

CITY COUNCIL BILL #18-0272/ ZONING- SIGN REGULATIONS OVERVIEW

Public Information Meeting

August 29, 2018



Why the rewrite?

- Conform the Zoning Code to a 2015 Supreme Court case, known as Reed v. Town of Gilbert.
- Jurisdictions may not use content as a factor in their code or have temporary signs.
- Proposed title governs signs by form, size and placement.
- In other words signs can be described by district and type but not what is on them.
- The Law Department advised the City when the new zoning code was going through City Council that that our proposed signage code should be reviewed.



What does this bill do?

- This bill reflects a complete review and reorganization of Title 17 and changes to Article 32.
- The new Title 17 is reorganized for clarity, more information is in tabular form, all sign types were defined clearly and the rules around Areas of Special Signage Control are clarified.



Existing Sign Title

Current Title 17

- Has ten subtitles including Exempt Signs, Temporary Signs, Prohibited Signs, Permanent Signs
- Has 2 tables for Projecting and Freestanding Signs.



Structural Changes- Proposed Changes

- New Title 17 has 5 subtitles
 - Sub-title 1 - Purpose and definitions
 - Sub-title 2 - Placement Design and Construction
 - Sub-title 3 - Sign Dimension Measurement Methodology
 - Sub-Title 4 - Requirements by Sign type
 - Sub-Title 5 - Area of Special Signage Control
- Two Zoning Tables:
 - Table 17-201: Sign Regulations
 - Table 17-306 Maximum Cumulative Area of Signs



The Big Changes

- Allowable signs will not only be linked to zoning district, but uses within a zoning district.
- Sign Regulations are tailored by sign type for each zoning district.
- Amount of signage for Areas of Special Signage Control (ASSC) will be governed by sign type and total per lot.
- Billboards will be allowed in ASSCs.
- Electronic Signs will range from less than 15 sq. ft. to approximately 18,000 sq. ft.
- ASSCs will allow for % and quantity deviations of signs.



Sub-title 1 - Purpose and definitions

Includes a definition of each type of sign provided for. The sign types are simplified as a result of Reed case and removal of content.

- Purpose statements are modified to reflect statements on safety, general welfare, attractiveness of the city, sign placement and First Amendment rights.
- Definitions Modifications, deletions and introduction of a new sign.



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Deleted Signs

- Marquee sign (now either projecting or canopy sign)
- Attention Getting Devices (a permitted activity)

New Signs

- Open Structural Framework Sign- this sign is a sign that appears on the “exo-skeleton” wall or feature of a building. It falls under Awning or Canopy for standards.
- Provisional fence sign- this sign is primarily a fence sign for construction sites.

Modified Signs

- Awning or Canopy Signs- now have the same definition
- Wall Signs and Projecting Signs Can no longer be cloth or flexible material. Now Banner Signs.



Modified Signs cont'd

- Banner Signs (3 types) –Pole, Projecting and Wall Mounted
- Electronic signs:
 - Several definitions merged
 - Definition is expanded to include digital projected projections wall integrated technology projected video holographic display
 - Five categories of electronic signs



Sub-title 2 - Placement Design and Construction

Section for general placement rule, construction and maintenance standards.

- This title introduces the new table 17-201: Sign Regulations.
- Table umbrellas are exempted with no obscene wording or graphics.
- Overall prohibition on covering any part of a window door or prominent architectural feature unless allowed by Title 17.
- 17-203 -Commercial speech defined. Statement on noncommercial speech and commercial speech. They are both treated equitably on a sign.
- Illumination standards, permissible activities and enforcement.



