

# Sign Code Work Group Meeting #3

August 8, 2017

Conference Room 3B

# Today's Topics

- Review from July 28
  - Purpose and Intent Statement
  - Exemptions
  - Prohibitions
- Off Premise Signs
  - City Council Moratorium
  - Current Planning Changes
- Bonus Allowance for Outstanding Design

# Proposed Intent Statement

## [Section 17C.240.010](#) Intent and Purpose

- A. Signs have a strong visual impact on the character and quality of the community. As a prominent part of the scenery, they attract or repel the viewing public, affect the safety of vehicular traffic, and their suitability or appropriateness helps to set the tone for the neighborhood. The City relies upon its scenery and physical beauty to attract commerce, aesthetic considerations assume economic value. It is the intent of the City, through this Chapter, to protect and enhance the City's historic and residential character and its economic base through the provision of appropriate and aesthetic signage. In addition, it is the intent of the City to limit the size, type and location of signs in order to minimize their distracting effect on drivers and thereby improve traffic safety. [The City seeks to balance the need for the protection of public, health, safety, welfare and community aesthetics, with the desire to protect the freedom of speech, and prevent discrimination in the application of free speech principles and tenets through the use of content-neutral regulations.](#)

# Proposed Purpose Statement

- B. The purpose of this Chapter is to promote the public health, safety and welfare through a comprehensive system of reasonable, effective, consistent, content-neutral and nondiscriminatory sign standards and requirements. This Chapter has also been adopted to:
1. Promote and accomplish the goals, policies and objectives of the City's Comprehensive Plan and Zoning Code;
  2. To provide minimum standards in order to safeguard life, health, property and public welfare, and promote traffic safety by ~~controlling~~ following the established design standards, including quality of materials, construction, illumination, size, location and maintenance of sign and sign structures;
  3. Recognize free speech rights by regulating signs in a content-neutral manner;
  4. Promote the free flow of traffic and protect pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting and/or illegible signage;
  5. Protect the beauty of the City's built environment by encouraging signs that are compatible with the architectural style, characteristics and scale of the building to which it may be attached, and to encourage signs that are compatible with adjacent buildings and businesses;
  6. Protect property values, the local economy, and the quality of life by preserving and enhancing the appearance of the streetscape;
  7. Provide consistent sign design standards;
  8. Encourage creative and innovative approaches to signage, and signs that are of a quality design, pleasing in appearance and are appropriate in size, materials and illumination to the surrounding neighborhood;
  9. Provide an improved visual environment for the citizens of and visitors to the City; and
  10. Adopt clear, understandable regulations which enable the fair and consistent enforcement of this Chapter.

# Proposed Exemptions

## Section 17C.240.080 Exemptions

The following signs are exempt from a sign permit (unless otherwise noted). The area and number of such signs shall not be included in the area and number of signs permitted for any site or use, however, all other relevant requirements of this chapter shall apply. This shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance and its compliance with the provisions of this chapter or any other law or ordinance.

- A. Flags. Any flags, provided that they conform to all provisions of this chapter for signs. Freestanding flagpoles require a building permit for structural review.
- B. Memorial signs or tablets, names of buildings, stained glass windows, and dates of erection, when cut into the surface or the facade of the building or when projecting not more than two inches.

# Proposed Exemptions

- C. Governmental signs. Signs installed by the City, County, or a federal or State governmental agency for the protection of the public health, safety and general welfare, including, but not limited to, the following:
  1. Emergency and warning signs necessary for public safety or civil defense;
  2. Traffic and/or wayfinding signs erected and maintained by an authorized public agency;
  3. Signs required to be displayed by law;
  4. Signs showing the location of public facilities including public and private hospitals and emergency medical services; and
  5. Any sign, posting, notice, or similar sign placed by or required by a governmental agency in carrying out its responsibility to protect the public health, safety and general welfare.
  
- D. Signs of public utility companies indicating danger or which serve as an aid to public safety or which show the location of underground facilities.
  
