



**Planning Commission Staff Report
Ordinance Amendment
Hearing Date: October 9, 2019**

***ITEM #10** The Provo City Department of Development Services requests an amendment to Section 14.38.010, to add a clarification that Electronic Display and Animated Signs are prohibited in agricultural and residential zones. City-wide impact. Brian Maxfield (801) 852-6429. PLOTA20190351

<p>Applicant: Provo City Department of Development Services</p> <p>Staff Coordinator: Brian Maxfield</p> <p>*Council Action Required: Yes</p> <p><u>ALTERNATIVE ACTIONS</u></p> <p>1. Continue to a future date to obtain additional information or to further consider information presented. <i>The next available meeting date is October 23, 2019, 6:00 p.m.</i></p> <p>3. Recommend Denial of the proposed rezoning. <i>This would be a change from the Staff recommendation; the Planning Commission should <u>state new findings</u>.</i></p>	<p>Relevant History: The sign ordinance relating to electronic display was added in 2013 and last amended in 2018.</p> <p>Staff Recommendation: That the Planning Commission recommend approval of the proposed amendment to Section 14.38.010 for Electronic Display and Animated Signs.</p>
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OVERVIEW

The Provo City Department of Development Services is requesting a text amendment to Section 14.38.010, to add a clarification that Electronic Display and Animated Signs are prohibited in agricultural and residential zones. Although the prohibition can be understood from language in other sections of the ordinance, staff believes making the prohibition explicit in Section 14.38.010 reduces possible confusion that might occur without the change.

STAFF RECOMMENDATION

The Planning Commission recommend approval to the Municipal Council of the proposed text amendment to Section 14.38.010, adding clarifying language regarding the prohibition of Electronic Display and Animated Signs in the agricultural and residential zones of the city, as attached in Exhibit "A".

EXHIBIT A

14.38.010 General Requirements.

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(3) *Electronic Display and Animated Signs*. Except as otherwise provided in this Chapter, all animated signs are prohibited. On-premises low-churn electronic display signs are prohibited in the A, RA, RC, R1, R2, R2.5, R3, R4, and R5 zones, but are permitted elsewhere; ~~but~~ ~~Businesses using low-churn electronic display such-~~ signs are subject to the business licensing regulations contained in Chapter 6.06, Provo City Code. On-premises high-churn electronic display signs are prohibited, except as otherwise provided in Provo City Code Section 14.38.025; ~~Provo City Code~~.