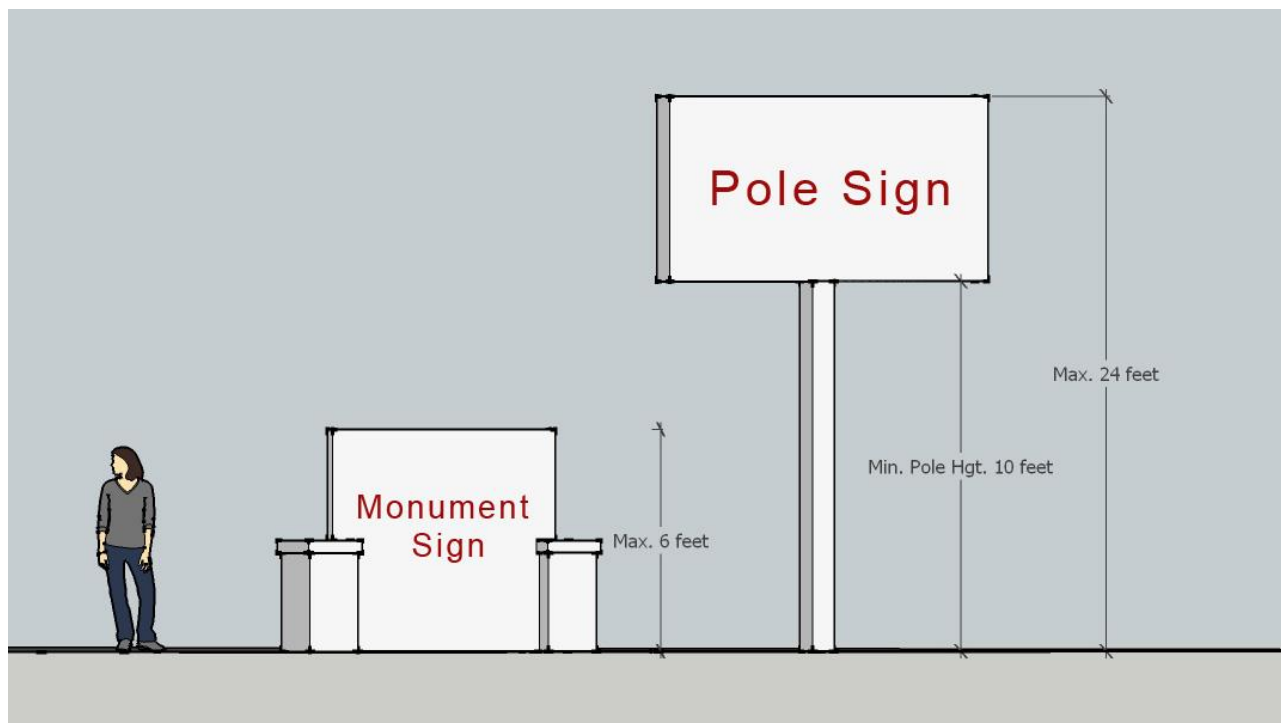
Sub-title 3 - Sign Dimension Measurement Methodology

- This establishes how sign dimensions are measured.
- Sign area does not include supports and braces, but for poles signs, the braces and supports are included in the sign height.
- Generally, for multi-faced signs all faces are included in the area calculation.
- The maximum cumulative area of signs on a lot table is introduced in this subtitle. (Table 17-306)



Sub-title 3 - Sign Dimension Measurement Methodology

- Measuring Freestanding Pole Signs (Minimum Pole Height, Braces can be no more than 25% of base of message area)

