

Sign Controls for the New Zoning Code



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Background

- The Zoning Code Commission (ZCC) was formed through a charter change in 2007
- The 31-member group developed a new code and submitted it to City Council in 2011
- In December 2011, City Council unanimously approved the new code and the Mayor signed it into law
- Goes into effect on August 22, 2012



Sign Controls in Zoning Reform

- New code reorganizes but does not include new standards for sign controls
- An inter-agency working group is preparing a draft sign controls section
- Stakeholder input will inform the group's work
- The Planning Commission will send a proposed revision of sign controls to City Council in the spring for review and approval

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Assessment of Current Sign Controls

- Poor Organization
- Conflicting Definitions
- Lack of District-Specific Clarity
- Lack of Clarity for Sign Characteristics
- Inconsistent Measurement Methods
- Missing Regulations



Proposed Organization of New Chapter

- 14-901 Intent
- 14-902 Applicability
- 14-903 When a Permit is Required
- 14-904 Accessory Sign Controls
 - ▣ Controls applicable to all zoning districts
 - ▣ Controls applicable to specific districts
- 14-904 Non-Accessory Sign Controls
 - ▣ Permitted and Prohibited Locations
 - ▣ Standards
- 14-905 Maintenance and Nuisance Abatement

Accessory Signs: Proposed Types

- Flat Wall
- Angled Wall
- Awning/Canopy
- Marquee
- Roof
- Freestanding
- Temporary

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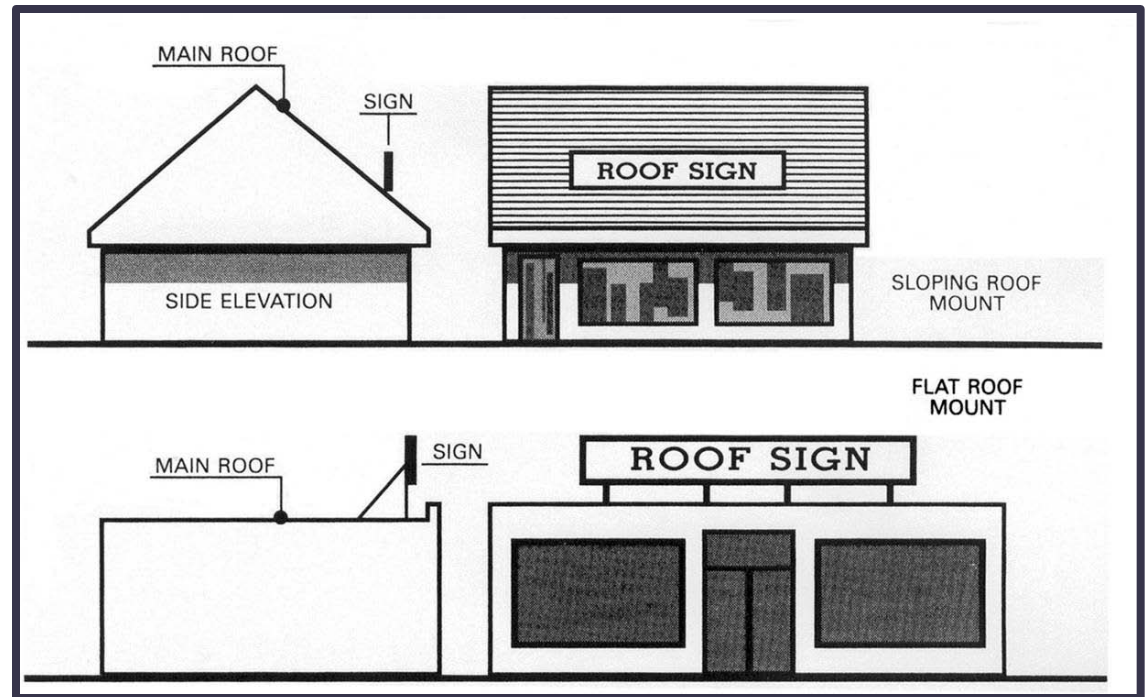
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Accessory Signs: Characteristics

- Area
- Height
- Projection
- Number
- Illumination
- Revolution
- Digital display

