



Legislation Text

File #: 18-0894, **Version:** 1

AM 2018-06, Discussion and possible action on updating the **sign code**. (Joseph / Cole)

In its recent ruling in the case of Reed v. Town of Gilbert, the Supreme Court clarified municipal powers as it relates to the enforcement of certain content based sign restrictions. The outcome of this case is driving many cities across the country to reevaluate their current sign codes in order to produce regulations for signs which are more content neutral. City planning staff has been working with the City Attorney's office to make necessary modifications to the sign code to comply with this judgment. Additionally, staff has identified other supporting sections of the sign code which also needed to be updated.

The Planning and Zoning Board was presented with an overview of the Court Case as well as the parameters of the City's proposed sign changes by staff at its June 21, 2018 meeting. Upon review of that presentation, the Board requested staff provide a formal copy of the proposed sign changes in Ordinance format at a later date for consideration. Attached is a strikethrough and underlined version of the requested Ordinance.

In general, the following changes are proposed to the existing sign code in order to address any potential conflicts with the Court decision:

- Removal of any perceived content based restrictions for signs.
- Political, noncommercial direction or information, and community service signs will now be categorized as non-commercial signs.
- New business "coming soon" and "grand opening" banners will now be categorized as announcement banners.

Staff is also proposing the following other changes to strengthen the existing sign code:

- Addition of the following sections: General standards, parking identification signs, real estate sale and real estate leasing signs, construction signs, and signs on right-of-way and public property.
- Addition and cleanup of definitions.
 - Addition of the following definitions: advertising sign, announcement banner, balloon sign, billboard sign, directional sign, identification sign, non-illuminated sign, and parking identification sign.
 - Removal of the following definitions: community service sign, noncommercial direction sign or information sign, political sign, revitalization sign
- Removal of the following sections: Industrial zoning districts, bus bench advertising signs, and revitalization signs.
- Modified regulations for location of information on ground box signs.

- The term “shall” has been changed to “may” for existing commercial monument sign regulations.

Staff Recommendation: Transmit the proposed ordinance to City Commission with a favorable recommendation.