

Communication from CD14
01/11/2016

CF 16-0020

BROADWAY SIGN DISTRICT – REVISION INSTRUCTIONS FOR FINAL ORDINANCE

Sign Type/ Provision	RECOMMENDATION
Blade Signs	Revert to June 11, 2015 draft with modifications: One per building unless the building has 100 feet or more of Broadway frontage, then one sign per 75 feet, with 75 foot separation between blade signs on same building and 25 foot separation between any blade signs on an adjacent building.
Freestanding Rooftop Signs	Revert to June 11, 2015 draft
Illuminated Projection Sign	Revert to June 11, 2015 draft with modifications to allow off-site messaging restricted to 10 mins per hour
Open Panel Roof Signs	Revert to June 11, 2015 draft with modifications: Must be setback 2' from property line. Must be 50' or more from the next Open Panel Sign along same street frontage. One per building unless building frontage is 150 feet or more, then 2 signs maximum per building. Must be oriented to Broadway or a cross-street unless building also has frontage on a parallel street, in which case one may be oriented to the parallel street.
Marquee Digital Signs	Revert to June 11, 2015 draft with modifications. Hours (digital portion only) until 2am. Neon portion not time limited.
Secondary Façade Signs	Revert to June 11, 2015 draft
Upper Story Window Signs	Revert to June 11, 2015 draft with modifications: must be 70% transparent and limited to 30% of window area per window (same as ground floor window signs).
Illumination Testing Protocol	Retain CPC revisions with input as noted from Planning.
# of off-site signs per building	Revert to June 11, 2015 draft
Neon must be visible channel	Retain CPC revision.
Various clarifying phrases related to field compliance, enforcement, etc.	Retain CPC revisions.