



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mindi Hurley, Director of Community Development

**Date:** July 11, 2023

**Reference:** Consider approval of text change amendments to the Code of Ordinances - Amending Chapter 6 'Business Regulations', Article 6-15 'Temporary Signs', by amending Section 6-15-6 'Provisions for Temporary (On-Premises) Signs by amending Section 2, Subsections (A)(ii), (B) (ii) and (E) and by amending Section 3, reducing the setback from 15 feet to 10 feet; approving an Ordinance for the same and authorizing the Mayor to sign.

### **2040: Create Business and Innovation Nodes**

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#### **Introduction:**

This amendment will allow business real estate and subdivision identification signs to be located 10 feet from the right-of-way as opposed to 15 feet as is currently allowed.

#### **Background:**

This change is proposed to improve the visibility of temporary business real estate and subdivision identification signage. Where adjacent to a roadway, a parking lot is required to have a 15 feet landscape area with a hedge row to screen the view of the headlights and cars. Unfortunately, this also screens any signage beyond 15 feet. Staff is proposing to amend the temporary sign section of the Code of Ordinances like the change in monument sign location that was approved in 2014, to allow for the temporary business real estate and subdivision identification signage to be located 10 feet from the right-of-way. As with all other signage staff will ensure they are located outside of the visibility triangle.

#### **Benefit to the Community:**

This would provide greater visibility of now leasing and for sale signs in the community.

#### **Legal Review:**

The City Attorney has reviewed the proposed ordinance changes.

#### **Fiscal Impact:**

N/A

**Recommendation:**

Staff recommends approval of the ordinance amendment allowing the reduction in the minimum business real estate and subdivision identification sign setback to 10 feet measured from the right-of-way; and authorize the Mayor to sign the ordinance.

**Attachments:**

1. Ordinance Changes (Redlined)
2. Ordinance