

Planning Commission

CTAM-8364-2019: Sign Ordinance

Recommendation Meeting

March 18, 2020

Sign Ordinance

Status

- Joint Public Hearing was held on February 3, 2020
- Planning Commission Record closed on Monday, March 9, 2020 at 5:00 pm
- 18 Exhibits are in the Record
- Mayor and City Council Record closes on April 3, 2020 at 5:00 pm
- Mayor and City Council are tentatively scheduled to hold Policy Discussion on May 4, 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

Sign Ordinance

Joint Public Hearing

- Temporary Signs in the Public Right of Way
 - Current ordinance allows temporary “real estate directional signs” in the public right of way during weekends
 - Mayor and City Council expressed concern about the proposed prohibition of temporary signs in the public right of way, particularly for nonprofits and the real estate industry
 - Two speakers from the public expressed concern about the proposed prohibition
 - Council directed staff to explore allowing temporary signs in the right of way on the weekends

Temporary Signs in ROWs

Original Draft Ordinance Proposed To Prohibit Temporary Signs in Rights of Way

Revised Draft Will Allow These Signs

- Two Draft Options of How to Allow These Signs
 - Both Options:
 - Only allow these signs on weekends
 - Have safety requirements and placement prohibitions
 - Require 6 feet between these signs and any other sign
 - Require 6 inches between these signs and the vertical plane of a curb, sidewalk, or street pavement edge
 - Allow city staff to remove, and the city to recover costs

Temporary Signs in ROWs - Options

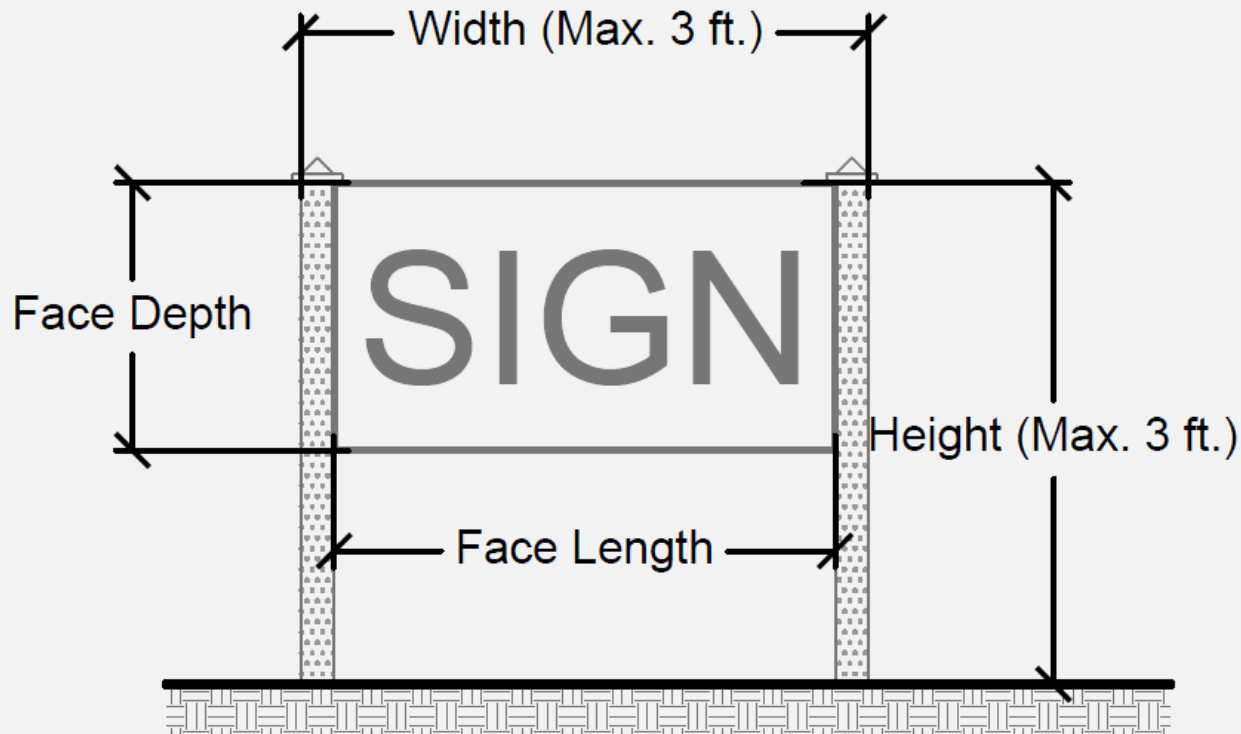
- Option A
 - All commercial and noncommercial messages allowed, 3 square foot sign face or smaller, 3 foot height limit, 3 foot width limit
- Option B:
 - All commercial and noncommercial messages allowed, size and height limits based on adjacent road type
 - Major Road: 3 square foot sign face or smaller, 3 foot height limit, 3 foot width limit
 - All other roads: 2 square foot sign face or smaller, 2 foot height limit, 2 foot width limit

Temporary Signs in ROWs

Option A (all signs) and

Option B (in a major highway)

