

Increased Signage Examples



City Council Work Session

June 1, 2026



Building Mounted Signage

- Remove the (5) sign limit for building mounted signs per building or tenant space.
- Building mounted signs would be regulated by the wall area on each side of the building using the current ordinance regulations:

Permitted Copy Area Calculation

Unless otherwise stated, the permitted copy area for building mounted signage shall be calculated as the greater of either:

1. One (1) square foot per linear foot of building wall or width of tenant space; or
2. 10% of the area of the building wall (or portion of the building wall for the tenant space) between the base of the building and top of the parapet wall for flat roofed buildings or bottom of the eaves for buildings with sloped roofs.

Building Mounted Signage

- Remove the (5) sign limit for building mounted signs per building or tenant space.
- Building mounted signs would only be regulated by the wall area on each side of the building using the increased allowance below:

Permitted Copy Area Calculation

Unless otherwise stated, the permitted copy area for building mounted signage shall be calculated as the greater of either:

1. One (1.5) square foot per linear foot of building wall or width of tenant space; or
2. 15% of the area of the building wall (or portion of the building wall for the tenant space) between the base of the building and top of the parapet wall for flat roofed buildings or bottom of the eaves for buildings with sloped roofs.

The Business & Economic Committee recommends this option

Downtown DT-2 District

- Remove the DT-2 District from the limitations of the sub-section below.
- This would allow the DT-2 District to use the same standards as all other Non-Residential Zoning Districts for Building Mounted Sign.

- **30-5.L.8.C.1. Building Mounted Signage**

DT-2 District

One (1) primary exterior building mounted sign (wall or projecting) is permitted per street frontage. Additional secondary building mounted signs are permitted as specified herein.

The Business & Economic Committee recommends this option

Window Signs

- Remove the limitation on window signs related to walls that have wall signage.
- Allow 50% coverage of the glazed area of every window and door on all sides of the building.
- Note: the DT-2 District is already regulated the same as all other Non-Residential Districts for window Signs.

Window Signs

Signs affixed to the interior or exterior of the glazed area of any window or glass door are permitted to cover a maximum of ~~50% of the cumulative square footage~~ of glazed area on each building frontage, provided that where exterior building wall signage is utilized, the cumulative square footage of window signs on each frontage ~~shall not exceed the square footage of installed wall signage~~. The cumulative amount of window signage shall include incidental window signs that exceed the threshold established for exemption.

Window Signs

- Remove the limitation on window signs related to walls that have wall signage.
- Allow 75% coverage of the glazed area of every window and door on all sides of the building.
- Note: the DT-2 District is already regulated the same as all other Non-Residential Districts for window Signs.

Window Signs

Signs affixed to the interior or exterior of the glazed area of any window or glass door are permitted to cover a maximum of 50% of the cumulative square footage of glazed area on each building frontage, provided that where exterior building wall signage is utilized, the cumulative square footage of window signs on each frontage shall not exceed the square footage of installed wall signage. The cumulative amount of window signage shall include incidental window signs that exceed the threshold established for exemption.

The Business & Economic Committee recommends this option

Window Signs

- Remove the limitation on window signs related to walls that have wall signage.
- Allow **100%** coverage of the glazed area of every window and door on all sides of the building.
- Note: the DT-2 District is already regulated the same as all other Non-Residential Districts for window Signs.

Window Signs

Signs affixed to the interior or exterior of the glazed area of any window or glass door are permitted to cover a maximum of ~~50% of the cumulative square footage of glazed area~~ on each building frontage, provided that where exterior building wall signage is utilized, the cumulative square footage of window signs on each frontage ~~shall not exceed the square footage of installed wall signage~~. The cumulative amount of window signage shall include incidental window signs that exceed the threshold established for exemption.

Building Mounted Signage

- Remove the (5) sign limit for building mounted signs per building or tenant space.
- Allow full wall coverage on all building walls (building wall wraps).
- Only regulate by requiring a sign permit for any sign place on a wall.



Current Regulations

- **30-5.L.6.I. Artistic Works (Exempt Signs)**
- Public displays of works of art, including murals, which contain no **commercial messages** or **references to products or services** offered upon the premises on which the work of art is displayed.