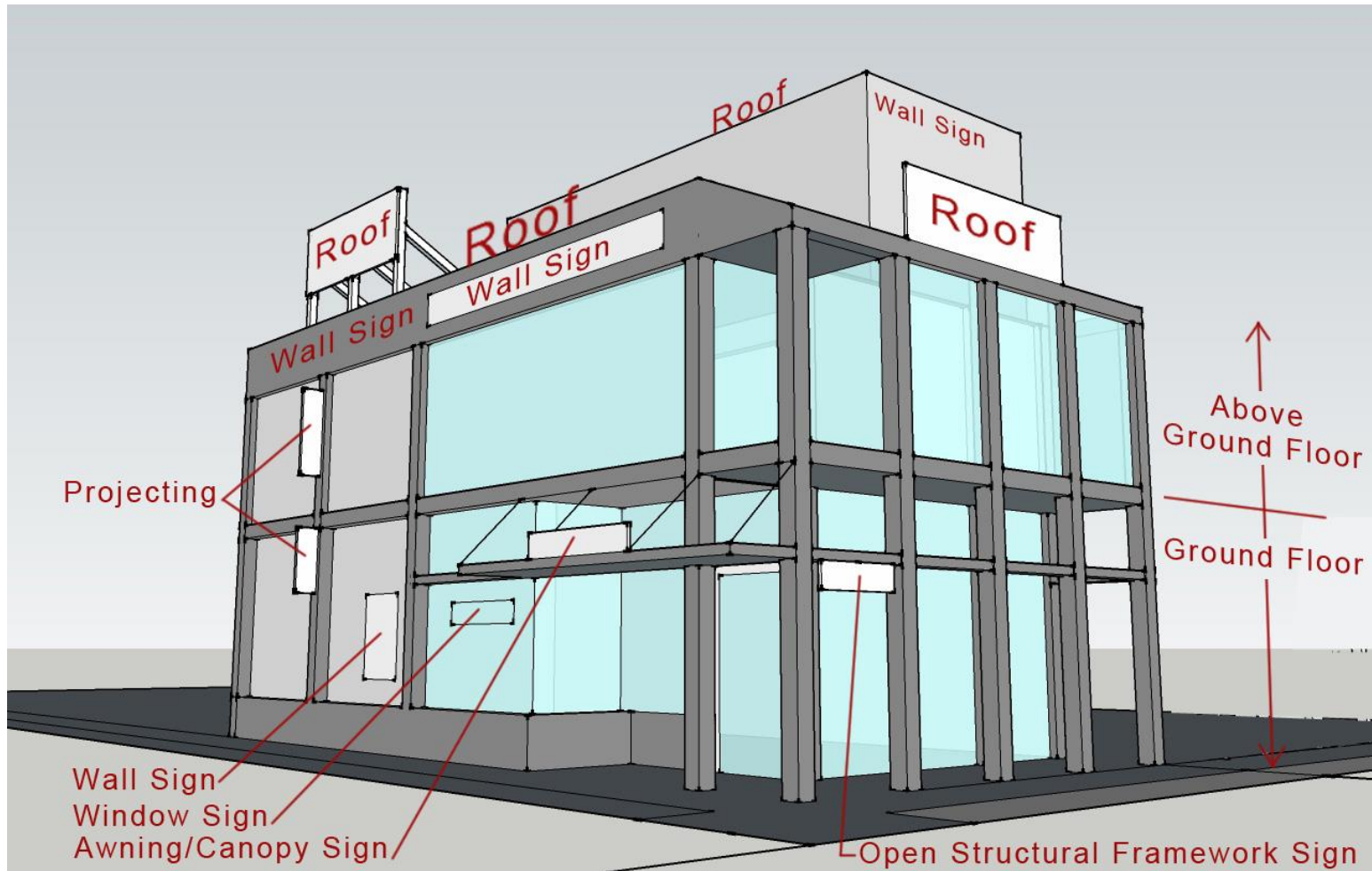


Sub-Title 4 - Requirements by Sign type

- The section is broken down by defined sign types and establishes special standards or rules for each type.
- The ability to do a sign on a lot is determined by both underlying zoning and use category. Table 17-201 shows which signs you can do in which zoning category, but subtitle 4 details which use categories can have which sign type.
- Subtitle 4 may have additional placement standards, illumination standards or construction standards.
- To be used in conjunction with Table 17-201: Sign Regulations.



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Why Regulating By Use and Not Just Zoning District

- Every zoning district has buildings that are variety of forms that may house a variety of uses, therefore we cannot prohibit signs on certain building typologies.
- Certain uses have typical sign types, therefore you regulate the type of signage on that use within zoning districts and not allow signage or over signage on certain uses or buildings within a zoning district.
- This layered approach allows for safeguards in residential zones and prevention of over signage on single-family dwelling units and other smaller residential properties.
- Allows for commercial signage on commercial and institutional uses in residential zones.



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TABLE 10-301: COMMERCIAL DISTRICTS – PERMITTED AND CONDITIONAL USES

USES	DISTRICTS							USE STANDARDS
	C-1	C-LYC	C-1E	C-2	C-3	C-4	C-5	
RESIDENTIAL								
Day-Care Home: Adult or Child	P	P	P	P	P		P	Per § 14-310
Dwelling (Above Non-Residential Ground Floor)	P	P						
Dwelling: Live-Work	P	P						
Dwelling: Multi-Family	P	CB						
Dwelling: Rowhouse	P	P						
Dormitory								
Fraternity or Sorority House	CO	CO						
Residential-Care Facility (16 or Fewer Residents)	P	P						
Residential-Care Facility (17 or More Residents)	CO	CO						
Rooming House	CB	CB						
INSTITUTIONAL								
Community Center								
Cultural Facility	CB	CB	CB	CB	P		P	Per § 14-308
Educational Facility: Commercial-Vocational				CB	P	P	P	
Educational Facility: Post-Secondary	CB	CB	CB	P	P	P	P	
Educational Facility: Primary and Secondary	CB	CB	CB	CB	CB		P	
Government Facility	CB	CB	CB	CB	CB	CB	CB	
Homeless Shelter					CB	CB	CB	
Hospital				CB	CB	CB	P	
Place of Worship	P	P	P	P	P	P	P	Per § 14-332

§ 17-414. ROOF SIGNS.

