



MEMORANDUM

To: Mayor and City Council

From: Mindi Hurley, Director of Community Development

Date: July 11, 2023

Reference: PUBLIC HEARING: Consider approval of text change amendments to the Code of Ordinances, Chapter 12, Article 29(B)(ii), Provisions for Business Zoning Districts, increasing the maximum allowable attached building sign area from 0.5 sq. ft. to 1 sq. ft. per aggregate linear foot of frontage for tenants with multiple facades that face two public streets, approving an Ordinance for the same and authorizing the Mayor to sign.

2040: Create Business and Innovation Nodes

Introduction:

This item presents a text amendment to the *Zoning Ordinance* and will address building signage for tenants with multiple façades that face public streets. This amendment will allow for more sign visibility by allowing signage for each building façade that fronts a public street.

Background:

The *Zoning Ordinance* is proposed to be amended to include an allowance of one square foot of attached signage per linear foot of building width on each public street. Currently, where businesses have multiple frontages, the sign area allowed in square feet is one-half the aggregate of the lease space width of both façades fronting a public road. The change would effectively double the allowable signage in the specific instance where the tenant has multiple street frontages. There is an existing requirement that the total sign area shall not exceed 300 square feet, which will remain in place.

There are several businesses located on corner lots that could either add to their existing signage or replace it with larger signage if this ordinance is approved. Also, the businesses that back onto a secondary road such as Town Center Boulevard would be permitted to have signage on the back side without having to reduce their allowable signage area on the storefront. In conclusion, this amendment will allow for more sign visibility by allowing signage for each building façade that fronts a public street.

Benefit to the Community:

The visibility of tenants with multiple street frontages would increase due to increased signage allowance.

Legal Review:

The City Attorney has reviewed the proposed ordinance changes.

Fiscal Impact:

N/A

Recommendation:

On June 15, 2023, the Planning and Zoning Commission unanimously recommended approval of the ordinance amendments and authorize the Mayor to sign the ordinance.

Attachments:

1. PZ Staff Report
2. Ordinance Changes (Redlined)
3. Ordinance