



ITEM NO: 1 – **Regular Agenda**

PLANNING COMMISSION MEETING: August 8, 2011

TITLE: Amendments to Title 18 regarding signs not subject to permit-exempt signs and project marketing signs.

LOCATION: City-wide

APPLICANT: City of Loveland, Current Planning Division

STAFF CONTACT: Troy Bliss

APPLICATION TYPE: Amendments to Title 18 of the Loveland Municipal Code

ACTION: Recommend for adoption by City Council

STAFF RECOMMENDATION: *Move to recommend that City Council approve the amendments to Title 18 regarding signs not subject to permit-exempt signs and project marketing signs as described in the August 8, 2011 Planning Commission staff report, as amended on the record, and to authorize the City Attorney's Office to correct spelling, punctuation, and clerical and typographical errors, and make other such other modifications in form, but not substance, as necessary to effectuate the purposes of the recommended amendments.*

I. ATTACHMENTS

1. Proposed Amendments to the Loveland Municipal Code, Title 18, Chapter 18.50.050 (Signs not subject to permit-exempt signs) and 18.50.085 (Project marketing signs).

II. SUMMARY

The proposed amendments to Title 18 are focused around the City's exempt and project marketing sign provisions, specifically structured in three main areas of focus:

- Expanding and clarifying the use of flags as exempt forms of signs;
- Providing greater allowances for real estate marketing and advertisement needs specifically relating to flags/flying banners; and
- Allowances for new developments under construction to maintain longer durations for keeping project marketing signs.

The amendments described above are considered minor amendments associated with the larger set of Temporary Sign amendments reviewed and recommended for approval by the Planning Commission on June 27, 2011. Work on the three amendments was prompted as follows:

- 1) Concerns expressed by Planning Commissioners regarding the limitation on the display of government flags (the current code limit being three) as specific in the sign provisions of the code.
- 2) Concerns expressed by development community representatives following the Planning Commission's June 27, 2011 hearing on Temporary signs relating to the marketing of real estate.

The amendments were presented to the Title 18 Committee on July 14th and received full support of the Committee. Following the Planning Commission's review of these amendments, staff intends to incorporate these amendments into the Temporary Sign amendments when they are presented to the City Council in early September.

City staff is requesting Planning Commission review of the amendments and is recommending that the Commission vote to recommend approval to the City Council.

III. RECOMMENDATION

Recommendation

City staff is recommending that Planning Commission recommend approval to City Council for the proposed exempt and project marketing sign amendments presented in **Attachment 1** to this Planning Commission Staff Report dated August 8, 2011.