# SIGN CODE UPDATE | DOWNTOWN SIGN DISTRICT

SPRINGFIELD CITY COUNCIL WORK SESSION

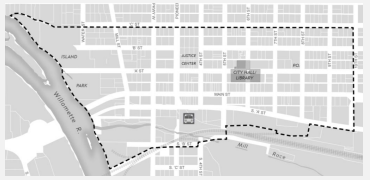
April 22, 2019

# WHAT WILL WE COVER?

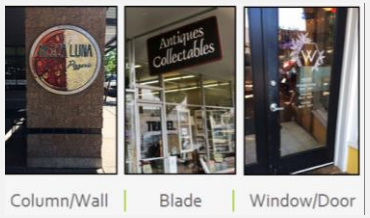
- Progress Since Most Recent Work Session (March 25, 2019)
- Input Needed (Requested Action Items)
  - Action Items C through H
- Next Steps & Additional Thoughts

# WHAT HAS BEEN ACCOMPLISHED?

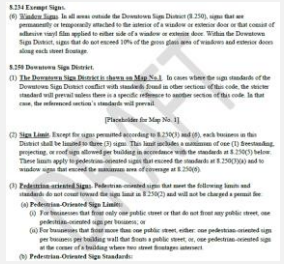
- March 25, 2019 Work Session
  - District Boundary



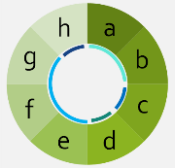
  - Sign Types




  - Code Summary (Proposed Changes)



  - Action Items A & B




- Downtown Business Meetup

# HOW DO WE MOVE FORWARD?

## ACTION ITEM C (ATT. 1)

### Wall signs:

**C.1** Proceed to first reading with text as-is (no changes)

**C.2** Modify language to account for businesses that do not face a public street

**C.3** Modify language to a per-building basis

**C.4** Direct staff to conduct further review

# HOW DO WE MOVE FORWARD?

## ACTION ITEM D (ATT. 1)

### Design and location of freestanding, projecting, and roof signs:

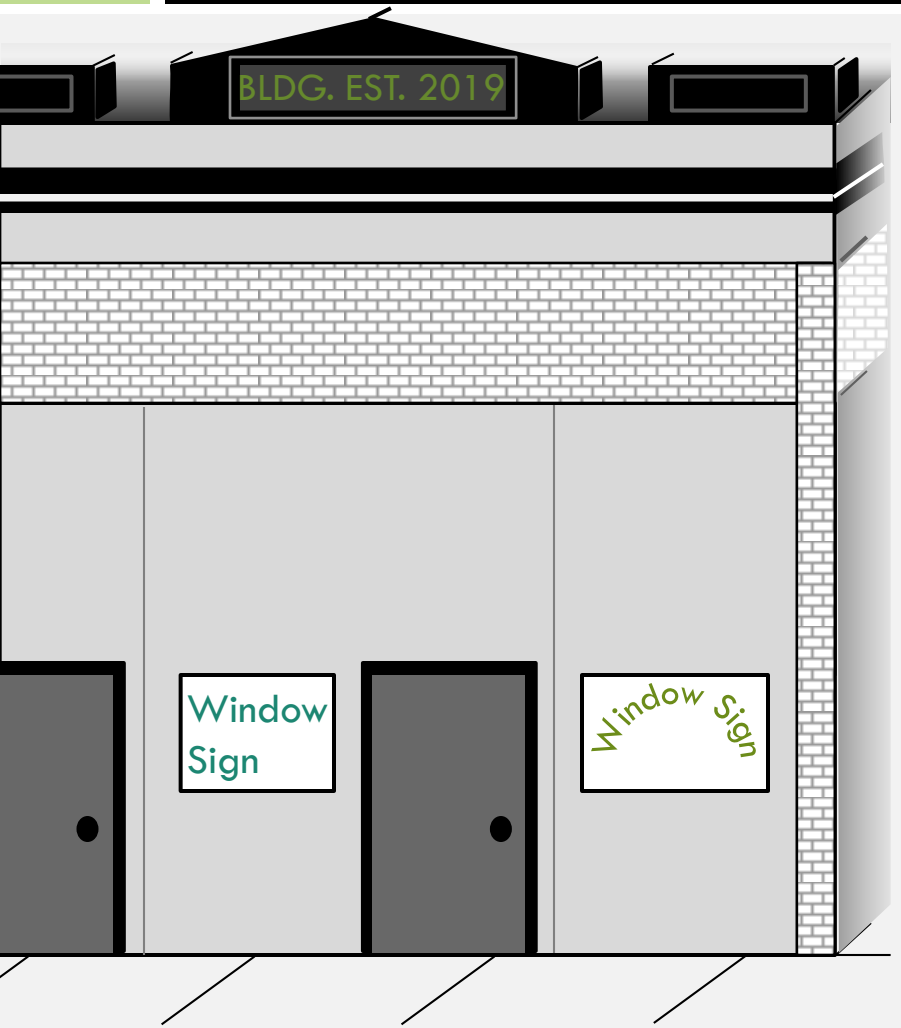
**d.1** Proceed to first reading with language as drafted (no additional changes)

