

Mayor and City Council and Planning Commission

CTAM-8364-2019: Sign Ordinance

Joint Public Hearing

February 3, 2020

Sign Ordinance

Background

- Last major change to Sign Ordinance in 2006
- Recent court cases require a content-neutral approach to sign standards
- New technology and trends in sign design and display – not addressed well in current ordinance
- Current definition of “sign” is too broad

Sign Ordinance

Goals of New Ordinance

- Address recent court cases by taking a content-neutral approach to sign standards
- Preserve or expand existing rights for signage
- Accommodate newer technology
- Facilitate popular sign trends
- Narrow the definition of sign

Sign Ordinance

Goals of New Ordinance

- Balance design standards with business and geographic context
- Make the ordinance more user-friendly
 - Create allowable signage tables that are tied to a property's land use and zoning
 - Reduce the number of signs that must be approved by the Planning Commission
 - Add a minor waiver process to provide flexibility

Zoning Ordinance (Chapter 24)

Definition Section (§ 24-1)

- Change the definition of “sign” in this section to refer to the definition included in the Sign Ordinance (Article IX)
- Reduces the possibility of conflicting language between the two sections of the Zoning Ordinance.

Sign Ordinance (Article IX)

Purpose Section (§ 24-208)

- Revised the purpose statements to better express the rationale for each goal.
- The purposes reflect a balance between
 - Free speech
 - Economic development
 - Public safety
 - Property value protection
 - City character and aesthetics

Sign Ordinance

Definition Section (§ 24-209)

- Carried over most of the definitions found in the current sign ordinance
- Revised several definitions
 - “Sign” now excludes items that are not usually considered signs
 - “On-site” and “Off-site” signs
 - Sign height and width exclude architectural features of freestanding signs

Sign Ordinance

Definition Section (§ 24-209)

- Added several new definitions
 - For clarity
 - To reflect new technology
 - For use with the allowable signage tables
- Removed several definitions
 - Content-based definitions
 - Some replaced by the newly added definitions

Sign Ordinance

Applicability Section (§ 24-210)

- Previously-approved Comprehensive Sign Packages and Design Guidelines remain valid
- New Sign Packages and Design Guidelines may be approved that deviate from the Ordinance
- Some signs are not subject to the ordinance's design standards and/or do not need permits
- Government signs are exempt
- How conflicting regulations are handled

Sign Ordinance

General Provisions Section (§ 24-210A)

- Similar to the current sign ordinance
- Revised how to calculate sign area
- Added how to calculate lot area
- Clarified which signs count toward total allowable
- Maximum freestanding sign height is generally ten (10) feet
- Lighting, placement, and right of way restrictions
- Temporary signs in right of way on weekends will be prohibited

Sign Ordinance

Sign Type Standards Section (§ 24-210B)

- New section, reorganized from current ordinance
- Additional standards for specific sign types
- Added these sign type standards:
 - Blade, Changeable Copy, Electronic Message Display, Geographic Area, Incidental, Projected Image, Shelter
- Retained and modified these sign type standards:
 - A-frames, Building, Decorative Pole Banners, Marquee, Monument, Window
- Removed several sign type standards that are content-based or have been replaced by new types

Sign Ordinance

Prohibited and Restricted Section (§ 24-210C)

- Prohibited Signs
 - Nearly unchanged from the current sign ordinance
 - Added Balloon, Fence, Inflatable, Roof, Illuminated Temporary, and Unauthorized signs
 - Added Short-term rentals, for clarity
 - Added Billboard signs
 - Added hand-held signs with commercial messages

Sign Ordinance

Prohibited and Restricted Section (§ 24-210C)

- Restricted Signs
 - New subsection, based on the underlying use
 - Signs are allowed, but with additional standards that must be met
 - Carried over the standards for Lots Without Buildings, Off-site Commercial Signs, and Residential Buffer (R-B) Zone
 - Clarified the standards for Bed and Breakfast, Family Day Care, and Home-Based Business

Sign Ordinance

On-Site Permanent Signs Section (§ 24-211)

