

City of Fircrest Sign Code Update Comparison between Existing and Proposed Regulations April 11, 2017

Sign Regulation	Current Sign Code	Proposed Sign Code
<p>22.26.008 Legal nonconforming signs</p>	<p>Allowed to remain until sign is removed, moved, or structurally or electrically changed</p>	<p>Same as current code, except that such signs must be brought into conformance:</p> <ol style="list-style-type: none"> (1) When a building or property containing a legal nonconforming sign is enlarged or remodeled to a value of 25 percent or more of existing assessed valuation of real property improvements; (2) When the use of a building or property containing a legal nonconforming sign changes from one type of business or other tenancy to another type of business or other tenancy; (3) When a new business or other tenancy is established after a building or property containing a legal nonconforming sign is vacated for a period exceeding 90 days; or (4) When an existing business containing a legal nonconforming sign changes ownership. <p><u>Purpose:</u> To speed up conversion of nonconforming signs to conforming to achieve community character goals.</p> <p><u>Practical Implications:</u> The most noticeable change under item (4) would be conversion of pole to monument signs. Estimated 8 pole signs affected. 4 additional “ground-hugging” pole signs could be readily converted to conforming monument designs.</p> <p>Nonconforming monument signs and wall signs installed with permits <u>after</u> the code was last updated in 2003 would be exempt from item (4) requirement in recognition that they are close to compliance with new code and represent fairly recent investments.</p> <p>Roughly 65 (e) wall signs In Fircrest (Group 3). Perhaps as many as 9 signs on 7 properties could be affected. More analysis required to get precise number.</p>
<p>22.26.010 Classification and regulation of signs</p>	<p>Signs may be classified as entry/exit/incidental, identification, limited duration, and temporary.</p>	<p>Signs may be classified as: Accessory signs; Awning, canopy and marquee signs; Changeable copy signs; Digital signs; Freestanding signs; Portable signs; Projecting signs; Service island signs; Temporary signs; Under-canopy signs; Wall signs; or Window signs.</p> <p><u>Purpose:</u> To classify signs based on configuration or characteristics instead of content.</p>

Sign Regulation	Current Sign Code	Proposed Sign Code
22.26.010 Classification and regulation of signs	Sign allowance table specifies types of signs allowed in three zone groups, the number and size/height allowed, and other limitations.	Sign allowance table would be deleted and replaced by a table that simply specifies where each sign type would be allowed: <ul style="list-style-type: none"> • Group 1: Non-residential and non-commercial zones including PROS and GC; properties within R zones developed for churches, schools, parks or municipal buildings • Group 2: Residential properties in R zones • Group 3: Properties within commercial or mixed use zones <u>Purposes:</u> To eliminate duplication in current code (sign standards are provided in sign allowance table AND in separate text). To provide clearer (and consistent) standards for each sign type in its own section.
22.26.011 Sign standards applicable to all signs	General provisions cover a limited number, but wide range, of issues	More in-depth explanations provided for measuring sign area, sign height, sign structure and installation, and sign placement. <u>Purpose:</u> To place common standards for a variety of sign types in one location rather than repeating them for each sign type in numerous sections.
22.26.012 Illumination standards	Internal illumination standards specify that light sources shall be fluorescent tubing. Internally lit signs shall minimize luminance transmittance so that signs have darker backgrounds with lighter lettering or symbols. Nighttime illumination allowed in CC and CO zones more than 300 feet from a residence.	Code would no longer require one particular light source (fluorescent tubes). <u>Purpose:</u> Provide flexibility for sign manufacturers to continually upgrade lighting technology to maximize efficiency and performance. Internal illumination standards would continue to encourage darker backgrounds, but would do so with incentives (signs with darker backgrounds could be taller and larger than signs with lighter backgrounds). <u>Purpose:</u> Provide greater flexibility for businesses that wish to use “standard” corporate signage with light backgrounds, albeit it at smaller scale in some cases. Maximum light output would be set at 100 nits (a unit of brightness or luminance). <u>Intent:</u> This level is bright enough for the sign to serve its intended purpose without it becoming a distracting beacon. Nighttime illumination no longer allowed except for existing legally established signs. <u>Purpose:</u> Support energy conservation and dark sky goals.

