



Memorandum

TO: CITY COUNCIL

FROM: MAYOR REED
COUNCILMEMBER PYLE

SUBJECT: SIGN ORDINANCE

DATE: December 9, 2011

APPROVED:

Chuck Reed
Nancy Pyle (KS)

DATE:

12/9/11

RECOMMENDATION

Approve staff recommendations for the PES Pilot Program with the following changes:

1. Amend the recommendations for the Pilot Program for Programmable Electronic Signs (PES) in the staff memo for the Blossom Hill areas as follows:
 - a. Limit PES to approximately **75%** of the total sign area of a freestanding sign to provide ample room for architectural treatments
 - b. Replace 100 feet from signalized intersections with *Location of PES should be reviewed to ensure there will be no interference with the visibility of traffic signals*
 - c. 100 feet from another programmable electronic sign *on the same street*
2. Add the following for clarification:
 - a. PES approved under the Pilot Program will be considered "legal non-conforming"

BACKGROUND

In November of 2009 staff proposed revisions to the Sign Ordinance that included Electronic and Digital signs. Since that time, PES have been more widely used and accepted. We are offering locations in the Blossom Hill corridor the opportunity to participate in a three year Pilot Program to prior to the preparation of a final PES ordinance. The recommendations above will allow the property owner of a shopping center eligible to participate in the Pilot Program to install such signage.