- E. Flush-mounted wall signs, used to identify the name and address of the occupant for each dwelling provided the sign does not exceed two square feet in sign area.

# Proposed Exemptions

- F. Non-visible signs. Signs not visible beyond the boundaries of the lot or parcel upon which they are located, or from any public right-of-way. Such freestanding signs require a building permit for structural review.
- G. Changes to the face or copy of changeable copy signs, digital signs, electronic messaging signs, provided such changes do not change the material or appearance of the sign as originally permitted by the City.
- H. The normal repair and maintenance, (painting, repainting, cleaning) of conforming or legal nonconforming signs that does not involve structural alteration of the sign or supporting structure.
- I. Sculptures, fountains, mosaics, murals, [public art](#), and design features which do not ~~incorporate advertising or identification~~ [otherwise constitute a sign](#).

# Proposed Exemptions

- J. "No trespassing," "no dumping," "no parking," "private" signs identifying essential public needs (i.e., restrooms, entrance, exit, telephone, etc.) and other informational warning signs, which shall not exceed three square feet in surface area.
- K. Publicly approved non-illuminated interpretive signs, or historical signs, or tablets displayed by a public, educational non-profit agency, or private development pursuant to [SMC 17E.060.820](#) through [SMC 17E.060.840](#), strictly for the purpose of informing or educating the public.
- L. Illuminated wall highlights [that do not contain words, logos, or corporate images](#).
- M. Interior signs. Signs or displays located entirely inside of a building and located at least three (3) feet away from transparent doors and windows.



# Proposed Prohibitions

## [Section 17C.240.090](#) Prohibitions

The following are prohibited and existing ones must be removed:

- A. Flashing signs or lights. A sign that contains an intermittent or flashing light source, or a sign that includes the illusion of intermittent or flashing light by means of animation, or an externally mounted intermittent light source, except as consistent with the standards contained in Table 17C.204-3.
- B. Abandoned sign structures.
- C. Signs placed on or painted on a motor vehicle or trailer parked with the primary purpose of providing signs not otherwise allowed by the code.
- D. Permanent balloon signs.
- E. Temporary signs (except as provided for in [SMC 17C.240.240\(G\)](#), Temporary Signs).
- F. Hazardous signs. Any sign that is dangerous or confusing to motorists on the public right-of-way, including any sign which by its color, wording, design, location or illumination resembles, conflicts, [imitates](#), or interferes with the effectiveness of any official traffic control device or which otherwise impedes the safe and efficient flow of traffic.
- G. Signs which are located upon or projecting over public streets, sidewalks, or rights of way except as provided for awnings and marquees in [SMC 17F.040.140](#), sandwich board signs in [SMC 17C.240.240\(G\)\(9\)](#), and signs extending into the right-of-way allowed in [SMC 17C.240.240\(C\)](#).

# Proposed Prohibitions

- H. Off premises signs (except as expressly allowed in other sections of this chapter). No permanent sign shall be located on a vacant lot, parcel or easement. No permanent sign shall be located on a lot, parcel or easement as the principal use of that lot, parcel or easement. Signs may only be established as an accessory use to a principally permitted use.
- I. Strings of banners, pennants, and other graffiti-like material with advertising copy except temporary signs as allowed in [SMC 17C.240.240\(G\)](#).
- J. Signs erected, constructed or structurally altered that are required to have a permit that were erected, constructed, or altered without a permit.
- K. It shall be unlawful for any person, except a public officer or employee in the performance of his public duty, to affix, post, paint, nail, fasten, place, or locate any sign, card, banner, handbill, poster, advertisement or notice of any kind, or cause the same to be done, upon public streets, highways, public right-of-way or any publicly owned or maintained property within the City of Spokane, or upon any curbstone, traffic control device, street sign, utility pole, hydrant, fence, lamp post, guardrail, tree or shrubbery or any other structure situated within any such areas or to affix the same to a wire or appurtenance thereof, except as may be authorized by the ordinances, laws, or regulations of the City of Spokane, the State of Washington or the United States. City-owned or maintained structures include, but are not limited to, bridges, overpasses, street medians, retaining walls, fences, street furniture, and shelters, among other structures located upon public streets, highways, public right-of-way or other public property. The prohibition contained herein shall not apply to temporary signs which are permitted pursuant to the regulations set forth in [SMC 17C.240.240](#).
- L. No sign may impede free ingress and egress from any door, window or exit way required by building and/or fire code regulations.

