



Urban Planning and Land Use

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MEMORANDUM

TO: Planning Staff

FROM: Robin H. Richardson, AICP
Director of Planning

DATE: August 10, 2017

SUBJECT: Code Interpretation for Banner Signs

The question presented to the Director of Planning is whether the sign code allows banner signs on light poles commercial and industrial business districts without the need of a special use permit.

Sec. 27-729(c)(4) Banners are exempt from the maximum number, dimensions, and location requirements of Table VIII-11-13 banners below and the sign allocation system in Section 27-727, if they:

- a. Are mounted on a pole that provides a separate functional purpose such as street lighting, and
- b. Contain no text or other elements found a "sign" as defined in this division.

In evaluating this interpretation, Ordinance O-52-16 created the SSMID2 (Self-Supported Municipal Improvement District), which one of its purposes is to provide "marketing and promotions" within the SSMID.

It is the determination of the Director of Planning that banner signs can be erected on light poles within these commercial and industrial business districts with a small sponsorship (less than ten percent of the sign area).