Agenda Item: 7R

TA16-0001
Sign Code Modernization Project
Study Session –Discussion Only

Presented By: Melissa Sigmund

Project Overview

TA16-0001

City-Initiated Text Amendment, Sign Code Modernization Project

Request

•Comprehensive Amendment to Article 14-34, Signs

Goals of Request

•Legal enforceability of sign regulations
•Enhanced user-friendliness
•Promote a high quality aesthetic environment
•Foster atmosphere that increases efficacy of messages

Background

Current Sign Code:

- No comprehensive changes since 1989
- Outdated terminology
- Sign standards are not content-neutral
- 48 pages long – challenging to navigate
    - Text-heavy
    - 33 different sign types

Background

Implications of *Reed v Town of Gilbert*:

- Content neutrality is key
  - *You can't read the sign to enforce the code*
- Acceptable regulatory considerations include:
  - **Safety**
  - **Aesthetics**
  - **Size**
  - **Building materials**
  - **Lighting**
  - **Moving parts**
  - **Portability**

Proposed Sign Code Framework

- Identify sign types by features such as:
  - o Zoning
  - o Location
  - o Duration
  - o Features

  Instead of content!

- Should not read sign or graphics to determine sign standards

Approach

Modernizing the Sign Code

- Reduce text
- Reduce number of sign types
- Utilize a chart/matrix so that users can easily find information
- Add graphics/illustrations as examples

B. AWNING AND ATTACHED CANOPY SIGN → **Permit:** Yes			
Definition	A sign which is printed, painted, or affixed to an awning or canopy which is attached to a building		
Standards & Specifications			
	Residential Uses	*Total Sign Area Allowed*	N/A
	Non-Residential Uses	*Max Quantity*	N/A
		Max Height	1st Floor awnings only (*L)
		Max. Width	80% of awning face
		Illumination Allowed	Internal, backlit, external
		Max Sign Area Allowed	2 SF per 1 LF of *Business Frontage* (#)
Notes	*L Signs may be mounted on or extend above attached canopy as long as they do not extend above the roof line. (#) Sign allowance includes all Awning and Building Wall Signs		

Notable Changes

New Sign Types/Allowances

- Projecting Signs

Notable Changes

New Sign Types/Allowances

- Creative installation methods

Notable Changes

New Sign Types/Allowances

- Allowance for up to 33% more building signage including:
    - Building Wall Signs
    - Awning & Attached Canopy Signs
- One “bucket” of area for these signs

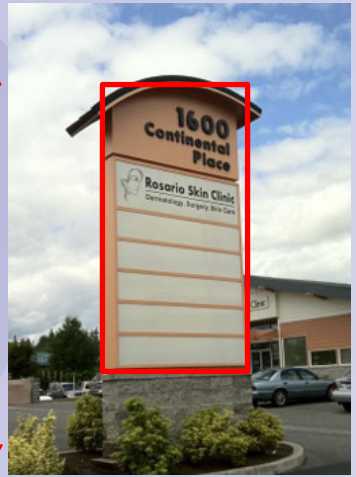
Notable Changes

New Sign Types/Allowances

- Hierarchy for Free-standing Monument Signs

Primary Monument

8-16 ft max



48 sf max

Secondary Monument

6-12 ft max

24 sf max

Internal Center Sign

3 ft max

6 sf max

Notable Changes

New Sign Types/Allowances

- Temporary Signs –Yard Signs – Max: 3 month, 3 ft height, 3 sf in area, 1 Sign

Notable Changes

New Sign Types/Allowances

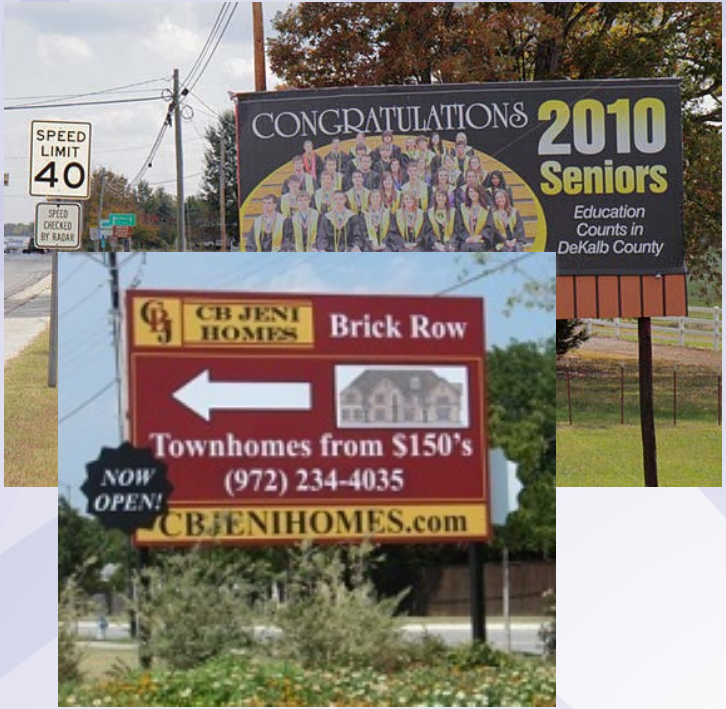
- Temporary Signs –Undeveloped Property

Parcels ≤ 1 acre

- 1 sign max
- 3 ft height
- 3 sf
- 1 year max
- No permit required

Parcels > 1 acre

- 1 sign +1 additional sign for every 600 lf street frontage
- 8 ft height
- 32 sf
- 1 year max + 2 (1yr) renewals
- Permit required



Zoning Text Changes

Agenda Item: 6R

Overall Objectives

- Produce a code that promotes a high quality aesthetic environment while supporting the effective delivery of messages
    - Allow projecting signs and other creative sign placements
    - Allow a balance of permanent and temporary signs

Next Steps

Initial Staff Research/Development	Winter/Spring 2016
City Council Study Session	March 1st
P&Z Commission Study Session	March 3rd
Stakeholder meeting #1	April 6th
Additional Research/Development	Spring/Summer 2016
Internal Department Meetings	Summer 2016
Draft	Summer/Fall 2016
P&Z Study Session #2	November 17th
Stakeholder meeting #2	December 1st
City Council Study Session	
P&Z Commission Hearing	
City Council Hearing	

Tonight's Meeting