



## MEMORANDUM

**Date:** October 19, 2023

**To:** Luke Winchester, Chairman  
and Planning Commission

**From:** Jennifer Hamblen, Planning Director  
Jill Johnson, Planning Coordinator

**Re:** Zoning Ordinance Amendment  
Sign Ordinance, Article XI.

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**REQUEST:** Due to the phenomenal growth the City is experiencing, it was determined that a major revision/rewrite of the Sign regulations were due. In order to enhance, improve and maintain the aesthetics of our ever growing City, the amended ordinance is intended to provide clear and concise information. This will also provide additional opportunities for a wide range of signage types, as our City continually expands and attracts new development.

**Analysis/History:** The last major revision of the Sign ordinance was in 2016. Due to the expansive amount of economic development we are experiencing, the current regulations do not allow for or provide additional types or styles of signage that is continually being requested. This leads to a burden being placed upon staff and the Planning Commission with continual waiver and variance requests.

**RECOMMENDATION:** Staff recommends that the Regional Planning Commission forward a recommendation for approval of the proposed change to the Board of Commissioners, as outlined in the attached revised regulations and ordinance.