



Memorandum

To: David Vebaun, City Manager

From: Bill Meyer, Planning & Development Director

Subject: Declaration of City-wide Special Event for US Youth Soccer National Championships

Date: June 18, 2012

We know that many local businesses will want to acknowledge the upcoming US Youth Soccer National Championships with some special signage. Given the magnitude of this event, and the desirability of making these visitors feel welcome, staff has worked to come up with a solution for this special situation.

We recommend that the City Council designate the period from July 23-29 as a City-wide Special Event in honor of this national championship. Under the Zoning Ordinance, businesses are permitted a sign in conjunction with permitted special events, and this could then allow any business to utilize a maximum 32 square foot temporary sign or banner to welcome the soccer fans. Given the City-wide nature, we would waive any permits or fees for these banners as long as their primary message is to acknowledge the soccer championships.

We think this is a good way to handle such major events, while still maintaining the integrity of the program to control the proliferation of temporary signs on a day-to-day basis.