



**Public Hearing Notice:** The Planning and Zoning Commission of Parkville, MO will hold a public hearing on Tuesday, May 10, 2016 at 5:30 p.m. at Parkville City Hall, 8880 Clark Ave, Parkville, MO to consider a request to amend Parkville Municipal Code Chapter 463 to add Section 463.065 "PLCD"-Parkland and Conservation Temporary Sign Permit – for the allowance of temporary signs and banners for approved events in the City's Parks and Conservations areas, and to add Section 463.180 "PLCD"-Parkland and Conservation District. A new district within Chapter 463 approving temporary signs and banners in the Parkland and Conservation Districts which shall be approved in conjunction with approved events and agreements. All temporary signs shall be limited to the regulations listed in Section 140 City Parks and City Events. This hearing is open to the public and all interested parties are welcome to attend and address the Planning and Zoning Commission regarding the matter. A copy of supporting documents may be viewed online at <http://parkvillemo.gov/public-hearings/> or at Parkville City Hall during regular office hours.



## Staff Analysis

Agenda Item: 4.A

Proposal: Text amendment to Parkville Municipal Code Chapter 463 to add Section 463.065 "PLCD" Parkland and Conservation District Temporary Sign Permit and to add Section 463.180 "PLCD" Parkland and Conservation District, a new district within Chapter 463 regulating signs, in sizes, materials and length of time for display.

Case No: PZ16-07

Applicant: City of Parkville

Exhibits:

- A. This staff report
- B. Application for Temporary Sign Permit in "PLCD" Parkland and Conservation District
- C. Additional exhibits as may be presented at the public hearing

By Reference: A. Parkville Municipal Code, Chapter 463 Section 463.060, Temporary Sign Permit-<http://www.ecode360.com/27902446>

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### Overview

Currently, the City does not allow temporary promotional signage in City Parks or Conservation areas during city approved events or activities. The only available options are temporary promotional signs that must be displayed on private property, and with a time limit of thirty (30) days before needing to be removed. The applicants must also adhere to a maximum square footage for a temporary sign of sixteen (16) square feet in area with a fee of \$10.00 per sign. Currently all temporary signs must have the removal date printed clearly on the lower right-hand corner, as viewed from the exterior.

Local organizers have indicated that these rules are inadequate for promoting events on event days. Multiple special event organizers have requested the ability to have signage in the park during their event for promotion, sponsorship and indication to attendees that they are in the correct location in the Park.

The proposed text amendments create an Application for Temporary Sign Permit in "PLCD" Parkland and Conservation District (Exhibit B), and the Parkland and Conservation District. The permit will allow administrative approval of various banners, flags and yard signs within City Parks and Conservation areas as part of an approved special event permit issued in accordance with the Guidelines for Events in Parkville pursuant to Municipal Code Section 140.345 or other city approved Park activities as approved by the Board of Aldermen (such as a Board approved use of Vikings Field). A Parkland and Conservation District Temporary Sign can only be displayed during event days and then must be removed, unless authorized throughout a season such as the Vikings Field Football season.

The permit will allow staff to approve signs or banners that does not exceed sixteen (16) square feet. Signs or banners that exceed sixteen (16) square feet would need to be approved through the Community Land and Recreation Board (CLARB). Sixteen (16) square feet is the maximum size that city staff may approve for other signage permits without an appeal to the appropriate governing body.

Creating a specific section in Article IV of Chapter 463: Sign Code in the Parkville Municipal Code entitled "PLCD" Parkland and Conservation District will allow rules and regulations for signage within the specific district, which can include but are not limited to: Size, removal dates, physical location and types of temporary signage.

### **Proposed Text Amendment**

Following are amendments proposed to Parkville Municipal Code, to amend Chapter 463 to add Section 463.065 "PLCD" Parkland and Conservation District Temporary Sign Permit and to add Section 463.180 "PLCD" Parkland and Conservation District, a new district within Chapter 463, regulating signs, in sizes, materials and length of time for display. All amendments are additions to the existing code.

**Section 463: Article II Permits and Fees.** Add the following:

#### **463.065 "PLCD" Parkland and Conservation District Temporary Sign Permit**

A parkland and conservation temporary sign permit may be issued for temporary promotional, events or sponsorship signs at events including mobile or portable signs and banners, provided they do not exceed sixteen (16) square feet in area. Any Sign exceeding sixteen (16) square feet in area will need approval from the Community Land and Recreation Board (C.L.A.R.B). Each entity may obtain Parkland and Conservation temporary sign permits with an approved event or activities. All temporary Parkland and Conservation temporary signs shall be removed immediately after an approved event has concluded.