**d.2** Modify the language to another specified square footage, height, and/or allowable locations

**d.3** Direct staff to conduct further review

# HOW DO WE MOVE FORWARD?

## ACTION ITEM **E** (ATT. 1)




### Window signage v. pedestrian-oriented signs on windows:

**e.1** Proceed to first reading with language as drafted (exempt: 10% window area, pedestrian-oriented signs)

**e.2** ↓ exempt coverage limit **and/or** not allow pedestrian-oriented signs on windows if coverage exceeds 10% of the street-facing glass area

**e.3** Direct staff to conduct further review

# HOW DO WE MOVE FORWARD?

## ACTION ITEM **F** (ATT. 1)

### Allowable placement of window signs:

**f.1** Proceed to first reading with language as drafted

**f.2** Modify language to prohibit window signs (not pedestrian-oriented signs) on the glass area between 4 and 6 ft. above the sidewalk

**f.3** Direct staff to conduct further review

# HOW DO WE MOVE FORWARD?

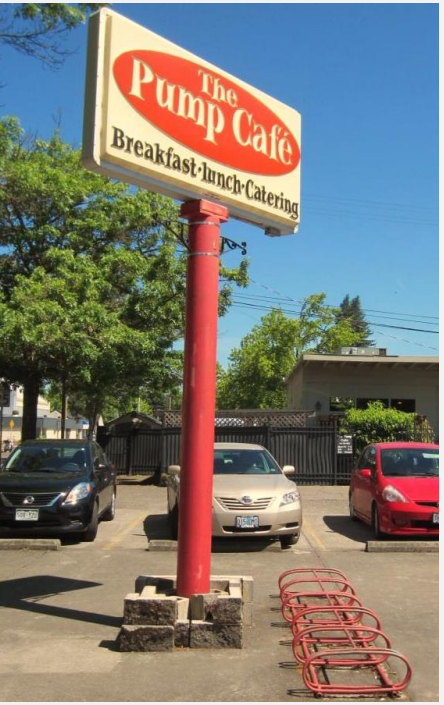
## ACTION ITEM **G** (ATT. 1)

### Seasonal use of hand-painted windows:

- **g.1** Proceed to first reading with language as drafted
- **g.2** Modify language to add a date range during which window coverage can exceed 10%
- **g.3** Consider painted windows as "temporary signs"
- **g.4** Revise the definition of "mural" to include windows
- **g.5** Direct staff to conduct further review