# Off Premise Signs

# City Council Moratorium

- The City's Comprehensive Plan and current sign code prohibit the installation of new off-premise signs (aka billboards).
- SMC 17C.240.250 (B)(2) allows for legally existing billboards to relocate if their removal is necessitated by a governmental public works project.
- With the construction of the North Spokane Corridor there have been relocation applications for billboards that will be removed for the construction of the freeway.
- Many of these relocations have been within the historic Hillyard Business District; an area zoned "center and corridor" and designed for pedestrians.

# City Council Moratorium

- On April 10, 2017 the City Council unanimously adopted Emergency Ordinance C35490 imposing an immediate moratorium on the relocations of off-premise signs into areas of Spokane having a center and corridor zoning designation.
- On May 22, 2017 the City Council held a public hearing on this issue, adopted findings of fact supporting the need for an emergency declaration and extended the moratorium for six months.
- This moratorium will expire on November 22, 2017.

# Current Planning Changes

- 17C.240.250(B)(2)
  - Clarify that the same roadway is just that, not that another street in a corridor situation like Ruby and Division can be used instead.
  - Add that if relocated on the same roadway that they be placed in the same zoning category.
  - Add that when relocating these that they don't interfere with traffic signaling, clear vision areas, etc.
- 17C.240.250
  - Allow hospitals that don't front principal arterials, such as Holy Family, to erect one freestanding directional sign on the closest principal arterial, be it private property or right of way. Size limited to 50 sq. ft. and not an EMC.

# Current Off-Premises Signs

## [Section 17C.240.250](#) Off-premises Signs

- A. No new off-premises signs may be constructed, on any site.
- B. Off-premises signs now in existence in any zone are declared nonconforming uses and may remain, subject to the following restrictions:
  - 1. A nonconforming off-premises sign may not be increased in size or elevation, relocated to another site or to a new location on the same site or expanded, enlarged, or extended in any way, including, but not limited to, the addition of advertising faces or the addition of rotating faces with movable panels designed to create additional advertising, except as provided for in the public works exception below.

# Proposed Off-Premises Signs

## Section 17C.240.250 Off-premises Signs

- A. No new off-premises signs may be constructed, on any site.
- B. Off-premises signs now in existence in any zone, and for which permits were previously issued are declared nonconforming uses and may remain, subject to the following restrictions:
  - 1. A nonconforming off-premises sign may not be increased in size or elevation, relocated to another site or to a new location on the same site or expanded, enlarged, or extended in any way, including, but not limited to, the addition of advertising faces or the addition of rotating faces with movable panels designed to create additional advertising, except as provided for in the public works exception below.



# Current Public Works Exception

2. An existing off-premises sign that is allowed to remain in conformance with [SMC 17C.240.250\(B\)](#) shall be allowed to be relocated if necessitated for the accomplishment of a governmental public works project. This relocation of these off-premises signs for public works projects shall be subject to the limitations in subsections (a) through (e) below:
  - a. No increase in square footage of outdoor advertising display copy shall be permitted. These signs shall be replaced at the same size they existed at immediately prior to relocation.
  - b. No additional outdoor advertising faces shall be added.
  - c. No increase in height of the existing outdoor advertising display shall be permitted except where needed to provide for minimum height clearance (from the ground to the bottom of the off-premises signs) to comply with roadway safety.
  - d. The outdoor advertising display shall be relocated along the same roadway it was removed from in the geographical vicinity and shall comply with the Scenic Vistas Act of 1971 (chapter 47.42 RCW and chapter 468-66 WAC) if located along a state highway.
  - e. The relocation of the outdoor advertising shall be subject to all current City of Spokane rules, regulations, and procedures relating to the regulation and control of off-premises signs.

