

City Council Work Session Handouts

June 18, 2012

- I. Introduction of Consultant Team for the Main Street/Central Expressway Enhancement/Redevelopment Study
- II. Review and Discuss the Overview of Municipal Settings Designation (MSD) Process for Pavilion North Shopping Center
- III. Review and Discuss Enhancements to Chapter 18 of the City's Code of Ordinances Concerning Sign Regulations

**Main Street/
Central Expressway Corridor
Enhancement/Redevelopment Study:
Introduction of Consulting Team**

**City Council Briefing
June 18, 2012**

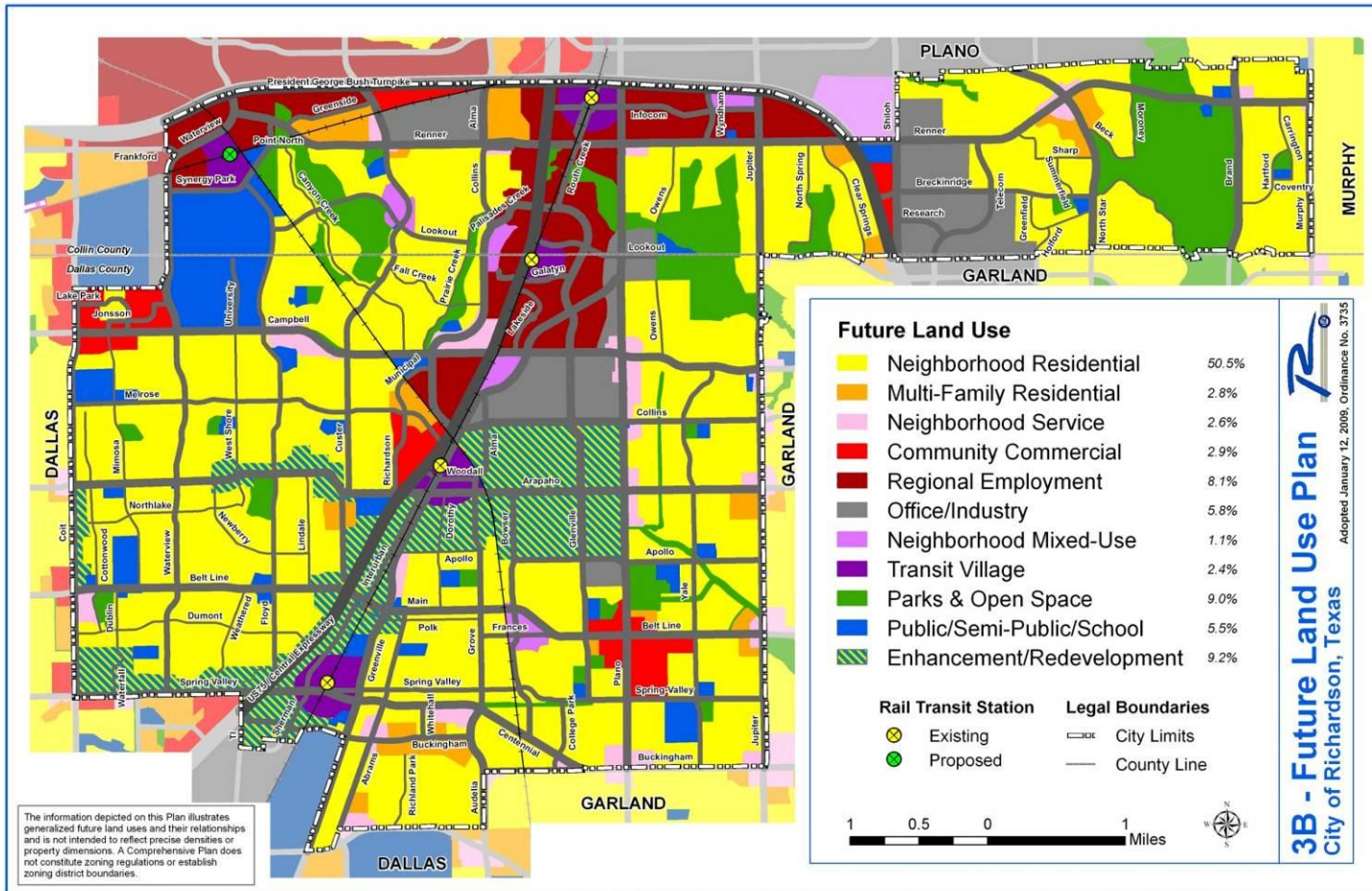


Main Street/Central Expressway Corridor Presentation

- 2009 Comprehensive Plan
- Study Area characteristics
- Infrastructure
- Consulting team
- Public and Council input
- Discussion

**Main Street/Central Expressway Corridor
2009 Comprehensive Plan**

Main Street/Central Expressway Corridor 2009 Comprehensive Plan

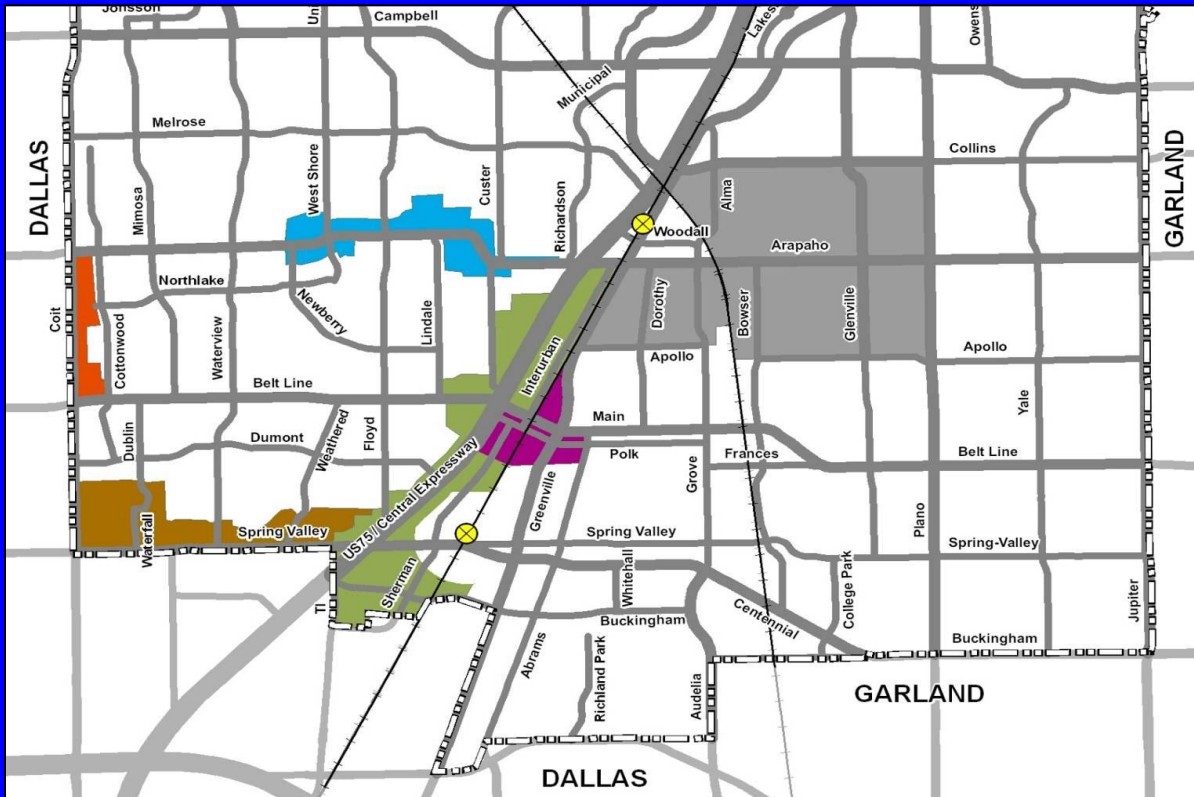


Main Street/Central Expressway Corridor 2009 Comprehensive Plan

- Enhancement/Redevelopment Areas
 - Indicative of the challenges of a first-tier suburb
 - Aging development and infrastructure
 - Properties that are underperforming due to changes in market, technology, building format
 - Evolving demographics
 - Reinvestment/Redevelopment encouraged
 - Further, detailed study necessary to determine the full potential for redevelopment

Main Street/Central Expressway Corridor 2009 Comprehensive Plan

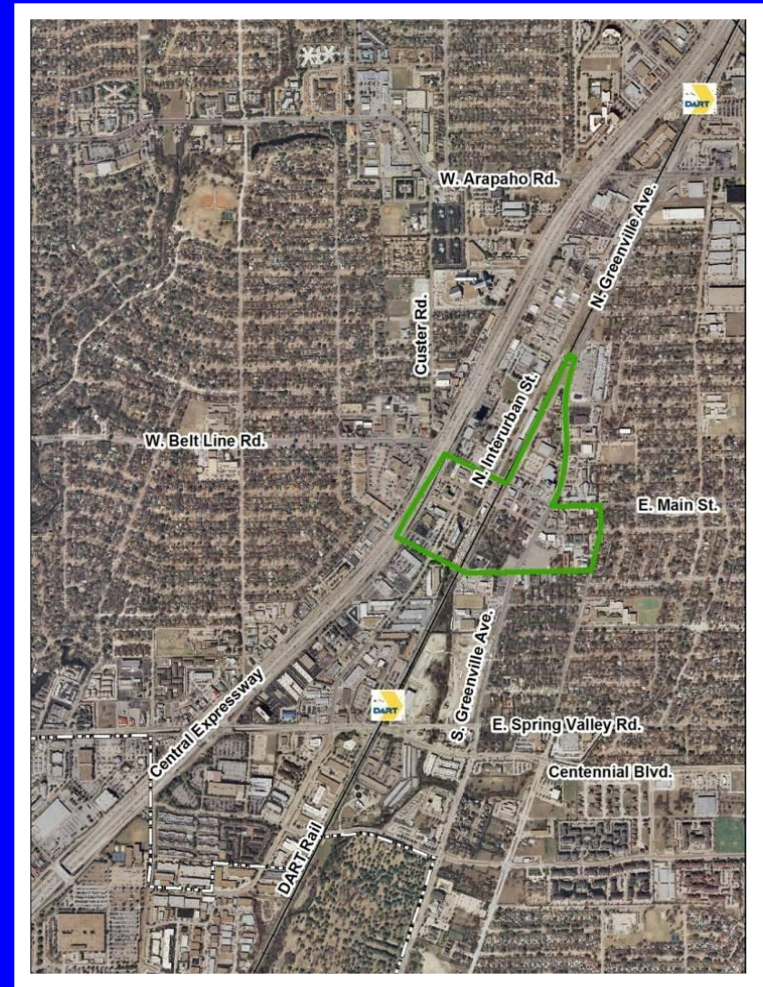
- Six Enhancement/Redevelopment Areas for further study
 - Old Town/Main Street (*underway*)
 - Central (*underway*)
 - East Arapaho/Collins (*underway*)
 - West Spring Valley (*complete*)
 - Coit
 - West Arapaho



Main Street/Central Expressway Corridor 2009 Comprehensive Plan

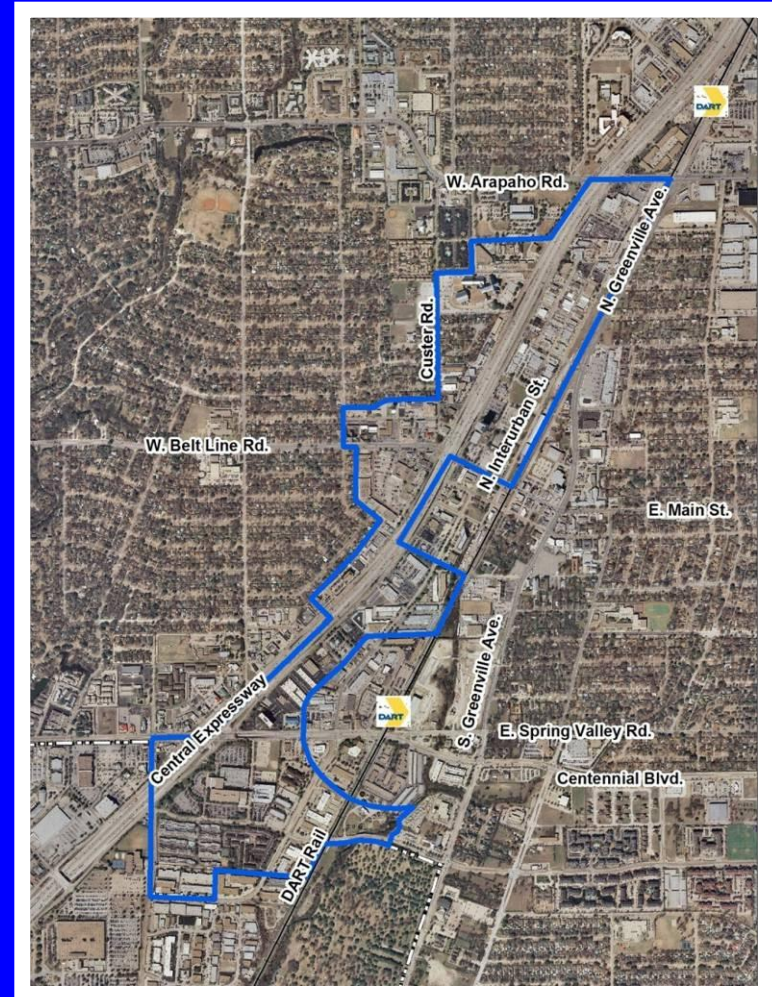
■ Main Street study area

- Relatively small area centered around the Main Street/DART right-of-way intersection
- Historic downtown of Richardson
- Could present an opportunity to strengthen community identity, cohesiveness, pride
- Redevelopment should respect nearby residential neighborhoods
- Possible mixed use, pedestrian-oriented district (commercial, office, and residential uses)
- Should consider whether to preserve the scale and character of the area
 - Old street grid
 - Limited building height to enhance the pedestrian character of the district



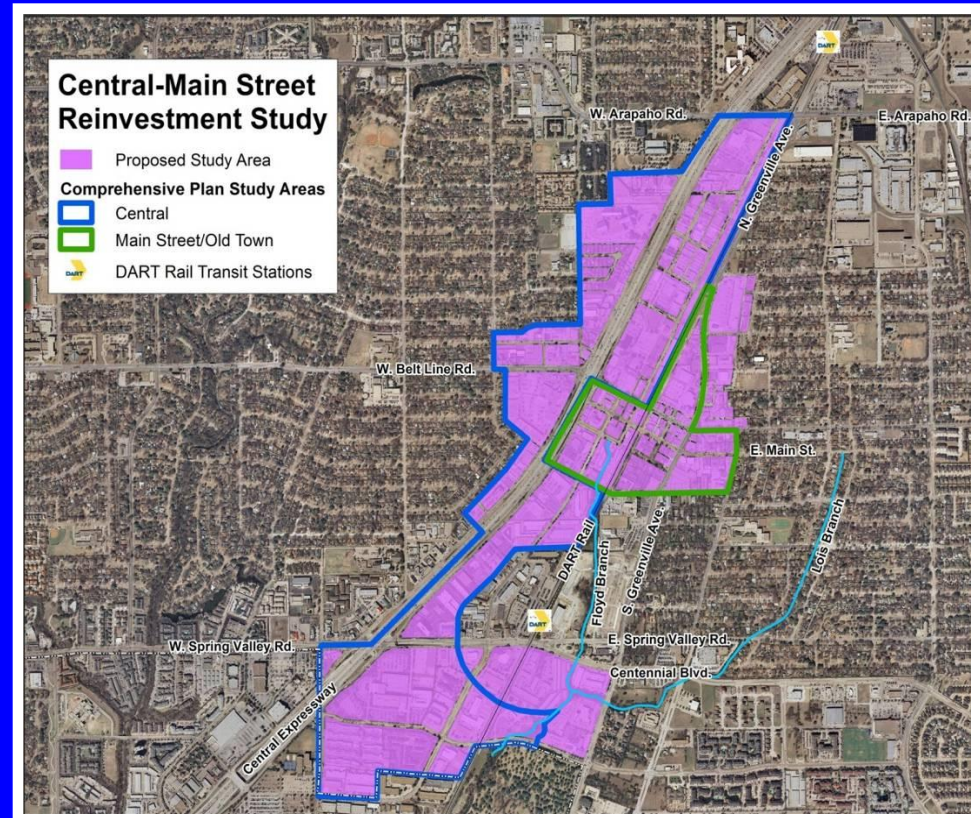
Main Street/Central Expressway Corridor 2009 Comprehensive Plan

- **Central Expressway study area**
 - Freeway-oriented commercial corridor composed of properties on both sides of Central Expressway between Arapaho Road and the southern city limit
 - Redevelopment could include
 - New and/or renovated office space
 - Upgraded retail centers
 - Additional hospitality uses (restaurant, hotel, entertainment)
 - Possible mixed use development at major intersections



Main Street/Central Expressway Corridor 2009 Comprehensive Plan

- Old Town/Main Street and Central combined into a single study
- Study area enlarged slightly
 - Additional area north and east of Main Street/Old Town
 - Additional area south and east of Spring Valley Station District
 - 415 acres total (Comprehensive Plan plus additional area)



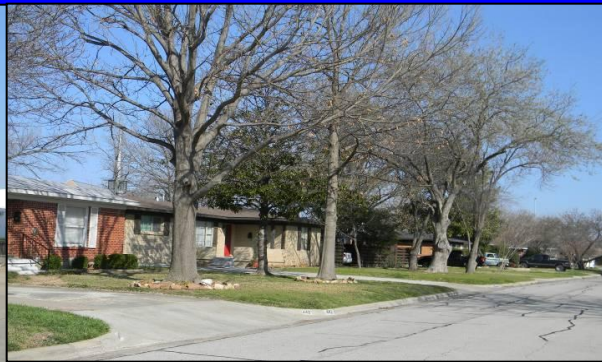
**Main Street/Central Expressway Corridor
Study Area Characteristics**

Main Street/Central Expressway Corridor

Existing Land Use

- A variety of retail and commercial uses
 - Several multi-tenant retail buildings or centers, some specializing in Asian or Middle Eastern goods and services
 - Numerous auto-related activities
 - A number of restaurants, many featuring ethnic cuisine
 - Three hotels (Como, Marriott Courtyard, Super 8)
- Several office buildings
- A variety of industrial uses
- Institutional uses
 - Churches
 - Schools
 - City of Richardson Public Safety Complex
- Major utility installations (Southwestern Bell/AT&T, NTMWD sewer treatment plant)
- Residential uses
 - Single-family
 - Multifamily

Main Street/Central Expressway Corridor Land Use Spectrum



Main Street/Central Expressway Corridor Existing Zoning

Zoning	# Parcels	Acres	% of Area
Retail/ Commercial	180	163.63	39.37%
Office	11	37.15	8.94%
Industrial	69	84.42	20.31%
Single-family	46	19.52	4.7%
Multi-family	39	47.09	11.33%
PD	11	18.39	4.42%
Multiple	3	29.16	7.02%
Split	15	16.23	3.90%
Total	374	415.60	100.0%

