



SIGN REGULATION AMENDMENTS

CITY COUNCIL HEARING
JUNE 23, 2025



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PURPOSE AND GOALS

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- Identify and eliminate conflicting sign regulations
- Consolidate sign regulations in Sec. 30-5.L
- Ensure content neutral regulation
- Provide incentives for quality signage
- Improve equity in application of regulations
- Maintain current maximum signage allowances



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SEC. 30-5.L CONSOLIDATION AND REORGANIZATION

UPDATED SECTION 30-5.L

- Regulatory provisions for signage found throughout the UDO.
- Consolidated some provisions and eliminated others that were duplicative or conflicting.
- Reorganized the section to eliminate redundancies and improve clarity by reclassifying signs by type.

RECLASSIFICATION OF SIGNS

- Signs are currently classified as:
 - Prohibited Signs
 - Exempt Signs
 - Signs Permitted Without a Sign Permit
 - Signs Permitted With a Sign Permit
 - Signs Permitted in Non-Residential Districts
 - Signs Permitted With a Special Use Permit

RECLASSIFICATION OF SIGNS

- Signs are proposed to be classified as:
 - Prohibited Signs
 - Exempt Signs
 - Temporary Signs
 - Permanent Signs



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PROPOSED CHANGES OF NOTE

TEMPORARY SIGNS

- Reclassified temporary signs by a generic “type” vs. current classification by purpose / function
- Proposed to simplify permitting and administration
- Ensure content neutral regulation in compliance with Supreme Court opinion in *Reed vs. Gilbert*

TEMPORARY SIGN CLASSIFICATION

- Type 1 – Yard signs (typically used for real estate, public notices, and political campaigns).
- Type 2 – Freestanding banners
- Type 3 – Larger freestanding signs typically used for construction / development signage
- Type 4 – Sandwich board / sidewalk signs
- Type 5 – “Feather flags”
- Temporary Wall Signs

PERMANENT WALL SIGNS

- Current regulations limit size by length of the building wall / tenant space.
- This penalizes taller or bulkier buildings.
- Increased equity by adding a provision to allow using the greater of current 1 sf per linear foot OR 10% of the area of the building wall.
- Added design incentives that allow an increase in area beyond base maximum limits.

PERMANENT FREESTANDING SIGNS

- Established a minimum sign allowance for ground signs in nonresidential districts other than UC
- Reduced area calculation per linear foot
- Maintained current maximum allowed sign sizes
- Added design incentives that allow an increase in area beyond base maximum limits.



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RETAINED PROVISIONS

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- Prohibited and Exempt sign regulations, except where needed to ensure content neutrality.
- Provisions for special events, business openings, City-owned property.
- Billboards / outdoor advertising signs
- Downtown signage (reorganized)
- Alternative signage plans



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AMENDMENT EFFECTS

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- Existing statutory constraints on applicability of regulations to existing signage (160D-912.1) – includes provisions for reestablishing signs.
- Lawfully erected signs subject to UDO nonconformity provisions.
- Regulations will be generally applicable to new signs / new development.



QUESTIONS?