



City of Venice
Planning & Zoning Department

MEMORANDUM

To: Lori Stelzer, City Clerk

From: Scott Pickett, AICP, Senior Planner

Date: May 24, 2013

Re: **Transmittal of Petition for Council Action
Text Amendment Petition No. 13-3AM, Temporary Signs**

Request:

Staff requests consideration of a text amendment to amend various sections of the Land Development Code (LDC) that regulate temporary and exempt signs. The text amendment is in response to City Council direction to address issues related to portable signs.

Background:

In response to issues related to the enforcement of temporary sign regulations, Planning and Zoning staff were directed by City Council to address the issues through an amendment of the city's sign regulations. A community stakeholder group was formed to assist staff with the text amendment and gain an understanding of the community issues. Stakeholders included business owners, real estate agents, a representative of Venice MainStreet and a special event program manager. The stakeholder group met during January and February, 2013. Upon consensus of the group, a draft ordinance was completed and presented to Planning Commission.

Over the course of three meetings, Planning Commission has reviewed the draft LDC sign regulations. The Planning Commission raised concerns over several of the draft sign regulations. To address the concerns of the Planning Commission, staff conducted several internal reviews of the regulations, including two meetings with the City Attorney, and researched the temporary sign regulations for several nearby jurisdictions. The type of temporary sign regulations that were researched included:

- Portable signs,
- Real estate signs,
- Signs in the right-of-way,
- Window signs,
- Special event signs, and
- Vehicle signs.

At the Planning Commission Meeting on May 21, 2013 motion carried recommending approval of Text Amendment Petition No. 13-3AM.

Action:

The proposed text amendment is being forwarded to City Council for final action. Approval of the text amendment is by ordinance and requires two City Council public hearings.