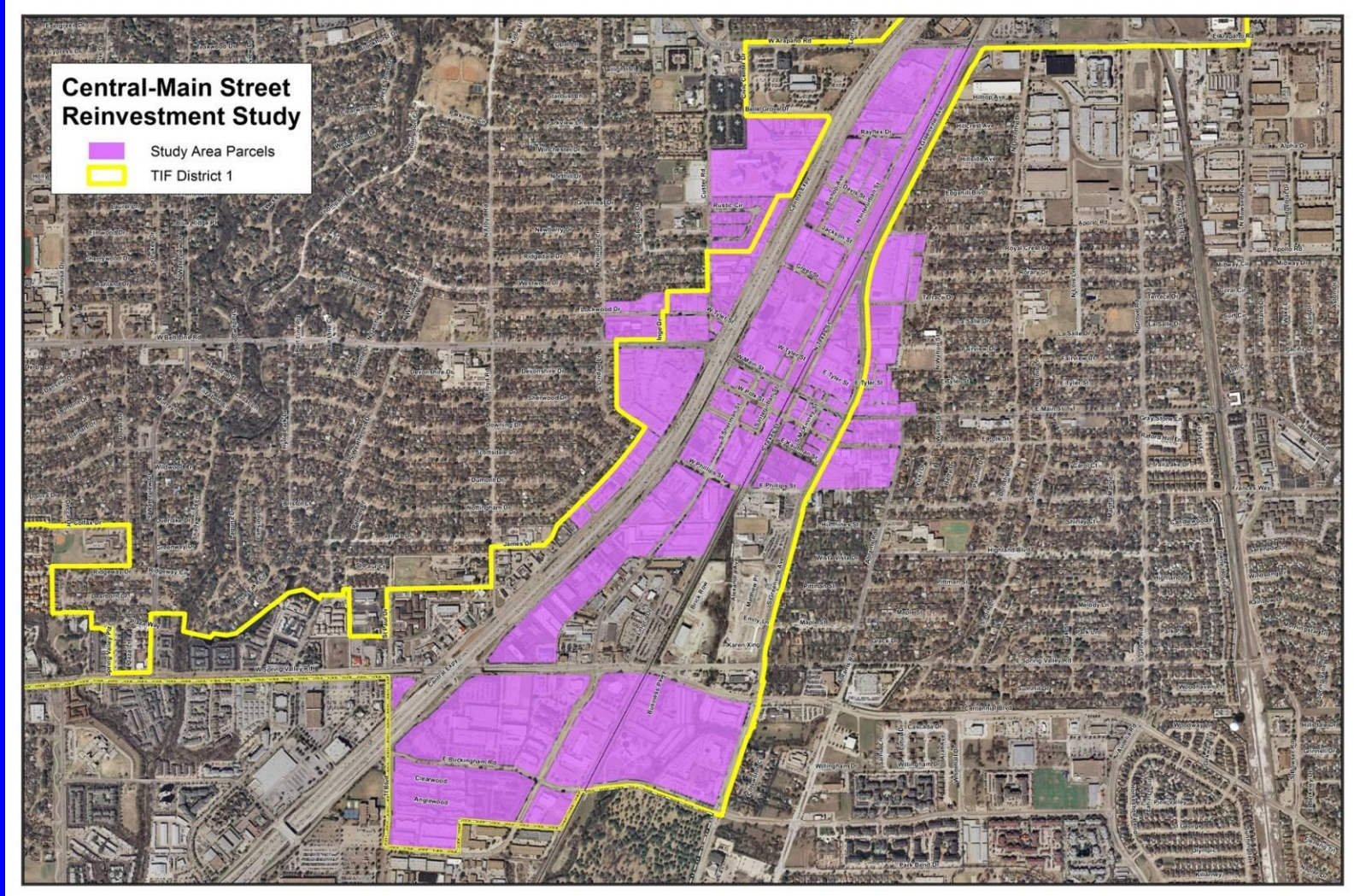
Main Street/Central Expressway Corridor Existing Land Use

Land Use	# Parcels	Acres	% of Area
Residential (all types)	58	41.24	9.92
Retail/Commercial*	204	151.48	36.45
Office	31	91.51	22.02
Industrial	5	23.74	5.71
Public/Semi-Public	23	53.98	12.99
Parking	18	5.53	1.33
Utilities/Transportation	9	33.36	8.03
Park	1	0.12	0.03
Vacant	25	14.63	3.52
Total	374	415.60	100.00

**Includes 69 auto-related parcels*

Main Street/Central Expressway Corridor TIF District

- Most of the study area is within City of Richardson TIF District 1.



Main Street/Central Expressway Corridor

Existing Development – General Character

■ Main Street

- 1- or 2-story buildings

Exception:
Southwestern Bell/AT&T
switching facility

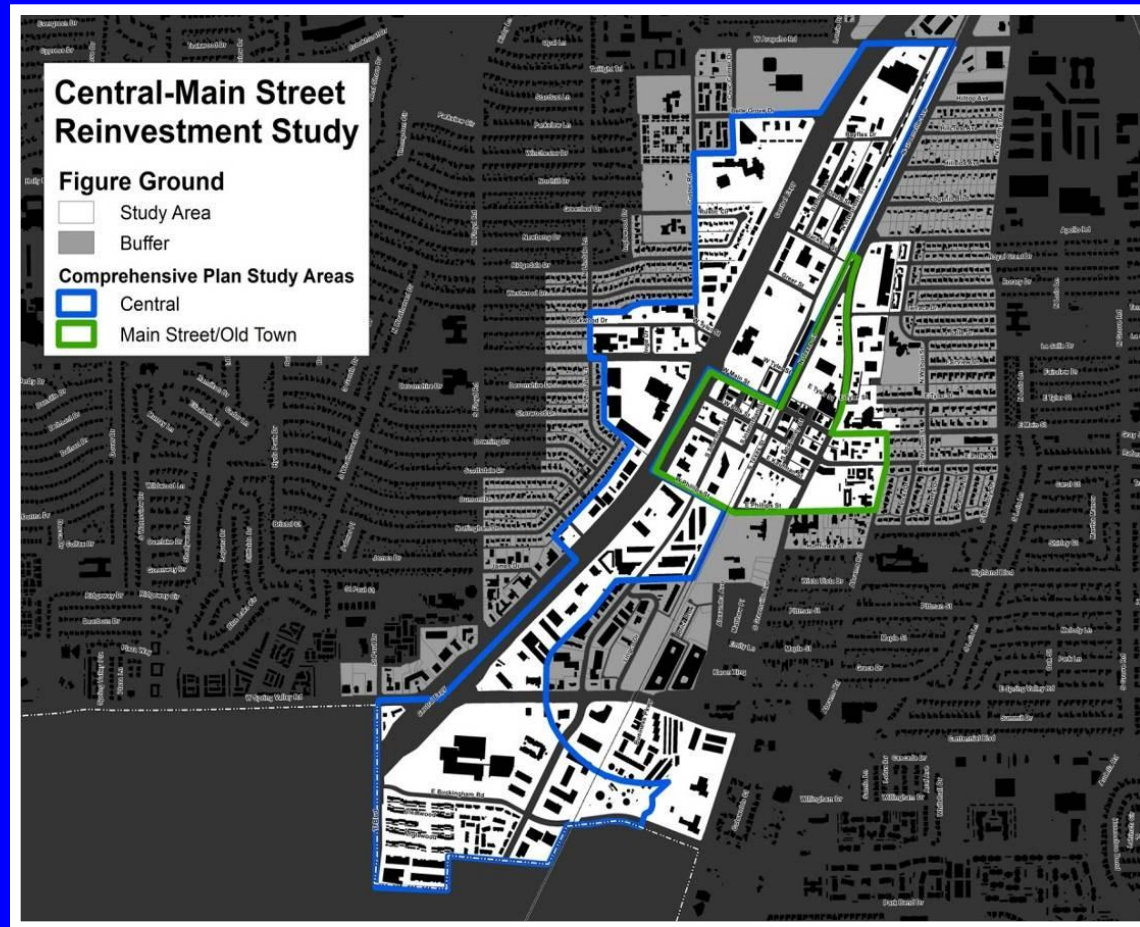
- Minimal setbacks
- Wide sidewalks
- On-street parking and one public parking lot

■ Central Corridor

- 1- or 2-story buildings

Exceptions: Chase Bank
building at Main/Central;
Fossil, Inc. and Comerica
Bank building, Spring Valley/Central

- Freeway orientation
- Large amounts of surface parking



Main Street/Central Expressway Corridor Age of Improvements - Nonresidential

Time Period	Building Area	% Building Area
1900-1950	26,846 SF	0.85%
1951-1960	510,540 SF	16.19%
1961-1970	659,553 SF	20.92%
1971-1980	1,174,312 SF	37.24%
1981-1990	495,088 SF	15.17%
1991-2011	287,019 SF	9.10%
Vacant/Parking only		13.34%
Total	3,153,358 SF	100.00%

Main Street/Central Expressway Corridor Age of Improvements - Residential

Time Period	SF Units	MF Units
1900-1950	8	0
1951-1960	37	108 (6 properties)
1961-1970	0	250 (2 properties)
1971-1980	0	237 (3 properties)
1981-1990	0	20 (2 properties)
1991-2011	0	0
Total	45	615 (13 properties)

Main Street/Central Expressway Corridor Parcel Size

Parcel Size	# Parcels	Acres	% of Area
1 acre or less	287	95.75	23.04
>1 – 5 acres	68	142.81	34.36
>5 – 10 acres	13	89.89	21.63
>10 acres	6	87.15	20.97
Total	374	415.60	100.00

Main Street/Central Expressway Corridor Study Area Demographics

	Number	Percent
Population	1,549	
Households	646	
Persons/Household	2.39	
Age	0-19 Years 20-44 Years 45-64 Years 65+ Years	30.1% 44.2% 21.1% 04.6%
Race	White Black Asian Other	34.1% 24.8% 26.8% 14.3%
Ethnicity	Hispanic Non-Hispanic	18.1% 81.9%
Employment	7,202 (estimate)	

Source: 2010 Census

**Main Street/Central Expressway Corridor
Infrastructure**

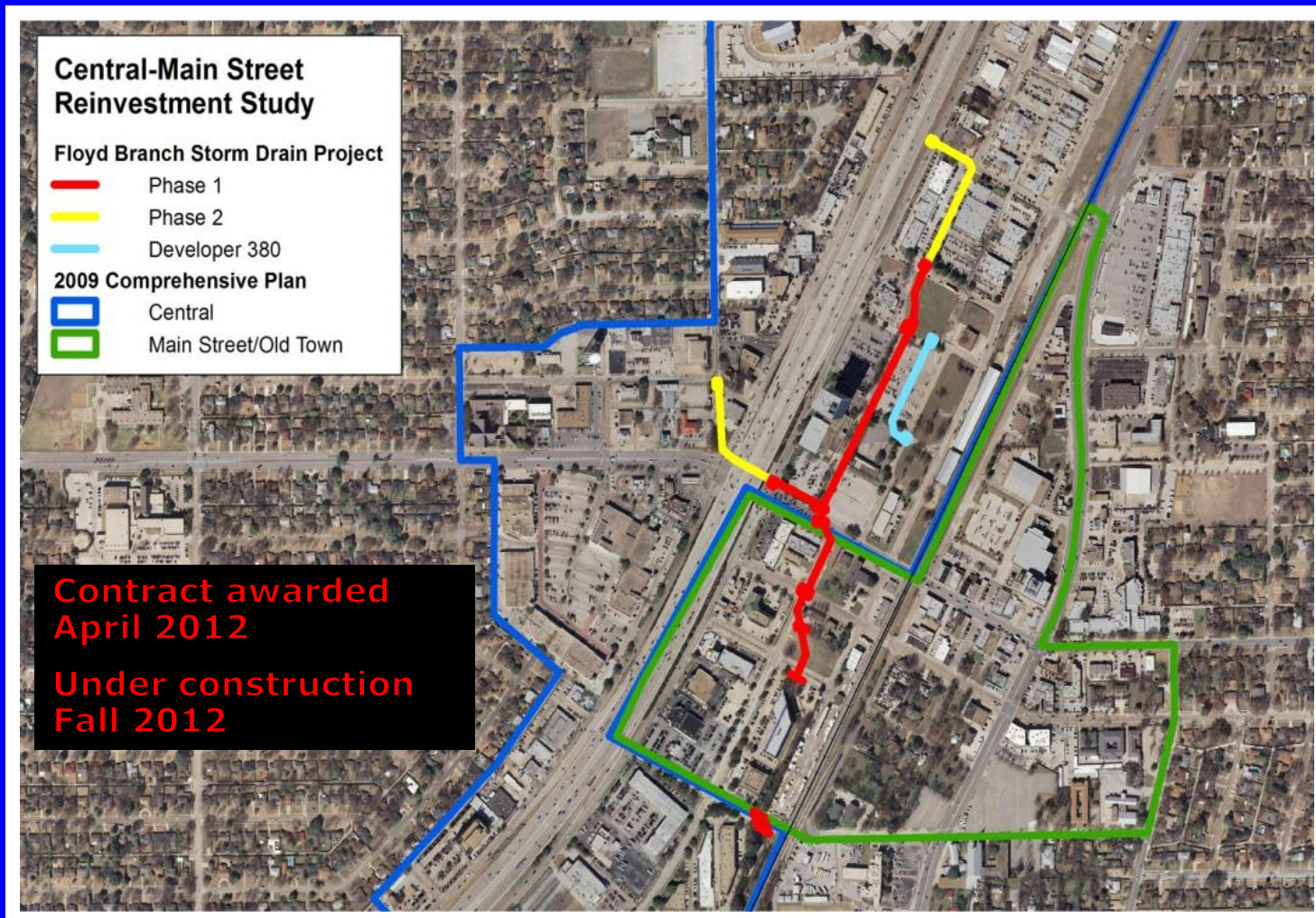
Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

- Floyd Branch Storm Drain Improvements – **Phase 1**
 - Replace/Upgrade series of large concrete culverts through the bank tract at northeast corner of Main/Central, extending south through the Polk/Sherman area to Kaufman Street
 - Reconstruct Phillips Street bridge over Floyd Branch
 - Construct new right-turn lane, westbound Main Street from Interurban to northbound Central Expressway frontage road
 - Replace signals at Main/Central and Main/Interurban

- Floyd Branch Storm Drain Improvements – **Future Phase**
(future bond program items; no time table)
 - Extending pipes north from Greer
 - Extending pipes under Central Expressway and north to the Custer/Tyler area

Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

- Floyd Branch Storm Drain Improvements
 - \$6.8 million estimated project cost (\$200K Dallas Co. & \$300K Developer)



Main Street/Central Expressway Corridor Infrastructure—Planned Improvements

■ Streets

- Reconstruct several area streets, including Apollo, Terrace, LaSalle (recently completed or in process)

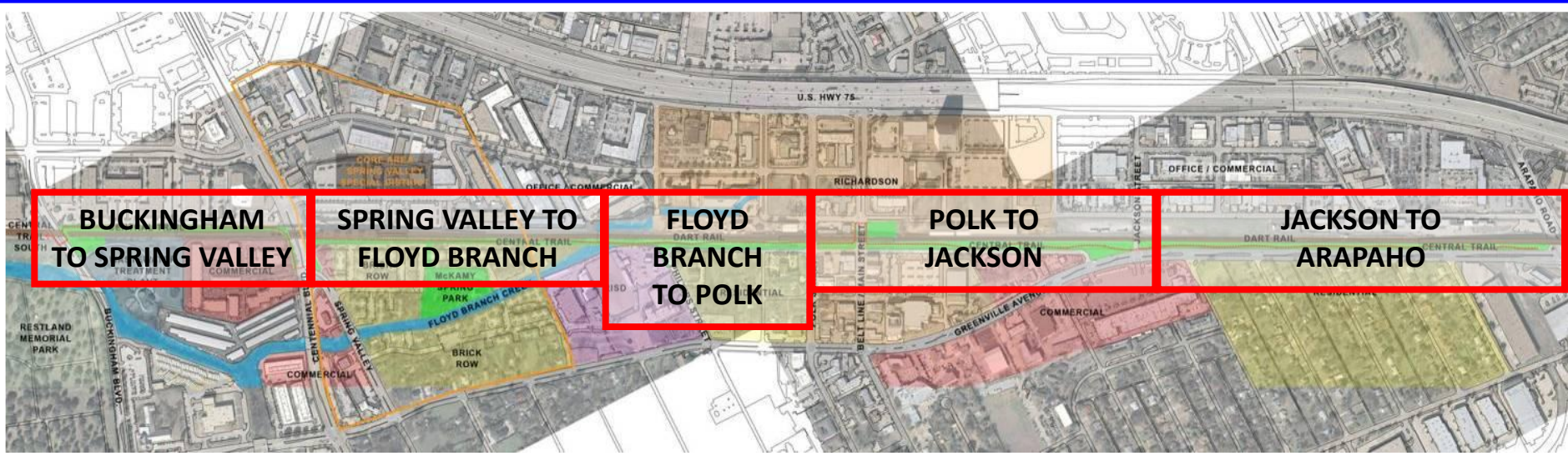
■ Sidewalks

- Improve sidewalks along arterials and collector streets within .5 miles of DART stations to facilitate pedestrian travel

■ Central Trail

- Construct a 10' trail within DART right-of-way; passes through the study area
 - Connects to trail segments to the north and south
 - Will eventually connect to the regional Cottonwood Trail
- In some locations, enclose the existing creek channel (trail to be built on top)
 - Design nearly complete, DART approval is pending

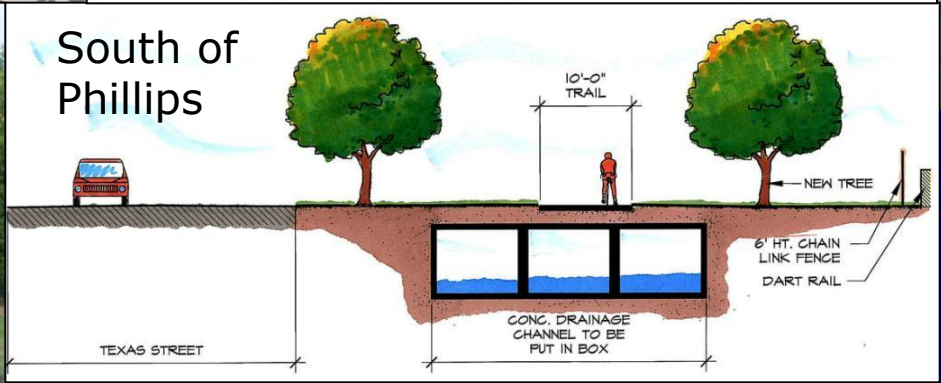
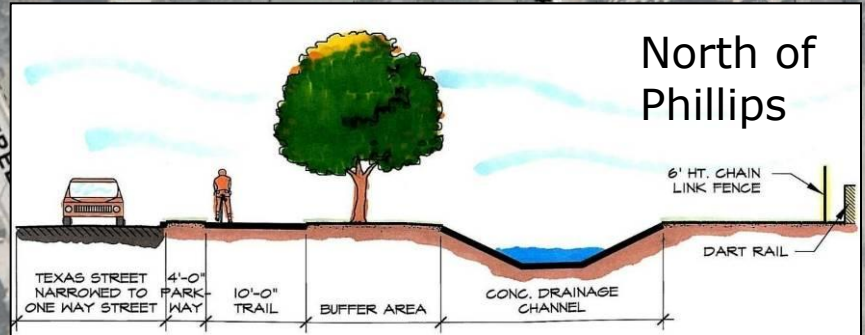
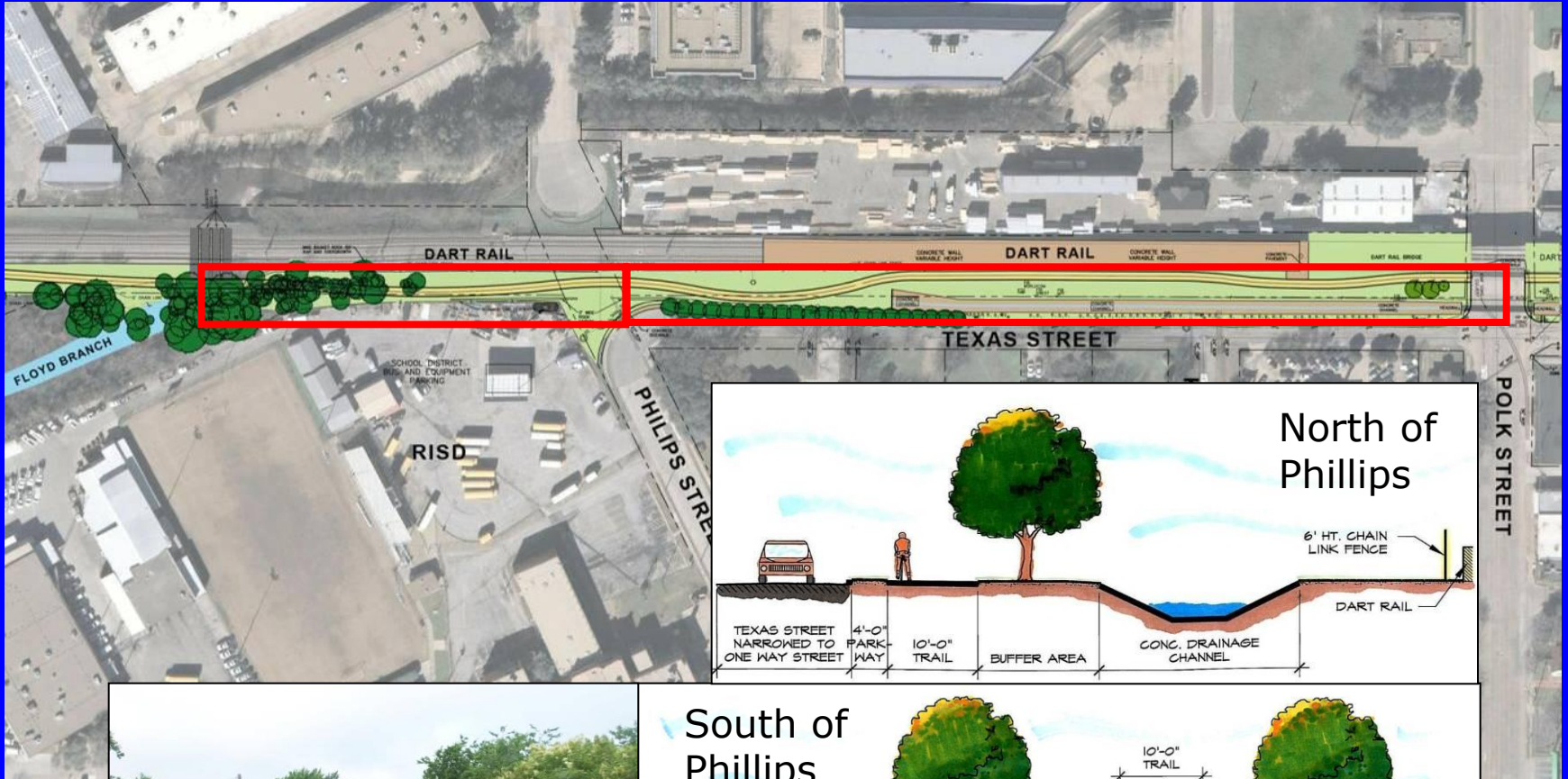
Main Street/Central Expressway Corridor Central Trail



