



PRESENTATION PURPOSES:

Share progress on Phase 2 (permanent signs)

Receive LPC input on Historic Sign re-creation

Receive LPC input on proposed Downtown Sign changes

PHASE 1

**INTERIM SIGN
CODE CHANGES**

PHASE 2

**COMPREHENSIVE
SIGN CODE UPDATE**

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

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

- Public Meetings (2)
- Online Questionnaire (160+ responses)
- Coffee Talks (3)
- Worksessions with boards and commissions
- Draft Code
- Public Meeting
- 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

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).

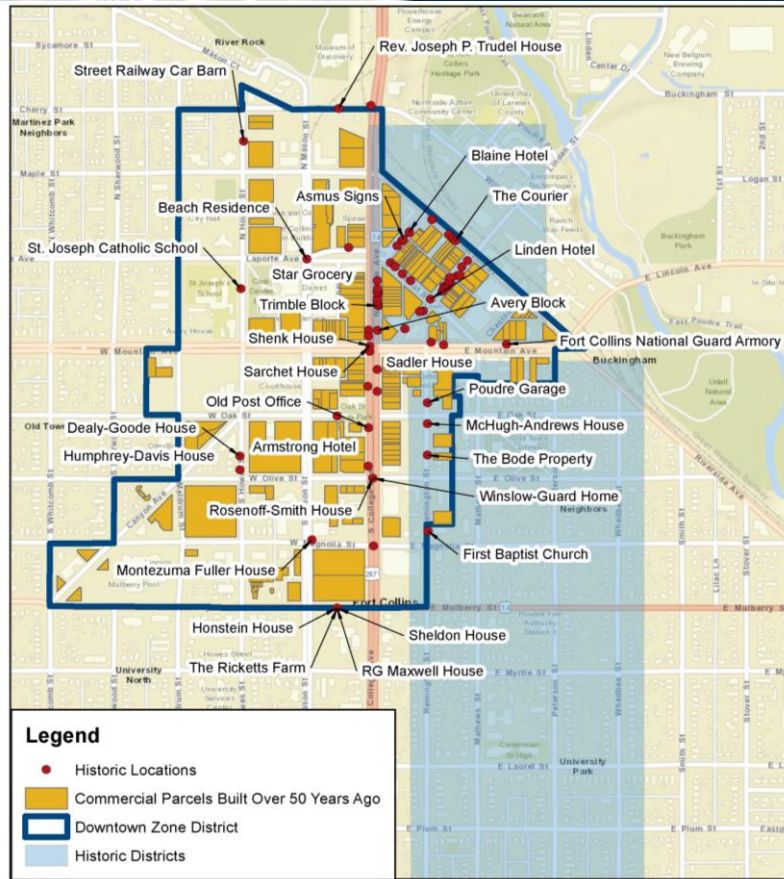
Sign Options

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.

