



PROJECT REPORT

TO: Planning Commission
FROM: Matt Ament, Senior Planner
THRU: Ted Shekell, Director of Planning and Zoning
DATE: August 12, 2008
PROJECT: Proposed Zoning Code Text Amendments for Article 12 "Sign Regulations"

For the Planning Commission meeting Tuesday, August 12, 2008, there is one public hearing scheduled, which involves proposed amendments to the City's Zoning Ordinance. These amendments are described below.

Amendments to Current Zoning Ordinance, Article 12 "Sign Regulations".

In April 2008, the City Council adopted new Article 12 "Sign Regulations" and repealed the old Sign Code. Staff anticipated that a few mid-course adjustments might be needed after the sign codes' initial adoption, given the scope and complexity of the ordinance. After several months of administering the new code, staff has identified a few recommended adjustments. These proposed amendments pertain to areas regarding the size, design and locations of permanent freestanding and wall signage, and include the following:

- A. Clarifying the intent on the size of changeable copy signs;
- B. Allowing adjacent off-street parking lot to be deemed as frontage;
- C. Reducing the sign support enclosure width from one-half (1/2) to one-third (1/3) the width of the widest part of the sign for freestanding signs for frontage lots along West Highway 50;
- D. Removing the sign face ratio (2:1) requirement for freestanding signs;
- E. Adding a new section to allow larger real estate signs for lots fronting I-64;
- F. Allowing special "Grand Opening" temporary signage for new businesses in O'Fallon; and
- G. Section number change for 12.060.A.4 *Permit Exception; Temporary Sandwich Board Signs* (no content change).

Below is shown the current language of the previously-mentioned sections of Article 12, followed by draft language proposed to replace it. Deletions and additions are highlighted with strikethrough and underline text, respectively.

A. Current Language in Section 12.030.A.9 Authorizing the size of a changeable copy sign:

All Signs authorized by Permit may be designed to be capable of changing the message thereon, including such as for time or temperature, either manually or electronically, provided the following requirements are satisfied for such changeable copy area: (1) no more than one such Sign per establishment, (2) such Sign may occupy no more than thirty (30%) percent of the applicable Sign Area Allowance, (3) such Sign is of no greater width as the attached principal Sign face, (4) no animation or movement of any content is permitted, and (5) each message displayed

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thereon must remain visible in at least two and one-half (2.5) second intervals before being reset or replaced with another Message."

Proposed Amendment to Section 12.030.A.9 (Clarifying the intent of the size of the changeable copy sign):

"Changeable Copy; limitations: All Signs authorized by Permit may be designed to be capable of changing the message thereon, including such as for time or temperature, either manually or electronically, provided the following requirements are satisfied for such changeable copy area: (1) no more than one such Sign per establishment, (2) such Sign may occupy no more than thirty (30%) percent of the applicable Sign Area Allowance Face, (3) such Sign is of no greater width as the attached principal Sign face, (4) no animation or movement of any content is permitted, and (5) each message displayed thereon must remain visible in at least two and one-half (2.5) second intervals before being reset or replaced with another Message."

B. Current Language in 12.060.A.1.b Authorizing the number of Wall Signs per Establishment:

"Wall Sign: Each Establishment shall be allowed to have one (1) Wall Sign, subject to Section 12.080.B, for each wall of such Establishment facing an on-site parking lot or Street Frontage, up to a maximum of three (3) Wall Signs."

Proposed Amendment to Section 12.060.A.1.b (Allowing adjacent off-street parking lot to be deemed as frontage):

"Wall Sign: Each Establishment shall be allowed to have one (1) Wall Sign, subject to Section 12.080.B, for each wall of such Establishment facing an on or off-site parking lot or Street Frontage, up to a maximum of three (3) Wall Signs."