# Proposed Public Works Exception

## 2. Public Works Exception.

An existing off-premises sign that is allowed to remain in conformance with [SMC 17C.240.250\(B\)](#) shall be allowed to be relocated if necessitated for the accomplishment of a governmental public works project. This relocation of these off-premises signs for public works projects shall be subject to the limitations in subsections (a) through (f) below:

- a. No increase in square footage of ~~outdoor advertising display~~ [off-premise sign](#) copy shall be permitted. These signs shall be replaced at the same size they existed at immediately prior to relocation.
- b. No additional ~~outdoor advertising display~~ [sign](#) faces shall be added.
- c. No increase in height of the existing ~~outdoor advertising display~~ [off-premise sign](#) shall be permitted except where needed to provide for minimum height clearance (from the ground to the bottom of the off-premises signs) to comply with roadway safety.
- d. The ~~outdoor advertising display~~ [off-premise sign](#) shall be relocated along the same roadway it was removed from in the geographical vicinity and shall comply with the Scenic Vistas Act of 1971 (chapter 47.42 RCW and chapter 468-66 WAC) if located along a state highway. [For purposes of this provision, “the same roadway” shall be construed to be the actual street upon which said sign is currently located, and shall not be construed to incorporate any parallel streets that may function together with the actual street as a couplet.](#)
- e. [The off-premise sign shall not be relocated to a site with a Center and Corridor zoning designation or located within an historic district, regardless of the zoning or district of the original sign location.](#)
- f. The relocation of the ~~outdoor advertising display~~ [off-premise sign](#) shall be subject to all current City of Spokane rules, regulations, and procedures relating to the regulation and control of off-premises signs, [excepting size, height, and off premise advertising limitations.](#)

# Current Off-Premises Signs

3. A nonconforming off-premises sign may not be structurally altered. Structural alterations mean alterations to, including replacement of, either the off-premises sign face, or the supporting structure. Normal maintenance and repair including painting, cleaning, or replacing damaged parts of the off-premises sign, shall not be considered a structural alteration.
4. Any nonconforming off-premises sign which is damaged or destroyed by fire, explosion, wind, act of nature, or other accidental means may be restored if the cost thereof does not exceed fifty percent of its replacement cost. Off-premises signs damaged in an amount in excess of fifty percent of replacement cost shall be removed.
5. All nonconforming off-premises signs shall be kept in good repair and maintained in a neat, clean, attractive and safe condition. Any work required to repair or maintain an off-premises sign shall be completed promptly so long as the off-premises sign is not structurally altered.

# Proposed Off-Premises Signs

3. A nonconforming off-premises sign may not be structurally altered. Structural alterations mean alterations to, including replacement of, either the off-premises sign face, or the supporting structure. Normal maintenance and repair including painting, cleaning, or replacing damaged parts of the off-premises sign, shall not be considered a structural alteration.
4. Any nonconforming off-premises sign which deteriorates, is damaged, or destroyed by fire, explosion, wind, act of nature, failure to maintain or other accidental means may be restored if the cost thereof does not exceed fifty percent of its replacement cost. Off-premises signs damaged in an amount in excess of fifty percent of replacement cost shall be removed.
5. All nonconforming off-premises signs shall be kept in good repair and maintained in a neat, clean, attractive and safe condition. Any work required to repair or maintain an off-premises sign shall be completed promptly so long as the off-premises sign is not structurally altered, and so long as the cost of such repair and/or maintenance does not exceed fifty percent of the cost of replacing the off-premise sign.

# Bonus Allowance for Outstanding Design

# Current Bonus Allowance for Outstanding Design

## [Section 17C.240.290](#) Bonus Allowance for Outstanding Design

### A. General.

#### 1. Procedures.

Land use reviews of signs are administered under the provisions of Title 17 SMC, Unified Development Code, as modified by this chapter.