# HOW DO WE MOVE FORWARD?

## ACTION ITEM **H** (ATT. 1)



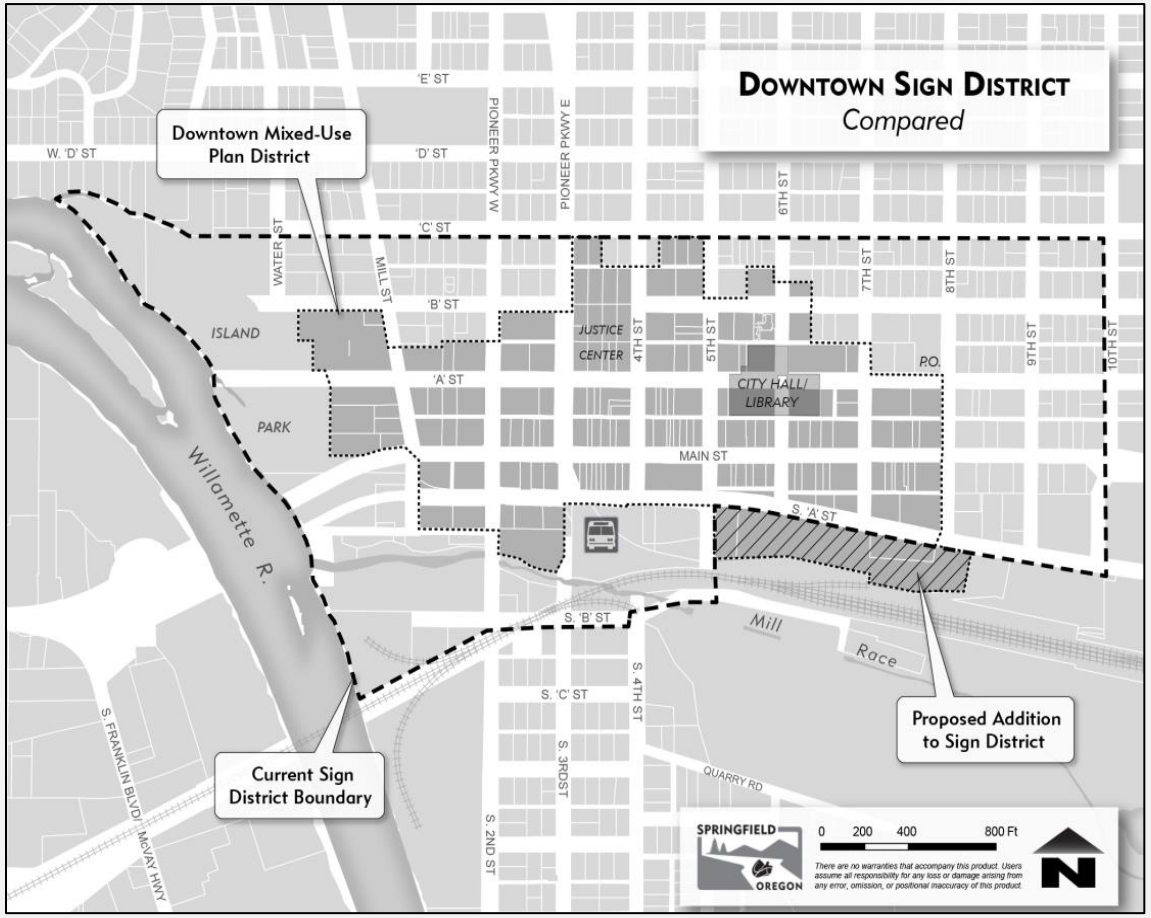

### Non-conforming signs:

- **h.1** Proceed to first reading with language as drafted
- **h.2** Remove last part beginning at "…except that…"
- **h.3** Modify language to allow for a review procedure
- **h.4** Modify language to identify existing signage that contributes to downtown's character
- **h.5** Do not adopt stricter standards for downtown (match city-wide requirements)
- **h.6** Direct staff to conduct further review

# NEXT STEPS, ETC.

# IF NEEDED: REFERENCE SLIDES FROM MARCH 25 COUNCIL WORK SESSION BEGIN ON NEXT SLIDE

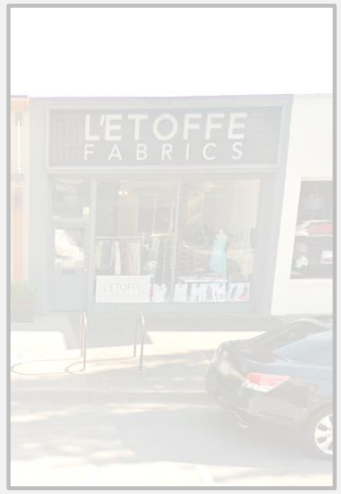
# WHERE WOULD THE STANDARDS APPLY?

