(d) *Notice of public hearings. Notice of public hearing before the City Council on any application for variance or appeal shall be provided as follows:*

(1) *Signs, in a color designated by the Planning Director, shall be posted within the public right-of-way or on the subject property at least 15 days before the hearing. One sign shall be posted for each street frontage along each street on which the subject property has frontage. The lettering on the signs shall be printed and at least one inch in size and the sign shall state the nature of the proposed application and the date, time and place of the public hearing; and*

(2) *Notice of the nature of the proposed application and the date, time and place of the public hearing before the board shall be published in the newspaper of general circulation within the City in which are carried the legal advertisements of the city at least 15 days prior to the date of the hearing and not more than 45 days prior to the date of the hearing.*

(3) *Applications may be withdrawn by the applicant or applicant's representative in writing without prejudice at any time before the vote of the City Council on the application. All fees submitted shall be forfeited in any case where the application is withdrawn after it has been advertised for a public hearing in a newspaper of general circulation.*