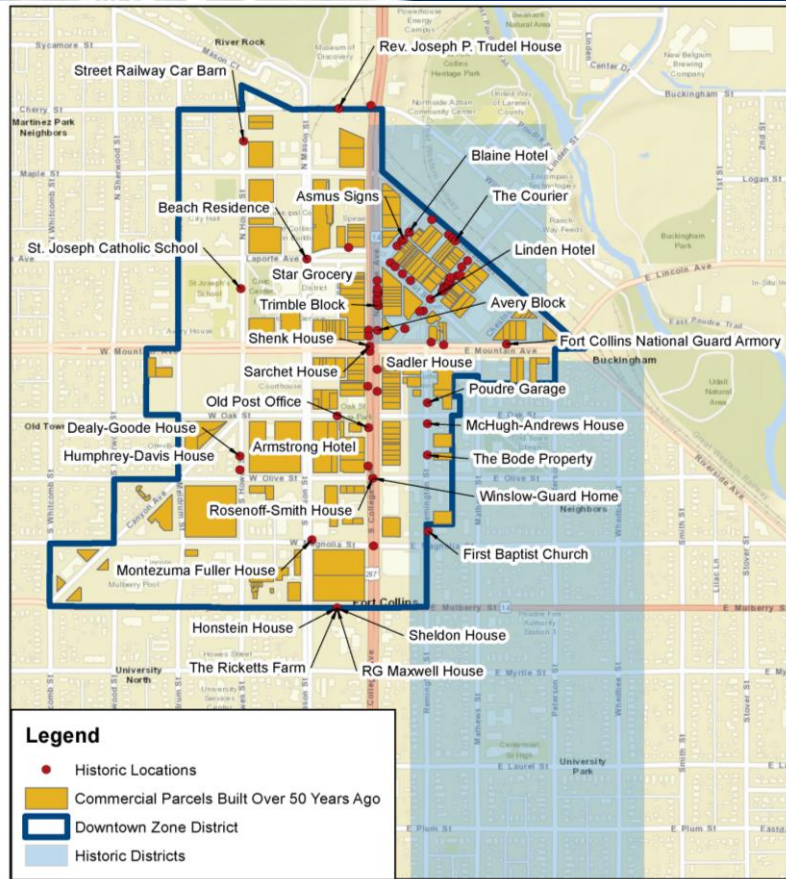
Historic Sign Re-Creation



Context: Historic signs add to Downtown's character.

Issues: Some contemporary signs do not complement the historic architecture.

Historic Sign Re-Creation



There are **258** commercial properties of historic age (over 50 years) within the Downtown Zone, Laurel School Historic District and Old Town Historic District

Of those, there are **107** buildings listed on the NRHP or listed as local landmark buildings

Historic Sign Re-Creation

Sign typically types found during the periods of significance are:

- Flush wall signs
- Painted/applied signs
- Signage integrated into the wall brick
- Roof signs
- Projecting signs

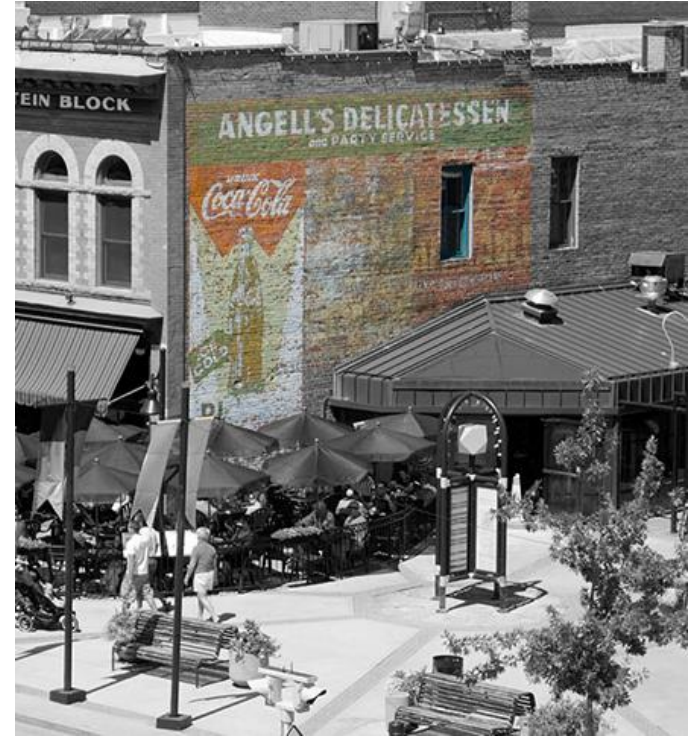


Historic Sign Re-Creation

The City already has a great program for preserving ghost signs.

Roof signs are prohibited by current code

Many of the larger applied signs and projecting signs would not meet current code standards



Historic Sign Re-Creation

Should standards be clarified to allow the re-creation of historic signs that contribute to the period of significance of a historic building or district?

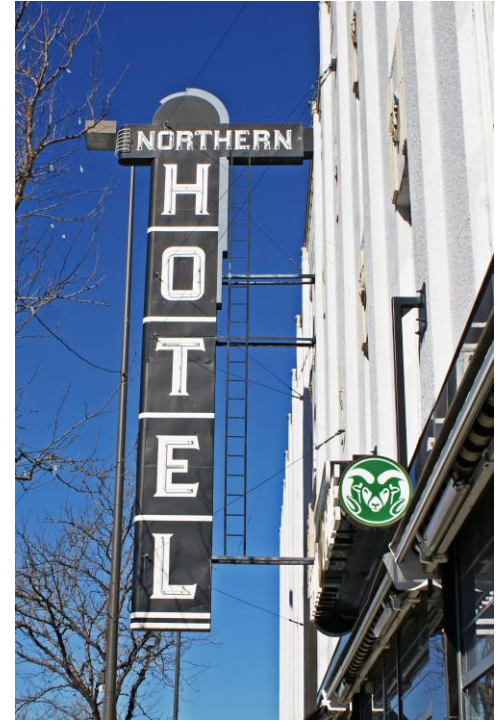
Should incentives be offered?



