

Summary of Code Changes For: A-Frame and Pedestrian Signs in Downtown and Improvements to Other General Sign Regulations

The following combine the Council approved code for “pedestrian signs” from 2016 plus the “NEW” amendments scheduled for City Council approval on April 4, 2017.

- “Pedestrian signs” include signs such as A-frame (sandwich board), stanchion, easel, or post-style signs intended as free-standing signs in the downtown/waterfront pedestrian environment.
- These are now a form of permanent signage, with restrictions, and counts against overall sign area (they are no longer classified as “temporary” signs).
- Only one allowed per ground floor storefront. **NEW:** Each ground floor storefront is also allowed six (6) additional square feet of sign area to accommodate a pedestrian sign or some other type of permanent signage, at their choice.
- Pedestrian signs are only allowed while the business is open.
- The code does not regulate the content of the sign. So, for example, businesses may rotate their signs or combine messages to share an allowed sign.
- Normally a pedestrian sign must be located within 10 feet of the entry and two feet of the building. **NEW:** There are now two locational exceptions that can be granted by the Development Services Director as part of the normal sign permit process:
 1. *When an alternative location in front of the building or on the property occupied by the business is less intrusive to pedestrian movement or accessibility; or*
 2. *When the building containing the business is set back from the property line and a location on the property can be provided such that the sign does not encroach onto a public sidewalk*
- There must be a minimum 5 feet of pedestrian clearance on a sidewalk.
- Pedestrian signs are allowed a maximum size of 6 sq. ft.
- **NEW:** Governmental signs are now defined to allow the creation of a directional signage program. The exact parameters are not specified in the code.
- **NEW:** Fees are reduced to “No Cost” for blade signs and \$75 + \$35 = \$110 for pedestrian signs.

Other sign code amendments also approved by Council last year (2016):

- For illuminated signs, symbols can be illuminated (not just the letters).
- Halo Signs are specifically allowed.
- Sign height is tied to the actual finished grade, not the original grade.
- Monument signs are better defined and can be located 5 feet from property line (i.e. w/in setbacks).
- Signage on 1-story buildings with mansard roofs are recognized – e.g. Cory’s building.
- The City’s sign area calculation practice is codified (i.e. calculate outlines of applied letters, not including the background).
- ADB can grant modifications due to unique architectural elements of a building, not just site limitations.