- \$4 million project cost
 - Dallas County - \$2.5 million
 - City of Richardson bond program - \$1.5 million
- Under construction Autumn 2012

Main Street/Central Expressway Corridor

Central Trail – Floyd Branch to Polk

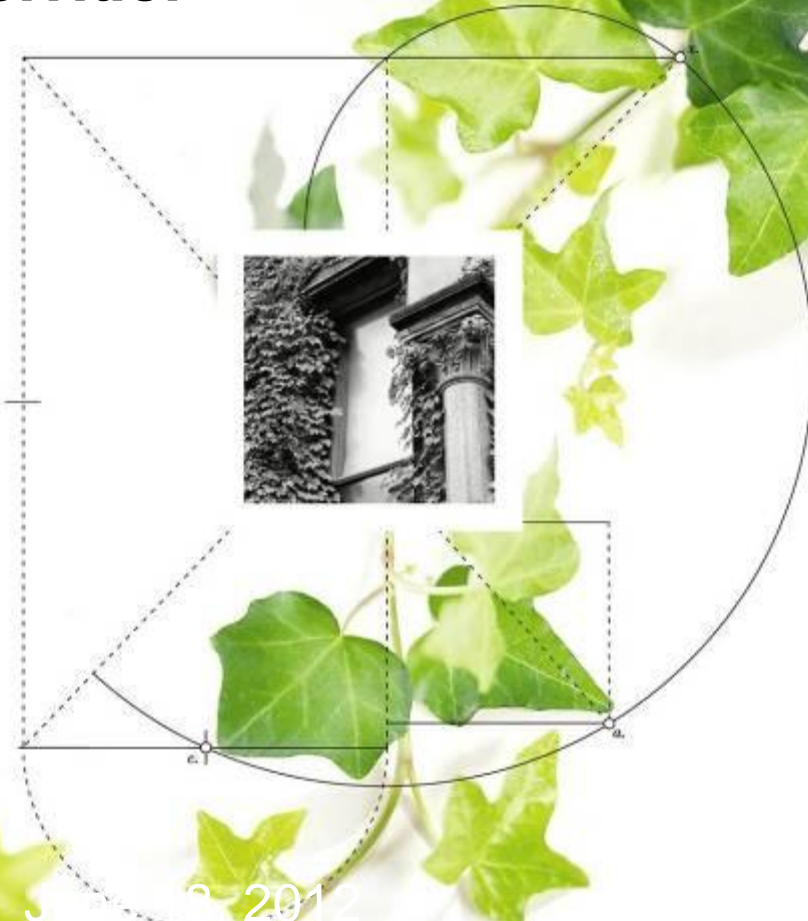


**Main Street/Central Expressway Corridor
Consulting Team**

Main Street/Central Expressway Corridor Study Strategies

- Use a combination of internal (staff) and external (consultant) resources to complete the project
 - Determine market viability for redevelopment
 - Engage property owners & other stakeholders
 - Develop a vision based on community goals and market realities
 - Determine if opportunities exist for public/private partnerships
 - Create an implementation strategy
 - Amend zoning and other standards to support redevelopment, if appropriate as a later phase

Main Street – Central Corridor Vision Study

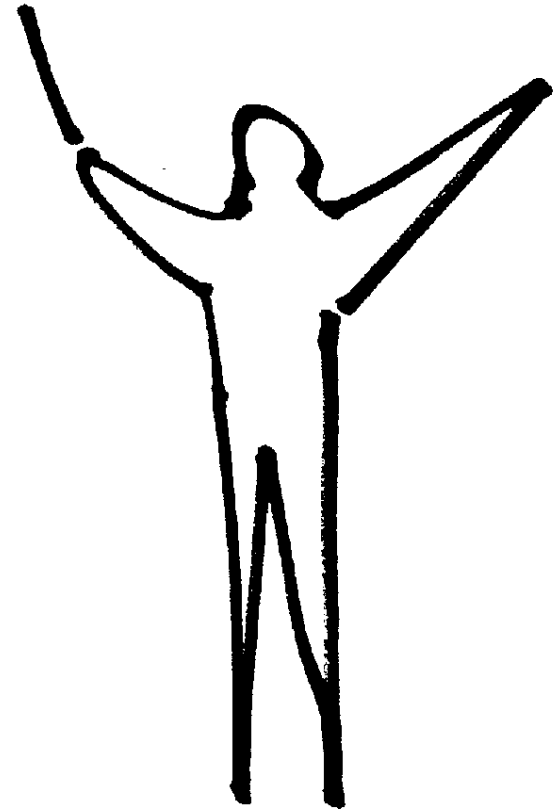


2012



Agenda

- Introduction / Project Team
- Relevant Experience
- Project Understanding / Approach
- Questions



HOK: An International Firm...

- Established in 1955
- A Multidisciplinary Firm including Architecture, Interior Design, Planning, Consulting and Engineering
- A Network of 25 Offices Worldwide
- An Organization with Over 1,800 Professionals
- Consistently ranked #1 Architectural Firm by *ENR* and *World Architecture* Magazines



With a Strong Local Presence

- Architecture, Urban Design, Planning, Landscape Architecture, Graphic Design
- Local presence since 1968
- Over 30 years practicing in Dallas / Fort Worth
- 46 professionals



Key Associate Firms

Ricker-Cunningham, Inc.

Market Analysis / Financial Strategies

- Market Analysts and Financial Strategists;
- Significant experience working with North Texas communities;
- Multiple previous and current project relationships with HOK, Townscape and Kimley-Horn;
- Previous working relationship with the City of Richardson (West Spring Valley Corridor Revitalization Strategy, Tri-City Retail Study).

Key Associate Firms

Kimley-Horn and Associates, Inc.

Transportation Needs / Traffic Engineering

- A leading consultant in the planning of regional and statewide transportation systems, corridor studies, transportation demand management programs, and transportation impact assessments;
- A leading engineering consultant in the Southwest for land development / infrastructure projects;
- Significant experience working with public and private sector projects in Richardson, including the West Spring Valley Corridor Study;
- Strong presence in North Texas with offices in Dallas, Fort Worth, Las Colinas and Frisco.

Key Associate Firms

Strategic Community Solutions

Stakeholder Involvement / Implementation Strategies

- Significant experience working regionally with stakeholders to form strategic visions (Vision North Texas and The Dallas Plan);
- Certified planners with a focus on developing implementation strategies for master plans;
- Previous Richardson experience (West Spring Valley Corridor Study);
- Multiple previous and current project relationships with HOK and Kimley-Horn.

Key Associate Firms

Townscape, Inc.

Urban Planning / Implementation Strategies

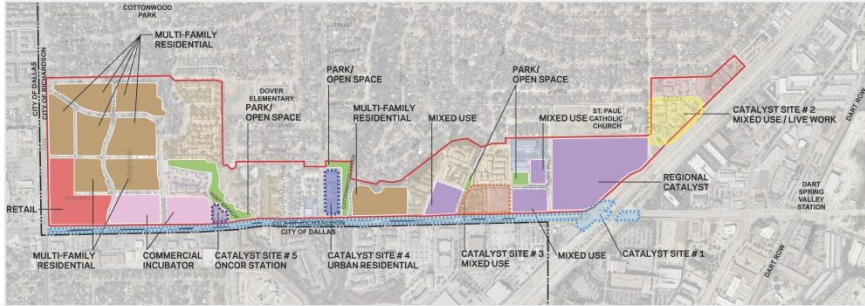
- Town Planning and Urban Design Specialists;
- Previous working relationship with the City of Richardson related to the West Spring Valley Corridor Zoning;
- Multiple previous and current project relationships with HOK and Kimley-Horn.



**Relevant
Experience**

Corridor Visioning Experience

WEST SPRING VALLEY CORRIDOR VISION



Client:

City of Richardson

Team Members:

Mark Bowers, Farzine Hakimi, Ignacio Mejia, Karen Walz, Roy Wilshire, Anne Ricker*, Bill Cunningham*

(* Under Separate Contract to City of Richardson)

Scope:

Public Involvement

Corridor Visioning / Catalyst

Development

Urban Design Prototypes

Streetscape Prototypes

Infrastructure Strategies

Transportation / Parking Strategies

Corridor Visioning Experience

WEST SPRING VALLEY CORRIDOR IMPLEMENTATION



Client:
City of Richardson

Team Members:
Mark Bowers, Farzine Hakimi, Ignacio Mejia, Abbey Roberson, Karen Walz, Dennis Wilson*

(* Under Separate Contract to City of Richardson)

Scope:
Public Involvement
Design Guidelines
Zoning (PD Ordinance)

BUILDING WALLS <i>Live/Work, Mixed Residential, Mixed Use, Commercial</i>		BUILDING WALLS	
MATERIALS	CONFIGURATIONS	TECHNIQUES	BUILDING WALLS
<ul style="list-style-type: none"> Walls of larger buildings must be finished in masonry material: natural or cast stone brick, split faced concrete block, or 3-stage exterior stucco. Curtain walls are limited to buildings of 6+ stories in Area B. Accent materials of fiberglass, architectural metal panel or tile is permitted in limited amounts. EJFS shall not be permitted except for trim and moldings above 8 feet from grade. More than one material may be used in a single building; however, transitions from one wall material to another must occur along all visible sides of a building, and should always follow a horizontal and level line. 	<ul style="list-style-type: none"> Blank facades are prohibited. All elevations visible from the public realm shall be designed as "fronts". Buildings occupying corner lots have two frontages and each facade should be treated with equal design attention. Every building shall clearly express a base, a body and a top. Transitions from base to body or body to top should be made in one of two ways: <ol style="list-style-type: none"> horizontally, through a shift in vertical plane vertically through a change in building materials or the use of trim along a level line. In buildings which have more than one material, the "heavier" material should go below the "lighter" material. In curtain wall upper stories with a stone base, etc. Buildings shall maintain a facade rhythm of 20'-30' feet. This rhythm may be expressed by stepping portions of the facade in and out, using columns or other techniques. 	<ul style="list-style-type: none"> Building walls of masonry materials and concrete panels shall be left unpainted. All other wall materials must be finished in a manner consistent with the highest quality standards. Vents, air conditioners and other utility elements should not be placed on any building wall facing a street. If placing these on a street-facing elevation is unavoidable, then particular care must be taken to render these elements invisible from public view - by painting them, screening them or placing them on walls perpendicular to the frontage. 	<p>INTENT</p> <p>Building walls of larger buildings in the study area should reflect permanence as well as high design - primarily through the use of masonry or metal.</p> <p>Larger buildings in the study area should reflect their position in higher density areas with appropriately modern and urban styles.</p>
<p>+ BUILDING WALL MATERIALS Larger buildings may be clad in a variety of materials including precast panels and curtain wall (above).</p>	<p>+ BASE, MIDDLE AND TOP ARTICULATION The base of the building is three stories tall and is clearly expressed through a change in the vertical plane toward the interior.</p>	<p>+ LIGHTER MATERIALS ABOVE HEAVIER This building has a stone lower floor rendered in brick with a variety of materials above. This illustrates proper materials configuration.</p>	<p>+ MATERIALS VARIETY Mixed glass and stone combine with lighting to provide a modern eclectic streetscape that transcends a specific architectural style.</p>

MARCH 2011 | DRAFT

WSVC PD APPENDIX 5 | DESIGN GUIDELINES

Corridor Visioning Experience

GARLAND ROAD VISION



Client:

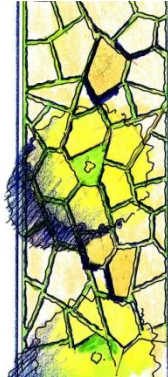
NCTCOG, City of Dallas, Texas, TxDOT,
Garland Road Vision (GRV)

Team Members:

Mark Bowers, Farzine Hakimi, Ignacio
Mejia, Karen Walz

Scope:

- Public Involvement
- Corridor Visioning / Catalyst
Development
- Urban Design Prototypes
- Streetscape Prototypes
- Infrastructure Strategies
- Transportation / Parking Strategies



Corridor Visioning Experience

FORT WORTH URBAN VILLAGES



Client:

City of Fort Worth, Texas

Team Members:

Mark Bowers, Farzine Hakimi, Kurt Schulte, Karen Walz

Scope:

Public Involvement
Community Planning / Re-Development
Urban Design Prototypes
Streetscape Prototypes
Transportation / Parking Strategies



Corridor Visioning Experience

TRINITY RIVER CORRIDOR LAND USE PLAN



Client:
City of Dallas

Team Members:
Mark Bowers, Farzine Hakimi, Karen Walz

Scope:
Public Involvement
Market Analysis
Mixed-Use Redevelopment Plan & Strategies
Implementation Strategies
Urban Design Framework Plans

Additional Richardson Experience



MCI Headquarters



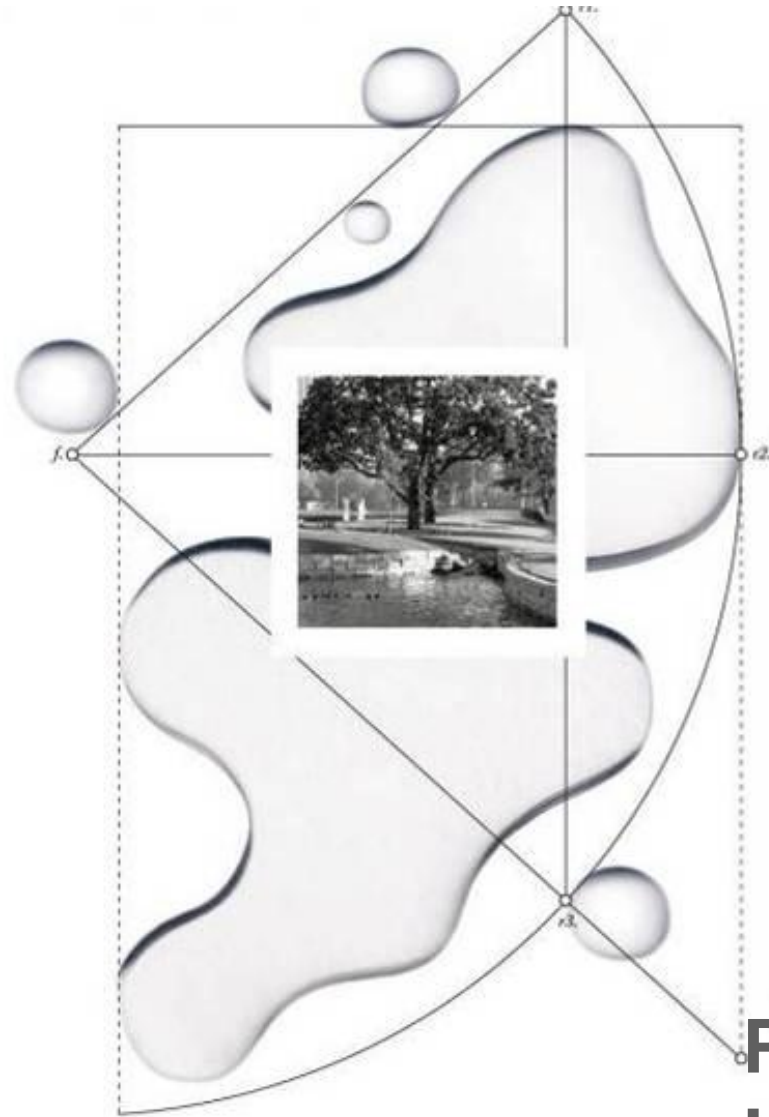
NORTEL



Galatyn (Transportation Planning)



Performance Drive



**Project
Understanding /
Approach**

Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR

RICHARDSON MAIN STREET / CENTRAL EXPRESSWAY REDEVELOPMENT STUDY

the HOK team.....

Project Objectives

- Maximize the use of existing infrastructure
- Create a vibrant, walkable, and transit-oriented community
- Enhance the visual quality and character of the corridor
- Improve the safety and mobility of the transportation network
- Increase the economic vitality and tax base of the area

Project Goals

- Create a vibrant, walkable, and transit-oriented community
- Enhance the visual quality and character of the corridor
- Improve the safety and mobility of the transportation network
- Increase the economic vitality and tax base of the area

Project Objectives

- Maximize the use of existing infrastructure
- Create a vibrant, walkable, and transit-oriented community
- Enhance the visual quality and character of the corridor
- Improve the safety and mobility of the transportation network
- Increase the economic vitality and tax base of the area

SPRING VALLEY REGIONAL CATALYST

BELT LINE REGIONAL CATALYST

INTERNATIONAL MARKETPLACE

CORRIDOR ENHANCEMENTS

Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR



Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR

Major Project Tasks:

- **Citizen and Stakeholder Involvement** (Interviews, Community Meetings, Web Based Support);
- **Inventory Existing Conditions, Plans and Data** (GIS Data Collection and Mapping, Review Previous Studies and Reports);
- **Real Estate Market Analysis** (Trade Area, Demographics, Market Supply and Demand, Preliminary Development Proforma, Market Capture, Barriers to Investment);
- **Corridor Analysis** (Opportunities and Constraints, Catalyst Site Evaluation, Financial Mechanisms, Draft Framework Plan);
- **Recommendations** (Final Framework Plan, Focus Area Plans, Catalyst Site Recommendations, Implementation Tools and Techniques, Final Report).