Historic Sign Re-Creation

To re-create historic signs that ***do not*** meet current regulations we would suggest a process to include:

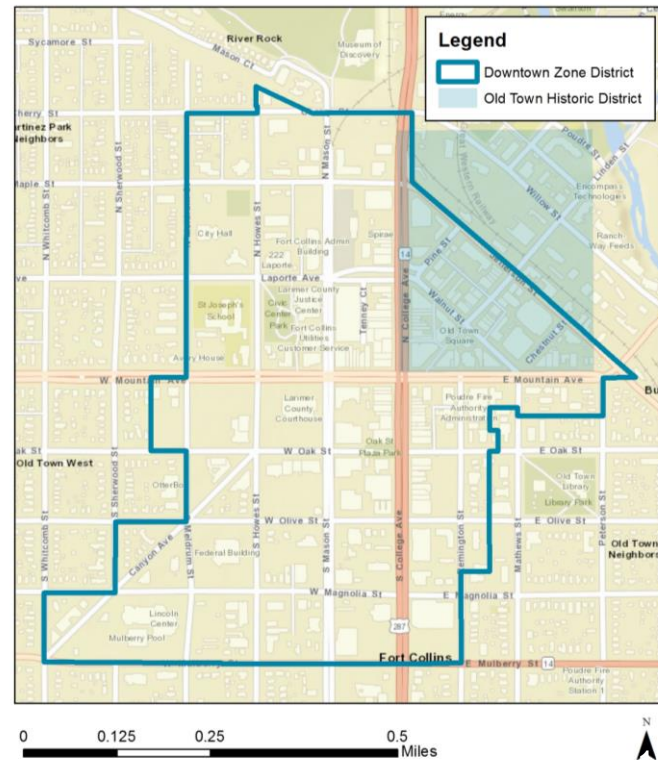
- Property owner responsible to research historic signage of building
- Property owner to demonstrate historic significance of building following a list of criteria
- Sign application would be reviewed by staff and LPC against a set of criteria



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



Wall Signs - Size

Proportionality and
relationship to building?

Proportionality and
relationship to pedestrian
environment?



Existing



Bigger



Even
Bigger

Wall Signs - Lighting

Lighting and cabinet signs consistent with Downtown character?



Proportionality and
relationship to building

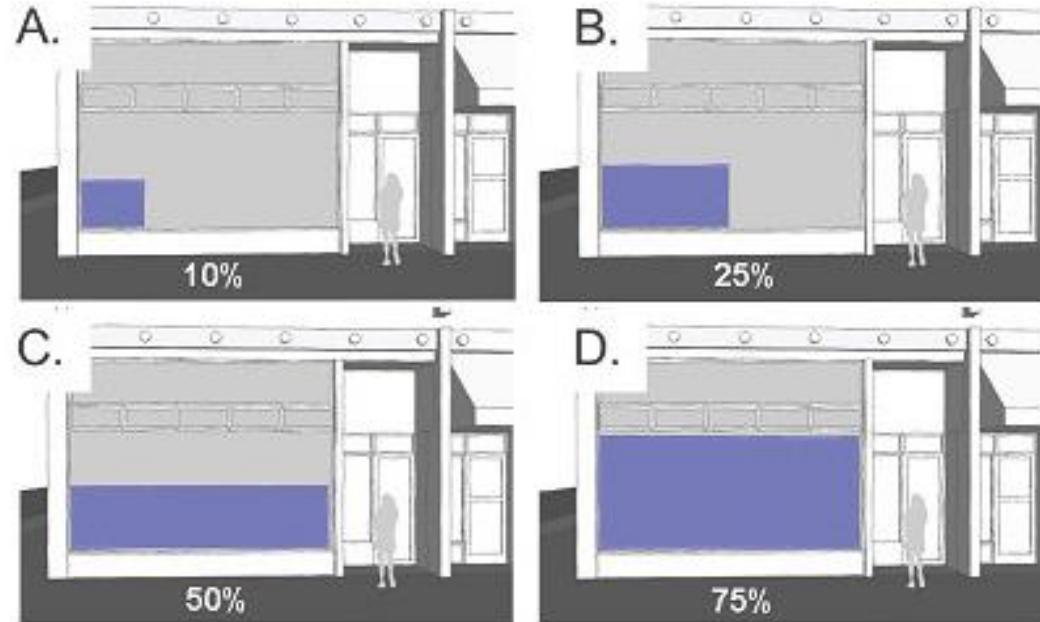
Flexibility on taller buildings
for vertical signs

Should the maximum height
be calibrated to the height of
the building?



