

Final Draft – Code Framework

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SECTION MAP & SUMMARY – ARTICLE 9 SIGNS		
DRAFT DEVELOPMENT CODE	EXISTING CODE [RELEVANT SECTIONS]	SUMMARY
9.01 Intent & Applicability		
A. Intent	n/a, new	Added to set context, guide interpretation, and support discretion in all of the Sign standards.
B. Applicability	16-141 General requirements 15-143(c) General sign regulations, permits 16-155 Legal Non-conforming Signs 16-157 Enforcement 16-158 Violations & Penalties	Revised to add more nuance and coordinate what types of activities require sign permit, and what needs to comply with sign permit. This coordinates with the revised approach to non-conformances in Section 1.05. Other general enforcement and penalty items removed as they are addressed for the entire code in Article 1.
C. Sign Measurements	See definitions	Included here for interpretation aid to and to avoid including in definitions
9.02 Exempt Signs		
Generally		Incorporated various provisions in the code to make clear they do not need permit for routing things, and many exempt from regulations within limits. Simplified to be more “content neutral” with exemptions (legal requirement).
A. Property Identification sign	16-148(1) Signs permitted w/o permit, Accessory / id sign	Gave broader exemption for property ID and building ID signs
B. Public Safety, Traffic Control, or Public Information	16-143(e) General Sign Regulations (official signs) 16-152 Traffic-control signs or devices exempted	Broadened exemption
C. Flags	16-143(b) general Sign Regulations, Flags	Made more content neutral to any non-commercial flag; gave a more generous flag allowance (current 15 s.f. limit too small, and contemplating only typical residential lots / s.f. homes); broke into flags for residential, non-residential, and large sites. Gave more flexible overall allowance, and per flag allowance.
D. Window signs	16-150(d) Signs permitted in all commercial and industrial zones, window signs	Shifted to “exempt” sign and increased the percentage, but made clear how interpreted and that window must generally be transparent otherwise.
E. Temporary Signs	16-144 Temporary Signs	Clarified exemption; made content neutral; gave more generous allowance for slightly beyond typical scenarios; distinguished residential and non-residential; based sign allowance on size / frontage of property; gave more flexible total sign allowance and per sign maximum.
F. Incidental Signs	16-148(3) Signs permitted w/o permit, directional	Made more content neutral and broadened exemption to more typical scenarios; scaled to property size
G. Construction Signs	16-148(2) Signs permitted w/o permit, construction	Gave broader exemption (80 s.f. vs. 32 sf; up to 3 signs instead of 1) – more realistic of typical scenarios; distinguished non-residential and MF projects for typical residential construction; tied exemption to period of valid permit.
H. Interior Signs	n/a	Clarified that ordinance does not apply to signs not visible from property edge, public spaces, or other interior common / public access spaces.
I. Special Event Signs	16-146 Special event signs, banners, and pennants	Gave broader exemption for all special events if in coordination with a special event permit; otherwise should meet generally applicable sign standards for any similar property.
9.03 Residential Signs		
A. Sign Types	n/a, new	Added to set up simplified approach to residential sign allowance into general types.
B. Sign Allowances	16-149 Residential District; permitted signs; illumination	Comparable to current standards but refined to be more general and content neutral to sign types New approach to temporary signs to be more content neutral; scaled to site based on slightly above typical scenarios; gave more flexible total sign allowance and per sign maximums.

SECTION MAP & SUMMARY – ARTICLE 9 SIGNS		
DRAFT DEVELOPMENT CODE	EXISTING CODE [RELEVANT SECTIONS]	SUMMARY
		Clarified standards for MF and non-residential uses permitted in residential districts
9.04 Nonresidential Signs		
A. Sign Types	n/a, new	Added to set up simplified approach to non-residential sign allowances into general and content neutral types
B. Sign Allowances	16-150 Signs permitted in all commercial and industrial zones 16-159 Sign Calculations	Comparable to current standards but refined to be more general and content neutral to sign types New approach to temporary signs to be more content neutral; scaled to site based on slightly above typical scenarios; gave more flexible total sign allowance and per sign maximums. Clarified standards for freestanding and wall signs; revised wall signs to “per building frontage” rather than per lot frontage and increased the allowance, however reduced the per wall % maximum (20% and 25% in various places is too large). Added category for pedestrian signs for greater allowances for smaller signs directed at people on-foot or closer to building and sites.
9.05 General Standards – All Signs		
A. Public Health, Safety and Maintenance	16-143(a) and (d) General Sign regulations 16-147 Prohibited signs	Generalized various “public safety” standards into one area.
B. Specific Designs Prohibited	16-147 Prohibited signs	Shifted from a “prohibited sign type” to a performance standard for all signs that cannot be violated.
C. Illumination	16-149(b) ,Residential Districts; Permitted signs; Illumination	More leniency for lighting non-residential uses in residential districts, limited to performance criteria
9.06 Standards for Specific Sign Types		
A. Monument Signs	16-150 Signs Permitted in all Commercial districts	No substantive change but some more specific design standards
B. Wall Signs	16-150 Signs Permitted in all Commercial districts	No substantive change but some more specific design standards
C. Temporary Signs	16-149(a)(3) ,Residential Districts; Permitted signs; Illumination, For Sale sign 16-148(4) Signs in all districts, garage sale sign	Incorporated into more generic and content neutral temporary sign allowance (see 9.03 and 9.04.)
D. Multi-tenant Buildings & Sites	n/a, new	But see sign bonuses in 16-160.(2)(a)
E. Gateway Signs	16-149(a)(5)	Broadened to larger allowance with more broad applicability; scaled to project or street type and added spacing requirements; transferred same concept to “gateway” signs for non-residential projects
F. Portable Pedestrian Signs	16-161 Permits for A-frame or Footed Vertical Signs 16-162 A-frame and footed vertical signs	Simplified and shifted to general allowance for easier administration and / or enforcement (less process, record-keeping, etc; more default standards)
9.07 Design Guidelines		
A. Materials B. Color C. Placement	n/a – but specific organization for some vague, subjective, or aesthetic/design	Added to guide some of the more subjective, qualitative aspects of the current regulations; to be used in either non-regulatory / advisory manner OR to guide interpretation or any discretionary decisions under the code (i.e. Alternative Compliance).

SECTION MAP & SUMMARY – ARTICLE 9 SIGNS		
<i>DRAFT DEVELOPMENT CODE</i>	<i>EXISTING CODE [RELEVANT SECTIONS]</i>	<i>SUMMARY</i>
D. Coordination of Multiple Signs E. Pedestrian Signs	provisions stated or implied in various sections	
9.08 Alternative Compliance		
A. Applicability	n/a, new	Added to emphasize flexibility and capitalize on approach added in 2.07 Alternative Compliance (see Intent and Design Objectives/Guidelines sections)
B. Sign Bonus	16-160 Criteria for buns sign areas	Simplified and clarified; reduced overall total bonus due to more flexibility already added per above sections.