Project Understanding / Approach

MAIN STREET / CENTRAL EXPRESSWAY CORRIDOR



Exhibit "B" - Work Schedule / City of Richardson - Main Street / Central Expressway Study

Month	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec																									
Week of	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31
TASK 1 - PROJECT INITIATION AND PROJECT MANAGEMENT																																	
Task 1.1	Project Initiation Meeting																																
Task 1.2	Study Area Tour																																
Task 1.3	Bi Weekly Progress Meetings																																
Task 1.4	Public / Stakeholder Involvement Plan																																
TASK 2 - CITIZEN / STAKEHOLDER INVOLVEMENT																																	
Task 2.1	Ongoing Outreach and Community Input																																
Task 2.2	Stakeholder Interviews / Meetings (10)																																
Task 2.3	Corridor-wide Open House																																
Task 2.4	Community Charrette																																
Task 2.5	Final Community and Stakeholder Involvement																																
TASK 3 - INVENTORY - EXISTING CONDITIONS, PLANS AND DATA																																	
Task 3.1	Inventory Background Data																																
Task 3.2	Review Previous Plans and Studies for the Study Area																																
Task 3.3	Base and Existing Conditions Mapping																																
Task 3.4	Inventory Summary Report																																
TASK 4 - REAL ESTATE MARKET ANALYSIS																																	
Task 4.1	Trade Area Identification																																
Task 4.2	Demographic Projections																																
Task 4.3	Market Supply and Demand Analysis																																
Task 4.4	Preliminary Development Proforma																																
Task 4.5	Market Capture																																
Task 4.6	Private Sector Interface																																
Task 4.7	Barriers to Investment Report																																
TASK 5 - CORRIDOR ANALYSIS																																	
Task 5.1	Opportunities and Constraints to Development																																
Task 5.2	Catalyst Site Evaluation																																
Task 5.3	Development Proforma																																
Task 5.4	Financial Mechanisms - Impacts																																
Task 5.5	Net Fiscal Impacts																																
Task 5.6	Draft Framework Plan																																
TASK 6 - RECOMMENDATIONS																																	
Task 6.1	Final Framework Plan																																
Task 6.1.1	Land Use Component																																
Task 6.1.2	Urban Design Component																																
Task 6.1.3	Artists Renderings																																
Task 6.1.4	Transportation Component																																
Task 6.1.5	Infrastructure and Cost Data and Prioritization																																
Task 6.2	Focus Area Plans																																
Task 6.3	Catalyst Site Recommendations																																
Task 6.3.1	Catalyst Site Concept Plans																																
Task 6.3.2	Catalyst Site Proforma																																
Task 6.4	Implementation Tools and Techniques																																
Task 6.4.1	Priorities for Investment																																
Task 6.4.2	Benchmarks																																
Task 6.4.3	Detailed Action Plan / Implementation Matrix																																
TASK 7 - FINAL REPORT AND FINAL PRESENTATIONS																																	
Task 7.1	Final Report Preparation																																
Task 7.2	Final Presentations																																
Task 7.2.1	Planning and Zoning Commission Presentation																																
Task 7.2.2	City Council Presentation																																



Public Meetings

City Council or PLZ Presentations

**Main Street/Central Expressway Corridor
Public and Council Input**

Main Street/Central Expressway Corridor Public Involvement

- Stakeholder Interviews/Meetings
 - Late June/Early July
- Community Meetings
 - Corridor Open House July 10
 - Community Charrette Sept. 19
 - Final Community Input Nov. 8
- Electronic Information/Input
 - Webpage
 - Facebook Page
 - Online Input

Main Street/Central Expressway Corridor Council Briefings/Input

- Consultant team introduction June 18, 2012
- Open House briefing Mid-July
- Council interviews Mid-September
- Community charrette Late September
- Final community meeting Mid-November
- Final report Mid-December

Main Street/Central Expressway Corridor Discussion





Municipal Settings Designation (MSD) Pavilion North Shopping Center

City Council June 18, 2012

What is an MSD?

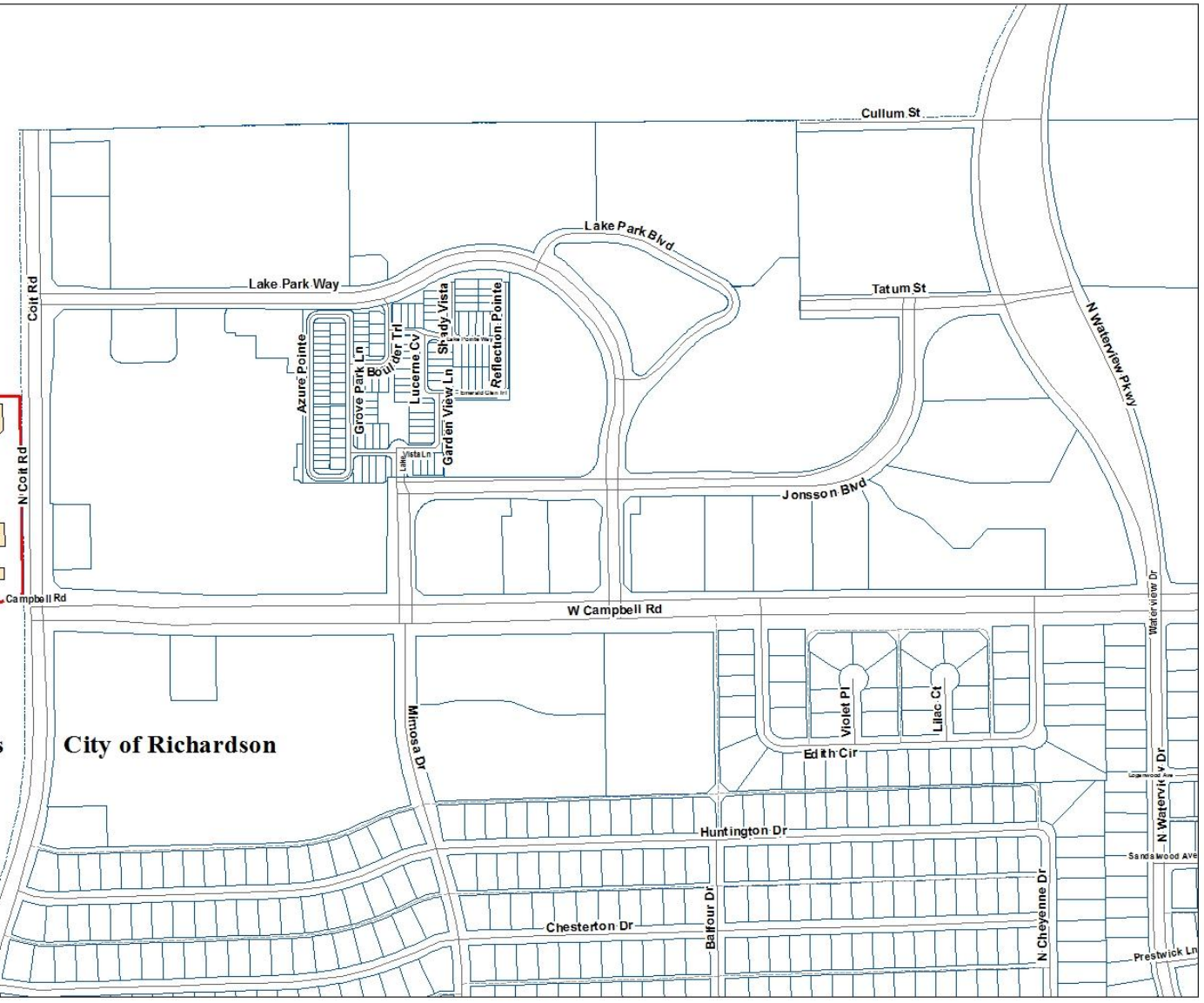
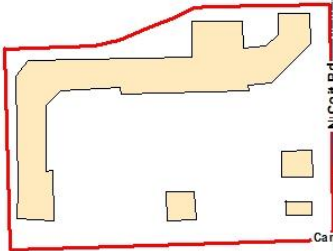
- Established by the 78th Texas Legislature in 2003
- Facilitates redevelopment of brownfields with ground water contamination by preventing the water from being used as drinking water.
- No risk of impacting human health or the environment.
- Final approval lies with the Texas Commission on Environmental Quality (TCEQ)

MSD Process

- Third party environmental firms perform sampling of soil and groundwater to determine extent of contamination.
- Soil and groundwater is remediated to protective concentration limits (PCLs).
- If compliance to PCL standards is not feasible then an MSD designation is sought for the property.
- Municipalities, through a resolution or ordinance, offer support of the MSD designation.

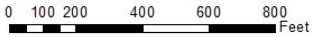
MSD for a City of Dallas Property

- Dallas approved of the designation on October 11, 2011
- Property is within 0.5 miles of the City limits of COR
- Without municipal support, application to the TCEQ will be deemed incomplete and denied.
- Previous experience with this process in 2008 with a Quicktrip project located in the City of Plano.



City of Dallas

City of Richardson





N Coit Rd

N Coit Rd

W Campbell Rd

W Campbell Rd

City of Dallas

City of Richardson

Site Background

- Site Background – The Pavilion North Shopping Center which encompasses 16.182 acres. The sources of the impacts to soil and groundwater are from the former:
 - Dry Clean Super Center
 - Great One Cleaners.

Site Background Cont.

Dry Cleaning Super Center

- Operated from 1995-1998
- Soil and groundwater sampling conducted in 1997 and 1998 found chlorinated solvents in soil but not groundwater.
- The site was entered in to the TCEQ's Voluntary Cleanup Program in December 1998 and issued a certificate of completion by TCEQ in September 1999.

Site Background Cont.

Great One Cleaners

- Operated from 1981-1997.
- Soil and groundwater sampling from 1997 to current.
- Perchloroethylene, Trichloroethylene, Dichloroethylene , and Vinyl Chloride (VC) exceeded Protective Concentration Limits in the soil and groundwater.
- No water wells have been threatened or impacted by the groundwater contamination.

COR Environmental Consultant Findings

- Groundwater flow is to the south (away from Richardson). The groundwater plume is located approximately 900 feet west of the City of Richardson boundaries.
- The contaminant concentrations have decreased significantly since identified.
- The reductions were achieved through three groundwater remediation events conducted between 2002 and 2005 which were conducted to augment natural attenuation in the plume.
- Recommend approval of an MSD designation.

Summary

- The Dry Cleaning Super Center facility operated for only three years and had only limited impacts to soil and is not considered to have any impact on the City of Richardson.
- The Great One Cleaners facility had an impact to soil and groundwater.
 - The monitoring indicates that remediation efforts at this site has greatly decreased the impacts in the groundwater.
 - The plume is to the south and is located greater than 900 ft. from COR boundaries and is not anticipated to impact the City of Richardson.

Action Proposed

- Approval of Resolution (on June 25th Agenda) in support of the MSD designation for the Pavilion North Shopping Center.
- Property Owner's environmental consultant will then submit their application along with City of Dallas and City of Richardson resolutions to the TCEQ for final approval.

CHAPTER 18 - SIGN ORDINANCE

FOLLOW UP CONSIDERATIONS – ARTICLES I & II

RECOMMENDED REVISIONS – ARTICLE III

City Council Briefing: June 18, 2012

Project Timeline

- ❑ **December** – City Council (CC) directed staff to work with the Sign Control Board (SCB) to develop recommendations for overhauling Chapter 18
- ❑ **February** – SCB was provided an overview of the assignment as outlined by CC; Reviewed Article I; Made recommendations
- ❑ **March** – SCB reviewed revisions to existing regulations in Articles III & IV; Made recommendations
- ❑ **April** – SCB reviewed new sign types; Made recommendations
- ❑ **May** – SCB reviewed Article II; Made recommendations; Finalized overall recommendation
- ❑ **May** – Chamber of Commerce Retail Consulting Group was briefed
- ❑ **June** – CC was briefed on Articles 1 & 2

Purpose of Tonight's Briefing

- Finalize enhancements to Articles I & II
 - ▣ Follow-up on questions raised during June 4, 2012 briefing.
 - ▣ Send draft to City Attorney for codification

- Review Sign Control Board's recommendations for Article III
 - ▣ Minor Changes Recommended
 - ▣ New Signs Types
 - ▣ Attached Signs
 - ▣ Monument Signs
 - ▣ Pole Signs
 - ▣ Electronic Messaging

Sign Ordinance Enhancements



1. Organize regulations by Sign Type
2. Include new Sign Types currently not addressed by existing ordinance.
3. Adopt an appendix to include supporting material
4. Create a minor modification in addition to the existing variance option

Article I

Sign Control Board Recommendations

Vehicles To Which Signs Are Affixed

- **SCB Recommendation**

- Subsection (9)
 - ▣ Signs attached to or upon any vehicle shall be prohibited where any such vehicle is parked within 20 feet from a street right-of-way on a site.
 - ▣ *Said vehicle shall be parked completely and wholly in a single designated parking space.*
 - ▣ Signs attached to a vehicle shall be incidental to the bona fide use for transportation purposes of the vehicle to which the sign is attached.
 - ▣ If a vehicle displaying a sign is not a bona fide use for transportation purposes, the vehicle shall be deemed to be a ~~freestanding~~ sign and subject to all provisions of this chapter pertaining to ~~freestanding~~ signs.

Other Cities Regulations

City	Permitted	Regulations
Arlington	Yes	Must be registered and operable. Cannot include window signs. All other signage must be permanent.
Allen	Yes	Must be parked out of public view if site permits. Business must have valid Certificate of Occupancy
Carrollton	Yes	Must be parked in lot adjacent to business. Must be used in day-to-day operations of the business.
Dallas	Yes	Must be registered. Cannot be stationary for more than 24 hours. Must be parked in an approved parking space.
Farmers Branch	Yes	Business must have valid Certificate of Occupancy.
Forth Worth	Yes	Cannot be stationary for more than 72 hours.

Other Cities Regulations

City	Permitted	Regulations
Frisco	Yes	Must be parked behind building unless the vehicle is loading, unloading, delivering. Must be parked behind front plane of the building. Shall not be parked in parking spaces fronting a major thoroughfare.
Garland	Yes	Minimum 20 ft set back from street.
Irving	Yes	Signage must be permanently affixed. Cannot be stationary for more than 72 hours. Must be parked in a designated parking space or loading dock.
McKinney	Yes	No regulations at this time.
Mesquite	Yes	If a vehicle is wrapped, it must be parked in front of the business, not on the street used as a sign.
Plano	Yes	Must be parked in front of the business, not on the street used as a sign.

Vehicles To Which Signs Are Affixed

- **Updated Recommendation**

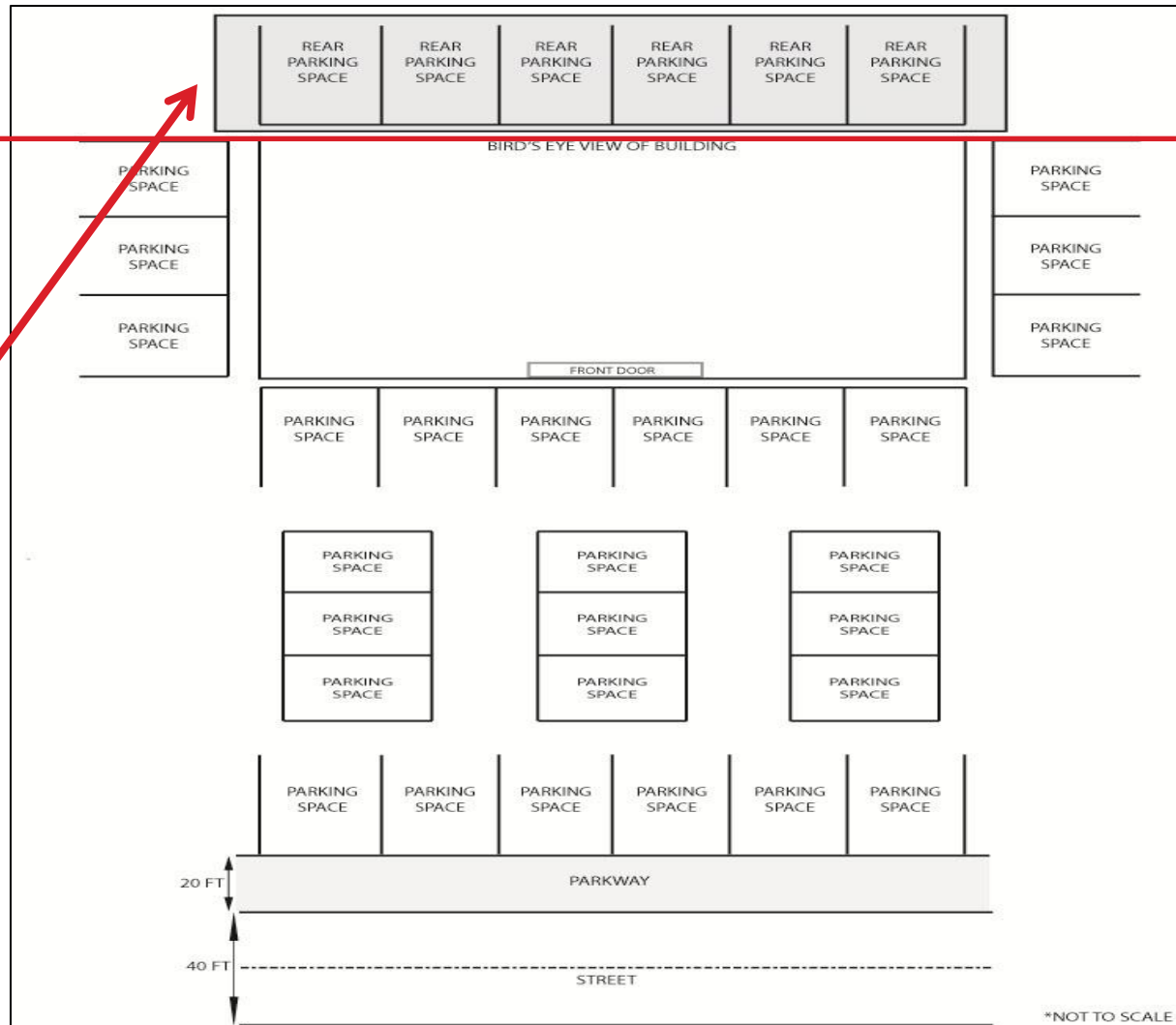
- Subsection (9)

- *Vehicles to which signs are affixed shall be parked behind the rear building wall in which the business is legally operating unless the vehicle is actively being used for loading, unloading, or delivering goods, merchandise or services.*
- ~~Signs attached to or upon any vehicle shall be prohibited where any such vehicle is parked within 20 feet from a street right-of-way on a site.~~ *Vehicles to which signs are affixed that cannot be physically parked behind the rear building wall in which a business is legally operating shall be parked in a single, designated parking space behind said building's front building wall.*
- *Vehicles to which signs are affixed that cannot be parked behind said building's front building wall shall be parked in a single, designated parking space a maximum of 100 feet from said business' primary entrance.*
- *Vehicles to which signs are affixed must be parked a minimum of 20 feet from any street right of way.*

Vehicles To Which Signs Are Affixed

- ❑ *Vehicles to which signs are affixed shall be parked completely and wholly in a single designated parking space.*
- ❑ Signs attached to a vehicle shall be incidental to the bona fide use for transportation purposes of the vehicle to which the sign is attached.
- ❑ If a vehicle displaying a sign is not a bona fide use for transportation purposes, the vehicle shall be deemed to be a ~~freestanding~~ sign and subject to all provisions of this chapter pertaining to ~~freestanding~~ signs.
- ❑ It shall be a rebuttable presumption that a vehicular sign is not a bona fide use for transportation if the vehicle is stopped, parked, or allowed to remain at the same location within the site for any period exceeding 24 hours or contains arrows, directional information or promotional advertising relating to the business.

