

Economic Development Commission Item

March 10, 2026



Item	Sign Code Ordinance Update	
File No.		Item No: D.1
Agenda Section	<u>VISITOR PRESENTATIONS</u>	
Prepared By	Sam DiMaggio, Economic Development Manager	
Reviewed By	Sam DiMaggio	

SUGGESTED ACTION

No formal action. Staff requests general feedback on the proposed changes to the city sign ordinance.

Motion Type	Simple Majority Vote of members present
Strategic Priority	Development & Redevelopment

SUMMARY

This is a follow-up conversation from the November 24th, 2025 city council work session. At that meeting, the city council requested that staff conduct additional community engagement, especially with downtown businesses and property owners, regarding proposed amendments to the sign ordinance. Staff will provide a review of community engagement efforts completed and the feedback received as part of its work session presentation.

Staff has been working on the sign code ordinance so that the ordinance complies with federal law, clarifies language, creates efficiencies, and updates for the downtown design guidelines. Conformance with federal law is achieved by updating definitions, removing unlawful regulations, and regulating based on construction rather than content.

Staff has clarified language by removing outdated definitions and ensuring proper definitions for the code ordinance amendments.

Staff is proposing to create efficiencies through the removal of temporary sign permits, which, based on permit data, contain repetitive requests.

The draft ordinance proposes code changes to implement the downtown design guidelines.

BACKGROUND

The current sign ordinance can be found in Article 20-XXVI of the zoning code. The sign regulations were written in 1995, amended multiple times since, most recently in 2022. Updating the sign code was a part of the Planning Department's work plan for 2025.

DISCUSSION

Staff is seeking the Economic Development Commission's input on the proposed amendment. As an advisory body, the Commission is invited to offer feedback, including any recommended additions or modifications, before the public hearing.

BUDGET

RECOMMENDATION

As an advisory body, the Economic Development Commission is invited to review the proposed amendment and offer feedback, including any recommended additions or modifications, before the public hearing, which will be held by the Planning Commission.

ATTACHMENTS

[Sign Code Ordinance](#)