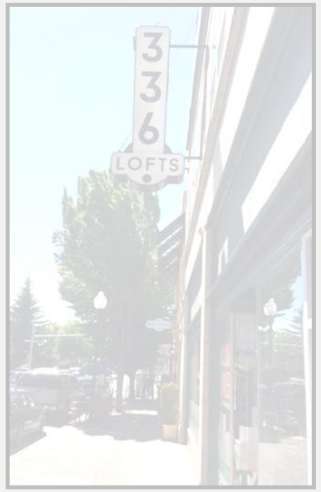



Click for Google Street View

# WHAT SIGNS DOES THE CODE IDENTIFY?

## Pedestrian-Oriented Signs





Column/Wall | Blade | Window/Door

# WHAT SIGNS DOES THE CODE IDENTIFY?

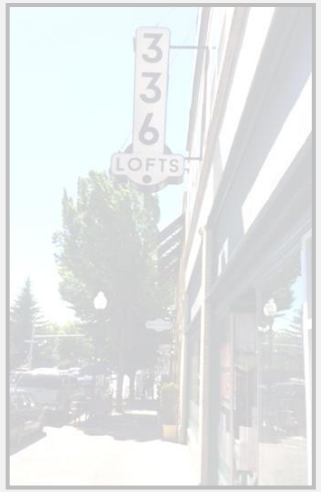
## Pedestrian-Oriented Signs

Column/Wall

Blade

Window/Door

## Wall Signs



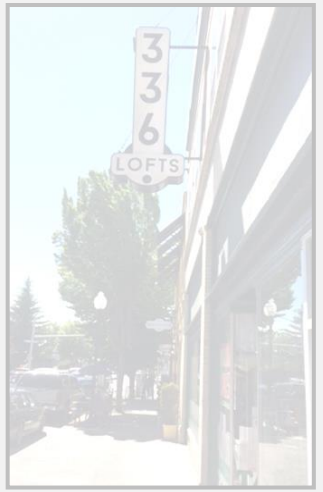
# WHAT SIGNS DOES THE CODE IDENTIFY?

## Pedestrian-Oriented Signs

Column/Wall | Blade | Window/Door

## Wall Signs

## Window Signs



# WHAT SIGNS DOES THE CODE IDENTIFY?

## Pedestrian-Oriented Signs

Column/Wall | Blade | Window/Door

## Wall Signs

## Window Signs

## Projecting Signs

# WHAT SIGNS DOES THE CODE IDENTIFY?

## Pedestrian-Oriented Signs

Column/Wall | Blade | Window/Door

## Wall Signs

## Window Signs

## Projecting Signs

## Freestanding Signs

# WHAT ARE THE STANDARDS?

**CURRENT STANDARDS**

- Max. 3 signs per business



**PROPOSED STANDARDS**

- 1 pedestrian-oriented sign (**change**) and max. 3 other signs per business (**no change**)

# WHAT ARE THE STANDARDS?

**CURRENT STANDARDS**

- Max. 3 signs per business
- Freestanding, projecting, or roof signs
  - 1 sign per business
  - Max. 80 sq. ft.

**PROPOSED STANDARDS**

- 1 pedestrian-oriented sign (**change**) and max. 3 other signs per business (**no change**)
- Freestanding, projecting, or roof signs
  - Sign limit and size of projecting or roof signs (**no change**)
  - Projecting signs at corner (**change**)
  - Freestanding limited to certain streets and sizes (**change**)

# WHAT ARE THE STANDARDS?

## CURRENT STANDARDS

- Max. 3 signs per business
- Freestanding, projecting, or roof signs
  - 1 sign per business
  - Max. 80 sq. ft.
- Wall signs
  - 2-3 signs per business
  - 1st Story: 3 $ft^2$ per linear ft. frontage
  - 2nd Story: 1.5 $ft^2$ per linear ft. frontage

## PROPOSED STANDARDS

- 1 pedestrian-oriented sign (**change**) and max. 3 other signs per business (**no change**)
- Freestanding, projecting, or roof signs
  - Sign limit and size of projecting or roof signs (**no change**)
  - Projecting signs at corner buildings (**change**)
  - Freestanding limited to certain streets and sizes (**change**)
- Wall signs
  - **No change**

