



Signs Part II

Land Use Policy Committee
May 17, 2022

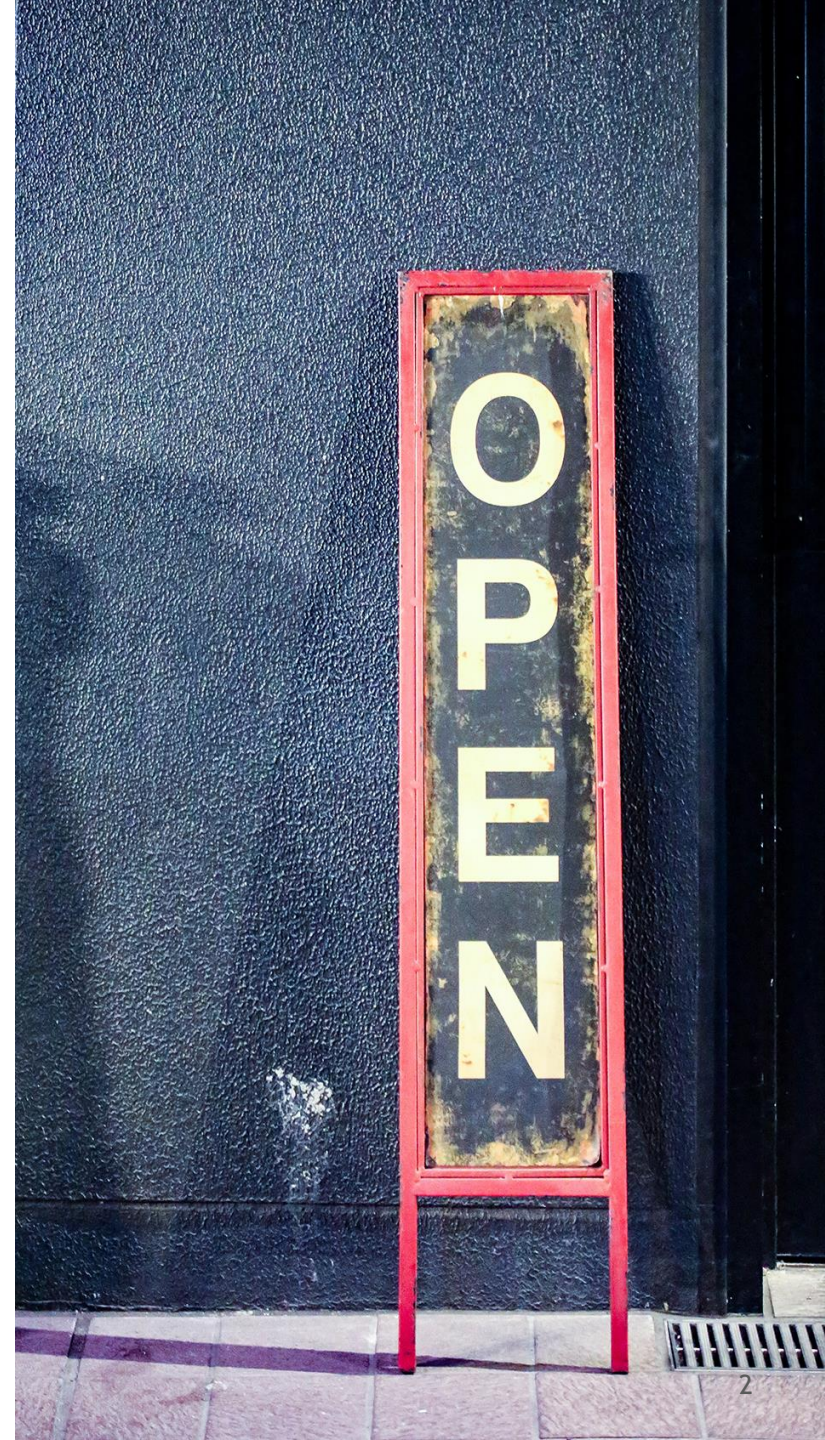
Casey Judge, Zoning Administration Division

Article 7: Signs

Part I adopted in March 2019

Focused on content-neutrality in accordance with *Reed v. Town of Gilbert* U.S. Supreme Court Case

Part II to review requests for additional signage processes and other sign regulations



Signs Part II - potential considerations



Consolidated sign plan request



Electronic display signs



Other revisions to regulations from
Part I Amendment

Current processes for additional/modified signage

Comprehensive Sign Plan

- Increase in signage and modification in location in a Planned District
- Limited standards related to scale, compatibility, design, and clutter

Special Exception

- Increase in sign area, height, or location in Commercial and Industrial Districts
- Strict standards require “unusual circumstances or conditions”

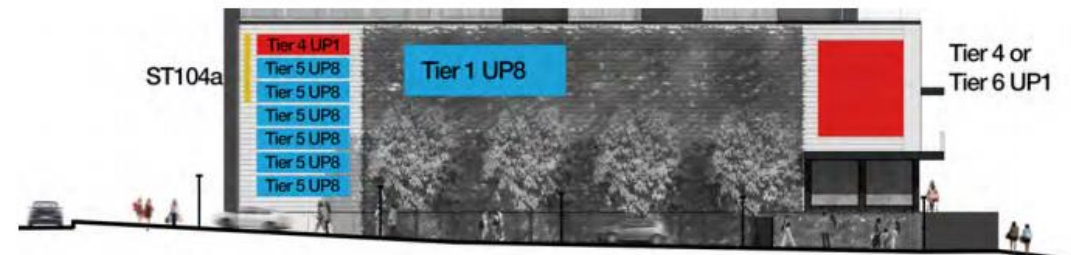
Special Permit

- Sign modifications for neighborhood, community, or regional shopping centers
- Limited use (one application submitted since 2003)

Staff proposal

Consolidate CSP, SE, and SP processes for modified signage into one CSP request

- Available for P Districts and all nonresidential conventional zoning districts
- Planning Commission approval (with appeal process to Board)
- Addition of submission requirements and review standards
 - Height and size of the sign in relation to the building and surrounding development
 - Locational guidelines
 - Quantity of signs
 - Consideration of unique site characteristics



Current electronic display sign regulations

- Allowed as part of a freestanding sign
- One per lot with display limited to 50% of the maximum allowable freestanding sign area
- Photocell required to control brightness and automatically dim at sunset to 40 - 100 nits





Staff proposal

Re-evaluate maximum brightness (current limitations allow 40 - 100 nits at sunset)

Consider allowing larger size/additional electronic display signs as part of new CSP process



Other topics for consideration

- Signs for mixed-use and multifamily buildings
- Roof-mounted signs
- Mobile pickup parking signs
- Menu boards for drive-throughs
- Other potential updates



Timeline



Outreach



**Includes 20 public meetings
with over 230 participants*

Questions for LUPC

- 1) Does the Board support a unified application process for modified signage?
 - Should there be one set of unified review criteria for all zoning districts? Or should there be separate criteria for Planned Districts, Commercial Districts, and Industrial Districts?
- 2) Should staff review and update the limitations on electronic display signs?





PLANNING & DEVELOPMENT



Questions?

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