

## Legislation Text

---

**File #:** 2018-1842, **Version:** 1

---

Discussion - Request to Consider UDO Sign Regulation Amendment - Joe Ross, Cricket Wireless

Mr. Joe Ross, Cricket Wireless business representative, appeared before the City Council and requested the UDO Sign regulations be reviewed for potential changes. He is currently located in a strip center just north of M-150 here in Lee's Summit. He was eluding to his efforts in obtaining signage that our ordinances do not allow at this time. Mr. Ross was given new information shortly following the City Council meeting that did allow him to utilize a sandwich board in front of his business for which he was grateful for the additional opportunity. Beyond that his request centered on allowing the moving people signs that blow in the wind, longer banner permit times and the use of inflatables.

City staff worked diligently on amending UDO Article 13 Signs primarily in response with the Supreme Court's decision on content neutrality back in 2016. However, Lee's Summit also continues to work hard in an effort to reduce sign clutter and create a more attractive and inviting business climate. Physical appearance is often the first qualifier a business looking to enter a new market perceives upon their initial visit. Enhancing the community's physical appearance is a high priority and minimizing visual distractions and promoting attractive signs with clear messages are paramount to that happening. Staff is often asked to loosen signage regulations however, we hear from citizens and those visiting from other communities how well kept and visually appealing Lee's Summit is which just solidifies and encourages our efforts to continue or quest for an attractive and inviting community.

Staff does appreciate Mr. Ross's comments and continues to remain open to alternative signage suggestions that provides benefit to the community as a whole and supports the community vision.

Recommendation: Staff recommends the continued pursuit of an attractive and inviting community and therefore requests maintaining the status quo on our sign regulations. Lee's Summit current sign regulations are attached for information purposes.

..Presenter

Presenter: Robert McKay, AICP, Director of Planning and Special Projects