Citywide Sign Ordinance

Presentation to PLUM

December 5, 2011
Sign Reduction & Community Benefits

Four options for meeting the “World Wide Rush test”:

- Option 1: Findings only
- Option 2: Sign reduction only (1 up, more than 1 down)
- Option 3: Sign reduction (2 up, 1 down) and community benefits
- Option 4: Maximum flexibility - sign reduction and/or community benefits

PLUM direction: Look into Option 3 citywide; Option 4 downtown
Sign Reduction & Community Benefits

Proposed general citywide requirement

- **Sign reduction:** No more than “2 up, 1 down”

- **Community benefits:** May replace up to one-half of the full sign reduction amount of “1 up, 1 down”

- The community would have to be **equally or better served** by community benefits than by the full sign reduction amount
Proposed exceptions:
Greater Downtown Housing Incentive Area

- Rehabilitation of historic buildings
- Regionally regenerative major projects

These types of projects inherently provide such significant blight reduction and aesthetic benefits that no further benefits are required in order to meet the "World Wide Rush test".
Transition Rules

- Current SN eligibility standards for “grandfathered” projects

- Sign Reduction / Community Benefits for all projects, including those that are “grandfathered”

- Cut-off date could be extended to add an additional project
Other Main Changes

• Signs in parks and city facilities
• Sign credits for sign reduction
• Brightness and Illumination
• Sign Unit budget
Sign Ordinance Recap

What the proposed ordinance accomplishes:

- **Limits Sign Districts to appropriate locations**
  - District-sized areas planned for intense commercial use; away from low-intensity and scenic areas

- **Provides effective Administrative Civil Penalties**

- **Improves clarity**
  - Including on-site vs. off-site sign definitions

- **Increases legal defensibility**
  - Of both sign ordinance and off-site sign ban

- **Improves enforceability**
Staff Recommendations

- Recommend that PLUM take these actions:
  - Adopt the reports dated July 22, October 5, and November 21, 2011
  - Approve the proposed ordinance and direct the City Attorney to prepare it for final review by PLUM
  - Approve additional staff recommendations (verbal)
Comments / Questions