



Proposed Changes in City Staff Draft That Would Weaken Sign Code (Initial Review)

September 20, 2016

1. A new purpose statement skews away from a focus on aesthetics and traffic safety to business wants and needs;
2. Billboards would be allowed in the Planned Area Development Zone for the first time.
3. Electronic signs would have no regulations at all as to frequency of message change
4. Electronic displays on nonconforming signs could be upgraded (not just repaired).
5. The Citizen Sign Code Committee's powers would be taken away and transferred to the Planning Commission.
6. A "Master Sign Program" would be established with no limits on sign height or face area.
7. The prohibition on roof signs would be repealed.
8. The prohibition on projecting signs outside of the Pedestrian Business District would be repealed.
9. The sign allowance of the O-1 Office Zone would be quadrupled.
10. The sign allowance for non-residential uses in single family residential zones would be quadrupled.
11. Only signs that can be seen from the right-of-way would be regulated instead of all outdoor signs.
12. Sign allowances in the multi-family residential district would be increased.
13. Sign heights could be increased by measuring from either base grade or the nearest curb
14. The City Manager could approve commercial banners over streets.
15. Window signs attached to the interior of a window would no longer be regulated.
16. The maximum size for projecting signs is increased from 20 to 24 square feet.
17. Feather banners and other banners not attached to a building wall would be allowed for the first time.