

City Council – Action Request Form

Date: September 14, 2021

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Aaron King, Interim Assistant City Manager
Chris Murphy, Interim Director of Planning and Development Services

Council Action Requested:
Ordinance Amending Chapter 6 and Chapter 11 of the Unified Development Ordinances (UDO) to Modify the Change Rate of Electronic Message Board Signs; to Add Brightness Limits to the Regulation of Electronic Message Board Signs; and to Extend the Amortization Period by Two (2) Years to Bring Nonconforming On-Premises Signs into Compliance (UDO-CC14)

Strategic Focus Area: Livable Neighborhoods
Strategic Objective: No
Strategic Plan Action Item: No
Key Work Item: Yes



Summary of Information:

At the February 2021 Community Development, Housing, and General Government (CD/H/GG) Committee meeting, staff presented information related to Council concerns regarding 1) the number of freestanding signs which have been brought into compliance with the amortization requirements of the 2007 sign ordinance; and 2) the current change rate of electronic message board signs. Staff gave a follow-up presentation at the April CD/H/GG meeting summarizing previous notification efforts to owners of noncompliant signs, and peer cities’ electronic message board regulations. Staff was asked to prepare a UDO amendment proposing a 2-year extension of the amortization period to June 30, 2024; a 1-minute change rate for electronic message signs; and brightness standards for electronic signs.

The Planning Board held a public hearing on the ordinance amendment on August 12, 2021 and recommended approval with an 8-1 vote. The Board also recommended a 2-minute change rate for electronic message board signs. Staff will be available to present UDO-CC14 at the September 2021 CD/H/GG Committee meeting.

Committee Action:

Committee	CDHGG 9/14/2021	Action	Approval
For	Unanimous	Against	

Remarks: