

Priority Area:

Improve Community Appearance

Goal/Objective:

Improve general appearance of city.

Strategy 4- Review Sign Code for additional beautification measures:**Action Steps:**

- a. Planning, Development and Neighborhood Services Dept. in process of conducting a review and update of current Sign Code for possible changes that can be made to enhance community beautification efforts. This review to include analysis of light pollution issues. Will review the use of options for small right-of-way signs, the increased use of monument signs, etc.
- b. Meet with stakeholders to inform and seek input into changes.
- c. Bring to city council for public hearing and consideration.
- d. Reinstate sign code enforcement officer. Key components of any suggested changes will include efficient issuance of sign permits as well as improved enforcement of code. A significant education program for businesses on any changes will be required.

Resources Required:

1. PDNS staff time to conduct or oversee review.
2. Funding for Neighborhood Improvement Officer 1.0 FTE initially to bring sign issues into compliance, then estimated to be 0.50 FTE after that. 0.50 FTE can then assist with other code enforcement activities.
3. Funding for vehicle, office equipment, supplies.
4. Funding for additional court/prosecutor staff costs for additional citation activity. Estimated to be 0.25 FTE.

Total Plan Cost:

Total Additional FTE: 1.25

One-Time Costs: \$2,500

Staffing Annual Costs: \$80,000

Program Annual Costs: \$5,000

Desired Benefit/Outcome:

- Improve quality of signage throughout the city.
- Increase staff capacity to enforce updated sign code.
- Increase safety, maintenance, and compliance of signs.

“Maintain streets, side walks, street lights and signs in the entire city.” – Listening Tour Respondent