

# FS15-311 Text Amendment to Municipal Code Regarding Signs

City Council Work Session

September 22, 2015



**SURPRISE**  
ARIZONA





## Topics of Discussion

- Purpose
- Outreach
- Current Challenges
- Council Engagement
- Stakeholder Engagement
- Timeline
- Signage Examples
- Question, Answer & Feedback



## Purpose/Current Challenges

- Overly Prescriptive
  - Placement
  - Size
  - Electronic Messaging
  - Processing
  - Content Based
- Discrepancies Within Code





## Outreach Details

### Informal Outreach:

- 28+ Stakeholders and Counting
  - Sign Industry
  - Surprise Regional Chamber of Commerce
  - Real Estate Community
  - Development Community Interests
- Robust Outreach After Release of First Draft

## Council Engagement

	Sept. 2015	Oct. 2015	Nov. 2015	Dec. 2015
Subsequent Council Work Sessions	9/22/15 thru Nov. 2015			
Work Session #1 (Sign Text Amendment Introduction)	9/22			
Work Session #2 (Wall and Window Signage)		Date TBD		
Work Session #3 (Monument Signs and Comprehensive Sign Program)		Date TBD		
Work Session #4 (Temporary and Off-Site Signage)		Date TBD		

## Tentative Timeline

	Sept. 2015	Oct. 2015	Nov. 2015	Dec. 2015
Initial Council Work Session	9/1/15			
Subsequent Council Work Sessions	9/22/15 thru Dec. 2015			
1 <sup>st</sup> Draft Language out for Internal Review	10/1/15			
2 <sup>nd</sup> Draft Language out for Public Review		10/15/15		
Stakeholder Meeting		Early-Nov 2015.		
Planning and Zoning Public Hearing			Mid-Jan 2016	
City Council Public Hearing				Mid-Feb 2016



## Temporary Signs

Banners and Teardrops



# SIGN TEXT AMENDMENT

## Window Signs



## Wall Signs



## Wall Signs

Sedona



Pennsylvania



Tempe



## On-Site Monument Signs

- Electronic Messaging
- Height
- Area
- Number
- Location
- Aesthetics



## On-Site Monument Signs

Mesa



Peoria



Texas





## Freeway Monument Signs

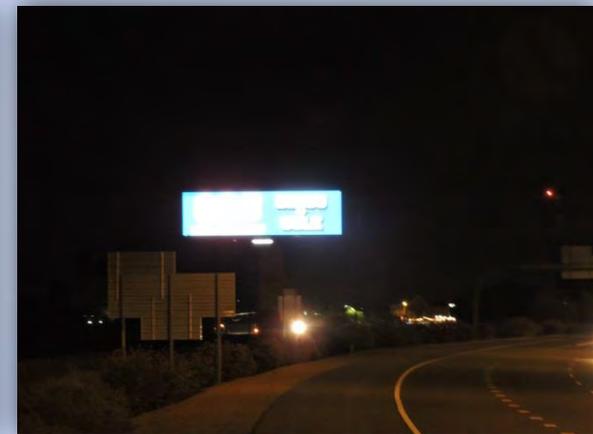
- Electronic Messaging
- Height
- Area
- Number
- Location
- Aesthetics

## Electronic Messaging

DAY VIEW



NIGHT VIEW





## Billboards

- Electronic Messaging
- Height
- Area
- Number
- Location
- Aesthetics



## Illumination

- Internal vs. External Illumination
- Sign Code currently prohibits exposed neon and LED
- Allows exposed neon if covered by clear plastic face
- Sign Code currently prohibits any illumination of any building outlines

## Illumination – Back-lit/Halo





## Flags and Flagpoles

- Currently treated as “sign”
- Limits the types of flags that may be flown

### Solutions:

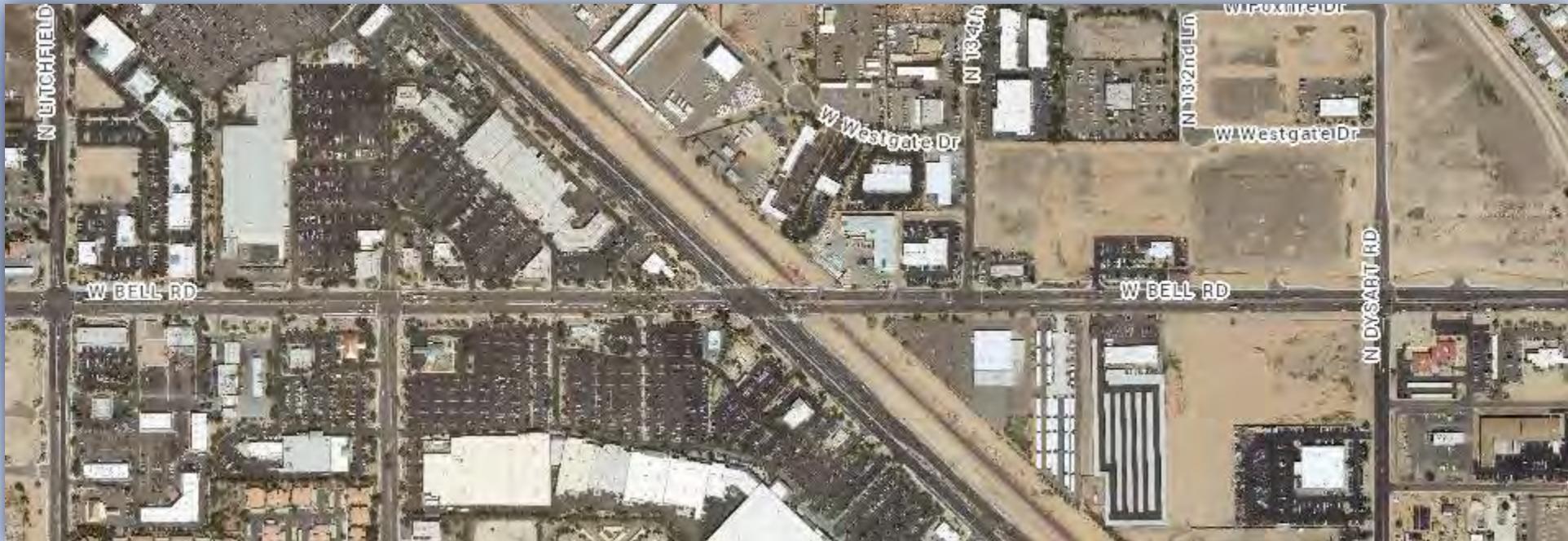
- Height
- Area
- Number
- Location
- Aesthetics



## Comprehensive Sign Program

- What is this?
- Too restrictive
- Approval process:
  - Administrative
  - Planning Commission if certain conditions are met
  - Planning Commission and City Council if deviations to the development standards are requested

## Bell / Grand



- Sign Overlay District
- Kiosk Signs
- Comprehensive Sign Program

## Questions or Comments?