



AGENDA MEMORANDUM

Public Hearing and First Reading for the City Council Meeting of August 21, 2018
Second Reading for the City Council meeting of August 28, 2018

DATE: July 27, 2018
TO: Keith Selman, Interim City Manager
FROM: Daniel McGinn, AICP, CFM, Director of Planning and ESI
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Adoption of Proposed Unified Development Code Text Amendments: Section 7.5 Signs

CAPTION:

Ordinance amending Section 7.5 “Signs” of the Unified Development Code; and providing for penalty.

PURPOSE:

The purpose of this item is the review and possible 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 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 31st, 2018 staff met with several Sign Industry Stakeholders to receive feedback and guidance on the proposed text edits. The City of Corpus Christi Planning Commission recommended adoption of the proposed text edits July 11, 2018.

ALTERNATIVES:

The City Council 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 and ESI, Legal, Development Services, Planning Commission – recommended approval July 11, 2018

FINANCIAL IMPACT:

Operating Revenue Capital Not applicable

Fiscal Year: 2017-2018	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
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
Presentation – Sign Ordinance Proposed Text Edits