

Significant Changes Between Current & Proposed Sign Regulations:

A Brief Summary

Presented by
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For the
Board of Adjustment/Sign Review Board
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Illuminated Signs

(23-8B-1020)

Proposed Modification:

Updates to existing general illumination standards.

Rationale:

- ▶ Sign technology has changed drastically and Chapter 25-10's standards are outdated and ineffective.
- ▶ The main purpose is to restrict overall brightness and variations in brightness as well as frequency in which messages or images change.

Illuminated Signs

(23-8B-1020)

Proposed Modification:

New standards for “electronic message signs” – signs that automatically change text or images displayed on the sign face.

Rationale:

- ▶ Sign technology has changed drastically and Chapter 25-10’s standards are outdated and ineffective.
- ▶ The main purpose is to restrict overall brightness and variations in brightness as well as frequency in which messages or images change.

Sign Districts Generally

(23-8C-1020)

Proposed Modification:

Elimination of
Neighborhood Sign
District.

Rationale:

Zoning districts and uses
where this district would
apply do not exist in
Chapter 23.

Sign Districts Generally

(23-8C-1060 to 23-8C-1100)

Proposed Modification:

Some Sign Districts renamed:

- ▶ Low Density Residential → Residential House Scale
- ▶ Multifamily → Residential Multi-Unit
- ▶ Downtown → Regional Center
- ▶ Commercial → Standard

Rationale:

- ▶ New district names reflect terminology used in the remainder of Chapter 23
- ▶ New district names reflect actual applicability

Scenic Roadway Sign District

(23-8C-1050)

Proposed Modification:

Revises language regarding number of freestanding signs permitted to match Expressway and Standard Sign Districts.

Rationale:

Corrects ambiguity that some have argued allows more signs per development site in the Scenic Roadway Sign District than a similarly situated development sites in the Expressway or Commercial Sign Districts

Pedestrian Sign Overlay

(23-8C-1110)

Proposed Modification:

General “Pedestrian Oriented Sign Overlay” replaces specific University Neighborhood Overlay (UNO). Regulations remain generally unchanged.

Rationale:

- ▶ Name is more applicable because UNO regulations have been applied to various Special District Regulating Plans (TOD, NBG & ERC)
- ▶ Provides additional tool for context-sensitive design standards.

Sign Types

(23-8C-2030 to 23-8C-2140)

Proposed Modification:

New or substantially revised standards based on type of sign proposed. These standards apply to all signs of a particular type unless a particular sign district standard is more restrictive.

- ▶ Awning or Canopy Sign
- ▶ Changeable Copy Sign
- ▶ Landscape Wall Sign
- ▶ Marquee Sign
- ▶ Porch Sign
- ▶ Projecting Sign
- ▶ Roof Sign
- ▶ Suspended Sign
- ▶ Wall Sign
- ▶ Wall Mural Sign
- ▶ Window Sign
- ▶ Freestanding Sign

Rationale:

- ▶ Introduction of context-sensitive design standards
- ▶ Provides specific regulation for sign types that were ambiguous in Chapter 25.

Off-Premise Signs

(23-8B-4010 to 23-8B-4020)

Proposed Modification:

- ▶ Eliminate provision that allows off-premise sign owners to relocate billboards to off-site locations.
- ▶ Clarify the circumstances in which an off-premise site may lose its status as a legal non-conforming use