**Chapter 463: Sign Code.** Addition to *Chapter 463: Sign code* to add a new section 463.180, "PLCD" Parkland and Conservation District, as follows:

#### **463.180: "PLCD" Parkland and Conservation District**

Temporary signs and banners in the Parkland and Conservation Districts shall be approved in conjunction with approved events and agreements. All signs shall be limited to the regulations listed in Section 140 City Parks and City Events.

### **Staff Conclusion and Recommendation**

Temporary signs and banners are a common source of complaints for the City of Parkville's events within the City Parks and Conservation areas. Approved events and agreements within the City Parks and Conservation areas have previously not been allowed to have signs and banners promoting sponsorships and events. This text amendment proposes to address common concerns and issues relating to signs and banners in these areas. Staff concludes that: The proposed text amendments are responsive to address event coordinators' needs to help promote their events and create additional future sponsorships for additional events within the City's Parks and Conservation areas.

Accordingly, Staff asked for recommendations and approval of the proposed text amendment, as proposed, from the Community Land and Recreation Board (CLARB) at their regularly scheduled meeting on April 13, 2016. CLARB approved the proposed text amendments with a 5

to 1 vote, recommending that no fee be charged for the permit(s), and that the proposed text amendments be forwarded on to the Planning and Zoning Commission for a public hearing.

Consideration of text amendments requires a public hearing. Required public hearing notices were published and no comments have been received as of the date of this staff analysis report. It should be noted that the recommendation contained in this report is made without knowledge of any facts and testimony which may be presented during the public hearing, and that the conclusions herein are subject to change as a result of any additional information that may be presented.

**Necessary Action**

Following consideration of the proposed amendment, the factors discussed above and any testimony presented during the public hearing, the Planning Commission must recommend approval or denial of the text amendments (with or without conditions) unless otherwise postponed. Unless postponed, the Planning Commission's action will be forwarded to the Board of Aldermen along with any explanation thereof for final action.

*End of Memorandum*

\_\_\_\_\_  
Stephen Lachky, AICP  
Community Development Director

4-19-16  
Date

Cc: Kelly Yulich  
Community Development Assistant



**Application for Temporary Sign Permit in "PLCD" Parkland and Conservation District**

**1. Entity Information**

Name of entity for which the sign is requested: \_\_\_\_\_

Address and/or general location: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**2. Contact Information**

**Applicant:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email: \_\_\_\_\_

**Additional Contacts (if any):**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax number: \_\_\_\_\_

Email: \_\_\_\_\_

We, the undersigned, do hereby authorize the submittal of this application and associated documents and certify that all information contained therein is true and correct. We acknowledge that no sign shall hereafter be erected, re-erected, constructed, altered or maintained except in conformance with the Parkville City Code. We do hereby agree to abide by and comply with the above-mentioned codes, and further understand that any violations from the provisions of such or from the conditions as stated herein shall constitute cause for the retraction of this permit.

**Applicant's Signature** (Required) \_\_\_\_\_

**3. Sign Information**

Type: Banner Yard Type Sign(s), # of Type Yard signs: \_\_\_other: \_\_\_\_\_

Dimensions/area: Height \_\_\_\_\_ Width \_\_\_\_\_ Area: \_\_\_\_\_

Material: \_\_\_\_\_

Proposed location (s): \_\_\_\_\_

*Please attach a rendering or photo showing the sign dimensions text and graphics.*

Proposed method of attachment: \_\_\_\_\_

Date sign(s) are proposed to be in place: \_\_\_\_\_

Date sign(s) are to be removed: \_\_\_\_\_

**For City Use Only**

Action Taken: Approved Approved with Conditions Denied

Date of Action: \_\_\_\_\_ Application accepted as complete by: \_\_\_\_\_

Additional Instructions: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Date Submitted: \_\_\_\_\_

Permit #: \_\_\_\_\_ Removal Date: \_\_\_\_\_

*Note: Banners and large signs larger than sixteen (16) square feet must be approved by the Community Land and Recreation Board for public and private events.*