

AGENDA ITEM 4 A

AMENDMENT TO SECTIONS 2.2 & 7.1
ZONING REGULATIONS
SIGNAGE

Memorandum



To: Planning Commission Members
CC: City Council Members and applicable City Staff
From: Christopher Solberg, AICP - City Planner
Date: 4/15/2011
Re: Public Hearing regarding amendments to Sections 2.2 and 7.01, Zoning Regulations, regarding Signage

Agenda Item 4A: Public Hearing regarding amendments to Sections 2.2 and 7.01, Zoning Regulations, regarding Signage.

A public hearing has been scheduled for the Planning Commission to consider amendments to the Zoning Regulations.

Community Development staff is proposing to amend the definition of "Electronic Message Board Sign". Staff is also proposing to add a definition for "Project Directory Sign". These definitions relate to additional sign uses proposed to be allowed within the Zoning Regulations.

The amendments also include modifications to 7.01.05.02 "Center Identification Signs" of the Zoning Regulations to allow for limited use of "Electronic Message Boards" as part of a Center Identification Sign. See subsection "H" for restrictions specifically related to Electronic Message Boards. Electronic Message Boards will not be allowed as part of any other sign type.

Finally, the amendments also include the new sign type, "Project Directory Signs". These are multi-tenant signs that will be allowed as off-premise signage within certain proximity of the advertised business. The proposed sign type limits the proximity of Project Directory Signs to other Project Directory Signs, limiting the over-proliferation of off-premise signage through this sign type.

Staff Recommendation Item 4A: Recommend approval of the amendments to Section 2.02 and 7.01 of the Zoning Regulations regarding signs.

Existing

2.02.155 **SIGN, ELECTRONIC MESSAGE BOARD** shall mean a sign that uses changing lights to form a sign message or messages wherein the sequence of messages and the rate of change is electronically programmed and can be modified by electronic processes.

Proposed

2.02.155 **SIGN, ELECTRONIC MESSAGE BOARD** shall mean any sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means.

2.02.298

SIGN, PROJECT DIRECTORY

A sign fronting on a road containing only the name of the principal use and directional arrow to the principal use. Project directory signs are intended to direct attention to planned multi-tenant developments which are not easily accessible off of such roads and where on-premise signage for that development (or any tenants within the development) would not otherwise be visible by the motorists traveling on nearby arterial or collector roads at the closest point of access.

2. ***Center Identification Signs***

- A. All Center Identification signs shall be a ground monument style sign.
- B. A maximum of two Center Identification signs per development shall be allowed. No two signs shall be allowed closer than five-hundred (500) feet to each other on the same side of the street, measured along the edge of the street.
- C. All Center Identification signs shall be constructed in a manner that is permanent ***and permeable***.
- D. Acceptable materials include:
 - Exterior Insulation Finish System (EIFS)
 - Brick
 - Split face Concrete Masonry Units
 - Stone
 - Metal
 - Simulated Acrylic, or
 - Other materials provided said design is reflective of the character of the use.
- E. All Center Identification signs shall advertise only the name of the development ***and/or*** major tenants.
- F. Setbacks for all Center Identification Signs shall be twenty (20) feet along a street designated as an arterial or collector and ten (10) feet along any street designated as a local, minor or private street.
- G. Change panels may be allowed provided:
 - Signs shall only include business names or logos
 - Fonts shall be similar to that of the development name
 - Said panels and / or copy match in color and material to the overall sign.
- H. ***Electronic Message Boards shall only be allowed as part of a Center Identification Sign, provided the following:***
 - ***No more than one-half of the permitted sign area shall be used for changeable copy or electronic message board signs.***
 - ***The board may be double-faced.***
 - ***Each board shall be permanently installed or located.***
 - ***Electronic messages shall not be animated or flash continuously (blinking) in any manner.***
 - ***Electronic message boards must use automatic level controls to reduce light levels at night and under cloudy and other darkened conditions, in accordance with the standards set forth in this sub-section. All electronic message boards must have installed ambient light monitors, and must at all times allow such monitors to automatically adjust the brightness level of the electronic sign based on ambient light conditions. Maximum brightness levels for electronic message boards may not exceed 5000 nits when measured from the signs face at its maximum brightness, during daylight hours, and 500 nits when measured from the signs face at its maximum brightness between sunset and sunrise, as those times are determined by the National Weather Service.***
 - ***The message cannot change copy at intervals of less than one (1) minute. Changes of message image must be instantaneous as seen by the human eye and may not use fading, rolling, window shading, dissolving, or similar effects as part of the change.***

