



Sign Code Amendments

10/16/2018

Presented by Steve Kemp, City Attorney and Jocelyn Mills, Community Development Director

Policy Question

Does city council support amending the sign code regarding:

- Human signs
- Rotating signs
- Commercial mascots

Background

City council asked staff to further clarify human signs and rotating signs in the recent sign code amendments presented earlier this year.

- Aug. 27, 2018 – Council Study Session
- Sept. 10, 2018 - Planning Commission Public Hearing
- Oct. 2, 2018 – Council First Reading

Proposed Amendments

- Add a definition for Human Signs
- Remove references to Commercial Mascots
- Clarify the location and size of external rotating signs

Staff Analysis and Recommendation

- Staff recommends the ordinance as introduced, excepting rotating signs
- Staff recommends council prohibit the use of external rotating signs
 - Historically prohibited (until recent sign code amendments)
 - Prohibited in adjacent cities (such as Centennial)
 - Can become a nuisance when not properly maintained
 - Becoming antiquated as technology advances

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