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Ordinance Review Committee Report

Meeting Date: April 22, 2019

From: Jessica Henry, Assistant City Planner 

Project: Sign Package Discussion

The Planning and Public Works Committee has directed Staff to pursue updates to Article 04-05 Sign Requirements of the Unified Development Code. While all proposed amendments will be formally presented to the Planning Commission for review and discussion through the Public Hearing process, Staff is seeking input and direction from the Planning Commission on the Sign Package process that is currently established in Article 04-05.

More specifically, on a number of occasions the Planning Commission has expressed the desire for additional review criteria for Electronic Message Centers (EMCs) that are requested as part of a Sign Package. Currently, EMCs are only permitted through the Sign Package process, and Article 04-05 Sign Requirements of the Unified Development Code is the appropriate place to establish additional regulations and review criteria.

Section 31-04-05.A of the Unified Development Code states that the purpose of the Sign Requirements is as follows:

The purpose of the sign regulations provided herein is to encourage excellence in design of signs, fostering economic viability of the community, and provide safe and concise directional information designed to facilitate traffic flow. Signs shall be designed so as to protect motorists, bicyclists, and pedestrians from distractions that may cause accidents or other detrimental impacts.

The purpose of the Sign Package is as follows:

The purpose of a sign package is to provide comprehensive, complementary and unified signage throughout a single development or contiguous lots under common ownership. If a sign package exists for a multilot development or subdivision, then individual lots within that subdivision or development may not submit their own, separate sign package. In addition, developments of a certain size, quality, or mix of uses may require special signage consideration. Therefore, in order

to encourage superior design, quality and character, comprehensive sign packages allow for specialized review of signs and flexibility from standard signage requirements.

When a sign package is requested for a proposed or existing development, the criteria for signs, as provided for in this Article, may no longer be applicable in its entirety or portions thereof. The reason for the requested modification is to provide for flexible sign criteria that promotes superior design and is tailored to a specific development which may vary from general ordinance provisions.

Currently, the Unified Development Code establishes the following submittal requirements for a Sign Package Application:

- *A narrative detailing the reasoning for the sign package request and why it will enhance the proposed development above what would be permitted through the City of Chesterfield UDC.*
- *The maximum number of proposed signs.*
- *Location, size, height, construction material, and placement of all proposed signs.*
- *General elevations of all proposed freestanding, monument, wall, and any other sign that requires City of Chesterfield approval.*
- *Illumination level, color and type. Illumination shall conform to the Section 31-04-03, Lighting standards, of this Article.*
- *Dimensions, height, square footage of all existing signs or note that none exist for both freestanding and attached signs (submit picture of all existing signage).*
- *Material specifications for proposed signs including sign materials and colors.*
- *Landscaping of any freestanding or monument signs.*

Finally, the following review criteria for Sign Package requests is established in the Unified Development Code:

Consideration of flexibility in sign criteria is based on a number of review factors, including, but not limited to, the physical impact of the proposed comprehensive sign package, the quality of the proposed comprehensive sign package, and mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.

While not intended to be exhaustive, the following list is provided for the Planning Commission's consideration and to help guide the discussion:

1. Size of development in terms of acreage, square footage of development, development frontage, specific use mix and distribution within the development
2. Number of EMCs per development, area, frontage, etc.
3. Distance from nearest residentially zoned property
4. Geographical limitations—e.g., restricted to certain areas of City
5. Hours of operation for EMCs
6. Dimming capabilities in response to ambient light conditions
7. Dwell time (length of time each message is displayed), transition time (instantaneous vs. progressive), and nature (for example, sequential messaging)
8. Default display setting requirements for instances of malfunction
9. Technological capabilities, such as scrolling, flashing, pulsating, blinking, animation, video playback, fade-in and out, etc.

The purpose of this discussion is for Staff to receive direction and input on from the Planning Commission that will be utilized in drafting proposed regulations. Of specific importance and interest is input on how to best regulate EMC's applications in a manner that is consistent with the purpose and the goals of the Unified Development Code's Sign Requirements.

No vote is requested at this time. Input received from the Ordinance Review Committee will be incorporated into the draft regulations which will then be presented at a future Public Hearing before the Planning Commission.

Links:

1. [UDC Article 04-05 Sign Requirements](#)
2. [UDC Article 10-04 Signage Terms](#)

cc: Justin Wyse, Director of Planning and Development Services