



Evaluation Prepared by: Jessica Guinn, AICP
PC Meeting: June 6, 2013
Council Meeting: June 17, 2013

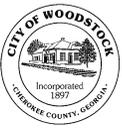
Agenda Item :

A text amendment to LDO Chapter VI. Signs.

Summary :

A text amendment to LDO Chapter VI. Signs, is proposed in order to address the following:

- Under the current ordinance, the Building Official is the responsible party for review, approval or denial, and issuance of sign permits. In practice, sign permit requests are reviewed by the Community Development Director or planning staff for compliance with the sign code, and by the Building Official for structural soundness and electrical elements. Given this process, it is reasonable that the Community Development Director should be the party responsible for review, approval or denial, and issuance of sign permits.
- There has been a recent trend toward double drive-thru lanes at drive-thru restaurants. Such a configuration requires two menu board signs; however, the current code allows for one such sign per location. The proposed increase in the number of menu board signs, as well as the increase in menu board size, is consistent with industry trends and standards in many other communities. Such signs shall still be relegated to the side or rear yard of the restaurant, and lettering shall not be legible off the parcel for which the sign is approved.
- Currently, LDO Chapter VI prohibits all signs on utility poles, light poles, telephone poles, street signs or similar utility fixtures. This not only prohibits banners and advertisements, but it also, under the **City's** definition of sign, would prohibit holiday decorations and similar appurtenances. As proposed, a new code section would be added to allow for limited signage on light poles. Such signs shall only be permitted in the LI, GC and FBC zoning classifications, on no more than 50% of the light poles on each parcel, and no closer than 20 feet from the front property line. Furthermore, signs will be limited to two back to back sign faces per pole, at no more than 10 square feet in size.
- In addition to signs on light poles on parcels, a new code section is proposed to allow for streetlight banners within the rights-of-way in the LI, GC and FBC zoning classifications, provided that permission is granted by both the owner of the streetlight as well as the owner of the property upon which the streetlight is located. These banners would be limited to no larger than 10 square feet in size.
- In effort to more clearly define what constitutes a window sign, a statement has been added to the current definition of window sign to specify location of window signs. As such, the proposed definition of window sign will read, "Window Sign. Any Sign placed inside or upon a window. The display of merchandise shall not be construed as a window sign, nor shall any sign located more than 12 inches back from the interior surface of the glass."



Sign Code Update- June 2013

Sec.	Current	Proposed
6.1.3	Definition of Building Official	Removed and replaced with "Community Development Director"
6.1.3	Def. of window sign	Add "The display of merchandise shall not be construed as a window sign, nor shall any sign located more than 12 inches back from the interior surface of the glass"
6.2.5 (c)	No sign shall be placed on any utility pole, light pole, telephone pole, street sign or similar utility fixtures, other than identification labels attached by the owner of those poles and fixtures.	No sign shall be placed on any utility pole, light pole, telephone pole, street sign or similar utility fixtures, except as permitted within this chapter. (new section 6.4.16 added)
6.4.14 (1)	Permitted 1 drive-thru sign	Permit 2 drive-thru signs
6.4.14 (3)	Drive-thru signs limited to 30 sq. ft.	Drive-thru signs limited to 45 sq. ft.
6.4.16	N/A	New section added to address signs on light poles
6.4.17	N/A	New section added to address streetlight banners in LI,GC and FBC zoning classifications
Throughout		Replace "Building Official" with "Community Development Director"