



Planning Commission

Sign Code Update Briefing

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Title

Sign Code Update Briefing

Recommended Action

Information only. No action requested.

Report

Issue:

Discuss the status of the Sign Code Update.

Staff Contact:

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Presenter(s):

Joyce Phillips, AICP, Senior Planner, Community Planning and Development

Background and Analysis:

The City developed a public participation plan, which was reviewed by the Planning Commission in July and by the Land Use and Environment Committee in September. A Sign Code Update webpage was created, including information about why the city is updating its sign code, how people can get involved, and a copy of the public participation plan. Next staff issued a Request for Proposals in order to select a consulting firm to assist with the legal and graphic components of updating our sign code. Ogden Murphy Wallace PLLC has been selected to assist in this effort.

Efforts to date:

- Invite members of the Design Review Board to serve on the Policy and Technical Advisory Committees
- Invite members of the Heritage Commission to serve on the Policy Advisory Committee
- Reach out to members of the types of organizations listed in the public participation plan to invite their participation on an advisory committee
- Kick off meeting with the consulting team to refine the scope of work, timeline, and work products

Next Steps:

- Introductory meetings with the Advisory Committees
- Code review for compliance with recent related court cases to identify areas that must be addressed
- Analyze opportunities to simplify the sign code, identify what is missing that should be considered
- Survey to gage community interest and opinions regarding sign code issues
- Work with Advisory Committees to develop draft sign code
- Legal and environmental review of draft sign code(s)
- Develop graphics to convey sign code standards for use in the code and handouts

Neighborhood/Community Interests (if known):

Staff anticipates there will be community interest in the sign code update. We anticipate holding several public meetings and engaging with businesses and residents regarding changes and clarifications of the sign code. In addition, first amendment issues regarding free speech will be relevant.

Options:

None, information only.

Financial Impact:

None. This planning process is already included in the Community Planning and Development Department's work plan and budget.

Attachments:

Project Webpage
Sign Code