



PROPOSED SIGN ORDINANCE AMENDMENTS

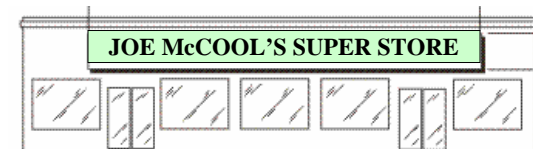
Presented to the
City Council

By the
Planning and Development Department

November 6, 2007

PURPOSE

- Provide an **overview** of proposed amendments to the Sign Ordinance, as recommended by the Zoning Commission.
- Answer **questions** in advance of tonight's public hearing.



SIGN CODE CITIZEN ADVISORY COMMITTEE

- City Council – Councilmember Wendy Davis, Chair
- City Council – Councilmember Jungus Jordan
- Zoning Commission – Jerre Miller
- Business – Matt Graves
- Design – Michael Bennett
- Developers – Russell Laughlin
- Homebuilders – Steve Hawkins, Justin Welborn
- Neighborhoods – Sandra Runnels, Eva Bonilla, Walter Barber
- Real Estate – J. Searcy
- Scenic Fort Worth – Louise Appleman
- Sign Industry – Eddie Baker, David Flory

BACKGROUND

<u>Date</u>	<u>Action</u>
July 25	Sign Code Citizen Advisory Committee reconvenes to refine draft ordinance.
September 5	Staff conducts public meeting on draft ordinance.
September 6	Committee meets to review public comments .
September 11	Staff briefs Greater Fort Worth Builders Association .
September 12	Staff briefs Zoning Commission .
September 20	Staff meets with temporary portable sign companies.
September 26	Committee votes to recommend proposed ordinance to City Council.
October 2	Staff briefs City Council .
October 3	Staff briefs Fort Worth League of Neighborhood Associations .

TYPES OF SIGNS AFFECTED

- Political signs
- Window signs
- Temporary portable signs
- Temporary banner signs
- Attached signs
- Detached signs
- Unified sign agreements
- Electronic changeable copy
- Sales office/model home signs
- Developer and homebuilder kiosk signs

POLITICAL SIGNS

Current Ordinance:

- Signs not exceeding **8 square feet** allowed in any district.
- Signs not exceeding **32 square feet** only allowed in commercial and industrial districts.

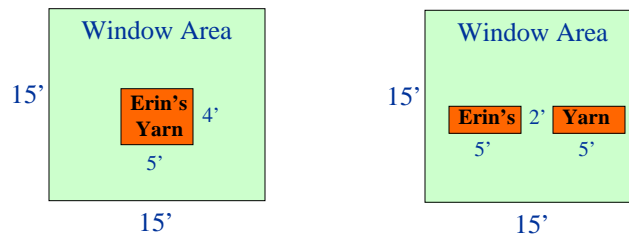
Proposed Ordinance:

- Must be located on **private property** with consent of property owner.
- May not exceed **8 feet in height**.
- May not exceed **36 square feet**.
- May not be **illuminated**.
- May not contain any **moving elements**.

WINDOW SIGNS

Current Ordinance: No size limit.

Proposed Ordinance: Signs shall not exceed **10 percent** of window area; maximum window height is 15 feet.



15 feet x 15 feet = 225 square feet x **10 percent** =
22.5 square feet of allowable sign area.

TEMPORARY PORTABLE SIGNS

Current Ordinance:

May be displayed for **60 days**, with 30 days in between permits (total days per year = 240).

Proposed Ordinance:

May be displayed for **30 days**, with 30 days in between permits (total days per year = 180).

TEMPORARY BANNER SIGNS

Current Ordinance:

- No permit required.
- May be displayed for **60 days**.

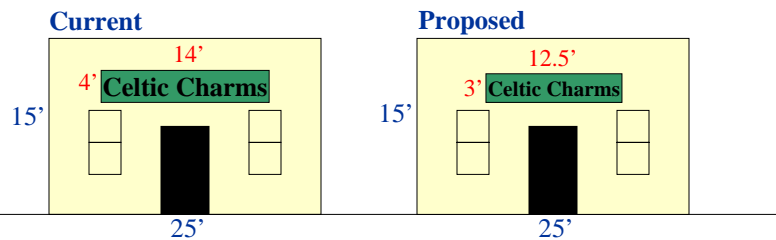
Proposed Ordinance:

- May be displayed for **30 days** with opening or closing of business; **permit** required.
- **Prohibited** in all other cases.

Note: Staff recommends treating temporary banners the same as temporary portable signs (30 days on/30 days off).

ATTACHED SIGNS Commercial and Industrial

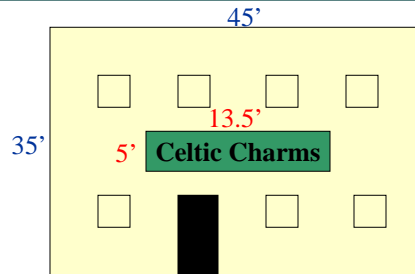
Reduces **sign area** from 15 percent to **10 percent** of wall area and limits wall area calculation.



Current Ordinance: 375 square feet x 15 percent = 56.3 square feet.

Proposed Ordinance: 375 square feet x **10 percent** = 37.5 square feet.

ATTACHED SIGNS (cont.) Commercial and Industrial



45 feet x 1.5 square feet = 67.5 square feet.

Proposed Ordinance: For buildings taller than 15 feet, allowable sign area is **1.5 square feet** per linear foot of building façade.

