

**RESOLUTION NO. 10-45**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE, TEXAS, APPROVING A TEMPORARY MODIFICATION OF THE CITY OF GREENVILLE'S SIGN ORDINANCE FOR PROPERTIES WITH DIRECT FRONTAGE ON THE INTERSTATE 30 FRONTAGE ROAD, FROM WESLEY STREET TO DIVISION STREET, SPECIFICALLY CONCERNING THE PLACEMENT, SIZE, AND DURATION OF TEMPORARY BANNERS; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the Texas Department of Transportation and the City of Greenville entered into an agreement for the reconstruction of an existing interchange at SH34 (Wesley Street); construct an overpass at Monty Stratton Parkway; and convert existing 2-way frontage road system between BU69D and Monty Stratton Parkway to a 1-way facility in 2006; and

**WHEREAS**, the conversion of the existing 2-way frontage road system to a 1-way facility has created a decline in revenue potentially attributed to this reconfiguration; and

**WHEREAS**, several businesses have contacted City Staff or City Council with options for advertising strategies; and

**WHEREAS**, City Staff desires to assist these businesses by recommending that the City Council officially adopt a temporary modification to the City's Temporary Banner regulations within the *Greenville Zoning Ordinance* to apply to those businesses with direct frontage on the Interstate 30 frontage road, between Wesley Street and Division Street; and

**WHEREAS**, the *Greenville Zoning Ordinance* currently limits temporary banners to one (1) per street frontage at thirty two (32) square feet in size setback, thirty feet (30') from the right-of-way for a maximum of thirty (30) days; and

**WHEREAS**, City Staff recommends a modification to allow one (1) banner per street frontage to be a maximum of sixty four (64) square feet in size and to allow these banners to be displayed until the Interstate 30 project is completed, which is estimated to be December 2011; and

**WHEREAS**, City Staff also recommends allowing these temporary banners as close as ten feet (10') to the property line; and

**WHEREAS**, City Staff does not recommend forgoing the permitting process, as these banners need to be inspected to make sure they are placed as to not interfere with traffic; and

**WHEREAS**, the Community Development Department does not charge a fee for a temporary banner and a business will be required to fill out a permit and indicate on a site plan where they intend to place the banner; and

**WHEREAS**, once approved by City Staff, the applicant will be free to modify the banner as needed, so long as the size and location do not change;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENVILLE, TEXAS, THAT:**

**SECTION 1.** The City Council hereby amends the temporary banner regulations as follows:

**Temporary Banner Regulation Summary**

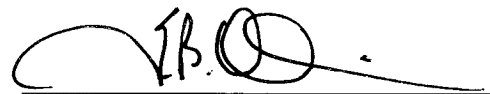
	<b>Current</b>	<b><i>Proposed</i></b>
# allowed per frontage	One (1)	<i>One (1)</i>
Maximum height	Six feet (6')	<i>Twelve feet (12')</i>
Maximum square footage	32 square feet	<i>64 square feet</i>
Setback from rights-of-way	Thirty feet (30')	<i>Ten feet (10')</i>
Time limit	30 days	<i>None until Dec. 2011</i>

**SECTION 2.** No fee will be charged for a temporary banner and a business is required to fill out a permit for City Staff to review and approve.

**SECTION 3.** The temporary banner regulation will be effective until December 31, 2011.

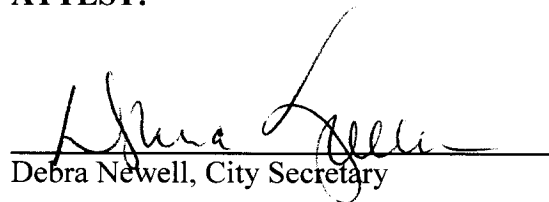
**SECTION 4.** This Resolution shall be in full force and effect immediately upon its passage and approval.

**PASSED AND APPROVED**, this the 10th day of August, 2010.



Thomas B. Oliver, Mayor

**ATTEST:**



Debra Newell, City Secretary

**APPROVED AS TO FORM:**

  
Brent A. Money, City Attorney