1. If possible, must be parked behind the Rear Building Wall.

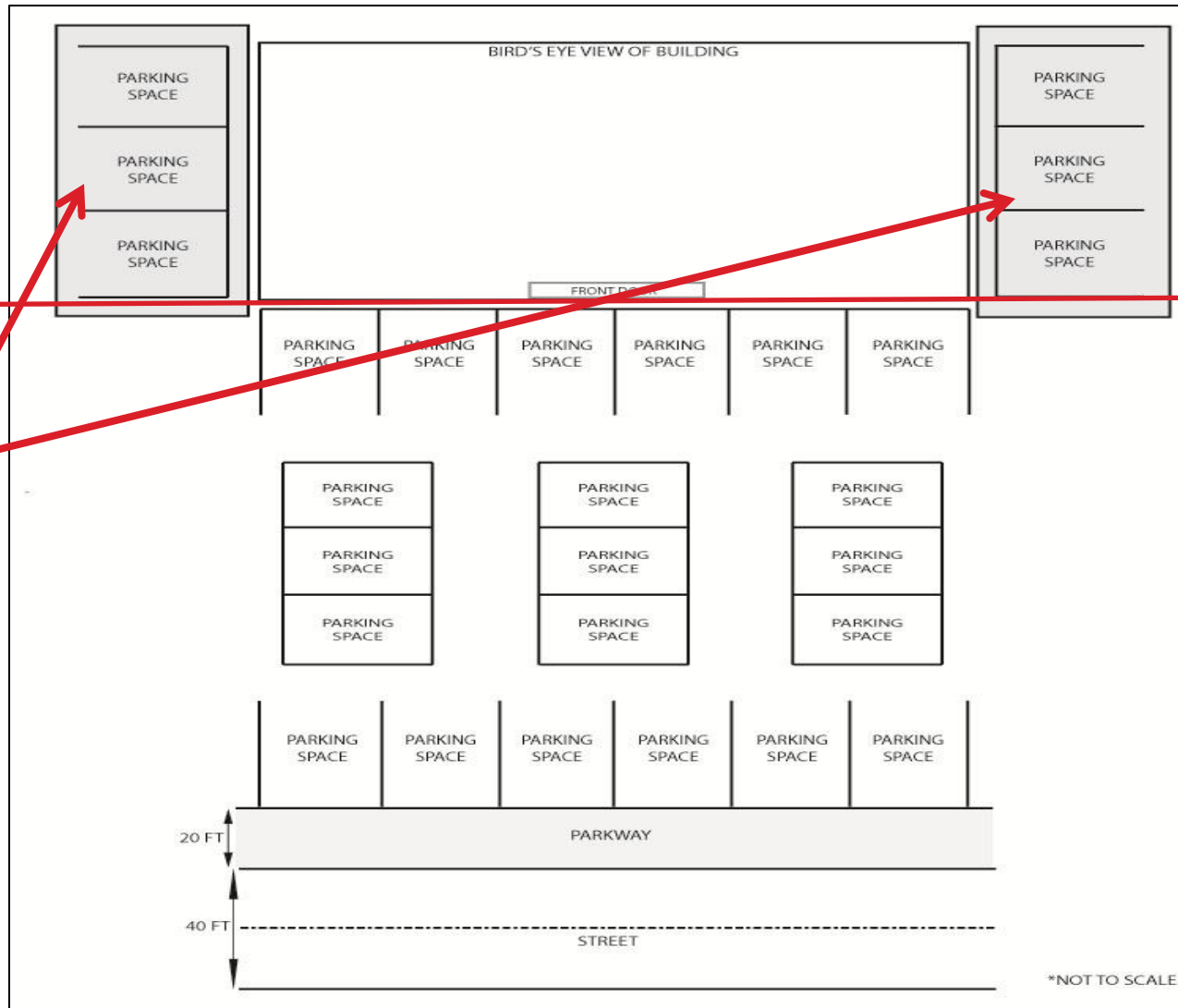


Rear Building Wall

Parking Permitted

*NOT TO SCALE

2. If #1 is not possible, must be parked behind the Front Building Wall.

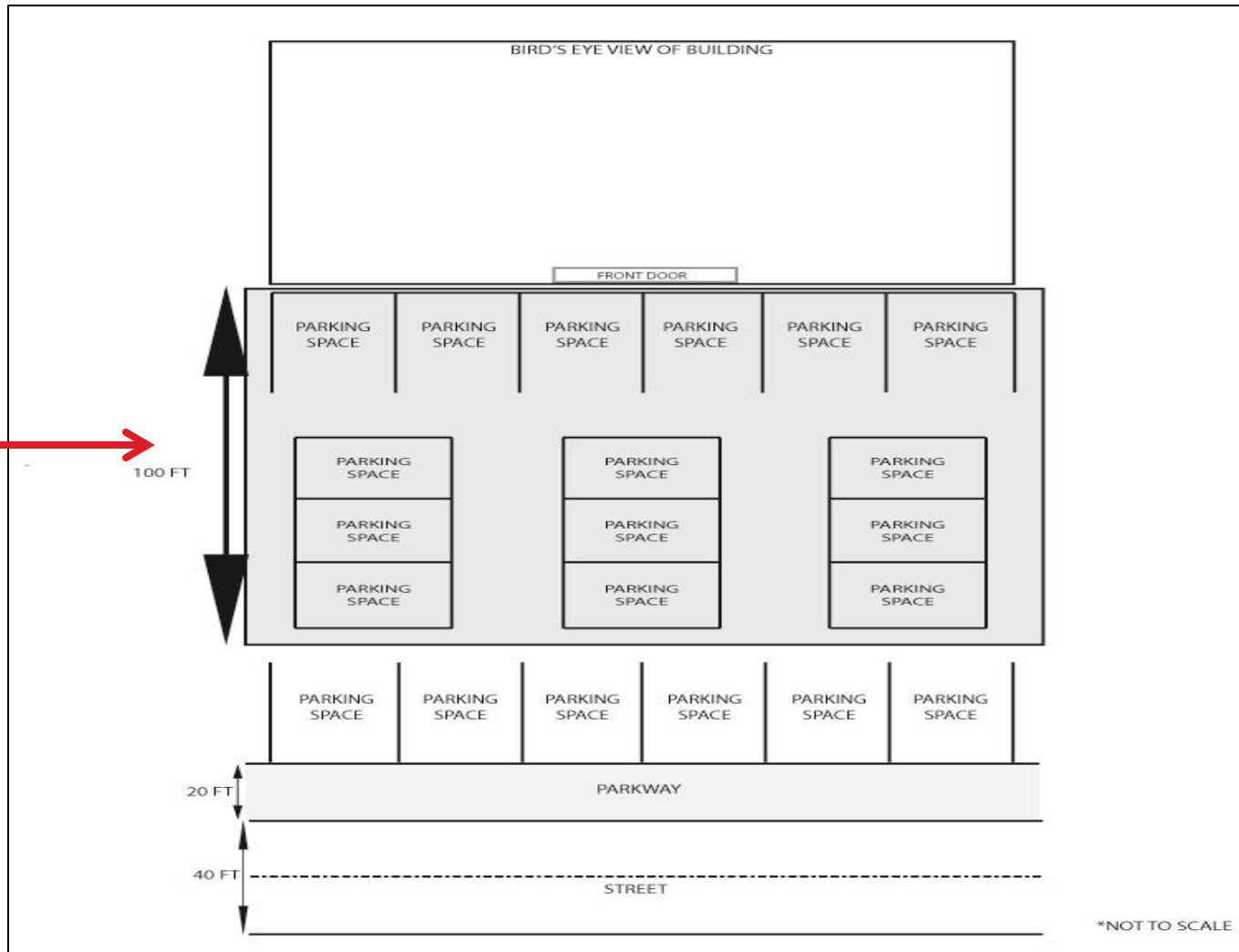


Front Building Wall

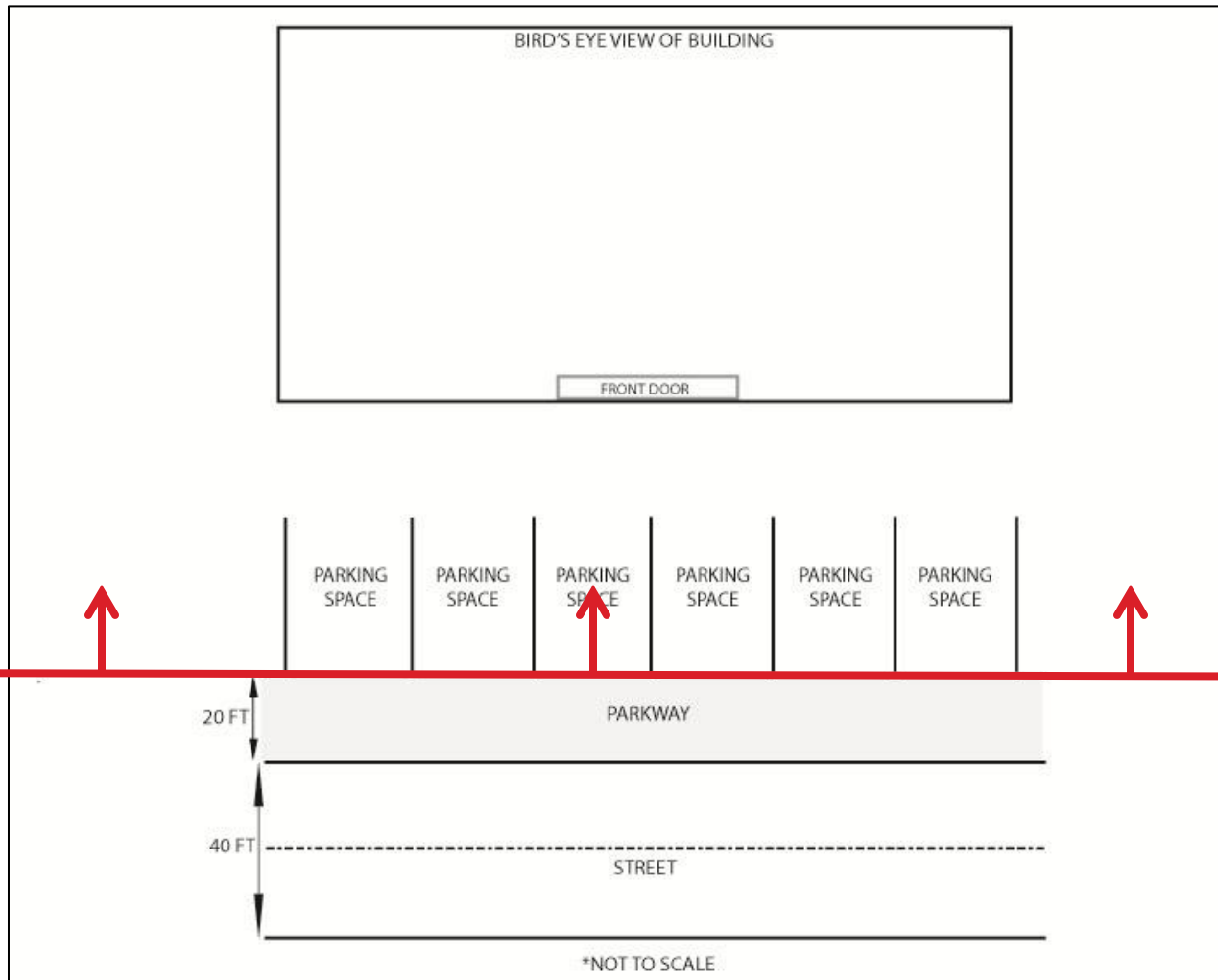
Parking Permitted

*NOT TO SCALE

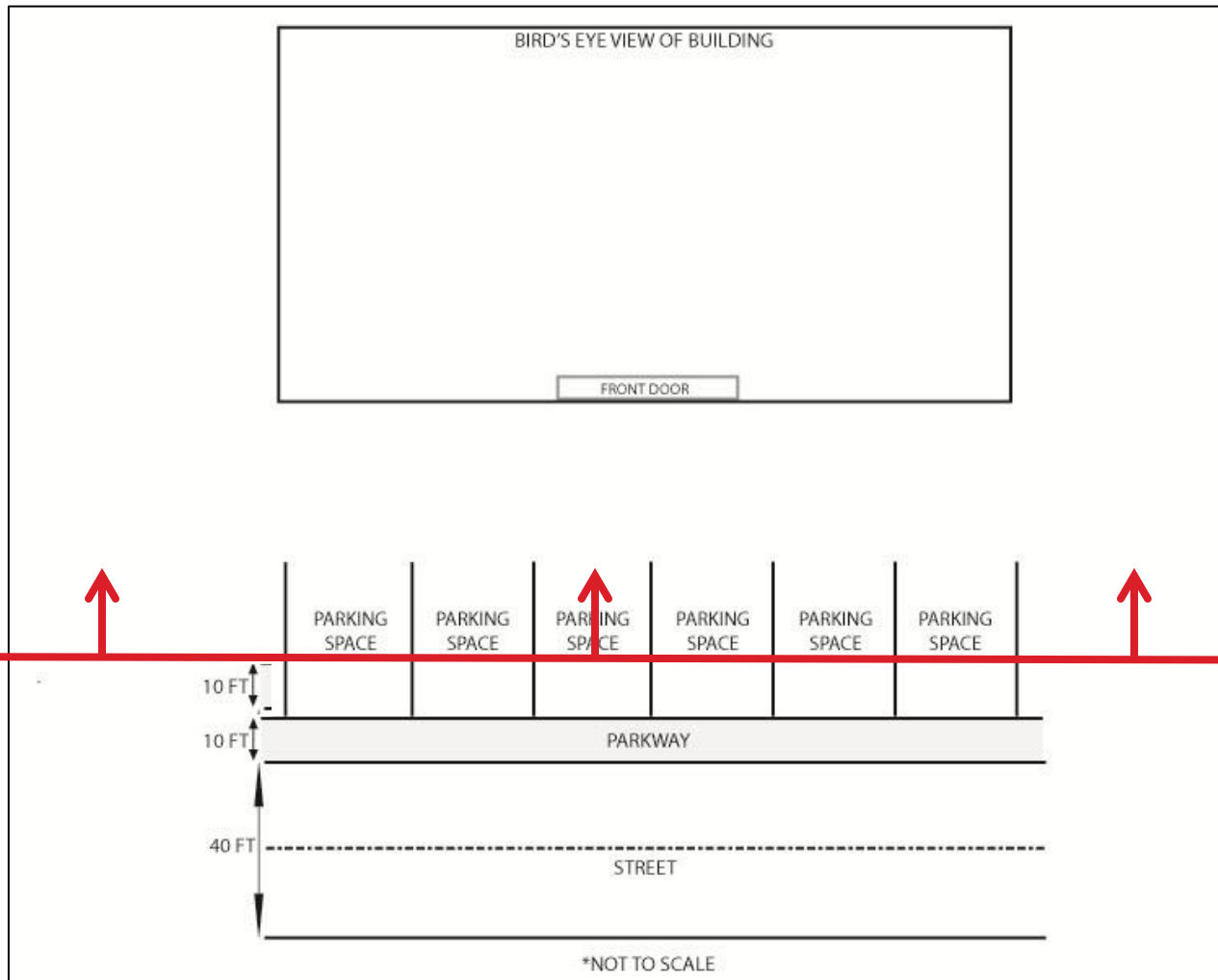
3. If #2 is not possible, must be parked within 100' of Business' Primary Entrance.



4. If #3 is not possible, must be parked a minimum of 20' from any right of way.



4. If #3 is not possible, must be parked a minimum of 20' from any right of way.



Parking Permitted

Article II

Sign Control Board Recommendations

Variance Valid For

- **SCB Recommendation**
- **Sec.18-78 (2). Generally**
 - ▣ *No variance shall be valid for a period longer than two (2) years from the date of the variance approval unless a permit is obtained within such period and the erection or alteration of the sign is started within such period.*

Other Cities Regulations

City	Expires	Time
Arlington	No	Na
Allen	No	Na
Carrollton	No	Na
Dallas	Yes	180 days
Farmers Branch	No	Na
Fort Worth	Yes	180 days
Frisco	No	Na
Garland	Yes	180 days
Irving	No	Na
McKinney	Na	Na
Mesquite	Yes	1 year
Plano	No	Na

Variance Valid For

- **Updated Recommendation**
- **Sec.18-78 (2). Generally**
 - ▣ *No variance shall be valid for a period longer than **180 days** from the date of the variance approval unless a permit is obtained within such period and the erection or alteration of the sign is started within such period.*

Chapter 13

Staff Recommendation

Commercial Address Numbers

- **Existing Regulations**

- Sec 13-148 – Front & rear numbering Nonresidential Structures
 - Shall have posted or displayed the street address number in Arabic block numerals on the front and rear of the structure in such a manner as to be legible and plainly visible from the abutting street and alley.
 - Shall have street address numbers of at least six inches in height, and shall be constructed of a durable, bright material or shall be painted on the permanent structure and of a color which provides a contrast to the background.

Commercial Address Numbers

□ Existing Regulations - Continued

- If an official street address number is assigned to one or more nonresidential structures, such street address shall be posted and displayed in accordance with this section on each such structure.
- Rear numbers shall be affixed at a height of not less than three feet nor more than ten feet above ground.
- Nonresidential structures shall also display the business name on the outside of at least one rear door, and structures with more than one rear door shall display the official street address number on all such rear doors in the manner prescribed above.

Other Cities Regulations

City	Number	Size	Location
Arlington	1	4"	Visible from street
Allen	2	12"	Front and back of property
Carrollton	2	6"	Visible from street and alley
Dallas	2	4"	Front and back of property
Farmers Branch	2	3"	Front and back of property
Forth Worth	2	4"	Front and back of property
Frisco	2	6"	Front and back of property
Garland	Na	Na	Clearly visible from the street (200' from the street)
McKinney	2	6"	Front and back of property
Mesquite	1	4"	Plainly visible from street fronting property
Plano	2	6"	Visible from street fronting property and from all rear alleyways

Commercial Address Numbers

□ **Recommendation**

- Existing regulations provide adequate address number visibility from the street in the front of and behind buildings
- Existing regulations are consistent with nationally recognized fire and building code requirements
- Code enforcement staff will place an increased emphasis on address number compliance when conducting regular inspections
- Staff will also place increased emphasis on the location address numbers are placed on buildings during Certificate of Occupancy inspections

Article III

Sign Control Board Recommendations



Existing Sign Types

No Change Recommended

No Change Recommended

- Address Numbers
- Construction Signs
- Employment Signs
- Flags
- Fuel Sale Signs
- Hanging Signs
- Information Signs
- Memorial Signs
- Model Home Signs
- Nameplates
- Occupational Signs
- Real Estate – Residential Signs
- Real Estate – Temporary Directional Signs
- Real Estate – Temporary Home Builder Signs
- Subdivision, Home Builders', Developer Signs



Existing Sign Types

Minor Changes Recommended

Educational Institution (Residential District)

- **Definition/Purpose:** Signs that identify educational, public or charitable institutions.
- **Size:**
 - ~~Freestanding~~ *Pole or Monument* Signs: ~~24~~ *60* square feet in area, 6 feet in height.
 - Attached Signs: ~~24~~ *40* square feet in area, letters not to exceed 12 inches in height.
 - Bulletin Boards: 25 square feet in area.
- **Number:** One freestanding *pole or monument* sign, one attached sign, and one attached bulletin board.



Educational Institution (Residential District)

- **Location:**
 - Attached signs must be located entirely below the roof line of the building.
 - *Pole or Monument Signs*
 - 1. *Signs must be located a minimum of 30 feet from adjoining private property lines.*
 - 2. *No sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 ½ feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.*
- **Landscaping:** ~~N/A~~ *Landscaping is required around the base of the sign in an area equal to four square feet for each square foot of sign and base area.*
- **Design:** Signs must be an integral part of the site architecture or landscaping.
- **Permit Required:** ~~No.~~ *Yes.*

Menu Boards

- **Definition/Purpose:** Signs providing outdoor menu visibility at eating establishment with drive-thru service, including preview menu boards.
- **Size:** 45 square feet in area, 8 feet in height.
- **Number:** Two menu boards shall be permitted per ~~site~~ *service/drive thru lane*.
- **Location:**
 - All menu boards must be placed on site.
 - Menu boards shall be located a minimum of 30 feet from adjoining private property lines.
- **Landscaping:** N/A
- **Design:**
 - Menu boards must comply with the design standards for all ~~Major-Freestanding~~ *Pole* Signs.
 - *May include an electronic digital display.*
- **Permit Required:** Yes.

