

PLANNING DIVISION STAFF REPORT

May 28, 2025



PREPARED FOR THE URBAN DESIGN COMMISSION

Application Type: Sign Code Text Amendment
UDC is an Advisory Body

Legistar File ID #: [88143](#), Amending MGO Section 31.041, Sign Permits and Fees to create a new application fee and deadlines for processing sign permit applications

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Background Information

The Urban Design Commission (UDC) is an approving agency on various types of sign requests, including, but not limited to Comprehensive Design Review for Signage, modifications to height, setbacks, and area, Zoning Administrator Appeals, in addition to other sign requests pursuant to MGO 31.043. As such, the Common Council has referred this text amendment to the Urban Design Commission for an advisory recommendation.

The Common Council is scheduled to consider this amendment and the UDC's advisory recommendation at its June 3, 2025, meeting.

Summary of Proposed Text Amendment

This amendment establishes a new \$25 application fee for all sign permits which was included in the 2025 adopted operating budget. This ordinance also establishes a 60-day deadline for Zoning staff to approve, deny, or request additional information to process a sign permit application, clarifies the existing procedure to appeal a sign permit denial, and makes wording adjustments for readability.

With regard to establishing a sign permit fee, currently there is not an application fee. The amendment establishes an application fee of \$25 for each sign permit application. The fee is intended to offset administrative costs associated with processing sign permit requests, and would encourage higher-quality sign permit submissions. Also, the fee provides some offset to the small number of sign permits that are prepared for issuance but do not end up being issued.

In addition, the amendment establishes a 60-day timeframe for which a sign permit application shall be acted upon by Zoning Staff (i.e., approve, deny, or request additional information to process a sign permit application). This additional language is being included at the advisement of the City Attorney.

This amendment also includes clarifying language to outline the process for appealing a sign permit denial. Additional minor clarification and organization changes are also included.

Staff are supportive of these proposed amendments.