

Welcome

SIGN CODE UPDATE PUBLIC OPEN HOUSE

**COME BY AND GIVE
US YOUR THOUGHTS
ON AN IMPROVED
CITY SIGN CODE**

Foothills Activity Center
Community Room

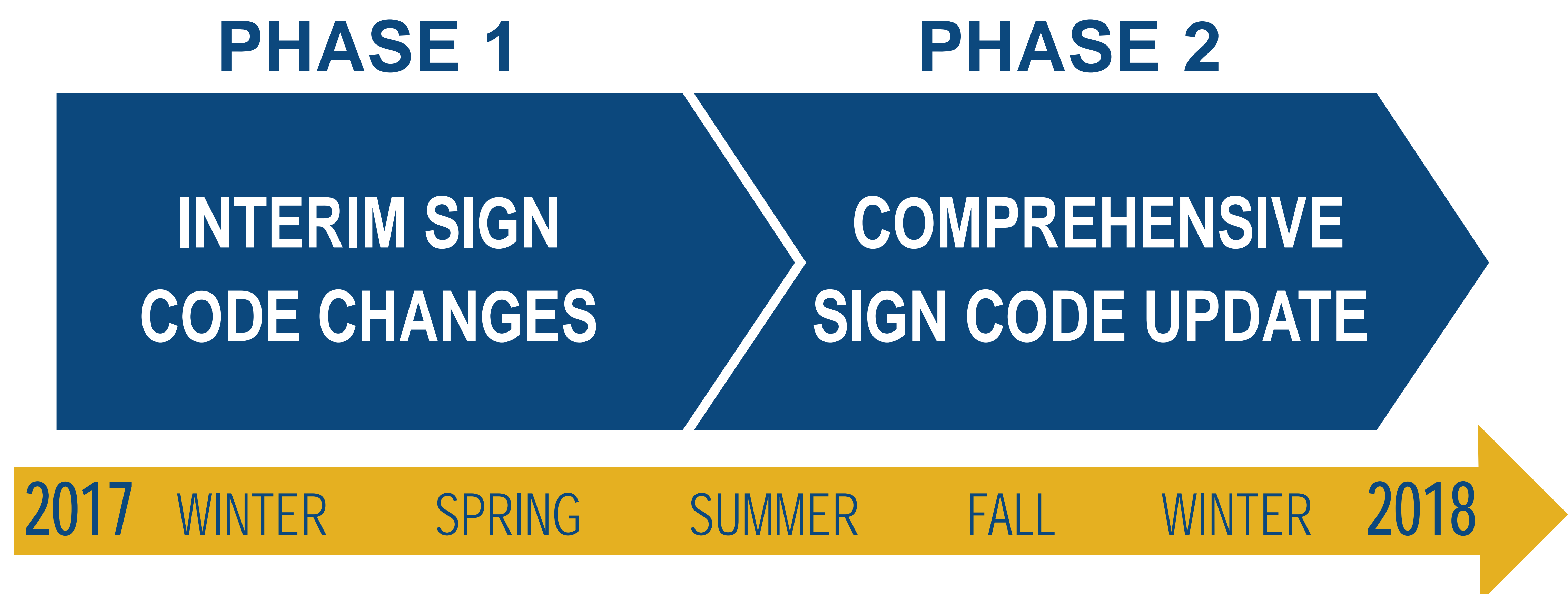
Thursday, July 27, 2017
3:30 – 7:30 PM



PROCESS AND HOW TO PARTICIPATE

The process of updating the sign code is divided over two phases. The first phase focuses on an initial critical update to reflect consistent standards regardless of a sign's content.

The second phase will reconfirm the community's goals for the entire sign code, engaging the public in conversations about size, color, lighting, location, technology, and materials.



- Content neutral regulations
- Enhance legibility of Sign Code
- Implement the Downtown Plan with specific sign standards
- Explore changes to accommodate new technology
- Confirm current sign standards are achieving City's goals

Participation Today

- Review the Phase 1 draft Ordinance No. 088, 2017, Amending the Land Use Code Sign Regulations.
- Provide your thoughts on what issues should be investigated in the sign code update, or how to improve the existing sign regulations.

WHY REGULATE SIGNS?

