

Addendum 1 – Language clarifications for Mayor and Council – Revised 12.1.17

Staff requests clarification on two items related to the proposed Sign Standards, (1) Feather Banners and (2) Temporary Banners.

Feather Banners - The joint commissions recommended that feather banners be prohibited. In the current draft, feather banners are prohibited. Staff would like to provide additional option for language that attempts to that would allow for the use of feather banners, yet organize them in a way improve the visual environment. The following is the existing language in the November 1, 2017 Sign Standards Draft and the optional language:

EXISTING LANGUAGE

7A.8.2. PROHIBITED SIGNS

H. Feather Banners

--- OR ---

PROPOSED LANGUAGE

7A.8.2. PROHIBITED SIGNS

H. Feather Banners

7A.10.3 PORTABLE SIGNS

7A.10.3.C.2. Commercial Flags, Feather Banners, and Banner Flags. In commercial and industrial zones, in lieu of the Portable Sign area allotment, an applicant may use four commercial flags, feather banners, or banner flags using two colors with one additional portable sign.

Temporary Banners – It was mentioned at the October 10, 2017 Mayor and Council study session that the 90-day limit for temporary banners may be too restrictive. If this is the case, staff would like to propose the following language where the total days allowed would be doubled to 180 days:

EXISTING LANGUAGE

7A.10.4 TEMPORARY SIGNS

7A.10.4.A.2. Temporary Banner

(5) Permit: Issued in 45-day increments. This banner cannot be used for more than a cumulative total of 90 days in any calendar year, except that if banner is used to temporarily advertise business activities during the course of construction, permit may be renewed until construction has been completed.

--- OR ---

PROPOSED LANGUAGE

7A.10.4 TEMPORARY SIGNS

7A.10.4.A.2. Temporary Banner

(5) Permit: Issued in 45-day increments. This banner cannot be used for more than a cumulative total of ~~90~~ **180** days in any calendar year, except that if banner is used to temporarily advertise business activities during the course of construction, permit may be renewed until construction has been completed.

Street and Building Frontages – It was mentioned at the October 10, 2017 Mayor and Council study session and in the November 29, 2017 MPA et al letter that for corner lots, or lots with more than one street frontage, the allowable number and square footage of signs is not

transferable in whole or part from one street frontage to another, and a single corner sign is deducted twice from each street frontage.

The current proposed 7A Sign Standards Singular Sign Design Option, provides a process in which signage can be transferred from one street frontage to another after review by the Sign Design Review Committee.

This process will allow for reasonable review and transfer of signage that should prevent unwanted light trespass issues or an abrupt commercial intrusion into a residential area. There may be other unintended consequences that could occur with other transfer requests. If a general standards' signage transfer is allowed, a modification of the MPA et al recommended language is suggested, whereby the Zoning Administrator has the option to send the request to the Sign Design Review Committee for a review and recommendation.

Regarding the corner sign, the referenced section in the letter is intended to ensure proper spacing of signs along frontages. However, language may be changed to 7A.6.9.D.3 so that sign area is only deducted from one of the street frontages and is not counted twice.

The following changes to the proposed sign standards reflect that suggestion:

EXISTING LANGUAGE

7A.6.9. STREET AND BUILDING FRONTAGES

C. Multiple Frontage Lots

On corner lots and other lots with more than one street frontage, the maximum allowable number and square footage of on-site signs are permitted for each street frontage. The maximum allowances, however, are not transferable either in whole or in part from one street frontage to another

D. Intersection Corner Sign

1. When a sign is erected at the street intersection corner of the lot and is placed in such a manner so as to be readable from both streets or both frontages, the sign shall not exceed the maximum area allowed for the longest street frontage;

2. The sign shall count as one sign for each street frontage; and,

3. The area of the sign shall be deducted from the allowable sign area for each street frontage.

E. Signs per Street Frontage

a premise having more than one street frontage, the maximum **sign area and** number of **permitted** on-site **permanent** signs are permitted for each street frontage and are not transferable from one street frontage to another. **In the case of a** freestanding sign, ~~the~~ more **restrictive standard of the zone category** shall apply.

--- OR ---

PROPOSED LANGUAGE

7A.6.9. STREET AND BUILDING FRONTAGES

C. Multiple Frontage Lots

On corner lots and other lots with more than one street frontage, the maximum allowable number and square footage of on-site signs are permitted for each street frontage. The maximum allowances, ~~however, are not~~ **are only** transferable either in whole or in part from one street frontage to another **if the Zoning Administrator determines the request will not negatively impact surrounding properties. The Zoning Administrator may send the request to the Sign Design Review Committee for review and recommendation.**

D. Intersection Corner Sign

- 1.** When a sign is erected at the street intersection corner of the lot and is placed in such a manner so as to be readable from both streets or both frontages, the sign shall not exceed the maximum area allowed for the longest street frontage;
- 2.** The sign shall count as one sign for each street frontage; and,
- 3.** The area of the sign shall be deducted from the allowable sign area for ~~each the longest~~ street frontage.

E. Signs per Street Frontage

General rule: For a premise having more than one street frontage, the maximum **sign area and** number of **permitted** on-site **permanent** signs are permitted for each street frontage and are ~~not only~~ transferable from one street frontage to another **if the Zoning Administrator determines the request will not negatively impact surrounding properties. The Zoning Administrator may send the request to the Sign Design Review Committee for review and recommendation. In the case**

of a freestanding sign, **the more restrictive standard of the zone category** shall apply.

Findings - In the November 29, 2017 MPA et al letter, it was mentioned that the current draft can be easily interpreted that all nine findings criteria must be met. Staff would like to provide additional option for language that attempts to clarify that only the following site specific applicable findings must be met. The following is the existing language in the November 1, 2017 Sign Standards Draft and the optional language:

EXISTING LANGUAGE

7A.7.1. MASTER SIGN PROGRAM - PERMANENT SIGNS

G. Findings

1. The decision shall show the sign program's compliance with the following applicable findings:

--- OR ---

PROPOSED LANGUAGE

7A.7.1. MASTER SIGN PROGRAM - PERMANENT SIGNS

G. Findings

1. The decision shall show the sign program's compliance with the following findings applicable findings to the site:
