



MEMORANDUM

TO Toby Futrell City Manager

FROM Greg Canally Budget Officer

DATE November 8 2007

SUBJECT Sign Regulations – Amendments

Item # 128 on the November 8 2007 Council Agenda is to approve a resolution directing the City Manager to process any amendments to City Code Chapter 25-10 ('Sign Regulations') changing the regulations applicable to non conforming off premise signs, changing the regulations applicable to the registration of non conforming off premise signs and to establish prohibitions related to mobile advertising signs

The staff resources and support for this effort includes experts in code amendments signs development review and legal from the Law Department and the Watershed Protection and Development Review Department We estimate that this effort will require two full time equivalents – 1 from the Watershed Protection and Development Review Department and 1 attorney from the Law Department – working approximately 100 hours

Additionally the Solid Waste Services Department estimate adding one full time equivalent (FTE) in code enforcement to assist in implementing and enforcing the recommended changes from this ordinance Prior to approval of these amendments Solid Waste Services will determine the timing of adding this FTE

Though full time equivalents and additional hours are required to complete this project backfilling of resources is not expected This project will however impact routine processing of sign permit applications and daily workload resulting in slower turnaround times Additionally this ordinance amendment will cause some delay to other high priority projects currently underway including revisions to the McMansion Ordinance defining remodels and updating the Building Criteria Manual