



Legislation Details (With Text)

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**Title:** Continued Discussion and Feedback on Draft Wall Sign Checklist

**Sponsors:**

**Indexes:**

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**Attachments:** 1. 1 - 05-13-21 Sign Checklist Memo, 2. 2 - 05-13-21 Checklist for Wall Signs, 3. 3 - 03-11-21 Memo re: Sign Checklist from Commissioner Thomas, 4. 4 - 03-11-21 DRAFT General Check List for Wall Signs, 5. 5 - Sign Permit App. for Historic District

Date	Ver.	Action By	Action	Result
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**Meeting Date:** July 8, 2021

**To:** Members of the Heritage Preservation Commission

**From:** Mikayla Schmidt, City Planner

Continued Discussion and Feedback on Draft Wall Sign Checklist

**Action Requested:**

The HPC is asked to discuss, give feedback and if deemed complete - make a motion to approve or approve with changes the wall sign checklist drafted by Commissioner Thomas.

**Summary Report:**

The HPC has noted in their work plan the use and creation of a checklist to assist applicants in the downtown historic district with their sign proposals. At the March and April HPC meetings, the commissioners reviewed a draft sign checklist, created by Commissioner Thomas, and gave initial feedback for some changes. The HPC Work Plan identifies developing a dichotomous key or Yes/No checklist for evaluating Historic District sign proposals. The HPC is asked to have additional discussion, give feedback on the draft and if deemed complete - make a motion to approve or approve with changes the wall sign checklist.

In addition to the items in the checklist, there are calculations to determine the total allotted sign area for a building in the C1: Commercial district. This calculation (Section 6.10 (C) (1) - see below) can be complex and staff recommends adding a reference to the ordinance language in the checklist rather than having the applicant calculate it.

**Section 6.10 (C) (1)**

*(a) A total of one and one-half square feet of signage for each lineal foot of building frontage shall be permitted. One additional square foot of signage shall be permitted for each lineal foot of land frontage.*

*(b) If a building has multiple frontages, one additional square foot of signage (for the total allotted sign*

*area) shall be permitted for each lineal foot of building frontage, not to exceed 100 square feet except as limited by paragraphs (c) and (d) below.*

*(c) Not more than ten percent of each façade in the C1-B, C2-B, or NC-F districts may be used for wall signage. The façade area shall be determined by multiplying the total building width by the height of the wall or surface area.*

*(d) Either one pylon or one ground sign may be permitted for each building frontage and shall not exceed 100 square feet per face and shall not have more than two faces.*

*(e) The total area of all signs shall not exceed allotted sign area.*

*(f) Freestanding signs in the NC-F district shall be limited to one ground sign with a maximum height of three feet and a maximum square footage of 12 square feet.*

In the Sign Permit for Historic District Application, the applicant must provide:

- Building frontage (provide total lineal footage of building front)
- Building height (provide total feet of building height)
- Lot frontage (provide total lineal footage of all frontage adjacent to right-of-way)

This provides staff with the information to calculate the total allotted sign area and determine if the proposed signage is allowed.

If the checklist is approved, staff will work with the Communications department to add the city logo and stylize the checklist to match other city applications in terms of font, header/footer, etc.