Fort Collins has been regulating signs since the 1970's. At the time, it was in response to rapid growth and a trend toward exaggerated signage and commercial marketing that was overshadowing the character and identity of the City. The existing sign regulations generally

- protect community aesthetics,
- preserve and enhance property values, and
- protect public safety

Additionally, the U.S. Supreme Court recognizes that “signs take up space and may obstruct views, distract motorists, displace alternative uses for land, and pose other problems that legitimately call for regulation.”

WHY UPDATE THE SIGN CODE?

Reed v. Town of Gilbert

Similar to many jurisdictions across the nation, the City of Fort Collins is updating their sign code in response to the 2015 U.S. Supreme Court case, *Reed v. Town of Gilbert*. This ruling clarified that sign codes must be content neutral. This means that sign regulations cannot vary standards such as size, location, and duration based on the message of the sign (e.g. “political sign” or “for sale sign”). Some existing City codes are based on the type or message of the regulated sign.

This sign code update is also an opportunity to reconfirm that the sign standards achieve the City's aesthetic values and goals. This focuses on enhancements to the overall legibility and use, materials, implementation of the recently adopted Downtown Plan, and exploration of new technology.

SUMMARY OF PHASE 1 ORDINANCE

Sign regulations are “content-neutral.”

Flags are considered a type of sign.

Signs are classified as permanent signs or temporary signs. The Phase 1 ordinance focuses on standards for temporary signs.

- Temporary signs include yard signs, site signs, swing signs, feather flags, banners, and pennants.

There are four Temporary Sign Districts that correspond to Zoning Districts:

- Downtown
- Commercial/Industrial
- Multifamily/Mixed-Use
- Single-Family

Temporary signs are regulated based on attached v. detached, type, materials, components and durability, height, area and dimensions, lighting, duration, and location.

Duration of Temporary Sign Display by Material Class

Sign Type	Maximum Duration for Individual Sign by Material Class					Maximum Posting Days/Year
	Paper, card stock, foam core board, or cardboard	Laminated paper or cardstock,	Cloth, canvas, nylon, polyester, burlap, flexible vinyl, or other flexible material	Inflexible vinyl, hard plastic, composite, or corrugated plastic	Wood or metal	
Yard Sign	Not Allowed	45 days	Not Allowed	60 days	180 days	180 days
Site Sign	Not Allowed	Not Allowed	Not Allowed	60 days	180 days	180 days
Swing Sign	Not Allowed	Not Allowed	Not Allowed	60 days	180 days	180 days
Window Sign	30 days per sign	30 days per sign	30 days per sign	30 days per sign	30 days per sign	30 days per sign

OFF PREMISE v. ON PREMISE SIGNS



What does the code allow today?

Off-premise signs advertise organizations, goods or services not located, manufactured or sold on the premises. Billboards and advertisements on transit stops are types of a off-premise signs. The code does not allow off-premise signs to be constructed within city limits. Off-premise signs constructed before February 1994 can be maintained in kind.

What are the issues with this type of sign?

How could the code be improved?

[illegible]



Electronic Messaging Centers refer to the portion of an on-premise ground or wall sign that displays and changes words or images electronically by remote or automatic means.

How could the code be improved?

[illegible]

INTERACTIVE WINDOW SIGNS



What does the code allow today?

Interactive window signs refer to illuminated screens displayed inside store windows that can be programmed and allow customers to navigate to see new content. This kind of sign is not currently allowed in the code.



What are the issues with this type of sign?
How could the code be improved?

SIGNS DOWNTOWN



What does the code allow today?

Downtown area is recognized as vibrant pedestrian district. However, most of the sign regulations are related to the vantage point from an automobile.

The Downtown Plan calls for preservation of historic character, attractive streets, defined downtown gateways and enhanced pedestrian experience. The plan recognized that signs contribute to all these goals. The current sign standards are applied City wide and are not unique to the Downtown area.

What are the issues with signs Downtown?
How could the code be improved?

SECONDARY ROOF SIGNS



What does the code allow today?

All roof signs are currently prohibited. Many buildings have more than one roof and these roofs tend to vary in their height. There is not an exception for lower roofs to display signage. Additionally, canopies/awnings are prohibited any signage that would extend above their height.



What are the issues with this type of sign?

How could the code be improved?

OTHER SIGNS

What other issues are there with sign code?

What other types of signs need to be examined in this update process?

- Projected Light Signs

What types of signs do you NOT want to see?