Menu Boards



Political Signs (Temporary)

- **Definition/Purpose:** Signs which are political in nature.
- **Size:** 36 square feet, 8 feet in height.
- **Number:** N/A
- **Location:**
 - ▣ Must be located on real private property with the consent of the property owner.
 - ▣ No signs may be placed in any location that obstructs vision for traffic.
- **Landscaping:** N/A
- **Design:** No political sign may be illuminated or have moving parts.
- **Permit Required:** No. Any sign, on private property, in violation of the provision of this section may be removed by the ~~building inspection department~~ *Community Services Department* ten days after written notice to the property owner. ~~Any expenses incurred by removal shall be paid by the owner of the property on which the sign is located.~~ *Any sign placed on public property may be removed without prior notice. The owner of the sign may be held responsible for any expenses incurred by removal of any sign.*

Real Estate Signs (Non-Residential)



Real Estate Signs (Non-Residential)

- **Definition/Purpose:** Signs advertising the sale, rental or lease of properties in all *zoning* districts except single-family, duplex, and apartment properties.
- **Size:** 24 *32* square feet in area, 8 feet in height (*if freestanding*)
- **Number:**
 - ▣ Tracts, sites or complexes having less than 200 feet abutting public or internal circulation streets: one real estate sign.
 - ▣ Tracts, sites or complexes having 200 feet abutting public or internal circulation streets: two real estate signs.
 - ▣ Each additional 100 feet of abutment over 200 feet: one additional real estate sign.
 - ▣ In no event may the number of such signs exceed four for a given tract.
- **Location:** All signs must be placed on the site that is being advertised.
- **Landscaping:** N/A
- **Design:** N/A
- **Permit Required:** No. ~~Signs shall be removed upon issuance of any occupancy permit.~~

Other Cities Regulations

City	Area (sq ft)	Height (feet)	Number	Duration
Arlington	20	8	Maximum 2 per parcel; 500' apart.	Until rental or property, structure or leasing of tenant space.
Allen	16/32	8/12	4 per address.	
Carrollton *	16/32	8/12	1 per address. Properties greater than 3 acres; 1 per street frontage.	Until property is sold or 80% of lease space is
Farmers Branch**	32/64	Na	1 per every 200 linear feet of street frontage.	Na
Forth Worth	Not regulated	Not regulated	Not regulated	Not regulated

*Less than two acres/More than two acres

** In O, LR-1, LR-2, and C. districts / In LI and HI districts

Other Cities Regulations

City	Area (sq ft)	Height (feet)	Number	Shall be Removed
Frisco	32	8	1 - properties less than 500' of street frontage. Unlimited - properties more than 500'; must be spaced 200' apart.	Within 10 days of sale of property/lease of space.
Garland	16	8	1 per property, 1 additional sign for every street frontage.	Na
Irving*	32/64	Na	1 per property	Na
McKinney**	32/96	8/16	1 per property	Within 30 days of sale of property or lease of space.
Mesquite	32	Na	1 per property	Upon sale of property/lease of space.
Plano	32	15	1 per street frontage.	Upon sale of property/lease of space.

*1 acre / More than 1 acre

**Less than 50 acres/More than 50 acres

Religious Institution (Residential District)

- **Definition/Purpose:** Signs that identify religious institutions in a residential district.
- **Size:**
 - ▣ Attached Signs: ~~24~~ 40 square feet in area
 - ▣ *Monument Signs: 60 square feet in area, 6 feet in height.*
 - ▣ ~~Major Freestanding Pole~~ Signs: 60 square feet in area, 6 feet in height.
- **Number:** One freestanding *pole or monument* sign and one attached sign.

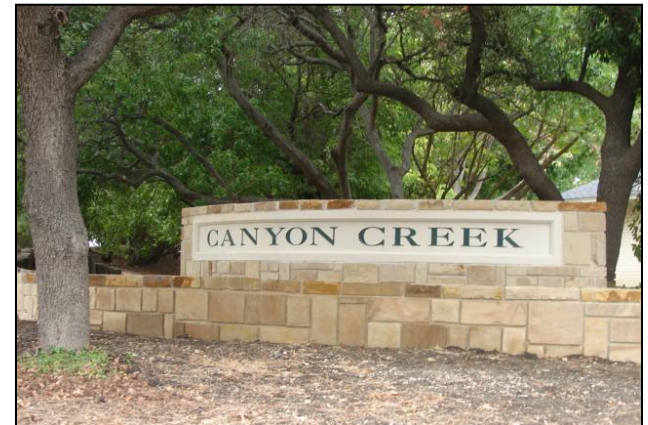


Religious Institution (Residential District)

- **Location:**
 - Attached signs must be located entirely below the roof line of the building.
 - ~~Major Freestanding Pole and Monument signs~~
 - *Signs must be located a minimum of 30 feet from adjoining private property lines.*
 - *No sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 ½ feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.*
- **Landscaping:** ~~N/A~~ *Landscaping is required around the base of the sign in an area equal to four square feet for each square foot of sign and base area.*
- **Design:** Sign must be an integral part of the site architecture or landscaping
- **Permit Required:** ~~No.~~ *Yes.*

Residential Subdivision Identification Signs

- **Definition/Purpose:** Signs that identify residential subdivision.
- **Size:** 24 40 square feet in area, 6 feet in height.
- **Number:** Two per adjacent public street.
- **Location:** The signs shall be attached to the screening wall, *entry feature*, or landscape planter.
- **Landscaping:** N/A
- **Design:** Signs must be an integral part of the site architecture or landscaping.
- **Permit Required:** No.



Temporary Promotional Signs

- **Definition/Purpose:** Signs, banners, flags, balloons or pennants ~~promoting~~ *designed, intended or used to advertise or inform about an activity, place, product, person, organization, business, service,* a merchandise program, opening of a retail or commercial establishment, special program of a public institution, or the opening of a single-family subdivision or multifamily complex.
- **Size:** The size of a banner shall be limited to one square foot per length of lease space up to a maximum of 200 square feet.
- **Number:** N/A
- **Location:**
 - On premise.
 - ~~□ Office, technical office and industrial zoning districts: Temporary promotional signs shall be permissible in these districts, but be limited to freestanding signs for the purpose of identifying location of or direction to an industrial subdivision.~~
- **Landscaping:** N/A
- **Design:** Temporary promotional signs are limited to permissive signs in this chapter.

Temporary Promotional Signs

- **Permit Required:** Yes.
 - ~~Signs have a maximum single use period of 30 days for the initial permit for a new business and a 21-day permit thereafter. The use of balloons shall be restricted to the initial 30-day permit.~~ *Subsequent to a building permit being issued a permit may be obtained for a coming soon sign for a maximum single use period of 30 days.*
 - *Subsequent to a certificate of occupancy being issued a permit may be obtained for a grand opening sign for a maximum single use period of 30 days. The use of balloons shall be restricted to grand opening permits.*
 - *The Director of Community Services may approve a 30 day permit for a Grand Reopenings.*



Temporary Promotional Signs

- ❑ *Excluding signs permitted under subsections (a) and (b) a maximum of four temporary permits may be issued per year, for a maximum single use period of 30 days.*
- ❑ Signs shall have a minimum period between permits of seven days.
- ❑ Permit application shall include, but not be limited to, a drawing or sketch showing the type, size, height and location of the temporary promotional sign (including banners, flags and pennants) along with a description of the means of attachment or support, and the stated purposes of the promotion.
- ❑ A promotion for a site, center, complex or subdivision shall **not** be interpreted as a promotion for each and every establishment within such site, center, complex or subdivision.
- ❑ *Banners attached to private light poles must have a minimum 9 foot clearance over any driveway, parking space, sidewalk or other public or private right-of-way for the passage of vehicles or pedestrian. Each banner cannot exceed 3'x7' and there cannot be more than two signs per light pole. A written letter from the property owner or manager, granting permission, is required when applicable.*

Traffic Related Signs

- **Definition/Purpose:**
 - Onsite Directional Signs: Signs containing directional information that do not contain advertising and are not used as such. Signs may include business name and arrows.
 - Ingress/Egress Signs: Signs denoting locations for ingress or egress or prohibiting ingress or egress that do not contain advertising and are not used as such. *Signs may or may not include directional information.*
- **Size:**
 - Onsite Directional Signs: 8 square feet in area.
 - Ingress/Egress Signs: 8 square feet in area, 4 feet in height.
- **Number:** N/A
- **Location:** Signs may be placed on properties in all districts.
- **Landscaping:** N/A
- **Design:** N/A
- **Permit Required:** No. Plans for proposed signs must be submitted to ~~the building official~~ the *Director of Community Services* and approved by the traffic engineer. Submission to the ~~building official~~ *Director of Community Services* shall include, but not be limited to, a site drawing showing the location of the proposed sign, a dimensional drawing showing size of signs and content of signs, a designation of the material or materials to be used, and the proposed method of erection.

Window Signs

- **Definition/Purpose:** Signs located on the internal or external surface of a window.
- **Size:** Signs may not obscure more than 25 percent of the total visible window area of each façade.
- **Number:** N/A
- **Location:** Retail, commercial, office, technical office, and industrial *zoning* districts.
- **Landscaping:** N/A
- **Design:**
 - ▣ Signs painted on the external or internal surface of the window of an establishment in commercial or retail districts with water-durable paint on external surfaces.
 - ▣ Signs (except posters), banners, *perforated window screens* or displays located on the internal surface of the window of an establishment in commercial or retail *zoning* districts only.



Window Signs

- **Design - Continued:**
 - Posters, providing such posters are not located on the external surface of the window.
 - Decorations intended to direct attention to and stimulate citizens' interest in public events, providing such signs are painted on the external surface of the window and a 25 percent visibility requirement is maintained.
 - Signs attached to the external surface of a window of a retail or commercial establishment made of a noncombustible material.
 - Signs attached to the internal surface of a window which define the name, proprietor, telephone number or address of such retail or commercial establishment.
 - Signs identifying emergency telephone numbers, hours and security information that do not exceed 1 square foot in area.
 - *Signs advertising the sale of alcohol must comply with TABC requirements in addition to provisions of this chapter.*

- **Permit Required:** No.



New Sign Types

Business District Identification Signs

- **Definition/Purpose:** Signs used to identify a center, complex, occupants, services, products, occupation, district, or institution.
- **Size:**
- **Number:**
- **Location:** On-premise, off-premise, or public right-of-way
- **Landscaping:**
- **Design:**
- **Permit:** May be allowed only by a special permit of the sign control board.



Community Garden Signs

- **Definition/Purpose:** Signs advertising the location of a community garden.
- **Size:** 40 square feet; 6 feet in height
- **Number:** One. Does not count towards allowable number of monument or other freestanding signs on premises.
- **Location:**
 - ▣ Signs must be located on-premise.
 - ▣ Signs must be located a minimum of 30 feet from an adjoining property line.
- **Landscaping:** N/A



Community Garden Signs

- **Design:**
 - Signs taller than 4 feet shall meet the design standards for pole or monument signs.
 - Wood or non-painted steel supports are permissible, if approved by the Director of Community Services.
 - No sign shall obstruct the vision of traffic on public street or be constructed so as to interfere with sight lines at elevations between 2 ½ feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.

- **Permit Required:** Yes.



Contractor Signs (Residential Zoning Districts)

- ❑ **Definition/Purpose:** To denote the owner, architect, general contractor, subcontractor conducting approved work at a residential property, excluding subdivision, home builder, construction, or development signs.
- ❑ **Size:** 4 square feet; 4 feet in height.
- ❑ **Number:** One
- ❑ **Location:** On-premise
- ❑ **Landscaping:** N/A
- ❑ **Design:** N/A
- ❑ **Permit Required:** No. Sign must be removed within 14 days after project completion.



Garage/Occasional Sale

- **Definition/Purpose:** Identify the location of a permitted garage/occasional sale at the residential property or multi-family complex.
- **Size:** 4 square feet; 4 feet in height.
- **Number:**
- **Location:** Signs may be located off-premises on private residential property, provided the approval of the owner of such off-premises location is first obtained. Signs may not be placed in any street right-of-way, median, highway interchange, public park or at other publicly owned facilities, or obstruct vision of traffic or pedestrians.
- **Landscaping:** N/A
- **Design:** N/A
- **Permit Required:** No.



Permitted



Prohibited

Neighborhood Association Event Signage

- **Definition/Purpose:** To identify seasonal, occasional or special community, social, civic, educational events sponsored by a recognized homeowners or neighborhood association.
- **Size:** 4 square feet; 4 feet in height.
- **Number:** N/A
- **Location:**
 - May be located on private property and medians within the subdivision or in homeowners or neighborhood association maintained areas.
 - Cannot obstruct vision of traffic or pedestrians.
- **Landscaping:** N/A
- **Design:** N/A
- **Permit Required:** No.



Pole Banners

- **Definition/Purpose:** Signs used to identify a center, complex, occupants, or district.
- **Size:** The size of a banner shall be limited to a maximum of 3'x7' per banner.
- **Number:** N/A
- **Location:** Can only be located on light poles on the interior of the property.
- **Landscaping:** N/A
- **Design:**
 - Banners must provide 9 foot clearance over any driveway, parking space, sidewalk or other public or private right-of-way for the passage of vehicles or pedestrians.
 - No more than two signs on any given light pole.
 - Banners that are used to advertise promotions are addressed under temporary promotional sign.
- **Permit Required:** No.





Attached Signs

Attached Signs

- **Definition/Purpose:**

- Any sign not defined as a ~~minor sign~~ or window sign and affixed directly or indirectly to the exterior of any surface of any building, to a projecting structure of a building, or to any outdoor structure.
- Any sign painted or attached directly on the roof surface of a building intended to be visible from the air where such roof surface, when projected to ground level, forms an angle with the ground plane of less than 25 degrees, providing such signs shall contain only the identification of an establishment, directional information of value to air transportation, and services available and of interest to air transportation users.

Attached Signs

- **Size:**

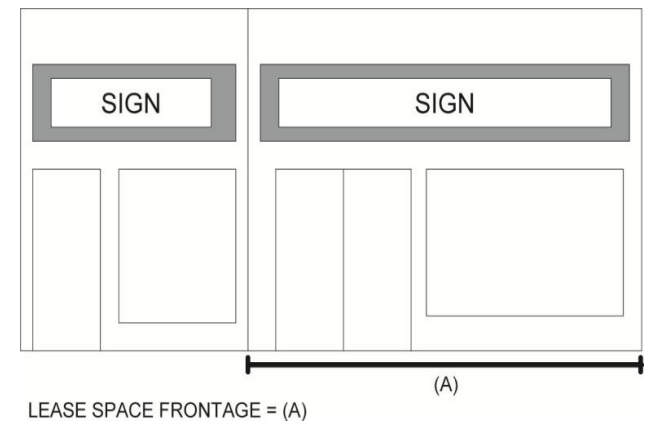
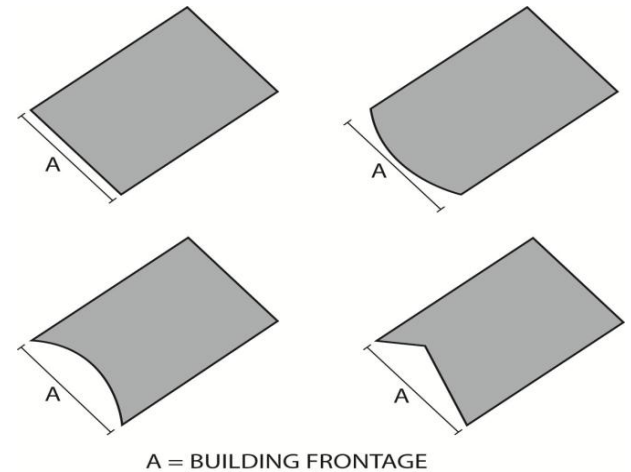
- ▣ Apartment *zoning* districts: 40 square feet in area.
- ▣ Office, technical office, and industrial *zoning* districts:
 - For single story buildings intended for multiple occupancy and where the integral architectural design provides for separate features for attaching signs: 15 square feet in area for each tenant.
 - All other buildings: Five percent of the wall area on which it is erected or lease space frontage.

Attached Signs

□ Size - Continued:

▣ Retail, commercial *zoning* districts:

- An attached sign may have an area not exceeding that calculated by multiplying the length of the building frontage **or lease space frontage** by two feet. This calculation shall be termed base allowable area. ~~In no event may an attached sign exceed a maximum allowable area of 200 square feet.~~ *An attached sign may not exceed a maximum base allowable area of 200 square feet except where permissible in 2(a), 2(b), or 2(c) below.*



Attached Signs

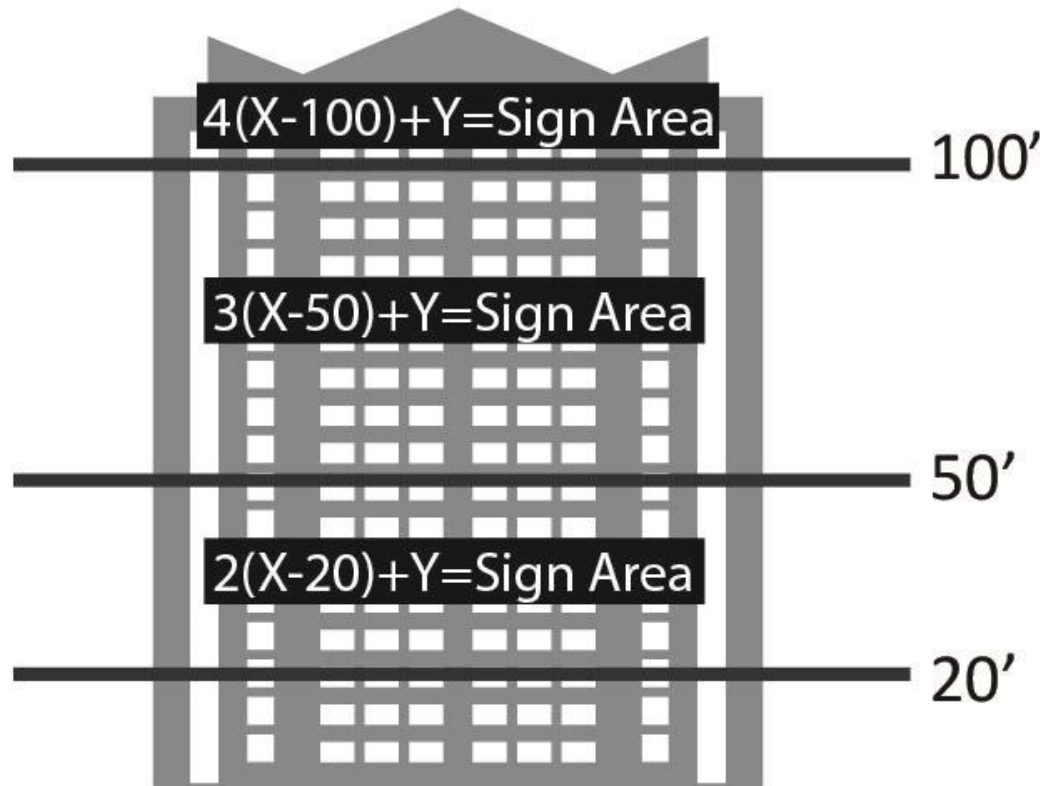
□ Size - Continued:

■ Retail, commercial *zoning* districts - Continued:

- ~~A permissible attached sign located at a height above 20 feet shall be permitted an increase in the base allowable area and an increase in the maximum allowable area. Such increases shall not exceed two square feet in area, over that allowed for a sign located at 20 feet of height, for each additional one foot in height above 20 feet.~~ *A permissible sign located at a height above 20 feet is allowed an increase in allowable sign area. Such increases shall not exceed:*
 - *Two square feet in area for each one foot in height above 20 feet if the sign is located between 20 and 50 feet;*
 - *Three square feet in area for each one foot in height above 20 feet if the sign is located between 50 and 100 feet;*
 - *Four square feet in area for each one foot in height above 20 feet if the sign is located higher than 100 feet.*

Attached Signs

Sign Height - Attached Buildings



X=Sign height on building from grade

Y=2 times linear store front; maximum 200

Attached Signs



Height: 165'

Frontage: 265'

Existing Calculation:

Base: 200 sq ft.

Increase:

$$165 - 20 = 145 \times 2 = 290$$

Total Allowable Area:

$$200 + 290 = 490$$

Recommended Calculation:

Base: 200 sq ft.

Increase:

$$50 - 20 = 30 \times 2 = 60$$

$$100 - 50 = 50 \times 3 = 150$$

$$165 - 100 = 65 \times 4 = 260$$

Total Allowable Area:

$$200 + 60 + 150 + 260 = 670$$

Attached Signs

- **Size - Continued:**

- ▣ Retail, commercial *zoning* districts - Continued:

- ~~Attached signs may be located on each exposed face of a building; however, the sum of the area of all attached signs shall not exceed twice the base allowable area nor shall exceed twice the maximum allowable area as specified in above subsections (c)i. and (c)ii. of this section.~~ *Attached signs may be located on building walls or other outdoor structures other than the building frontage elevation. The sum of the base allowable area of all attached signs combined on these elevations cannot exceed two times the length of the building frontage up to 200 square feet.*

Attached Signs

□ Number:

- Apartment *zoning* districts: No more than one ~~major attached sign (or Pole Sign)~~ per adjacent public street ~~for an apartment complex~~ shall be permitted.
- Office, technical office, and industrial *zoning* districts:
 - Buildings with single street frontage: two attached signs.
 - Buildings with frontage on more than one street: ~~one major attached sign per elevation per street frontage.~~ *One sign per street frontage with a maximum of two signs on any given elevation.*
 - Buildings with separate entrances for individual lease spaces: N/A
- Retail, commercial *zoning* districts:
 - *Buildings three stories or greater: a maximum of three attached signs on elevations with street frontage; a maximum of one attached sign on elevations without street frontage.*

Attached Signs



Attached Signs

□ **Location:**

- Apartment *zoning* districts:
- Office, technical office, and industrial *zoning* districts: Signs shall only be attached entirely below the roofline.
- Retail, commercial *zoning* districts:
 - Signs shall not extend above the roofline of a mansard-type roof.
 - Signs extending more than four feet above the roofline on buildings with non-mansard roof structures shall be directly affixed to and not extending above or beyond an integral part of the structure of the building other than the roof.

