

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: January 7, 2008

Agenda Item: 6 (A)	Prepared By: Steve Olmsted, Comm. Dev. Director Date: December 14, 2007
Agenda Section: Business: Public Hearing/Ordinance – Second Reading	
Subject: Real Estate/Open House Directional Signs	Department: Community Development

BACKGROUND:

City Council is asked to hold a public hearing and to approve at Second Reading an Ordinance to amend the City's Code of Ordinances, Chapter 30, "Land Development Code", Article VI, "Signage".

On December 3, 2007, City Council considered amendments to the City's sign regulations as recommended by the Marco Island Planning Board. Following consideration of the Planning Board's recommended amendments, City Council asked that current size limitations for open house directional signs be maintained as currently provided in the City's Code of Ordinances. A revised summary of proposed amendments is provided as follows:

Amendment to Section 30-522 to increase the number of permitted off-premise real estate open house directional signs from one to three. The proposed amendment to Section 30-522, "Temporary Signs", allowing for an increase in the number of directional signs is proposed to remain in effect until June 1, 2010. After this date, the requirements and regulations of Section 30-522 as they currently exist, prior to adoption of the proposed amendments, would be fully reinstated.

Amendment to Section 30-521, "Purpose and Intent" to allow for "Substitution of Non Commercial Speech for Commercial Speech" and "Severability" as recommended by City Attorneys Alan Gabriel and Nancy Stuparich.

Amendment to Section 30-528, "Definitions" of Article VI, to include a definition of an open house directional sign.

Article VI of the City's Land Development Code, Sections 30-521 through 30-528, provides for the regulation of signage. Real Estate, Open House, and Open House Directional Signs are currently permitted as follows:

Real Estate Signs: One ground or wall "for sale" or "for rent" sign is permissible for each lot having street frontage. If a lot also has frontage on a navigable water body or golf course, one such sign shall be permitted on each frontage.

Open House Signs: In addition to the real estate sign, one "open house" sign, no larger than 4 square feet may be posted on the property where the open house is taking place.

Open House Directional Signs: One right-of-way directional sign is allowed during a supervised open house. The sign is required to be placed at the intersection of the arterial or collector street providing access to the street on which the open house is being conducted.

A copy of the proposed Ordinance is attached for Council's consideration.

RECOMMENDED ACTION: Hold Public Hearing on proposed Ordinance, amending Article VI, Signage, of the City's Land Development Code. If considered appropriate, approve at Second Reading.

Reviewed by Department Director

Gene Winston

Reviewed by City Manager

Bob Henderson

Council Action:

Motion by:

Second by: