



ITEM NO. 9

STAFF REPORT

DATE: DECEMBER 18, 2012
TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: ROD FOSTER, CITY MANAGER *J. W. Foster FOR R.F.*
PREPARED BY: MARK TOMICH, DEVELOPMENT SERVICES DIRECTOR *MT*
SUBJECT: AMENDMENT TO ZONING ORDINANCE PERTAINING TO POLITICAL SIGNS

RECOMMENDED ACTION

City Council discussion of political sign regulations.

GOAL STATEMENT

The proposed action will support the City's goal to have the Development Services Department continue its work on Zoning Code updates needed to keep the City up to date with current regulations and state laws.

BACKGROUND

During the City Council's consideration of the promotional signs ordinance in November 2011, the City Council gave staff direction to address political sign standards following the general elections in November 2012. This direction was reaffirmed by the City Council in April 2012, during public hearings on technical updates to the sign ordinance. With conclusion of the general elections and seating of new Council Members, staff is prepared to move forward at the discretion of the City Council.

ISSUES/ANALYSIS

Setting policy direction for amendments to political sign standards will require input and recommendation from the Planning Commission, and input and final adoption by the City Council. Staff is prepared to provide City Council and Planning Commission with background materials and options to assist in the decision-making process.

FISCAL IMPACTS

None

ALTERNATIVES

1. Schedule a City Council workshop on political sign standards.
2. Provide alternative direction to staff.

ATTACHMENTS

None