



Date: September 21, 2011

To: Bruce Glasscock, City Manager

From: Selso Mata, Chief Building Official

Cc: Frank Turner, Deputy City Manager
Phyllis Jarrell, Planning Director
Tina Firgens, Planning Manager
Dana Conklin, Director of Public Information

Subject: **Plano Partnership – Signage Amendment**

The Plano Partnership program proposes the use of city resources in a marketing effort with area businesses utilizing signage. Sign ordinance provisions in the zoning ordinance will require amendments in order to accomplish this proposal. Creation of a new sign type could allow advertising of a business name on city property. Suggested verbiage for consideration should include a definition and sign square footage restrictions.

A proposed definition such as:

Sign - Municipal Marketing – a city approved sign in conjunction with a municipal marketing program that is located on a municipally owned sign, on an entrance to a city building, place of interest within the city, or on a city building.

In addition, signage parameters will also be required, such as:

Municipal Marketing Sign - Signage shall be limited to xx square feet, maximum x foot height on public city buildings or property.

Any proposed changes must still be vetted and reviewed through our ordinance process. In addition, participating sponsors would be included on a medallion or on a ribbon as depicted on the following page.

This information is provided in support of the partnership program as a viable effort and effective use of city resources.

Please advise of any questions.