- One table for each sign type
 - Amount allowed varies by use and zone
- Building signs are treated independently
 - Now allowed on all sides of a building
 - Overall cap for each façade
 - Limits for individual building signs
- Geographic Area signs are treated independently
 - New sign type for an overall subdivision, corporate park, campus, or similar geographic area

Sign Ordinance

On-Site Permanent Signs Section (§ 24-211)

- Signs not attached to a building
 - These are treated as a group, with a total allowable cap for all of these signs
 - Individual limits for each sign type
 - Monument signs versus Freestanding signs
 - Permanent Banners now allowed (pole/fence)
 - Electronic Message Displays
 - Projected Image signs

Sign Ordinance

On-Site Permanent Signs (§ 24-211)

- Sample Table - Building Signs

Use	Zone(s)	Maximum Façade Coverage for all signs	Maximum Individual Sign Size Allowed
Single Household Residential	all	2 sq. ft.	2 sq. ft.
Multiple Household Residential	all	10% of Building Façade	5% of Building Façade
Nonresidential	CB	5% of Building Façade	5% of Building Façade
Nonresidential	RB	3% of Building Façade	3% of Building Façade
Nonresidential, including Mixed Use Buildings	C-1, C-2, C-3, C-P, E-1, E-2, I-1, I-3, I-4, H-M, CBD, CD, MXD	10% of Building Façade	5% of Building Façade
Nonresidential	R-A, R-6, R-18, R-20, R-90, RP-T, R-H, R-O	5% of Building Façade	5% of Building Façade

Sign Ordinance

On-Site Temporary Signs Section (§ 24-211A)

- One table for each sign type
 - Amount allowed varies by use and zone
- A-frame signs
- Banners attached to buildings
- Freestanding Banners
- All other Freestanding signs
- Projected Image signs

Sign Ordinance

On-Site Temporary Signs (§ 24-211A)

- Sample Table – Banners Attached to Buildings

Use	Zone(s)	Maximum Size Allowed	Number Allowed	Time Restrictions
Single Household Residential	all	3 sq. ft.	1	30 days in any one 12-month period
Multiple Household Residential	all	48 sq. ft.	1 per building façade facing a public street or public entrance	90 days in any one 12-month period
Nonresidential	CB	48 sq. ft.	1 per nonresidential tenant	90 days in any one 12-month period
Nonresidential	RB	6 sq. ft.	1	30 days in any one 12-month period
Nonresidential, including Mixed Use Buildings	C-1, C-2, C-3, C-P, E-1, E-2, I-1, I-3, I-4, H-M, CBD, CD, MXD	48 sq. ft.	1 per nonresidential tenant or 1 per building façade facing a public street or public entrance, whichever is greater	90 days in any one 12-month period
Nonresidential	R-A, R-6, R-18, R-20, R-90, RP-T, R-H, R-O	48 sq. ft.	1 per building façade facing a public street or public entrance	90 days in any one 12-month period

Sign Ordinance

Sign Permits Section (§ 24-212)

- Nearly unchanged from the current sign ordinance
- When sign permits are required
- Provisions for issuance, denial, revocation

Enforcement and Penalties Section (§ 24-212A)

- Nearly unchanged from the current sign ordinance
- Provisions for enforcement of sign ordinance, including permits, abandonment, removal
- Liability and responsibility for signs
- Appeal from enforcement order

Sign Ordinance

Waiver Section (§ 24-213)

- Minor Waiver
 - Must be specifically allowed in the ordinance; otherwise a major waiver must be requested
 - Four limited, basic findings required
- Major Waiver
 - Similar to the sign adjustment process in the current ordinance
 - Must meet the minor waiver findings and six additional, more rigorous, findings
 - Commission may grant a major waiver for more than one section of the sign ordinance

Staff Recommendation

- Planning Commission record remain open until 5 PM Monday, March 9, 2020 (35 Days)
- Recommendation Wednesday, March 18, 2020
- Mayor and City Council record remain open until 5 PM Friday, April 3, 2020 (60 Days)
- Policy Discussion April 20, 2020