



MAYOR & COUNCIL COMMUNICATION

DATE: July 21, 2015
CONSENT
ITEM #9
ORDINANCE 08-124

AGENDA ITEM: Zoning Text Amendment – Subdivision Identification Signs

SUBMITTED BY: Nick M. Johnson, City Planner

THROUGH: Julie Johnson, City Clerk

REVIEWED BY: Planning Commission
Kyle Klatt, Community Development Director

SUGGESTED ORDER OF BUSINESS (if removed from the Consent Agenda):

- Introduction of ItemCommunity Development Director
- Report/Presentation.....Community Development Director
- Questions from Council to Staff..... Mayor Facilitates
- Call for Motion Mayor & City Council
- Discussion..... Mayor & City Council
- Action on Motion..... Mayor Facilitates

POLICY RECCOMENDER: Planning Commission

FISCAL IMPACT: None

SUMMARY AND ACTION REQUESTED: The City has received inquiries from the residential development community about subdivision identification signage. In reviewing the City’s regulations with signage, staff determined that adding greater clarity about what type of signage is allowed and where would be beneficial to the City moving forward. To address the situation staff conducted research and ultimately drafted a Zoning Text Amendment to add language to the ordinance. The Planning Commission reviewed the research at their 6/22/15 meeting, held a public hearing on 7/13/15, and is recommending approval of the Zoning Text Amendment. If removed from the Consent Agenda, the motion to take the recommended action is the following:

“Move to adopt Ordinance 08-124, amending the Sign Ordinance to provide greater clarity in the regulations for subdivision identification signage.”

BACKGROUND INFORMATION/STAFF REPORT:

Staff has received multiple inquiries from residential developers, as well as HOAs in the past, as to what the regulations are for subdivision identification signage. In reviewing the City's regulations when compared to other cities in the Metro Area, it was found that the ordinance could be improved by adding additional provisions to regulate the location, number and type of signage allowed. Staff presented these findings at the 6/22/15 Planning Commission meeting. Upon review of the information, the Planning Commission directed staff to prepare a Zoning Text Amendment and schedule a public hearing. The ordinance as proposed reflects the Zoning Text Amendment prepared by staff with input from the Planning Commission.

PLANNING COMMISSION REPORT:

The Planning Commission reviewed the subdivision identification signage provisions at their meeting on 6/22/15, where they directed staff to schedule a public hearing and prepare a Zoning Text Amendment. The public hearing was held on July 13, 2015. No one spoke during the public hearing and no written correspondence was received. During the meeting, the Planning Commission requested that provisions be added to not allow changeable copy or electronic variable message signage for subdivision identification signs. The Planning Commission unanimously recommended approval of the zoning text amendment to add additional provisions to provide clarity for subdivision identification signs (Vote: 6-0).

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS:

Strengths: The addition provisions proposed for subdivision identification signs add greater clarity to what is allowed for this type of signage. The provisions include more specificity with regards to the number, location and type of signage that is allowed. These provisions will set clear expectations for the developers and HOAs who are interested in installing such signage.

Weaknesses: None

Opportunities: Providing greater clarity in the regulations of subdivision signage should remove some of the confusion that developer and HOAs have encountered with the existing provisions.

Threats: None.

RECOMMENDATION:

Based on the aforementioned, the Planning Commission and staff are recommending that the City Council approve the proposed amendment to the Sign Ordinance to add provisions related to subdivision identification signage. Should the item be removed from the Consent Agenda, the motion to take the recommended action on the request is as follows:

“Move to adopt Ordinance 08-124, amending the Sign Ordinance to provide greater clarity in the regulations for subdivision identification signage.”

ATTACHMENTS:

1. Ordinance 08-124
2. Staff Report to the Planning Commission, dated 7-13-15
3. Staff Report to the Planning Commission, dated 6-22-15
4. Existing Subdivision Signage Provisions
5. Comparison Chart of Signage of Metro Cities
6. Signage Examples from Other Metro Cities