(A) *WHERE ALLOWED.*

ROOF SIGNS ARE ALLOWED AS FOLLOWS:

- (1) IN A RESIDENTIAL USE CATEGORY, ONLY ON MULTI-FAMILY DWELLINGS WITH 100 OR MORE UNITS; AND
- (2) IN ALL OTHER USE CATEGORIES, ON ALL USES FOR WHICH THE SIGN IS OTHERWISE ALLOWED UNDER THIS TITLE.



Electronic Signs

- Merges several definitions from the existing code.
- Creation of five electronic sign categories.
- Sign definition has expanded to include not just digital messaging but digital art, electronic graphics, videos, projection and wall integrated technology.
- Dwell time allows for minimum 10 second dwell for digital graphics and one minute maximum dwell time for digital animation in videos.



Electronic Signs

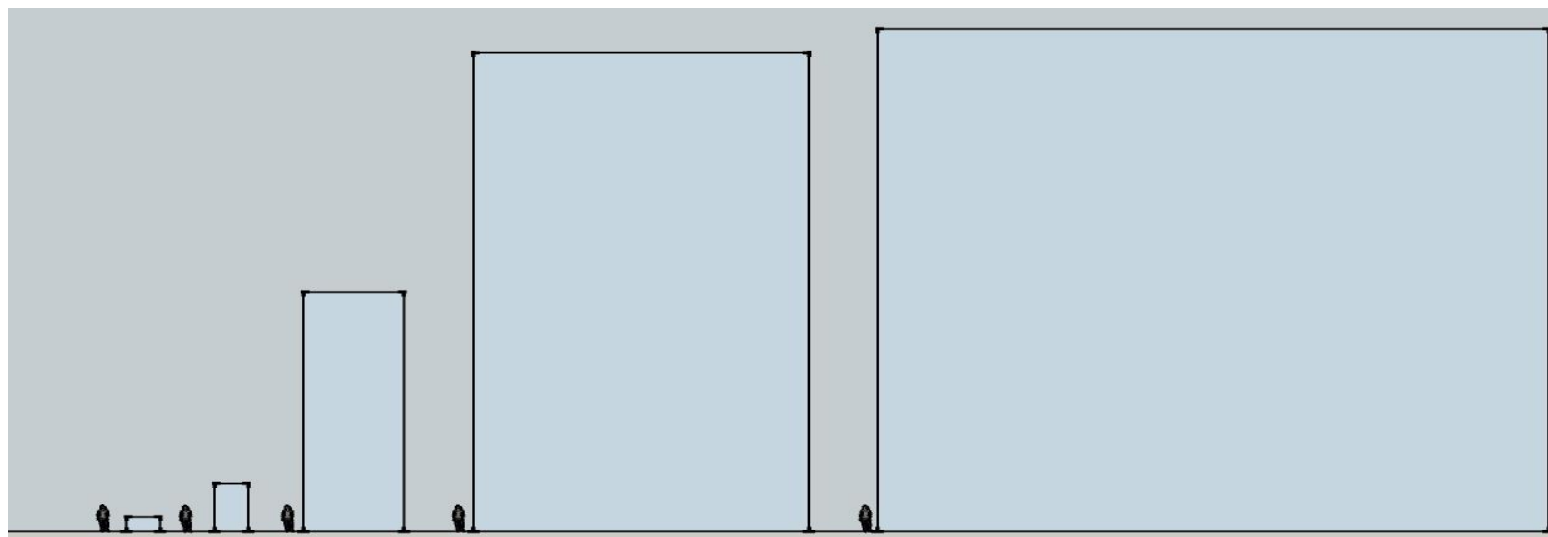
- Standalone electronic signs must follow the rules outlined in the electronic sign standards.
- An electronic sign may be integrated with another sign type outlined in the electronic sign standards, but must follow the rules of the non-electronic sign type. The electronic sign component may only be 25% of the non-electronic sign type.



