

1. Is the process of the Sign Code Update on track?
2. What feedback does Council have on a Digital Billboard option?

SIGN CODE UPDATE

PHASE 1

**INTERIM SIGN
CODE CHANGES**

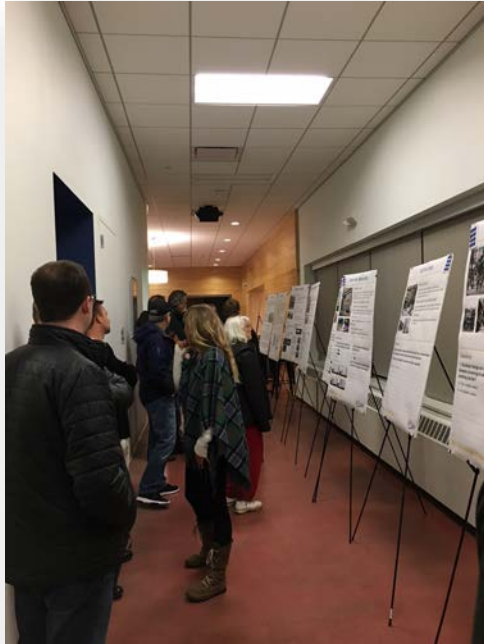
PHASE 2

**COMPREHENSIVE
SIGN CODE UPDATE**

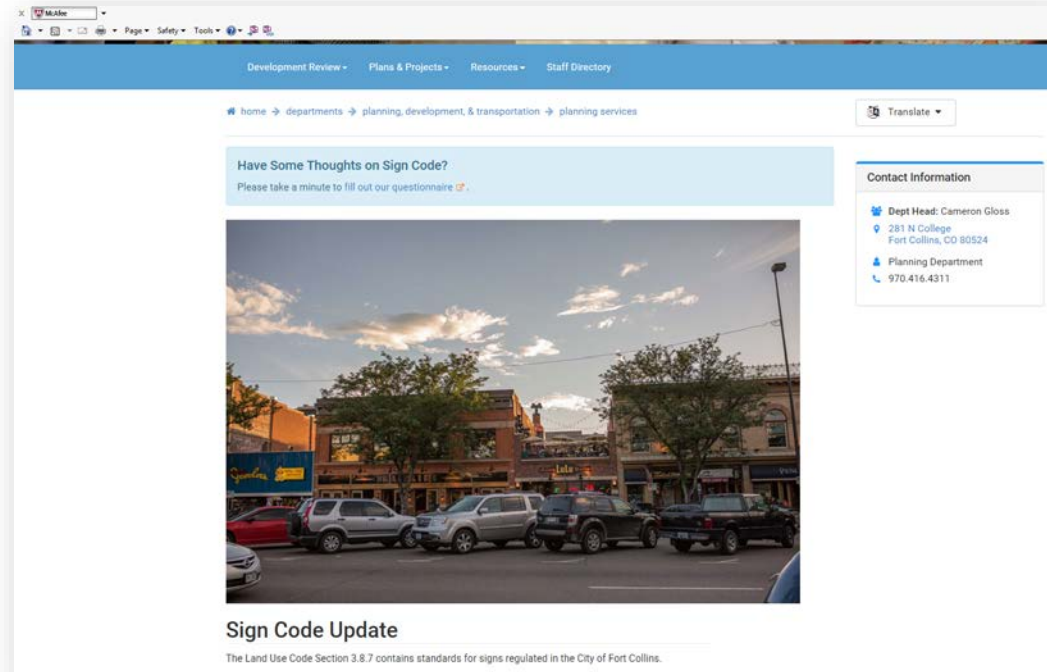
2017 WINTER SPRING SUMMER FALL WINTER **2018**

1. Improve the overall legibility of the Sign Code Section
2. Implement action items for the adopted Downtown Plan
3. Discuss sign standards for new technology
4. Provide an option for consideration of Digital Billboards

Two Meetings at the Museum of Discovery and at the Drake Centre



- Sign Code Website
- Questionnaire
- Social Media
- City Website



At the end of February an email
Went out to those that signed
up for updates on the
Downtown Plan

Over 900 recipients



We are updating the Sign Code and want to hear from you!

Fill out our [questionnaire](#) or join us for an upcoming meeting. More details below!

Background

You are receiving this email because of your interest in the Downtown Plan. To implement the Plan, the City initiated an update to the Sign Code to address two policies:

- **Policy UD4c: Historic Commercial Signs.** Restore existing historic signs and allow for the reconstruction of historically significant signs that previously existed.
- **Policies UD5a (1) and (2):** Develop Land Use Code regulations that identify performance standards for design elements that activate buildings and private outdoor spaces along public streets. Amend the Sign Code to require pedestrian-oriented signs.

