



Proposed Amendments to Sign Code
Presentation to City Planning Commission
June 18, 2018



Sign Code

Sec. 30-500. - Findings; purpose and intent; interpretation.

- (a) Signs obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation. The purpose of this article is to regulate the size, color, illumination, movement, materials, location, height and condition of all signs placed on private property for exterior observation, thus ensuring the protection of property values, the character of the various neighborhoods, the creation of a convenient, attractive and harmonious community, protection against destruction of or encroachment upon historic areas, and the safety and welfare of pedestrians and wheeled traffic, while providing convenience to citizens and encouraging economic development. This article allows adequate communication through signage while encouraging aesthetic quality in the design, location, size and purpose of all signs. This article shall be interpreted in a manner consistent with the First Amendment guarantee of free speech. If any provision of this article is found by a court of competent jurisdiction to be invalid, such finding shall not affect the validity of other provisions of this article which can be given effect without the invalid provision.

Adjustments to Awning and Canopy Signs: Definitions and Conditions:

Sign, Awning is a type of sign printed, sewn or similarly attached to a permanent or retractable architectural projection, typically constructed using a lightweight frame structure over which a cloth or similar non-structural covering is attached, providing a light roof-like structure over door entrances or windows that provides sun and weather protection, identity or decoration and is wholly supported by the exterior façade of the building to which it is attached.

An awning sign shall be permitted, subject to the following conditions:

- In no case an awning or an awning sign should obscure architectural details.
- The horizontal projection of the awning shall not exceed four (4) feet from the face of the building to which it is attached.
- The vertical distance from the top to the bottom of any awning shall not exceed four (4) feet, including any valance.
- The vertical underclearance for the awning shall not be less than eight (8) feet.
- No portion of any awning shall extend above the windowsill level of the story (if any), above it.
- Awnings shall be attached to the storefront at the lintel or transom bar.
- Awnings shall be located at a level that relates to the storefront opening.
- Awnings shall not cover the first floor or the transom windows of the building.
- No awning sign shall be illuminated.
- In no case shall an awning extend over more than one storefront opening.



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- Only awnings over ground floor story doors or windows may contain signs.
- A maximum of one awning sign per street frontage or tenant frontage.
- The sign shall be attached on the awning canopy fascia parallel or nearly parallel to the building façade.
- The sign shall not extend outside the length or width of the awning.
- The sign shall not be permitted above the ground floor.
- The sign shall not exceed a maximum of seventy-five percent (75%) of the awning façade.
- The height of the letters shall not exceed 12” in height or twenty-five percent (25%) of the awning façade height, whichever is less.
- The awning sign should be subject to the following dimensions:
 - A. Area:** Subject to maximum signable area calculations.
 - B. Width:** max.75% of the awning façade, subject to maximum signable area calculations
 - C. Height:** max. 1’
 - D. Clear Height:** min. 8’

Awning Sign





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Sign, Canopy is a type of sign attached to a permanent structure or architectural projection typically of rigid construction over which a structural covering is attached, providing a roof-like structure over door entrances, outdoor dining or service areas, that provides sun and weather protection, identity or decoration and is structurally independent or partially supported by the exterior façade of the building to which it is attached.

A canopy sign shall be permitted, subject to the following conditions:

- In no case a canopy or a canopy sign should obscure architectural details.
- The horizontal projection of any canopy shall not extend closer than two (2) feet from the curb.
- Column supports, if provided, shall not extend closer than four (4) feet from the curb, the building face or another column support.
- The vertical underclearance for the canopy shall not be less than eight (8) feet.
- The vertical distance from the top to the bottom of the canopy shall not exceed two (2) feet.
- A canopy sign may be illuminated.
- A maximum of one canopy sign per street frontage or tenant frontage.
- The sign shall be attached on, above or below the canopy fascia parallel or nearly parallel to the building façade.
- Only canopies over ground story doors or windows may contain signs.
- A sign may be displayed on the fascia of a canopy in lieu of a wall sign. Such sign shall be considered a wall sign, with the fascia of the attached canopy acting as the signable area, except that the signable area for a canopy fascia sign should not project beyond the limits of the canopy in any direction, and shall be no wider than the width of the canopy. Any canopy fascia sign shall be in lieu of an above-canopy or below-canopy sign under this section.
- The sign shall not extend outside the length or width of the canopy.
- The sign shall not be permitted above the ground floor.

Above-Canopy Signs / General Provisions

- A sign may be erected on the top of an attached canopy in a position parallel, ~~or nearly so,~~ or nearly so to the building face in lieu of a wall sign, if there is no canopy fascia sign visible when facing the building.
- The sign width shall not exceed a maximum of seventy-five percent (75%) of the canopy length or width.
- The height of the letters shall not exceed 24" in height or twenty-five percent (25%) of the façade height, whichever is less.



