

Planning Commission Agenda Memo

From: Ryan Miller
Meeting: February 3, 2026
Subject: Amendments to Chapter 94, Article VI, Division 5, Sec. 94-473 – projecting signs in the Business B-1 Central District
Presenter: Ryan Miller, City Planner

Summary and Recommended Action:

Staff has been asked to consider allowing additional projecting signage rights for downtown buildings. The proposal would allow one projecting sign for every 25-feet of street frontage facing a public street in the Business B-1 Central District. The current ordinance allows only one projecting sign per face in all business districts regardless of the width of the building. Staff recommends approval.

Item Details:

A projecting sign is any sign that is affixed at an angle or perpendicularly to the wall of any building in such a manner as to be read perpendicularly or at an angle to the wall on which it is mounted. This does not include wall signs which are allowed separately as a percentage of the building face and must be affixed parallel to the wall. Projecting signs are allowed in all of the business zoning districts with the one per face limitation.

Downtown lots were platted at 25-feet in width along Main Avenue. Over time, however, businesses expanded into adjacent lots, merging buildings and creating single building faces with greater than 25-feet in width. As an example, 314 Main Avenue and 316 Main Avenue are now one building face sitting on two 25-foot lots for a total building face width of 50-feet. As written today, one projecting sign would be allowed for the building face. Had the building maintained separate 25-foot building faces, each would be allowed a separate projecting sign. In this particular example, a variance was granted in 2017 to allow a second projecting sign.

Supporting Documentation:

Hearing Notice
Ordinance – Marked