#### 2. Content-neutral Administration of Land Use Reviews.

Notwithstanding any other provision of this chapter or of related standards referenced in this chapter, applications will be reviewed only with respect to sign structure or placement, or with reference to copy only to the extent of color or typeface and excluding any reference to message, category, subject, topic, or viewpoint.

# Current Bonus Allowance for Outstanding Design

## B. Review.

### 1. Purpose.

A bonus allowance for outstanding design is intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. The specific approval criteria allow signs that enhance the overall character of an area.

### 2. Procedures.

A request for a bonus allowance for outstanding design shall follow the procedures of [chapter 17G.060 SMC](#), Land Use Application Procedures, for a type II permit application. However, the approval criteria of this section are used, rather than of those of [SMC 17G.060.170](#). In accordance with [SMC 17G.060.210\(B\)](#), appeal or request for reconsideration of the director's decision on a type II project permit application is to the hearing examiner as an open record appeal.

# Current Bonus Allowance for Outstanding Design

## 3. Approval Criteria.

A bonus allowance for outstanding design sign will be approved if the planning director finds that the applicant has shown that the criteria below are met.

### a. Sign Area Bonus.

A sign area bonus may be granted if the applicant meets the criteria subsections (B)(3)(a)(i), (ii), and (iii) of this section.

- i. The adjustment for the proposed sign will not significantly increase or lead to street level sign clutter, to signs adversely dominating the visual image of the area, or to a sign that will be inconsistent with the objectives of an overlay zone or adopted sub-area plan; and
- ii. The sign will not create a traffic or safety hazard; and



# Current Bonus Allowance for Outstanding Design

- iii. The adjustment will allow a unique sign of exceptional design or style that will:
  - (A.) achieve a positive and tasteful image;
  - (B.) have good legibility;
  - (C.) exhibit technical competence and quality in design, construction, durability, and have standard details uncluttered by wires, angles, or other elements that detract from the appearance;
  - (D.) relate to architectural features rather than obscure or disregard building planes;
  - (E.) present a harmonious relationship to other graphics and street furniture in the vicinity;
  - (F.) be of a size that is in scale with the setting, building, or structure where located; and
  - (G.) avoid glare.

# Current Bonus Allowance for Outstanding Design

## b. Other Code Adjustments.

Through the bonus allowance for outstanding design procedure, the planning director may allow roof signs, adjustment to maximum sign height standards of the underlying zone and electronic message center sign features. Approval of an adjustment to these standards may be granted if the applicant meets the approval criteria of subsection (B)(3)(a)(i), (ii), and (iii) of this section.

# Alternative 1: Replace Bonus Language With Exception Section

## [Section 17C.240.290](#) Exceptions

- A. Approval Required. An exception may be granted from the strict application of the regulations in this Chapter which apply to: (a) sign placement on a parcel or building frontage; (b) sign area; or (3) sign height, as regulated in this Chapter. An exception may not be granted to allow any prohibited signs or prohibited sign features, as described in Section 17C.240.070, or for any other purpose not listed in this subsection A. The exception procedure in this Section does not apply to any street Right-of-Way Use permit or Building permit.
- B. Need for Sign Permit, Consolidation of Processing. An application for an exception may be submitted before or concurrent with the associated sign permit application. No sign permit application requiring an exception for issuance will be processed without a sign exception application unless the applicant specifically requests that the application be processed without an exception.
- C. Review Procedures. The following steps shall be followed in the processing of sign exception applications (hyperlink to appropriate section of the City's Permit Processing chapter):
  1. Determination of Complete Application (Section \_\_.\_\_.\_\_)
  2. Determination of Consistency (Section \_\_.\_\_.\_\_)
  3. Notice of Decision by Director (Section \_\_.\_\_.\_\_)
  4. Administrative Appeal, if any (open record hearing, Section \_\_.\_\_.\_\_)