C. Current Language in 12.070.A.3.g.ii Authorizing Exceptions for Freestanding Signs with Lots Adjacent to and having Frontage along West Highway 50 between Old Collinsville Road and the intersection of Highway 50 and State Street:

"Highway 50 Lots: The Freestanding Sign for Non-residential Lots located adjacent to and having Frontage along West Highway 50 between Old Collinsville Road and the intersection of Highway 50 and State Street (the "Spur") may be up to twenty feet (20') in height and up to one hundred twenty-six (126) square feet in Sign Area, subject to all other applicable regulations regarding Freestanding Signs; except that such Signs shall be set back from the property line of the Lot one foot (1') for each additional foot of Sign height over six feet (6'). The outer width of the sole or joint supports for such Freestanding Sign shall be a minimum of one-half (1/2) the width of the widest part of the Sign. In lieu of a required base, the Department may approve a landscaped or otherwise appropriately designed ornamental or architectural feature concealing the base of the supports."

Proposed Amendment to Section 12.070.A.3.g.ii [Reducing the Sign support enclosure width from one-half (½) to one-third (1/3) the width of the widest part of the Sign]

"Highway 50 Lots: The Freestanding Sign for Non-residential Lots located adjacent to and having Frontage along West Highway 50 between Old Collinsville Road and the intersection of Highway 50 and State Street (the "Spur") may be up to twenty feet (20') in height and up to one hundred twenty-six (126) square feet in Sign Area, subject to all other applicable regulations regarding Freestanding Signs; except that such Signs shall be set back from the property line of the Lot one foot (1') for each additional foot of Sign height over six feet (6'). The outer width of the sole or joint supports for such Freestanding Sign shall be a minimum of ~~one half (1/2)~~ one-third (1/3) the width of the widest part of the Sign. In lieu of a required base, the Department may approve a landscaped or otherwise appropriately designed ornamental or architectural feature concealing the base of the supports."

D. Current Language in Section 12.070.A.3.c Authorizing the size and design of a Freestanding Sign:

"The face of a Freestanding Sign shall not have a height:width or width:height ratio of more than 2:1. The total Sign Area shall be four-tenths (0.4) square feet of signage per linear foot of street frontage and shall not exceed one

hundred (100) square feet. Ex: 150' Frontage x 0.4 = 60 sq. ft. Sign. The Frontage length shall be measured along the front yard Building setback."

Proposed Amendment to Section 12.070.A.3.c (Deleting the Sign Face ratio for Freestanding Signs):

"The face of a Freestanding Sign shall not have a height:width or width:height ratio of more than 2:1. The total Sign Area shall be four-tenths (0.4) square feet of signage per linear foot of street frontage and shall not exceed one hundred (100) square feet. Ex: 150' Frontage x 0.4 = 60 sq. ft. Sign. The Frontage length shall be measured along the front yard Building setback."

E. Current Language in Section 12.040.A.5 Authorizing Real Estate Signs Without a Permit:

"Real Estate Signs: Signs indicating the sale, rental, or lease of the Zoning Lot on which they are located, including Vacant Properties. Such Signs on residential property shall not exceed six and one-quarter (6.25) square feet in area; on other property, such Signs shall not exceed thirty-two (32) square feet in area. Not more than one real estate Sign per street front shall be erected on any Lot. Such Signs shall be removed within fourteen (14) days of the sale, rental, or lease of such Lot. Real estate open house directional Signs are permitted on weekends only from 12 Noon Friday through 6 p.m. Sunday, with the maximum size for each such Sign being six and one-quarter (6.25) square feet in area. Such real estate signs and directional Signs shall be in lieu of and count against the amount of signage permitted for temporary signs authorized for the subject Zoning Lot."

Proposed Amendment to Section 12.040.A.5.a (Adding new section to allow larger real estate signs for lots fronting I-64):

"Real Estate Signs: Signs indicating the sale, rental, or lease of the Zoning Lot on which they are located, including Vacant Properties. Such Signs on residential property shall not exceed six and one-quarter (6.25) square feet in area; on other property, such Signs shall not exceed thirty-two (32) square feet in area. Not more than one real estate Sign per street front shall be erected on any Lot. Such Signs shall be removed within fourteen (14) days of the sale, rental, or lease of such Lot. Real estate open house directional Signs are permitted on weekends only from 12 Noon Friday through 6 p.m. Sunday, with the maximum size for each such Sign being six and one-quarter (6.25) square feet in area. Such real estate signs and directional Signs shall be in lieu of and count against the amount of signage permitted for temporary signs authorized for the subject Zoning Lot.