# WHAT ARE THE STANDARDS?

## CURRENT STANDARDS

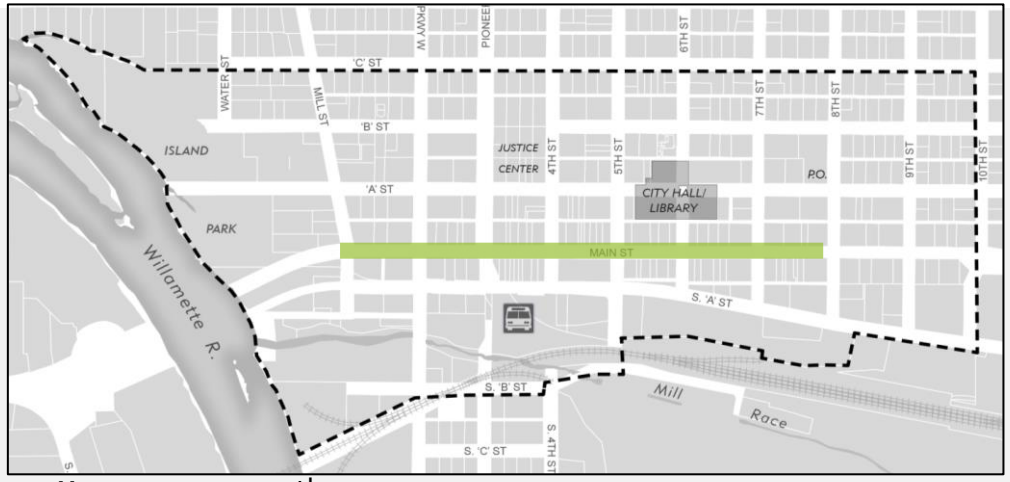
- Max. 3 signs per business
- Freestanding, projecting, or roof signs
  - 1 sign per business
  - Max. 80 sq. ft.
- Wall signs
  - 2-3 signs per business
  - 1st story: 3 ft.$^2$ per linear ft. frontage
  - 2nd story: 1.5 ft.$^2$ per linear ft. frontage
- Not counted
  - Window signs
  - A-frame signs
  - "Open" flags and street banners

## PROPOSED STANDARDS

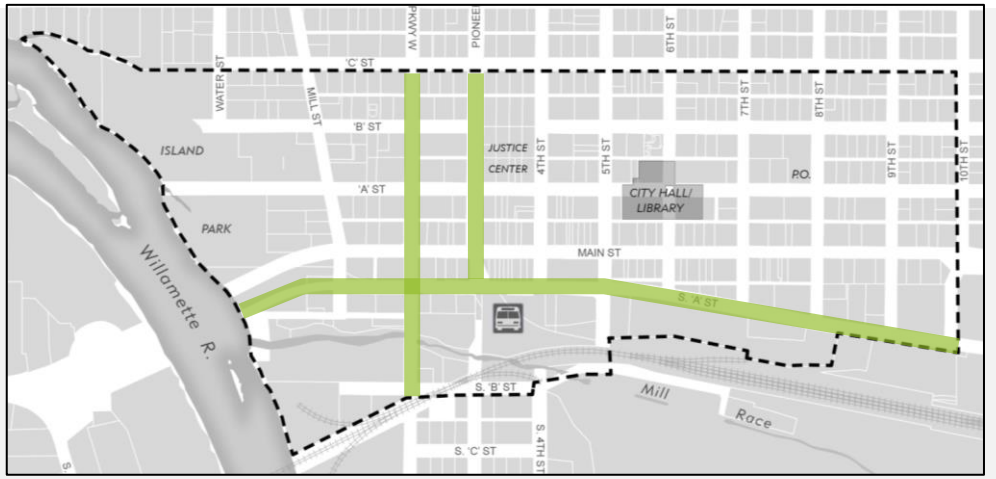
- 1 pedestrian-oriented sign (**change**) and max. 3 other signs per business (**no change**)
- Freestanding, projecting, or roof signs
  - Sign limit and size of projecting or roof signs (**no change**)
  - Projecting signs at corner buildings (**change**)
  - Freestanding limited to certain streets and sizes (**change**)
- Wall signs
  - **No change**
- Window signs would count toward the 3-sign limit if over 10% coverage (**change**)

