



SIGN CODE UPDATE DISCUSSION #2: WALL SIGNAGE

Planning Commission Meeting
October 24, 2024

GOALS OF UPDATING THE SIGN CODE

- Consistency in terms and definitions
- Clear purpose and intent of the sign code
- Clear distinctions between what sign types and sizes are allowed in each zoning district
- Consistency in interpretation and administration
- Reorganization of regulations from Chapter 117 and the COR Framework
- Streamlining processes
- Easier to read and understand for all users

BUSINESS DISTRICTS (B-1, B-2, B-3)

- Total sign area may not exceed 15% of the front building façade.
- Can be increased by 10% if it's only solid letters and numbers
- Multi-tenant buildings can split up the total wall sign area between each tenant.
- Signage may be distributed on any building façade.
- Sign height cannot exceed the parapet or building height.
- Service bay identification signs count toward wall signage.



EMPLOYMENT DISTRICTS* (I-1, I-2)

- Total sign area may not exceed 15% of the front building façade.
- Can be increased by 10% if it's only solid letters and numbers
- Buildings with 2+ tenants can split up the total wall sign area between each tenant.
- Signage may be distributed on any building façade.
- Sign height cannot exceed the parapet or eave height.

*Employment Districts were renamed to Industrial Districts in the Zoning Code Update.



COR-1 DISTRICT

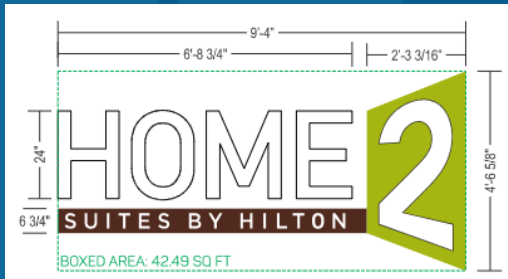
- 1 sign per wall per street frontage.
- Total sign area may not exceed:
 - 15% of the ground floor building façade for single-tenant buildings.
 - 5% of the building façade for multi-tenant buildings, with each sign not to exceed 50 square feet.
 - 15% of façade along Highway 10 with no maximum square footage.
- Tenant signage must be located on the tenant lease space.
- At least 50% of the allowed signage must be allocated to ground floor tenants and be located on the ground floor, street-side.
- Sign height cannot exceed the parapet or eave height.



COR-2 & COR-2B DISTRICT



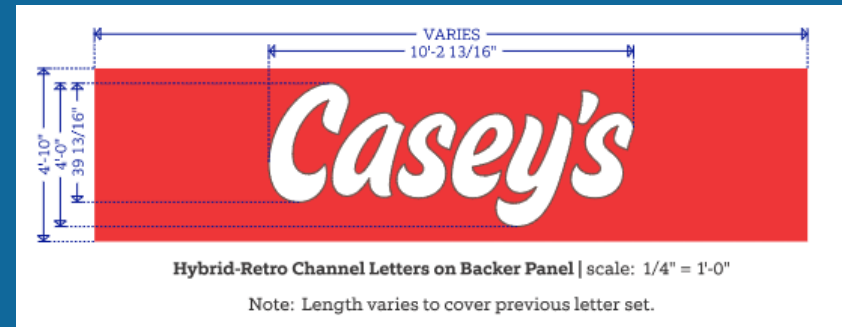
- 1 sign per wall per street frontage.
- Total sign area may not exceed 15% of the front building façade.
- Can be increased by 10% if it's only solid letters and numbers
- At least 50% of signage must be located on the front façade.
- Tenant signage must be located on the tenant lease space.
- Sign height cannot exceed the parapet or eave height.



COR-3 DISTRICT



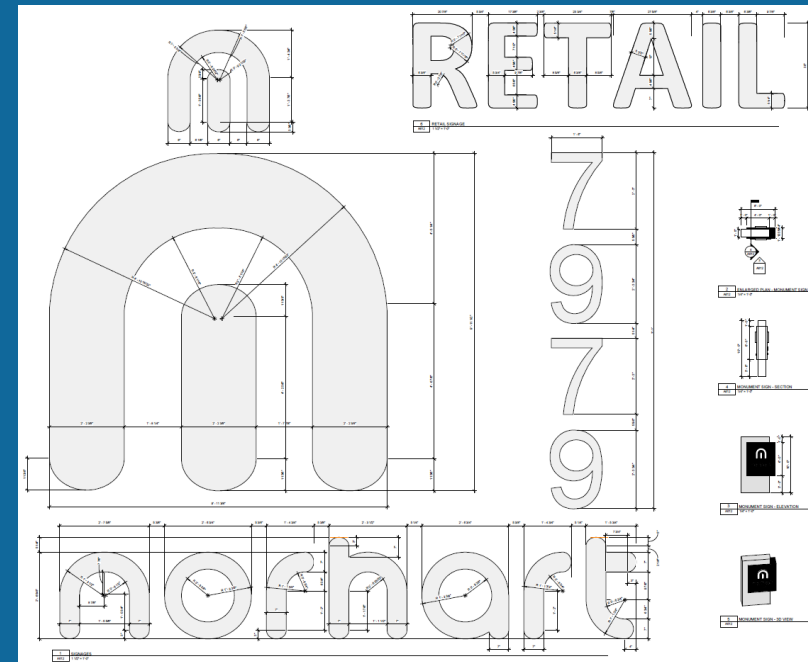
- 1 sign per wall per street frontage.
- Total sign area may not exceed:
 - 15% of the ground floor building façade for single-tenant buildings.
 - 5% of the building façade for multi-tenant buildings, with each sign not to exceed 50 square feet.
 - 15% of façade along Highway 10 with no maximum square footage.
- Tenant signage must be located on the tenant lease space.
- At least 50% of the allowed signage must be allocated to ground floor tenants and be located on the ground floor, street-side.
- Sign height cannot exceed the parapet or eave height.