# Alternative 1: Replace Bonus Language With Exception Section

D. Application Requirements. A complete sign exception application shall consist of the following:

1. Application form. A completed sign exception application, including the applicant's name, address, phone number and e-mail address. If the applicant is not the property owner, then the property owner must be identified and the application must include an affidavit from the property owner, verifying that the property owner has given permission to the applicant for the submission of the sign exception application and for the installation/posting of the sign on the property owner's property.
2. Sign Permit Application (all of the materials required by Section 17C.240.090 Sign Permit required). However, the applicant may submit an exception application without a sign permit application as provided in subsection B above.
3. A narrative report which describes the requested exception in detail. The report shall identify all of the sections of this Chapter from which the applicant is requesting the exception, as well as the nature and extent of the exception (in size, area, location on the property, height).
4. The narrative report shall also include the applicant's description of the manner in which the sign exception satisfies all of the exception criteria in subsection E below.
5. Fees. Payment of the appropriate sign exception application fee.

# Alternative 1: Replace Bonus Language With Exception Section

- E. Exception Criteria for Approval. Sign exception applications shall be reviewed by the planning director to determine whether all of the following criteria are satisfied. In order to approve any sign exception, the director must make written findings to show that all of the following criteria have been met:
1. The request for an exception is due to unusual conditions pertaining to sign visibility needs for a specific building or lot; and
  2. The sign will not create a hazard; and
  3. The sign will not violate any state statute or any City Code provision (other than the ones identified in this Chapter relating to signs); and
  4. The sign will not negatively affect adjacent property; and
  5. The sign will be in keeping with the general character of the surrounding area and the granting of the exception would not result in an alteration of the essential character of the surrounding area; and
  6. The proposed exception is consistent with the purposes and intent of the Zoning Code and the purposes of this Chapter; and
  7. The exception is consistent with the City's Comprehensive Plan; and
  8. The applicant has established that there are practical difficulties in complying with the provision(s) of this Chapter and that the proposed sign is a reasonable use of the property. (Economic considerations alone do not constitute practical difficulties.); and
  9. The plight of the applicant is due to circumstances unique to the property, which were not created by the applicant or landowner; and
  10. The exception will not permit any sign type or use that is not allowed in the zoning district where the affected land is located, nor will it allow any sign or sign feature prohibited under Section 17C.240.070.

# Alternative 1: Replace Bonus Language With Exception Section

- F. First Amendment Exception. Where an applicant can demonstrate that the strict application of the regulations in this Chapter would violate his/her First Amendment rights, the City may grant an exception that does not conform to all of the exception criteria in subsection E above. However, the applicant shall submit an application which provides his/her response to each of the exception criteria in subsection E. The City need not make findings that all of the exception criteria have been satisfied, but if not all criteria have not been satisfied, the exception may only be granted to the extent reasonably necessary to protect the applicant's First Amendment rights. If a First Amendment exception is granted, it shall be treated as an approval of an exception for purposes of this Chapter.
- G. Notice of Final Decision. A Notice of Decision incorporating the decision on the exception application shall issue not more than 120 days after issuance of the Determination of Complete Application.
- H. Expiration of Exception. If the exception is approved, the sign identified in the exception must be installed within 180 days or the exception will expire. No sign may be erected if there is no sign permit for the sign, or if the exception or the sign permit has expired, even if the applicant has received associated building permits or street Right-of-Way Use permits, and the latter have not expired.

# Alternative 2: Proposed Changes to Design Bonus Language

Section 17C.240.290 Bonus Allowance for ~~Outstanding~~ Creative Graphic Design

~~A. General.~~

~~1. Procedures.~~

~~Land use reviews of signs are administered under the provisions of Title 17 SMC, Unified Development Code, as modified by this chapter.~~

~~2. Content-neutral Administration of Land Use Reviews.~~

~~Notwithstanding any other provision of this chapter or of related standards referenced in this chapter, applications will be reviewed only with respect to sign structure or placement, or with reference to copy only to the extent of color or typeface and excluding any reference to message, category, subject, topic, or viewpoint.~~

# Proposed Design Bonus Language

## B. Review.

### 1. Purpose.

A bonus allowance for ~~outstanding~~ creative graphic design is intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations. The specific approval criteria allow signs that enhance the overall character of an area.