H.I. The following criteria apply to Center Identification signs:

District	Design Limitations for Center Identification Signs		
	Max. Size	Max. Height	Max. Number
TA			
R-1			
R-2			
R-3			
R-4			
C-1	100 square feet	20 feet	One (1) <i>per main entrance but not more than two (2) per street frontage of the development</i>
C-2	100 square feet	20 feet	One (1) <i>per main entrance but not more than two (2) per street frontage of the development</i>
C-3	150 square feet	24 feet	One (1) per main entrance but not more than three (3); plus, one (1) when abutting Interstate 80
I-1	100 square feet	20 feet	One (1) per main entrance but not more than three (3); plus, one (1) when abutting Interstate 80
I-2	100 square feet	20 feet	One (1) per main entrance but not more than three (3); plus, one (1) when abutting Interstate 80
PUD	The maximum allowed within the underlying zoning district	The maximum allowed within the underlying zoning district	The maximum allowed within the underlying zoning district

(Ordinance No. 883, 11-19-02) (Ordinance No. 896, 2-04-03)

5. **Project Directory Signs**

In order to maintain the flow of traffic on arterial and collector roads and to promote vehicular safety, emphasis is made to limit the number of ingress and egress points off of such roads. Project directory signs are intended to direct attention to planned multi-tenant developments which are not easily accessible off of such roads and where on-premise signage for that development (or any tenants within the development) would not otherwise be visible by the motorists traveling on nearby arterial or collector roads at the closest point of access. Provisions are provided to allow project directory signs which identify the name of the particular development and/or the names of their tenants. Such signs would be supplemental to signage otherwise provided for such developments.

Supplemental directional signs may be erected under the following conditions:

1. Access to the development is restricted. Full ingress and egress to the development off an arterial or collector road is limited by access constraints or non-existent.
2. Such signs may be placed on or off-premises. All such signs shall be constructed and located, however, so as to be visible by the motorist traveling on the arterial or collector road which intersects with the local road providing access to the development.
4. Setbacks for all Project Directory Signs shall be twenty (20) feet along a street designated as an arterial or collector and ten (10) feet along any street designated as a local, minor or private street.
3. A maximum of two project directory signs per development shall be allowed. No two signs shall be allowed closer than five-hundred (500) feet to each other on the same side of the street, measured along the edge of the street.
4. No such sign shall be allowed further than one-thousand (1,000) feet from any entity advertising on the sign using the closest straight line measurement.
5. The minimum distance between a sign location and any residential zoning district shall be 50 feet.
6. The sign may contain the name of the development, names of tenants within the development, directional arrows and distance information. If off-premises, sign shall identify multiple businesses or industries.
7. The size of each sign shall be a function of the number of tenants within the development. Each eight (8) square feet per principal use within the development, whichever is greater, with a maximum area of eighty (80) square feet.
8. All such signs shall be a ground-mounted, monument-style sign.
9. Such signs shall be subject to the design standards of the PUD or Gateway Corridor Overlay District, if within such district.

District	Design Limitations for Supplemental Directory/Directional Signs		
	Max. Size	Max. Height	Max. Number
TA			
R-1			
R-2			
R-3			
R-4			
C-1	80 square feet	10 feet	One (1) <i>per main entrance but not more than two (2)</i>
C-2	80 square feet	10 feet	One (1) <i>per main entrance but not more than two (2)</i>
C-3	80 square feet	10 feet	One (1) per main entrance but not more than two (2);
I-1			
I-2			
PUD	The maximum allowed within the underlying zoning district	The maximum allowed within the underlying zoning district	The maximum allowed within the underlying zoning district