



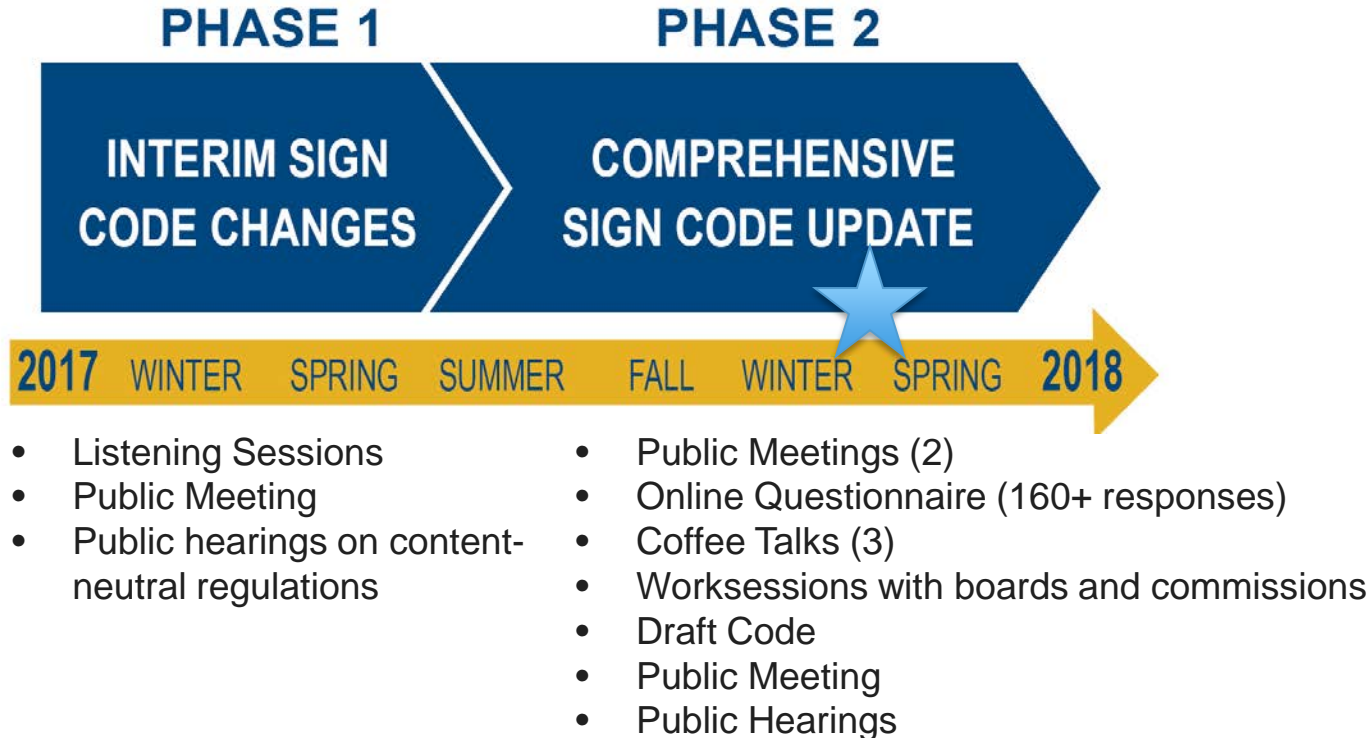
SIGN CODE UPDATE
DBA March Membership Meeting – March 14, 2018

PRESENTATION PURPOSES:

Share progress on Phase 2 (permanent signs)

Summarize public comment and preferences

Receive input on sign options



Sign regulations

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

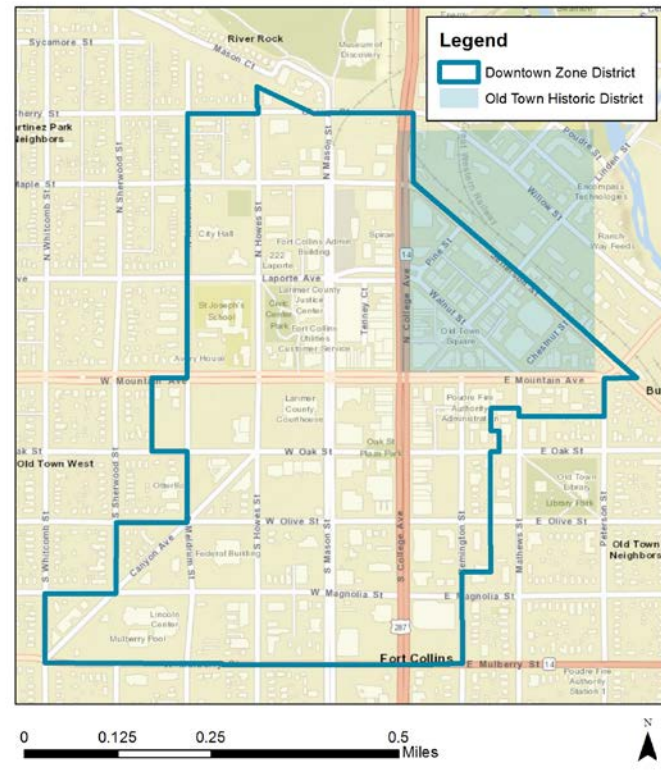
Why update the Sign Code now?

- 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

Context: Downtown is a vibrant pedestrian district with particular historical and cultural significance.

Issue: The current sign standards are applied city-wide and not unique to the Downtown area. The Old Town Design Guidelines only apply to a portion of Downtown.

Downtown Fort Collins Zoning District



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? Flexibility for vertical wall signs? | Other existing standards. |
| Projecting Signs | Downtown | Increase height relative to height of building? Flexibility for vertical projecting signs? | 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 | New Sign Type/Process: Increase flexibility or create new process to allow re-creation of historic signs that contribute to the period of significance of a historic building/district? | Other existing standards. |

Sign Options

| SIGN TYPE | LOCATION? | WHAT COULD CHANGE? | WHAT WILL NOT CHANGE? |
|--|-----------------------|---|--|
| 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 | Increase percent of sign face? Increase color? Increase 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 new 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. |

Potential impact to business owners:

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

OR

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

Next Steps

- ☐ Coffee Talks (March 22)
- ☐ Finalize Questionnaire Results (end of March)
- ☐ Draft Code (April)
- ☐ Public Meetings on Draft Code (May)
- ☐ P&Z Commission Study Session (May-June)
- ☐ Adoption Process (June-July)

Other ways to comment

- ☐ Submit comments online
- ☐ Schedule a Meeting | Email Noah Beals (nbeals@fcgov.com)