### 2. Procedures.

A request for a bonus allowance for ~~outstanding~~ creative graphic design shall follow the procedures of chapter 17G.060 SMC, Land Use Application Procedures, for a type II permit application. However, the approval criteria of this section are used, rather than of those of SMC 17G.060.170. At the discretion of the Planning Director, the application may be referred to the Design Review Board for recommendation, prior to issuance of a director's decision. In accordance with SMC 17G.060.210(B), an appeal or request for reconsideration of the director's decision on a type II project permit application is to the hearing examiner as an open record appeal.



# Proposed Design Bonus Language

## 3. Approval Criteria.

A bonus allowance for ~~outstanding~~ creative graphic design sign will be approved if the planning director finds that the applicant has shown that the criteria below are met.

### a. Sign Area Bonus.

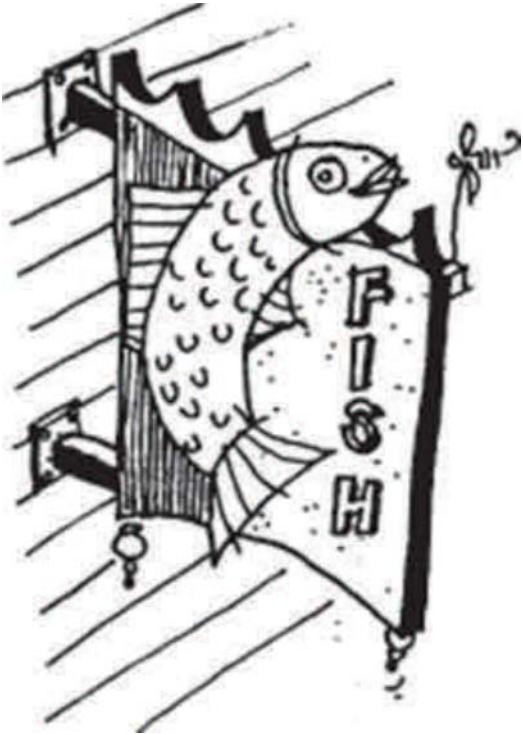
A sign area bonus may be granted if the applicant meets the following criteria: ~~subsections (B)(3)(a)(i), (ii), and (iii) of this section.~~

- i. The adjustment for the proposed sign will not significantly increase or lead to street level sign clutter, to signs adversely dominating the visual image of the area, or to a sign that will be inconsistent with the objectives of an overlay zone or adopted sub-area plan; and
- ii. The sign will not create a traffic or safety hazard; and

# Proposed Design Bonus Language

- iii. The adjustment will allow a unique sign of ~~exceptional~~ creative design or style that ~~will~~:
- A. are highly graphic in form, expressive, and individualized;
  - B. has good legibility and conveys the product or service offered in bold, graphic form;
  - C. has details uncluttered by wires, bracing, angles, or other elements that detract from the appearance, ornamental support elements are strongly encouraged;
  - D. fit with the architectural character, proportions and details of the development rather than obscure or disregard building planes;
  - E. present a harmonious relationship to other graphics and street furniture in the vicinity;
  - F. are of a size that is in scale with the setting, building, or structure where located; and
  - G. avoid glare.

# Proposed Design Bonus Language



# Proposed Design Bonus Language

b. Other Code Adjustments.

Through the bonus allowance for ~~outstanding~~ creative graphic design procedure, the planning director may allow roof signs, adjustment to maximum sign height standards of the underlying zone and electronic message center sign features. ~~Approval of an adjustment to these standards may be granted if the applicant meets the approval criteria of subsection (B)(3)(a)(i), (ii), and (iii) of this section.~~

# Next Meeting

- Topics
  - Temporary Signs
  - Remaining Current Planning Recommendations
  - Definitions
- Details
  - August 24
  - 4:00-5:30 pm
  - Conference Room 3B

**Thank You!**