



CITY COUNCIL AGENDA ITEM

To: Mayor Graham and City Council

From: Ted Shekell, Planning Director
Walter Denton, City Administrator

Date: April 7, 2008

Subject: An **ORDINANCE** to approve zoning text amendment to Article 12 "Sign Regulations" and repeal Section 3.06 "Signs" of the Zoning Code of Ordinances (**1st Reading**)

List of committees that have reviewed: At the Community Development Committee meeting on March 24, 2008, the Committee reviewed the proposed zoning text amendment of *Article 12 "Sign Regulations"* and unanimously recommended it for approval by the full Council. Please note that the attached final draft incorporates a few slight changes and clean-ups from the draft reviewed at the March 24 Community Development Committee meeting.

Background: Over the last several months, staff and the Community Development Committee have met and discussed the proposed Sign Ordinance. Article 12 has been drafted by staff and Dan Vogel over a lengthy period of time and is recommended by staff.

Article 12 "Sign Regulations": Staff Summary – Attached is a revised sign ordinance that keeps the best from the existing ordinance, changes some areas that needed work, and adds some new areas that were not addressed in the current code. It will replace the existing one (*Section 3.06 "Signs" of the Zoning Code of Ordinances*), which has been in place for the past 11 years. During the ensuing years, the City has grown and changed significantly, as has the sign industry, thus necessitating modernizations to the sign code. The current code has generally been adequate for basic sign regulation, however, there are a number of areas in the code that have needed revision for a long time, including among other things being overly restrictive on temporary signage (including grand opening and auto dealer signage), no provision for monument signs, weak language governing changeable copy signs, and a lack of proportionality between the site and the sign which often allows very large signs on very small lots. The final draft of the revised sign ordinance includes the following completely revised sections: a) Section 12.070 which includes Freestanding Signage, Wall Signage, and Projecting Signs; b) Section 12.060 which includes addition of a new Highway Corridor Sign District, revised Temporary Construction Signs, and which allows Sandwich Board signs (which are currently prohibited); c) Section 12.040 Temporary signage; and d) Section 12.080 Prohibited Signs.

One key change to the current code addresses the code's lack of proportionality between freestanding and/or wall signs and the lot or structure they are located on. Unlike the current ordinance, the revised code establishes that the size of the freestanding and/or wall sign must follow a proportionate sign size formula based on the width of the lot for a freestanding sign or on the total square footage of the wall area for a wall sign. These types of changes have been widely accepted by other comparable communities that value quality development.

Before finalizing the draft, staff met with the CD Committee throughout the months of January, February and March 2008 to discuss a number of these and other signage issues. Staff appreciated the general discussion and direction given on several sign-related issues and policies that have been problematic for City to resolve. Staff also received considerable input from the Chamber of Commerce, Demond Sign

Company, and from the various auto dealers, and we appreciate their input which has made for a better ordinance. Following the special meetings with the CD Committee and after receiving community input, staff finalized the revisions to the sign ordinance.

We recognize the importance of addressing both the needs of the O'Fallon business community to advertise their businesses and the need for the City to maintain order along our streetscapes and to ensure high quality development is maintained throughout the community. We believe the proposed revisions to the sign code strike a reasonable balance between the two.

Staff also recognizes that there may be some unanticipated consequences of adopting a substantially revised sign ordinance, so an on-going review will be made of the ordinance, especially during the first year of implementation, to see what tweaks, if any, might need to be made.

A cover ordinance is attached which will adopt a new *Article 12 "Sign Regulations"*, repeal the current sign ordinance *Section 3.06 "Signs"* located within the Zoning Code of Ordinances, and will make minor changes to *Article 6 "Nonconformities & Vested Rights"*, which will ensure continuity and consistency with *Article 12 "Sign Regulations."*

Legal Considerations, if any: Dan Vogel has been very involved in the revision to this ordinance and he recommends it for approval

Budget Impact: None

Staff Recommendation: Staff recommends approval of *Article 12 "Sign Regulations"* as attached and presented above.

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