City Council, Public Hearing
May 18, 2015

Signs

Statement of need

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- Current sign ordinance uses legally problematic, content-based standards … 3.6.2.E

2.Contractor/consultant signs. One sign per contractor/consultant while a building permit is active and work is proceeding on the premises. The total amount of signage shall not exceed 36 square feet.
5.Mosaic, mural, painting, or graphic art, flags (excluding pennants), and fabric wall decorations that do not contain copy, advertising/hallmark symbols, lettering or references to any product, service, or goods, do not require a permit, however, they will require permission from the Planning Commission and may be counted towards the business's sign allotment.

Statement of need

- Current sign ordinance uses legally problematic, content-based standards … 3.6.2.E

8. <u>Real Estate Signs</u>. One sign per street frontage may be allowed; residential is limited to 12 square feet or less in area, and must be located on the development site where the property is for sale or lease. Commercial and Industrial District signs are not to exceed 32 square feet in area <u>when advertising the sale, rental, or lease of the premises on which they are located.</u> <u>Open house signs</u> are allowed off-site for one day provided they are not located on City right-of-way, including pedestrian areas, or with-in sight visibility triangles.

Statement of need

- Temporary signs are effectively illegal …
  3.6.2.E. Temporary signs announcing the opening of a new business are allowed upon notification to the City, for period of 60 days starting with the day application is made for the permanent sign with the potential for an additional 30-day extension.

Statement of need

- Temporary signs are effectively illegal …
  3.6.2.E. Temporary signs announcing the opening of a new business are allowed upon notification to the City, for period of 60 days starting with the day application is made for the permanent sign with the potential for an additional 30-day extension.

- *3.6.4.*F Portable signs, except warning signs.

Proposed Regulations

- Eliminate content-based standards/definitions
- Modernize digital sign standards
- Create a temporary sign program that
  - Allows businesses to advertise goods and services
  - Maintains (improves) the appearance of Phoenix's roads, particularly commercial corridors
  - Is manageable for staff
- Housekeeping (definitions, etc.)

Proposed Regulations

- 3.6.1 Purpose
  - Replaced text to better describe regulations' connection to public healthy, safety, & welfare
- 3.6.2 Definitions
  - Moved to beginning of ordinance
  - Revised for greater consistency & clarity
  - Additions & deletions
  - Moved "calculations" to 3.6.6

Proposed Regulations

- 3.6.3 Applicability & exemptions
  - Defines circumstances when a permit is and is NOT required
- 3.6.4 Prohibited signs
  - Minor changes for clarity
  - "Portable signs" removed from list

Proposed Regulations

- 3.6.5 Permitted signs
  - Maximum # ground signs for residential & nonresidential developments changed to allow for adequate signage at each entrance to a development
  - "Institutional" land use in residential land use district sign maximum area cap eliminated, now 0.50 sqft/1 lft street frontage

Proposed Regulations

- 3.6.5 Permitted signs
  - Temporary signs added
    - Single tenant commercial properties 1 non-illuminated sign, max. 4 feet in height, 12 sqft in area <u>each</u> side
    - Multitenant commercial properties, 1/tenant, placed min. interval of 20 feet
    - Must be durable and resist wind
    - Can't encroach on min. 5 foot pedestrian way
    - Must be removed between 9PM-7AM
    - Valid for 1 fiscal year, or portion thereof

