

# 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)

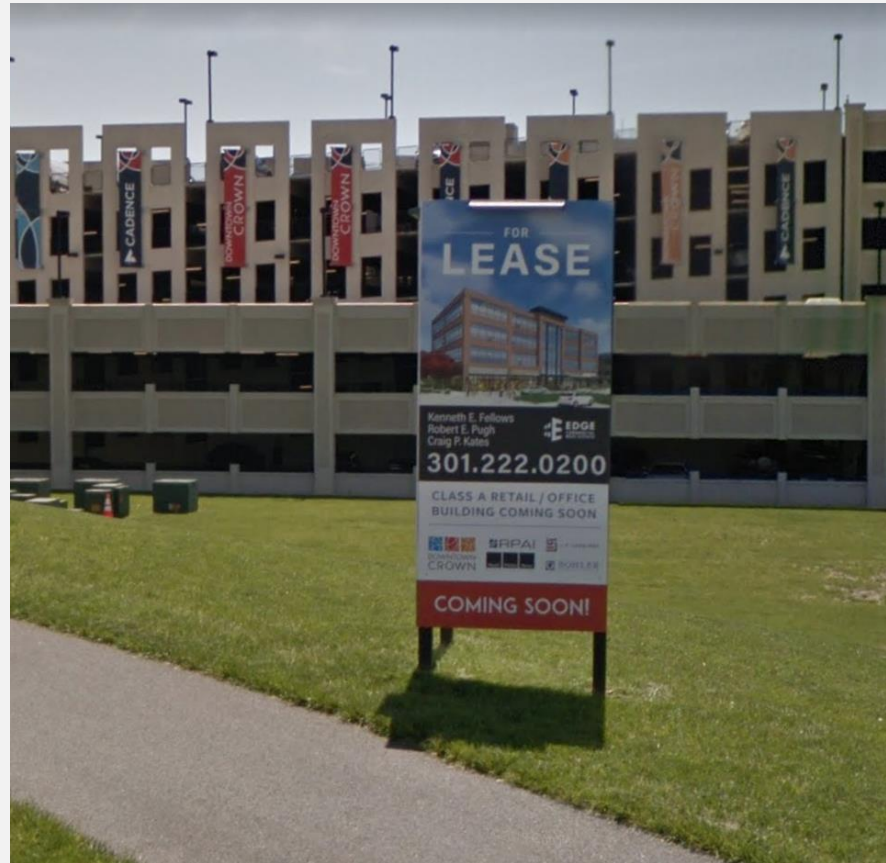
- Minor Waiver
  - Must be specifically allowed in the ordinance; otherwise a major waiver must be requested
  - Four limited, basic findings required
- Major Waiver
  - Similar to the sign adjustment process in the current ordinance
  - Must meet the minor waiver findings and six additional, more rigorous,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

# Sign Examples – Current vs. Proposed

- Temporary On-Site Signs for real estate sales and leasing, elections, new construction, seasonal events, and special events

Examples of Signs Allowed By Both The  
Current And Proposed Ordinances

# Sign Examples – Current vs. Proposed



Signs Allowed By Both The Current And Proposed Ordinances (Different Names)

# Sign Examples – Current vs. Proposed



Signs Allowed By Both The Current And Proposed Ordinances (Different Names)

# Sign Examples – Current vs. Proposed

- White Box Signs
- Internally illuminated box signs
- Pole Signs
- Tall Signs
- Multiple Primary Signs per Lot
- Vehicle Signs
- Billboards

Signs Prohibited By Both The Current  
And Proposed Ordinances

# Sign Examples – Current vs. Proposed



Permanent Signs Prohibited By Both The  
Current And Proposed Ordinances

# Sign Examples – Current vs. Proposed



Signs Prohibited By Both The Current  
And Proposed Ordinances

# Sign Examples – Current vs. Proposed

Current Ordinance Allows these signs,  
but Proposed Ordinance Does Not

- Temporary Real Estate Directional Signs in the Right of Way on weekends
- Temporary Street Banners
- Temporary signs that are illuminated, except political signs
- Temporary commercial signs held or worn by a person while on private property
- No permanent signs allowed in the current ordinance are prohibited in the proposed one

# Sign Examples – Current vs. Proposed



Current Ordinance Allows these signs,  
but Proposed Ordinance Does Not

# Sign Examples – Current vs. Proposed



Current Ordinance Allows these signs,  
but Proposed Ordinance Does Not

# Sign Examples – Current vs. Proposed

The Current Ordinance Does Not Allow these signs, but the Proposed Ordinance Does