# WHAT ARE THE STANDARDS?

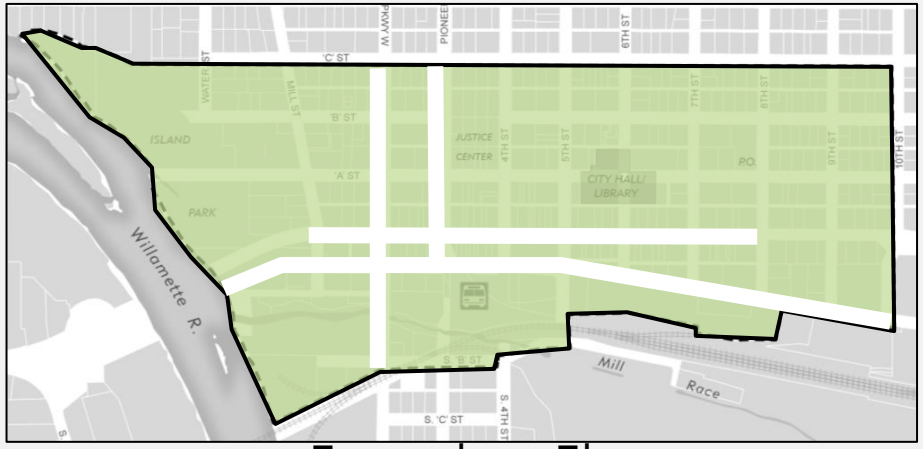
## MORE ON FREESTANDING SIGNS




Mill Street to 8th Street

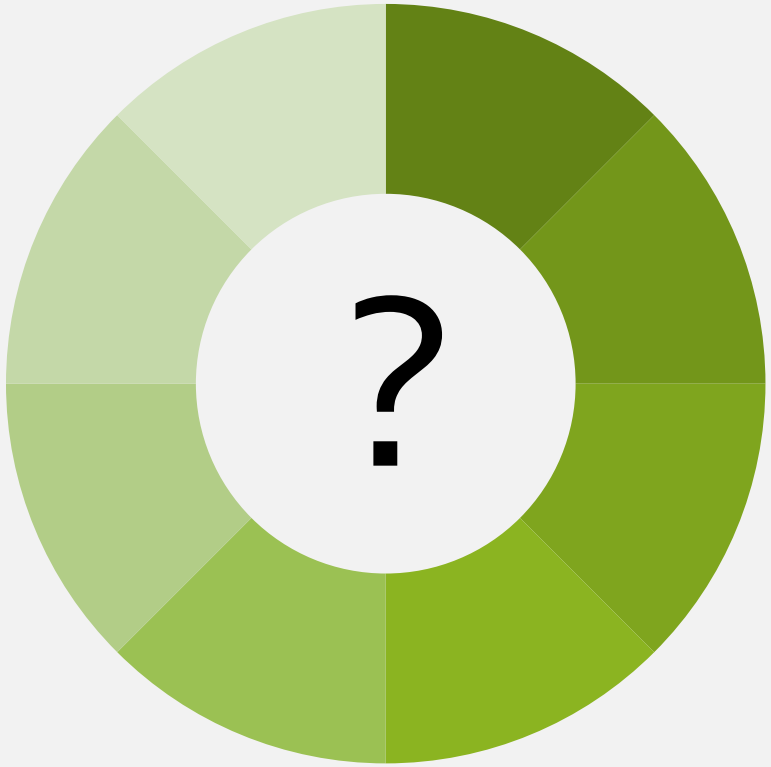



South A Street &
Pioneer Parkway (E/W)