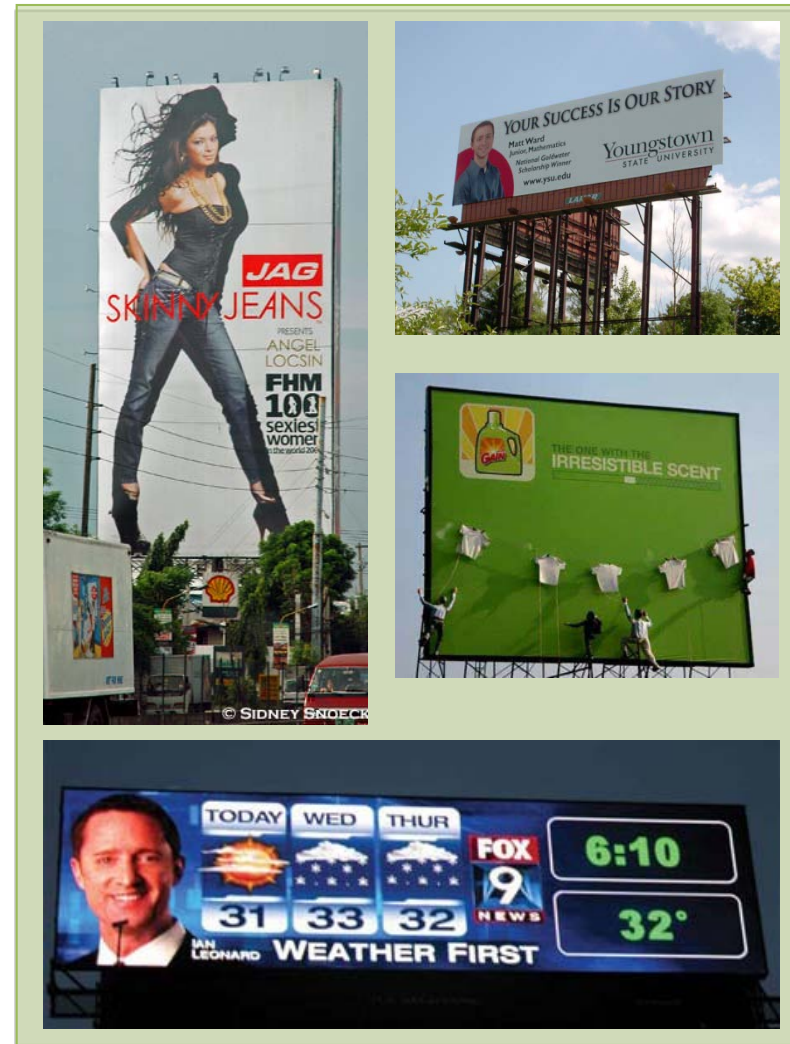


Accessory Signs: Regulating by District

	<u>Dimensional Standards:</u>			<u>Permitted Sign Characteristics:</u>				
	Maximum Number	Maximum Area	Maximum Height	Projection	Static Illumination	Animated Illumination	Digital Display	Revolving
Permitted Sign Type #1	[Numeric Limit]	[Numeric Limit]	[Numeric Limit]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]
Permitted Sign Type #2	[Numeric Limit]	[Numeric Limit]	[Numeric Limit]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]
Permitted Sign Type #3	[Numeric Limit]	[Numeric Limit]	[Numeric Limit]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]
Permitted Sign Type #4	[Numeric Limit]	[Numeric Limit]	[Numeric Limit]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]	[Yes or No]

Non-Accessory Signs: Key Issues

- Strategic placement
 - Exploring idea of incentivizing removal of existing signs from certain locations
- National Industry Standards
 - Height and Size
 - Digital Display
 - Illumination
 - Message alternation



The Focus of Our Discussion

- Desired outcomes of sign controls
- Definitions and organization
- Preferences for different types of standards

- Note: Our conversation will not address:
 - Aspects the zoning code cannot regulate
 - New and proposed sign ordinances

Discussion



Your Turn to Talk

Next Steps

- Additional focused discussions with different stakeholder groups
- Working group develops draft language
- Public meetings solicit additional input
- Review of two drafts at Planning Commission public meetings
- Working group refines language and Planning Commission submits to City Council for review and approval

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