



## AGENDA MEMORANDUM

Public Hearing for Planning Commission Meeting of July 11<sup>th</sup>, 2018

**DATE:** July 5<sup>th</sup>, 2018

**TO:** Planning Commission

**FROM:** Daniel McGinn, AICP, CFM, Director of Planning and ESI  
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### Public Hearing – Proposed Unified Development Code Text Amendments: Section 7.5 Signs

**CAPTION:**

Proposed adoption of text edits to section 7.5 *Signs* of the Unified Development Code.

**PURPOSE:**

The purpose of this item is the review and possible recommendation for adoption of the proposed text edits to Section 7.5 *Signs* of the Unified Development Code.

**BACKGROUND AND FINDINGS:**

The City's Planning and Legal departments have been working on some minor amendments to the City of Corpus Christi's sign ordinance in response to the *Reed vs. Gilbert* Supreme Court ruling which calls for the removal of all content-based regulation within a city's sign ordinance.

*Reed v. Town of Gilbert* (Ariz.) stemmed from a church's use of temporary directional signs. Since the services were held in different venues each week, these signs let people know the location of the meeting. The town's sign code limited how long these kinds of signs could be displayed and their size. Other types of temporary signs, including those with political and ideological messages, could be much larger and displayed for longer periods of time.

The court unanimously found that placing limits on temporary directional signs that were more stringent than these other types of temporary signs was a content-based regulation of speech, a violation of the First Amendment.

City staff reviewed the sign codes of several Texas cities as well as a draft sign ordinance provided by the Bojorquez Law Firm, and materials provided by the International Sign Association. On May 31<sup>st</sup>, 2018 staff met with several Sign Industry Stakeholders to receive feedback and guidance on the proposed text edits.

**ALTERNATIVES:**

The Commission could not recommend approval of this report with recommended changes to staff.

**OTHER CONSIDERATIONS:**

N/A

**CONFORMITY TO CITY POLICY:**

Conforms with City Policy.

**EMERGENCY /NON-EMERGENCY:**

Non-emergency

**DEPARTMENTAL CLEARANCES:**

Planning, Legal, Development Services

**FINANCIAL IMPACT:**

☐ Operating

☐ Revenue

☐ Capital

☒ Not applicable

<b>Fiscal Year: 2017-2018</b>	<b>Project to Date Expenditures (CIP only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget				
Encumbered / Expended Amount				
This item				
BALANCE				

Fund(s):

**Comments:** None

**RECOMMENDATION:**

Staff recommends approval of the Proposed Unified Development Code Text Amendments to Section 7.5 Signs

**LIST OF SUPPORTING DOCUMENTS:**

Ordinance

PowerPoint Presentation – Sign Ordinance Proposed Text Edits