

CITY OF MADRAS
Request for Planning Commission Action

Date Submitted: June 22, 2009
Agenda Date Requested: July 15, 2009
To: Madras Planning Commission
From: Nick Snead, Director
Community Development Department
Subject: **Recommendation to approve text amendment to Sign Ordinance to allow Direction Kiosks.**

TYPE OF ACTION REQUESTED: (Check One)

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Ordinance |
| <input checked="" type="checkbox"/> Formal Action/Motion | <input type="checkbox"/> Other |
| <input type="checkbox"/> No Action - Report Only | |

BACKGROUND:

On average, 17,000 vehicles per day pass through the City of Madras on US Highway 97. Many of these vehicles are passing through the City and are not being made aware of our community's assets east and west of US Highway 97. The number of vehicles passing through our community daily represents both challenges and opportunities. The challenge is how does the City facilitate development/redevelopment activities along US Highway 97 while balancing our transportation needs? The opportunity is capturing the visitor's attention so that they visit our public facilities and private businesses. One way to bring attention to our public facilities and private development off of US Highway 97 is to improve signage. Staff has identified two (2) ways to improve signage along US Highway 97:

1. Work with ODOT to improve signage along the highway for public facilities;
2. Improve signage for our neighborhoods along the highway so that visitors may see the housing opportunities in the City.

Recently city staff has begun to improve the signage along US Highway 97 to ensure that the City and County public facilities and neighborhoods are adequately signed by working with ODOT to install new or updated signage for our public facilities along US Highway 97. Staff anticipates the

public facility signage being installed this fall.

To provide signage for our new neighborhoods in the City, staff has identified the need to amend the Sign Code to allow this type of signage to be installed. Currently, the Sign Code does not allow off-site signage to be installed any where in the City. Staff has drafted an amendment to the Sign Code to allow Directional Kiosks to be installed for new neighborhoods and subdivisions.

STAFF ANALYSIS:

Staff has drafted amendments to the City of Madras Sign Code (Ordinance No. 697) to allow Directional Kiosks with the intent that such signs are owned and operated by the City. Property Owners may lease space on Directional Kiosks from the City. All Directional Kiosks are to comply with the monument sign requirements contained in Section 8-9.2.7(B) of the Sign Code.

Staff has limited the location of Directional Kiosks to properties that are adjacent to streets that are functionally classified as Collector or Arterial streets in the City of Madras Transportation System Plan (TSP). As specified in the proposed text amendments, Directional Kiosk shall not be used for the advertisement of:

1. Any commercial business located on a commercially zoned property in the City of Madras;
2. Individual dwellings or parcels as the common residential real estate sign provides;
3. Any public facility.

Staff concludes that the proposed text amendment to the Sign Code will allow visitors to the City of Madras information on where there are homes for sale or lot available for development in the City of Madras' neighborhoods and subdivisions.

SUMMARY:

A. Fiscal Impact

Planning Commission action will not require expenditures or incur costs that would impact the City of Madras Community Development Department FY 2009-10 budget.

B. Funding Source

Planning Commission action will not require any new funding sources or allocations from City of Madras funds.

C. Explanation of Impact

The proposed Sign Code Text amendment will provide direction to visitors about how to travel to Madras' neighborhoods and subdivisions.

D. Supporting Documentation

1. Draft Sign Code amendment
2. Conceptual Directional Kiosk sign
3. Proposed Functional Classification Map, TSP

RECOMMENDATION:

Staff recommends that the Planning Commission move to recommend approval of the proposed Sign Code text amendments to the City Council for approval.