

Major Issue Area	Staff Report Option	Advertised Alternative Options	Staff Recommendation	Planning Commission Recommendation
Definition of Sign	Sign is anything visible from any street.	Sign is anything visible from certain street types.	A sign is that which is visible from any public or private street, but not if only visible from internal drive aisles in non-residential developments.	
Exemption of Signs on Public Property	No exemption for signs on public property; they must meet all proposed regulations.	Exemption of signs on public property from the proposed regulations, either in whole or in part.	Exemption of signs on public property from Section 12-105, Minor Signs, only.	
Vehicle Signs	Must be parked at place of business, in a marked parking space with no further setback requirement.	Imposes a minimum setback requirement for a vehicle sign from the front lot line, up to 25 feet.	Staff report option – staff does not recommend any setback restrictions.	
Exemption of Building Mounted Signs for Schools	Exemption of non-illuminated letters or numbering on any school, up to 10% of the area of the wall on which placed.	Allows up to 25% of the area of the wall on which placed.	Staff report option – staff recommends no coverage above 10% due to the size of many school facilities.	
Yard Signs	12 SF total per lot, limit on size of a single sign to 4 SF.	Allows up to 16 SF total per lot.	Staff report option.	
Minor Signs	For uses with frontage on major thoroughfare: 40 SF total per lot; limit on size of a single sign to 24 SF; allows one freestanding sign at 4-foot height. For all other uses: 24 SF total per lot and all signs must be building mounted.	Allows flexibility to consider all options for all uses: Up to 60 SF total per lot; no limit on the size of a single sign; no limit on the number of freestanding signs; and a maximum freestanding sign height up to 6 feet.	For uses with frontage on major thoroughfare: 32 SF total per lot; no limit on the size of a single sign; allow two freestanding signs at a height of 4 feet. For all other uses: Staff report option.	
Off-site/Directional Signs	Off-site/directional signs prohibited.	No alternative option proposed.	Staff report option.	
Freestanding Signs for Non-Residential Land Uses in Residential Districts	For permanent freestanding signs, a total of 40 SF, with maximum height of 8 feet for all non-residential land uses.	Allows a sliding scale of sign size and height, based on lot size – up to a maximum of 40 SF, with a maximum height of 8 feet. Also allow consideration of a height up to 20 feet for all options.	Staff report option. However, if alternative option selected, staff recommends the maximum sign height of 8 feet carry forward.	
Electronic Display Signs	Allowed in all districts as part of a freestanding sign, up to 50% of the allowable SF, with the height as allowed by zoning district.	Allows the entire allowable freestanding sign area to be an electronic display but requires that the sign be a monument style sign with a maximum height of 6 feet, regardless of zoning district.	Staff report option, although staff acknowledges that both options represent appropriate regulation of electronic display signs.	Staff report option for Residential Districts (12-203); advertised alternative option for Commercial and Industrial Districts (12-205).