City Council Item

February 23, 2026

Item	Sign Code Ordinance Update	
File No.		**Item No:** A.2
Agenda Section	**5:30 P.M. - WORK SESSION**	
Prepared By	Rachel Arsenault, Associate Planner	
Reviewed By	Eric Maass	

SUGGESTED ACTION

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

Motion Type	N/A
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Staff has clarified language by removing outdated definitions and ensuring proper definitions for the code ordinance amendments.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 work plan for 2025.

City staff has mailed a public hearing notice to the official newspaper for a possible public hearing at the March 3rd Planning Commission meeting, in the event that the City Council is comfortable with the proposed revisions or provides feedback and directs staff to move forward with the Planning Commission's review.

DISCUSSION

Staff is seeking the City Council's feedback on the proposed amendment, and any additions or alterations that should be made prior to the public hearing.

BUDGET

RECOMMENDATION

No formal recommendation.

ATTACHMENTS

Sign Code Ordinance