

**Overview of Sign Code Revision Project - With *Reed* vs. *Town of Gilbert*
Adjustments (Subject to Change)**

Current Provisions	What is Proposed?	Comment
Purpose Statement – <i>Out of date</i>	Updates to include better traffic safety, visual environment, and technical standards references	Improves alignment with <i>Reed</i> compliance and reliance on technical standards.
Interpretation and Substitution Clause – <i>As is</i>	Current code has a substitution clause	Refers to all signs allowing commercial speech also allow non-commercial speech. It is needed to better comply w/ <i>Reed</i>
Definitions – <i>Redundant terms</i>	Removes redundancies, adds <i>Reed</i> compliant ones, re-locates measurements in Measurement section	Moving Sign Standards is last step in the UDC Simplification Project from 2012. Portable signs replace temporary signs along with other various message-oriented signs per <i>Reed</i>
Permits, Inspections Enforcement and Fees- <i>Redundant provisions</i>	Removes redundant language and relocates language as needed	By moving Sign Code to UDC consolidating standards is appropriate
Measurements – <i>Needs improvement</i>	Makes term clarification - for premise, grade and adds item of information for legibility	Mainly process improvement adjustments and <i>Reed</i> compliance with more reliance on technical standards
Sign Design Options – <i>Needs improvement</i>	Replaces Integrated Architecture section with Master Sign Program for permanent and portable signs and an Individual Sign Design Option	Encourages better design for signs, allows portable sign options for special sign needs like new subdivisions, as a quid pro quo for flexibility requires design best practices and legibility, complies with <i>Reed</i>
Prohibited and Exempt Signs – <i>Out of date</i>	Renames message-oriented signs per <i>Reed</i> . Places ‘prohibited’ signs with conditions in proper category, calls electronic message centers just electronic sign copy	Renaming was needed for <i>Reed</i> compliance, prohibited signs that were permitted with conditions were reclassified, electronic sign copy is more appropriately a component of a sign rather than a separate sign type
Non-conforming Signs – <i>As is</i>	Clarifies that alterations include replacing electronic components	No major changes, the alteration edit is a current interpretation
Sign Types and General standards – <i>Out of date</i>	Reclassifies signs per <i>Reed</i> to include permanent, portable, and interior as content-neutral sign categories	A major reorganization to be content-neutral per <i>Reed</i> . Addresses clutter management. Makes some process improvement adjustments
Special Districts – <i>Needs improvement</i>	Removes unused districts and keeps historical, scenic and pedestrian	Park District and Business/Industrial Park District are almost never being used.
Appeals and Advisory Procedures - <i>Needs changes</i>	Uses Board of Adjustment with appeal to M/C. Reassigns Citizen Sign Committee	Replaces Sign Code Advisory Board w/ BA, Citizens Sign Committee advises Planning Commission on sign amendments