



Town Council Agenda Report

Date: January 14, 2020 Item No. 19

To: Honorable Mayor and Town Council

Subject: DISCUSSION OF SIGN CODE REGULATIONS

From: Douglas Robertson, Town Manager

Submitted by: Pam Cupp, Senior Planner
Planning Department

Budgeted Item: Yes No N/A

RECOMMENDED ACTION

Receive and provide direction.

BACKGROUND

On May 10, 2019, the Town Council and Planning Commission held a joint workshop to discuss issues pertaining to the Development Code regarding non-residential development. At that meeting, the Sign Code was briefly discussed. The direction from Council was to bring forth for discussion the existing sign code regulations for its review.

SUMMARY

In January of 2014, the Town Council adopted Ordinance 456 which was a comprehensive update to the Sign Code. In October 2015 the Town Council adopted Ordinance 472, which included detailed regulations governing digital signs. To facilitate discussion, following are basic development standards for commercial signage.

Freestanding Signs - Allowable sign area is calculated based upon lot frontage at a ratio of two (2) square feet of signage for every ten (10) feet of street frontage that the sign is located on. Lot frontages cannot be combined to achieve a larger sign area; however, signs facing out from a corner may decide which street frontage will be used to determine sign area. For a single-tenant building, the maximum sign area is sixty (60) square feet and the maximum height is six (6) feet. Shopping centers and other multi-tenant buildings are allowed a maximum sign area of 200 square feet with maximum height based upon lot area and the road designation as follows:

Center identification signs shall not exceed the maximum sign heights as specified below:

<u>Road Designation</u>	<u>Net Lot Area</u>	<u>Maximum Sign Height</u>
Major or Major Divided	25 acres or more	25 feet
Major or Major Divided	15 to 24.99 acres	20 feet
Major or Major Divided	8 - 14.99 acres	12 feet
Major or Major Divided	Less than 8 acres	6 feet
Secondary or Other	Any lot area	6 feet

Other free-standing signs which may be permitted for a center shall not exceed a maximum height of six (6) feet. Multiple freestanding signs may be permitted if the cumulative area is not exceeded and that a minimum separation distance of 200 feet is maintained. Freestanding signs should be located near a center entrance and are also required to be within a landscaped area consisting of four (4) square feet of landscaping per one (1) square foot of sign area. Architectural compatibility with the primary structure is required for all freestanding signs.

Wall Signs - The maximum permitted wall sign area is calculated at a ratio of one (1) square foot of signage for every lineal foot of building frontage. Multiple signs are permitted on each frontage, as long as the above ratio is not exceeded. No sign can occupy over seventy-five (75) percent of the facade on which it is located, this would include sign area and/or length of sign. Building frontages may not be combined to achieve a larger sign area. Sign lettering can be individual letters or custom, sculptured can signs. Can signs designed for interchangeable sign faces are not permitted.

Building frontage means the building façade or portion of the façade which fronts on either a street, freeway, parking lot, or pedestrian mall, not including loading or service areas. Frontage may also include the building façade or portion of the façade which faces an adjacent commercial or industrial lot, which is not adjacent to another building. Commercial wall signs may not face a residential street.

Digital Signs – Freestanding digital signs are subject to the same size and height regulations as other freestanding or wall signs. The locations that permit digital signs are more restrictive. Digital signs may only be within the General Commercial, Village Commercial or Regional Commercial zoning designations. Additionally, the site must have a minimum frontage of 100 feet and be located along I-15, Major Divided Arterial, Major Divided Parkway or Major Road as identified within the Town’s Street System map of the General Plan. Further, digital signs may not be located within 150 feet of any residential unit or district.

Design guidelines require digital signs to be architecturally integrated with non-digital, permanent freestanding or wall signs. The digital portion of the sign may only occupy up to eight (80) percent of the sign area, or thirty (30) square feet, and the maximum height of the digital portion of any freestanding sign is eight (8) feet. This does not apply to billboards. Digital wall signs visible from the right-of-way are limited to a single color, text only reader board.

Operating standards relative to digital signs include no more than one (1) message change per five (5) seconds with a one (1) second transition between messages and messages may not truncate. Digital signs are the only signs that may include off-site advertising.

Sign area means the entire area within the outside border of the sign. When a sign has no border, such as channel lettering, sign area is calculated using a maximum of eight (8) straight lines drawn around the subject graphic. The sign area does not include the necessary supports or uprights on which the sign is placed. Wall signs and freestanding signs are always calculated independently. The Code does not contain any provisions that would allow sign area for any single sign to be based upon the cumulative sign area for a project site.

Temporary Signs and Banners require the approval of a temporary sign permit at no charge, subject to regulations governing size and time frame for display. Sign area of banners shall not exceed one-half (1/2) square foot per linear foot of building frontage on which the sign is located, with a maximum total cumulative sign area not to exceed sixty (60) square feet. One (1) temporary, single flagpole sign with a maximum height of twelve (12) feet, located on private property. Balloons and other inflatables may be permitted together with a Special Event Permit.

Temporary signs for a grand opening may be displayed up to thirty (30) calendar days. Temporary signs are also allowed during special promotions for a duration of two (2) weeks at a time, up to four (4) times per calendar year. The permitted two (2) week time frames may be combined as long as the display period does not exceed eight (8) weeks per calendar year.

Sign Programs are required for any multi-tenant building or center to integrate signs with building and landscape design into a unified architectural statement and to make sure that all signs are in harmony with other on-site signs. Sign programs that are consistent with the Sign Code are reviewed and approved by the Director. Any request for deviations from the sign regulations are forwarded to the Planning Commission for its review.

FISCAL IMPACT

Not Applicable