City staff held two rounds of public meetings about the update to the Sign Code in July 2017 and February 2018, and are continuing to hold conversations with Downtown business owners and interested residents.

How to Get Involved

If you have thoughts about the Sign Code, we would love to hear them! Here are three ways to

Contact Us:
<https://www.fcgov.com/planning/sign-code-update.php>

Noah Beals
Senior City Planner, Zoning
970-416-2313
nbeals@fcgov.com



Beginning of March A Flyer was mailed to over 1,000 individuals

FORT COLLINS SIGN CODE UPDATE



What is this all about?

The City of Fort Collins is updating the Municipal Sign Code and wants your input on a number of different types of signs and range of potential changes. We know your time is precious, and so are your signs, so here are three convenient opportunities to answer your questions:

1. **Coffee Talk: March 7 @ 10:00am-12:00pm** at Mugs Coffee Lounge
2. **Coffee Talk: March 7 @ 1:00-5:00pm** at Lobby of 281 North College Avenue
3. **Coffee Talk: March 22 @ 8:00am-5:00pm** at Lobby of 281 North College Avenue

BRING YOUR QUESTIONS!

Why update the Sign Code now?

Content Neutrality

- A recent Supreme Court ruling determined that sign regulations cannot vary standards such as size, location, and duration based on the message of the sign (e.g. "special event" or "for sale sign").

City Values and Goals

- 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

Contact us:

For more information and to take the online questionnaire visit:
www.fcgov.com/planning/sign-code-update.php

For questions or to schedule a presentation, please contact:

Noah Beals
 Senior Senior Planner - Zoning
 970.416.2313
nbeals@fcgov.com

What can you expect?

- If the sign code is updated, **existing signs can remain**
- More sign types could be available: historic signs, secondary roofs sign, interactive window signs, horizontal and/or vertical light projected signs
- Sign allowances could be increased

OR

- Sign code remains the same (no options added, depending on public input).

Expanding Sign Options

SIGN TYPE	LOCATION?	WHAT COULD CHANGE?	WHAT WILL NOT CHANGE?
Wall Signs	Downtown	Specify lighting method? Revise heights based on pedestrian environment and height of building?	Other existing standards.
Projecting Signs	Downtown	Increase height relative to height of building?	Other existing standards.
Window Signs	Downtown	Increase/decrease coverage allowance? Address transparent signs?	Other existing standards.
Awning Signs	Downtown	Increase coverage allowance?	Other existing standards.
Historic Signs	Downtown	Increase flexibility to allow re-creation of historic signs that contribute to the period of significance of a historic building/district?	Other existing standards.
Secondary Roof Signs	Downtown or Citywide?	New Sign Type: Appropriate districts? Maximum size? Placement on secondary roof/canopy?	Other existing standards.
Electronic Message Centers (EMCs)	Outside of Downtown	Percent of sign face? Color? Resolution?	Other existing standards.
Digital Billboards	Outside of Downtown	New Sign Type: Accelerate reduction of existing billboards through incentive of up to 5 new digital billboard locations?	Could leave code as is, prohibiting off-premise signs.
Interactive Window Signs	Downtown or Citywide?	New Sign Type: Appropriate districts? Maximum size? Brightness?	Other existing standards.
Horizontal or Vertical Projected Light Signs	Downtown or Citywide?	New Sign Type: Appropriate districts? Maximum size? Placement sidewalk or building? Temporary or permanent? Colors?	Other existing standards.

Tell Us!

Take our online questionnaire to provide your input:
www.fcgov.com/planning/sign-code-update.php

Coffee Talks:

March 7
10am-12pm
Mugs Coffee Lounge

March 7
1:00-5:00pm
Lobby of 281 North College Avenue

March 22
8:00am-5:00pm
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Walk-in Chats (Coffee Talks)