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Electronic Sign Categories

	Max Area	Sign Type Allowed	Approval Method
Category I	15 sq. ft.	Freestanding or Wall	Allowable
Category II	50. sq. ft.	Freestanding, Projecting or Wall	Allowable or ASSC
Category III	750 sq. ft.	Freestanding, Roof or Wall	ASSC Only
Category IV	5,000 sq. ft.	Freestanding, Roof or Wall	ASSC Only
Category V	10, 500 sq. ft	Wall	ASSC Only



Sub-Title 5 - Area of Special Signage Control (ASSC)

- This section covers rules and approvals for areas of special signage districts.
- Must include multiple properties and cover an area of at least 600 linear feet of street frontage.
- This may be used for a theme area, such as an arts district or business area such as downtown.
- The creation of the district is by City Council but the specific signage plan is approved by the Planning Commission.
- The signage plan is basically like a PUD for signs and approaches approval like a conditional use through findings of fact and deviations on size and scale.



Sub-Title 5 - Area of Special Signage Control (ASSC)

- Allows for billboards.
- Electronic signs categories III, IV and V are only allowed in the ASSC.
- Noticed requirements of a proposed ordinance align to 5-603 of the zoning code with specific information regarding:
 - Name and address of the applicant,
 - Proposed boundaries planning department contact information to review a proposed signage plan
 - A statement that any objections to the area of special signage control should be given to the director of planning and the city Council.



Sub-Title 5 - Area of Special Signage Control (ASSC)

- The City Council must make findings of fact before approving the city Council Bill and the Planning Commission must make findings of fact before approving the signage plan.
- The signage plan required contents are included in this subtitle.
- The subtitle includes how to calculate percentage deviations.
- This subtitle speaks to prohibitions and amendments to the boundaries and signage plan.
- The BMZA may not further alter the sign included in the spot signage plan.



Tables

- Two Zoning Tables:
 - Table 17-201: Sign Regulations
 - Table 17-306 Maximum Cumulative Area of Signs
- Table 17-201: Sign Regulations is the menu. It tells you which signs you can do in what zoning district. As well as approval method, size, placement, quantity and ASSC deviations.
- Table 17-306 Maximum Cumulative Area of Signs is the “budget”. It tells you how much signage you can do on a lot.
 - Only for zoning districts that allow ASSCs.
 - Follow the column based on the largest sign in your ASSC signage plan.



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Table 17-201

TABLE 17-201: SIGN REGULATIONS							
(ADDITIONAL SIGN STANDARDS ARE LOCATED IN TITLE 17)							
SIGN TYPES BY ZONING DISTRICT		ZONING DISTRICT REQUIREMENTS			AREA OF SPECIAL SIGNAGE CONTROL (ASSC)		
	APPROVAL METHOD	MAXIMUM AREA PER SIGN	HEIGHT AND LOCATION REQUIREMENTS	MAXIMUM QUANTITY	SIGN TYPES ALLOWABLE FOR ASSC DEVIATION	MAXIMUM PERCENTAGE DEVIATION FOR HEIGHT AND AREA	QUANTITY DEVIATION
R-1A THROUGH R-4					NOT ELIGIBLE		
Freestanding (Monument)	A	32 sq. ft.	Maximum 6 ft.	1 per lot			
Provisional Fence Sign	A		Maximum 12 ft.				
Wall Sign (Ground Floor and Above Ground Floor)	A	18 sq. ft.		1 per lot			
R-5 THROUGH R-8					NOT ELIGIBLE		
A-Frame	A	8 sq. ft. per side	Maximum 4 ft.	1 per lot			
Awning or Canopy Sign and Open- Structural Framework Sign	A	2 sq. ft. per width of canopy or frame		1 per lot			
Banner Sign (Projecting)	A	12 sq. ft.		2 per lot			
Freestanding Sign (Monument)	A	32 sq. ft.	Maximum 6 ft.	1 per lot			
Provisional Fence Sign	A		Maximum 12 ft.				
Wall Sign (Ground Floor and Above Ground Floor)	A	18 sq. ft.		1 per lot			
R-9 THROUGH R-10					NOT ELIGIBLE		
A-Frame	A	8 sq. ft. per side	Maximum 4 ft.	1 per lot			