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- The depth of the letters shall not exceed 13”.
- The canopy sign should be constructed of free-standing letters, numbers, others characters, or free-standing business logos, subject to the following dimensions:

A. Area: Subject to maximum signable area calculations.

B. Width: max. 75% of the canopy length, subject to maximum signable area calculations

C. Height: max. 2’

D. Clear Height: min. 8’



Above Canopy Sign Example

Illumination

- A canopy sign can be externally or internally illuminated subject to the following:

Prohibited Light Sources

- Blinking, flashing, chasing and sequential.
- Colored lights used in any manner so as to be confused with or construed as traffic control devices.
- Direct reflected light that creates a hazard to operators of motor vehicles <or bicyclists>.



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- Lights that outline property lines, sales areas, roof lines, doors, windows or similar areas are prohibited, except for seasonal lighting or very low luminosity lighting displays using multiple lamps.

External Illumination

- Lighting directed toward a sign must be shielded so that it illuminates only the face of the sign and does not shine directly onto public right-of-way or adjacent properties.
- Projecting light fixtures used for externally illuminated signs must be simple and unobtrusive in appearance and not obscure the sign.

Internal Illumination

- Reverse channel internally back-lit letters are allowed.

Zoning districts where an awning or canopy sign are permitted:

- R-1, R-2, R-3, R-4, R-5, R-5A, R-6, R-7, R-8
- R-43, R-48, R-53, R-63, R-73
- RO-1 RESIDENTIAL-OFFICE DISTRICT
- RO-2 RESIDENTIAL-OFFICE DISTRICT
- RO-3 RESIDENTIAL-OFFICE DISTRICT
- HO HOTEL-OFFICE DISTRICT
- I INSTITUTIONAL DISTRICT
- UB URBAN BUSINESS DISTRICT
- UB-2 URBAN BUSINESS DISTRICT
- B-1 NEIGHBORHOOD BUSINESS DISTRICT
- B-2 COMMUNITY BUSINESS DISTRICT
- B-3 GENERAL BUSINESS DISTRICT
- B-4 CENTRAL BUSINESS DISTRICT
- B-5 CENTRAL BUSINESS DISTRICT
- B-6 MIXED-USE BUSINESS DISTRICT
- B-7 MIXED-USE BUSINESS DISTRICT
- RF-1 RIVERFRONT DISTRICT (illumination requirements may be established)
- RF-2 RIVERFRONT DISTRICT (illumination requirements may be established)
- CM COLISEUM MALL DISTRICT
- DCC DOWNTOWN CIVIC AND CULTURAL DISTRICT
- OS OFFICE-SERVICE DISTRICT
- RP RESEARCH PARK DISTRICT
- M-1 LIGHT INDUSTRIAL DISTRICT



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- M-2 HEAVY INDUSTRIAL DISTRICT
- TOD-1 TRANSIT-ORIENTED NODAL DISTRICT

Adjustments to Sign Area Maximums: Various Districts

- **M-1 (Light Industrial):** The aggregate area of all signs shall not exceed **three** square feet for each linear foot of lot frontage along the street nor in any case **300** square feet for each street frontage, provided this shall not be construed to restrict any lot to less than **50** square feet of sign area per street frontage.
- **M-2 (Heavy Industrial):** The aggregate area of all signs shall not exceed **three** square feet for each linear foot of lot frontage along the street nor in any case **300** square feet for each street frontage, provided this shall not be construed to restrict any lot to less than **50** square feet of sign area per street frontage.
- **TOD-1 (TRANSIT-ORIENTED NODAL DISTRICT):** The aggregate area of all signs directed toward or intended to be viewed from any street frontage shall not exceed two square feet for each linear foot of lot frontage along the street nor in any case **200** square feet for each street frontage.
- **B-3 (General Business):** The aggregate area of all signs shall not exceed **two** square feet for each linear foot of lot frontage along the street nor in any case **300** square feet for each street frontage, provided this shall not be construed to restrict any lot to less than **50** square feet of sign area per street frontage.
- **B-4 (Central Business):** The aggregate area of all signs shall not exceed **two** square feet for each linear foot of lot frontage along the street nor in any case **300** square feet for each street frontage.

Adjustments to Appendix A: Special Use Permits and Amended Special Use Permits related to Signs only

- **Commercial or industrial use equal to or less than 5,000 square feet: \$1,800**
 - **Proposed Fee: \$500**
- **Commercial or industrial use greater than 5,000 square feet: \$2,400**
 - **Proposed Fee: \$500**