ATTACHED SIGNS (cont.) Commercial and Industrial

Current Ordinance:

- No restriction on sign length.
- Maximum area per façade; no maximum for entire business.

Proposed Ordinance:

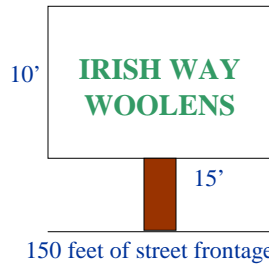
- Length of sign is **limited to 75 percent** of length of façade.
- Back-lit **awnings** are part of sign area.
- Maximum area for all attached signs is **1,340 square feet** regardless of number of façades or buildings associated with single business or tenant.

DETACHED SIGNS Commercial and Industrial

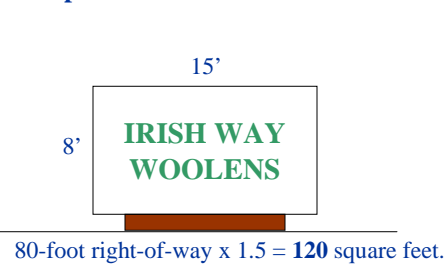
Current Ordinance: Maximum **sign area** equals street frontage up to 672 square feet.

Proposed Ordinance: Street frontage or adjacent **right-of-way** width times 1.5, whichever is **less**.

Current



Proposed



DETACHED SIGNS (cont.) Commercial and Industrial

Current Ordinance: Permits any sign type.

Proposed Ordinance:

- Permits **monument** signs by right.
- Permits **pylon** signs **only** with unified sign agreement.
- Permits **freeway** signs **only** adjacent to freeways.

Monument



Pylon



Freeway



DETACHED SIGNS

Monument Signs

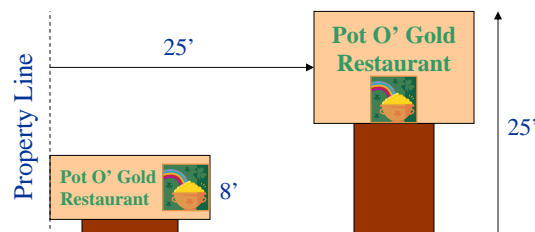
- Maximum height is **8 feet**.
- Maximum width is **16 feet**.
- Maximum advertised message area is **96 square feet**.
- **Minimum** ground contact is **75 percent** of structure's width.
- **25 percent** of sign must be non-illuminated, non-advertised message area, with similar materials to building. (**all signs**)



DETACHED SIGNS

Pylon Signs

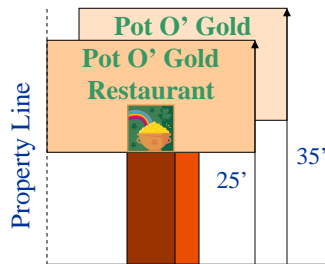
- Maximum height is **8 feet** at property line, up to **25 feet** with setbacks.
- Maximum width is **16 feet**.
- Maximum advertised message is **300 square feet**.
- Minimum ground contact is **50 percent** of structure's width.



DETACHED SIGNS

Freeway Signs

- Maximum height is **25 feet** at property line, up to **35 feet** with setbacks, or up to **50 feet** to be 20 feet above adjacent lanes.
- Maximum width is **24 feet**.
- Maximum advertised area is **320 square feet**.
- Minimum ground contact is **25 percent** of structure's width.



UNIFIED SIGN AGREEMENT

Current Ordinance:

- Requires **reduction** in number, size, and height of signs that would be permitted without agreement.
- **City Council** must approve agreement.

Proposed Ordinance:

- Requires **50 percent** reduction in number of signs.
- No more than **25 percent** of advertised message area may be used by any **one tenant**.
- Planning and Development **Director** may approve agreement if requirements are met without variances.

ELECTRONIC CHANGEABLE COPY

Current Ordinance: Permitted on all signs, with no area limit.

Proposed Ordinance: Permit only by **special exception** from Board of Adjustment.



ELECTRONIC CHANGEABLE COPY



SALES OFFICE/MODEL HOME SIGNS

Proposed Ordinance:

- Reduces **area** from 200 square feet to **32 square feet**.
- Reduced **height** from 25 feet to **6 feet**.

Current

20'

Proposed

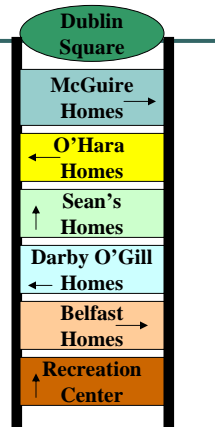
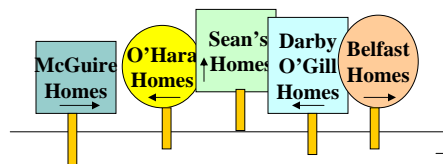
10'



DEVELOPER AND HOMEBUILDER KIOSK SIGNS

Current

Proposed



DEVELOPER AND HOMEBUILDER KIOSK SIGNS (cont.)

Current Ordinance: Permits weekend **homebuilder** signs and **subdivision** directional signs on **private property**.

Proposed Ordinance: Requires **kiosk program** for uniform, coordinated method of providing signs above.

- Maximum height is **12 feet**.
- Signs shall be **ladder type** and **not illuminated**.
- Sign may be located in **right-of-way** or on **private property** with owner's permission.
- Sign **locations** must be approved by Transportation and Public Works Department.

Note: Staff recommends retaining the current ordinance until the kiosk program contract is executed.

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- **Questions?**
 - **Comments?**