

Memorandum

TO: APC Ordinance Committee
FROM: Kathy Lind, Senior Planner
SUBJECT: integrated center signage
DATE: February 27, 2020

Staff has fielded requests from a commercial property developer, to revise our integrated center sign regulations and to make changes to signage permitted on businesses within integrated centers...basically, this developer wants no freestanding signs for these types of businesses except for a monument sign and a panel on the integrated center sign.

Currently, we calculate the total amount of signage allowed per standalone business by using a sign worksheet. The area permitted depends on the zone, the number of road frontages, the setback of the building, the speed limit of the road it is located on, and whether or not the business will have a freestanding sign. (To encourage businesses to not have pole signs, businesses get extra sign area if they don't have a freestanding sign.)

Our current definition of "integrated center" is as follows:

INTEGRATED CENTER. One or more **buildings** occupying a site under one ownership or management, containing a number of individual, unrelated and separately operated **uses** each with their own outside entrance (commonly known as a strip center) or completely enclosed (such as a retail mall). The **building** or **buildings** of an integrated center share common site facilities and services such as driveway entrances and exits, **parking areas**, truck loading, maintenance, sewer and water utilities, and similar common facilities and services. A **building** on an outlot which is physically separated from the other **uses** in an **integrated center** by curbs and/or landscaping, and which contains its full requirement of parking, but which shares driveway entrances and exits with other **uses**, is not part of that **integrated center**. An **office building** is not an **integrated center**.

Signs for businesses within integrated centers are calculated differently than a standalone business. These uses get fascia signage of 5 square feet per 1000 square feet of floor area with 40 square feet as the minimum amount of signage guaranteed, up to a maximum allowance of 400 square feet of signage. They are not permitted freestanding signs, but they may advertise on an "integrated center sign" currently defined as follows:

INTEGRATED CENTER SIGN. Any **freestanding** or **building sign** which provides the name of the **integrated center** and optionally, a list or display of the names of the center's occupants. The name of the **integrated center** shall comprise at least 25% of the total sign area of the **integrated center sign**. A **changeable copy sign** may be included in an **integrated center sign** in the GB and HB zones only, up to a maximum of 25% of the total sign area.

The integrated center sign size is based on the zone, the ground floor area of the integrated center and the speed limit of the road it is located on. The issue the developer and his team is having with our ordinance is, they would like to be able to market their

project by telling potential businesses the size of the integrated center sign upon which they will be able to advertise. But nobody, not even the developer, knows what the ground floor area will be of this future integrated center.

The second problem this developer is having is the way we define "integrated center." Currently, commercial outlots that line the frontages of an integrated center by definition are not part of that integrated center. And because they are not, these commercial outlot businesses get signage as if they were standalone businesses including one pole sign per street frontage. Because this developer's integrated center will have public streets in the interior instead of the more common private driveways and easements, it is likely to create a scenario where a lot is bounded by three "streets" and can legally have three pole signs.

Staff met with the developer to discuss these issues. Everyone agreed no one wants a business to have three pole signs; we all agreed that a single monument sign for commercial outlot businesses would be preferable.

Attached are the changes staff is proposing to address these concerns. This overall proposal has not yet been reviewed by the Administrative Officers.

INTEGRATED CENTER. One or more **buildings** occupying a **named** site **under one ownership or management**, containing a number of individual, unrelated and separately operated **uses** each with their own outside entrance (commonly known as a strip center) or completely enclosed (such as a retail mall). The **building** or **buildings** of an integrated center share common site facilities and services such as driveway entrances and exits, **parking areas**, truck loading, maintenance, sewer and water utilities, and similar common facilities and services. A **building** on an **a commercial** outlot which is physically separated from the other **uses** in an **integrated center** by curbs and/or landscaping, and which contains its full requirement of parking, but which shares driveway entrances and exits with other **uses**, is **not also** part of that **integrated center**. **Signage for the sole business on a commercial outlot within an integrated center shall be determined using the integrated center signage requirements and shall be permitted one freestanding monument sign per lot in addition to the signage allotment, equal to no more than 25% of the allotted amount of signage. Such businesses may also advertise on an integrated center sign.** An **office building** is not an **integrated center**. (Amend 28)

INTEGRATED CENTER SIGN. Any **freestanding** or **building sign** which provides the name of the **integrated center** and optionally, a list or display of the names of the center's occupants. The name of the **integrated center** shall comprise at least 25% of the total sign area of the **integrated center sign**. A **changeable copy sign** may be included in an **integrated center sign** in the GB and HB zones only, up to a maximum of 25% of the total sign area. (Amend 67) **Integrated center signs may only be erected in sign easements on integrated centers of three acres or more in area.**

Currently, there is no definition in the UZO for monument signs. Staff proposes adding the following definition:

MONUMENT SIGN: A free-standing sign without a pole, generally having a low profile where the base of the sign structure, constructed of a permanent material, is on the ground independent of a building or fence, which not exceed 6 feet in overall height.