Sign Regulation	Current Sign Code	Proposed Sign Code
<p>22.26.013 Accessory signs</p>	<p>Directional signs are regulated.</p>	<p><i>Accessory sign</i> regulations would replace directional sign provisions. <u>Purpose</u>: <i>Reed</i> compliance – content neutral.</p> <p><i>Drive-through large accessory sign</i> provisions added. <u>Purpose</u>: This new sign type is recommended given the expectation that Fircrest will receive future applications for drive-throughs in the CMU zone.</p> <p><i>Internal sign</i> provisions added. <u>Purpose</u>: A new sign type is recommended given the expectation that Fircrest will receive future applications for larger-scale projects that could benefit from regulations governing internal signs such as wayfinding or directional signs. The “internal sign” type would be content neutral.</p>
<p>22.26.014 Awning, canopy and marquee signs</p>	<p>One awning sign not to exceed 20 SF allowed. Classified as a secondary sign – two of which are allowed for a single tenant.</p>	<p>One awning, canopy or marquee sign allowed per primary entrance to tenant space, plus one sign allowed per secondary entrance facing public street or parking lot.</p> <p>Maximum sign area based on percentage of building façade length specified in Table 3 in Section 22.26.023 (wall signs). Maximum wall sign area applies to the combined area of all wall signs plus awning, canopy and marquee signs.</p> <p>Not allowed in Group 2 residential areas.</p> <p><u>Purpose</u>: Provide more explicit design standards to improve sign design quality and legibility while also providing greater latitude in terms of number and size. Practical result may be that some businesses will qualify for more signage that existing code would allow.</p>
<p>22.26.015 Changeable copy signs</p>	<p>One reader board sign not to exceed 20 SF allowed. Classified as a secondary sign – two of which are allowed for a single tenant.</p>	<p>Changeable copy signs may be used in lieu of, or as part of, freestanding signs and wall signs, subject to limits on number, size, height and location.</p> <p>Not allowed in Group 2 residential areas.</p> <p><u>Purpose</u>: Provide more explicit design standards to improve sign design quality and legibility while providing greater opportunity for their use.</p>

Sign Regulation	Current Sign Code	Proposed Sign Code
22.26.016 Digital signs	Freestanding “changing” signs allowed in C zones.	Digital (changing message) signs allowed in nonresidential zones and on nonresidential properties subject to size, brightness, motion/programming limits. <u>Purpose:</u> Provide more explicit design standards to minimize potential visual impacts.
22.26.017 Freestanding signs	<p>One freestanding “static” sign not to exceed 60 SF per single tenant building. One freestanding “static” sign not to exceed 60 SF per 150’ of frontage - multiple tenant building.</p> <p>Internally lit signs shall minimize luminance transmittance so that signs have predominantly darker backgrounds with lighter lettering or symbols.</p> <p>10’ maximum height.</p>	<p>One freestanding sign allowed per 150 feet of frontage regardless of number of tenants or buildings. 150-foot separation required for multiple signs. Variable size limits (area and height) based on frontage length. Properties with longer frontages qualify for larger/taller signs. Variable size limits also based on lightness/darkness of sign background. Darker backgrounds qualify for taller/larger signs.</p> <p>Size range from 24 SF/4’ height (light background on frontage <100 feet) to 60 SF/8’ height (dark background on frontage >275 feet).</p> <p>Monument design required. Signs ≥6’ in height require substantial framing, including top, middle and bottom elements. Signs <6’ are exempt from framing requirement.</p> <p>Sign copy must be at least one foot above grade to allow for required landscaping at base.</p> <p><u>Purpose:</u> Accommodate tenants wishing to use “standard” corporate signage, provide incentives to use preferred signage (darker backgrounds), establish more stringent design standards for taller monument signage to enhance community character. Keep signage more in scale with properties.</p>
22.26.018 Portable signs	Temporary portable reader board signs allowed for special events for schools, churches, parks and businesses limited to 4’ height and 18 SF area.	<p>Allowed to be displayed during business or operating hours only. Must be durable material (not made of temporary sign material). Not allowed in Group 2 residential zones unless classified as temporary signs.</p> <p>Sandwich board and pole-mounted signs limited to 4’ height and 3’ width. One sign per tenant, located within 12’ of primary building entrance or, if the building is visually obscured, may be placed along street frontage with 50’ separation and owner permission.</p> <p>Feather signs permitted in lieu of sandwich board or pole-mounted sign. Limited to 13’ height. Spacing no closer than 100 feet apart. All properties may qualify for a feather sign regardless of frontage length. Permitted only in the CMU Zone.</p> <p><u>Purpose:</u> Provide more flexibility for use of portable signs while ensuring the result is not excessive clutter.</p>

