

memorandum

DATE: August 10, 2017

TO: Sara Roediger, Planning Director

FROM: Rod Arroyo, Partner, Giffels Webster
Jill Bahm, Principal Planner, Giffels Webster

SUBJECT: Sign Ordinance - Final Draft

Please find attached a final draft of the reorganized and amended sign ordinance that results from our recent sign ordinance audit and discussions with staff. Overall goals of the amended draft ordinance include bringing the ordinance into better compliance with sign-related case law as well as to make the ordinance easier to understand and apply. Additional graphics will be added following our upcoming discussion of this working draft. Generally, the following changes are proposed:

- **Reorganization.** Reorganize the existing language so that common questions, such as whether a certain sign is allowed or if permit is needed, may be answered at the beginning of the ordinance.
- **Content-neutrality.**
 - Make the general standards more content-neutral; these changes also make the ordinance more straight-forward.
 - Regulate temporary signs the same way from a time, place, and manner standpoint. This means describing the way in which signs may be used, rather than by describing what they say (rather than “real estate signs,” we say “when a building or land area is listed for sale...”). These changes reflect current case law, particularly in light of the *Reed v. Town of Gilbert* case.
- **Regulatory tone.** Modify the tone of the ordinance to state regulations in a more positive manner, as appropriate.
- **User-friendliness.**
 - Use tables to contain as much of the regulatory language as possible.
 - Add graphics to aid in understanding of key terms and standards
 - Add provision that states that any sign not expressly permitted is prohibited for clarity.
- **FB Overlay.** Incorporate FB Overlay sign standards, found in the Zoning Ordinance, as appropriate, with the intent of consolidating all sign standards into the sign ordinance. Certain standards relating to appearance and quality have been incorporated, as we believe the entire city would benefit from these standards. The provisions for awning, projecting, and hanging signs are also incorporated.

- **Specific sign standards.**

- Modify the definition of sign area to enclose the sign with a rectangle, rather than other geometric shapes, to make calculations simpler.
- Clarify that monument signs are only permitted where there is a building with a valid certificate of use; for residential and similar uses as well as office uses, reduce the maximum size from 52 to 48 square feet.
- Simplify the additional allowances for wall signs
- Remove outdated/unused definitions, including major street and freeway service business. Update definitions to align with Zoning Ordinance definitions, including primary façade, hospital, and story.
- Cross-reference to city engineering standards for corner clearance.
- Reduce the amount of window signage; clarify standards for easier use and enforcement.
- Allow electronic message signs up to 2/3 of the permitted sign area; add standards for brightness.

We look forward to further discussions of these proposed changes.