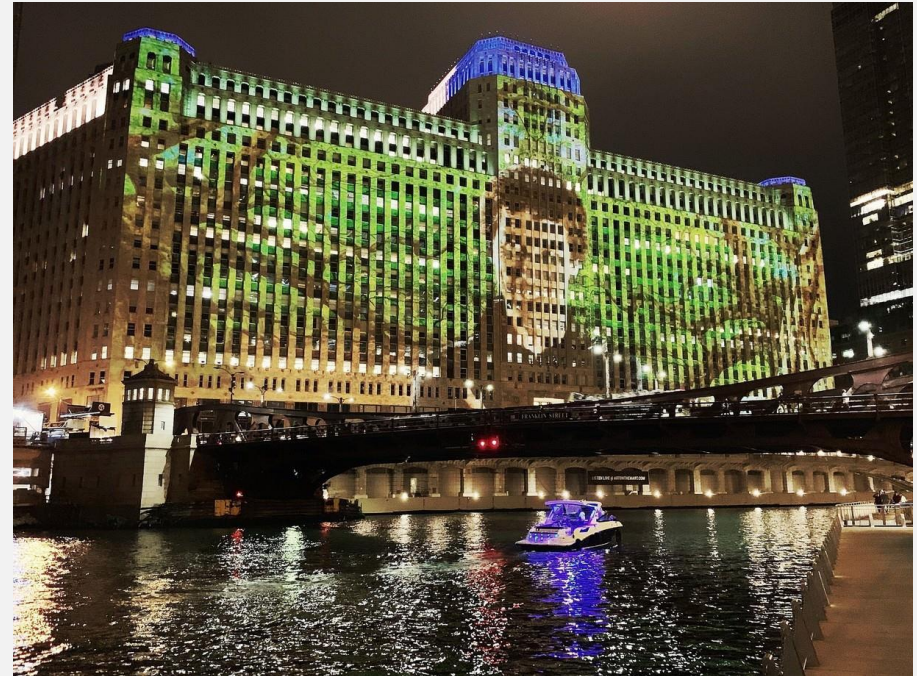
- Temporary and Permanent Banners attached to a pole
- Temporary and Permanent Projected Image Signs

# Sign Examples – Current vs. Proposed



Current Ordinance Does Not Allow these signs, but Proposed Ordinance Does

# Sign Examples – Current vs. Proposed



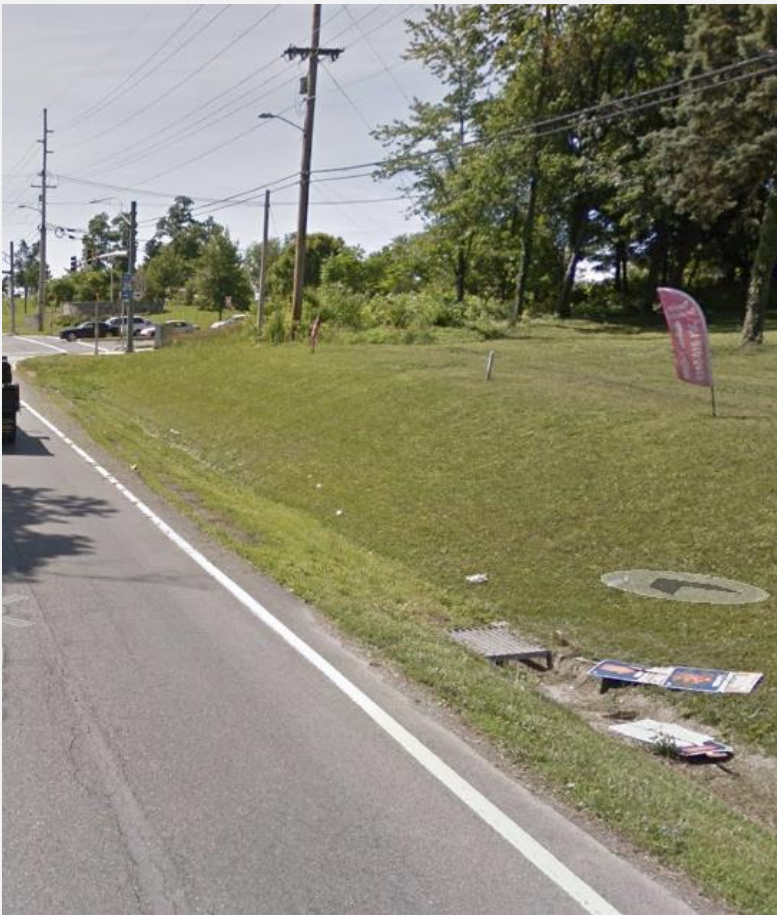
Current Ordinance Does Not Allow these signs, but Proposed Ordinance Does

