

Item

Approval of a Conditional Use Permit to install two (2) Electronic Message Display signs at 101 N. 4th Street.

Responsible Staff Contact

Clara Chaffin

Recommendation

Approval of Resolution 2023-26 to issue a Conditional Use Permit to install two (2) Electronic Message Display signs at 101 N. 4th Street.

Executive Summary

The City of Douglas has submitted an application to install an Electronic Message Display sign in a CB-1 Central Business Zone at 101 N. 4th Street, Original Town of Douglas, Block 10, Lots 8-11 INC.

Background

The existing non-functioning digital signs would be eliminated from the current location and replaced by new signs that operated as an electronic message board. The proposed message boards meet the conditions attached to signs of this type as defined by the Unified Land Development Code and enumerated in the staff recommendation, per written confirmation from the sign contractor.

There are several mitigating issues in the Douglas Municipal Code to consider in reviewing this application.

1. Signage in an CB-1 Downtown Business Zone is limited to a maximum area of two hundred (200) square feet, unless otherwise allowed by the City Council. The proposed signs are approximately eighty-one (82) square feet.
2. Electronic Message displays are required to meet all of the conditions enumerated in the staff recommendation.

Signage in the Local Downtown Historic District is required to obtain approval from the Douglas Downtown Historic District Review Panel. On July 10, 2023, the Panel approved the request to replace the non-functioning signs with new signs.

The proposed location of the message sign is within the zone setbacks on the southeast corner of the property, providing good visibility to area pedestrian and vehicle traffic.

The proposed sign meets all height requirements.



Alignment to Strategic Doing (SD) and/or Other Plans

SD24 Outcome

Engaged & Informed Neighbors (EIN)

SD24 Strategy

Strategy #2: Increase volume and diversity of high-quality information shared with community.

SD24 KPI

EIN-02 Install electronic message displays and coordinate messaging with businesses.

2014 Master Plan

n/a

2015 Downtown Master Plan

n/a

Budget/Fiscal Impact

Fund/Department

57-5570-9000

Project/Line Item(s)

Electronic messaging signs (EIN-02)

Budgeted Amount

\$100,000

Anticipated Amount

n/a

Action Requested/Recommended Motion

I move to approve Resolution 2023-26 as presented.

Reviewed/Approved

Community Development

Public Works

Law Enforcement

Legal

City Administrator

Finance

City Clerk