Sign Regulation	Current Sign Code	Proposed Sign Code
22.26.019 Projecting signs	Projecting signs allowed in commercial districts. Limited to one sign not exceeding 30 SF.	<p>One projecting sign per tenant space or building frontage visible from street or customer parking lot. May be used in lieu of, or in addition to wall, awning, canopy or marquee signs. 12 SF maximum area. Maximum projection 8’ when horizontal orientation used. Maximum projection 42” to 5’ when vertical orientation used. Minimum spacing 25’.</p> <p><u>Purpose:</u> Encourage use of projecting signs subject to explicit design standards.</p> <p>Banner signs allowed w/ spacing closer than 25’ when integrated w/ building.</p> <p><u>Purpose:</u> Encourage use of artistic statements achieved through signage.</p>
22.26.020 Service Island signs	Fuel price informational signage permitted up to 2 SF. Other signs regulated as wall signage (up to two 20 SF signs allowed).	<p>One sign on canopy per street frontage, not to exceed 20% of the area of canopy fascia.</p> <p>Spandrel and canopy support signage limited to 20% of area of spandrel and canopy support area. The combined area of these signs is subtracted from the wall sign area otherwise permitted on the principal building on the site.</p> <p><u>Purpose:</u> Added flexibility for larger facilities.</p>
22.26.021 Temporary signs	Regulated by sign type (sandwich, window, wall banner), location/activity, (open house, special event, R or C zones, and political). Typically limited to 4’ height, 6 SF, and 1-4 signs per site depending on use.	<p>Temporary signs must be made of non-durable materials and are limited to 180 days.</p> <p>Size (height and area) and placement standards vary depending on location – city property, city street ROW outside of the roadway (area designed for vehicular travel), residential areas, and non-residential areas.</p> <p>Regulations provided for temporary window signs (e.g., 10% of window covered by signage), freestanding signs (8 SF, 4’ in height, at least 100 feet apart), and surface mounted signs (32 SF attached to walls, fences, etc. in commercial areas).</p> <p><u>Purpose:</u> <i>Reed</i> compliance – content neutral.</p>
22.26.022 Under-canopy signs	Not directly regulated	<p>One sign per entrance allowed under awnings, canopies or marquees in commercial zones. 8’ clearance required under sign. May be used in lieu of, or in addition to, wall, awning, canopy or marquee signs.</p> <p><u>Purpose:</u> Provide another means by which to highlight entrances in a safe and effective manner.</p>

Sign Regulation	Current Sign Code	Proposed Sign Code
22.26.023 Wall signs	Single or multi-tenant building may have one principal wall sign up to 80 SF or two secondary wall signs up to 20 SF each.	<p>No distinction made as to primary or secondary signage.</p> <p>Variable area based on building façade length. Properties with longer facades qualify for larger area. Variable area also based on lightness/darkness of sign background. Darker backgrounds qualify for larger area.</p> <p>Size limit for light background sign -- 1.5 sf of sign area per linear foot of storefront, tenant space, or building wall, not to exceed 75 sf. See Table 3.</p> <p>Size limit for dark background sign – 2.0 sf of sign area per linear foot of storefront, tenant space, or building wall, not to exceed 100 sf. See Table 3.</p> <p>Design standards govern location/placement on building so as to avoid conflict with important architectural details.</p> <p><u>Purpose:</u> Provide more explicit design standards to enhance community character. Provide greater flexibility by not limiting the number of individual signs and by allowing more signage on larger buildings on a proportional basis.</p>
22.26.024 Window signs	Regulated as limited duration signs. Maximum 25% window coverage.	<p>Window signs are included in the wall sign maximum area limits set forth in Section 22.26.023. In addition, standards and guidelines set forth in FMC 22.64.020 Display Windows apply where applicable.</p> <p>Solid or opaque backgrounds not allowed.</p>
22.26.025 Exemptions	Numerous categories exempted.	<p>Categories revised per Model Sign Code.</p> <p><u>Purpose:</u> Generally for <i>Reed</i> compliance – content neutral.</p>
22.26.026 Prohibited signs	Numerous categories prohibited.	<p>Categories revised per Model Sign Code.</p> <p><u>Purpose:</u> Generally for <i>Reed</i> compliance – content neutral.</p>
22.98 Definitions	Terms defined in Definitions chapter.	<p>Definitions added, deleted and modified to reflect proposed sign code provisions.</p> <p><u>Purpose:</u> Generally for internal code consistency.</p>