# Sign Examples – Aesthetics

Proposed Sign Ordinance re-affirms and strengthens the aesthetic considerations of the current ordinance, such as avoiding visual clutter and blight

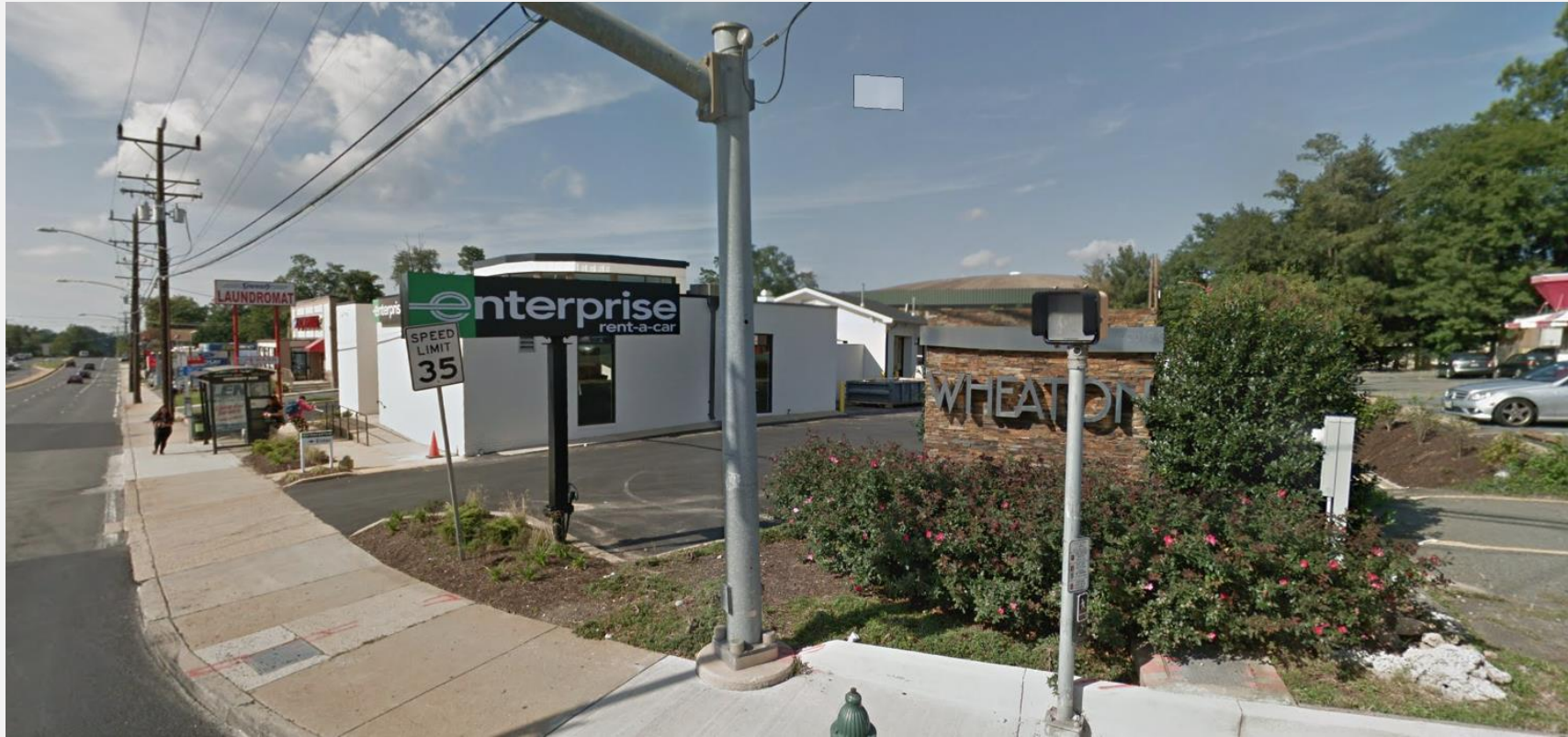
- Total amount of signage allowed per lot
- Distance between signs
- Number of Signs per Viewshed
- Sign Height and Sign Face Area limitations
- Sign Packages and Design Guidelines can further refine for a specific project or area

# Temporary Sign Examples – Aesthetics



Signs That May Negatively Impact Adjacent Properties and The City's Image

# Permanent Sign Examples – Aesthetics



Impact of Sign Design on Adjacent Properties and The Community's Image

# 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