

Sign Ordinance Highlights of Changes

Most of the sign regulations are contained in Section 5.7 Signs. This section has been rewritten in its entirety. The following is not meant to be an exhaustive list of changes, it is merely a list of some of the more significant changes that have been proposed. This list also contains some of the proposed changes made in other sections of the ordinance, such as Section 10.2.10 Rules of Measurement, Section 10.4 Definitions, Section 4.4 Accessory Uses, and Section 4.5 Temporary Uses.

- Overall, the ordinance has been updated, simplified, clarified, and reorganized to be more user-friendly using more tables, graphics, and photos
- Forensic legal review and modification to ensure that the ordinance is in-line with the 1st Amendment and applicable laws according to the latest court decisions e.g., content neutrality (Reed v. Gilbert).
- Went away from regulating by use and more toward district regulation and sign types
- **Prohibited Signs** [Section 5.7.3] - Updated with modern sign types – e.g., Air blown signs/devices (air puppets)
- **General Standards** [Section 5.7.4] - Clarified the removal of freestanding signs when buildings are demolished
- **Illumination Standards** [Section 5.7.6] – Consolidated general illumination standards into a separate section to reduce repetitive text and to clarify standards. There are still some illumination standards in other subsections that are only applicable within those specific sections.
- **Signs Allowed Without a Permit** [Section 5.7.7]
 - Condensed and clarified signs allowed without a permit
 - Moved exempt signs to signs allowed without a permit
 - Allowance of announcement signs for all types of events (content neutrality)
- **Specialty Signs** [Sections 5.7.8.E and Section 5.7.9.E] - Created a new category of signs for both freestanding and attached signs
 - Freestanding Specialty Signs - (development entrance signs, institutional banner, light-pole banner)
 - Attached Specialty Signs - (blade, crown, freestanding canopy, and supergraphic)
 - Supergraphic signs created for the CB District to accommodate the unique needs of the furniture market.
 - All allowed in addition to the maximum allowed signage
- **Freestanding Signs** [Section 5.7.8]
 - Individual freestanding signs were reduced in height and size to be more in-line with signs that are being requested.
 - Development identification signs were confusing in the current ordinance, so a separate sign type and table were created for Freestanding Multi-tenant

Development signs. This clarified and increased the allocation of what qualifies as a multi-tenant sign.

- **Attached Signs** [Section 5.7.9]
 - No longer limit the number of attached signs just limit the total combined sign area allowed
 - Changed the way we measure attached signs to be more lenient by placing the smallest box possible around each individual sign, no longer one large box around all signs
 - Changed calculation method for attached signs from percentage of building wall to square feet per linear foot of building frontage – easier to measure
 - Variety of new attached sign types have been added that were not previously allowed, e.g., projecting sign, building canopy sign, building banner signs
- **Electronic Signs** [Section 5.7.10] - Created a new section for electronic sign types (electronic changeable copy and video signs); current ordinance has them in freestanding and attached sections. This is such a specific sign type that has multiple technical standards, so it warranted its own section for clarity and ease of use.
- **Signs in Institutional Districts** [Section 5.7.11] Created new section due to the unique needs of institutional campus uses e.g., hospital and university
- **Limited Duration Signs** [Section 5.7.12] This sign type was often confusing to the user, so it warranted its own separate section for clarity and ease of use.
- **Vintage Sign** (historic signs) [Section 5.7.13] Changed name and clarified text
- **Common Sign Plan** [Section 5.7.14] Revised and modernized
- **Sign Images by Sign Type** [Section 5.7.16] – New section that provides photos for all sign types. Supports that “a picture is worth a thousand words”.
- **Gateway Corridor Overlay** Sign requirements were moved from zoning district standards to Section 5.7 Signs
- **Rules of Measurement** [Section 10.2.10] - Enhanced Rules of Measurement to include graphics to show how to measure signs based on the regulations e.g., smallest box around each attached sign and then add together, and how to measure based on linear footage of building wall.
- **Definitions** [Section 10.4] – Definitions related to signs were consolidated to be in one place under signs
 - Added definitions for signs not currently defined
 - Added definitions for new sign types that were added
- **Accessory and Temporary Uses** [Sections 4.4 and 4.5] - Moved sign regulations for accessory and temporary uses into the accessory and temporary use sections. These types of uses are unique and all the standards for them are now in one place.