Attached Signs

- **Landscaping:** N/A
- **Design:**
 - ~~Major~~ Attached signs shall be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces.
 - Combustible materials may be used, providing the sign is attached to a wall with a minimum of two-hour fire resistive rating.
 - ~~Major~~ Attached signs placed on heavy wood construction may be of combustible materials, but in no case shall they be internally illuminated.
 - Signs extending more than four feet above the roofline shall be attached without the use of supporting poles, towers, guys or braces of any type. Such signs shall be designed, constructed and attached to withstand a wind pressure of not less than 30 pounds per square foot.
- **Permit Required:** Yes.



Monument Signs

Monument Signs

- **Definition/Purpose:**

- Single-use Monument Signs: Monument signs that provide identification or advertisement of a specific business, service, product, person, organization, place or building.
- Multiple-use Monument Signs: Monument signs that provide identification or advertisement of multiple businesses, services, products, persons, organizations, places or buildings.

- **Size:**

- Single-use Monument Signs: ~~35~~ 40 square feet in area, 6 feet in height.
- Multiple-use Monument Signs: ~~70~~ 80 square feet in area, 6 feet in height.

- **Number:** N/A

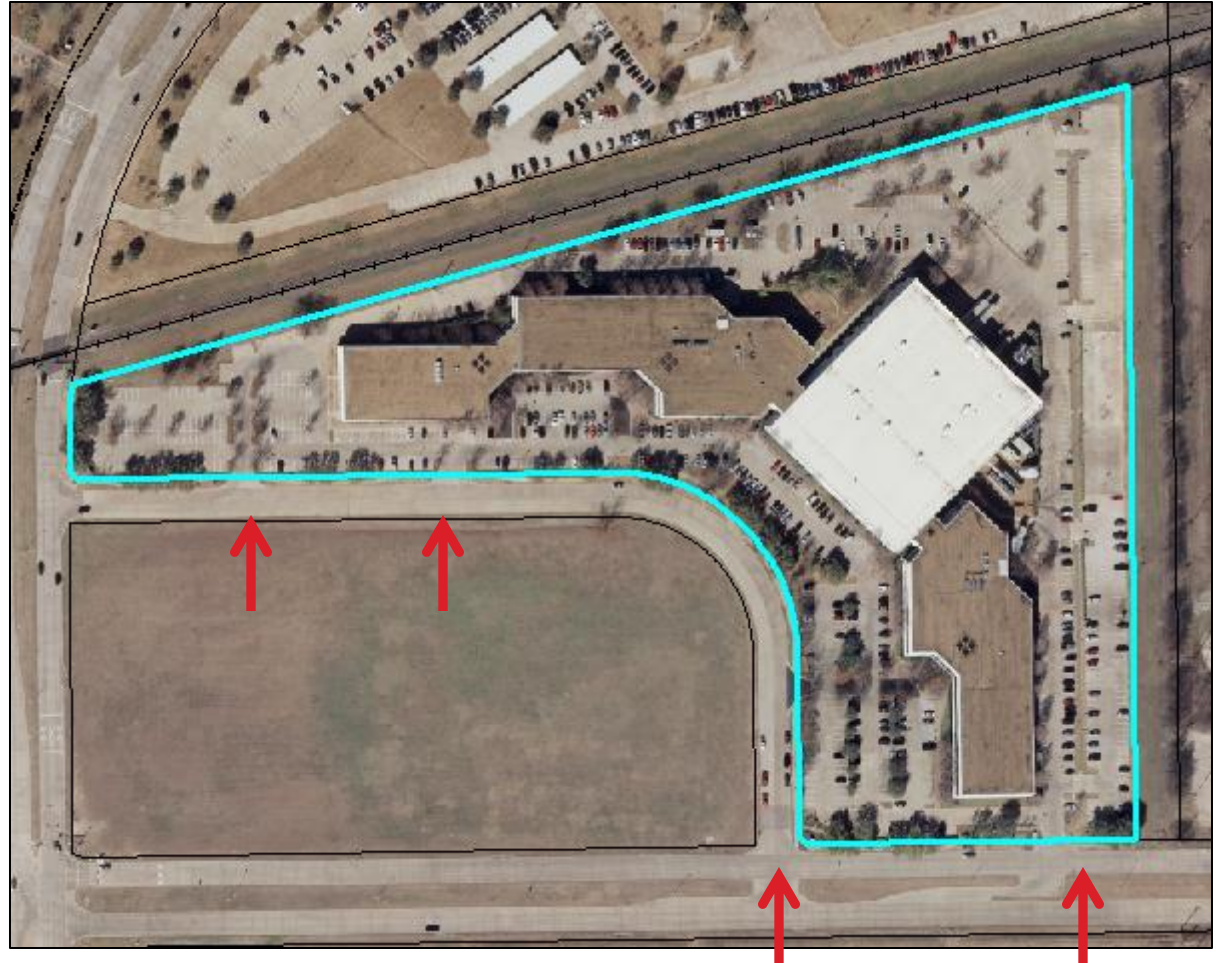
Monument Signs

□ Location:

- Monument signs may be located in ~~retail and commercial districts.~~ *apartment, office, technical office, industrial, retail and commercial zoning districts.* May be located in residential zoning district as provided as permitted elsewhere in this chapter.
- Monument signs must be located a minimum of 30 feet from adjoining private property lines.
- Monument signs must not be located within 100 feet of any residential zoned property, *except where permissible in this section.*
- Monument signs must be located a minimum of 200 feet from any single-use monument *or pole* sign and 250 feet from any multiple-use monument or pole sign, ~~except sites abutting two public streets, in which event one sign per street frontage is permitted.~~ *Signs located along two abutting streets may be closer than the provisions above if approved by the Director of Community Services.*
- No monument sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 1/2 feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.

Monument Signs

- 3000 Waterview Pkwy
 - ▣ 16 Acres
 - ▣ Surrounded by 3 Streets
 - ▣ 4 Entrances



Monument Signs

□ **Design:**

- Monument signs shall be designed and constructed to withstand a wind pressure of not less than 30 pounds per square foot of area and shall be constructed to receive dead load as required in the building code or other ordinances of the city.
- All monument signs shall be placed in concrete bases or footings.
- Monument signs may be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces. Signs may be supported by noncombustible material only and finished in a presentable manner.
- Wood or non-painted steel supports are specifically prohibited.
- Heavy timber and other materials may be used if approved by ~~the chief building official~~ *Director of Community Services*.
- All monument signs throughout a center or complex on the site shall be constructed of the same material and design.
- ~~The mixing of monument and other types of freestanding signs within a center or complex is prohibited.~~

□ **Permit Required:** Yes.



Pole Signs

Pole Signs

- **Definition/Purpose:** Signs used to identify a center, complex, occupants, services, products, occupation, district, or institution. ~~Signs in office, technical office, and industrial zoning districts must identify a complex, center, establishment, occupation or institution.~~
- **Size:**
 - Apartment *zoning* district: 25 square feet in area, 8 feet in height and can only identify the complex, center, establishment or institution.
 - Office, technical office, and industrial *zoning* districts:
 - Sites less than 10 acres: 25 square feet in area, 6 feet in height.
 - Sites ten acres or more: 60 square feet in area, 20 feet in height.
 - Retail, commercial *zoning* districts:
 - Single-use signs: 60 square feet in area, 20 feet in height.
 - Multiple-use signs: 80 square feet in area, 20 feet in height.

Pole Signs

□ Number:

- Apartment *zoning* district: No more than one freestanding *pole* ~~(or attached)~~ sign per adjacent public street shall be permitted.
- Office, technical office, and industrial *zoning* districts:
 - Sites less than 20 acres: one freestanding *pole* sign
 - Each additional 10 acres over 20: one additional freestanding *pole* sign
 - No more than one freestanding *pole* sign shall be permitted per industrial building per each adjacent public street.
- Retail, commercial *zoning* districts:
 - Sites less than 10 acres: one single-use freestanding *pole* sign
 - Sites 10 acres but less than 15 acres: two single-use freestanding *pole* signs or one single-use and one multiple-use freestanding *pole* sign.
 - Sites more than 15 acres: three single-use freestanding *pole* signs, one multiple-use and 2 single-use freestanding *pole*, or two multiple-use freestanding *pole*. Only one multiple use freestanding pole may be located per public street frontage.

Pole Signs

□ Location:

- All ~~Major Freestanding~~ *Pole* Signs must be located on site.
- ~~Major Freestanding~~ *Pole* Signs must be located a minimum of 30 feet from an adjoining private property line.
- ~~Major Freestanding~~ Pole Signs must be located a minimum of 60 feet from any other *attached building* sign.
- ~~Major Freestanding~~ *Pole Signs must be located a minimum of 200 feet from any single-use pole or monument sign and 250 feet from any multiple-use pole or monument sign.*
- ~~Major Freestanding~~ *Pole* Signs must be located a minimum of 100 feet from any single-family residential zoned property.

Pole Signs

□ Landscaping:

- Signs over 8 feet in height: N/A
- Signs 8 feet or less from ground level: landscaping is required around the base of the sign in an area equal to four square feet for each square foot of sign and base area.

□ Design:

- ~~Major Freestanding~~ **Pole** Signs shall be designed and constructed to withstand a wind pressure of not less than 30 pounds per square foot of area, and shall be constructed to receive dead load as required in the building code or other ordinances of the city.
- All ~~Major Freestanding~~ **Pole** Signs shall be placed in concrete bases or footings.
- ~~Major Freestanding~~ **Pole** Signs may be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces and may be supported by noncombustible material only and finished in a presentable manner; wood or non-painted steel supports are specifically prohibited.

Pole Signs

□ Design - Continued:

- Heavy timber and other materials may be used if approved by the ~~chief building official~~ *Director of Community Services*.
- *Newly installed support poles must be covered by cladding, brick, masonry, stone or other building material approved by the Director of Community Services, so as to completely cover the supporting poles and be architecturally similar or harmonious with the facade on the building or buildings on the site.*
- Pole Signs shall be protected by wheel or bumper guards when required by the ~~building official~~ Director of Community Services.
- Pole Signs shall not have attached any guys or braces.

Pole Signs

□ Design - Continued:

- No major freestanding sign shall be constructed so that the minimum clearance thereof is less than nine feet if any portion thereof overhangs a driveway, parking space, sidewalk, or other public or private right-of-way for the passage of vehicles or pedestrians.
- *No pole sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 1/2 feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.*

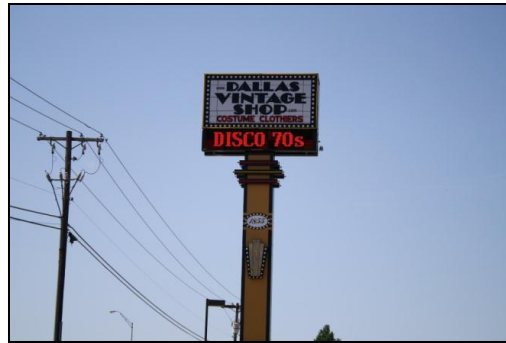


Electronic Messaging

Electronic Messaging

- **Definition/Purpose:** *Provide identification or advertisement of a specific business, service, product, activity, person, organization, place or building.*
- **Size:**
 - ▣ *100% of total allowable sign area as specified in the applicable section; or up to 50% of the total allowable sign area if combined with a non-electronic messaging element.*
- **Number:** *One per street frontage.*
- **Location:**
 - ▣ *May be an attached, monument or pole sign.*
 - ▣ *May be located in apartment, office, technical office, industrial, retail and commercial zoning districts. May be located in residential zoning district as provided as permitted elsewhere in this chapter.*
- **Landscaping:** *Required for monument or pole signs as specified in the applicable section.*

Electronic Messaging Signs



Electronic Messaging

- **Design:**
 - ▣ *Moving, flashing, animated, intermittently lighted, changing color, beacons, revolving, scrolling, dissolving, or similarly constructed signs shall not be allowed.*
 - ▣ *Each message shall be displayed for at least 10 minutes and a change of message shall be accomplished within 2 seconds or less.*
 - ▣ *Electronic component of a sign:*
 - *May be encased in the same sign cabinet as the non-electronic sign component or;*
 - *If located to the side of a non-electronic sign component must be the same height as the non-electronic sign component or;*
 - *If located above or below a non-electronic sign component must be the same width as the non-electronic sign component.*

Electronic Messaging

- **Design - Continued:**
 - ▣ *Intensity of display brightness will automatically adjust to natural light conditions. Brightness cannot interfere with the vision of traffic on an adjacent road.*
 - ▣ *A programmable sign shall be equipped with a properly functioning default mechanism that will cause the sign to revert immediately to a single, fixed, non-transitory image or to a black-screen if the sign malfunctions.*
 - ▣ *The illumination intensity of the display of a digital display shall not exceed one foot candle measured at the property line.*

Electronic Messaging

- **Design - Continued:**
 - *Signs erected at public school (except scoreboards), religious institution, or other lawful nonresidential use in a residential zoned district must be regulated by an automated timer that limits the period of illumination from 6 a.m. to 10 p.m. Signs must be erected a minimum of 50 feet from an adjacent residential property line.*
 - *Signs located in a non-residential zoned district must be located a minimum of 150 feet from a residential zoned property.*
 - *May not be used to display commercial messages relating to products/services that are not offered on the premises.*
 - *See additional provisions under the appropriate sign type.*

- **Permit Required:** Yes



Appendix

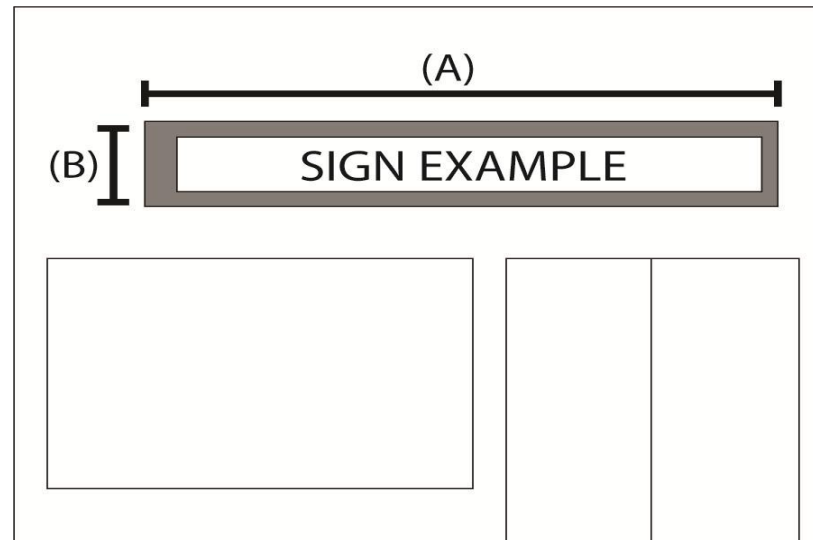
Appendix. Rules of Interpretation

□ **Sec.18-121. - Generally**

- *Principles for computing sign area and sign height are given in this Article. Section headings or captions are for reference purposes only. Illustrations and principles of interpretation included in the code shall be used in interpreting the relevant provision, but where the text conflicts with an illustration or stated principle, the text shall control.*

Appendix

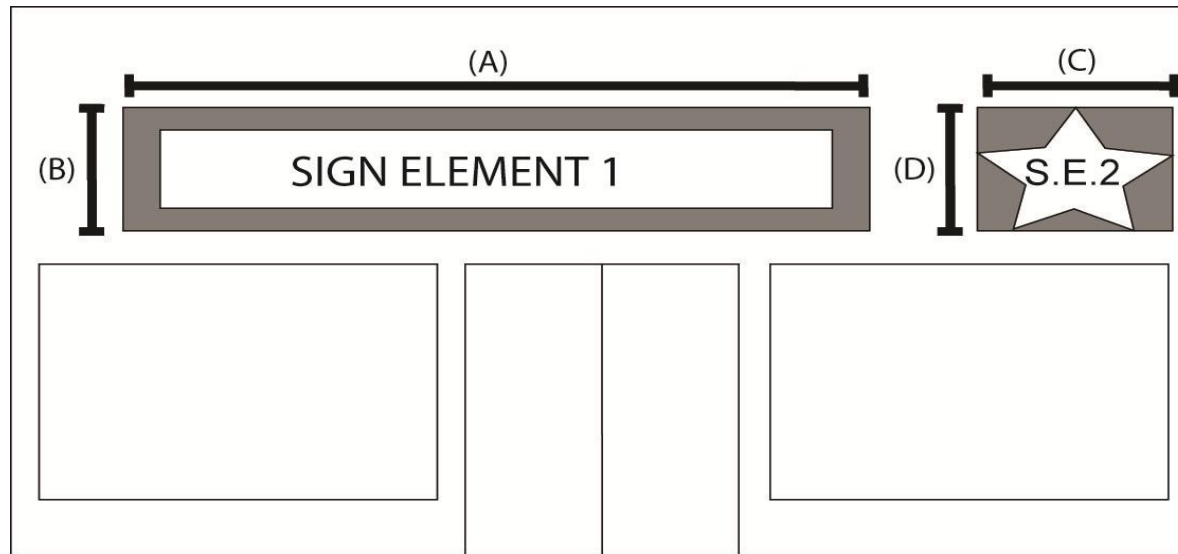
- **Sign Area, Attached Sign (Single Element):** Shall include the entire area within a single perimeter composed of squares or rectangles. Sign copy mounted or painted on a background panel or area distinctively painted, textured or constructed as a background for the sign copy shall be measured as the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



$$\text{SIGN AREA} = (A) \times (B)$$

Appendix

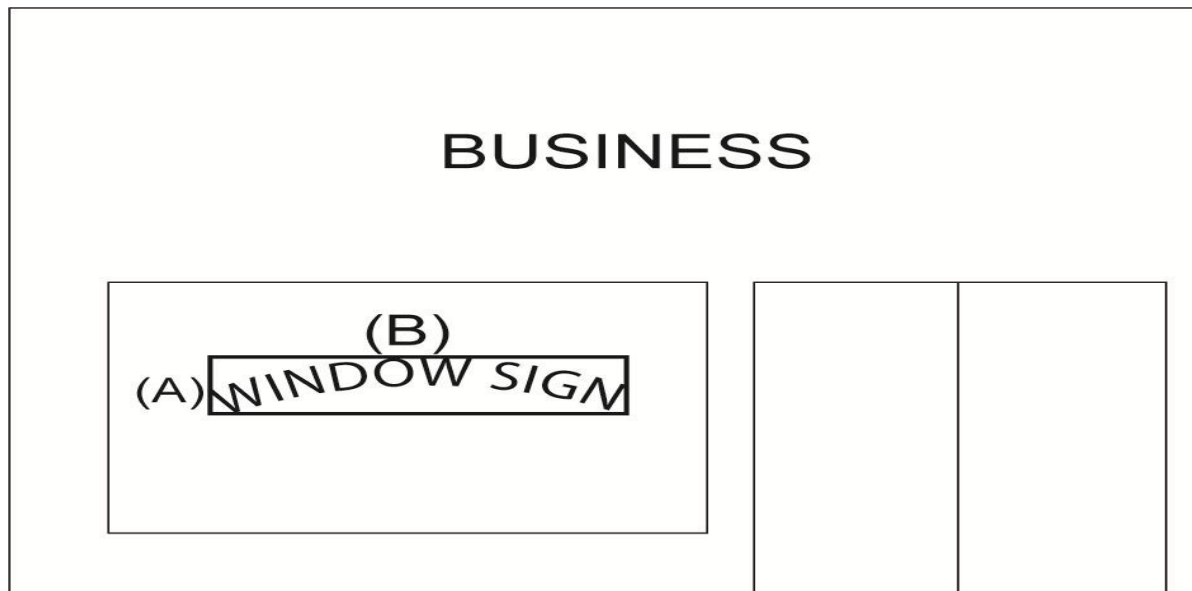
- **Sign Area, Attached Sign (Multiple Elements):** When signs are constructed of individual elements, the area of all sign elements, which together convey a single, complete message, shall be considered as a single sign. The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the background panel or surface, including sign trim or frame.