Currently the ordinance is as follows:

4-8-7 SIGNAGE FOR INTEGRATED CENTERS:

- (a) The maximum permitted **building sign** area for **primary uses** within **integrated centers** is based on 5 sq.ft of **signage** per 1,000 sq.ft. of floor area, with a minimum **building sign** area of 40 square feet up to a maximum of 400 square feet. (Amend 20)
- (b) **MAXIMUM TOTAL SIGN AREA FOR INTEGRATED CENTER SIGNS (4-8-7-b):** (Amend 20 and 67)
 The maximum total sign area for **integrated center signs** is calculated using the following table. It is determined for each public **street frontage** by multiplying the appropriate **zonal base rate** by the **integrated center ground floor area** factor and the **road** speed limit factor. An **integrated center's** maximum total **sign** area is then the calculated sum of the **sign** areas for all public **street frontages**. The total **sign** area of an **integrated** center may be applied to one sign at any location at the **integrated center**. (Amend 20) If the **integrated center** has more than one frontage, the total amount of **signage** may be divided between no more than two signs, provided the classification of at least one of the roads is a **collector street** abutting non-residential uses. **Freestanding integrated center signs** shall observe the maximum height and minimum **setback** standards in 4-8-6 above;

ZONAL BASE RATE	INTEGRATED CENTER		ROAD SPEED LIMIT¹	
sq.ft.	X	GROUND FLOOR AREA FACTOR (Amend 20)	X	FACTOR (Amend 20)
NBU MRU = 30		up to 20,000 sq.ft. = 1.0		up to 30 = 1.0
		20,001 – 100,000 sq.ft. = 1.5		31 -- 44mph = 1.5
MR NB OR GB HB I1 I2 I3 = 40		100,001 – 200,000 sq.ft. = 2.0		45 -- 55mph = 2.5
		200,000+ sq.ft. = 3.0		
Round the product of all factors up to the next whole number.				

FOOTNOTES TO 4-8-7-b: (Amend 20)

- 1 This is the legal speed limit along the full length of an **integrated center's street frontage**. Where a **sign-lot** fronts on a public or private frontage **road**, the speed limit of the thoroughfare pertains, not that of the frontage **road**. Where an **integrated center** has no actual **street frontage**, this is the legal speed limit of the adjoining **road** from which that center derives vehicular access, at that access point.
- In an HB **zone**, where an **integrated center** is located within 400' of a **primary arterial**, fronts on and derives its only access from a **local road** which in turn derives its access from a **primary arterial**, then the speed limit of the **primary arterial** -- where the local road intersects -- pertains.
- Where the legal speed limit changes along the length of an **integrated center's street frontage** (or between access points for **integrated centers** having no **street frontage**), **road** speed limit is the greater of the speed limits along the length of the **frontage** (or at the number of access points if there is no **frontage**). **Frontage** along I-65 is not counted in this calculation. If the legal speed limit is increased after **signage** has been installed, maximum **sign** area may be increased accordingly. If the speed limit is decreased, no decrease in **signage** is required.

Our proposed change based on acreage of the integrated center rather than ground floor area:

ZONAL BASE RATE		INTEGRATED CENTER		ROAD SPEED LIMIT¹
sq.ft.	X	PROPERTY AREA FACTOR (Amend 20)	X	FACTOR (Amend 20)
NBU MRU = 30		3 to 15 acres = 1.0		up to 30 = 1.0
		16 to 30 acres = 1.5		31 -- 44mph = 1.5
MR NB OR GB HB I1 I2 I3 = 40		31 to 45 acres = 2.0		45 -- 55mph = 2.5
		Larger than 45 acres = 3.0		
Round the product of all factors up to the next whole number.				