



CITY COUNCIL AGENDA ITEM

To: Mayor Graham and City Council

From: Ted Shekell, Planning Director
Walter Denton, City Administrator

Date: September 2, 2008

Subject: An **ORDINANCE** to approve zoning amendments to Article 12 "Sign Regulations" – **First Reading**

List of committees that have reviewed: The Community Development Committee reviewed and unanimously recommended to approve the Zoning Code Text Amendment on First Reading at its August 25, 2008 meeting.

Background: The Planning Commission held a public hearing on the above referenced application at their August 12, 2008 meeting. The Commission voted unanimously to accept the recommended proposed text amendments to Article 12 "Sign Regulations."

Amendments to Current Zoning Ordinance, Article 12 "Sign Regulations".

In April 2008, the City Council adopted new Article 12 "Sign Regulations" and repealed the old Sign Code. Staff anticipated that a few mid-course adjustments might be needed after the sign codes' initial adoption, given the scope and complexity of the ordinance. After several months of administering the new code, staff has identified a few recommended adjustments. These proposed amendments pertain to areas regarding the size, design and locations of permanent freestanding, wall and temporary signage, and include the following:

- A. Clarifying the intent on the size of changeable copy signs;
- B. Allowing adjacent off-street parking lot to be deemed as frontage;
- C. Reducing the sign support enclosure width from one-half (1/2) to one-third (1/3) the width of the widest part of the sign for freestanding signs for frontage lots along West Highway 50;
- D. Removing the sign face ratio (2:1) requirement for freestanding signs;
- E. Adding a new section to allow larger real estate signs for lots fronting I-64;
- F. Allowing special "Grand Opening" temporary signage for new businesses in O'Fallon;
- G. Section number change for 12.060.A.4 *Permit Exception; Temporary Sandwich Board Signs* (no content change);
- H. Revising the numbering of the section 12.070.B.1 – Wall Sign Regulations (No content change); and
- I. Revising the maximum Wall Sign projection limit from 18" to 12".

Legal Considerations, if any: None

Budget Impact: none

Staff Recommendation: Staff recommends approval of the proposed text amendments to Article 12 "Sign Regulations" as outlined in the attachments.