

ORDINANCE AMENDMENT REVIEW SHEET

Amendment: C20-2013-006 Temporary Signs for Special Events

Description: Consider an ordinance amending Chapter 25-10 to establish regulations for special event signs.

Proposed Language: See attached draft ordinance.

Background: Initiated by Planning Commission on February 26, 2013 and Planning Commission on October 15, 2013.

PLEASE NOTE: The attached draft ordinance combines all temporary special events signs (projected and non-projected) into a single ordinance with one case number.

Part of the proposed special events ordinance directs the City Manager Chapter to amend Chapter 25-10 of the Land Development Code to regulate the use temporary signs during a special event. This proposed amendment is being brought forward in response to the direction of the proposed special events ordinance. The proposed code amendment also provides for commercial images to be temporarily projected on to building facades in the downtown area during certain special events and establishes permitting requirements. Current code does not address this type of signage and therefore has not been permitted. Projected image signs have been increasing in popularity over the past few years, especially at special events.

Special event signage is not currently addressed by code and the proposed language will provide much needed clarity for city enforcement staff and event organizers. The proposed language was initially included in the special events ordinance, however it was decided by legal staff it was more appropriate for the language to be housed in the Chapter 25-10 (Sign Regulations.)

Staff Recommendation: Staff recommends approval of the ordinance that Planning Commission recommended at its hearing on December 10, 2013. However, based on consultation with the Law Department, we propose the following amendment to Section 25-10-158(A) to clarify that special event signs are only allowed at events which include street closures:

(A) A permit may be issued under this section only for a sign to be used at a permitted special event that meets the criteria specified in Paragraphs (b) and (c) of Section 25-10-3(17) (*Definitions*) and includes public streets that have been closed to traffic in accordance with Title 14 (Use of Streets and Public Property).

Board and Commission Actions

September 17, 2013: Recommended by the Codes and Ordinances Subcommittee on a 5-0 vote, with the following amendments:

1. The area of the advertising may not exceed 50% of the building façade or 6000 square feet, whichever is less.
2. The projected advertising may only be displayed between the hours of 7:00am and 2:00am beginning one day before the special event starts and concluding on the last day of the end of the special event.

September 24, 2013: Postponed at Planning Commission.

October 8, 2013: Postponed at Planning Commission.

October 22, 2013: Postponed at Planning Commission.

November 12, 2013: Postponed at Planning Commission.

December 10, 2013: Approved by the Planning Commission on 5-0 vote, with the following amendment:

1. Addition of a new section with suggested language: “Temporary structure within the boundaries of a special event.”

Council Action

October 17, 2013: Postponed to October 24, 2013.

October 24, 2013: Postponed to November 21, 2013.

November 21, 2013: Postponed to December 12, 2013.

December 12, 2013: Postponed to January 23, 2014.

January 23, 2014: A public hearing has been scheduled.

Ordinance Number: NA

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