

# Staff Report

## Department of Planning & Community Development

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### Project Overview

<b>Project Name</b>	Sign Code Amendment
<b>Project Code</b>	PL20210157
<b>Project Type</b>	CDC Text Amendment
<b>Project Description</b>	An update to the Sign code including minor revisions, adding incentives, and amending the Minor Adjustment and Sign Permit processes.
<b>Applicant</b>	City of Steamboat Springs
<b>Report Prepared By</b>	Toby Stauffer, AICP Senior Planner
<b>Through</b>	Rebecca Bessey, AICP Director of Planning & Community Development
<b>Planning Commission</b>	3/10/2022
<b>City Council</b>	4/5/2022, 5/3/2022

### Background

In the second half of 2020 City Council adopted an updated Sign Code (Article 5 of the CDC) to comply with the 2015 Reed V. Town of Gilbert Supreme Court ruling that called for content neutral language. The new sign code took effect January 1, 2021 and was a significant revision to the old sign code, last updated in 2010. Because the update included so many changes, staff committed to work with the development community over the first year to see how the new code worked and where it could be improved. This amendment is in response to our first year of work with the new sign code, after receiving feedback from the development community, to revise and clarify various sections of Article 5.

### Description

This text amendment will update and clarify several sections in Article 5, add Sign Code. Incentives to reduce nonconforming signs and add design incentives to encourage creativity and excellence in sign design. Minor process amendments to the Sign Permit and Minor Adjustment processes are also part of this amendment.

### Project Analysis

The following section provides staff analysis of the application as it relates to sections of the CDC. It is intended to highlight those areas that may be of interest or concern to Planning Commission, City Council, Staff or the public.

### Principal Discussion Items

The following is a summary of the changes to the sign code. For detailed information, see Exhibits A and B attached to the draft ordinance.

## Summary of Changes

- **Establish Sign Compliance process:** Allows permanent signs to demonstrate compliance with the code without having to pay and apply for a sign permit. The purpose is to develop a sign inventory and ensure compliance with the code.
- **Window Signs:** now a limited sign type instead of a sign type that requires a permit. Limited signs only require a permit if they do not meet the standards.
- **Alteration:** Allow sign copy and sign face changes through sign compliance.
- **Interior Sign:** now allowed for signs in a project area, not just in a building.
- **Awning/Canopy Signs:** Changed max number allowable to 3, now allowed on secondary frontages.
- **Display Signs:** Changed max number allowable vehicle-oriented display signs to 4.
- **Freestanding Signs:** Allow frontage substitution, freestanding signs will be allowed on secondary frontages.
- **Incidental Sign Standards:** New category of detached incidental signs allowed, max number of signs increased, max total sf of sign area increased.
- **Projecting Signs:** Max 2 signs per use instead of 1.
- **Wall Signs:** No max number of signs, max sf number per sign remains.
- **Window Signs:** Removed amount of square footage allowed per LF of use frontage, only restrictions are now max sign area (20sf) and max window sign area (30% max).
- **Large Yard Signs:** Increased the number of signs allowed per project to 2 per frontage or 4 per project area.
- **Add Incentives:** Nine incentives encourage removal of nonconforming signs.
- **Add Design Incentives:** Five incentives encourage creativity and excellence in signage.
- **Amended illumination standards:**
  - Created separate illuminance (light trespass) standards; one for internally or externally illuminated signs and one for electronic changeable message signs.
  - Amended luminance (brightness) standards to apply to internally illuminated signs and electronic changeable message signs.
  - Changed measurement of luminance (brightness) to nits and kelvins, removed foot-lamberts, to be more consistent with industry for electronic changeable message signs and LEDs.

## Criteria for Approval: CDC Text Amendment

Approval Criteria Summary	CONSISTENT?		
	YES	NO	NA
Compatible with the community plan	✓		
Error or goal/objective	✓		
Public health, safety, and welfare	✓		

### **CDC Section 723.B – Text amendments shall be evaluated and may be approved if one of the following criteria exist:**

1. The proposed amendment is compatible with the preferred direction and policies outlined in the Community Plan and other applicable adopted plans.

### **CONSISTENT**

The proposed amendment is consistent with community design and economic development goals and policies of the Community Plan. The proposed amendment maintains sign standards adopted by the City and improves administration and clarity in the current code.

2. The proposed amendment will correct an error or will further a public goal or objective.

**CONSISTENT**

The amendment will correct errors and unclear language in the sign code while furthering public goals of free speech, content neutrality, and the ability of businesses to advertise.

3. The proposed amendment is necessary to ensure public health, safety and welfare.

**CONSISTENT**

The proposed amendment will improve the effectiveness and clarity of the CDC leading to improved health, safety, and welfare through a clear interpretation of the CDC.

## **Staff Findings**

Staff finds that the CDC Text Amendment, PL20210157 to amend the Sign Code and update the Sign Permit and Mainor Adjustment processes, is CONSISTENT with the Criteria for Approval for a CDC Text Amendment.

## **Recommended Motion**

Planning Commission recommends approval of PL20210157, a CDC Text Amendment application to amend the Sign Code and update the Sign Permit and Mainor Adjustment processes.

## **Attachments**

- A. Draft Ordinance with Exhibits A and B