MEMORANDUM

TO:     Planning Commission  
       City Council

FROM:   Sarah Hanzel, Long Range Planner III

DATE:   1/24/19

RE:     Ordinance to Allow the Historic Sign Review Committee to Adopt Guidelines for Administrative Approval of Sign Permit Applications

This is an ordinance amendment being brought forward by the request of the Historic Sign Review Committee (HSRC) and the Community Development Department. The proposed amendment authorizes the HSRC to 1) establish design guidelines for new signage located on historic property, and 2) to delegate review and approval authority to City staff when a sign meets the criteria. The proposed guidelines aim to further clarify and illustrate the intent of the criteria that are currently in place. This amendment will substantially streamline the review process for applicants, HSRC members, and City staff. The committee currently meets once or twice per month for a meeting that is typically fifteen minutes or less. A majority of the applications are approved as proposed by the applicant. The existing review criteria and proposed guidelines are linked to the agenda.

The proposed ordinance also creates a local “Register of Historic Signs.” Signs listed on this register may be maintained, repaired, and preserved, even if the sign is non-compliant with the sign code. While maintenance and preservation is allowed, the sign cannot expand or increase any non-conformity. Property owners shall have no obligation for maintenance, repair, or preservation by virtue of a sign’s inclusion on the register. Examples of signs to be nominated for the historic register include the Stockgrower’s Sign, Brass Rail, Hotel Alex Johnson, Who’s Hobby, Corral Motel, Stardust Motel, etc. If you have any questions please do not hesitate to contact me.

Recommendation: Approve