-2 Signs and amending Section 86-1 Definitions.