

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	May 5, 2014
	Agenda Item No.	20
	Roll Call No.	<u>14-0693</u>
	Communication No.	<u>14-208</u>
	Submitted by:	Phillip Delafield, Community Development Director

AGENDA HEADING:

Set date of hearing regarding zoning code amendment to create a City-wide, on-premises freestanding sign Overlay District relating to on-premises free-standing pole signs and monumental signs (May 19, 2014).

SYNOPSIS:

The proposed ordinance would prohibit new on-premises poles signs; require all new on-premises signs to be monument signs; establish minimal design standards for monument signs; and require the removal of non-conforming pole signs under certain circumstances. The Plan and Zoning Commission is scheduled to hold a public hearing and make a recommendation regarding the proposed ordinance on May 1, 2014. Staff recommends that the City Council set a date of hearing for May 19, 2014.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

On March 10, 2014, the City Council held a workshop session regarding concerns by neighbors in the Merle Hay commercial corridor area as to the problems with visual clutter due to freestanding pole signs and electronic signs. The Council requested that staff and the Plan and Zoning Commission provide possible revisions to the Zoning Ordinance to consider a further prohibition of freestanding pole signs.

On April 2, 2014, the Regulation and Ordinance (R&O) subcommittee of the Plan and Zoning Commission considered alternatives to regulation of freestanding pole signs and monument signs. Attached are the proposed revisions to the Zoning Ordinance text as prepared by the City Legal Department in response to direction from the City Council, the R&O, and Community Development staff.

On April 24, 2014, Community Development Staff held an informational meeting on proposed Zoning Ordinance text revision regarding future prohibition of new freestanding poles signs and limitations to freestanding monument signs. Approximately 30 neighbors, business owners, electronic sign owners, sign contractors, and representatives of the off-premises sign industry were in attendance to get information and ask questions about the proposed changes. In summary, concerns have been expressed regarding the proposed maximum height limits for monument signs being too low and the added cost to construct monument signs.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S):

Board: Plan and Zoning Commission

Date: May 1, 2014

Resolution Number: 10-2014-5.03

Action: The Plan and Zoning Commission recommendation will be forwarded to the City Council prior to the May 19, 2014 public hearing.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Public hearing and first reading of the ordinance on May 19, 2014. Second and third readings of the ordinance will be required unless waived by a 6/7 vote of the City Council.

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