



Meeting Date: 9/28/2010



Agenda Item # 5A 6-A

CITY COUNCIL AGENDA ITEM

Contact Name: Wendy Hickey Department Director: _____
Department/Contact # DSD/775-5417 City Manager: Jamie Croteau

- Type of Item:
- | | | | |
|-------------------------------------|--------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Public Hearing | <input type="checkbox"/> | Resolution |
| <input checked="" type="checkbox"/> | Ordinance First Reading | <input type="checkbox"/> | Discussion & Action |
| <input type="checkbox"/> | Ordinance Second Reading | <input type="checkbox"/> | Council Approval |

Subject: First Reading of Ordinance #424 Amending the Existing Sign Ordinance

BACKGROUND:

Last year, several business owners came before the City Council and requested that the regulations for display of temporary signs be waived from Thanksgiving to New Year's Day. To do so, it was determined that a new ordinance must be passed by the Council. Ordinance #424 amends the Code to allow the display of banners from Nov. 16 to Dec. 31.

Currently Code permits a business to put up a temporary sign four times a year and limits such display to no more than 30 days. This change would extend the time limit up to 46 days during the holiday season. It neither changes the time limit for other seasons, nor does it change the number of times per year a banner can be displayed.

Ordinance # 424 extends the time limit for display of temporary signs (banners). The City Council has considered this matter for several months and has directed staff to create an ordinance to support local businesses' need for additional advertising. This Ordinance will automatically expire October 26, 2012.

On July 7, the Planning Commission unanimously recommended that the City Council approve Ordinance #424.

RECOMMENDATIONS: Staff and the Planning Commission recommend that the City Council approves Ord. #424

ATTACHMENTS: Ordinance #424; Exhibit A: staff report to the Planning Commission

FINANCIAL IMPACT: None anticipated.

Reviewed by City Attorney _____
Reviewed by Finance Dept. _____
Reviewed by: _____

1st Discussion Date: 9/28/2010	2nd Discussion Date: 10/12/2010	Third Discussion Date: Click here to enter a date.	Other Dates: Click here to enter a date.
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