

CLARKSTON SIGN ORDINANCE UPDATE PROCESS

Keith Barker, ICMA-CM
City Manager

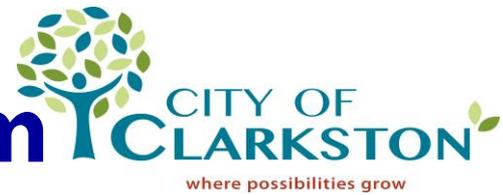
City of Clarkston – Council Meeting

Assessment and Best Practices Review



- Planning & Development Manager/City's on-call planning consultant
 - ▣ Initial Review of City's current Sign Ordinance
 - ▣ Determine areas of concern, opportunities to improve
 - ▣ Utilize past experiences in preparing sign ordinance language
 - ▣ Review best practices of similar jurisdictions

Project Management Team



- Project Management Team
 - ▣ City Manager
 - ▣ Planning & Development Manager
 - ▣ Consultant
- Monthly team meetings
 - ▣ Discuss progress and deliverables
 - ▣ Provide opportunity for collective input and ideas

Stakeholder Committee



- Purpose: Ensure useful input and smooth project implementation
- Possible Members
 - ▣ Local resident(s)
 - ▣ Local businesses
 - ▣ Corporate businesses
 - ▣ City Council
 - ▣ Planning & Zoning Board
 - ▣ City staff
 - ▣ Sign company
 - ▣ Any other key stakeholders

Stakeholder Committee



- Propose holding three (3) stakeholder committee meetings, consisting of:
 - Meeting #1 – Kick-off Meeting
 - Kickoff meeting will introduce the Clarkston Sign Ordinance Update project, process, goals, and key dates
 - Opportunity to gather initial input from the stakeholder committee which will provide the framework for drafting the sign ordinance
 - Input will be gathered through a variety of methods, including surveys, visual preference surveys (VPS), and comment cards, to name a few

Stakeholder Committee



□ Meeting # 2– Draft Presentation

- Present the draft sign ordinance to the stakeholder committee
- Primary purpose of the meeting will be a review of the sign ordinance to gather feedback for any later modifications to ensure a good fit within the community

Stakeholder Committee



- Meeting #3– Final Draft Presentation Open House
 - ▣ Final meeting is an open house to allow the stakeholder committee and community to make comments on the final proposed sign ordinance and give any additional feedback

Community Meetings

- A community meeting held to present the final draft sign ordinance to the public for review and comment prior to finalizing the ordinance
 - ▣ This meeting will be a joint open house for the community and the stakeholder committee (Meeting #3)
- Additionally, two (2) public hearings will be required to adopt the new sign ordinance, upon its completion

Additional Public Input Opportunities



- The Planning & Development Manager, in collaboration with the consultant will
 - ▣ Develop a survey that will be available online and in hardcopy to gather input from the community
- The survey could consist of the following
 - ▣ Visual Preference Survey
 - ▣ Series of questions

Draft Sign Ordinance

- Draft sign ordinance prepared based on input from the City's elected officials, City staff (including City Attorney), consultant, stakeholder committee, and the public
- Draft of the sign ordinance will be developed for review two (2) weeks prior to the 2nd and 3rd stakeholder committee meetings
 - Will allow sufficient time for City staff review and edit prior to the scheduled stakeholder meetings

Draft Sign Ordinance

- Following the joint community/stakeholder open house, final edits to the sign ordinance will be prepared
 - ▣ City Attorney will conduct review of the sign ordinance to protect the City from any legal challenges
 - ▣ Once City Attorney's review is completed and all necessary edits are made the sign ordinance will proceed through the City's approval process

Sign Ordinance Adoption



- The proposed sign ordinance will proceed through the City's prescribed approval process, which includes
 - ▣ Planning & Zoning Board (Public Hearing)
 - ▣ City Council Work Session
 - ▣ City Council Final Adoption (Public Hearing)

General Timeline for Completion



- Process to take approximately 3-4 months, not including the City's approval process
 - ▣ Timeframe will allow for necessary stakeholder and community input and staff review
 - ▣ Ensure that the City has a sign ordinance that will protect the public welfare while supporting the City's business community



Questions and/or comments?

