



**CITY OF MARSHALL  
AGENDA ITEM REPORT  
COUNCIL 6/25/24**

<b>Presenter:</b>	Ilya Gutman
<b>Meeting Date:</b>	Tuesday, June 25, 2024
<b>Category:</b>	NEW BUSINESS
<b>Type:</b>	ACTION
<b>Subject:</b>	Consider the request for a Conditional Use Permit to install a Billboard at 1604 East College Drive
<b>Background Information:</b>	<p>The owner applied for a Conditional Use Permit for an advertising sign at 1604 East College Drive. This sign will be a traditional billboard, not a digital sign.</p> <p>The applicant requests two panels total, 17 feet by 20 feet each, installed at about 20-degree angle to each other to face traffic in both directions. The overall height of the sign is requested to be 30 feet. Each side is less than the maximum allowed length of 55 feet and there are no residential districts or other advertising signs within 100 feet of the proposed sign, so this request meets specific requirements for advertising signs.</p> <p>Section 86-49 Standard for hearing includes 15 specific criteria for granting a conditional use permit and it seems that this request satisfies all applicable criteria.</p> <p>Advertising sign definition may be found in Section 86-1 under Sign, Advertising, and sign regulations for this zoning district are in Section 86-185 (3). The Conditional Use Permit regulations are found in Section 86-46 and the Standards for Hearing are found in Section 86-49. An aerial photo, site diagram, and sign drawings are all attached.</p> <p>The Planning Commission conducted a public hearing on June 12, 2024, and unanimously recommended approval.</p>
<b>Fiscal Impact:</b>	None known.
<b>Alternative/Variations:</b>	None recommended.
<b>Recommendations:</b>	<p>Planning Commission and staff recommend approving the request of the Owner for a Conditional Use Permit for an advertising sign at 1604 East College Drive, subject to the following conditions:</p> <ol style="list-style-type: none"> <li>i. A survey showing exact sign location by the registered land surveyor shall be filed with the City of Marshall prior to sign installation. The sign or any part thereof shall not encroach into any public right-of-way or adjacent property.</li> <li>ii. This permit is for the sign structure described as follows: <ol style="list-style-type: none"> <li>a. Two non-digital panels installed at an angle to each other.</li> <li>b. Each sign panel shall be no greater than 17 feet by 20 feet.</li> <li>c. The overall height of the sign shall be no more than 30 feet.</li> </ol> <p>Prior to sign installation, a sign permit application must be applied and paid for. Structural drawings showing sign footing and foundations shall be signed by a registered professional engineer and submitted along the sign permit application. A State Outdoor Advertising permit must be obtained.</p> </li> </ol> <p>The sign structure shall be maintained in a safe condition and all surfaces maintained without blemish or defects. The current land and sign owner and all future sign and landowners are fully responsible for maintenance, together or separately.</p>

