

At Council's January 9, 2017 meeting, the sponsoring Councilor requested that City Council add the above referenced item for Council deliberation. Following discussion, the City Attorney was asked to review the Sign Code. The City Attorney's office has completed a thorough review of the Sign Code identifying a significant number of issues which need to be addressed in order to comply with recent changes in the law. The first draft of changes has been identified and the City Attorney's office is working with staff to evaluate the impacts of those changes, additional conflicts, and to also identify further implementation concerns and develop solutions for the City's regulatory needs. We have also found a number of sign regulations which have, over the years, been imposed in other areas of the Land Development Code (LDC) which will also need to be revised. Throughout this review and update, a number of policy issues have come to our attention and the City Attorney's office is working with staff to identify and develop those issues for consideration and guidance by the Planning Board and the City Council. Further, Calvin Giordano has been working on updating the LDC and has included Signage (Issue #26, *City of Marco Island Land Development Code Update, Phase 1-Identified Issues*) as an issue that needs to be addressed, particularly related to Uniform Signage Plans and methodology for sign face calculations. Uniform Sign Plans are regulated both in the sign code and in the LDC and the City Attorney's office will work with Calvin Giordano to address and clarify the overlap and coordinate policy review.

We anticipate bringing a host of policy issues to the Council in May for your review and preliminary guidance. Following development and incorporation of the policy guidance into the code revisions, the proposed ordinance must go to the Planning Board as the City's Local Planning Agency (LPA) review prior to consideration by Council at first and second reading.