



STAFF REPORT AND FISCAL IMPACT NOTE

Ordinance: O-2-19

Title: Freestanding Signs

Date: January 22, 2019

STAFF REPORT

This ordinance amends Section 21.70.080 of the City Code pertaining to freestanding signs, wall-mounted signs, and business community identification signs.

- Section 21.70.080 - Types of Signs Permitted in Non-Residential Sign Table 1: This amendment would allow freestanding signs in the P and PM zoning district. Currently many properties in the P and PM zoning districts have freestanding signs. This amendment would permit the signs and reduce the amount of nonconformity.
- Section 21.70.080 - Regulations for Signs in Non-Residential Zoning Districts Sign Table 2: This amendment changes the height of wall-mounted signs allowed in the B1, BR, PM, and MX zoning district from 13 feet to 15 feet, which would placement of a sign to be slightly above the first floor of a building.
- Section 21.70.080 - Regulations for Signs in Non-Residential Zoning Districts Sign Table 2: This amendment adds text related to the number of signs, maximum height, illumination permitted, and projection permitted that was inadvertently deleted from the sign table for wall-mounted signs in zoning districts WME, WMI, and WMM.
- Section 21.70.080 - In Regulations for Signs in Non-Residential Zoning Districts Sign Table 2: Currently freestanding signs may be placed only where there is a minimum lot width of 100. This amendment would remove this restriction and allow freestanding signs on smaller lots. This applies to freestanding signs in the B1, WMC, B2, B3, B3-CD, BCE, I1, P, PM, WME, WMI, and WMM zoning districts.

Additionally, this ordinance would allow a “business community identification sign” in the B2, B3, B3-CD, BCE, and I1 zoning districts, in addition to the B1, P, and PM zoning districts where such signs are already permitted. The standards for a business community identification sign are:

- Maximum Sign Area: 30 sf
- Number of Signs Allowed: 1 at each entry point

- Maximum Height: 6 feet
- Illumination Permitted: Yes, by external means only, such as spotlight
- Projection Permitted: Yes, but not into a public way
- Other: This type of sign is for communities comprising six or more businesses.

Prepared by: Sally Nash, Department of Planning and Zoning

FISCAL IMPACT

This ordinance has no fiscal impact. The Department of Planning and Zoning has adequate staff to implement the provisions of this ordinance.

Prepared by: Jodee Dickinson, Finance Director