

To: **Mayor and City Council**
Through: **Ryan Schroeder, City Manager**
From: **Melissa Sonnek, City Planner**
Date: **February 8, 2021**

Non-Commercial Signage Discussion

BACKGROUND INFORMATION:

Staff was requested to review possible changes to the residential sign code that would allow for flexibility, while still maintaining a clear, concise, and enforceable ordinance, in response to the Council discussion during the January 11th, 2021 OCWS.

Staff believes it is in the best interest of the City's image to continue limiting the number of residential signs (that do not require a permit) to one non-commercial sign per lot, rather than expanding to allow multiple signs. Allowing one sign limits the potential for visual clutter as residents and visitors travel throughout the city.

A potential change to accommodate residents interested in displaying multiple signs would be to amend the code to allow an increased sign size of up to 12 square feet, as opposed to the current allowable 6 square feet. This additional square footage would allow the residents more flexibility to display multiple messages on one consolidated base, which limits the amount of visual clutter as well as limits any necessary additional enforcement measures by City Staff (i.e. getting out with a tape measurer to calculate the size of each sign).

City Staff still agrees with the sentiment that was mentioned during the Open Council Work Session in January, that it is better that the code does not wade into the waters of defining art vs. murals vs. signage, etc.

STAFF RECOMMENDATION:

Review and discuss the enclosed sign ordinance amendment and direct staff if revisions and/or changes are needed.

ATTACHMENTS:

City Attorney Email Summarizing Signage Discussion – 01/17/2021
Potential Ordinance Amendment