

**From:** Tucker, Matthew  
**Sent:** Tuesday, February 14, 2012 12:51 PM  
**To:** Martin, Al  
**Cc:** Soglin, Paul; Crawley, Katie  
**Subject:** Oversized real estate signage at Mullins project on University Avenue.

Al- As you know, the Mayor has asked staff to review signage regulations in the City, with an effort to address sign clutter, address sign violations, and regulate excessive signage. To this effect, the Mayor has specifically asked staff to review the signage regulations relative to temporary real estate signage, with the goal being to reduce, minimize or eliminate the real estate signage, legal and illegal, on display these days within the City.

Regarding item No. 4 on the UDC agenda this week (Leg. Id 25324), the request is to allow for special exceptions for a development, to allow much larger/more/specially placed real estate signs than otherwise would not meet the regulations of the sign code. Since this project is a PUD, they have the ability to ask the UDC for approval real estate signage that would otherwise not be allowed at other, similar but non-PUD zoned properties.

Regarding this request, and similar type of requests to exceed ordinance requirements, the Mayor asked me to advise the UDC that he is not supportive of these types of requests , and believes the maximum signage allowances in the code should be followed.

Matt Tucker  
Zoning Administrator