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Table 17-201 cont'd

<i>C-4 (cont'd)</i>	APPROVAL METHOD	MAXIMUM AREA PER SIGN	HEIGHT AND LOCATION REQUIREMENTS	MAXIMUM QUANTITY	SIGN TYPES ALLOWABLE FOR ASSC DEVIATION	MAXIMUM PERCENTAGE DEVIATION FOR HEIGHT AND AREA	QUANTITY DEVIATION
Wall Sign (Above Ground Floor)	A	2 sq. ft. per linear foot of building frontage		1 per interior lot/ 2 per corner lot	X	50%	Per Approved Signage Plan
Window Sign	A	No more than 25% of each window area	Ground floor and second floor only	2 windows per street frontage	X	50%	Per Approved Signage Plan
C-5-DC							
A-Frame Sign	A	8 sq. ft. per side	Maximum 4 ft.	1 per tenant with direct ground floor access/ Corner tenant 1 per street frontage			
Awning or Canopy Sign and Open- Structural Framework Sign	A	2 sq. ft. per width of canopy or frame		2 per lot	X	75%	Per Approved Signage Plan
Banner Sign (Pole Mounted))	A	32 sq. ft.		1 per lot	X	75%	Per Approved Signage Plan
Banner Sign (Projecting)	A	32 sq. ft.		4 per lot	X	75%	Per Approved Signage Plan
Banner Sign (Wall Mounted)	A	120 sq. ft.	Below parapet	1 per lot	X	75%	Per Approved Signage Plan
Billboard	ASSC Only				X	75%	Per Approved Signage Plan
Electronic Sign (Category I)	A	15 sq. ft.	Per sign type used	1 per lot	X	75%	Per Approved Signage Plan
Electronic Sign (Category II)	A	50 sq. ft.	Per sign type used	2 per lot	X	75%	Per Approved Signage Plan
Electronic Sign (Category III)	ASSC Only	750 sq. ft.	Per sign type used		X	75%	Per Approved Signage Plan
Electronic Sign (Category IV)	ASSC Only	5,000 sq. ft.	Per sign type used		X	75%	Per Approved Signage Plan



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Table 17-306

TABLE 17-306 MAXIMUM CUMULATIVE AREA OF SIGNS						
ZONING DISTRICT	MAXIMUM AREA PER LOT BY INCLUDED SIGN TYPES					
	PROPERTIES OUTSIDE OF AN AREA OF SPECIAL SIGNAGE CONTROL	PROPERTIES WITHIN AN AREA OF SPECIAL SIGNAGE CONTROL*				
	ALL NON-ELECTRONIC SIGN TYPES AND ELECTRONIC SIGN CATEGORIES I AND II	ALL NON-ELECTRONIC SIGN TYPES AND ELECTRONIC SIGN CATEGORIES I AND II	ALL NON-ELECTRONIC SIGN TYPES AND ELECTRONIC SIGN CATEGORIES I, II AND III	ALL NON-ELECTRONIC SIGN TYPES AND ELECTRONIC SIGN CATEGORIES I, II, III AND IV	ALL NON-ELECTRONIC SIGN TYPES AND ELECTRONIC SIGN CATEGORIES I, II, III, IV AND V	MAXIMUM PERCENTAGE DEVIATION FOR AREA
C-1	100 sq. ft.	100 sq. ft.	-	-	-	25%
C-1 -E	100 sq. ft.	100 sq. ft.	-	-	-	25%
C-1-VC	75 sq. ft.	75 sq. ft.	-	-	-	25%
C-2	225 sq. ft.	225 sq. ft.	500 sq. ft.	-	-	25%
C-3	450 sq. ft.	450 sq. ft.	-	-	-	25%
C-4	450 sq. ft.	450 sq. ft.	-	-	-	25%
C-5-DC	1200 sq. ft.	1200 sq. ft.	1,750 sq. ft.	7,000 sq. ft.	13,000 sq. ft.	50%
C-5-IH	1200 sq. ft.	1200 sq. ft.	1,750 sq. ft.	-	-	50%
C-5-DE	1000 sq. ft.	1000 sq. ft.	1,500 sq. ft.	-	-	50%
C-5-HT	750 sq. ft.	750 sq. ft.	-	-	-	50%
C-5-TO	1000 sq. ft.	1000 sq. ft.	1,500 sq. ft.	6,000 sq. ft.	-	50%
C-5-HS	750 sq. ft.	750 sq. ft.	900 sq. ft.	-	-	50%



Tentative Timeline

- **August 29th- Public Informational Meeting**
- **September 6th- Planning Commission (Presentation and Testimony only)**
- **1st Week of October- 2nd Public Meeting**
- **October 18th- Planning Commission (vote)**