COR-4A, 4B, & 4C DISTRICTS



- 1 sign per wall per street frontage.
- Total sign area may not exceed:
 - 5% of the ground floor building façade for single-tenant buildings in COR-4.
 - 5% of the building façade for multi-tenant buildings, with each sign not to exceed 50 square feet.
- Tenant signage must be located on the tenant lease space.
- At least 50% of the allowed signage must be allocated to ground floor tenants and be located on the ground floor, street-side.
- Sign height cannot exceed the parapet or eave height.



WHAT ARE THE CURRENT PROCEDURES FOR NEW CONSTRUCTION?

- Signage in the COR is typically approved as a package by Planning Commission and City Council, alongside site plans for new projects.
- Wall signs require separate permits from an overall building permit for new construction.
- Sign permits are required for changing panels on cabinet signs, even if the cabinet size remains the same.

WHAT ARE THE CURRENT SIMILARITIES?

- All zoning districts have a maximum percentage of wall sign area, based on the front façade of a building.
- All multi-tenant buildings are guided to install proportionate wall signage for each tenant.
- Maximum height for wall signs in all zoning districts, usually at a building's roofline.
- 10% bonus area in most districts for applied letters in lieu of box, cabinet, or channelized signage.
- Wall signs in all zoning districts require separate permits from the overall building permit for new construction.

WHAT ARE THE CURRENT DIFFERENCES?

- COR-4a, 4b, & 4c allow less wall signage (5%) than other districts (15%)
- Multi-tenant buildings in COR-1 & COR-3 are also limited to 5% wall signage, while multi-tenant buildings in other districts can have up to 15%, and single-tenant buildings in COR-1 & COR-3 also allow 15%.
- Signage in the COR is usually reviewed and approved by Planning Commission and City Council as a sign package, while signage in other districts is reviewed and approved administratively.
- Minor inconsistencies in wall signage definitions between zoning districts.

WHAT ARE THE CURRENT CHALLENGES?

- Frequent concern from applicants regarding COR signage regulations being too stringent and complicated.
- Channel letter design is more expensive.
- Inconsistent language across zoning districts.
- COR Framework states that comprehensive sign plans shall be approved by the Zoning Administrator (staff).
- Highway 10 frontage rule only applies to Northstar Marketplace.
- The current sign code refers to obsolete zoning districts (E-1, E-2, & COR-5).
- No code language for tenant turnover or rebranding.
- No code language for PUD, PI, P, or CL districts.



TABLE OF CURRENT WALL SIGN REGULATIONS

	B-1, B-2, & B-3	I-1 & I-2 (E-1 & E-2)	COR-1 & COR-3	COR-2 & COR-2b	COR-4a, COR-4b, COR-4c	PUD, PI, P, & CL
Max. # of Wall Signs	None	None	1 per tenant per street frontage**	1 per tenant per street frontage**	1 per tenant per street frontage**	None
Total Sign Area	15% of front façade	15% of front façade	15% of front façade*	15% of front façade	5% of front façade	No specific requirements
Sign Placement	Any building façade	Any building façade	Any façade, with at least 50% on front	Any façade, with at least 50% on front	Any façade, with at least 50% on front	No specific requirements
Height Maximum	Height of parapet/eaves	Height of parapet/eaves	50% at ground floor; all signs at height of parapet/eaves	Height of parapet/eaves	50% at ground floor; all signs at height of parapet/eaves	No specific requirements
Review & Approval***	Staff	Staff	PC, CC, & Staff	PC, CC, & Staff	PC, CC, & Staff	PC, CC, & Staff

* 15% for single-tenant buildings, 5% for multi-tenant buildings.

** Most buildings in the COR have multiple signs per tenant, approved through a sign package.

*** Sign reviews must be content-neutral, with a sole focus on size and placement.

RECOMMENDED ACTION

Provide direction to Staff to develop clear, consistent, and simplified regulations for wall signage in all zoning districts.