



## MEMORANDUM

**To:** Mayor and City Council

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

**Date:** September 28, 2021

**Reference:** Work Session – Discussion regarding the expiration of the Temporary Sign Moratorium.

**2040:** Create Business and Innovation Nodes

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### Executive Summary:

To assist businesses during COVID-19, the City placed a moratorium on enforcement of certain sections of the Temporary Sign Ordinance. The Ordinance declaring the moratorium of enforcement is set to expire on September 30, 2021. Staff is seeking direction from City Council on next steps.

### Introduction:

Due to COVID-19, numerous businesses in the City of Coppell were required to close their doors or limit their service offerings. As a result, their business suffered. In an effort to help them in their recovery, the City allowed businesses more opportunities to advertise their services using on-premise temporary signage. The City passed an Ordinance placing a moratorium on enforcement of certain sections of Article 16, Chapter 6-15, Sections 6-15-3 (A), 6-15-4 and 6-15-5 (3) (A) and (B), (J)-(M) and (8) of the City of Coppell Code of Ordinances.

### Analysis:

The initial Ordinance was set to expire on December 31, 2020; however, City Council took action at their meeting on December 8, 2020, to extend that Ordinance through June 30, 2021. City Council discussed the topic once again on May 25, 2021, and an Ordinance was passed in June of 2021 to provide an additional 3-month extension. The current Ordinance is set to expire on September 30, 2021.

A survey was sent to businesses in Coppell to gauge the effectiveness of temporary signage. The City received twenty-three survey responses. All twenty-three businesses utilized temporary signage during the past eighteen months, and all twenty-three respondents felt that the additional temporary signage helped their business. Out of the twenty-three respondents, nineteen businesses responded

that increasing the allowable number of banners each year would provide the same benefit that other forms of temporary signage have provided.

Staff is looking for direction from City Council on next steps. If City Council would like to extend the moratorium on enforcement of certain sections of the Temporary Sign Ordinance, staff will bring forward an Ordinance for approval to allow a third extension of time. If City Council does not want to provide a third extension but would like to increase the allowable number of banners each year, staff will bring forward for approval a revision to the current Temporary Sign Ordinance to increase the allowable number of banners each year. If City council would not like to make any changes, the current Ordinance declaring the moratorium of enforcement will expire on September 30, 2021.

**Legal Review:**

N/A

**Fiscal Impact:**

N/A

**Recommendation:**

N/A