

MEMORANDUM

TO: APC Ordinance Committee
FROM: Kathy Lind, Senior Planner
DATE: July 30, 2020
SUBJECT: Revisions to the sign section of the UZO

Here is what staff originally proposed:

Section 1. Add two new definitions to **UZO Section 1-10-2 WORDS AND TERMS DEFINED** as follows:

BUSINESS PARK. A commercial subdivision with internal public streets, containing more than two lots, the limits of which are created by the approved preliminary plat, with a **gateway directory sign** located near the main entrance from the perimeter arterial street, that advertises the businesses located on the lots within the subdivision. In addition to advertising on the **gateway directory sign**, businesses within a business park may have no more than one **monument sign** equal to up to 50% of the business's total allotment of signage located on its **sign-lot**. All other signage for businesses within the business park shall be fascia signage. A business park is not an **integrated center**.

GATEWAY DIRECTORY SIGN. A sign located at the main entrance of a **business park** that advertises the businesses located within a commercial subdivision. A minimum of 25% of the sign's supporting structure shall be composed of brick, masonry, or stone. The name of the **business park** shall comprise at least 20% of the total sign area of the gateway directory sign. The size and height of a gateway directory sign is as described in Section 4-8 below. A gateway directory sign may only be erected within a sign easement.

Section 2. Change **UZO 4-8-5 Maximum Sign Area Per Sign-lot, By Zone** to read as follows:

The maximum total **sign** area for a **sign-lot** (except for **building marker signs, gateway signs, gateway directory signs, incidental signs, flags** and **event oriented signs** which are exempt from this section), is calculated using the following table. It is determined for **up to two street frontages** along a private or public **road** by multiplying the appropriate **zonal base rate** by the **road** speed limit factor, the **building setback** factor, and the percent of permitted **freestanding sign** area used. A **sign-lot's** maximum total **sign** area is then the calculated sum of the **sign** areas for **all up to two street frontages**, unless that sum falls below the **sign area assurance** or above the **sign area cap** noted on the following page. Except as indicated in 4-8-6 below regarding **freestanding signs**, the total **sign** area may be applied at any location on a **sign-lot**. See 4-8-7 below for maximum **sign** area for **primary uses** within **integrated centers** and for **integrated center signs**. Notes follow on the next page. A worksheet can be found in Appendix D.

Section 3. Change **UZO 4-8-6 Number of Freestanding Signs per Sign-Lot** as follows:

	Institutional Use: Res/Rural zone	MRU NBU NB OR MR GB HB CB	I1, I2, I3
MAX. NUMBER OF FREESTANDING SIGNS	1 per each road frontage 2,000 total linear feet of all frontages		

Section 4. Add two new charts as **UZO 4-8-8 (b) and (c)** to calculate the area and height of gateway directory signs as follows:

Gateway Directory Sign Area equals:

Zonal Base Rate	x	Property area factor	x	Road speed limit factor
40 sq.ft.		10 acres or smaller = 1.5		40mph or less = 1.5
		Over 10 acres = 2.5		45mph or more = 2.5

Gateway Directory Sign height maximum:

Sign Area	Sign Height
100 square feet or less	20'
101 to 200 square feet	25'
Over 200 square feet	30'

Minimum sign setback is no less than the sign height.

Section 5. Change the sign worksheet in **UZO Appendix D-2** as follows:

Step 1: Calculate A x B x C x D (for every frontage **not to exceed two**) = E

Here is what the Ordinance Committee approved on July 1st:

Section 1. Add two new definitions to **UZO Section 1-10-2 WORDS AND TERMS DEFINED** as follows:

BUSINESS PARK. A commercial subdivision with internal public streets, containing more than two lots, the limits of which are created by the approved preliminary plat, with a **gateway directory sign** located near the main entrance from the perimeter arterial street, that advertises the businesses located on the lots within the subdivision. In addition to advertising on the **gateway directory sign**, businesses within a business park may have no more than one **monument sign** equal to up to 50% of the business's total allotment of signage located on its **sign-lot**. All other signage for businesses within the business park shall be fascia signage. A business park is not an **integrated center**.

GATEWAY DIRECTORY SIGN. A sign located at the main entrance of a **business park** that advertises the businesses located within a commercial subdivision. A minimum of 25% of the sign's supporting structure shall be composed of brick, masonry, or stone. The name of the **business park** shall comprise at least 20% of the total sign area of the gateway directory sign. The size and height of a gateway directory sign is as described in Section 4-8 below. A gateway directory sign may only be erected within a sign easement.

Section 2. Change **UZO 4-8-5 Maximum Sign Area Per Sign-lot, By Zone** to read as follows:

The maximum total **sign** area for a **sign-lot** (except for **building marker signs, gateway signs, gateway directory signs, incidental signs, flags** and **event oriented signs** which are exempt from this section), is calculated using the following table. It is determined for **street frontages** along a private or public **road** by multiplying the appropriate **zonal base rate** by the **road** speed limit factor, the **building setback** factor, and the percent of permitted **freestanding sign** area used. A **sign-lot's** maximum total **sign** area is then the calculated sum of the **sign** areas for all **street frontages**, unless that sum falls below the **sign area assurance** or above the **sign area cap** noted on the following page. Except as indicated in 4-8-6 below regarding **freestanding signs**, the total **sign** area may be applied at any location on a **sign-lot**. See 4-8-7 below for maximum **sign** area for **primary uses** within **integrated centers** and for **integrated center signs**. Notes follow on the next page. A worksheet can be found in Appendix D.

