

Action Item \_\_\_\_\_  
Information Only   X  

## BUSINESS ITEM 3

### Sign Ordinance Information

#### **Issue:**

The City approved a revised sign ordinance in April 2015 that limited size and electronic content on many signs within the commercial district. At the November 9 Council meeting several businesses have complained that the ordinance hinders their ability to advertise and promote their businesses in an adequate manner.

#### **Analysis:**

A recent court ruling in Arizona, however, may have other impacts on signage, according to Joe Poblick. A Supreme Court ruling found that limits on size, etc. on some signs was a "content based" restriction on freedom of speech.

As a result, we may need to conduct a more extensive review of the sign ordinance. As such, I am seeking guidance from the city attorney and City Council on how to proceed in terms of review of the city's ordinance and in providing feedback to those who spoke at the previous Council meeting.