- a. Special Exception: In addition to the real estate signage allowed above, lots located adjacent to and having Frontage along Interstate 64 are permitted one (1) Real Estate Sign not to exceed one hundred twenty (120) square feet in sign area."*

F. Current Language in Section 12.060.A.2.b.1. Authorizing Temporary Signage for Non-residential Lots:

"All Non-residential Zoning Lots: On each Non-residential Zoning Lot, and in lieu of such Temporary Non-Commercial signs as are permitted without a Sign Permit under Section 12.040.4, one Temporary Sign made of paper, cardboard or other lightweight materials with comparable support materials designed for temporary display of Messages may be authorized under this subsection by Permit. Such Temporary Signs may be authorized for a maximum of thirty (30) days cumulatively during one (1) calendar year with not more than three (3) Sign Permits authorized per year and each such Permit authorizing one (1) to fifteen (15) consecutive days. Such Temporary Sign shall not exceed twenty-four (24) square feet."

Proposed Amendment to Section 12.060.A.2.b.1.a (Adding new section for "Grand Opening" Signs and Inflatables):

"All Non-residential Zoning Lots: On each Non-residential Zoning Lot, and in lieu of such Temporary Non-Commercial signs as are permitted without a Sign Permit under Section 12.040.4, one Temporary Sign made of paper, cardboard or other lightweight materials with comparable support materials designed for temporary display of Messages may be authorized under this subsection by Permit. Such Temporary Signs may be authorized for a maximum of thirty (30) days cumulatively during one (1) calendar year with not more than three (3) Sign Permits authorized per year and

each such Permit authorizing one (1) to fifteen (15) consecutive days. Such Temporary Sign shall not exceed twenty-four (24) square feet.

a. Temporary 'Grand Opening' Signs: Any business enterprise consisting of retail sales and/or rendering of services directly to the public shall be able to use Temporary banners, signs or inflatables for promotional activities, and such device(s) may be in use for a period not to exceed thirty (30) days and only immediately following the initial opening of each business. Such device(s) shall be exclusive of the Sign requirements of 'Temporary Non-residential Zoning Lots' per Section 12.060.A.2.b.1 as mentioned above. Such device(s) shall not collectively exceed forty-eight (48) square feet. No banner dimension shall exceed twelve (12) feet. Any inflatable sign or sign affixed to a tethered balloon, where such sign is visible from the property line should be permitted. Such inflatable Signs shall not exceed the height of the principal structure or twenty-five (25) feet, whichever is less. Temporary Signs, banners and inflatables/balloons used in accordance with this paragraph shall be confined to property on which the business enterprise is located, and mounted and secured properly to ensure the public health and safety."

G. Proposed Amendment to Section 12.060.A.4 (Revising the numbering of the section from 12.060.A.4 to 12.060.A.3 - No content change):

3. Permit Exception; Temporary Sandwich Board Signs: A Temporary Sandwich Board Sign shall be permitted on each Non-Residential Zoning Lot containing one or more lawful retail commercial Establishments without a Permit subject to the requirements of this subsection. A Sandwich Board Sign shall be comprised of an "A-frame" sign, which stand with self-supporting elements and are not permanently affixed to the ground. Such signs shall not obstruct pedestrian traffic or locate in parking areas. Temporary Sandwich Board Signs shall be no greater than six (6) square feet in sign area and exceed four (4) feet in height. Such signs shall be displayed during business hours only. Such Signs shall be located no more than ten (10) feet from the primary door entrance of the establishment. Only one (1) sandwich board sign shall be allowed per establishment. No Sign Permit shall be required for a Sandwich Board Sign.