$$\text{SIGN AREA} = [(A) \times (B)] + [(C) \times (D)]$$

Appendix

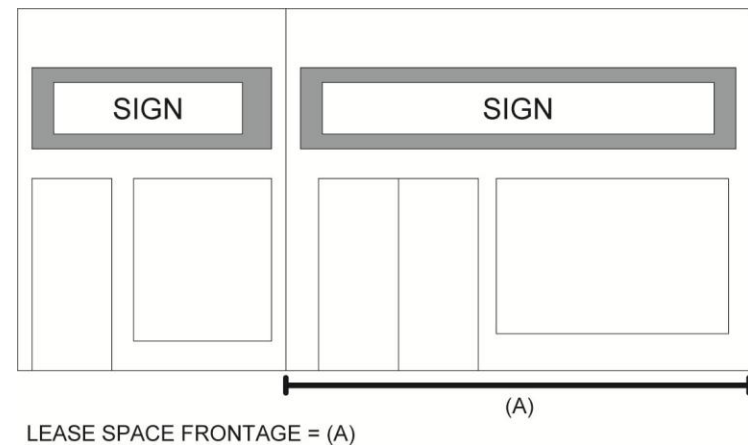
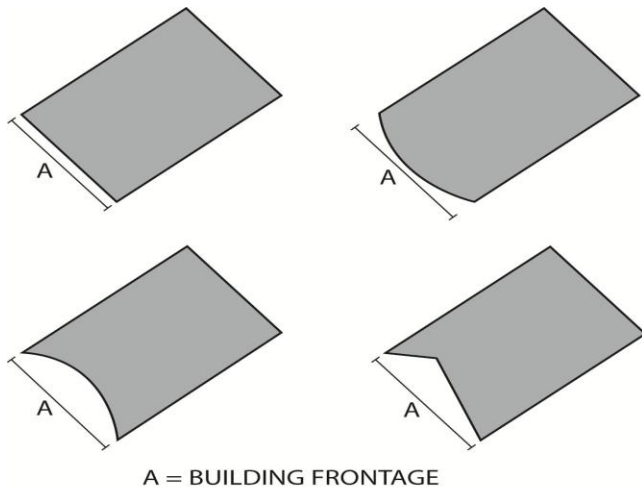
- **Measurement of Signage on the Window.** *The sign area is determined by calculating the area enclosed by the smallest single rectangle that will enclose the outside dimensions of the sign display.*



$$\text{SIGN AREA} = (A) \times (B)$$

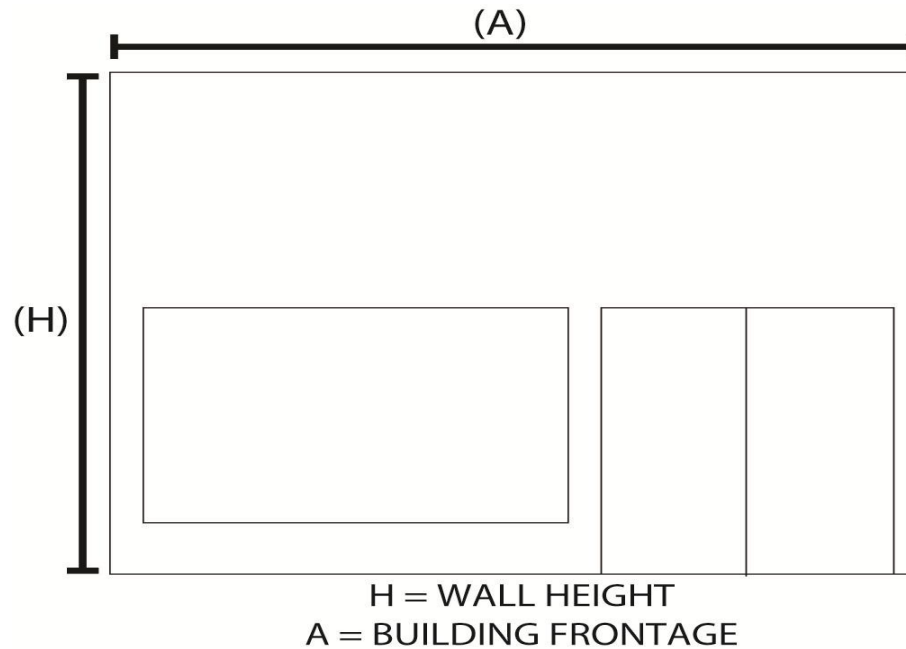
Appendix

- **Measurement of Building Frontage:** *The building frontage shall be calculated using the width of the first story exterior wall. Exterior wall dimensions shall be measured at the base of the ground floor, excluding screened walls, fences, and other similar structures.*



Appendix

- **Wall Area:** *The wall area shall be calculated by the width of the exterior wall and height of the wall.*



Appendix

- **Attached Sign above 20 feet:** *The sign area is determined by the calculation listed below for an attached sign located at a height above 20 feet within a Commercial or Local Retail Zoned District.*

Sign Height - Attached Buildings

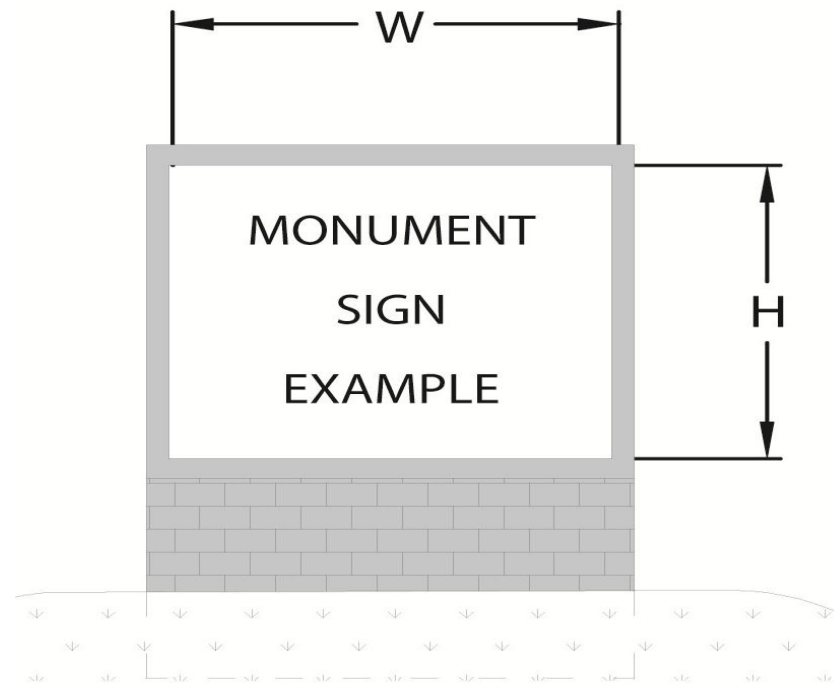


X=Sign height on building from grade

Y=2 times linear store front; maximum 200

Appendix

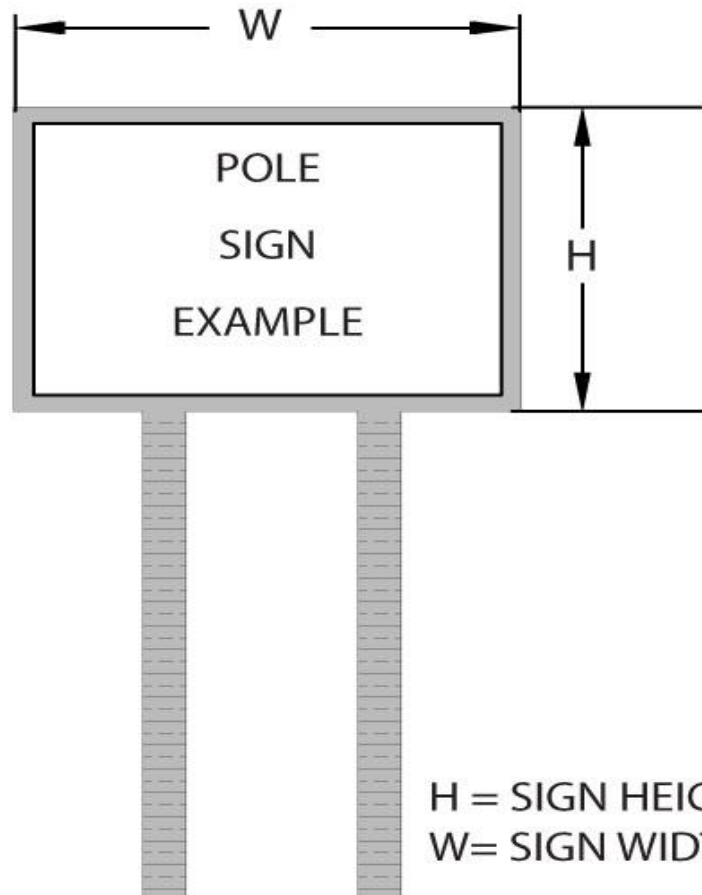
- **Sign Area, Monument:** *The sign area shall be the extreme outer dimensions of the freestanding structure, excluding the support structure and architectural features.*



H = SIGN HEIGHT
W = SIGN WIDTH

Appendix

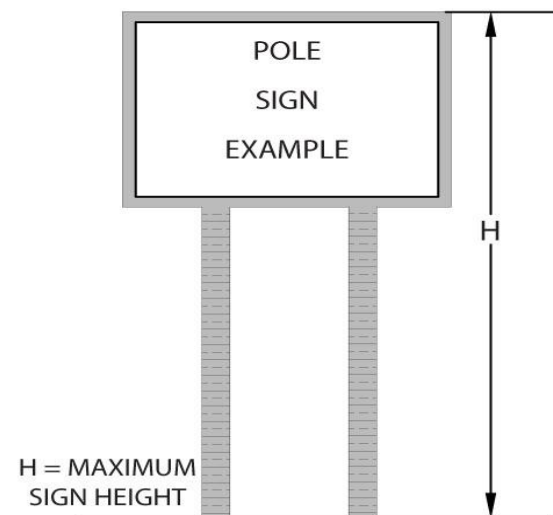
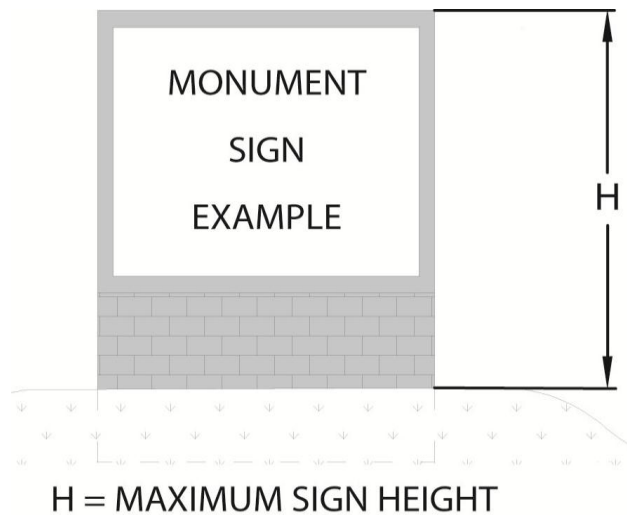
- **Sign Area, Pole:** *The sign area shall be measured as the area enclosed by the smallest single rectangle that will enclose the structure exclusive of the poles.*



H = SIGN HEIGHT
W = SIGN WIDTH

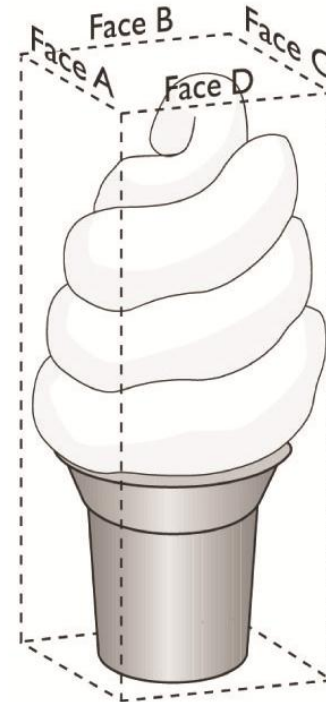
Appendix

- **Sign Height:** Height shall be the distance from the top of the sign structure to the lowest grade level of the base of the sign. The height of any monument base or other structure erected to support or ornament the sign shall be measured as a part of the sign height.



Appendix

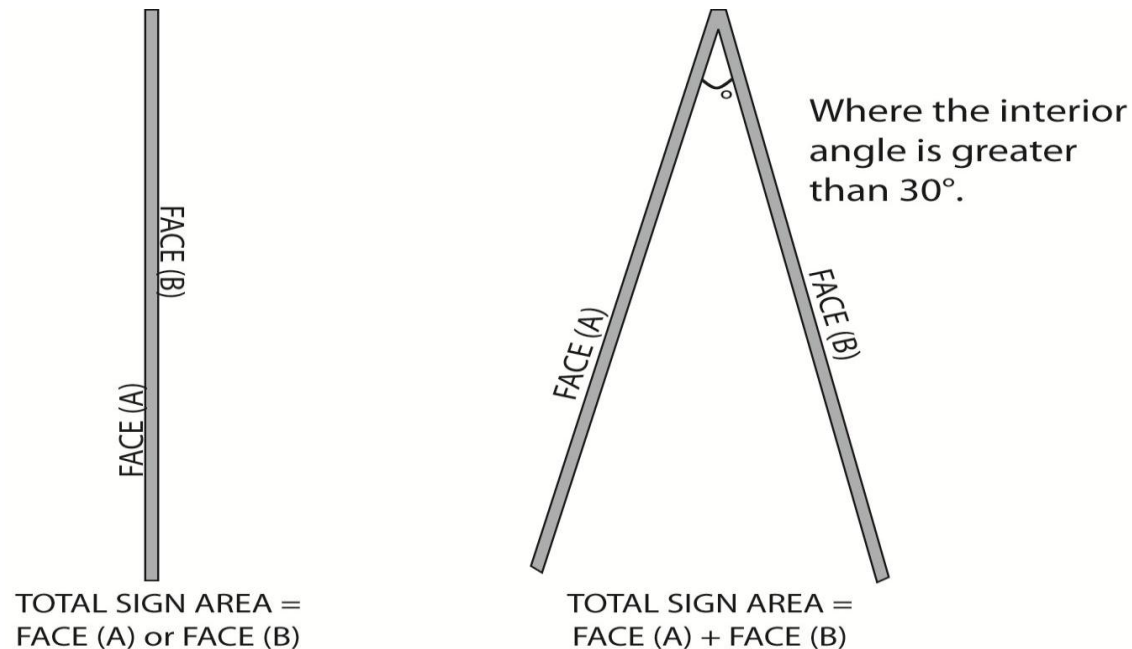
- **Three-Dimensional Signs:** Signs that consists of, or have attached to them, one or more three-dimensional objects, shall have a sign area of the sum of all areas using the four vertical sides of the smallest cube that will encompass the sign.



TOTAL SIGN AREA = SUM OF ALL VERTICAL SIGN FACES OF SMALLEST CUBE ENCOMPASSING THE SIGN.

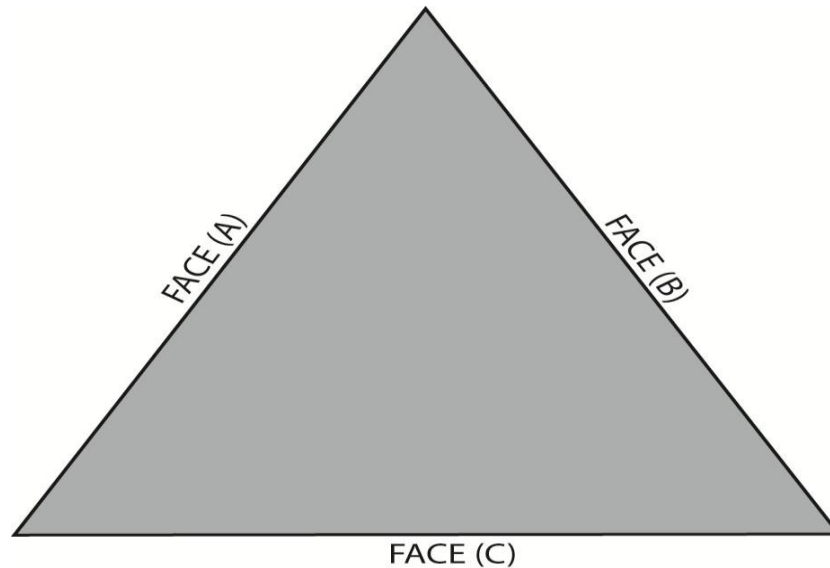
Appendix

- **Double-faced signs:** On a sign where the information is located back to back or located at an interior angle equal to or less than 30 degrees the sign area shall be computed as the area of one sign face. Where the two faces of a double-faced sign are not equal in size, the larger sign face shall be used. Where two faces of a double-faced sign are located at an interior angle more than 30 degrees from one another, both sign faces shall be counted toward sign area.



Appendix

- **Multi-faced Signs:** On a three or more faced sign, sign area shall be calculated as the sum of all faces.

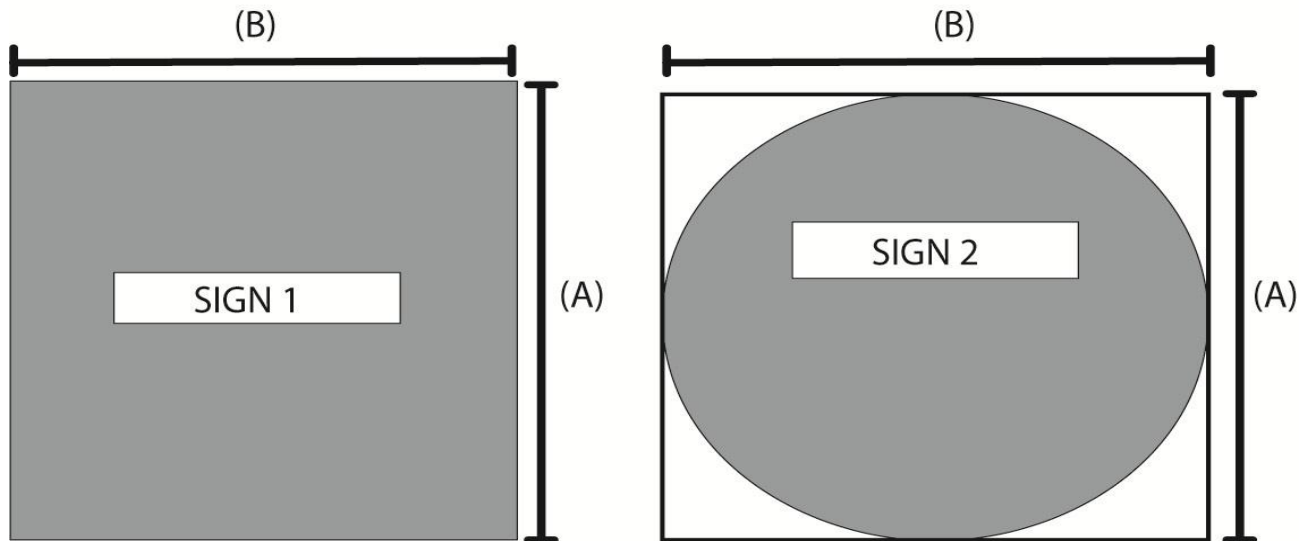


$$\text{TOTAL SIGN AREA} = \text{FACE (A)} + \text{FACE (B)} + \text{FACE (C)}$$

Appendix

- ❑ **Landscape Requirement:** *The landscape requirement is determined by calculating the area of the landscaped area located around the base of the monument sign.*

BIRD'S EYE VIEW



SIGN 1: Total Required Landscaped Area = (A) x (B)

SIGN 2: Total Required Landscaped Area = (A) x (B)

Next Steps



- Send Articles I & II to City Attorney for codification
- Accept City Council feedback and suggestions related to recommendations for Articles III; Update as appropriate
- Schedule follow up briefing to revisit any outstanding issues
- Schedule joint meeting of City Council and Sign Control Board to discuss guiding principles in light of new regulations