

GETTING STARTED - HOW TO NAVIGATE THE NEW SIGN REGULATIONS (Quick Guide)

JANUARY 10, 2019



EXISTING VERSUS INCOMING TITLE 17 STRUCTURE

Title 17 Subtitles and Tables in Existing Code

Subtitle 1: Purpose of Title; Definitions

Subtitle 2: Placement, Design, and Construction

Subtitle 3: Sign Dimension Measurement Methodology

Subtitle 4: Sign Permit and Special Designations

Subtitle 5: Exempt Signs

Subtitle 6: Prohibited Signs

Subtitle 7: Temporary Signs

Subtitle 8: Permanent Signs

Subtitle 9: Areas of Special Sign Control

Subtitle 10: Nonconforming Signs

Table 17-804: Freestanding Sign Regulations

Table 17-812: Projecting Sign Regulations

Title 17 Subtitles and Tables in Incoming Regulations

Subtitle 1: Purpose of Title; Definitions

Subtitle 2: Placement, Design and Construction

Subtitle 3: Sign Dimension Measurement Methodology

Subtitle 4: Requirements By Sign Type

Subtitle 5: Areas of Special Signage Control

Table 17-201: Sign Regulations

Table 17-306: Maximum Cumulative Area of Signs



EXISTING VERSUS INCOMING TITLE 17 SIGN TYPES

Sign Types in the Existing Title 17

Sign Permit and Special Designations (Subtitle 4)	Prohibited Signs (Subtitle 6)	Permanent Signs (Subtitle 8)
<ul style="list-style-type: none"> • Classic Signs 	<ul style="list-style-type: none"> • Alcoholic Beverage and Cigarette Advertising • Billboards • Moving or Flashing • Obscene • Painted • Portable 	<ul style="list-style-type: none"> • Awnings and Canopies • Electronic message Signs • Freestanding Signs • Marquees • Menu Board Signs • Nameplates • Neighborhood Identification signs • Open-Space Directional Signs • Open-Space Identification Signs • Parking Access Signs • Projecting Signs • Residential Identification Signs • Roof Signs • Wall Signs • Window Signs
Exempt Signs (Subtitle 5)	Temporary Signs (Subtitle 7)	
<ul style="list-style-type: none"> • Banners (Temporary) • Bike Sharing Stations, advertising on • Flags • Garage or Yard Sale • Governmental • House Number • Memorial Plaques • Misc Informational Matter • Official Public Notices • Parking Regulation Signs • Non-commercial or political signs • Real Estate Signs • Warning Signs • Window Signs (Temporary) • “Sponsor-a-road” signs 	<ul style="list-style-type: none"> • A-Frame • Attention-getting devices • Temporary Construction Signs • Temporary, subdivision or PUD signs • Temporary Pole Signs • Temporary Wall Signs 	

Sign Types in the Incoming Title 17

Sign Types
<ul style="list-style-type: none"> • A-Frame • Alcoholic Beverage and Cigarette Advertising Signs (generally prohibited) • Attention-getting Devices • Awning or Canopy Signs and Open-Structural Framework Signs • Banner Signs (3 types) <ul style="list-style-type: none"> ❖ <i>Freestanding Banner Signs</i> ❖ <i>Projecting Banner Signs</i> ❖ <i>Wall Mounted Banner Signs</i> • Billboards • Electronic Signs (5 categories) • Freestanding Signs (3 types) <ul style="list-style-type: none"> ❖ <i>Monument</i> ❖ <i>Pole</i> ❖ <i>Pylon</i> • Moving or Flashing Signs • Obscene Signs (generally prohibited) • Portable Signs (generally prohibited) • Projecting Signs • Provisional Fence Sign • Roof Signs • Wall Signs • Window Signs



Understanding The New 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, but applies to all properties in that zoning district regardless of is the property is in a ASSC or not.
 - If Property not in ASSC follow the unshaded column to the far left.
 - If property is in an ASSC follow the column based on the largest electronic sign in your ASSC signage plan for that property.



How Can I Determine If I Can Do A Sign?

Step 1: Go To Table 17-201: Sign Regulations to see if the desired sign type is listed under the applicable zoning district.

Step 2: Is it “A” for Allowed (permitted) or “ASSC Only” (Must be in an approved ASSC Signage Plan). If it is allowed and the property is not part of an ASSC, then it can be applied for by a regular permit. If the property is in an ASSC then the approved Signage Plan will govern.

Step 3: Go to the desired sign type in Subtitle 4. Determine if the use of the property can have that sign type (“Where Allowed”).

Step 4: If yes, then follow the maximum area, location and quantity standards outlined in Table 17-201 and other provisions of Title 17. (Note: Check Title 17 for any other governing rules.)

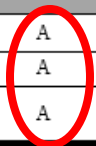
Step 5: Determine if the property has requirements in Table 17-306: Maximum Cumulative Area Of Signs. If so, determine the existing amount of signage to see if the proposed signage does not exceed the cumulative maximum area allowed.



How Can I Determine If I Can Do A Sign?

Steps 1, 2 and 4: 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							
Freestanding (Monument)	A	32 sq. ft.	Maximum 6 ft.	1 per lot	NOT ELIGIBLE		
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							
A-Frame	A	8 sq. ft. per side	Maximum 4 ft.	1 per lot	NOT ELIGIBLE		
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							
A-Frame	A	8 sq. ft. per side	Maximum 4 ft.	1 per lot	NOT ELIGIBLE		



How Can I Determine If I Can Do A Sign?

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



How Can I Determine If I Can Do A Sign?

Step 3: Can you do a sign type for a particular use?

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

USES	DISTRICTS							USE STANDARDS
	C-1	C-1-VC	C-1-E	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						

Refer to the use tables for the underlying zoning to confirm the use allowed in the “where allowed” section can have the desired sign.

USES	DISTRICTS							USE STANDARDS
	C-1	C-1-VC	C-1-E	C-2	C-3	C-4	C-5	
INSTITUTIONAL								
Community Center	CB	CB	CB	CB	P		P	
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.



How Can I Determine If I Can Do A Sign?

Step 5: 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%



Understanding Example Sign Placement