In March three times for walk-in chats



In March presented at three Work Sessions

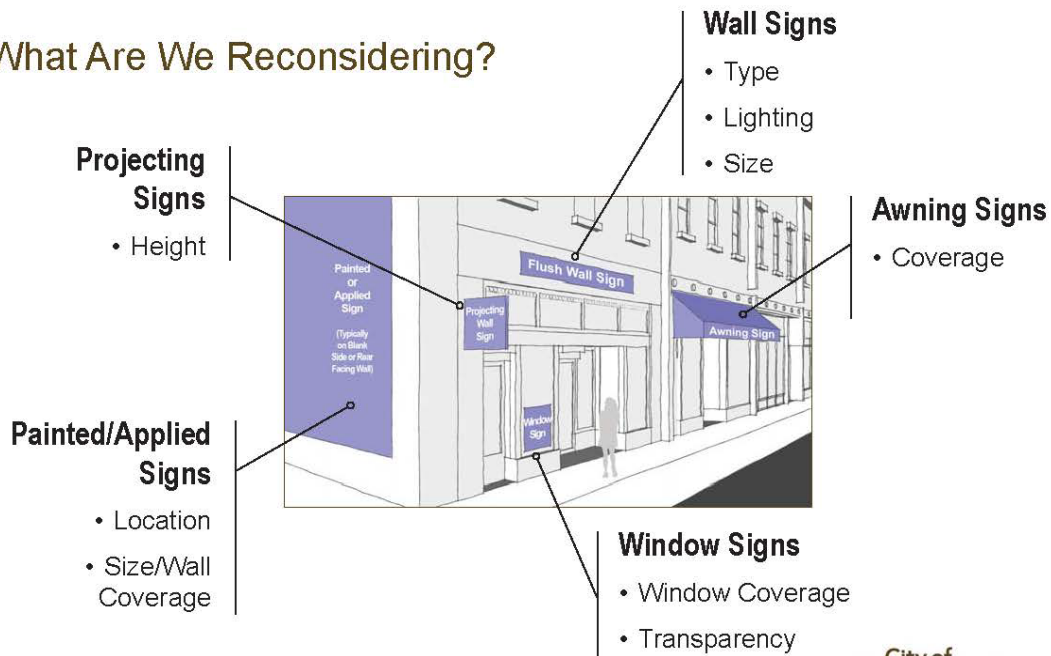
- March 09th Planning and Zoning Board
- March 17th Landmark Preservation Commission
- March 27th City Council

Other organizations that requested a presentation

- February 14th, 2018 Downtown Business Association, Board Meeting
- February 15th, 2018 Downtown Business Association, Member meeting
- March 15th, 2018 Downtown Business Association, Member meeting
- March 9th, 2018 Chamber of Commerce Local Legislative Affairs Committee

Summary of Presentations

What Are We Reconsidering?



Sign Code Update: Phase 2

Summary of Presentations

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Anticipated next steps

- Begin drafting code language
- Schedule a public meeting to present drafted code language
- Refine the drafted language
- Proceed to Planning and Zoning Board and Landmark Preservation Committee for recommendation
- Present to Council with recommendations for consideration

Billboards

- ❑ Off-Premise Signs are not allowed in any zone district.
- ❑ Most billboards in Fort Collins city limits are between 72 - 672 square feet.

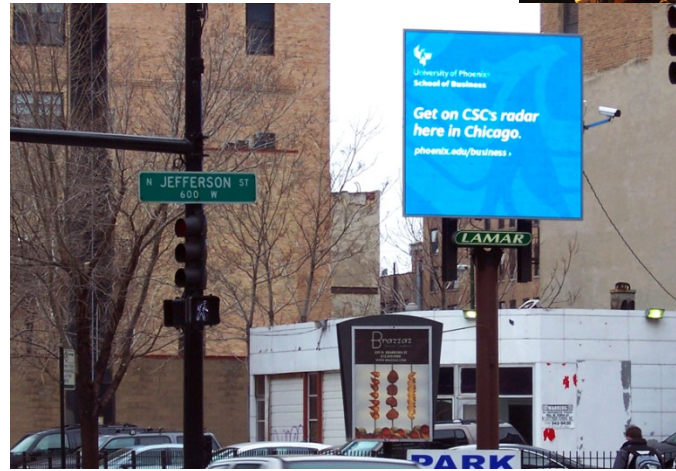


Intent: Since 1994 the city has not allowed the construction of any new off-premise signs (i.e. billboards 72 square feet and above). The intent is to reduce the remaining billboards over time.

There close to 80 billboards within city limits today on about 40 structures.



Digital Billboards are computer-controlled electronic displays with technological capabilities that offer greater versatility in messaging.



From Lamar.com

	Path 1: Attrition Owners remove existing billboards voluntarily, such as through redevelopment.	Path 2: Digital Billboards Owners remove existing billboards in order to construct a digital billboard.
Locations	I-25, S. College Ave., N. College Ave., Mulberry, Downtown, Riverside, Mason	Commercial/industrial areas on I-25 and S. College Ave.
Design	Same as existing	Need to define digital billboard design standards
Brightness & Glare	Same as existing	Need to define allowable brightness and glare standards

	Path 1: Attrition Owners remove existing billboards voluntarily, such as through redevelopment.	Path 2: Digital Billboards Owners remove existing billboards in order to construct a digital billboard.
Pros	No change to existing sign code.	Accelerates reduction of existing billboards. Supports market demand.
Cons	Will take a long time.	Digital billboards may not be contribute to desired character.
Outcomes	Gradual reduction in 80 billboards	Digital billboards in up to 5 locations

- Do you prefer to reduce billboards through attrition, or reduce through conversion to digital billboard?

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