Everywhere Else

# HOW DO WE MOVE FORWARD?



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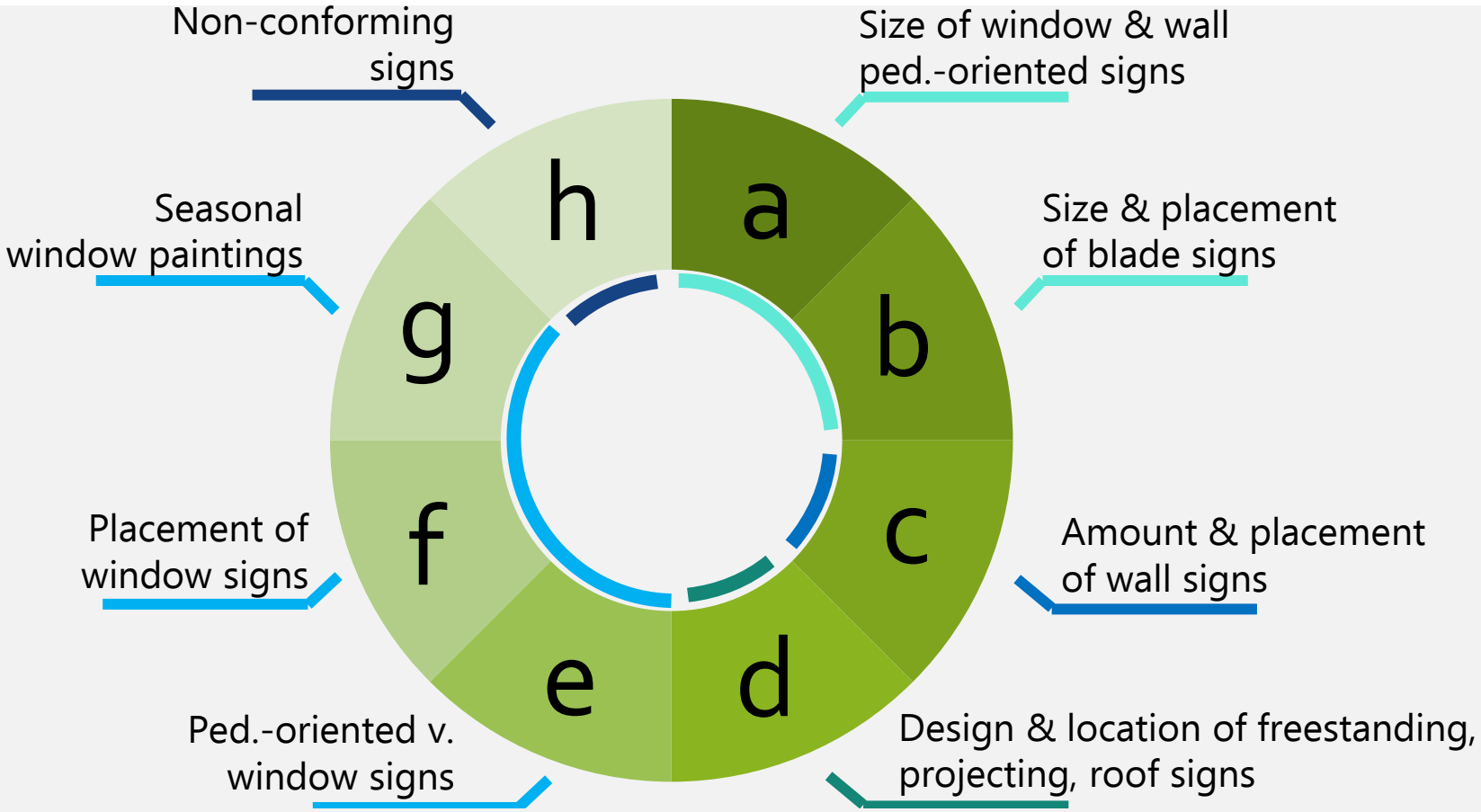

# HOW DO WE MOVE FORWARD?

## ACTION ITEM **A** (ATT. 1)

Pedestrian-oriented signs: doors, storefront windows, walls, or building columns:

**a.1** Specify minimum size and proceed to first reading

**a.2** Modify language to another specified size and/or lettering height

**a.3** Direct staff to conduct further review

# HOW DO WE MOVE FORWARD?

## ACTION ITEM **B** (ATT. 1)

### Blade signs:

**b.1** Specify minimum size and proceed to first reading

**b.2** Modify language (thickness, square footage, lettering height, placement at corner buildings)

**b.3** Direct staff to conduct further review