



Sign Text Amendments Historic-Overlay District

City Council – October 1, 2024

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Sign Shape Changes



- **Physical relief required**
 - May be 1 of the following: letters, a-typical sign shape, or a raised border
 - Minimum and maximum relief established 1/4” – 6”
 - Sculptural elements may project up to 12”
- **Projecting signs**
 - Projections over 12” will be considered projecting signs
- **HPC, PC and staff all agree on this recommendation**

Physical Relief Changes



- Clarification and changes to physical relief requirements, alternative shapes, and more flexibility allowed;
 - Previously a raised rectangular border was required this was overly restrictive, limiting the creative variation in signage that reflects a vibrant and dynamic downtown commercial district. The new regulations require “physical relief” but allow flexibility in meeting that requirement, either with a raised border, raised letters, or a uniquely shaped sign.
 - HPC, PC, and staff all agree on this recommendation.

Color Changes



- **Eliminates the limit on the number of colors used for text on signs (previously no more than 2 colors were allowed)**
 - This requirement is one of the most frequently identified as overly-restrictive by business owners with no exemptions for commercial purposes
 - HPC, PC, and staff all agree on this recommendation

Coordination of Colors & Font Changes



- Eliminates requirement to coordinate sign colors and building colors
 - This requirement is difficult to administer and enforce, especially where business owners and building owners differ, in multi-tenant buildings, and where wordmarks or other branding may not conform to the building's color scheme

Coordination of Colors & Font Changes



- Eliminates the limit on fonts and type styles (previously only 2 allowed, only serif fonts allowed);
 - This requirement is also overly restrictive, with no exemptions for legitimate commercial purposes.
 - HPC, PC and staff all agree on this recommendation.

Ghost Signs



- Owners of properties with “Ghost Signs” on them will be required to maintain the sign.
 - A “ghost sign” is a hand-painted advertisement or sign that has been preserved on a building for a long time, often on brick
 - Ghost signs may develop historic significance in their own right
 - HPC, PC and staff all agree on this recommendation

Major Work vs. Minor Work Changes



- Change sign application reviews from “Major Work” (HPC Review & Approval) to “Minor Work” (Staff Review & Approval).
 - HPC, PC, and, staff all agree on this recommendation.

Questions?

- Staff recommends Alternative 4 – which is supported by PC and HPC with exception PC version had suggested allowing “fluorescent” colors
Note: Staff has since added the definition of “fluorescent”
- City Council can make amendments or changes to any of the proposed ordinances
- Council could make a motion to refer to PC with the final recommendations & definition of fluorescent for review (not suggested as necessary by staff since their concerns were shared and definition added)

