

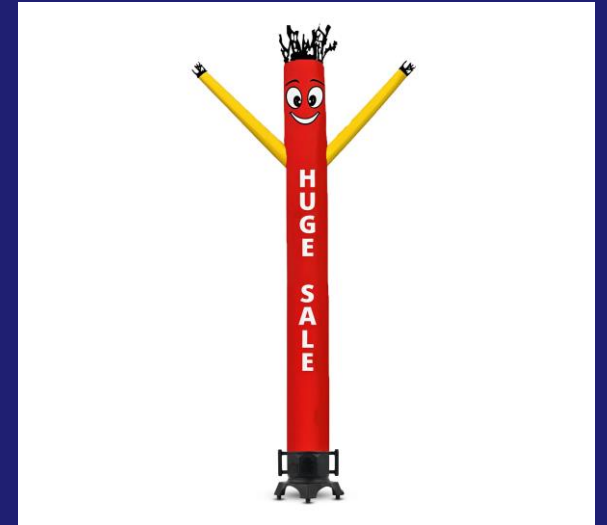
Temporary Sign Regulations Land Use Code Amendment

CITY COUNCIL STUDY SESSION -
July 28, 2026

City Staff Representative:

Grey Shipman, Associate Planner

Temporary Signs



Background

Enforcement Challenges

Loophole for Temporary Signs

- Temporary signs "[s]hall be removed on or before 90 days after being placed..."

Total Sign Allowance

- Permanent Signs and Temporary Signs both share the same total sign allowance

Proposed Changes to Article 9—Overview

Simplify Standards for Temporary Signs

- Remove maximum display periods for temporary signs (except for large inflatables)
- Eliminate permitting requirements for temporary signs (except for large inflatables)
- Create a separate Total Sign Allowance specifically for Temporary Signs
- Update the maximum sign area for some temporary sign types

Proposed Changes to Article 9—Sign Regulations

Update Maximum Area for Some Temporary Signs

Wall Banner: Current 100 sq. ft. → 50 sq. ft.

Feather Banner: Current 60 sq. ft. → 40 sq. ft.

Fence/Post Banner: Current 20 sq. ft. → 40 sq. ft.

Proposed Changes to Article 9—Sign Regulations Cont'd

Total Temporary Sign Allowance

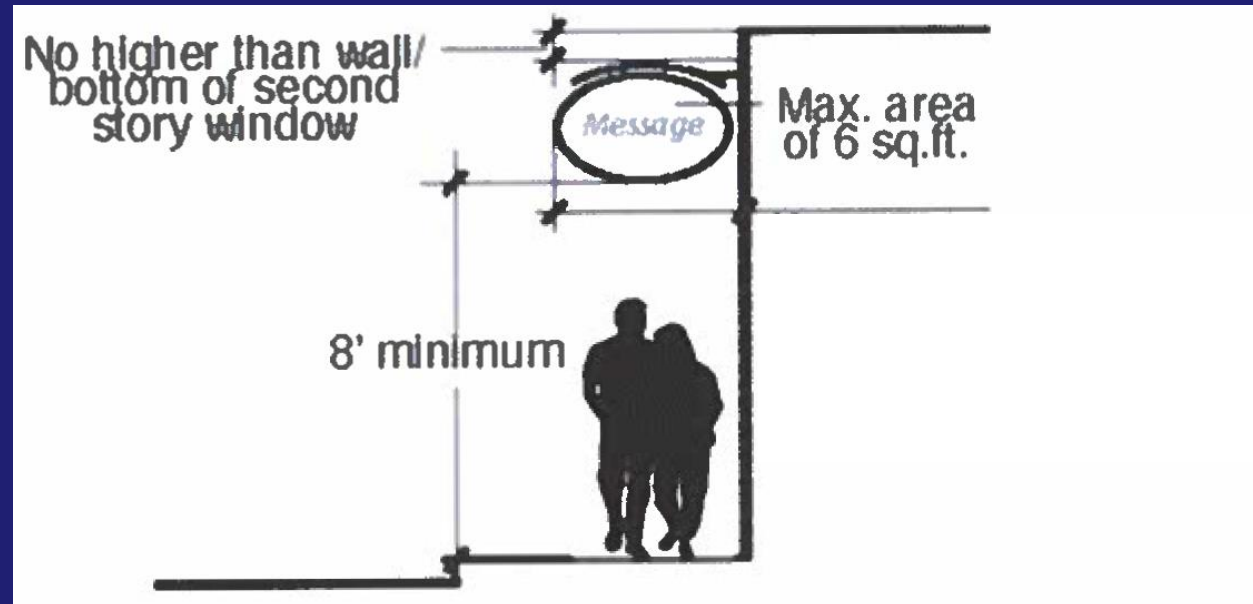
The aggregate area of all temporary signs displayed on a site in a non-residential zoning district shall not exceed the following:

- a. 0.25 square foot of sign per 1 foot of frontage. Example: A building has 100 feet of street frontage. The calculation would be as follows: $(100 \times .25) = 25$ square feet of allowed temporary signage.
- b. A site shall have an additional 25 sq. ft. of allowed temporary sign area per tenant.
- c. Where no street frontage exists, building frontage will be used to calculate the maximum aggregate sign area allowed.

Proposed Changes to Article 9—Sign Regulations for Permanent Signs

One Change to Permanent Signs

- Increase maximum allowed size of Projecting Signs
6 sq. ft. → 9 sq. ft.



Staff Recommendation

- Staff recommends taking the proposed LUDC amendments to public hearings with the Planning Commission and the City Council in the near future.