



City Council MEMORANDUM

From: The Office of the City Manager **Date:** August 11, 2025
SUBJECT: Consider Ordinance No. 3919, amending Sec. 106-13 (b) (1) related to wall signs.
PRESENTER: Cori Reaume, Planning Director

Summary:

The City Council is being asked to approve an ordinance amending Section 106-13 (b) (1) to remove restrictions related to the placement of wall signs on building faces with street frontage or public entrances.

General Description:

The City's current regulations regarding signs can be found within Chapter 106 of the Code of Ordinances. Section 106-13 (b) regulates building signs, with subsection (1) addressing nonresidential wall signs, specifically.

In January, staff presented modifications to the Sign ordinance related to electronic message signs and wall signs. The wall sign modification was primarily brought forward due to businesses seeking sign review board approval to allow for additional wall signs.

While the text of the ordinance was amended to increase the sign allowance from two to three signs, the following sentence in the ordinance remained in place: "*Wall signs are only permitted on faces of buildings that have a street frontage or public entrance.*" In many of the cases brought forward for consideration of the additional sign(s), that requirement would still have prevented the applications from being approved without the sign review board hearing. In many instances, especially with restaurants, the business seeks a sign on a side of a building that is visible from a public access drive or large commercial parking lot rather than street frontage.

The City has recently received a request from a new restaurant seeking to occupy the former Boston Market building. The previous occupant did have signage installed on three sides of the building, but the code currently would not allow the installation of similar signage for the new business due to the north (drive-through) side not having a public entrance.

Staff are recommending the removal of the requirement that wall signage be limited to building faces with public entrances or street frontage to allow for ease of processing the sign permit applications from businesses seeking to install or reinstall a third sign. The full text with markup is shown for reference:



- “(1) Wall signs. The purpose of a wall sign is to provide single faced signage attached flat against the wall of a structure. Each structure or tenant space may have wall signage on a maximum of three building faces. ~~Wall signs are only permitted on faces of buildings that have a street frontage or a public entrance.~~ For the purpose of these regulations, a sign attached to a mansard roof that has a one to one slope or more shall be regulated as a wall sign. For the purpose of these regulations, a sign that is attached or affixed to an awning that does not extend more than 36 inches from the exterior wall surface to which it is attached shall be regulated as a wall sign.”

Recommendation:

Approve Ordinance No. 3919