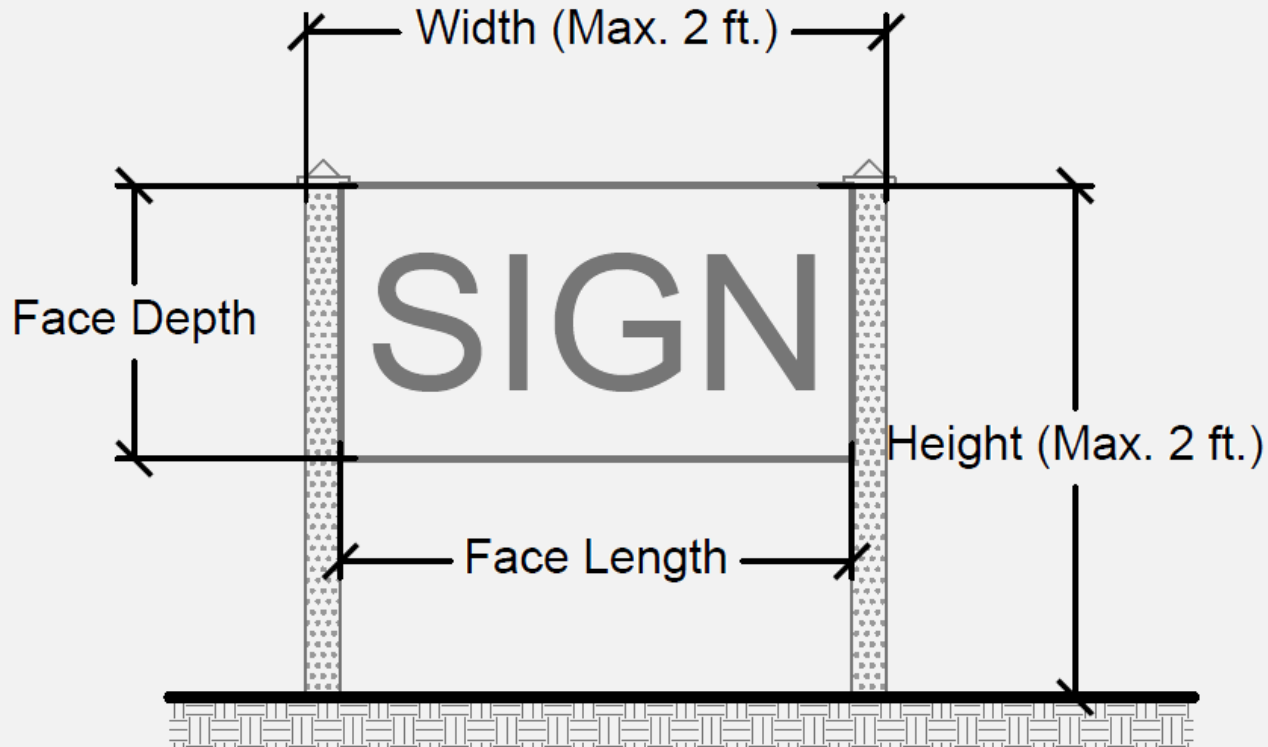
Sign Face Area (Max. 3 sq. ft.) = Depth X Length



Temporary Signs in ROWs

Option B (not in a major highway)

Sign Face Area (Max. 1.5 sq. ft.) = Depth X Length



Temporary Signs in ROWs

What Do They Look Like? (6 ft. distance)



Temporary Signs in ROWs

What Do They Look Like? (6 ft. distance)



Temporary Signs in ROWs

What Do They Look Like? (3 ft. distance)



Sign Ordinance

Additional Changes in the Revised Drafts

- “Flashing sign” definition: change “electronic message board” to “electronic message display”
- Geographic area signs: added a new subsection to cross-reference the public right of way standards for geographic area signs in § 24-210A(h)(1)d.
- Prohibited signs: Changed the listing order so that Fence Signs are in the correct alphabetical order.
- Sign Abandonment: removed the dangling “or” at the end of § 24-212A(c)(2).

Sign Ordinance

Additional Proposed Changes for clarification (Not in the Revised Drafts)

- Comprehensive Sign Packages: add language to § 24-210(a)(2) clarifying that code conflicts will be governed by the adopted sign package

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d. Where a conflict exists between an adopted comprehensive sign package for a specific development and the provisions of Chapter 24, the comprehensive sign package controls.

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Sign Ordinance

Additional Proposed Changes for clarification (Not in the Revised Drafts)

- Geographic Area Signs, § 24-210B(h)
 - Change “homeowner’s association” to “common ownership association” to clarify that all such associations are covered by the standards
 - Add two additional locations where geographic area signs may be placed within a subdivision that has a common ownership association

Sign Ordinance

Additional Proposed Changes for clarification (Not in the Revised Drafts)

- Geographic Area Signs, § 24-210B(h)

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- (4) If the geographic area sign is located within a subdivision that has a ~~homeowner's~~ common ownership association, the sign must be placed on: ~~located on commonly-owned property:~~
- a. Commonly-owned property; or
 - b. Property owned by the master developer; or
 - c. Some other property identified on an approved site plan.
- (5) If the geographic area sign is located within a subdivision that does not have a ~~homeowner's~~ common ownership association, the sign must be placed:

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Sign Ordinance

Staff Recommendation

- Staff recommends the Planning Commission indicate their option preference for temporary signs in the public right of way
- Staff recommends the Planning Commission support the clarification changes proposed by staff
- Staff recommends the Planning Commission recommend adoption of text amendment CTAM-8364-2019, including their option preference and clarification support, to the Mayor and City Council