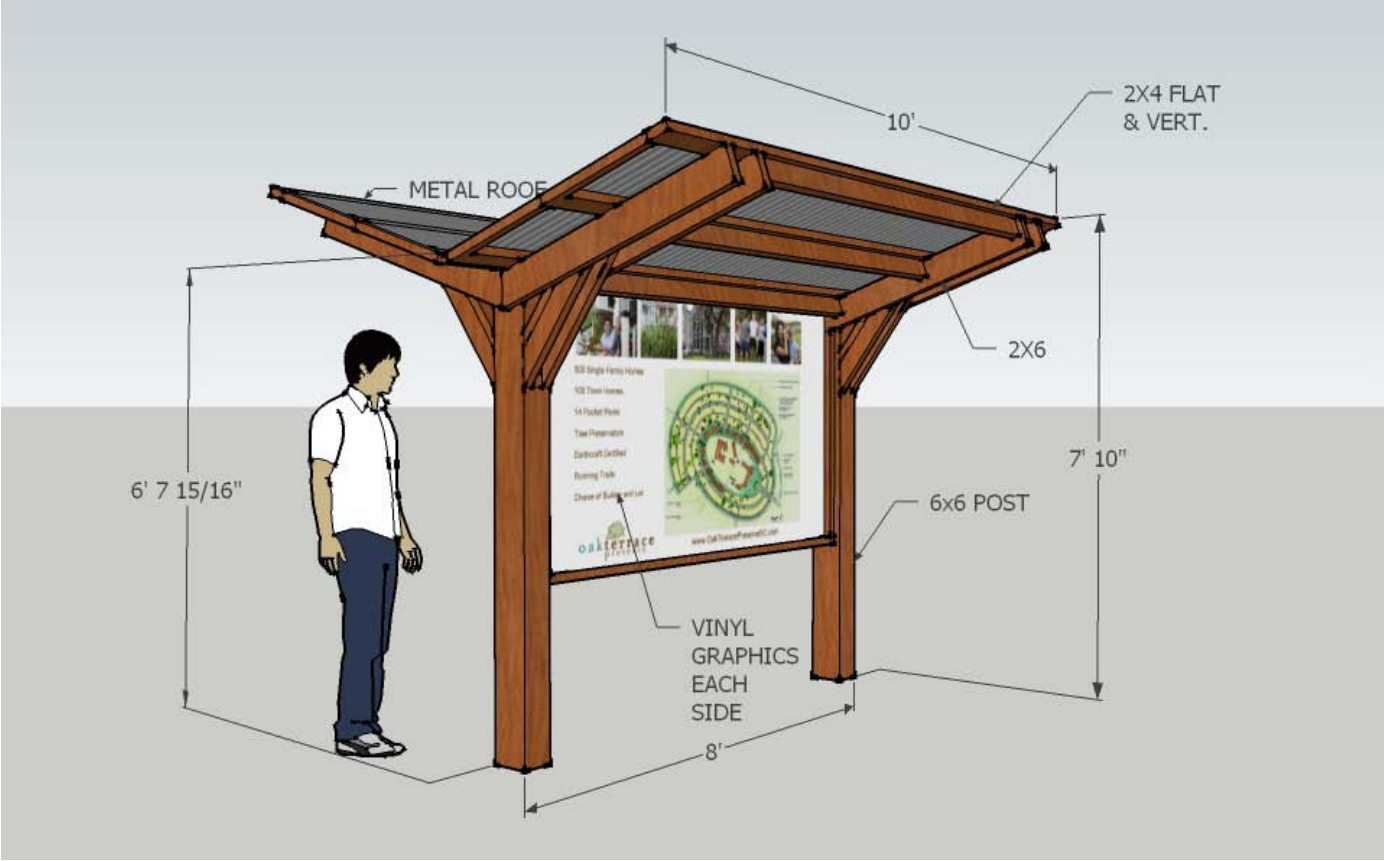
Proposed Regulations

- 3.6.5 Permitted signs
  - Electronic Changeable Message Signs & Videoboards
    - Added comprehensive performance standards for both
    - ECMS allowed in CC, CH, LI, and GI Land Use Districts
    - Videoboards ONLY allowed … in CC, CH with PUD; allowed in LI, GI
    - Max. size for any ECMS or Videoboard is 32 sqft

Proposed Regulations

- 3.6.6 Permit administration, standards of review, issuance
  - New standards for new types of signs (kiosks, videoboards)
- 3.6.7 Nonconforming signs, abandoned signs …

Proposed Regulations



Proposed Regulations

Proposed Regulations

- 3.6.7 Nonconforming signs, abandoned signs …
  - Clarifies definitions and procedures for removal of "abandoned" signs
  - Describes "Landmark Sign Program", "Wayfinding Sign Program", and "Public Art Program"
  - Adds enforcement procedures, especially notifications under certain circumstances