Section 3. Add two new charts as **UZO 4-8-8 (b) and (c)** to calculate the area and height of gateway directory signs as follows:

Gateway Directory Sign Area equals:

Zonal Base Rate	x	Property area factor	x	Road speed limit factor
40 sq.ft.		10 acres or smaller = 1.5		40mph or less = 1.5
		Over 10 acres = 2.5		45mph or more = 2.5

Gateway Directory Sign height maximum:

Sign Area	Sign Height
100 square feet or less	20'
101 to 200 square feet	25'
Over 200 square feet	30'

Minimum sign setback is no less than the sign height.

Proposal for August Ordinance Committee:

At the July 15th APC meeting, both of these proposed amendments were included in the packet. These changes to the sign section of the ordinance were tabled and sent back to the Ordinance Committee for further discussion. The definitions of “business park” and “gateway directory sign” (Section 1) are the same in both proposals. Also, the charts regarding gateway directory sign area and height (Section 4 in the original, Section 3 in the Ordinance Committee version) remain the same. The only differences between staff’s proposal and what was approved by Ordinance Committee in July is how to determine the total amount of signage any non-business park property would be permitted to have and how many free-standing signs any non-business park property may have.

In an effort to reach a compromise that everyone can agree on, staff is proposing the following changes to staff’s original proposal to sections 2, 3, and 5. (Again, the two other sections have always remained unchanged.) Staff’s original proposed changes to the UZO are shown in **red**; staff’s latest compromise positions are shown in **green** below:

Section 1. Add two new definitions to **UZO Section 1-10-2 WORDS AND TERMS DEFINED** as follows:

BUSINESS PARK. A commercial subdivision with internal public streets, containing more than two lots, the limits of which are created by the approved preliminary plat, with a **gateway directory sign** located near the main entrance from the perimeter arterial street, that advertises the businesses located on the lots within the subdivision. In addition to advertising on the **gateway directory sign**, businesses within a business park may have no more than one **monument sign** equal to up to 50% of the business’s total allotment of signage located on its **sign-lot**. All other signage for businesses within the business park shall be fascia signage. A business park is not an **integrated center**.

GATEWAY DIRECTORY SIGN. A sign located at the main entrance of a **business park** that advertises the businesses located within a commercial subdivision. A minimum of 25% of the sign’s supporting structure shall be composed of brick, masonry, or stone. The name of the **business park** shall comprise at least 20% of the total sign area of the gateway directory sign. The size and height of a gateway directory sign is as described in Section 4-8 below. A gateway directory sign may only be erected within a sign easement.

Section 2. Change **UZO 4-8-5 Maximum Sign Area Per Sign-lot, By Zone** to read as follows:

The maximum total **sign** area for a **sign-lot** (except for **building marker signs, gateway signs, gateway directory signs, incidental signs, flags** and **event oriented signs** which are exempt from this section), is calculated using the following table. It is determined for **up to ~~two~~ three street frontages** along a private or public **road** by multiplying the appropriate **zonal base rate** by the **road**

speed limit factor, the **building setback** factor, and the percent of permitted **freestanding sign** area used. A **sign-lot's** maximum total **sign** area is then the calculated sum of the **sign** areas for all ~~up to two~~ **three street frontages**, unless that sum falls below the **sign area assurance** or above the **sign area cap** noted on the following page. Except as indicated in 4-8-6 below regarding **freestanding signs**, the total **sign** area may be applied at any location on a **sign-lot**. See 4-8-7 below for maximum **sign** area for **primary uses** within **integrated centers** and for **integrated center signs**. Notes follow on the next page. A worksheet can be found in Appendix D.

Section 3. Change **UZO 4-8-6 Number of Freestanding Signs per Sign-Lot** as follows:

	Institutional Use: Res/Rural zone	MRU NBU NB OR MR GB HB CB	I1, I2, I3
MAX. NUMBER OF FREE-STANDING SIGNS	1 per each road frontage 1 per 2,000 total linear feet of all frontages 1 per street frontage, up to a maximum of 2 signs which shall be separated by 500' of total street frontage		

Section 4. Add two new charts as **UZO 4-8-8 (b) and (c)** to calculate the area and height of gateway directory signs as follows:

Gateway Directory Sign Area equals:

Zonal Base Rate	x	Property area factor	x	Road speed limit factor
40 sq.ft.		10 acres or smaller = 1.5		40mph or less = 1.5
		Over 10 acres = 2.5		45mph or more = 2.5

Gateway Directory Sign height maximum:

Sign Area	Sign Height
100 square feet or less	20'
101 to 200 square feet	25'
Over 200 square feet	30'

Minimum sign setback is no less than the sign height.

Section 5. Change the sign worksheet in **UZO Appendix D-2** as follows:

Step 1: Calculate A x B x C x D (for every frontage ~~not to exceed two~~ **three**) = E

STAFF RECOMMENDATION:

Approval