Window Signs – Coverage

How much should window signs cover window frontage in Downtown?



Awning – Coverage

Should we change our coverage allowance on awnings to allow something like this Panera Bread location?



Secondary Roof Signs

What is your preference for the height of a secondary roof sign face?

What is your preference for the location of the sign on the building (lower floors vs upper floors)?



Electronic Messaging Centers

What We are Looking At:

Characteristic	Current Code	Possible Change
Percent of Sign Face	50% or less of total sign face	Increase?
Color	2 colors	Increase?
Resolution	16mm pixels	Increase resolution (sharpen images)?

Currently in Place:

- Brightness/Glare
- Sign Face Size
- Height
- Transitions
- Static/Animation
- Timing
- Top Cap

Billboards – Two Paths

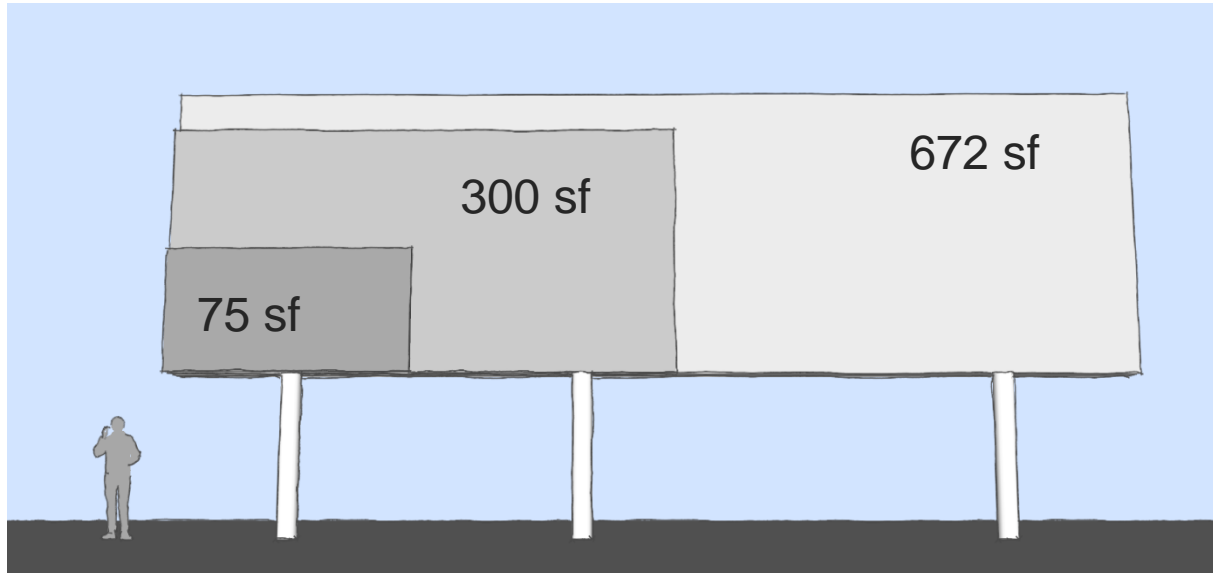
	Path 1: Attrition Owners remove existing billboards voluntarily, such as through redevelopment.	Path 2: Digital Billboards Owners remove existing billboards in order to construct a digital billboard.
Locations	I-25, S. College Ave., N. College Ave., Mulberry, Downtown, Riverside, Mason	Commercial/industrial 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

Billboards – Two Paths

	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?

What is the appropriate size of digital billboards?



Interactive Window Signs

Context: This type of sign is not currently allowed in the Sign Code.

Issue:

- Size
- Location
- Brightness



Projected Light Signs

Context: These signs are entering the commercial market, though are not yet widely popular.

Issue: The Sign Code does not currently address this type of sign.



Projected Light Signs

	Horizontal Surface (sidewalks, parking lots, pavement)	Vertical Surface (front, side, or rear wall of buildings)
Audience	Pedestrians	Motorists and pedestrians
Position	Allow within certain distance of business entrance?	Allow on first story or upper stories?
Size	Same size and permitting as an A-frame sign if projected on public right-of-way.	Would need to define sign permit requirements.
Safety		Limit the path of light from crossing the public right-of-way at eye level.

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)