



## **PUBLIC MEETING PURPOSES:**

**Share Phase 2 Draft Code (permanent signs)**

**Hear your feedback on improvements to the Draft Code:**

- **Fill out the comment form now**
- **Take the online questionnaire later**

## **PHASE 1**

**INTERIM SIGN  
CODE CHANGES**

## **PHASE 2**

**COMPREHENSIVE  
SIGN CODE UPDATE**

**2017** WINTER SPRING SUMMER FALL WINTER SPRING **2018**

- Listening Sessions
- Public Meeting
- Public hearings on Phase 1 content-neutral regulations

- Public Meetings in February (2)
- Online Questionnaire (473 responses)
- Coffee Talks (3), Community Presentations, One-on-Ones
- Worksessions with boards and commissions
- Draft Code
- Public Meeting in May
- Public Hearings

# Why Regulate Signs?

## Sign regulations

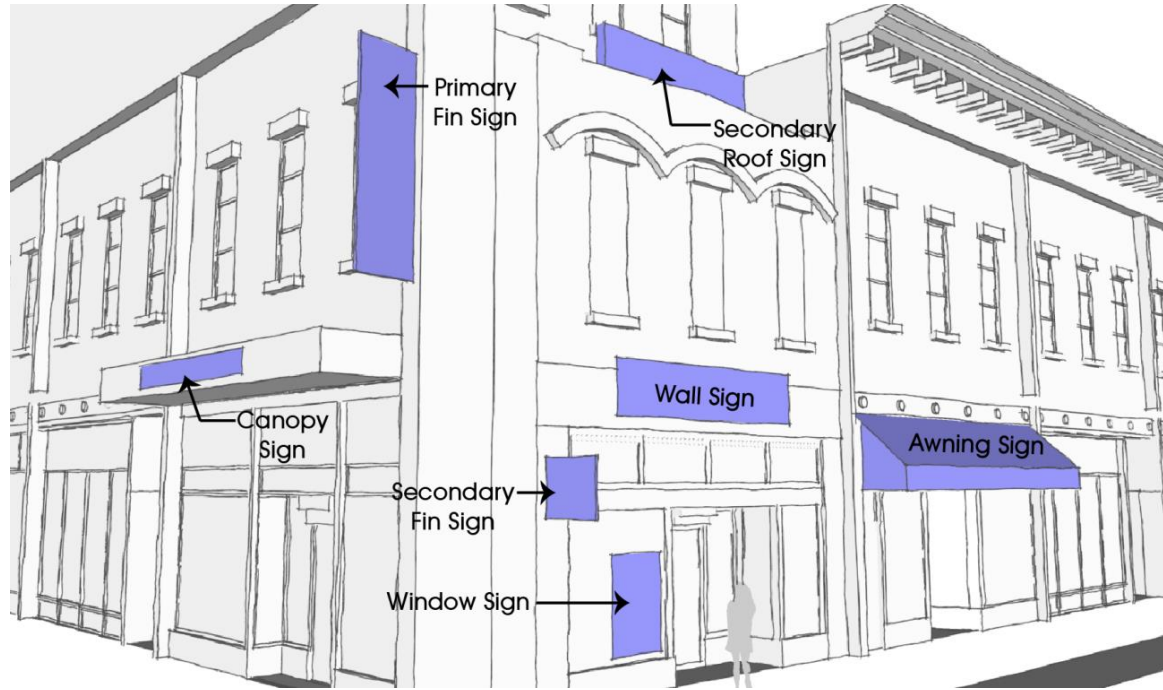
- Balance business interests and community aesthetics
- Balance the right to expression vs. public safety
- Preserve and enhance property values

## Why update the Sign Code now?

- Confirm current sign standards are meeting City's goals, such as economic development
- Enhance code legibility
- Implement the recently adopted Downtown Plan
- Explore changes to accommodate new technology



# Sign Code Vocabulary

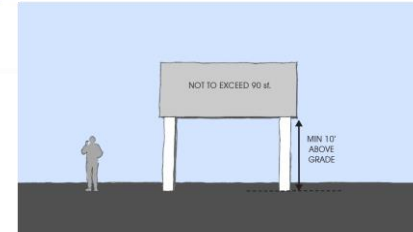


**Sign area allowance:** the total amount of sign area that may be allocated to certain types of signs



**Electronic Message Center**

**Billboard**



# Draft Code Recommendations

SIGN TYPE	LOCATION	WHAT WOULD CHANGE?	WHAT WILL NOT CHANGE?
Wall Signs	Downtown	<b>Horizontal signs:</b> Maximum height proportional to building height. No maximum width. <b>Vertical applied or painted signs:</b> height and width standards.	Other existing standards.
Projecting or Fin Signs	Downtown	Proportion to building height and location: <ul style="list-style-type: none"> <li>• Projection into the Right-of-Way</li> <li>• Maximum square footage</li> <li>• Maximum height</li> </ul>	Other existing standards including awning standards.
Window Signs	Downtown	No maximum height. Up to 50% of an architecturally distinct window.	Other existing standards, including no interactive window signs.
Restoration / Replacement of Historic Signs	Downtown	<b>New Sign Type/Process:</b> Flexibility to allow re-creation of historic signs that contribute to the period of significance of a historic building/district	Other existing standards.

# Draft Code Recommendations

SIGN TYPE	LOCATION?	WHAT WOULD CHANGE?	WHAT WILL NOT CHANGE?
Secondary Roof Signs	Citywide	<b>New Sign Type:</b> 1 per non-residential or mixed-use building. Counts toward sign area allowance.	Other existing standards.
Electronic Message Centers (EMCs)	Outside of Downtown	Allows full color. Increased resolution.	Other existing standards.
Conversion of Non-Conforming Billboards	Outside of Downtown	<b>New Sign Type:</b> Replacement ratio of 8:1 or 2,200 sf. New signs allowed in Digital Billboard Overlay spaced 2 miles apart.	Could leave code as is: prohibiting new off-premise signs.
Horizontal or Vertical Projected Light Signs	Downtown, Commercial zoning districts, etc.	<b>New Horizontal Sign Type</b> allowed by portable sign permit like A-frame signs. <b>New Vertical Sign Type</b> for temporary special events.	Other existing standards.

## Potential impact to business owners:

- If the sign code is updated, **existing signs can remain.**
- **The sign area allowance stays the same.**
- **More sign types are proposed in the Draft Code:** historic signs, secondary roofs, horizontal and/or vertical light projected signs
- **Standards are revised in the Draft Code** for window signs, projecting signs and wall signs

**OR**

Permanent Sign Code remains the same (no options added).