

COUNCIL ACTION FORM

SUBJECT: TEMPORARY SIDEWALK SIGNS IN CAMPUSTOWN SERVICE CENTER (CSC)

BACKGROUND:

On February 27, 2018, the City Council referred to staff the request of the Campustown Action Association to add the Campustown Service Center (CSC) to *Municipal Code* Section 21.134 so that Campustown businesses may make use of temporary sidewalk signs. Currently, Section 21.134 only allows for the use of temporary sidewalk signs in the Downtown Service Center (DSC). The DSC and CSC share several commonalities that make the use of temporary sidewalk signs desirable. Both are retail areas that cater to an environment where there is pedestrian traffic and where visitors shop and eat.

The direction given by the City Council on February 27, 2018, was to draft an ordinance adding the Campustown Service Center zone to the ordinance pertaining to sidewalk signs.

ALTERNATIVES:

1. Pass on first reading an ordinance allowing the use of temporary sidewalk signs in the Campustown Service Center zone subject to the same regulations as those set for the Downtown Service Center zone.
2. Do not pass the ordinance on first reading.

MANAGER'S RECOMMENDED ACTION:

It is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby passing on first reading an ordinance allowing the use of temporary sidewalk signs in the Campustown Service Center zone subject to the same regulations as those set for the Downtown Service Center zone



campustown
action
association

Campustown Action Association
119 Stanton Ave, Suite 602
Ames, IA 50014

We are writing to you in regards to Section 21.134 of the Municipal Code. Currently this section allows for the use of temporary sidewalk signs only in the Downtown Service Center (DSC). We would like to request that the Campustown Service Center (CSC) Zoning District be added to allow for the use of this manner of signage. The conditions and regulations of said section will apply. The proprietor of any business wishing to display such a sign will need to apply for a permit from the City Clerk, provide proper documentation and pay a fee before any sign is displayed.

The DSC and CSC share several commonalities that make the use of temporary sidewalk signs desirable. Both are retail areas that cater to an environment where visitors will wander, shop and eat. Sidewalk signs have been shown to be particularly effective in small shopping districts where there is a lot of pedestrian traffic. We hope you will consider our request to add the Campustown Service Center to Municipal Code Section 21.134 and that Campustown businesses be allowed to make use of temporary sidewalk signs as subject to the code.

As always thank you for your time,

Karin Chitty
Executive Director

ORDINANCE NO.

AN ORDINANCE TO AMEND THE MUNICIPAL CODE OF THE CITY OF AMES, IOWA, BY ENACTING A NEW SECTION THEREOF, FOR THE PURPOSE OF PERMITTING TEMPORARY PORTABLE SIGNS ON PUBLIC SIDEWALKS BOTH IN THE DOWNTOWN SERVICE CENTER AND THE CAMPUSTOWN SERVICE CENTER; REPEALING ANY AND ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT TO THE EXTENT OF SUCH CONFLICT; PROVIDING A PENALTY; AND ESTABLISHING AN EFFECTIVE DATE.

BE IT ENACTED, by the City Council for the City of Ames, Iowa, that:

Section One. The Municipal Code of the City of Ames, Iowa shall be and the same is hereby amended by enacting a new Section 21.134 as follows:

“Sec. 21.134. TEMPORARY PORTABLE SIGNS ON PUBLIC SIDEWALKS IN DSC AND CSC PERMITTED.

Notwithstanding any other provisions of this chapter, certain temporary portable signs shall be allowed on public sidewalks within the Downtown Service Center (DSC) and the Campustown Service Center (CSC) Zoning Districts, subject to the conditions and requirements hereinafter provided. Any proprietor of a business establishment may use a portion of the public sidewalk or parking strip, for the purpose of displaying one temporary portable sign for such establishment. For purposes of this section “proprietor” shall mean the owner or manager of a business establishment located in the DSC and CSC. The displaying of a temporary portable sign as permitted by this section is subject to the following restrictions:

...”

Section Two. Violation of the provisions of this ordinance shall constitute a municipal infraction punishable as set out by law.

Section Three. All ordinances, or parts of ordinances, in conflict herewith are hereby repealed to the extent of such conflict, if any.

Section Four. This ordinance shall be in full force and effect from and after its passage and publication as required by law.

Passed this _____ day of _____, _____.

Diane R. Voss, City Clerk

John A. Haila, Mayor